

**Marketing Analytics Software Market By Deployment Model (On Premise, Cloud), By Enterprise Size (Large Enterprise, SMEs), By Application (Social Media Marketing, Email Marketing, Search Engine Marketing, Content Marketing, Others), By Industry Vertical (Retail, Consumer Goods, Industrial, BFSI, Media and Communication, Healthcare, Others): Global Opportunity Analysis and Industry Forecast, 2022-2031**

Market Report | 2023-09-01 | 273 pages | Allied Market Research

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**Report description:**

Marketing analytics software helps businesses to gather data from multiple sources and channels to identify which marketing initiatives are performing well and which have room for improvement. In addition, leveraging marketing analytics software is imperative when calculating ROI on marketing campaigns, which helps optimize digital marketing spending. Moreover, with the help of marketing analytics tools, marketers can operate more efficiently by learning how to allocate their time in a better way. Surge in usage of social media channel and rise in employment of big data analytics boost the growth of the global marketing analytics software market. In addition, the incremental need to gauge customer behavior positively impacts the growth of the market. However, high cost of deployment hampers the marketing analytics software market growth. On the contrary, growth in advanced technology such as 5G is expected to offer remunerative opportunities for the expansion of the marketing analytics software market during the forecast period.

The marketing analytics software market is segmented on the basis of deployment model, enterprise size, application, industry vertical, and region. On the basis of the deployment model, the market is fragmented into on-premise and cloud. On the basis of enterprise size, the market is bifurcated into large enterprises and SMEs. On the basis of application, the market is classified into social media marketing, E-mail marketing, search engine marketing, content marketing, and others. By industry vertical, it is categorized into retail, consumer goods, industrial, BFSI, media & communication, healthcare, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players that operate in the marketing analytics software market are Accenture, Adobe Inc., Google Inc., Funnel, IBM

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Corporation, Oracle Corporation, RTB Digital Media Corporation, SAS Institute Inc., Tableau Software LLC, Teradata Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

#### KEY BENEFITS FOR STAKEHOLDERS [ ] [ ] [ ] [ ] [ ] [ ]

- The study provides an in-depth analysis of the global marketing analytics software market forecast along with the current and future trends to explain the imminent investment pockets.
- Information about key drivers, restraints, and opportunities and their impact analysis on global marketing analytics software market trends is provided in the report.
- The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.
- The quantitative analysis of the market from 2022 to 2031 is provided to determine the market potential.

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Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Technology Trend Analysis
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast

#### Key Market Segments

##### By Deployment Model

- On Premise
- Cloud

##### By Enterprise Size

- Large Enterprise
- SMEs

##### By Application

- Social Media Marketing
- E mail Marketing
- Search Engine Marketing
- Content Marketing
- Others

##### By Industry Vertical

- Retail
- Consumer Goods
- Industrial
- BFSI
- Media and Communication
- Healthcare

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- Others
- By Region
- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Spain
- Italy
- Rest of Europe
- Asia-Pacific
- China
- Japan
- South Korea
- India
- Australia
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Google
- funnel.io
- Adobe Inc.
- Improvado Inc
- Oracle Corporation
- Accenture
- Tableau Software LLC
- Teradata Corporation
- SAS Institute Inc.
- ibm corporation

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