Description: About Marketing Automation Software

Marketing automation is a part of digital marketing software, which focuses on streamlining, scheduling, segmentation, and tracking of marketing campaigns. It helps to reduce repetitive tasks associated with the process. It also provides better user experience and help customers make better purchase decisions. Marketing automation software has features such as email marketing, campaign creation and management, data collection and storage, data analysis, and reporting. Marketing automation connects various marketing channels such as social media, email, and content marketing to collect data and analyze them.

The analysts forecast the global marketing automation software market to grow at a CAGR of 9.29% over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the global marketing automation software market for the period 2015-2019. To calculate the market size, the report considers revenue generated from marketing automation software, solutions, tools, applications, services, support, and maintenance.

The report Global Marketing Automation Software Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. It covers market landscape and its growth prospects in the coming years. The report also includes profile of key vendors operating in this market.

Key Regions

- Americas
- APAC
- EMEA

Key Vendors

- Adobe Systems
- IBM
- Oracle
- Salesforce
- SAP
- SAS Institute

Other Prominent Vendors

- Act-On Software
- Cognizant Technology Solutions
- eTrigue
- GreenRope
- Hatchbuck
- HubSpot
- inBoundio
- Infusionsoft
- Marketo
- Peaberry Software
- SharpSpring
- SilverPop Systems
- Teradata

Market Drivers

- Increased Adoption of Digital Media
Market Challenges
- Selection of Appropriate Solution
- For a full, detailed list, view our report

Market Trends
- Cloud-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?

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