

Marketing Resource Management 2016 Global Market Expected to Grow at CAGR of 12.19% and Forecast to 2020

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WiseGuyReports.Com Publish a New Market Research Report On –“Marketing Resource Management 2016 Global Market Expected to Grow at CAGR of 12.19% and Forecast to 2020”.

The analysts forecast the global [marketing resource management market](#) to grow at a CAGR of 12.19% during the period 2016-2020.

MRM software is a software that helps in managing marketing operations effectively based on MRM processes. The primary functions of MRM are marketing planning and budgeting, asset management, project management, and content management. These systems also help connect an organization's marketing departments. Organizations use MRM systems to understand the buying criteria of consumers and to market accordingly. The benefits of MRM software are shown in the following exhibit.



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Covered in this report

The report covers the present scenario and the growth prospects of the global marketing resource management market for 2016-2020. To calculate the market size, the report discusses the major drivers that are influencing market growth, the current challenges faced by vendors and the market, and the key emerging trends that are affecting the current and future market scenarios.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Marketing Resource Management Market 2016-2020, has been prepared based

on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

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Key vendors

- BrandMaker
- BrandSystems
- IBM
- Infor
- Microsoft
- SAP
- SAS Institute
- Teradata
- Workfront

Other prominent vendors

- Elateral
- Adnovate
- Adobe Systems
- Capital ID
- Censhare
- Code Worldwide
- Direxxis
- MarcomCentral
- Oracle
- Saepio

Market driver

- Growing need for improvement in market response and customer digital experience.
- For a full, detailed list, view our report

Market challenge

- Lack of comprehensive integration strategy and Interoperability issues.
- For a full, detailed list, view our report

Market trend

- Emergence of location-based marketing.
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 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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