Digital Marketing Software Market by Software, by Deployment, by Verticals - Global Forecast to 2019

Description: Digital Marketing Software Market by Software (CRM, E-mail, Ecommerce, Marketing Automation, Web Analytics, Web Content Management & Social CRM), by Deployment (On-Premise, Cloud), by Verticals (BFSI, Retail, Manufacturing, & others) - Global Forecast to 2019

The Digital Marketing software (DMS) market is fast gaining traction primarily due to the increase in adoption of digital media and emergence of SaaS-based solutions in the market. Digital marketing is a strategy to promote the brands and products through the digital mode. DMS refers to the various solutions or software to better serve the customers, increase efficiency and drive measurable business performance.

The need to improve marketing effectiveness and customer E-experiences as well as the need to develop digital competitiveness are some of the key factors which are driving the global market for digital marketing software. The inexorable rise in competition and shifting customer growth of web-based social media has generated new avenues in the market. These advancements are considered and resulted in digital developments such as mobile apps, social networking have facilitated businesses with better marketing and functionality.

The demand for cloud-based Digital Marketing software market is accelerating due to its cost-effective and easy deployment features. Hence, vendors in these markets are coming up with technologies and solutions to increase its adoption in Small and Medium Business (SMB) too. Hence, Adoption of SaaS-based solutions and steady shift to comprehensive platforms are some of the emerging trends in the global digital marketing software market.

In recent years, organizations are increasingly investing and adopting digital media for marketing because of the high adoption of mobile and tablet devices, the growing number of broadband connections, and the high amount of time spent by users on the internet. Still there are certain challenges restraining the growth in the Digital Marketing software market. The proliferation of digital channels, intensifying competition and exploding data volumes are the few challenges facing by the digital marketers.

Further, the report provides an in-depth analysis of the Digital Marketing software market across the software and services types, deployment modes, organization sizes, industry verticals, and regions. The market is also segmented by region into North America (NA), Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA). Among all the regions, North America holds the maximum market size whereas APAC is the major growing areas.

The Digital Marketing software market is expected to grow from $25,840.2 million in 2014 to $56,613.2 million by 2019, at an estimated Compound Annual Growth Rate (CAGR) of 17.0% from 2014 to 2019. The key players in this market include adobe systems, hubspot, SaS, Microsoft, Sap, Marketo, Hp, Oracle, Salesforce and many others.

The Media & Entertainment, BFSI, IT and telecom and retail vertical is expected to account for the largest market share throughout the forecast period. However, there are a few revenue pockets, namely healthcare, automotive, and manufacturing that will witness significant growth in this period.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders or new entrants in this market in the following ways:

1. This report segments the market into various sub-segments covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different end users and regions.
2. This report will help in the better understanding of the competitors and gain more insights to better one’s position in business. There is a separate section on competitive landscape, which includes competitor ecosystem, and mergers and acquisitions, partnerships, and agreements. Besides, there are company profiles of ten players in this market. In this section, market internals are provided that can put one ahead of the competitors.

3. The report also helps in understanding the overall growth of the market. It provides information on key market drivers, restraints, challenges, and opportunities.

Scope of the Report
The research report categorizes the Digital Marketing software market to forecast the revenues and analyze the trends in each of the following sub-markets:
On the basis of platform types:
Software
- CRM
- E-mail Software
- E-Commerce Software
- Marketing Automation Software
- Web Analytics
- Web Content Management (WCM)
- Social CRM

Services
- Professional Services
- Manage Services
- Deployment and Integration

On the basis of deployment modes:
- On-premise
- Cloud

On the basis of organization size:
- Small Medium Business (SMB's)
- Large enterprises

On the basis of verticals:
- Banking, Financial Services, and Insurance (BFSI)
- Healthcare
- IT & Telecom
- Retail
- Automotive
- Manufacturing
- Education
- Government
- Media & Entertainment
- Others (transport & logistics, oil and gas)

On the basis of regions
- North America (NA)
- Europe (EU)
- Middle East and Africa (MEA)
- Asia-Pacific (APAC)
- Latin America (LA)

Contents:
1 Introduction
1.1 Objectives Of The Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Market Covered
1.3.2 Years Considered For The Study
1.4 Currency
1. Limitations

1.6 Stakeholders

2 Research Methodology
2.1 Digital Marketing Software Market Size Estimation
2.2 Market Breakdown And Data Triangulation
2.3 Market Share Estimation
2.3.1 Key Data From Secondary Sources
2.3.2 Key Data From Primary Sources
2.3.3 Assumptions
2.3.4 Key Industry Insights

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities In The DMS Market
4.2 DMS Market: Technological Shift
4.4 Global Digital Marketing Software
4.5 Industry Vertical Growth Matrix
4.6 BFSI & Retail Are The Top Revenue Generating Verticals In Dms Market
4.7 Lifecycle Analysis, By Region

5 Digital Marketing Software Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Software
5.2.2 By Service
5.2.3 By Deployment Mode
5.2.4 By Organization Size
5.2.5 By Vertical
5.2.6 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growth Of Social Media And Social Advertising
5.3.1.2 Popularity Of Mobile Advertising With Increasing Mobile Devices
5.3.1.3 Rising Demand Of Handling Large Volume Of Structured And Unstructured Data
5.3.2 Restraint
5.3.2.1 Lack Of Skilled Personnel
5.3.3 Opportunities
5.3.3.1 Evolving The Need Of Big Data Analytics In Digital Marketing
5.3.3.2 Increasing Digital Marketing Budget
5.3.4 Challenges
5.3.4.1 Integrating Dms Tools With Other Business Applications
5.3.4.2 Selection Of Relevant Digital Technique And Vendor
5.3.4.3 Increasing Complexity Due To Multiple Device And Channel
5.3.5 Key Trends
5.3.5.1 Increasing Popularity Of Video

6 Digital Marketing Software Market: Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
6.3.1 Threat From New Entrants
6.3.2 Threat From Substitutes
6.3.3 Bargaining Power Of Suppliers
6.3.4 Bargaining Power Of Buyers
6.3.5 Intensity Of Competitive Rivalry

7 Digital Marketing Software Market Analysis, By Software
7.1 Introduction
7.2 Software
7.2.1 CRM Software
7.2.2 E-Mail Software
7.2.3 E-Commerce Software
7.2.4 Marketing Automation Software
7.2.5 Web Analytics Software
7.2.6 Web Content Management (WCM)
7.2.7 Social CRM

8 DMS Market Analysis, By Service
8.1 Introduction
8.1.1 Professional Services
8.1.2 Managed Services
8.1.3 Deployment And Integration

9 DMS Market Analysis, By Deployment Mode (Page No. - 61)
9.1 Introduction
9.2 On-Demand/Cloud
9.3 On-Premises

10 Digital Marketing Software Market Analysis, By Organization Size
10.1 Introduction
10.2 Small And Medium Businesses (SMBS)
10.3 Large Enterprises

11 DMS Market Analysis, By Vertical
11.1 Introduction
11.2 BFSI
11.3 Healthcare
11.4 Retail
11.5 Automotive
11.6 IT And Telecom
11.7 Manufacturing
11.8 Education
11.9 Government
11.10 Media And Entertainment
11.11 Others

12 Geographic Analysis
12.1 Introduction
12.2 North America (NA)
12.3 Europe
12.4 Asia-Pacific (APAC)
12.5 Middle East And Africa (MEA)
12.6 Latin America (LA)

13 Competitive Landscape
13.1 Overview
13.2 Competitive Situation And Trends
13.2.1 New Product Launches
13.2.2 Mergers And Acquisitions
13.2.3 Partnerships And Collaborations
13.2.4 VC Funding

14 Company Profiles
14.1 Introduction
14.2 Adobe Systems
14.3 IBM Corporation
14.4 Oracle Corporation
14.5 SAP AG
14.6 Salesforce.Com, INC
14.7 Marketo
14.8 Microsoft
14.9 Hubspot
14.10 Hewlett-Packard (HP)
List of Tables (65 Tables)

Table 1 Global DMS Market, 2014–2019 ($Million, Y-O-Y %)
Table 2 Digital Marketing Software Market Size, By Software And Services, 2012–2019 ($Million)
Table 3 DMS Market Size, By Software, 2012–2019 ($Million)
Table 4 CRM Software: DMS Market Size, By Region, 2012–2019 ($Million)
Table 5 E-Mail Software: DMS Market Size, By Region, 2012–2019 ($Million)
Table 6 E-Commerce Software: DMS Market Size, By Region, 2012–2019 ($Million)
Table 7 Marketing Automation Software: DMS Market Size, By Region, 2012–2019 ($Million)
Table 8 Web Analytics Software: Digital Marketing Software Market Size, By Region, 2012–2019 ($Million)
Table 9 Web Content Management (WCM): DMS Market Size, By Region, 2012–2019 ($Million)
Table 10 Social CRM: DMS Market Size, By Region, 2012–2019 ($Million)
Table 11 DMS Market Size, By Service, 2012–2019 ($Million)
Table 12 Professional Services: DMS Market Size, By Region, 2012–2019 ($Million)
Table 13 Managed Services: DMS Market Size, By Region, 2012–2019 ($Million)
Table 14 Deployment And Integration: DMS Market Size, By Region, 2012–2019 ($Million)
Table 15 DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 16 On-Demand/Cloud: DMS Market Size, By Region, 2012–2019 ($Million)
Table 17 On-Demand/Cloud: DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 18 On-Premises: Digital Marketing Software Market Size, By Region, 2012–2019 ($Million)
Table 19 On-Premises: DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 20 DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 21 SMBS: DMS Market Size, By Region, 2012–2019 ($Million)
Table 22 SMBS: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 23 Large Enterprises: DMS Market Size, By Region, 2012–2019 ($Million)
Table 24 Large Businesses: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 25 DMS Market Size, By Vertical, 2012–2019 ($Million)
Table 26 BFSI: DMS Market Size, By Region, 2012–2019 ($Million)
Table 27 Healthcare: DMS Market Size, By Region, 2012–2019 ($Million)
Table 28 Retail: Digital Marketing Software Market Size, By Region, 2012–2019 ($Million)
Table 29 Automotive: DMS Market Size, By Region, 2012–2019 ($Million)
Table 30 It And Telecom: DMS Market Size, By Region, 2012–2019 ($Million)
Table 31 Manufacturing: DMS Market Size, By Region, 2012–2019 ($Million)
Table 32 Education: DMS Market Size, By Region, 2012–2019 ($Million)
Table 33 Government: DMS Market Size, By Region, 2012–2019 ($Million)
Table 34 Media And Entertainment: DMS Market Size, By Region, 2012–2019 ($Million)
Table 35 Others: DMS Market Size, By Region, 2012–2019 ($Million)
Table 36 Digital Marketing Software Market Size, By Region, 2012–2019 ($Million)
Table 37 NA: DMS Market Size, By Vertical, 2012–2019 ($Million)
Table 38 NA: DMS Market Size, By Software, 2012–2019 ($Million)
Table 39 NA: DMS Market Size, By Service, 2012–2019 ($Million)
Table 40 NA: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 41 APAC: DMS Market Size, By Vertical, 2012–2019 ($Million)
Table 42 APAC: DMS Market Size, By Software, 2012–2019 ($Million)
Table 43 APAC: DMS Market Size, By Service, 2012–2019 ($Million)
Table 44 APAC: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 45 APAC: DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 52 MEA: DMS Market Size, By Vertical, 2012–2019 ($Million)
Table 53 MEA: DMS Market Size, By Software, 2012–2019 ($Million)
Table 54 MEA: DMS Market Size, By Service, 2012–2019 ($Million)
Table 55 MEA: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 56 MEA: DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 57 LA: DMS Market Size, By Vertical, 2012–2019 ($Million)
Table 58 LA: Digital Marketing Software Market Size, By Software, 2012–2019 ($Million)
Table 59 LA: DMS Market Size, By Service, 2012–2019 ($Million)
Table 60 LA: DMS Market Size, By Deployment Mode, 2012–2019 ($Million)
Table 61 LA: DMS Market Size, By Organization Size, 2012–2019 ($Million)
Table 62 New Product Launches, 2012–2015
Table 63 Mergers And Acquisitions, 2012–2015
Table 64 Partnerships And Collaborations, 2012–2015
Table 65 VC Funding, 2012–2014

List Of Figures (58 Figures)

Figure 1 Digital Marketing Software: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Breakdown Of Primary Interview: By Company Type, Designation, And Region
Figure 5 Data Triangulation
Figure 6 DMS Market Size, By Vertical (2014–2019)
Figure 7 Global DMS Market Size, By Software (2014–2019)
Figure 8 Global Digital Marketing Software Market Share, 2014
Figure 9 The DMS Market Is Expected To Double Itself During The Forecast Period
Figure 10 Significant Shift From On-Premises To Cloud Solutions
Figure 11 The DMS Market Is Quite Promising For The Smbs In The Forecast Period
Figure 12 Marketing Automation Software And Retail Vertical Holds The Maximum Growth Prospect In The Forecast Period
Figure 13 Market Size Of The Industry Verticals In The Global Digital Marketing Software Market (2014)
Figure 14 APAC Region Is Expected To Gain Significant Traction During The Growth Stage
Figure 15 DMS Market Segmentation: By Software
Figure 16 DMS Market Segmentation: By Service
Figure 17 DMS Market Segmentation: By Deployment Mode
Figure 18 Digital Marketing Software Market Segmentation: By Organization Size
Figure 19 DMS Market Segmentation: By Vertical
Figure 20 DMS Market Segmentation: By Region
Figure 21 Proliferation Of Mobile Devices And Increasing Interest In Social Media Will Drive The Market Of DMS
Figure 22 Impact Analysis Of Drivers In The DMS Market
Figure 23 Impact Analysis Of Restraint In The DMS Market
Figure 24 Impact Analysis Of Opportunities In The DMS Market
Figure 25 Impact Analysis Of Challenges In The DMS Market
Figure 26 Value Chain Analysis
Figure 27 Porter's Five Forces Analysis (2014)
Figure 28 Services Segment Is Expected To Gain Significant Traction During The Forecast Period
Figure 29 Marketing Automation Software To Exhibit Highest Growth Rates During Forecast Period
Figure 30 Managed Services Is Expected To Grow The Fastest During The Forecast Period
Figure 31 Cloud Solutions Are Rapidly Covering The Dms Market
Figure 32 Digital Marketing Software Market Is Dominated By Large Enterprises While Significant Adoption Is Expected From Smbs
Figure 33 The Global DMS Market Is Dominated By Telecom & It And Retail Industries
Figure 34 Geographic Snapshot: APAC Is Emerging As A New Hotspot For Dms Vendors
Figure 35 Geographic Snapshot (2014–2019): Rapid-Growth Markets Are Expected From Emerging Regions Such As Apac And La
Figure 36 APAC: An Attractive Destination For The Dms Market
Figure 37 NA Market Snapshot: Crm Software Is Expected To Contribute The Maximum To The Market Size In 2014
Figure 38 APAC Is One Of The Fastest Growing Regions In The Dms Market
Figure 39 Companies Adopted New Product Launches And Enhancements As The Key Growth Strategy From 2012 To 2014
Figure 40 Area-Chart Showing Historical CAGR Of Top 5 Players
Figure 41 Market Evaluation Framework
Figure 42 Battle For Market Share: New Product Launch And Product Enhancement Was The Key Strategy
Figure 43 Geographic Revenue Mix Of The Top 5 Market Players
Figure 44 Adobe Systems: Company Snapshot
Figure 45 Adobe Systems: SWOT Analysis
Figure 46 IBM Corporation: Company Snapshot
Figure 47 IBM Corporation: SWOT Analysis
Figure 48 Oracle Corporation: Company Snapshot
Figure 49 Oracle Corporation: SWOT Analysis
Figure 50 SAP AG: Company Snapshot
Figure 51 SAP AG: SWOT Analysis
Figure 52 Salesforce.com, Inc.: Company Snapshot
Figure 53 Salesforce.com, Inc.: SWOT Analysis
Figure 54 Marketo: Company Snapshot
Figure 55 Microsoft: Company Snapshot
Figure 56 Hubspot: Company Snapshot
Figure 57 Hewlett-Packard (HP): Company Snapshot
Figure 58 SAS Institute, INC.: Company Snapshot

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3154714/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Digital Marketing Software Market by Software, by Deployment, by Verticals - Global Forecast to 2019
Web Address: http://www.researchandmarkets.com/reports/3154714/
Office Code: SCPLTFVB

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 7150</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 8500</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 9650</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 11000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:                        Mr  Mrs  Dr  Miss  Ms  Prof
First Name:                   _____________________________    Last Name: _____________________________
Email Address: *              ______________________________
Job Title:                    ______________________________
Organisation:                 ______________________________
Address:                      ______________________________
City:                         ______________________________
Postal / Zip Code:            ______________________________
Country:                      ______________________________
Phone Number:                 ______________________________
Fax Number:                   ______________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World