

# Market Research Report

EXCLUSIVE EDITION

# Global Marketing Automation Software Market Report Opportunities, and Forecast By 2030

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Global Industry Analysis, Forecast and Trends, 2030

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# Global Marketing Automation Software Market

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MARKET STATS VILLE

Market Statsville Group (MSG)

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Market Statsville Group (MSG) partners with companies and society to confront their essential risks and challenges to capture the enormous opportunities for them. MSG was initiated its working in 2017, and since then, the brand is moving to become a pioneer in business advisory and market research services.

Market Statsville is the leading market research and strategy builder with the depth and breadth of solutions that perfectly suit your every need. MSG provides solutions in a wide range of industry verticals in the form of market sizing, analysis, and incisive business insights. MSG experienced research analysts are proficient at digging deep and providing a variety of customizable data that help you make decisions with clarity, confidence, and impact.

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Market Statsville Group believes that to succeed, companies or individuals must blend digital and human capabilities most efficiently. MSG diverse and experienced global team of business consultants and market researchers will ensure the valuable reports for our clients through digging in-depth market information and functional expertise to continuously spark the changes and real-time valuation of variation in the market/industry. MSG works in a uniquely collaborative model throughout the business process across the globe to assist the client's company with the most accurate information that they are aiming for in the reports.

# RESEARCH PROCESS



*Our research is an optimum culmination of secondary and primary research, with the latter playing a major role. We also have an in-house repository and access to a number of external regional and global paid databases to help address specific requirements of our clients. The research process begins with a holistic secondary research, followed by expert interviews. The information gathered is then comprehensively analyzed by our highly experienced in-house research panel*

### Marketing Automation Software Market by Deployment Mode (Cloud-based and On-premise), by Organization Size (Large-scale and SME-based), by End-Users (Entertainment and Media), by Application, by Region – Global Share and Forecast to 2030

#### Description

[The global marketing automation market](#) size was **USD 4.3 billion in 2021**. It is estimated to reach **USD 15.7 billion by 2030**, registering a CAGR of 17.6% over the forecast period 2022-2030

Below information is analyzed in depth in the report-

Global Marketing Automation Software Market Revenue, 2018-2023, 2024-2033, (US\$ Millions)

Global Marketing Automation Software Market Sales Volume, 2018-2023, 2024-2033, (Units)

Share of the top five Marketing Automation Software companies in 2023 (%)

#### Market Growth Mapping

Qualitative and quantitative methodologies were utilized in the process of market growth mapping. The report offers an extensive examination of market dynamics, including a thorough assessment of the primary factors that drive market expansion, challenges encountered by industry participants, and forthcoming trends that indicate recent development. Prospects for investment and expansion are discerned via a comprehensive SWOT analysis, which evaluates the market's strengths, weakness, opportunities, and threats. The PESTEL analysis, which investigates the technological, environmental, political, economic, and social factors that influence the industry, provides additional depth of analysis. Furthermore, the report incorporates an analysis of PORTER'S 5 forces, which provides valuable perspectives on the sector's profitability and competitive intensity. Moreover, the report covers regulatory landscape, COVID-19 impact analysis, customer sentiment and behavior, trade analysis, supply-demand analysis, and the influence of government policies and other macroeconomic factors.

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### Marketing Automation Software Market Segmentation:

This study offers a thorough segmentation of the Marketing Automation Software market based on an in-depth examination of the product portfolios and customers of key regional and global market players. By means of a comprehensive examination, we offer detailed perspectives on market segmentation, assisting stakeholders in comprehending the diverse aspects and variables that impact the Marketing Automation Software market.

#### **By Deployment Mode Outlook (Revenue, USD Billion, 2017-2030)**

- Cloud-based
- On-premise

#### **By Organization Size Outlook (Revenue, USD Billion, 2017-2030)**

- Large-scale
- SME-based

#### **By End-Users Outlook (Revenue, USD Billion, 2017-2030)**

- Entertainment and Media
- Financial Services
- Government
- Healthcare
- Manufacturing
- Retail
- Other End-user Verticals

#### **By Application Outlook (Revenue, USD Billion, 2017-2030)**

- Campaign Management
- Lead Management
- Sales enablement programs
- Analytics & Reporting solutions
- Other Applications

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### Competitive Landscape of the Global Marketing Automation Software Market

This section presents comprehensive information regarding various key players in the Marketing Automation Software market. Additionally, it offers valuable insights pertaining to recent developments, contributions to the market, and effective marketing tactics. The study also encompasses a dashboard presentation that outlines the recent and current performance of the prominent corporations. The competitive analysis section of the research also encompasses an examination of both domestic and foreign sales, along with a comprehensive mapping of market players based on their respective products. Additionally, a thorough analysis of market share is conducted, focusing on significant firms, brands, producers, and suppliers.

### **The key companies covered in the market report are:**

Every company follows its business strategy to attain the maximum market share. [Hubspot Inc.](#), [Adobe Systems Incorporated](#), [Eloqua](#), Acoustic LP, Marketo Inc., Microsoft Corporation, Oracle Corporation, Salesforce (Pardot), Salesfusion Inc., SAS SE, SharpSpring Inc., and Sap SE are some of the major companies in the global market of marketing automation software.

# Thank You

The logo consists of the letters 'M' and 'S' in a stylized, white, sans-serif font, positioned inside a dark blue square.

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