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Europe Marketing Automation Software Market by Type, Technology Used, Services, Drivers, Strategies and Forecast by 2022

Orbis Research has added Report on "Europe Marketing Automation Software Market 2017-2022" to its Database.

DALLAS, TX, UNITED STATES, April 24, 2017 /EINPresswire.com/ -- The Europe Marketing Automation Software Market is estimated to grow in the years to come because of the increased usage of SaaS by small and medium enterprises and also growth in the use of cloud services. This is a crucial part of the CRM software market. The Software assists firms in developing, executing and tracking campaigns in a streamlined and more effective manner so that the managers can automate workflows, manage collateral, track prospect behaviour and qualify leads before they are passed to sales.

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The software helps the sales team in various ways to identify and increase the number of leads in much smaller time compared to manually looking for leads. The progress on the leads can also be tracked. The marketing team uses this data and according to the feedback they can either make a new campaign or alter the older campaign to get better results. The online presence of small and medium businesses who capture the market by email marketing and through social media are also important drivers to Marketing Automation market. The software can easily track and analyse the huge data that is generated.

This also helps in the management of the allocation of resources by the firm as the software can be used to provide advanced reporting and analytics tools to measure the performance of initiatives. The report provides a detailed analysis of the usage of Marketing Automation Software by various kinds of users from B2B sellers to email marketers.Detailed market shares are given and the dynamics of the market are forecasted for the next five years. The major companies in the market like IBM, HP, Evolven are studied and their strategies are analysed.

Recent developments and their impact on the market are analysed.

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The industry landscape is shifting with the acquisition of smaller firms by big companies like Adobe and Salesforce. The increasing number of options has resulted in a fierce competition for low prices, this cost shift however has opened up new markets with smaller businesses now being able to afford the software.

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What the report offers:
1) Market definition for Marketing Automation Software with information on drivers and restraints.
2) Market Analysis involving major markets, and usage of Marketing Automation Softwarein the industry.
3) Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.
4) Extensively researched competitive landscape with profiles of major companies along with their market share.
5) A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Reasons for buying this report:
1) We provide you the most comprehensive market segmentation.
2) Would be of assistance in providing a comprehensive analysis of the major trends, innovations and associated prospects for market growth over the coming half a decade.
3) Wide-ranging information provided about the leading market players, major strategies adopted by them and new products launched by them.

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