

Digital Marketing Transformation Market, Global Outlook and Forecast 2022-2028

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Abstracts

A definition of Digital Marketing Transformation is the transition and evolution from a traditional marketing mix, to primarily digital marketing, including the use of a digital marketing mix (next subject) and new marketing technologies to plan, implement, test, measure, optimize and report results on marketing

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

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

Global top five companies in 2021 (%)

The global Digital Marketing Transformation 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.

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

The global key manufacturers of Digital Marketing Transformation include Google, SAP, Alibaba, Hewlett Packard Enterprise, Adobe Systems, Huawei, Accenture PLC, IBM Corporation and Microsoft Corporation, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital Marketing Transformation 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 Digital Marketing Transformation Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

By Type

Website Optimization

Search Engine Optimization

Content Marketing

Paid Search

Email Marketing

Social Media

Artificial Intelligence

Others

By Technology Type

IoT

Cloud Computing

Big Data

AI

AR/VR

By Deployment Model

On-premises

Cloud

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

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

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

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

Global Digital Marketing Transformation 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 Digital Marketing Transformation revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

Google

SAP

Alibaba

Hewlett Packard Enterprise

Adobe Systems

Huawei

Accenture PLC

IBM Corporation

Microsoft Corporation

Broadcom

Oracle Corporation

Baidu

Tencent

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