

Global Marketing Cloud Platform Market to Grow at a CAGR Of 9.03% During The Forecast Period 2017-2021

Orbis Research has added report on “Global Marketing Cloud Platform Market 2017-2021”. The report is split by product types, Size, Share, Trends & Applications

DALLAS, TX, UNITED STATES, February 14, 2017 /EINPresswire.com/ -- The Marketing Cloud Platform provides features such as e-mail marketing, campaign creation and management, data collection and storage, and data analysis and reporting. The marketing cloud platform connects different marketing channels, such as social media, e-mail, and content marketing, to collect and analyze data. It assists organizations to generate more revenue and a better ROI. It also helps store customer-specific data used in customer segmentation and targeting, categorize customers based on common interests and behaviors, develop appropriate marketing patterns, and integrate marketing channels to deliver better customer experience.



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Analysts forecast the Global [Marketing Cloud Platform Market](#) to Grow at a CAGR Of 9.03% During The Period 2017-2021.

Covered in this report

The report covers the present scenario and the growth prospects of the global Marketing Cloud Platform market for 2017-2021. To calculate the market size, the report considers the demand for Marketing Cloud Platform from various key end-user industries.

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

- Americas
- APAC
- EMEA

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Global Marketing Cloud Platform Market 2017-2021, 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.

Key vendors

- Adobe Systems
- Oracle
- Salesforce
- IBM
- Other prominent vendors
- Act-On Software
- Cision
- eTrigue
- GreenRope
- Hatchback
- HubSpot
- Infusionsoft
- LeadSquared
- Salesfusion
- SAP
- Market driver
- Rise in use of content marketing
- For a full, detailed list, view our report

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Market challenge

- Data privacy and security concerns
- For a full, detailed list, view our report

Market trend

- Increased adoption of analytics in marketing cloud platform
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2021 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?

Companies Mentioned:

Adobe Systems, Oracle, Salesforce, IBM, Act-On Software, Cision, eTrigue, GreenRope, Hatchback, HubSpot, Infusionsoft, LeadSquared, Salesfusion, SAP.

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