Global Digital Marketing Software Market 2015-2019

Description: About Digital Marketing Software

Digital marketing is a strategy to promote products and brands via the internet or digital media. It helps in developing and maintaining customer relationships through online activities. It comprises various tools such as sales CRM, social CRM, email software, e-commerce software, marketing automation software, web analytics, and WCM, which are the main solutions used for digital marketing. Digital marketing helps organizations achieve more ROI compared to other traditional marketing solutions. Social media marketing is one important component of digital marketing.

The analysts forecast the Global Digital Marketing Software market to grow at a CAGR of 16.87 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global Digital Marketing Software market for the period 2014-2019. To calculate the market size, the report considers revenue generated from the sales of the products and solutions in the Global Digital Marketing Software market. It also presents the vendor landscape and a corresponding detailed analysis of the top six vendors in the market. In addition, the report discusses the major drivers that influence the growth of the Global Digital Marketing Software Market. It also outlines the challenges faced by vendors and the market at large, as well as the key trends that are emerging in the market.

Key Vendors
- Adobe Systems
- IBM
- Microsoft
- Oracle
- Salesforce
- SAP

Other Prominent Vendors
- Autonomy
- eBay
- Ensighten
- HubSpot
- IgnitionOne
- Infor
- Jive
- Marketo
- MediaBank
- Millennial Media
- Neolane
- Neustar
- Opentext
- SAS
- Sitecore
- Teradata
- Webtrends

Market Drivers
- Increased Adoption of Digital Media
- For a full, detailed list, view our report

Market Challenges
- Complexity in Selecting Right Digital Solution
- For a full, detailed list, view our report
Market Trends
- Adoption of SaaS-based Solutions
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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