

Marketing Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Digital marketing software offers the prospect of improving the customer interaction through various sources such as instant messaging systems, social networking sites, and mobile apps. The rise in adoption of digital marketing software is attributable to the increase in digital marketing budgets in organizations, widespread social media platforms, and increased internet penetration. Moreover, the cloud solutions have also played a prominent role owing to its benefits including minimum IT investments, cost effectiveness, and ease of accessibility.

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

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

Global top five companies in 2021 (%)

The global Marketing Software 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.

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

The global key manufacturers of Marketing Software include Adobe Systems, Oracle, SAP, Salesforce, IBM, Marketo, Microsoft, Hubspot and SAS Institute, 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 Software 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 Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premise

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

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

Real Estate

Automotive

Others

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

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

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

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

Adobe Systems

Oracle

SAP

Salesforce

IBM

Marketo

Microsoft

Hubspot

SAS Institute

Act-On Software

AppFolio

BoomTown

Constellation Real Estate Group (CREG)

IXACT Contact

Nestio

CoStar

Placester

rezora

Propertybase

Buildout

Real Geeks

Keller Williams Realty

MRI Software

LeadSquared

IContact

Point2

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Dealer.com

Friendemic

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Figure 65. Friendemic Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 66. PureCars Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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