

Global Marketing Automation  
Market: Analysis By Deployment  
Type, By Channel, By Enterprise  
Size, By Solution, By Application,  
By Region, Size and Trends with  
Impact of COVID-19 and Forecast  
up to 2026

May 2022



# Global Marketing Automation Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

# Global Marketing Automation Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Marketing Automation Market: Analysis By Deployment Type, By Channel, By Enterprise Size, By Solution, By Application, By Region, Size and Trends with Impact of COVID-19 and Forecast up to 2026
Coverage	Global and Regional
Regional Coverage	North America, Europe, APAC, ROW
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Moderately Concentrated
Key Players	IBM Corporation., HubSpot, Inc., Microsoft Corporation, Adobe Inc., Oracle Corporation, Salesforce Inc., SAP, Teradata, Act On, and SAS Institute

# Global Marketing Automation Market

## Executive Summary

Marketing Automation is software that automates the marketing process. In other words, marketing automation enables marketers to send customers automated messaging. The main goal of marketing automation software is to automate repetitive processes and improve the entire marketing process' efficiency. Marketing teams generally utilize marketing automation software to create sales leads across many channels, including email, websites, social media, and text messages. Marketing automation is thought to benefit the entire company and, in particular, the marketing team. Reduced staffing costs, increased revenue and average deal size, improved accountability, and improved efficacy are all advantages of marketing automation to the company. The global marketing automation market was valued at US\$5.45 billion in 2021, and is expected to be worth US\$8.58 billion in 2026.

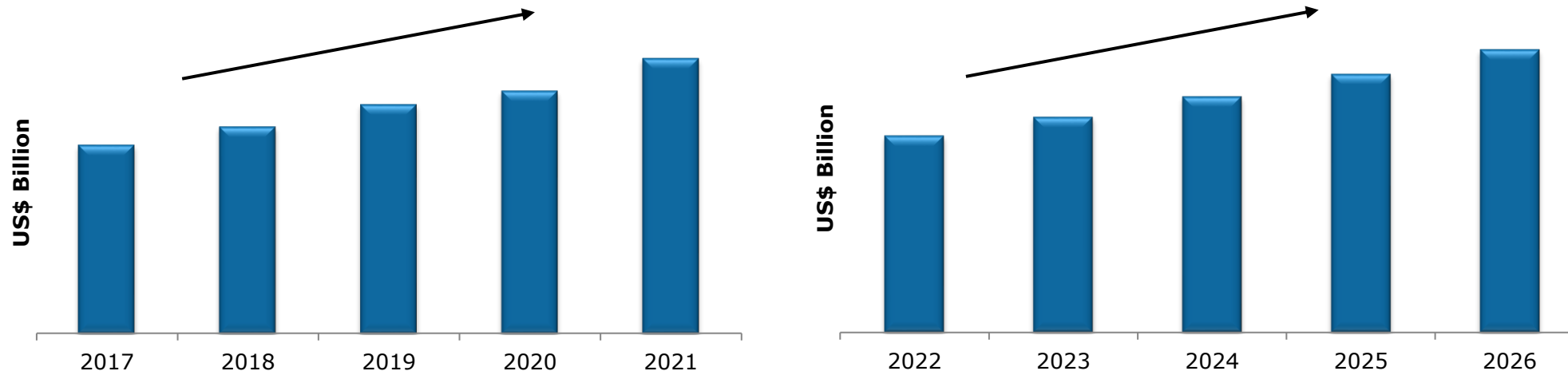
Global marketing automation market can be classified on the basis of deployment type, enterprise size, channel, solution and application. Among the deployment type, cloud deployment dominated the market, with a share of around 58%. Cloud technology's scalability and flexibility, as well as data center control, are some of the primary characteristics that are expected to increase the usability of cloud technology in the marketing automation market and among channel, reporting and analytics solution is poised to be the fastest-growing segment in the coming years.

The Covid-19 pandemic has highlighted the need of marketing automation, since people have transferred their interactions with businesses and purchases to digital media. The pandemic has increased the importance of marketing automation as customers have massively shifted towards digital channels to interact with businesses and purchase products and services.

Global marketing automation market is expected to show a significant increase during the forecasted period, i.e. from 2022 to 2026. The growth can be attributed to increasing number of Gmail users, surging adoption of cloud computing technology, growing social media usage, escalating e-commerce adoption, and growing trend of mobile marketing. However, some challenges are also impeding the growth of the market such as data quality issues, problem of cyber security and high initial implementation cost.

# Marketing Automation Market: Global Analysis

## Global Marketing Automation Market by Value



CAGRs	
2017-2021	xx%
2022-2026	xx%

Global marketing automation market was valued at US\$... billion in 2021 and is anticipated to reach up to US\$... billion by 2026 from US\$... billion in 2022, with a CAGR of xx%.

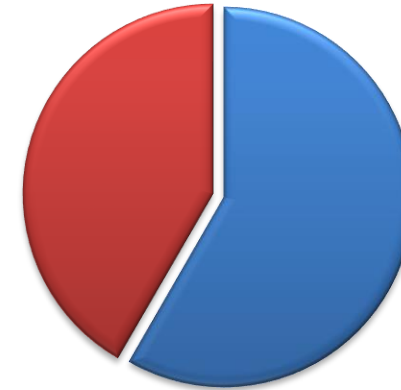
# Marketing Automation Market: Global Analysis

Global Marketing Automation Market by Deployment Type; 2021



Deployment Type	Share
Cloud	xx%
On Premise	xx%

Global Marketing Automation Market by Enterprise Size; 2021



Enterprise Size	Share
Large Enterprise	xx%
Small and Medium Enterprises (SMEs)	xx%

# Marketing Automation Market: Global Analysis

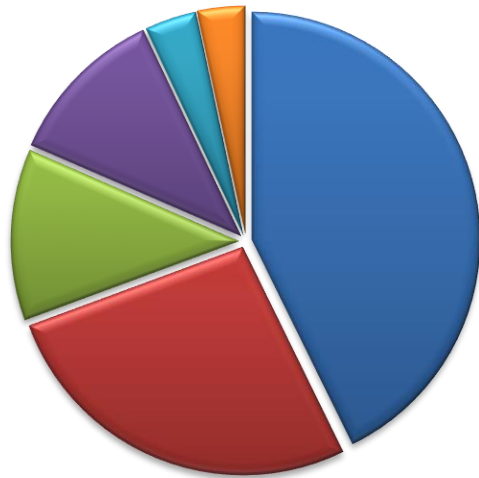
**Global Marketing Automation Market by Channel; 2021**



Channel	Share
E-mail Marketing	xx%
Social Media Marketing	xx%
Inbound Marketing	xx%
Mobile Application	xx%
Lead Nurturing and Lead Scoring	xx%
Campaign Management	xx%
Reporting and Analytics	xx%
Others	xx%

# Marketing Automation Market: Global Analysis

**Global Marketing Automation Market by Solution; 2021**



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

# Marketing Automation Market: Global Analysis

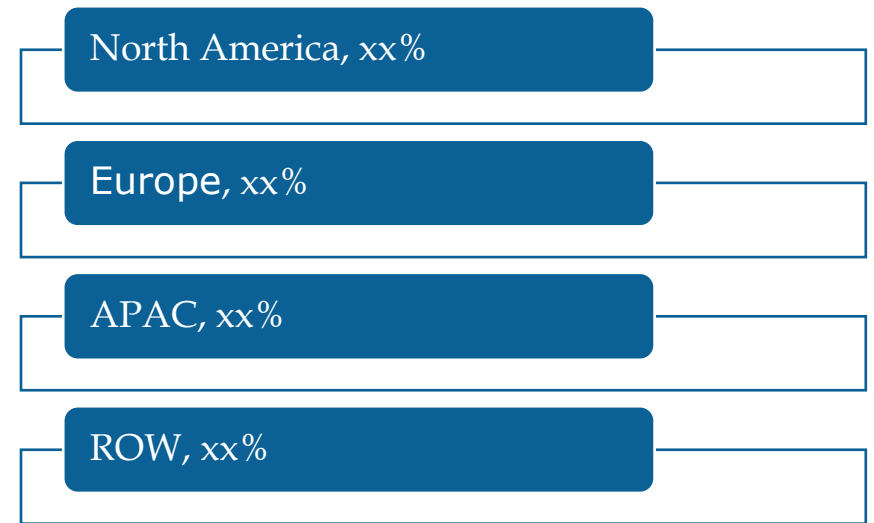
**Global Marketing Automation Market by Application; 2021**



Application	Share
Retail	xx%
BFSI	xx%
Advertising and Design	xx%
Manufacturing and Distribution	xx%
Academic and Education	xx%
Healthcare	xx%
Media and Entertainment	xx%
Others	xx%

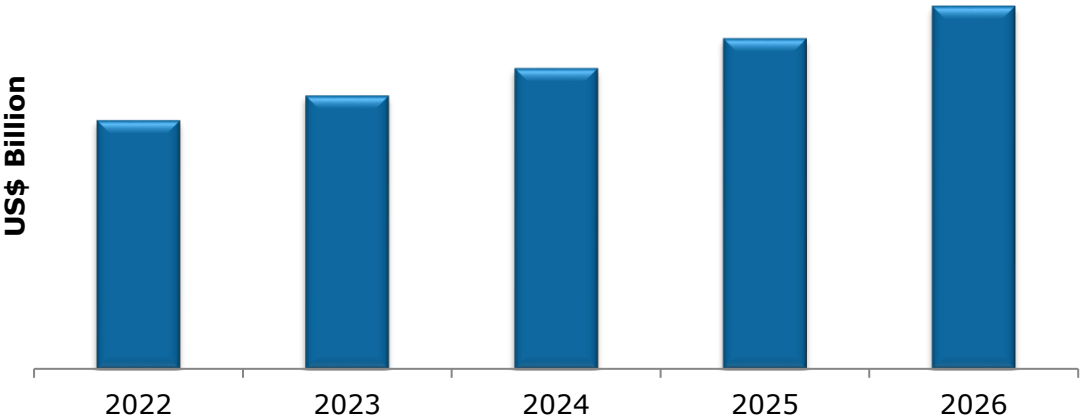
# Marketing Automation Market: Global Analysis

**Global Marketing Automation Market by Region; 2021**

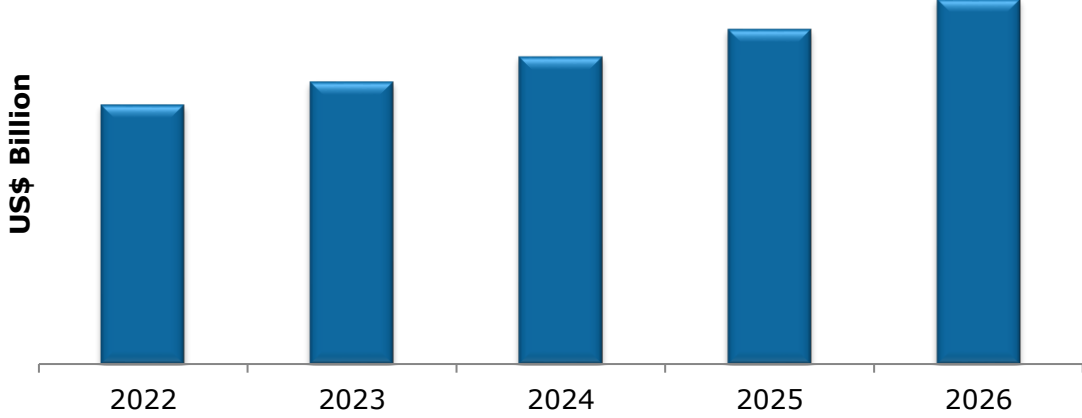


# Marketing Automation Market: Deployment Type Analysis

Global Cloud Marketing Automation Market by Value



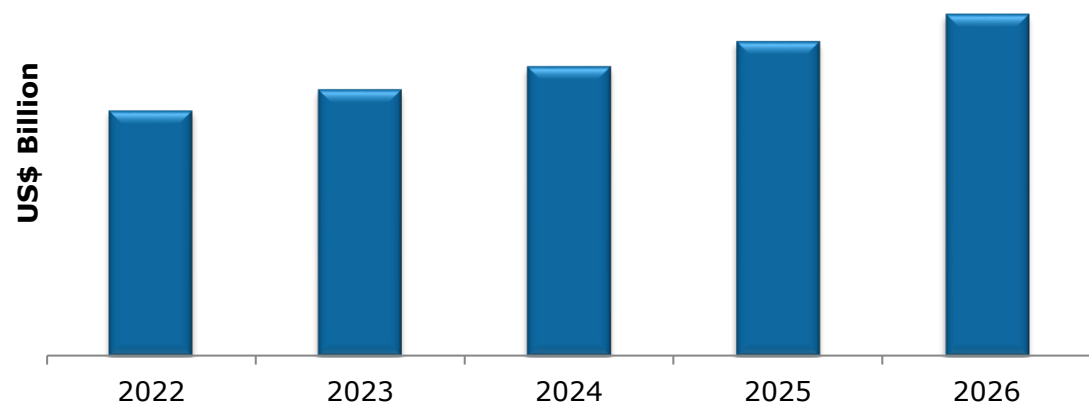
Global On Premise Marketing Automation Market by Value



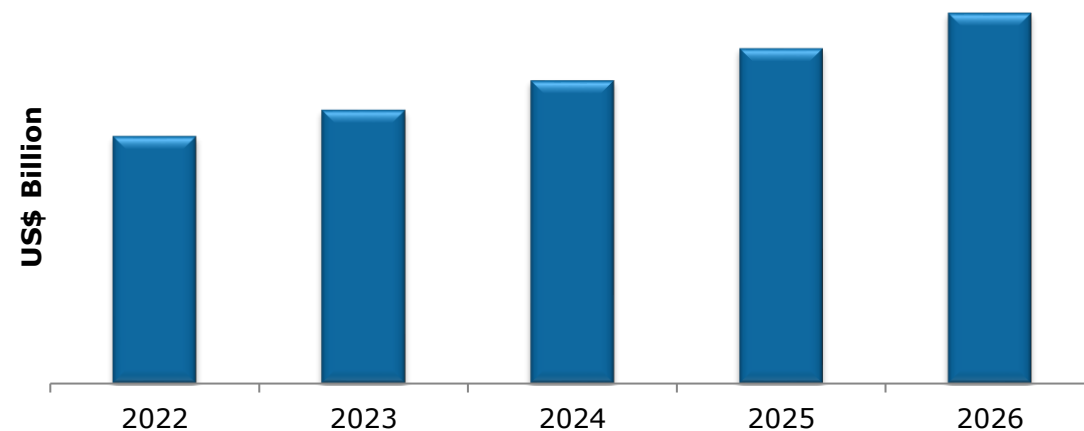
Deployment Type	CAGR (2022-2026)
Cloud	xx%
On Premise	xx%

# Marketing Automation Market: Enterprise Size Analysis

## Global Large Enterprise Marketing Automation Market by Value



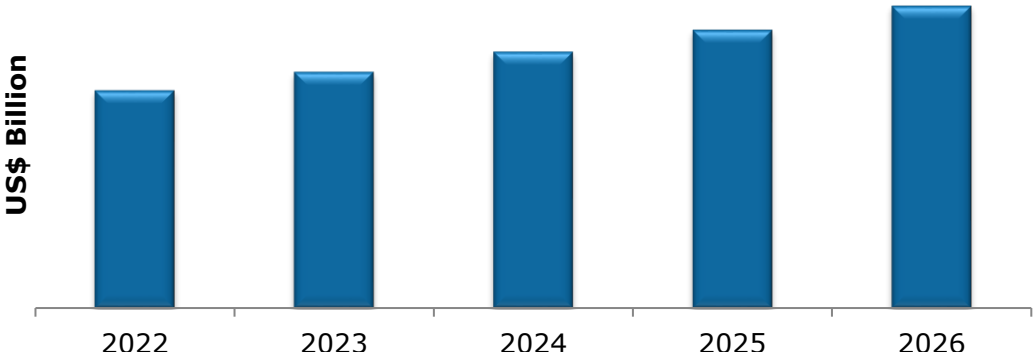
## Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value



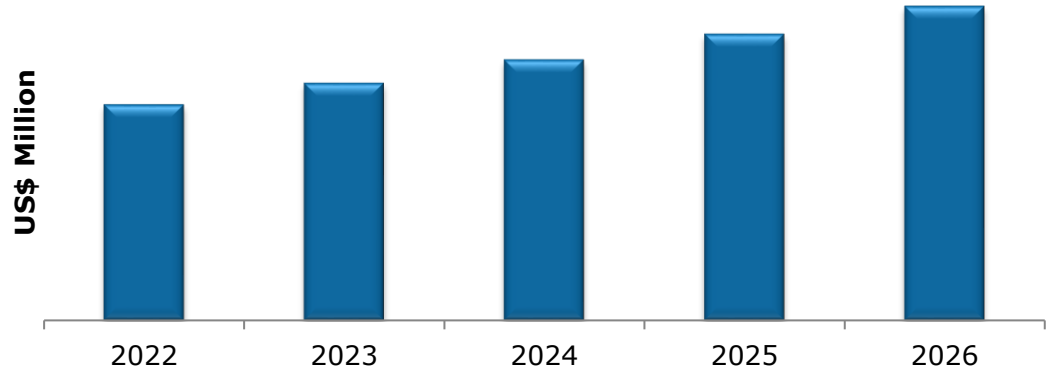
Enterprise Size	CAGR (2022-2026)
Large Enterprise	xx%
Small and Medium Enterprises (SMEs)	xx%

# Marketing Automation Market: Channel Analysis

**Global E-mail Marketing Automation Market by Value**



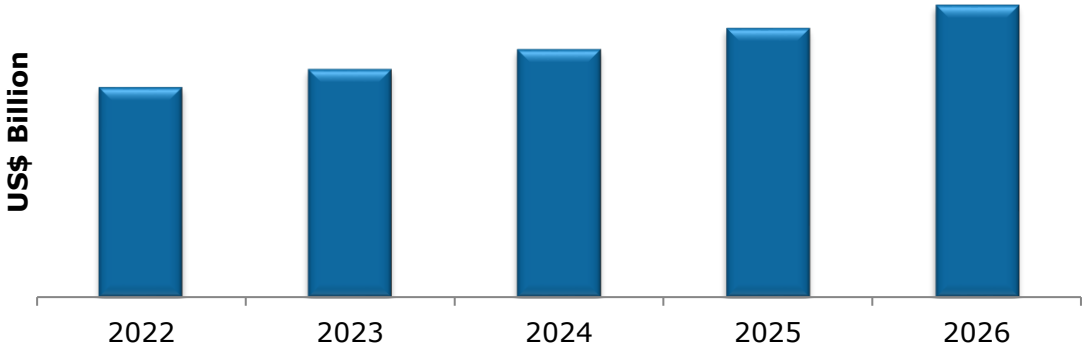
**Global Social Media Marketing Automation Market by Value**



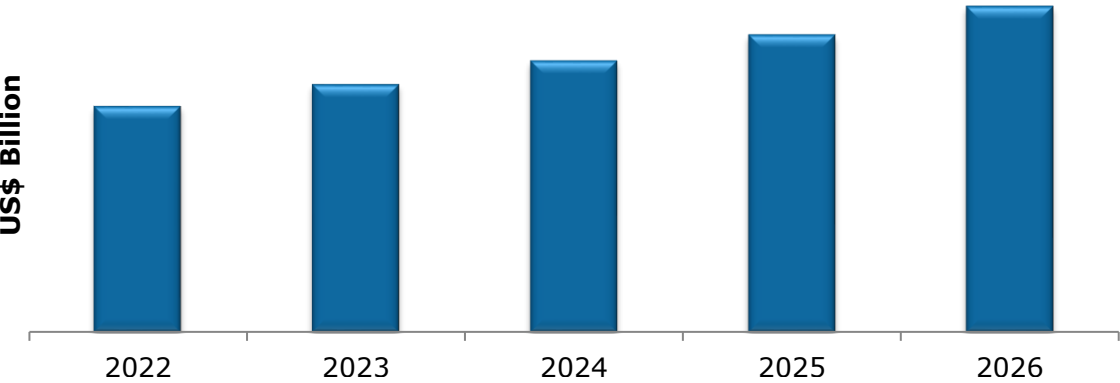
Channel	CAGR (2022-2026)
E-mail Marketing	xx%
Social Media Marketing	xx%
Inbound Marketing	xx%
Mobile Application	xx%
Lead Nurturing and Lead Scoring	xx%
Campaign Management	xx%
Reporting and Analytics	xx%
Others	xx%

# Marketing Automation Market: Solution Analysis

**Global Cross Channel Campaign Management (CCCM)  
Marketing Automation Market by Value**



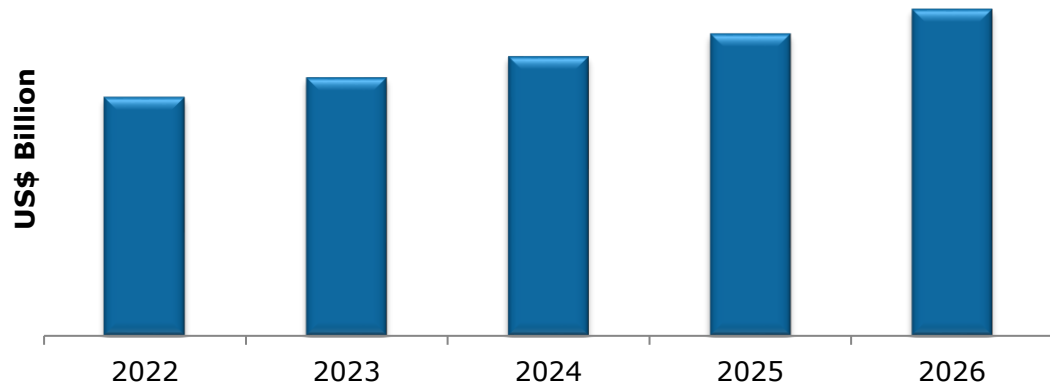
**Global Real-time Interaction Management (RTIM)  
Marketing Automation Market by Value**



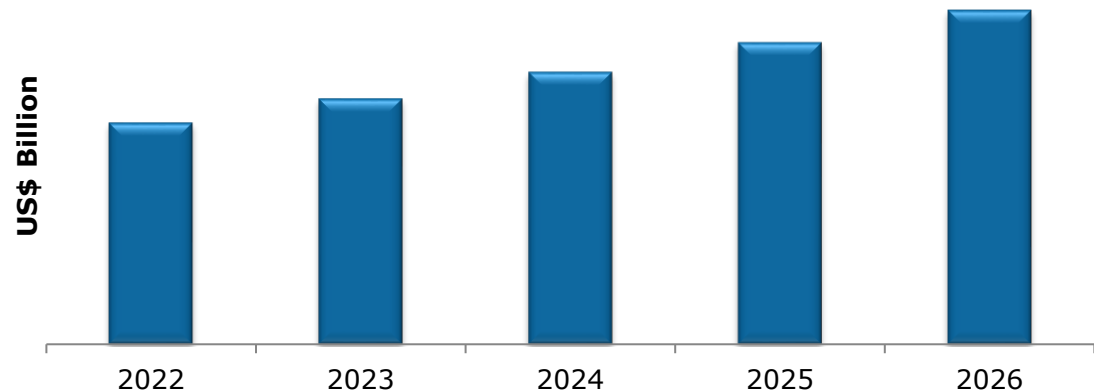
Solution	CAGR (2022-2026)
Cross Channel Campaign Management (CCCM)	xx%
Lead-to-revenue Management (L2RM)	xx%
Marketing Resource Management (MRM)	xx%
Real-time Interaction Management (RTIM)	xx%
Through-channel Marketing Automation (TCMA)	xx%
Content Market Platform (CMP)	xx%

# Marketing Automation Market: Application Analysis

## Global Retail Marketing Automation Market by Value



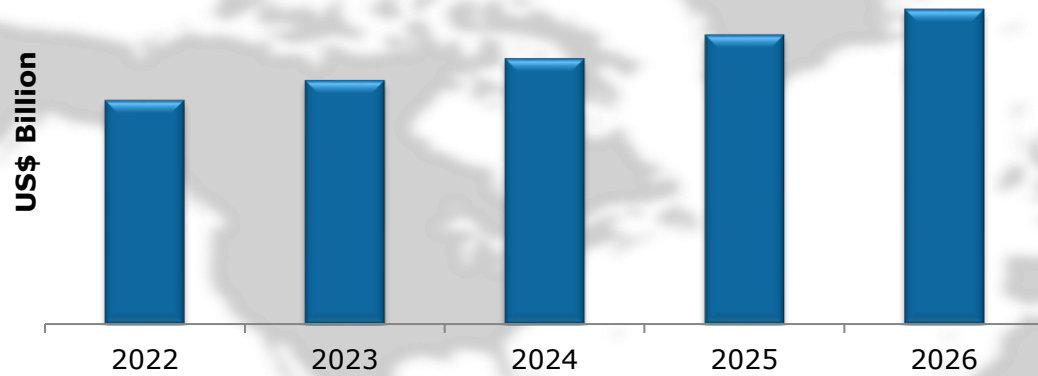
## Global BFSI Marketing Automation Market by Value



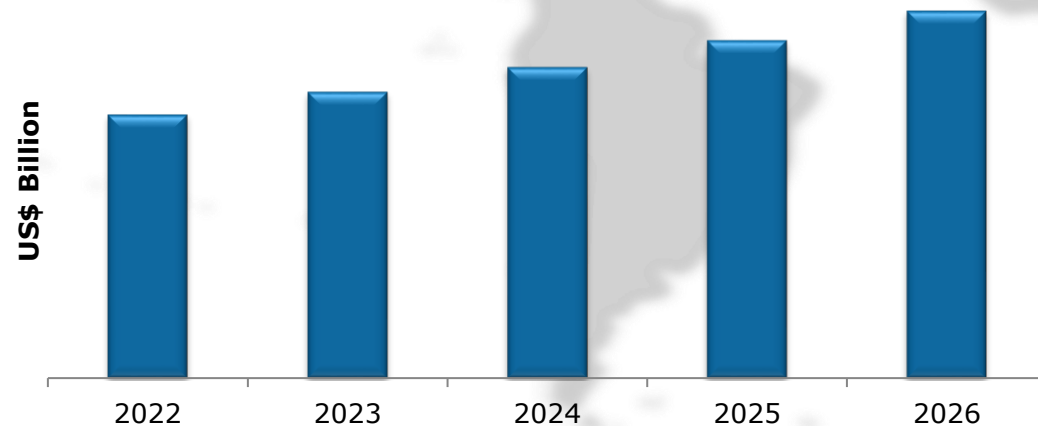
Application	CAGR (2022-2026)
Retail	xx%
BFSI	xx%
Advertising and Design	xx%
Manufacturing and Distribution	xx%
Academic and Education	xx%
Healthcare	xx%
Media and Entertainment	xx%
Others	xx%

# Marketing Automation Market: Regional Analysis

## North America Marketing Automation Market by Value



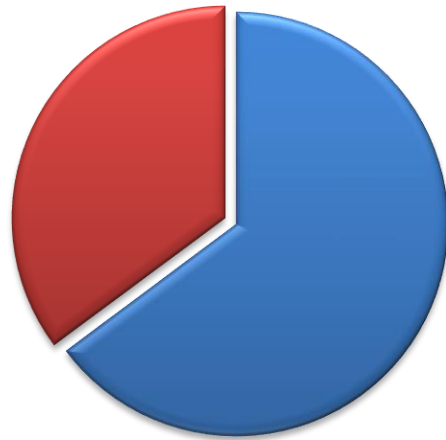
## Europe Marketing Automation Market by Value



Region	CAGR (2022-2026)
North America	xx%
Europe	xx%
APAC	xx%
ROW	xx%

# North America Marketing Automation Market: An Analysis

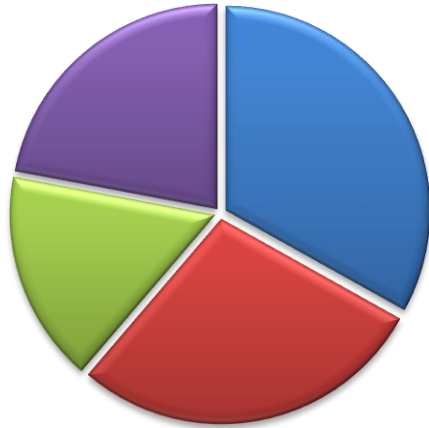
**North America Marketing Automation Market by Region; 2021**



Region	Share (2021)	CAGR (2022-2026)
The US	xx%	xx%
Canada	xx%	xx%

# Europe Marketing Automation Market: An Analysis

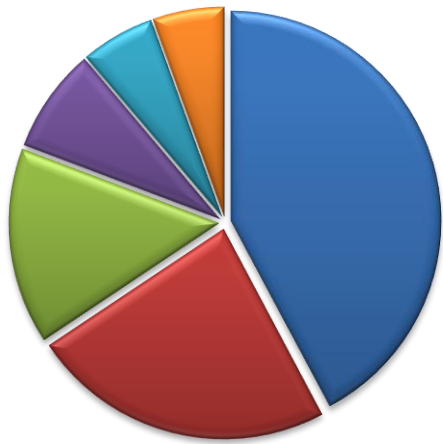
Europe Marketing Automation Market by Region; 2021



Region	Share (2021)	CAGR (2022-2026)
UK	xx%	xx%
Germany	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

# APAC Marketing Automation Market: An Analysis

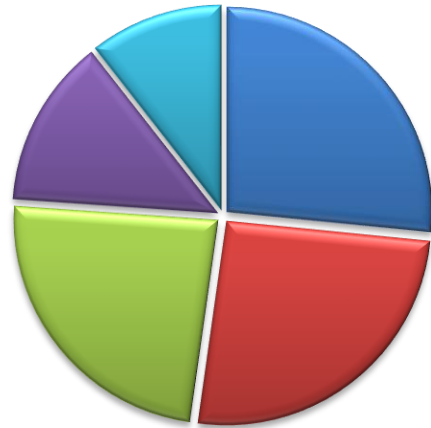
APAC Marketing Automation Market by Solution; 2021



Solution	Share (2021)	CAGR (2022-2026)
Cross Channel Campaign Management (CCCM)	xx%	xx%
Lead-to-revenue Management (L2RM)	xx%	xx%
Marketing Resource Management (MRM)	xx%	xx%
Real-time Interaction Management (RTIM)	xx%	xx%
Through-channel Marketing Automation (TCMA)	xx%	xx%
Content Market Platform (CMP)	xx%	xx%

# APAC Marketing Automation Market: An Analysis

## APAC Marketing Automation Market by Region; 2021



Region	Share (2021)	CAGR (2022-2026)
China	xx%	xx%
India	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
Australia	xx%	xx%

# Global Marketing Automation Market: Dynamics



# Global Marketing Automation Market: Competitive Landscape

## Players Profiled

- ❑ IBM Corporation.
- ❑ HubSpot, Inc.
- ❑ Microsoft Corporation
- ❑ Adobe Inc.
- ❑ Oracle Corporation
- ❑ Salesforce Inc.
- ❑ SAP
- ❑ Teradata
- ❑ Act On
- ❑ SAS Institute