

# Global Marketing Analytics Tools and Software Market Research Report 2023

<https://marketpublishers.com/r/GB214EFF4209EN.html>

Date: October 2023

Pages: 131

Price: US\$ 2,900.00 (Single User License)

ID: GB214EFF4209EN

## Abstracts

This report aims to provide a comprehensive presentation of the global market for Marketing Analytics Tools and Software, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Marketing Analytics Tools and Software.

The Marketing Analytics Tools and Software market size, estimations, and forecasts are provided in terms of and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Marketing Analytics Tools and Software market comprehensively. Regional market sizes, concerning products by type, by application, and by players, are also provided.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Marketing Analytics Tools and Software companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, by type, by application, and by regions.

By Company

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

Segment by Type

SMEs

Large Enterprises

### Segment by Application

Retail & eCommerce

Banking & Insurance

Media & Entertainment

Travel & Hospitality

Education

Others

### By Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

## Core Chapters

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (by type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Marketing Analytics Tools and Software companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6, 7, 8, 9, 10: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 11: Provides profiles of key players, introducing the basic situation of the key companies in the market in detail, including product revenue, gross margin, product introduction, recent development, etc.

Chapter 12: The main points and conclusions of the report.

## Contents

### 1 REPORT OVERVIEW

1.1 Study Scope

1.2 Market Analysis by Type

1.2.1 Global Marketing Analytics Tools and Software Market Size Growth Rate by Type: 2018 VS 2022 VS 2029

1.2.2 SMEs

1.2.3 Large Enterprises

1.3 Market by Application

1.3.1 Global Marketing Analytics Tools and Software Market Growth by Application: 2018 VS 2022 VS 2029

1.3.2 Retail & eCommerce

1.3.3 Banking & Insurance

1.3.4 Media & Entertainment

1.3.5 Travel & Hospitality

1.3.6 Education

1.3.7 Others

1.4 Study Objectives

1.5 Years Considered

1.6 Years Considered

### 2 GLOBAL GROWTH TRENDS

2.1 Global Marketing Analytics Tools and Software Market Perspective (2018-2029)

2.2 Marketing Analytics Tools and Software Growth Trends by Region

2.2.1 Global Marketing Analytics Tools and Software Market Size by Region: 2018 VS 2022 VS 2029

2.2.2 Marketing Analytics Tools and Software Historic Market Size by Region (2018-2023)

2.2.3 Marketing Analytics Tools and Software Forecasted Market Size by Region (2024-2029)

2.3 Marketing Analytics Tools and Software Market Dynamics

2.3.1 Marketing Analytics Tools and Software Industry Trends

2.3.2 Marketing Analytics Tools and Software Market Drivers

2.3.3 Marketing Analytics Tools and Software Market Challenges

2.3.4 Marketing Analytics Tools and Software Market Restraints

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

- 3.1 Global Top Marketing Analytics Tools and Software Players by Revenue
  - 3.1.1 Global Top Marketing Analytics Tools and Software Players by Revenue (2018-2023)
  - 3.1.2 Global Marketing Analytics Tools and Software Revenue Market Share by Players (2018-2023)
- 3.2 Global Marketing Analytics Tools and Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Players Covered: Ranking by Marketing Analytics Tools and Software Revenue
- 3.4 Global Marketing Analytics Tools and Software Market Concentration Ratio
  - 3.4.1 Global Marketing Analytics Tools and Software Market Concentration Ratio (CR5 and HHI)
  - 3.4.2 Global Top 10 and Top 5 Companies by Marketing Analytics Tools and Software Revenue in 2022
- 3.5 Marketing Analytics Tools and Software Key Players Head office and Area Served
- 3.6 Key Players Marketing Analytics Tools and Software Product Solution and Service
- 3.7 Date of Enter into Marketing Analytics Tools and Software Market
- 3.8 Mergers & Acquisitions, Expansion Plans

### **4 MARKETING ANALYTICS TOOLS AND SOFTWARE BREAKDOWN DATA BY TYPE**

- 4.1 Global Marketing Analytics Tools and Software Historic Market Size by Type (2018-2023)
- 4.2 Global Marketing Analytics Tools and Software Forecasted Market Size by Type (2024-2029)

### **5 MARKETING ANALYTICS TOOLS AND SOFTWARE BREAKDOWN DATA BY APPLICATION**

- 5.1 Global Marketing Analytics Tools and Software Historic Market Size by Application (2018-2023)
- 5.2 Global Marketing Analytics Tools and Software Forecasted Market Size by Application (2024-2029)

### **6 NORTH AMERICA**

- 6.1 North America Marketing Analytics Tools and Software Market Size (2018-2029)

6.2 North America Marketing Analytics Tools and Software Market Growth Rate by Country: 2018 VS 2022 VS 2029

6.3 North America Marketing Analytics Tools and Software Market Size by Country (2018-2023)

6.4 North America Marketing Analytics Tools and Software Market Size by Country (2024-2029)

6.5 United States

6.6 Canada

## **7 EUROPE**

7.1 Europe Marketing Analytics Tools and Software Market Size (2018-2029)

7.2 Europe Marketing Analytics Tools and Software Market Growth Rate by Country: 2018 VS 2022 VS 2029

7.3 Europe Marketing Analytics Tools and Software Market Size by Country (2018-2023)

7.4 Europe Marketing Analytics Tools and Software Market Size by Country (2024-2029)

7.5 Germany

7.6 France

7.7 U.K.

7.8 Italy

7.9 Russia

7.10 Nordic Countries

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Marketing Analytics Tools and Software Market Size (2018-2029)

8.2 Asia-Pacific Marketing Analytics Tools and Software Market Growth Rate by Region: 2018 VS 2022 VS 2029

8.3 Asia-Pacific Marketing Analytics Tools and Software Market Size by Region (2018-2023)

8.4 Asia-Pacific Marketing Analytics Tools and Software Market Size by Region (2024-2029)

8.5 China

8.6 Japan

8.7 South Korea

8.8 Southeast Asia

8.9 India



## 8.10 Australia

# 9 LATIN AMERICA

## 9.1 Latin America Marketing Analytics Tools and Software Market Size (2018-2029)

## 9.2 Latin America Marketing Analytics Tools and Software Market Growth Rate by Country: 2018 VS 2022 VS 2029

## 9.3 Latin America Marketing Analytics Tools and Software Market Size by Country (2018-2023)

## 9.4 Latin America Marketing Analytics Tools and Software Market Size by Country (2024-2029)

## 9.5 Mexico

## 9.6 Brazil

# 10 MIDDLE EAST & AFRICA

## 10.1 Middle East & Africa Marketing Analytics Tools and Software Market Size (2018-2029)

## 10.2 Middle East & Africa Marketing Analytics Tools and Software Market Growth Rate by Country: 2018 VS 2022 VS 2029

## 10.3 Middle East & Africa Marketing Analytics Tools and Software Market Size by Country (2018-2023)

## 10.4 Middle East & Africa Marketing Analytics Tools and Software Market Size by Country (2024-2029)

## 10.5 Turkey

## 10.6 Saudi Arabia

## 10.7 UAE

# 11 KEY PLAYERS PROFILES

## 11.1 HubSpot

### 11.1.1 HubSpot Company Detail

### 11.1.2 HubSpot Business Overview

### 11.1.3 HubSpot Marketing Analytics Tools and Software Introduction

### 11.1.4 HubSpot Revenue in Marketing Analytics Tools and Software Business (2018-2023)

### 11.1.5 HubSpot Recent Development

## 11.2 Semrush

### 11.2.1 Semrush Company Detail

- 11.2.2 Semrush Business Overview
- 11.2.3 Semrush Marketing Analytics Tools and Software Introduction
- 11.2.4 Semrush Revenue in Marketing Analytics Tools and Software Business (2018-2023)
- 11.2.5 Semrush Recent Development
- 11.3 Looker Data Sciences (Google)
  - 11.3.1 Looker Data Sciences (Google) Company Detail
  - 11.3.2 Looker Data Sciences (Google) Business Overview
  - 11.3.3 Looker Data Sciences (Google) Marketing Analytics Tools and Software Introduction
  - 11.3.4 Looker Data Sciences (Google) Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.3.5 Looker Data Sciences (Google) Recent Development
- 11.4 Insider.
  - 11.4.1 Insider. Company Detail
  - 11.4.2 Insider. Business Overview
  - 11.4.3 Insider. Marketing Analytics Tools and Software Introduction
  - 11.4.4 Insider. Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.4.5 Insider. Recent Development
- 11.5 LeadsRx
  - 11.5.1 LeadsRx Company Detail
  - 11.5.2 LeadsRx Business Overview
  - 11.5.3 LeadsRx Marketing Analytics Tools and Software Introduction
  - 11.5.4 LeadsRx Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.5.5 LeadsRx Recent Development
- 11.6 SharpSpring
  - 11.6.1 SharpSpring Company Detail
  - 11.6.2 SharpSpring Business Overview
  - 11.6.3 SharpSpring Marketing Analytics Tools and Software Introduction
  - 11.6.4 SharpSpring Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.6.5 SharpSpring Recent Development
- 11.7 OWOX BI
  - 11.7.1 OWOX BI Company Detail
  - 11.7.2 OWOX BI Business Overview
  - 11.7.3 OWOX BI Marketing Analytics Tools and Software Introduction
  - 11.7.4 OWOX BI Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.7.5 OWOX BI Recent Development

11.8 Whatagraph BV

11.8.1 Whatagraph BV Company Detail

11.8.2 Whatagraph BV Business Overview

11.8.3 Whatagraph BV Marketing Analytics Tools and Software Introduction

11.8.4 Whatagraph BV Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.8.5 Whatagraph BV Recent Development

11.9 Pathmatics (Sensor Tower)

11.9.1 Pathmatics (Sensor Tower) Company Detail

11.9.2 Pathmatics (Sensor Tower) Business Overview

11.9.3 Pathmatics (Sensor Tower) Marketing Analytics Tools and Software

Introduction

11.9.4 Pathmatics (Sensor Tower) Revenue in Marketing Analytics Tools and Software Business (2018-2023)

11.9.5 Pathmatics (Sensor Tower) Recent Development

11.10 MoEngage

11.10.1 MoEngage Company Detail

11.10.2 MoEngage Business Overview

11.10.3 MoEngage Marketing Analytics Tools and Software Introduction

11.10.4 MoEngage Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.10.5 MoEngage Recent Development

11.11 Emarsys (SAP)

11.11.1 Emarsys (SAP) Company Detail

11.11.2 Emarsys (SAP) Business Overview

11.11.3 Emarsys (SAP) Marketing Analytics Tools and Software Introduction

11.11.4 Emarsys (SAP) Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.11.5 Emarsys (SAP) Recent Development

11.12 SALESmanago

11.12.1 SALESmanago Company Detail

11.12.2 SALESmanago Business Overview

11.12.3 SALESmanago Marketing Analytics Tools and Software Introduction

11.12.4 SALESmanago Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.12.5 SALESmanago Recent Development

11.13 CleverTap

- 11.13.1 CleverTap Company Detail
- 11.13.2 CleverTap Business Overview
- 11.13.3 CleverTap Marketing Analytics Tools and Software Introduction
- 11.13.4 CleverTap Revenue in Marketing Analytics Tools and Software Business (2018-2023)
- 11.13.5 CleverTap Recent Development
- 11.14 Act-On Software
  - 11.14.1 Act-On Software Company Detail
  - 11.14.2 Act-On Software Business Overview
  - 11.14.3 Act-On Software Marketing Analytics Tools and Software Introduction
  - 11.14.4 Act-On Software Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.14.5 Act-On Software Recent Development
- 11.15 TapClicks
  - 11.15.1 TapClicks Company Detail
  - 11.15.2 TapClicks Business Overview
  - 11.15.3 TapClicks Marketing Analytics Tools and Software Introduction
  - 11.15.4 TapClicks Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.15.5 TapClicks Recent Development
- 11.16 Ometria
  - 11.16.1 Ometria Company Detail
  - 11.16.2 Ometria Business Overview
  - 11.16.3 Ometria Marketing Analytics Tools and Software Introduction
  - 11.16.4 Ometria Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.16.5 Ometria Recent Development
- 11.17 Adverity
  - 11.17.1 Adverity Company Detail
  - 11.17.2 Adverity Business Overview
  - 11.17.3 Adverity Marketing Analytics Tools and Software Introduction
  - 11.17.4 Adverity Revenue in Marketing Analytics Tools and Software Business (2018-2023)
  - 11.17.5 Adverity Recent Development
- 11.18 Optimove
  - 11.18.1 Optimove Company Detail
  - 11.18.2 Optimove Business Overview
  - 11.18.3 Optimove Marketing Analytics Tools and Software Introduction
  - 11.18.4 Optimove Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.18.5 Optimove Recent Development

11.19 Funnel

11.19.1 Funnel Company Detail

11.19.2 Funnel Business Overview

11.19.3 Funnel Marketing Analytics Tools and Software Introduction

11.19.4 Funnel Revenue in Marketing Analytics Tools and Software Business

(2018-2023)

11.19.5 Funnel Recent Development

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

## **13 APPENDIX**

13.1 Research Methodology

13.1.1 Methodology/Research Approach

13.1.2 Data Source

13.2 Disclaimer

13.3 Author Details

## List Of Tables

### LIST OF TABLES

- Table 1. Global Marketing Analytics Tools and Software Market Size Growth Rate by Type (US\$ Million): 2018 VS 2022 VS 2029
- Table 2. Key Players of SMEs
- Table 3. Key Players of Large Enterprises
- Table 4. Global Marketing Analytics Tools and Software Market Size Growth by Application (US\$ Million): 2018 VS 2022 VS 2029
- Table 5. Global Marketing Analytics Tools and Software Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029
- Table 6. Global Marketing Analytics Tools and Software Market Size by Region (2018-2023) & (US\$ Million)
- Table 7. Global Marketing Analytics Tools and Software Market Share by Region (2018-2023)
- Table 8. Global Marketing Analytics Tools and Software Forecasted Market Size by Region (2024-2029) & (US\$ Million)
- Table 9. Global Marketing Analytics Tools and Software Market Share by Region (2024-2029)
- Table 10. Marketing Analytics Tools and Software Market Trends
- Table 11. Marketing Analytics Tools and Software Market Drivers
- Table 12. Marketing Analytics Tools and Software Market Challenges
- Table 13. Marketing Analytics Tools and Software Market Restraints
- Table 14. Global Marketing Analytics Tools and Software Revenue by Players (2018-2023) & (US\$ Million)
- Table 15. Global Marketing Analytics Tools and Software Market Share by Players (2018-2023)
- Table 16. Global Top Marketing Analytics Tools and Software Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Marketing Analytics Tools and Software as of 2022)
- Table 17. Ranking of Global Top Marketing Analytics Tools and Software Companies by Revenue (US\$ Million) in 2022
- Table 18. Global 5 Largest Players Market Share by Marketing Analytics Tools and Software Revenue (CR5 and HHI) & (2018-2023)
- Table 19. Key Players Headquarters and Area Served
- Table 20. Key Players Marketing Analytics Tools and Software Product Solution and Service
- Table 21. Date of Enter into Marketing Analytics Tools and Software Market

Table 22. Mergers & Acquisitions, Expansion Plans

Table 23. Global Marketing Analytics Tools and Software Market Size by Type (2018-2023) & (US\$ Million)

Table 24. Global Marketing Analytics Tools and Software Revenue Market Share by Type (2018-2023)

Table 25. Global Marketing Analytics Tools and Software Forecasted Market Size by Type (2024-2029) & (US\$ Million)

Table 26. Global Marketing Analytics Tools and Software Revenue Market Share by Type (2024-2029)

Table 27. Global Marketing Analytics Tools and Software Market Size by Application (2018-2023) & (US\$ Million)

Table 28. Global Marketing Analytics Tools and Software Revenue Market Share by Application (2018-2023)

Table 29. Global Marketing Analytics Tools and Software Forecasted Market Size by Application (2024-2029) & (US\$ Million)

Table 30. Global Marketing Analytics Tools and Software Revenue Market Share by Application (2024-2029)

Table 31. North America Marketing Analytics Tools and Software Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 32. North America Marketing Analytics Tools and Software Market Size by Country (2018-2023) & (US\$ Million)

Table 33. North America Marketing Analytics Tools and Software Market Size by Country (2024-2029) & (US\$ Million)

Table 34. Europe Marketing Analytics Tools and Software Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 35. Europe Marketing Analytics Tools and Software Market Size by Country (2018-2023) & (US\$ Million)

Table 36. Europe Marketing Analytics Tools and Software Market Size by Country (2024-2029) & (US\$ Million)

Table 37. Asia-Pacific Marketing Analytics Tools and Software Market Size Growth Rate by Region (US\$ Million): 2018 VS 2022 VS 2029

Table 38. Asia-Pacific Marketing Analytics Tools and Software Market Size by Region (2018-2023) & (US\$ Million)

Table 39. Asia-Pacific Marketing Analytics Tools and Software Market Size by Region (2024-2029) & (US\$ Million)

Table 40. Latin America Marketing Analytics Tools and Software Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 41. Latin America Marketing Analytics Tools and Software Market Size by Country (2018-2023) & (US\$ Million)

Table 42. Latin America Marketing Analytics Tools and Software Market Size by Country (2024-2029) & (US\$ Million)

Table 43. Middle East & Africa Marketing Analytics Tools and Software Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 44. Middle East & Africa Marketing Analytics Tools and Software Market Size by Country (2018-2023) & (US\$ Million)

Table 45. Middle East & Africa Marketing Analytics Tools and Software Market Size by Country (2024-2029) & (US\$ Million)

Table 46. HubSpot Company Detail

Table 47. HubSpot Business Overview

Table 48. HubSpot Marketing Analytics Tools and Software Product

Table 49. HubSpot Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)

Table 50. HubSpot Recent Development

Table 51. Semrush Company Detail

Table 52. Semrush Business Overview

Table 53. Semrush Marketing Analytics Tools and Software Product

Table 54. Semrush Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)

Table 55. Semrush Recent Development

Table 56. Looker Data Sciences (Google) Company Detail

Table 57. Looker Data Sciences (Google) Business Overview

Table 58. Looker Data Sciences (Google) Marketing Analytics Tools and Software Product

Table 59. Looker Data Sciences (Google) Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)

Table 60. Looker Data Sciences (Google) Recent Development

Table 61. Insider. Company Detail

Table 62. Insider. Business Overview

Table 63. Insider. Marketing Analytics Tools and Software Product

Table 64. Insider. Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)

Table 65. Insider. Recent Development

Table 66. LeadsRx Company Detail

Table 67. LeadsRx Business Overview

Table 68. LeadsRx Marketing Analytics Tools and Software Product

Table 69. LeadsRx Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)

Table 70. LeadsRx Recent Development



- Table 71. SharpSpring Company Detail
- Table 72. SharpSpring Business Overview
- Table 73. SharpSpring Marketing Analytics Tools and Software Product
- Table 74. SharpSpring Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 75. SharpSpring Recent Development
- Table 76. OWOX BI Company Detail
- Table 77. OWOX BI Business Overview
- Table 78. OWOX BI Marketing Analytics Tools and Software Product
- Table 79. OWOX BI Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 80. OWOX BI Recent Development
- Table 81. Whatagraph BV Company Detail
- Table 82. Whatagraph BV Business Overview
- Table 83. Whatagraph BV Marketing Analytics Tools and Software Product
- Table 84. Whatagraph BV Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 85. Whatagraph BV Recent Development
- Table 86. Pathmatics (Sensor Tower) Company Detail
- Table 87. Pathmatics (Sensor Tower) Business Overview
- Table 88. Pathmatics (Sensor Tower) Marketing Analytics Tools and Software Product
- Table 89. Pathmatics (Sensor Tower) Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 90. Pathmatics (Sensor Tower) Recent Development
- Table 91. MoEngage Company Detail
- Table 92. MoEngage Business Overview
- Table 93. MoEngage Marketing Analytics Tools and Software Product
- Table 94. MoEngage Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 95. MoEngage Recent Development
- Table 96. Emarsys (SAP) Company Detail
- Table 97. Emarsys (SAP) Business Overview
- Table 98. Emarsys (SAP) Marketing Analytics Tools and Software Product
- Table 99. Emarsys (SAP) Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 100. Emarsys (SAP) Recent Development
- Table 101. SALESmanago Company Detail
- Table 102. SALESmanago Business Overview
- Table 103. SALESmanago Marketing Analytics Tools and Software Product

- Table 104. SALESmanago Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 105. SALESmanago Recent Development
- Table 106. CleverTap Company Detail
- Table 107. CleverTap Business Overview
- Table 108. CleverTap Marketing Analytics Tools and Software Product
- Table 109. CleverTap Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 110. CleverTap Recent Development
- Table 111. Act-On Software Company Detail
- Table 112. Act-On Software Business Overview
- Table 113. Act-On Software Marketing Analytics Tools and Software Product
- Table 114. Act-On Software Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 115. Act-On Software Recent Development
- Table 116. TapClicks Company Detail
- Table 117. TapClicks Business Overview
- Table 118. TapClicks Marketing Analytics Tools and Software Product
- Table 119. TapClicks Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 120. TapClicks Recent Development
- Table 121. Ometria Company Detail
- Table 122. Ometria Business Overview
- Table 123. Ometria Marketing Analytics Tools and Software Product
- Table 124. Ometria Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 125. Ometria Recent Development
- Table 126. Adverity Company Detail
- Table 127. Adverity Business Overview
- Table 128. Adverity Marketing Analytics Tools and Software Product
- Table 129. Adverity Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 130. Adverity Recent Development
- Table 131. Optimove Company Detail
- Table 132. Optimove Business Overview
- Table 133. Optimove Marketing Analytics Tools and Software Product
- Table 134. Optimove Revenue in Marketing Analytics Tools and Software Business (2018-2023) & (US\$ Million)
- Table 135. Optimove Recent Development

Table 136. Funnel Company Detail

Table 137. Funnel Business Overview

Table 138. Funnel Marketing Analytics Tools and Software Product

Table 139. Funnel Revenue in Marketing Analytics Tools and Software Business  
(2018-2023) & (US\$ Million)

Table 140. Funnel Recent Development

Table 141. Research Programs/Design for This Report

Table 142. Key Data Information from Secondary Sources

Table 143. Key Data Information from Primary Sources

## List Of Figures

### LIST OF FIGURES

- Figure 1. Global Marketing Analytics Tools and Software Market Size Comparison by Type (2023-2029) & (US\$ Million)
- Figure 2. Global Marketing Analytics Tools and Software Market Share by Type: 2022 VS 2029
- Figure 3. SMEs Features
- Figure 4. Large Enterprises Features
- Figure 5. Global Marketing Analytics Tools and Software Market Size Comparison by Application (2023-2029) & (US\$ Million)
- Figure 6. Global Marketing Analytics Tools and Software Market Share by Application: 2022 VS 2029
- Figure 7. Retail & eCommerce Case Studies
- Figure 8. Banking & Insurance Case Studies
- Figure 9. Media & Entertainment Case Studies
- Figure 10. Travel & Hospitality Case Studies
- Figure 11. Education Case Studies
- Figure 12. Others Case Studies
- Figure 13. Marketing Analytics Tools and Software Report Years Considered
- Figure 14. Global Marketing Analytics Tools and Software Market Size (US\$ Million), Year-over-Year: 2018-2029
- Figure 15. Global Marketing Analytics Tools and Software Market Size, (US\$ Million), 2018 VS 2022 VS 2029
- Figure 16. Global Marketing Analytics Tools and Software Market Share by Region: 2022 VS 2029
- Figure 17. Global Marketing Analytics Tools and Software Market Share by Players in 2022
- Figure 18. Global Top Marketing Analytics Tools and Software Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Marketing Analytics Tools and Software as of 2022)
- Figure 19. The Top 10 and 5 Players Market Share by Marketing Analytics Tools and Software Revenue in 2022
- Figure 20. North America Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 21. North America Marketing Analytics Tools and Software Market Share by Country (2018-2029)
- Figure 22. United States Marketing Analytics Tools and Software Market Size YoY

Growth (2018-2029) & (US\$ Million)

Figure 23. Canada Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 24. Europe Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 25. Europe Marketing Analytics Tools and Software Market Share by Country (2018-2029)

Figure 26. Germany Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 27. France Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 28. U.K. Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 29. Italy Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 30. Russia Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 31. Nordic Countries Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 32. Asia-Pacific Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 33. Asia-Pacific Marketing Analytics Tools and Software Market Share by Region (2018-2029)

Figure 34. China Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 35. Japan Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 36. South Korea Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 37. Southeast Asia Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 38. India Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 39. Australia Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 40. Latin America Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 41. Latin America Marketing Analytics Tools and Software Market Share by Country (2018-2029)

Figure 42. Mexico Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 43. Brazil Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 44. Middle East & Africa Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 45. Middle East & Africa Marketing Analytics Tools and Software Market Share by Country (2018-2029)

Figure 46. Turkey Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 47. Saudi Arabia Marketing Analytics Tools and Software Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 48. HubSpot Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 49. Semrush Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 50. Looker Data Sciences (Google) Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 51. Insider. Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 52. LeadsRx Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 53. SharpSpring Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 54. OWOX BI Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 55. Whatagraph BV Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 56. Pathmatics (Sensor Tower) Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 57. MoEngage Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 58. Emarsys (SAP) Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 59. SALESmanago Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 60. CleverTap Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 61. Act-On Software Revenue Growth Rate in Marketing Analytics Tools and

Software Business (2018-2023)

Figure 62. TapClicks Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 63. Ometria Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 64. Adverity Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 65. Optimove Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 66. Funnel Revenue Growth Rate in Marketing Analytics Tools and Software Business (2018-2023)

Figure 67. Bottom-up and Top-down Approaches for This Report

Figure 68. Data Triangulation

Figure 69. Key Executives Interviewed

## I would like to order

Product name: Global Marketing Analytics Tools and Software Market Research Report 2023

Product link: <https://marketpublishers.com/r/GB214EFF4209EN.html>

Price: US\$ 2,900.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB214EFF4209EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970