

Global Marketing Automation Market: Size, Trends & Forecasts (2021-2025 Edition)

April 2021



Global Marketing Automation Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

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Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Marketing Automation Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Marketing Automation Market: Size, Trends & Forecasts (2021-2025)
Coverage	Global and Regional
Regional Coverage	North America, Europe, APAC, ROW
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Fragmented
Key Players	IBM Corporation, HubSpot, Inc., Adobe Inc., Oracle Corporation

Global Marketing Automation Market

Executive Summary

Marketing Automation is a software that manages marketing process automatically. In other words, marketing automation allows the marketers to send automated messages to the customers. The main purpose of the marketing automation software is to phase out repetitive tasks and increase the efficiency of the overall marketing process. The marketing automation software is typically used by marketing departments across multiple channels, including email, websites, social media and text messages to generate sales lead.

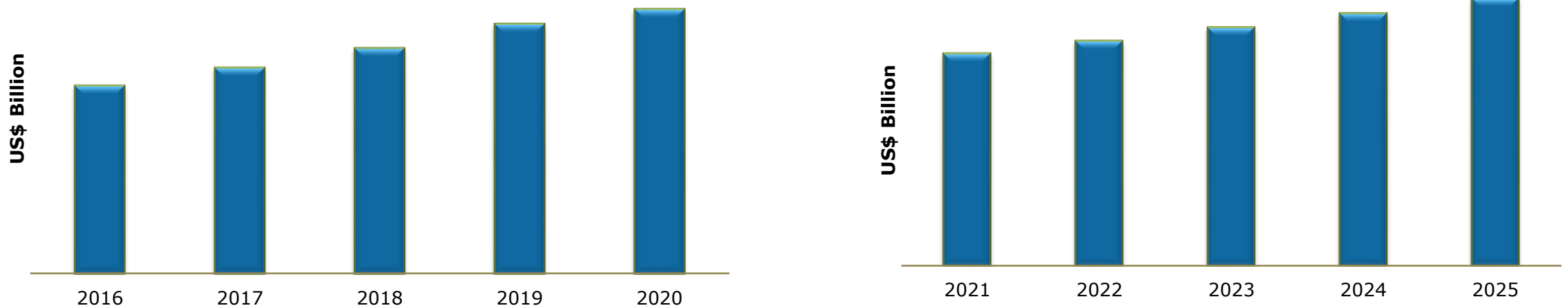
The marketing automation is considered beneficial to the overall business and, in particular, to the marketing team. The benefits of marketing automation to the overall business are: reducing staffing cost, increase revenue and average deal size, improve accountability and improve effectiveness. And, the benefits of marketing automation to the marketing team are: refined the marketing processes, target potential customer across multiple channels, boost customer lifetime value through up-sells and cross-sells and save time in managing social media campaigns.

The marketing automation has a very significant history with continuous adoption of new and innovative automated marketing tools. The marketing automation market can be segmented on the basis of deployment type, channel, enterprise size, solution and application.

The global marketing automation market has increased significantly during the years 2016-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. The marketing automation market is expected to increase due to the increasing number of Gmail users, rising usage of social messaging apps, surging adoption of cloud computing technology, growing social media usage, escalating e-commerce adoption, growing trend of mobile marketing, etc. Yet the market faces some challenges such as data quality issues, problem of cyber security, high initial implementation cost, etc.

Marketing Automation Market: Global Analysis

Global Marketing Automation Market by Value



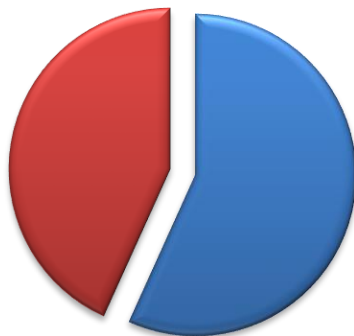
CAGR	
2021-2025	xx%

Marketing Automation Market: Global Analysis

Global Marketing Automation Market by Region; 2020



Global Marketing Automation Market by Deployment Type; 2020



Deployment Type	Share	CAGR (2021-2025)
Cloud	xx%	xx%
On-premise	xx%	xx%

Marketing Automation Market: Global Analysis

Global Marketing Automation Market by Channel; 2020



Channels	Share	CAGR (2021-2025)
E-mail Marketing	xx%	xx%
Inbound Marketing	xx%	xx%
Social Media Marketing	xx%	xx%
Mobile Application	xx%	xx%
Lead Nurturing & Lead Scoring	xx%	xx%
Campaign Management	xx%	xx%
Reporting & Analytics	xx%	xx%
Others	xx%	xx%

Global Marketing Automation Market by Enterprise Size; 2020



Enterprise Size	Share	CAGR (2021-2025)
Large Enterprises	xx%	xx%
Small and Medium Enterprises (SMEs)	xx%	xx%

Marketing Automation Market: Global Analysis

Global Marketing Automation Market by Solution; 2020



Solutions	Share	CAGR (2021-2025)
Cross Channel Campaign Management (CCCM)	xx%	xx%
Real-time Interaction Management (RTIM)	xx%	xx%
Lead-to-revenue Management (L2RM)	xx%	xx%
Marketing Resource Management (MRM)	xx%	xx%
Through-channel Marketing Automation (TCMA)	xx%	xx%
Content Marketing Platform (CMP)	xx%	xx%

Marketing Automation Market: Global Analysis

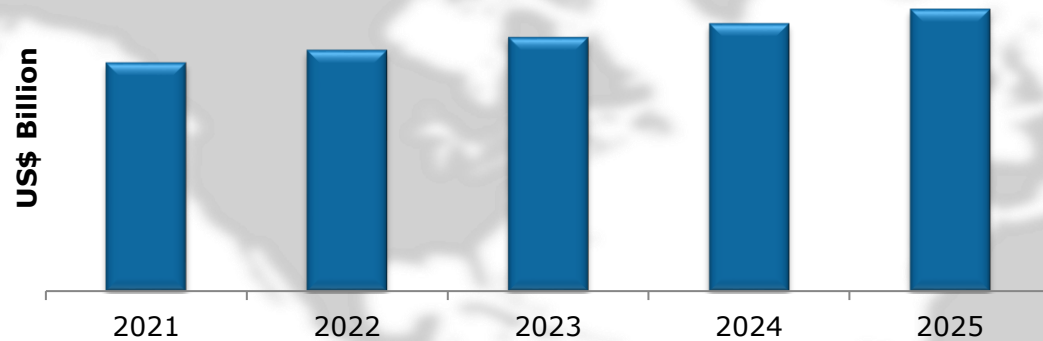
Global Marketing Automation Market by Application; 2020



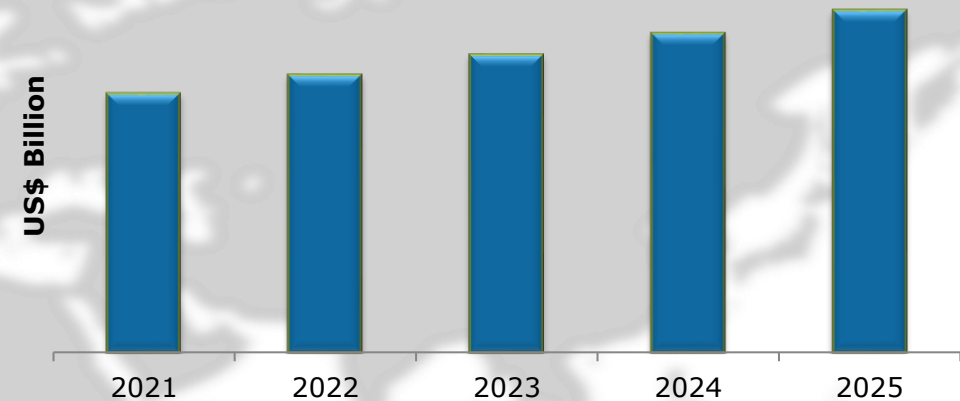
Application	Share	CAGR (2021-2025)
Retail	xx%	xx%
BFSI	xx%	xx%
Advertising & Design	xx%	xx%
Manufacturing & Distribution	xx%	xx%
Academic & Education	xx%	xx%
Healthcare	xx%	xx%
Media & Entertainment	xx%	xx%
Others	xx%	xx%

Marketing Automation Market: Regional Analysis

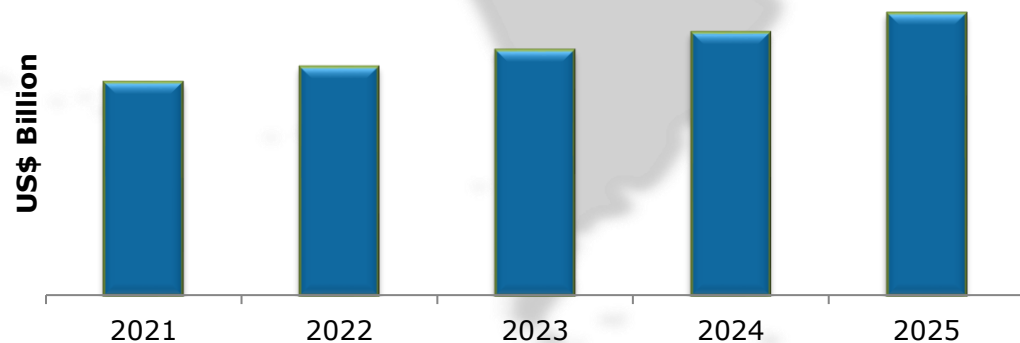
North America Marketing Automation Market by Value



Europe Marketing Automation Market by Value



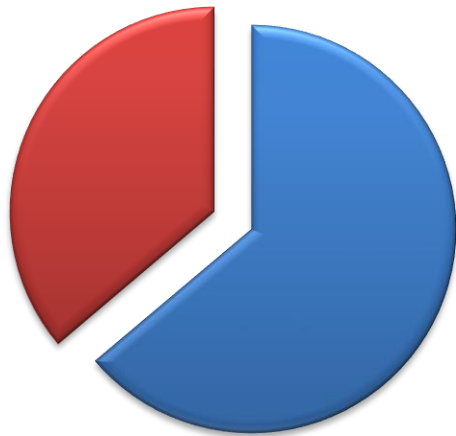
APAC Marketing Automation Market by Value



Region	CAGR
	2021-2025
North America	xx%
Europe	xx%
APAC	xx%
ROW	xx%

North America Marketing Automation Market: An Analysis

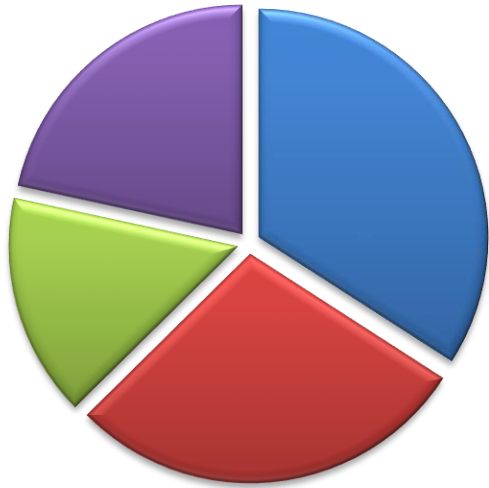
North America Marketing Automation Market by Region;
2020



Region	Share
The US	xx%
Canada	xx%

Europe Marketing Automation Market: An Analysis

Europe Marketing Automation Market by Region; 2020



Region	Share
UK	xx%
Germany	xx%
Spain	xx%
Rest of Europe	xx%

APAC Marketing Automation Market: An Analysis

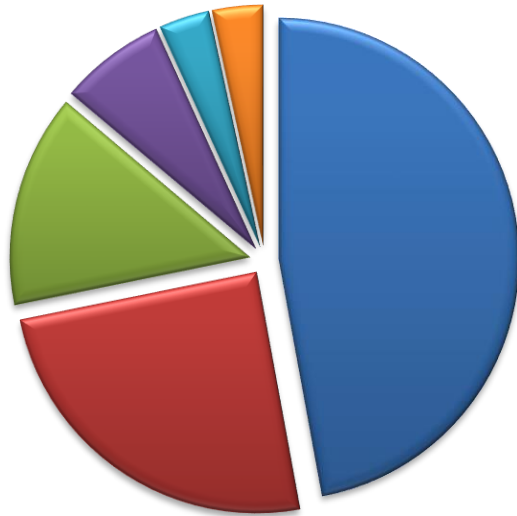
APAC Marketing Automation Market by Region; 2020



Region	Share
China	xx%
India	xx%
Japan	xx%
South Korea	xx%
Australia	xx%

APAC Marketing Automation Market: An Analysis

APAC Marketing Automation Market by Solution; 2020







Solutions	Share
Cross Channel Campaign Management (CCCM)	xx%
Real-time Interaction Management (RTIM)	xx%
Lead-to-revenue Management (L2RM)	xx%
Marketing Resource Management (MRM)	xx%
Through-channel Marketing Automation (TCMA)	xx%
Content Marketing Platform (CMP)	xx%

Marketing Automation Market: Dynamics

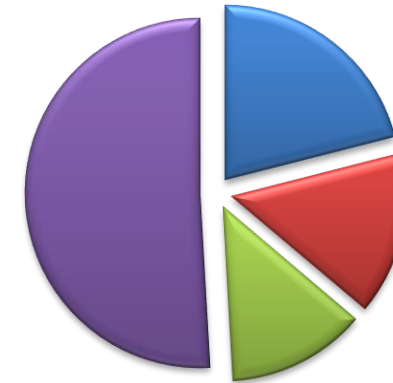


Marketing Automation Market: Competitive Landscape

Players Profiled

- IBM Corporation 
- HubSpot, Inc. 
- Adobe Inc. 
- Oracle Corporation 

Global Marketing Automation Players by Market Share; 2020



Note: The graphs on this slide are only for sample representation.