

# COVID-19 Impact on Global Direct Marketing Solutions Market Size, Status and Forecast 2020-2026

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## Abstracts

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Direct Marketing Solutions market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Direct Marketing Solutions industry.

Based on our recent survey, we have several different scenarios about the Direct Marketing Solutions YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Direct Marketing Solutions will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Direct Marketing Solutions market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Direct Marketing Solutions market in terms of revenue.

Players, stakeholders, and other participants in the global Direct Marketing Solutions

market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

### Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Direct Marketing Solutions market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

### Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Direct Marketing Solutions market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Direct Marketing Solutions market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Direct Marketing Solutions market.

The following players are covered in this report:

Rapp

Epsilon

Wunderman

FCB

Acxiom

Harte-Hanks Direct

OgilvyOne

Merkle

Harland Clarke Corp

MRM//McCann

DigitasLBi

Aimia

SourceLink

BBDO

SapientNitro

Leo Burnett

## Direct Marketing Solutions Breakdown Data by Type

Direct mail

Telemarketing

Email marketing

Text (SMS) marketing

Handouts

Social media marketing

Direct selling

Others

## Direct Marketing Solutions Breakdown Data by Application

Business to Business

Business to Government

Business to Consumers

Others

## Contents

### 1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Direct Marketing Solutions Revenue
- 1.4 Market Analysis by Type
  - 1.4.1 Global Direct Marketing Solutions Market Size Growth Rate by Type: 2020 VS 2026
  - 1.4.2 Direct mail
  - 1.4.3 Telemarketing
  - 1.4.4 Email marketing
  - 1.4.5 Text (SMS) marketing
  - 1.4.6 Handouts
  - 1.4.7 Social media marketing
  - 1.4.8 Direct selling
  - 1.4.9 Others
- 1.5 Market by Application
  - 1.5.1 Global Direct Marketing Solutions Market Share by Application: 2020 VS 2026
  - 1.5.2 Business to Business
  - 1.5.3 Business to Government
  - 1.5.4 Business to Consumers
  - 1.5.5 Others
- 1.6 Coronavirus Disease 2019 (Covid-19): Direct Marketing Solutions Industry Impact
  - 1.6.1 How the Covid-19 is Affecting the Direct Marketing Solutions Industry
    - 1.6.1.1 Direct Marketing Solutions Business Impact Assessment - Covid-19
    - 1.6.1.2 Supply Chain Challenges
    - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
  - 1.6.2 Market Trends and Direct Marketing Solutions Potential Opportunities in the COVID-19 Landscape
  - 1.6.3 Measures / Proposal against Covid-19
    - 1.6.3.1 Government Measures to Combat Covid-19 Impact
    - 1.6.3.2 Proposal for Direct Marketing Solutions Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

### 2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 Direct Marketing Solutions Market Perspective (2015-2026)
- 2.2 Direct Marketing Solutions Growth Trends by Regions
  - 2.2.1 Direct Marketing Solutions Market Size by Regions: 2015 VS 2020 VS 2026
  - 2.2.2 Direct Marketing Solutions Historic Market Share by Regions (2015-2020)
  - 2.2.3 Direct Marketing Solutions Forecasted Market Size by Regions (2021-2026)
- 2.3 Industry Trends and Growth Strategy
  - 2.3.1 Market Top Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Challenges
  - 2.3.4 Porter's Five Forces Analysis
  - 2.3.5 Direct Marketing Solutions Market Growth Strategy
  - 2.3.6 Primary Interviews with Key Direct Marketing Solutions Players (Opinion Leaders)

### **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

- 3.1 Global Top Direct Marketing Solutions Players by Market Size
  - 3.1.1 Global Top Direct Marketing Solutions Players by Revenue (2015-2020)
  - 3.1.2 Global Direct Marketing Solutions Revenue Market Share by Players (2015-2020)
  - 3.1.3 Global Direct Marketing Solutions Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global Direct Marketing Solutions Market Concentration Ratio
  - 3.2.1 Global Direct Marketing Solutions Market Concentration Ratio (CR5 and HHI)
  - 3.2.2 Global Top 10 and Top 5 Companies by Direct Marketing Solutions Revenue in 2019
- 3.3 Direct Marketing Solutions Key Players Head office and Area Served
- 3.4 Key Players Direct Marketing Solutions Product Solution and Service
- 3.5 Date of Enter into Direct Marketing Solutions Market
- 3.6 Mergers & Acquisitions, Expansion Plans

### **4 BREAKDOWN DATA BY TYPE (2015-2026)**

- 4.1 Global Direct Marketing Solutions Historic Market Size by Type (2015-2020)
- 4.2 Global Direct Marketing Solutions Forecasted Market Size by Type (2021-2026)

### **5 DIRECT MARKETING SOLUTIONS BREAKDOWN DATA BY APPLICATION (2015-2026)**

- 5.1 Global Direct Marketing Solutions Market Size by Application (2015-2020)
- 5.2 Global Direct Marketing Solutions Forecasted Market Size by Application (2021-2026)

## **6 NORTH AMERICA**

- 6.1 North America Direct Marketing Solutions Market Size (2015-2020)
- 6.2 Direct Marketing Solutions Key Players in North America (2019-2020)
- 6.3 North America Direct Marketing Solutions Market Size by Type (2015-2020)
- 6.4 North America Direct Marketing Solutions Market Size by Application (2015-2020)

## **7 EUROPE**

- 7.1 Europe Direct Marketing Solutions Market Size (2015-2020)
- 7.2 Direct Marketing Solutions Key Players in Europe (2019-2020)
- 7.3 Europe Direct Marketing Solutions Market Size by Type (2015-2020)
- 7.4 Europe Direct Marketing Solutions Market Size by Application (2015-2020)

## **8 CHINA**

- 8.1 China Direct Marketing Solutions Market Size (2015-2020)
- 8.2 Direct Marketing Solutions Key Players in China (2019-2020)
- 8.3 China Direct Marketing Solutions Market Size by Type (2015-2020)
- 8.4 China Direct Marketing Solutions Market Size by Application (2015-2020)

## **9 JAPAN**

- 9.1 Japan Direct Marketing Solutions Market Size (2015-2020)
- 9.2 Direct Marketing Solutions Key Players in Japan (2019-2020)
- 9.3 Japan Direct Marketing Solutions Market Size by Type (2015-2020)
- 9.4 Japan Direct Marketing Solutions Market Size by Application (2015-2020)

## **10 SOUTHEAST ASIA**

- 10.1 Southeast Asia Direct Marketing Solutions Market Size (2015-2020)
- 10.2 Direct Marketing Solutions Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Direct Marketing Solutions Market Size by Type (2015-2020)
- 10.4 Southeast Asia Direct Marketing Solutions Market Size by Application (2015-2020)

## **11 INDIA**

- 11.1 India Direct Marketing Solutions Market Size (2015-2020)
- 11.2 Direct Marketing Solutions Key Players in India (2019-2020)
- 11.3 India Direct Marketing Solutions Market Size by Type (2015-2020)
- 11.4 India Direct Marketing Solutions Market Size by Application (2015-2020)

## **12 CENTRAL & SOUTH AMERICA**

- 12.1 Central & South America Direct Marketing Solutions Market Size (2015-2020)
- 12.2 Direct Marketing Solutions Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Direct Marketing Solutions Market Size by Type (2015-2020)
- 12.4 Central & South America Direct Marketing Solutions Market Size by Application (2015-2020)

## **13 KEY PLAYERS PROFILES**

- 13.1 Rapp
  - 13.1.1 Rapp Company Details
  - 13.1.2 Rapp Business Overview and Its Total Revenue
  - 13.1.3 Rapp Direct Marketing Solutions Introduction
  - 13.1.4 Rapp Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.1.5 Rapp Recent Development
- 13.2 Epsilon
  - 13.2.1 Epsilon Company Details
  - 13.2.2 Epsilon Business Overview and Its Total Revenue
  - 13.2.3 Epsilon Direct Marketing Solutions Introduction
  - 13.2.4 Epsilon Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.2.5 Epsilon Recent Development
- 13.3 Wunderman
  - 13.3.1 Wunderman Company Details
  - 13.3.2 Wunderman Business Overview and Its Total Revenue
  - 13.3.3 Wunderman Direct Marketing Solutions Introduction
  - 13.3.4 Wunderman Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.3.5 Wunderman Recent Development
- 13.4 FCB
  - 13.4.1 FCB Company Details
  - 13.4.2 FCB Business Overview and Its Total Revenue



- 13.4.3 FCB Direct Marketing Solutions Introduction
- 13.4.4 FCB Revenue in Direct Marketing Solutions Business (2015-2020)
- 13.4.5 FCB Recent Development
- 13.5 Acxiom
  - 13.5.1 Acxiom Company Details
  - 13.5.2 Acxiom Business Overview and Its Total Revenue
  - 13.5.3 Acxiom Direct Marketing Solutions Introduction
  - 13.5.4 Acxiom Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.5.5 Acxiom Recent Development
- 13.6 Harte-Hanks Direct
  - 13.6.1 Harte-Hanks Direct Company Details
  - 13.6.2 Harte-Hanks Direct Business Overview and Its Total Revenue
  - 13.6.3 Harte-Hanks Direct Direct Marketing Solutions Introduction
  - 13.6.4 Harte-Hanks Direct Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.6.5 Harte-Hanks Direct Recent Development
- 13.7 OgilvyOne
  - 13.7.1 OgilvyOne Company Details
  - 13.7.2 OgilvyOne Business Overview and Its Total Revenue
  - 13.7.3 OgilvyOne Direct Marketing Solutions Introduction
  - 13.7.4 OgilvyOne Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.7.5 OgilvyOne Recent Development
- 13.8 Merkle
  - 13.8.1 Merkle Company Details
  - 13.8.2 Merkle Business Overview and Its Total Revenue
  - 13.8.3 Merkle Direct Marketing Solutions Introduction
  - 13.8.4 Merkle Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.8.5 Merkle Recent Development
- 13.9 Harland Clarke Corp
  - 13.9.1 Harland Clarke Corp Company Details
  - 13.9.2 Harland Clarke Corp Business Overview and Its Total Revenue
  - 13.9.3 Harland Clarke Corp Direct Marketing Solutions Introduction
  - 13.9.4 Harland Clarke Corp Revenue in Direct Marketing Solutions Business (2015-2020)
  - 13.9.5 Harland Clarke Corp Recent Development
- 13.10 MRM//McCann
  - 13.10.1 MRM//McCann Company Details
  - 13.10.2 MRM//McCann Business Overview and Its Total Revenue
  - 13.10.3 MRM//McCann Direct Marketing Solutions Introduction

- 13.10.4 MRM//McCann Revenue in Direct Marketing Solutions Business (2015-2020)
- 13.10.5 MRM//McCann Recent Development
- 13.11 DigitasLBI
  - 10.11.1 DigitasLBI Company Details
  - 10.11.2 DigitasLBI Business Overview and Its Total Revenue
  - 10.11.3 DigitasLBI Direct Marketing Solutions Introduction
  - 10.11.4 DigitasLBI Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.11.5 DigitasLBI Recent Development
- 13.12 Aimia
  - 10.12.1 Aimia Company Details
  - 10.12.2 Aimia Business Overview and Its Total Revenue
  - 10.12.3 Aimia Direct Marketing Solutions Introduction
  - 10.12.4 Aimia Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.12.5 Aimia Recent Development
- 13.13 SourceLink
  - 10.13.1 SourceLink Company Details
  - 10.13.2 SourceLink Business Overview and Its Total Revenue
  - 10.13.3 SourceLink Direct Marketing Solutions Introduction
  - 10.13.4 SourceLink Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.13.5 SourceLink Recent Development
- 13.14 BBDO
  - 10.14.1 BBDO Company Details
  - 10.14.2 BBDO Business Overview and Its Total Revenue
  - 10.14.3 BBDO Direct Marketing Solutions Introduction
  - 10.14.4 BBDO Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.14.5 BBDO Recent Development
- 13.15 SapientNitro
  - 10.15.1 SapientNitro Company Details
  - 10.15.2 SapientNitro Business Overview and Its Total Revenue
  - 10.15.3 SapientNitro Direct Marketing Solutions Introduction
  - 10.15.4 SapientNitro Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.15.5 SapientNitro Recent Development
- 13.16 Leo Burnett
  - 10.16.1 Leo Burnett Company Details
  - 10.16.2 Leo Burnett Business Overview and Its Total Revenue
  - 10.16.3 Leo Burnett Direct Marketing Solutions Introduction
  - 10.16.4 Leo Burnett Revenue in Direct Marketing Solutions Business (2015-2020)
  - 10.16.5 Leo Burnett Recent Development

## **14 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **15 APPENDIX**

### 15.1 Research Methodology

#### 15.1.1 Methodology/Research Approach

#### 15.1.2 Data Source

### 15.2 Disclaimer

### 15.3 Author Details

## List Of Tables

### LIST OF TABLES

- Table 1. Direct Marketing Solutions Key Market Segments
- Table 2. Key Players Covered: Ranking by Direct Marketing Solutions Revenue
- Table 3. Ranking of Global Top Direct Marketing Solutions Manufacturers by Revenue (US\$ Million) in 2019
- Table 4. Global Direct Marketing Solutions Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026
- Table 5. Key Players of Direct mail
- Table 6. Key Players of Telemarketing
- Table 7. Key Players of Email marketing
- Table 8. Key Players of Text (SMS) marketing
- Table 9. Key Players of Handouts
- Table 10. Key Players of Social media marketing
- Table 11. Key Players of Direct selling
- Table 12. Key Players of Others
- Table 13. COVID-19 Impact Global Market: (Four Direct Marketing Solutions Market Size Forecast Scenarios)
- Table 14. Opportunities and Trends for Direct Marketing Solutions Players in the COVID-19 Landscape
- Table 15. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis
- Table 16. Key Regions/Countries Measures against Covid-19 Impact
- Table 17. Proposal for Direct Marketing Solutions Players to Combat Covid-19 Impact
- Table 18. Global Direct Marketing Solutions Market Size Growth by Application (US\$ Million): 2020 VS 2026
- Table 19. Global Direct Marketing Solutions Market Size by Regions (US\$ Million): 2020 VS 2026
- Table 20. Global Direct Marketing Solutions Market Size by Regions (2015-2020) (US\$ Million)
- Table 21. Global Direct Marketing Solutions Market Share by Regions (2015-2020)
- Table 22. Global Direct Marketing Solutions Forecasted Market Size by Regions (2021-2026) (US\$ Million)
- Table 23. Global Direct Marketing Solutions Market Share by Regions (2021-2026)
- Table 24. Market Top Trends
- Table 25. Key Drivers: Impact Analysis
- Table 26. Key Challenges
- Table 27. Direct Marketing Solutions Market Growth Strategy

- Table 28. Main Points Interviewed from Key Direct Marketing Solutions Players
- Table 29. Global Direct Marketing Solutions Revenue by Players (2015-2020) (Million US\$)
- Table 30. Global Direct Marketing Solutions Market Share by Players (2015-2020)
- Table 31. Global Top Direct Marketing Solutions Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Direct Marketing Solutions as of 2019)
- Table 32. Global Direct Marketing Solutions by Players Market Concentration Ratio (CR5 and HHI)
- Table 33. Key Players Headquarters and Area Served
- Table 34. Key Players Direct Marketing Solutions Product Solution and Service
- Table 35. Date of Enter into Direct Marketing Solutions Market
- Table 36. Mergers & Acquisitions, Expansion Plans
- Table 37. Global Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 38. Global Direct Marketing Solutions Market Size Share by Type (2015-2020)
- Table 39. Global Direct Marketing Solutions Revenue Market Share by Type (2021-2026)
- Table 40. Global Direct Marketing Solutions Market Size Share by Application (2015-2020)
- Table 41. Global Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 42. Global Direct Marketing Solutions Market Size Share by Application (2021-2026)
- Table 43. North America Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 44. North America Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 45. North America Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 46. North America Direct Marketing Solutions Market Share by Type (2015-2020)
- Table 47. North America Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 48. North America Direct Marketing Solutions Market Share by Application (2015-2020)
- Table 49. Europe Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 50. Europe Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 51. Europe Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)

- Table 52. Europe Direct Marketing Solutions Market Share by Type (2015-2020)
- Table 53. Europe Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 54. Europe Direct Marketing Solutions Market Share by Application (2015-2020)
- Table 55. China Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 56. China Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 57. China Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 58. China Direct Marketing Solutions Market Share by Type (2015-2020)
- Table 59. China Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 60. China Direct Marketing Solutions Market Share by Application (2015-2020)
- Table 61. Japan Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 62. Japan Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 63. Japan Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 64. Japan Direct Marketing Solutions Market Share by Type (2015-2020)
- Table 65. Japan Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 66. Japan Direct Marketing Solutions Market Share by Application (2015-2020)
- Table 67. Southeast Asia Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 68. Southeast Asia Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 69. Southeast Asia Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 70. Southeast Asia Direct Marketing Solutions Market Share by Type (2015-2020)
- Table 71. Southeast Asia Direct Marketing Solutions Market Size by Application (2015-2020) (Million US\$)
- Table 72. Southeast Asia Direct Marketing Solutions Market Share by Application (2015-2020)
- Table 73. India Key Players Direct Marketing Solutions Revenue (2019-2020) (Million US\$)
- Table 74. India Key Players Direct Marketing Solutions Market Share (2019-2020)
- Table 75. India Direct Marketing Solutions Market Size by Type (2015-2020) (Million US\$)
- Table 76. India Direct Marketing Solutions Market Share by Type (2015-2020)



Table 77. India Direct Marketing Solutions Market Size by Application (2015-2020)  
(Million US\$)

Table 78. India Direct Marketing Solutions Market Share by Application (2015-2020)

Table 79. Central & South America Key Players Direct Marketing Solutions Revenue  
(2019-2020) (Million US\$)

Table 80. Central & South America Key Players Direct Marketing Solutions Market  
Share (2019-2020)

Table 81. Central & South America Direct Marketing Solutions Market Size by Type  
(2015-2020) (Million US\$)

Table 82. Central & South America Direct Marketing Solutions Market Share by Type  
(2015-2020)

Table 83. Central & South America Direct Marketing Solutions Market Size by  
Application (2015-2020) (Million US\$)

Table 84. Central & South America Direct Marketing Solutions Market Share by  
Application (2015-2020)

Table 85. Rapp Company Details

Table 86. Rapp Business Overview

Table 87. Rapp Product

Table 88. Rapp Revenue in Direct Marketing Solutions Business (2015-2020) (Million  
US\$)

Table 89. Rapp Recent Development

Table 90. Epsilon Company Details

Table 91. Epsilon Business Overview

Table 92. Epsilon Product

Table 93. Epsilon Revenue in Direct Marketing Solutions Business (2015-2020) (Million  
US\$)

Table 94. Epsilon Recent Development

Table 95. Wunderman Company Details

Table 96. Wunderman Business Overview

Table 97. Wunderman Product

Table 98. Wunderman Revenue in Direct Marketing Solutions Business (2015-2020)  
(Million US\$)

Table 99. Wunderman Recent Development

Table 100. FCB Company Details

Table 101. FCB Business Overview

Table 102. FCB Product

Table 103. FCB Revenue in Direct Marketing Solutions Business (2015-2020) (Million  
US\$)

Table 104. FCB Recent Development

- Table 105. Acxiom Company Details
- Table 106. Acxiom Business Overview
- Table 107. Acxiom Product
- Table 108. Acxiom Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 109. Acxiom Recent Development
- Table 110. Harte-Hanks Direct Company Details
- Table 111. Harte-Hanks Direct Business Overview
- Table 112. Harte-Hanks Direct Product
- Table 113. Harte-Hanks Direct Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 114. Harte-Hanks Direct Recent Development
- Table 115. OgilvyOne Company Details
- Table 116. OgilvyOne Business Overview
- Table 117. OgilvyOne Product
- Table 118. OgilvyOne Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 119. OgilvyOne Recent Development
- Table 120. Merkle Business Overview
- Table 121. Merkle Product
- Table 122. Merkle Company Details
- Table 123. Merkle Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 124. Merkle Recent Development
- Table 125. Harland Clarke Corp Company Details
- Table 126. Harland Clarke Corp Business Overview
- Table 127. Harland Clarke Corp Product
- Table 128. Harland Clarke Corp Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 129. Harland Clarke Corp Recent Development
- Table 130. MRM//McCann Company Details
- Table 131. MRM//McCann Business Overview
- Table 132. MRM//McCann Product
- Table 133. MRM//McCann Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)
- Table 134. MRM//McCann Recent Development
- Table 135. DigitasLBi Company Details
- Table 136. DigitasLBi Business Overview
- Table 137. DigitasLBi Product



Table 138. DigitasLBI Revenue in Direct Marketing Solutions Business (2015-2020)  
(Million US\$)

Table 139. DigitasLBI Recent Development

Table 140. Aimia Company Details

Table 141. Aimia Business Overview

Table 142. Aimia Product

Table 143. Aimia Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)

Table 144. Aimia Recent Development

Table 145. SourceLink Company Details

Table 146. SourceLink Business Overview

Table 147. SourceLink Product

Table 148. SourceLink Revenue in Direct Marketing Solutions Business (2015-2020)  
(Million US\$)

Table 149. SourceLink Recent Development

Table 150. BBDO Company Details

Table 151. BBDO Business Overview

Table 152. BBDO Product

Table 153. BBDO Revenue in Direct Marketing Solutions Business (2015-2020) (Million US\$)

Table 154. BBDO Recent Development

Table 155. SapientNitro Company Details

Table 156. SapientNitro Business Overview

Table 157. SapientNitro Product

Table 158. SapientNitro Revenue in Direct Marketing Solutions Business (2015-2020)  
(Million US\$)

Table 159. SapientNitro Recent Development

Table 160. Leo Burnett Company Details

Table 161. Leo Burnett Business Overview

Table 162. Leo Burnett Product

Table 163. Leo Burnett Revenue in Direct Marketing Solutions Business (2015-2020)  
(Million US\$)

Table 164. Leo Burnett Recent Development

Table 165. Research Programs/Design for This Report

Table 166. Key Data Information from Secondary Sources

Table 167. Key Data Information from Primary Sources

## List Of Figures

### LIST OF FIGURES

Figure 1. Global Direct Marketing Solutions Market Share by Type: 2020 VS 2026

Figure 2. Direct mail Features

Figure 3. Telemarketing Features

Figure 4. Email marketing Features

Figure 5. Text (SMS) marketing Features

Figure 6. Handouts Features

Figure 7. Social media marketing Features

Figure 8. Direct selling Features

Figure 9. Others Features

Figure 10. Global Direct Marketing Solutions Market Share by Application: 2020 VS 2026

Figure 11. Business to Business Case Studies

Figure 12. Business to Government Case Studies

Figure 13. Business to Consumers Case Studies

Figure 14. Others Case Studies

Figure 15. Direct Marketing Solutions Report Years Considered

Figure 16. Global Direct Marketing Solutions Market Size YoY Growth 2015-2026 (US\$ Million)

Figure 17. Global Direct Marketing Solutions Market Share by Regions: 2020 VS 2026

Figure 18. Global Direct Marketing Solutions Market Share by Regions (2021-2026)

Figure 19. Porter's Five Forces Analysis

Figure 20. Global Direct Marketing Solutions Market Share by Players in 2019

Figure 21. Global Top Direct Marketing Solutions Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Direct Marketing Solutions as of 2019)

Figure 22. The Top 10 and 5 Players Market Share by Direct Marketing Solutions Revenue in 2019

Figure 23. North America Direct Marketing Solutions Market Size YoY Growth (2015-2020) (Million US\$)

Figure 24. Europe Direct Marketing Solutions Market Size YoY Growth (2015-2020) (Million US\$)

Figure 25. China Direct Marketing Solutions Market Size YoY Growth (2015-2020) (Million US\$)

Figure 26. Japan Direct Marketing Solutions Market Size YoY Growth (2015-2020) (Million US\$)

Figure 27. Southeast Asia Direct Marketing Solutions Market Size YoY Growth

(2015-2020) (Million US\$)

Figure 28. India Direct Marketing Solutions Market Size YoY Growth (2015-2020)  
(Million US\$)

Figure 29. Central & South America Direct Marketing Solutions Market Size YoY Growth  
(2015-2020) (Million US\$)

Figure 30. Rapp Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 31. Rapp Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 32. Epsilon Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. Epsilon Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 34. Wunderman Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Wunderman Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 36. FCB Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. FCB Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 38. Acxiom Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. Acxiom Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 40. Harte-Hanks Direct Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. Harte-Hanks Direct Revenue Growth Rate in Direct Marketing Solutions  
Business (2015-2020)

Figure 42. OgilvyOne Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. OgilvyOne Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 44. Merkle Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. Merkle Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 46. Harland Clarke Corp Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. Harland Clarke Corp Revenue Growth Rate in Direct Marketing Solutions  
Business (2015-2020)

Figure 48. MRM//McCann Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. MRM//McCann Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 50. DigitasLBi Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. DigitasLBi Revenue Growth Rate in Direct Marketing Solutions Business  
(2015-2020)

Figure 52. Aimia Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 53. Aimia Revenue Growth Rate in Direct Marketing Solutions Business (2015-2020)

Figure 54. SourceLink Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 55. SourceLink Revenue Growth Rate in Direct Marketing Solutions Business (2015-2020)

Figure 56. BBDO Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 57. BBDO Revenue Growth Rate in Direct Marketing Solutions Business (2015-2020)

Figure 58. SapientNitro Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 59. SapientNitro Revenue Growth Rate in Direct Marketing Solutions Business (2015-2020)

Figure 60. Leo Burnett Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 61. Leo Burnett Revenue Growth Rate in Direct Marketing Solutions Business (2015-2020)

Figure 62. Bottom-up and Top-down Approaches for This Report

Figure 63. Data Triangulation

Figure 64. Key Executives Interviewed

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