Email Marketing - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Email Marketing in US$ Million. The report analyzes the US market by the following Segments: Transactional Email, Acquisition Email, and Retention Email.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2013 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 156 companies including many key and niche players such as:

- AWeber Communications
- BlueVenn Group Inc.
- Bronto Software
- Constant Contact®, Inc.
- Campaign Monitor

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Robly Unveils Latest version of Email Marketing Platform
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NewsCred Introduces Content Marketing Cloud
Kenscio Introduces RTPersonalisation
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Thomas Industrial Network Introduces Email Marketing Service
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StrongView Introduces Message Studio® 7.0
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Listrak Introduces Listrak 5.0 Email Marketing Platform
Kitsy Lane Launches Software Platform for Social Marketing and Email Marketing
Zeta Interactive Introduces Zeta Mail 6 Email Platform

6. RECENT INDUSTRY ACTIVITY
IBM Completes Silverpop Acquisition
Emma Integrates With Shopify
LendingTree Chooses StrongView Email Platform
Oracle Acquires Responsys
Apsis Buys Off ProspectEye
VerticalResponse Announces Integration with Cazoomi and SyncApps®
Emma Partners with SurveyMonkey
Capella Selects ZDirect for Email Marketing and eCRM Services
VerticalResponse Integrates with Digioh
Intershop Partners with euro.message
Emma Reports Total Salesforce Integration
Hammacher Schlemmer Chooses StrongView Email Marketing Solution
Marriott Renews Email Marketing Contract Services with Epsilon
BlueVenn Acquires SmartFOCUS Group
Deluxe Corporations Acquires VerticalResponse
Salesforce.com Concludes ExactTarget Acquisition
StrongView Enters into Partnership with Velti
Smith Micro Implements Lyris HQ Email Marketing Solution
Silverton Casino Deploys Lyris HQ Solution
Graham and Green Chooses Lyris HQ for Enhanced Customer Engagement and Relation Management
Telstra Digital Chooses Lyris HQ for Marketing Automation
LuxCloud and CakeMail Enter into Partnership to Provide Email Marketing Globally
Jibjab Media Chooses StrongView to Design Marketing Programs
Epsilon Inks Agreement with Regis to Provide Email Marketing Platform
Emma Partners with Bigstock to Provide Customers with Access to Bigstock Image Library
Reed.co.uk Deploys StrongView Solution to Optimize Business Processes
Teradata Concludes eCircle Acquisition
Vocus Buys Out iContact
Experian Buys Altovision from Ngi group

7. FOCUS ON SELECT GLOBAL PLAYERS
AWeber Communications (US)
BlueVenn Group Inc. (US)
Bronto Software (US)
Constant Contact®, Inc. (US)
Campaign Monitor (Australia)
eBay Enterprise (US)
Epsilon Data Management, LLC (US)
ExactTarget, Inc. (US)
iContact Corporation (US)
Implix (US)
Lucini&Lucini Communications (Italy)
Lyris, Inc. (US)
MailChimp (US)
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IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 156 (including Divisions/Subsidiaries 158)
The United States (95)
Canada (7)
Japan (1)
Europe (36)
France (1)
Germany (4)
The United Kingdom (22)
Spain (1)
Rest of Europe (8)
Asia-Pacific (Excluding Japan) (17) Middle East (2)

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