

Marketing Automation Market, Global Outlook and Forecast 2022-2028

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Abstracts

Marketing automation is software and tactics that allow companies to buy and sell like Amazon -- that is, to nurture prospects with highly personalized, useful content that helps convert prospects to customers and turn customers into delighted customers. This type of marketing automation typically generates significant new revenue for companies, and provides an excellent return on the investment required.

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

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

Global top five companies in 2021 (%)

The global Marketing Automation market was valued at 2825.1 million in 2021 and is projected to reach US\$ 4699.9 million by 2028, at a CAGR of 7.5% during the forecast period.

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

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

The global key manufacturers of Marketing Automation include HubSpot, Marketo, Act-On Software, Salesforce, Adobe Systems, Oracle, Infusionsoft, IBM and Cognizant, 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 Automation 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 Automation Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

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

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

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

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

Millions)

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

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

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

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchbuck

IContact

LeadSquared

MarcomCentral

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

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