

# Marketing Analytics Market - Global Outlook and Forecast 2022-2028

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## Abstracts

Marketing analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars. Marketing analytic is based on understanding and keeping in touch with customers. Analyzing solutions enables them to track the impact of actions taken.

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

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

Global top five companies in 2021 (%)

The global Marketing Analytics market was valued at 3044.8 million in 2021 and is projected to reach US\$ 6079.7 million by 2028, at a CAGR of 10.4% during the forecast period.

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

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

The global key manufacturers of Marketing Analytics include Google, Adobe, Salesforce, Oracle, Accenture, IBM, Wipro Corporation, SAS and Teradata, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

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

#### By Modality

Software Platform

Professional Services

Hosting Service

#### By Marketing Mode

Social Media Marketing

Email Marketing

SEO Marketing

Pay Per Click Marketing

Display Marketing

Video Marketing

Content Marketing

Campaign Management Marketing

#### By Metrics

Based On Open Rates

Based On Click-Through Rates

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

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

Retail and Consumer Goods

Healthcare

Travel and Hospitality

Automotive

Telecommunication

Education

Manufacturing

Other

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

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

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

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

Google

Adobe

Salesforce

Oracle

Accenture

IBM

Wipro Corporation

SAS

Teradata

Microsoft Corporation

McKinsey & Company

Harte Hank

Pegasystems

NGData

Experian

Tableau Software

GoodData

Neustar

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