

# **Tag Management System Market by Component (Tools and Services), Application (User Experience Management, Risk & Compliance Management, Content Management, Campaign Management), Deployment Type, Organization Size, Vertical - Global Forecast to 2023**

<https://marketpublishers.com/r/T5BFFDF1C4DEN.html>

Date: July 2018

Pages: 145

Price: US\$ 5,650.00 (Single User License)

ID: T5BFFDF1C4DEN

## **Abstracts**

“Increasing need for established data governance policies and focus on delivering better customer experience are major driving factors for the tag management system market”

The global tag management system market size is expected to grow from USD 661.9 million in 2018 to USD 1,286.1 million by 2023, at a Compound Annual Growth Rate (CAGR) of 14.2% during the forecast period. The need for established data governance policies, focus on delivering better customer experience, and gaining the ability to create a cohesive ecosystem are expected to drive the tag management system market. Real-time mobile app marketing strategies and a new breed of tag management solutions are expected to fuel the market growth. However, the proliferation of digital marketing and web-based technologies, ownership of tags, and a need for technical expertise are expected to limit the market growth.

“The campaign management application expected to record the highest growth rate in the tag management system market”

Enterprises can benefit from tag management system for their digital measurement and marketing initiatives, as they help integrate and deploy various third-party tools into their website to track customers and their activities across and off the website. As the

marketers increase the number of marketing channels, the number of tags for these also increases, requiring significant resources to manage and execute these tags efficiently and effectively to track and sync customer data to third-party tools. In a 2015 study by Econsultancy, 73% of marketers agreed that tag management system helped them run marketing campaigns, with 42% saying it made the process “significantly faster.”

“APAC is projected to record the highest growth rate during the forecast period”

The tag management system market growth in Asia Pacific (APAC) is gaining momentum and is expected to record the highest growth rate in the coming years. Vendors in the region have been adopting venture funding strategies and are investing in R&D activities to provide technologically advanced tag management solutions. In addition, major economies in APAC, such as China, India, Australia, and New Zealand, are investing in all technologies to innovate the traditional business processes and enhance the performance. The region has witnessed the increased adoption of such solutions across major industry verticals.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with the key people. The break-up of the profiles of the primary participants is given below:

By Company: Tier 1: 15%, Tier 2: 32%, and Tier 3: 53%

By Designation: C-level: 38%, Director level: 30%, and Others: 32%

By Region: North America: 38%, Europe: 32%, APAC: 20%, and RoW: 10%

The following key vendors are profiled in the report:

1. Google (US)
2. IBM (US)
3. Adobe (US)
4. Ensignen (US)
5. Tealium (US)
6. Adform (Denmark)
7. AT Internet (France)

8. Commanders Act (France)
9. Datalicious (Australia)
10. Mezzobit (US)
11. Qubit (UK)
12. Relay42 (Netherlands)
13. Segment (US)
14. Signal (US)
15. Sizmek (US)
16. Piwik Pro (US)
17. Innocraft (New Zealand)

### Research Coverage

The report segments the tag management system market by component (tools and services); application (user experience management, risk & compliance management, content management, and campaign management); organization size (large enterprises and Small and Medium-sized Enterprises [SMEs]); vertical (BFSI, retail and eCommerce, healthcare, manufacturing, telecommunication and IT, and others); and region (North America, Europe, APAC, Middle East and Africa [MEA], and Latin America).

### Reasons to buy the report

The report would help leaders/new entrants in the market in the following ways:

1. This report segments the tag management system market comprehensively and provides the closest approximations of the revenue numbers for the overall market and subsegments across industry verticals and regions.
2. The report helps stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.
3. This report would help stakeholders better understand competitors and gain more insights to enhance their position in the business. The competitive landscape section includes new product launches/developments; partnerships and collaborations; mergers and acquisitions; and expansions.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakdown of primary interviews
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE TAG MANAGEMENT SYSTEM MARKET
- 4.2 TAG MANAGEMENT SYSTEM MARKET, BY COMPONENT
- 4.3 TAG MANAGEMENT SYSTEM MARKET, BY APPLICATION
- 4.4 TAG MANAGEMENT SYSTEM MARKET, BY VERTICAL
- 4.5 TAG MANAGEMENT SYSTEM MARKET, BY ORGANIZATION SIZE
- 4.6 TAG MANAGEMENT SYSTEM MARKET, BY REGION
- 4.7 TAG MANAGEMENT SYSTEM MARKET, BY DEPLOYMENT TYPE

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Rising need for established data governance policies

5.2.1.2 Delivering better customer experience

5.2.1.3 Ability to create a cohesive ecosystem

### 5.2.2 RESTRAINTS

5.2.2.1 Proliferation of digital and web-based marketing technologies

### 5.2.3 OPPORTUNITIES

5.2.3.1 Real-time mobile app marketing opportunity

5.2.3.2 Leveraging customized tag management systems

### 5.2.4 CHALLENGES

5.2.4.1 Issues related to ownership of tags

5.2.4.2 Lack of advanced technological expertise and knowledge among marketers

## 5.3 TAG MANAGEMENT SYSTEM TECHNOLOGIES

### 5.3.1 DATA QUALITY

### 5.3.2 DATA GOVERNANCE

### 5.3.3 CUSTOMER ANALYTICS

### 5.3.4 WEB ANALYTICS

### 5.3.5 ARTIFICIAL INTELLIGENCE

## 5.4 REGULATORY IMPLICATIONS

### 5.4.1 GENERAL DATA PROTECTION REGULATION (GDPR)

### 5.4.2 CAN-SPAM

### 5.4.3 EPRIVACY DIRECTIVE (EPR)

### 5.4.4 GOVERNANCE, RISK, AND COMPLIANCE (GRC)

## 6 TAG MANAGEMENT SYSTEM MARKET, BY COMPONENT

### 6.1 INTRODUCTION

### 6.2 TOOLS

### 6.3 SERVICES

#### 6.3.1 MANAGED SERVICES

#### 6.3.2 PROFESSIONAL SERVICES

6.3.2.1 Consulting services

6.3.2.2 Support and maintenance services

## 7 TAG MANAGEMENT SYSTEM MARKET, BY APPLICATION

### 7.1 INTRODUCTION

- 7.1.1 CAMPAIGN MANAGEMENT
- 7.1.2 USER EXPERIENCE MANAGEMENT
- 7.1.3 CONTENT MANAGEMENT
- 7.1.4 RISK AND COMPLIANCE MANAGEMENT
- 7.1.5 OTHERS

## **8 TAG MANAGEMENT SYSTEM MARKET, BY ORGANIZATION SIZE**

- 8.1 INTRODUCTION
  - 8.1.1 LARGE ENTERPRISES
  - 8.1.2 SMALL AND MEDIUM-SIZED ENTERPRISES

## **9 TAG MANAGEMENT SYSTEM MARKET, BY DEPLOYMENT TYPE**

- 9.1 INTRODUCTION
  - 9.1.1 CLOUD
  - 9.1.2 ON-PREMISES

## **10 TAG MANAGEMENT SYSTEM MARKET, BY VERTICAL**

- 10.1 INTRODUCTION
- 10.2 BANKING, FINANCIAL SERVICES, AND INSURANCE
- 10.3 TELECOMMUNICATION AND IT
- 10.4 RETAIL AND ECOMMERCE
- 10.5 HEALTHCARE
- 10.6 MANUFACTURING
- 10.7 MEDIA AND ENTERTAINMENT
- 10.8 OTHERS

## **11 TAG MANAGEMENT SYSTEM MARKET, BY REGION**

- 11.1 INTRODUCTION
- 11.2 NORTH AMERICA
  - 11.2.1 NORTH AMERICA, BY COUNTRY
    - 11.2.1.1 United States
    - 11.2.1.2 Canada
  - 11.2.2 NORTH AMERICA, BY COMPONENT
  - 11.2.3 NORTH AMERICA, BY SERVICE
  - 11.2.4 NORTH AMERICA, BY PROFESSIONAL SERVICE

- 11.2.5 NORTH AMERICA, BY APPLICATION
- 11.2.6 NORTH AMERICA, BY DEPLOYMENT TYPE
- 11.2.7 NORTH AMERICA, BY ORGANIZATION SIZE
- 11.2.8 NORTH AMERICA, BY VERTICAL
- 11.3 EUROPE
  - 11.3.1 EUROPE, BY COUNTRY
    - 11.3.1.1 United Kingdom
    - 11.3.1.2 Germany
    - 11.3.1.3 France
    - 11.3.1.4 Rest of Europe
  - 11.3.2 EUROPE, BY COMPONENT
  - 11.3.3 EUROPE, BY SERVICE
  - 11.3.4 EUROPE, BY PROFESSIONAL SERVICE
  - 11.3.5 EUROPE, BY APPLICATION
  - 11.3.6 EUROPE, BY DEPLOYMENT TYPE
  - 11.3.7 EUROPE, BY ORGANIZATION SIZE
  - 11.3.8 EUROPE, BY VERTICAL
- 11.4 ASIA PACIFIC
  - 11.4.1 ASIA PACIFIC, BY COUNTRY
    - 11.4.1.1 Japan
    - 11.4.1.2 India
    - 11.4.1.3 Singapore
    - 11.4.1.4 Rest of Asia Pacific
  - 11.4.2 ASIA PACIFIC, BY COMPONENT
  - 11.4.3 ASIA PACIFIC, BY SERVICE
  - 11.4.4 ASIA PACIFIC, BY PROFESSIONAL SERVICE
  - 11.4.5 ASIA PACIFIC, BY APPLICATION
  - 11.4.6 ASIA PACIFIC, BY DEPLOYMENT TYPE
  - 11.4.7 ASIA PACIFIC, BY ORGANIZATION SIZE
  - 11.4.8 ASIA PACIFIC, BY VERTICAL
- 11.5 LATIN AMERICA
  - 11.5.1 LATIN AMERICA, BY COUNTRY
    - 11.5.1.1 Mexico
    - 11.5.1.2 Brazil
    - 11.5.1.3 Rest of Latin America
  - 11.5.2 LATIN AMERICA, BY COMPONENT
  - 11.5.3 LATIN AMERICA, BY SERVICE
  - 11.5.4 LATIN AMERICA, BY PROFESSIONAL SERVICE
  - 11.5.5 LATIN AMERICA, BY APPLICATION

- 11.5.6 LATIN AMERICA, BY DEPLOYMENT TYPE
- 11.5.7 LATIN AMERICA, BY ORGANIZATION SIZE
- 11.5.8 LATIN AMERICA, BY VERTICAL
- 11.6 MIDDLE EAST AND AFRICA
  - 11.6.1 LATIN AMERICA, BY COUNTRY
    - 11.6.1.1 Middle East
    - 11.6.1.2 Africa
  - 11.6.2 MIDDLE EAST AND AFRICA, BY COMPONENT
  - 11.6.3 MIDDLE EAST AND AFRICA, BY SERVICE
  - 11.6.4 MIDDLE EAST AND AFRICA, BY PROFESSIONAL SERVICE
  - 11.6.5 MIDDLE EAST AND AFRICA, BY APPLICATION
  - 11.6.6 MIDDLE EAST AND AFRICA, BY DEPLOYMENT TYPE
  - 11.6.7 MIDDLE EAST AND AFRICA, BY ORGANIZATION SIZE
  - 11.6.8 MIDDLE EAST AND AFRICA, BY VERTICAL

## **12 COMPETITIVE LANDSCAPE**

- 12.1 OVERVIEW
- 12.2 TAG MANAGEMENT SYSTEM MARKET: PROMINENT PLAYERS
- 12.3 KEY PLAYERS IN THE TAG MANAGEMENT SYSTEM MARKET
- 12.4 COMPETITIVE SCENARIO
  - 12.4.1 NEW PRODUCT LAUNCHES AND PRODUCT UPGRADATIONS
  - 12.4.2 PARTNERSHIPS AND COLLABORATIONS
  - 12.4.3 ACQUISITIONS
  - 12.4.4 BUSINESS EXPANSIONS

## **13 COMPANY PROFILES**

(Business Overview, Tools Offered, Recent Developments, SWOT Analysis, MnM View)\*

- 13.1 GOOGLE
- 13.2 IBM
- 13.3 ADOBE
- 13.4 TEALIUM
- 13.5 ENSIGHTEN
- 13.6 ADFORM
- 13.7 AT INTERNET
- 13.8 COMMANDERS ACT



- 13.9 PIWIK PRO
- 13.10 DATALICIOUS
- 13.11 INNOCRAFT
- 13.12 MEZZOBIT
- 13.13 ORACLE
- 13.14 QUBIT
- 13.15 RELAY42
- 13.16 SEGMENT
- 13.17 SIGNAL

\*Business Overview, Tools Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **14 APPENDIX**

- 14.1 KEY INSIGHTS OF INDUSTRY EXPERTS
- 14.2 DISCUSSION GUIDE
- 14.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 14.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 14.5 AVAILABLE CUSTOMIZATION
- 14.6 RELATED REPORTS
- 14.7 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

Table 1 TAG MANAGEMENT SYSTEM MARKET SIZE AND GROWTH RATE, 2016–2023 (USD MILLION, Y-O-Y %)

Table 2 TAG MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 3 TOOLS: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 4 SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 5 SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 6 MANAGED SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 7 PROFESSIONAL SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 8 TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 9 PROFESSIONAL SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 10 CONSULTING SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 11 SUPPORT AND MAINTENANCE SERVICES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 12 TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 13 CAMPAIGN MANAGEMENT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 14 USER EXPERIENCE MANAGEMENT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 15 CONTENT MANAGEMENT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 16 RISK AND COMPLIANCE MANAGEMENT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 17 OTHERS: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 18 TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE,

2016–2023 (USD MILLION)

Table 19 LARGE ENTERPRISES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 20 SMALL AND MEDIUM-SIZED ENTERPRISES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 21 TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 22 CLOUD: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 23 ON PREMISES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 24 TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 25 BANKING, FINANCIAL SERVICES, AND INSURANCE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2018–2023 (USD MILLION)

Table 26 TELECOMMUNICATION AND IT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 27 RETAIL AND ECOMMERCE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 28 HEALTHCARE AND LIFE SCIENCES: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 29 MANUFACTURING: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 30 MEDIA AND ENTERTAINMENT: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 31 OTHERS: TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 32 TAG MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 33 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 34 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 35 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 36 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 37 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 38 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 39 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 40 NORTH AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 41 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 42 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 43 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 44 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 45 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 46 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 47 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 48 EUROPE: TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 49 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 50 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 51 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 52 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 53 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 54 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 55 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 56 ASIA PACIFIC: TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 57 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY

COUNTRY, 2016–2023 (USD MILLION)

Table 58 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 59 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 60 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 61 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 62 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 63 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 64 LATIN AMERICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 65 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SUBREGION, 2016–2023 (USD MILLION)

Table 66 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 67 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 68 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 69 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 70 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2023 (USD MILLION)

Table 71 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 72 MIDDLE EAST AND AFRICA: TAG MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2016–2023 (USD MILLION)

Table 73 NEW PRODUCT LAUNCHES AND PRODUCT UPGRADATIONS, 2015–2018

Table 74 PARTNERSHIPS AND COLLABORATIONS, 2016–2018

Table 75 ACQUISITIONS, 2014–2017

Table 76 BUSINESS EXPANSIONS, 2017

## List Of Figures

### LIST OF FIGURES

Figure 1 TAG MANAGEMENT SYSTEM MARKET: MARKET SEGMENTATION

Figure 2 TAG MANAGEMENT SYSTEM MARKET: REGIONAL SEGMENTATION

Figure 3 TAG MANAGEMENT SYSTEM MARKET: RESEARCH DESIGN

Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 5 DATA TRIANGULATION

Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 8 TAG MANAGEMENT SYSTEM MARKET: ASSUMPTION

Figure 9 USER EXPERIENCE MANAGEMENT APPLICATION AND NORTH AMERICA ARE ESTIMATED TO HOLD THE LARGEST MARKET SHARES IN 2018

Figure 10 TAG MANAGEMENT SYSTEM MARKET SHARE, BY COMPONENT, 2018

Figure 11 NORTH AMERICA IS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN 2018

Figure 12 INCREASING ADOPTION IN VARIOUS APPLICATION AREAS IS EXPECTED TO DRIVE THE TAG MANAGEMENT SYSTEM MARKET DURING THE FORECAST PERIOD

Figure 13 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR AND HOLD A LARGER MARKET SHARE DURING THE FORECAST PERIOD

Figure 14 USER EXPERIENCE MANAGEMENT IS EXPECTED TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 15 RETAIL AND ECOMMERCE VERTICAL IS EXPECTED TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 16 LARGE ENTERPRISES SEGMENT IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 17 NORTH AMERICA REGION IS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN 2018

Figure 18 CLOUD DEPLOYMENT TYPE IS ESTIMATED TO WITNESS A HIGHER ADOPTION RATE IN 2018

Figure 19 TAG MANAGEMENT SYSTEM MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 20 SERVICES COMPONENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 21 MANAGED SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 22 CONSULTING SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 23 CAMPAIGN MANAGEMENT APPLICATION IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 24 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 25 CLOUD DEPLOYMENT TYPE IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 26 HEALTHCARE VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 27 ASIA PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 28 NORTH AMERICA: MARKET SNAPSHOT

Figure 29 ASIA PACIFIC: MARKET SNAPSHOT

Figure 30 KEY DEVELOPMENTS BY THE LEADING PLAYERS IN THE TAG MANAGEMENT SYSTEM MARKET, 2015–2018

Figure 31 GOOGLE: COMPANY SNAPSHOT

Figure 32 GOOGLE: SWOT ANALYSIS

Figure 33 IBM: COMPANY SNAPSHOT

Figure 34 IBM: SWOT ANALYSIS

Figure 35 ADOBE: COMPANY SNAPSHOT

Figure 36 ADOBE: SWOT ANALYSIS

Figure 37 TEALIUM: SWOT ANALYSIS

Figure 38 ENSIGHTEN: SWOT ANALYSIS

Figure 39 ORACLE: COMPANY SNAPSHOT

## I would like to order

Product name: Tag Management System Market by Component (Tools and Services), Application (User Experience Management, Risk & Compliance Management, Content Management, Campaign Management), Deployment Type, Organization Size, Vertical - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/T5BFFDF1C4DEN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T5BFFDF1C4DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>



To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970