

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

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## Abstracts

Marketing analytics platform encompasses tools and processes which enable an organization to manage, evaluate, and control its marketing efforts by measuring marketing performance.

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

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

Global top five companies in 2021 (%)

The global Marketing Analytics Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

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

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

The global key manufacturers of Marketing Analytics Platform include HubSpot, Semrush, Looker Data Sciences (Google), Insider., LeadsRx, SharpSpring, Owox BI, Whatagraph BV and Pathmatics (Sensor Tower), 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 Platform 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 Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Large Enterprises

SMES

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

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

Retail & eCommerce

Banking & Insurance

Media & Entertainment

Travel & Hospitality

Education

Others

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

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

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

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

HubSpot

Semrush

Looker Data Sciences (Google)

Insider.

LeadsRx

SharpSpring

Owox BI

Whatagraph BV

Pathmatics (Sensor Tower)

MoEngage

Emarsys (SAP)

SALESmanago

CleverTap

Act-On Software

TapClicks

Ometria

Adverity

Optimove

Funnel

Oracle

Improvado

Domo

Datorama

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