

Global Marketing Automation Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 212 pages | EMR Inc.

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Report description:

Global Marketing Automation Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global marketing automation market size attained approximately USD 6.36 billion in 2023. Aided by the integration of artificial intelligence (AI) and machine learning, the market is estimated to grow at a CAGR of 11.8% in the forecast period of 2024-2032, reaching a value of around USD 17.36 billion by 2032.

The global marketing automation market is a dynamic and rapidly evolving sector that encompasses software and technologies designed to effectively segment, target, and manage marketing tasks and workflows. Marketing automation tools streamline, automate, and measure marketing tasks and workflows so that companies can increase operational efficiency and grow revenue faster. This market segment has become increasingly important as businesses seek to optimise marketing efforts in the digital age.

Marketing automation refers to software platforms and technologies that help marketers and organisations more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks. These systems are designed to streamline the marketing process, reducing the need for manual inputs and enabling personalised and timely marketing strategies. Key components of marketing automation include email marketing, customer relationship management (CRM) integration, lead nurturing and scoring, content management, and analytics.

One of the biggest marketing automation market trends is the integration of artificial intelligence (AI) and machine learning. These technologies enhance the capabilities of marketing automation tools by enabling more personalised content, predictive analytics, customer segmentation, and real-time decision-making. AI can automate complex processes such as content curation and campaign optimisation, providing a more personalised experience to users.

As digital marketing grows, there is an increasing demand for personalisation in the marketing automation market. Marketing automation tools are equipped with advanced data analytics capabilities to deliver highly targeted content to individual users based on their behaviours, preferences, and past interactions. This capability is crucial in improving customer engagement rates and overall marketing effectiveness.

Organisations are increasingly adopting an omnichannel approach that provides a seamless customer experience across all channels. The marketing automation market value is increasing as the platforms are essential in managing this complexity, as

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they enable marketers to coordinate campaigns across different channels and ensure consistent messaging.

There is a growing trend towards using automation tools to enhance the overall customer experience, not just to automate marketing tasks. Tools that help insights into customer journeys and behaviours businesses craft more customer-centric strategies, ultimately improving satisfaction and loyalty.

With the enforcement of regulations like GDPR in Europe and CCPA in California, marketing automation tools are evolving to help businesses comply with these laws. Privacy compliance has become a significant part of marketing automation strategies, ensuring that customer data is collected, stored, and used in compliance with legal standards.

The North America marketing automation market is currently the largest region for marketing automation, driven by a well-established digital infrastructure, the presence of major industry players, and a strong focus on innovations in marketing technologies. Europe follows, with growth supported by stringent data protection laws that push companies towards sophisticated and compliant marketing automation solutions.

The Asia Pacific is expected to exhibit the highest growth rate in the global marketing automation market due to increasing technological adoption, digital transformation initiatives, and expanding retail and eCommerce sectors, especially in emerging economies like China and India.

Market Segmentation

The global marketing automation market can be divided based on component, deployment, organisation size, application, end use, and region.

Market Breakup by Component

- Software
- Services

Market Breakup by Deployment

- Cloud
- On-premise

Market Breakup by Organisation Size

- Small and Medium Enterprises (SMEs)
- Large Enterprises

Market Breakup by Application

- Campaign Management
- Email Marketing
- Inbound Marketing
- Mobile Applications
- Lead Nurturing and Lead Scoring
- Reporting and Analytics
- Social Media Marketing
- Others

Market Breakup by End Use

- BFSI
- Retail
- Healthcare
- Telecom and IT
- Discrete Manufacturing
- Government and Education
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific

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- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global marketing automation market. Some of the major players explored in the report by Expert Market Research are as follows:

- Adobe Inc.
- IBM Corporation
- Oracle Corporation
- Microsoft Corporation
- Salesforce, Inc.
- HubSpot, Inc.
- Infusion Software, Inc. (Keap)
- Teradata Corporation
- SAS Institute Inc.
- Klaviyo, Inc.
- Others

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