

Real-Time Marketing Software Market - Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/R0501DD4BFE1EN.html>

Date: March 2022

Pages: 67

Price: US\$ 3,250.00 (Single User License)

ID: R0501DD4BFE1EN

Abstracts

Real-time marketing is marketing performed 'on-the-fly' to determine an appropriate or optimal approach to a particular customer at a particular time and place. It is a form of market research inbound marketing that seeks the most appropriate offer for a given customer sales opportunity, reversing the traditional outbound marketing (or interruption marketing) which aims to acquire appropriate customers for a given 'pre-defined' offer. The dynamic 'just-in-time' decision making behind a real-time offer aims to exploit a given customer interaction defined by web-site clicks or verbal contact centre conversation.

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

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

Global top five companies in 2021 (%)

The global Real-Time 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 Real-Time Marketing Software include IBM, Oracle,

Pegasystems, SAP SE, Salesforce.com, Darwin Pricing, Pega and Pinpoint Systems, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

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

Cloud-Based

On-premises

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

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

BFSI

IT and Telecom

Healthcare

Retail

Media and Entertainment

Manufacturing

Others

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

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

Key companies Real-Time Marketing Software revenues share in global market, 2021

(%)

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

IBM

Oracle

Pegasystems

SAP SE

Salesforce.com

Darwin Pricing

Pega

Pinpoint Systems

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Real-Time Marketing Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Real-Time Marketing Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL REAL-TIME MARKETING SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Real-Time Marketing Software Market Size: 2021 VS 2028
- 2.2 Global Real-Time Marketing Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Real-Time Marketing Software Players in Global Market
- 3.2 Top Global Real-Time Marketing Software Companies Ranked by Revenue
- 3.3 Global Real-Time Marketing Software Revenue by Companies
- 3.4 Top 3 and Top 5 Real-Time Marketing Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Real-Time Marketing Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Real-Time Marketing Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Real-Time Marketing Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Real-Time Marketing Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Real-Time Marketing Software Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based

4.1.3 On-premises

4.2 By Type - Global Real-Time Marketing Software Revenue & Forecasts

4.2.1 By Type - Global Real-Time Marketing Software Revenue, 2017-2022

4.2.2 By Type - Global Real-Time Marketing Software Revenue, 2023-2028

4.2.3 By Type - Global Real-Time Marketing Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Real-Time Marketing Software Market Size, 2021 & 2028

5.1.2 BFSI

5.1.3 IT and Telecom

5.1.4 Healthcare

5.1.5 Retail

5.1.6 Media and Entertainment

5.1.7 Manufacturing

5.1.8 Others

5.2 By Application - Global Real-Time Marketing Software Revenue & Forecasts

5.2.1 By Application - Global Real-Time Marketing Software Revenue, 2017-2022

5.2.2 By Application - Global Real-Time Marketing Software Revenue, 2023-2028

5.2.3 By Application - Global Real-Time Marketing Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Real-Time Marketing Software Market Size, 2021 & 2028

6.2 By Region - Global Real-Time Marketing Software Revenue & Forecasts

6.2.1 By Region - Global Real-Time Marketing Software Revenue, 2017-2022

6.2.2 By Region - Global Real-Time Marketing Software Revenue, 2023-2028

6.2.3 By Region - Global Real-Time Marketing Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Real-Time Marketing Software Revenue, 2017-2028

6.3.2 US Real-Time Marketing Software Market Size, 2017-2028

6.3.3 Canada Real-Time Marketing Software Market Size, 2017-2028

6.3.4 Mexico Real-Time Marketing Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Real-Time Marketing Software Revenue, 2017-2028

6.4.2 Germany Real-Time Marketing Software Market Size, 2017-2028

6.4.3 France Real-Time Marketing Software Market Size, 2017-2028

6.4.4 U.K. Real-Time Marketing Software Market Size, 2017-2028

6.4.5 Italy Real-Time Marketing Software Market Size, 2017-2028

6.4.6 Russia Real-Time Marketing Software Market Size, 2017-2028

6.4.7 Nordic Countries Real-Time Marketing Software Market Size, 2017-2028

6.4.8 Benelux Real-Time Marketing Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Real-Time Marketing Software Revenue, 2017-2028

6.5.2 China Real-Time Marketing Software Market Size, 2017-2028

6.5.3 Japan Real-Time Marketing Software Market Size, 2017-2028

6.5.4 South Korea Real-Time Marketing Software Market Size, 2017-2028

6.5.5 Southeast Asia Real-Time Marketing Software Market Size, 2017-2028

6.5.6 India Real-Time Marketing Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Real-Time Marketing Software Revenue, 2017-2028

6.6.2 Brazil Real-Time Marketing Software Market Size, 2017-2028

6.6.3 Argentina Real-Time Marketing Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Real-Time Marketing Software Revenue, 2017-2028

6.7.2 Turkey Real-Time Marketing Software Market Size, 2017-2028

6.7.3 Israel Real-Time Marketing Software Market Size, 2017-2028

6.7.4 Saudi Arabia Real-Time Marketing Software Market Size, 2017-2028

6.7.5 UAE Real-Time Marketing Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 IBM

7.1.1 IBM Corporate Summary

7.1.2 IBM Business Overview

7.1.3 IBM Real-Time Marketing Software Major Product Offerings

7.1.4 IBM Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.1.5 IBM Key News

7.2 Oracle

7.2.1 Oracle Corporate Summary

7.2.2 Oracle Business Overview

7.2.3 Oracle Real-Time Marketing Software Major Product Offerings

7.2.4 Oracle Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.2.5 Oracle Key News

7.3 Pegasystems

7.3.1 Pegasystems Corporate Summary

7.3.2 Pegasystems Business Overview

7.3.3 Pegasystems Real-Time Marketing Software Major Product Offerings

7.3.4 Pegasystems Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.3.5 Pegasystems Key News

7.4 SAP SE

7.4.1 SAP SE Corporate Summary

7.4.2 SAP SE Business Overview

7.4.3 SAP SE Real-Time Marketing Software Major Product Offerings

7.4.4 SAP SE Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.4.5 SAP SE Key News

7.5 Salesforce.com

7.5.1 Salesforce.com Corporate Summary

7.5.2 Salesforce.com Business Overview

7.5.3 Salesforce.com Real-Time Marketing Software Major Product Offerings

7.5.4 Salesforce.com Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.5.5 Salesforce.com Key News

7.6 Darwin Pricing

7.6.1 Darwin Pricing Corporate Summary

7.6.2 Darwin Pricing Business Overview

7.6.3 Darwin Pricing Real-Time Marketing Software Major Product Offerings

7.6.4 Darwin Pricing Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.6.5 Darwin Pricing Key News

7.7 Pega

7.7.1 Pega Corporate Summary

7.7.2 Pega Business Overview

7.7.3 Pega Real-Time Marketing Software Major Product Offerings

7.7.4 Pega Real-Time Marketing Software Revenue in Global Market (2017-2022)

7.7.5 Pega Key News

7.8 Pinpoint Systems

7.8.1 Pinpoint Systems Corporate Summary

7.8.2 Pinpoint Systems Business Overview

7.8.3 Pinpoint Systems Real-Time Marketing Software Major Product Offerings

7.8.4 Pinpoint Systems Real-Time Marketing Software Revenue in Global Market
(2017-2022)

7.8.5 Pinpoint Systems Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Real-Time Marketing Software Market Opportunities & Trends in Global Market

Table 2. Real-Time Marketing Software Market Drivers in Global Market

Table 3. Real-Time Marketing Software Market Restraints in Global Market

Table 4. Key Players of Real-Time Marketing Software in Global Market

Table 5. Top Real-Time Marketing Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Real-Time Marketing Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Real-Time Marketing Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Real-Time Marketing Software Product Type

Table 9. List of Global Tier 1 Real-Time Marketing Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Real-Time Marketing Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Real-Time Marketing Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Real-Time Marketing Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Real-Time Marketing Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Real-Time Marketing Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Real-Time Marketing Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Real-Time Marketing Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Real-Time Marketing Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Real-Time Marketing Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Real-Time Marketing Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Real-Time Marketing Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Real-Time Marketing Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Real-Time Marketing Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Real-Time Marketing Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Real-Time Marketing Software Revenue, (US\$, Mn), 2023-2028

Table 30. IBM Corporate Summary

Table 31. IBM Real-Time Marketing Software Product Offerings

Table 32. IBM Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 33. Oracle Corporate Summary

Table 34. Oracle Real-Time Marketing Software Product Offerings

Table 35. Oracle Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 36. Pegasystems Corporate Summary

Table 37. Pegasystems Real-Time Marketing Software Product Offerings

Table 38. Pegasystems Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 39. SAP SE Corporate Summary

Table 40. SAP SE Real-Time Marketing Software Product Offerings

Table 41. SAP SE Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 42. Salesforce.com Corporate Summary

Table 43. Salesforce.com Real-Time Marketing Software Product Offerings

Table 44. Salesforce.com Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 45. Darwin Pricing Corporate Summary

Table 46. Darwin Pricing Real-Time Marketing Software Product Offerings

Table 47. Darwin Pricing Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 48. Pega Corporate Summary

Table 49. Pega Real-Time Marketing Software Product Offerings

Table 50. Pega Real-Time Marketing Software Revenue (US\$, Mn), (2017-2022)

Table 51. Pinpoint Systems Corporate Summary

Table 52. Pinpoint Systems Real-Time Marketing Software Product Offerings

Table 53. Pinpoint Systems Real-Time Marketing Software Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Real-Time Marketing Software Segment by Type in 2021
- Figure 2. Real-Time Marketing Software Segment by Application in 2021
- Figure 3. Global Real-Time Marketing Software Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Real-Time Marketing Software Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Real-Time Marketing Software Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Real-Time Marketing Software Revenue in 2021
- Figure 8. By Type - Global Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 12. US Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 16. Germany Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Real-Time Marketing Software Revenue Market Share, 2017-2028
- Figure 24. China Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Real-Time Marketing Software Revenue, (US\$, Mn),

2017-2028

Figure 28. India Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Real-Time Marketing Software Revenue Market Share, 2017-2028

Figure 30. Brazil Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Real-Time Marketing Software Revenue Market Share, 2017-2028

Figure 33. Turkey Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Real-Time Marketing Software Revenue, (US\$, Mn), 2017-2028

Figure 37. IBM Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Oracle Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Pegasystems Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. SAP SE Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Salesforce.com Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Darwin Pricing Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Pega Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Pinpoint Systems Real-Time Marketing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

Product name: Real-Time Marketing Software Market - Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/R0501DD4BFE1EN.html>

Price: US\$ 3,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R0501DD4BFE1EN.html>