

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.

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