

Database Marketing Market, Global Outlook and Forecast 2022-2028

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Abstracts

Database marketing is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes. The method of communication can be any addressable medium, as in direct marketing.

This report contains market size and forecasts of Database Marketing in Global, including the following market information:

Global Database Marketing Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Database Marketing market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Telemarketing Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Database Marketing include Adobe (Marketo), Stirista, LLC, Adestra Ltd, Oracle, HubSpot, Inc., V12, Reach Marketing LLC and BRIDGE, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Database Marketing companies, and industry experts on this industry, involving the revenue, demand,

product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Database Marketing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Database Marketing Market Segment Percentages, by Type, 2021 (%)

Telemarketing

Email Marketing

Social Media Marketing

Global Database Marketing Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Database Marketing Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Global Database Marketing Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Database Marketing Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Database Marketing revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Database Marketing revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Adobe (Marketo)

Stirista, LLC

Adestra Ltd

Oracle

HubSpot, Inc.

V12

Reach Marketing LLC

BRIDGE

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