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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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
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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
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Hammacher Schlemmer Chooses StrongView Email Marketing Solution
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Salesforce.com Concludes ExactTarget Acquisition
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Smith Micro Implements Lyris HQ Email Marketing Solution
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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
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BlueVenn Group Inc. (US)
Bronto Software (US)
Constant Contact®, Inc. (US)
Campaign Monitor (Australia)
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Epsilon Data Management, LLC (US)
ExactTarget, Inc. (US)
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Lyris, Inc. (US)
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IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 156 (including Divisions/Subsidiaries 158)
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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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