

Global Digital Marketing Software Outlook 2020

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Abstracts

The digital marketing software industry, which is presently at a blooming stage, holds huge potential for growth in the coming years. A need for digital marketing software is developing due to the growing digital marketing proportion in overall marketing budget of organizations. It is used to overcome the backlogs like large volume of unstructured data. It assists companies with B2B and B2C marketing, customer relations, resource planning and web content management. The countless benefits of using digital marketing software has attracted end-users in the retail, healthcare, business services, transportation, construction sectors, etc. On the back of this, it is anticipated that the market will grow at a CAGR of 17% during 2015-2020.

In their latest research study, “ Global Digital Marketing Software Outlook 2020”, RNCOS’ analysts have identified and deciphered the market dynamics in important segments to clearly highlight the areas offering promising possibilities for companies to boost their growth. The report studies the market by segments to provide an overview of different segments. It has been found that CRM market holds the major share of the total market. Thus, the analysis by software market (i.e. CRM, WCM, E-commerce, Email, Automation, Analytics and Social CRM) has been provided with the forecast till 2020. Also, segmentation by services (Professional, Managed and Deployment & Integration), by organization (SMB and Large Enterprises) has been studied in the report.

As per RNCOS’ study, the digital marketing software market has been showing significant growth in developed economies. To provide further comprehensive information, an in-depth regional level analysis of major digital marketing software markets viz. North America, Europe, Asia-Pacific, Middle East & Africa and Latin America with forecast till 2020, has been incorporated into the report. The section covers the current market scenario and major industry developments in each region.

All the current trends & drivers of the digital marketing software industry have been evaluated in the report. Further, to provide an unbiased outlook of the global digital marketing software market to clients. The report also includes the profiles of key industry players with their business overview, key financials and recent developments. It gives information to readers looking to venture into this industry, and facilitates them to formulate strategies while going for an investment/partnership in the global digital marketing software market.

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