

Marketing Cloud Platform Market: Global Major Key Players Research – Forecast to 2023

MarketResearchFuture.com add new report of "Marketing Cloud Platform Market Global Forecast 2023" it contains Company info, geographical data & Market Analysis

PUNE, MAHARASHTRA, INDIA, May 31, 2017 /EINPresswire.com/ -- [Marketing Cloud Platform Market](#), By Platform (Cloud Based, SaaS Based, B2B Cloud), By Solution (Integrated Solution), By End-User (Life Science, Financial Services, Media & Entertainment) - Forecast 2023

The marketing cloud platform turns as a pillar for marketing operations and helps organizations modernize their daily operations, such as the implementation of plans, budgets, and project tracking.

The key drivers of marketing cloud platform includes increasing adoption of analytics in marketing cloud platform, emergence of mobile marketing platform and growing popularity of location based marketing. North America accounts for highest market share in [marketing cloud platform market](#) due to the timely adoption of cloud based networks. The early adoption of BYOD is helping the North American market produce highest revenue. The growing IT management complexity combined with the capability to deploy new applications are the primary drivers for cloud marketing platform adoption in this region.

Taste the market data and market information presented through more than 30 market data tables and figures spread over 100 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "The Marketing Cloud Platform Market Research Report -Forecast to 2023".

Get a sample report at https://www.marketresearchfuture.com/sample_request/3000 .

The marketing cloud platform market has been segmented on the basis of platform, it includes business to business cloud platform. B2B marketing cloud platform includes advertising, marketing, sales and analytics solutions and provides B2B marketers with an extraordinary ability to get immense outcomes from their existing marketing technology., Sales and Analytics solutions and provides B2B marketers with an extraordinary ability to get immense outcomes from their existing marketing technology.,

The prominent players in the marketing cloud platform market are-

- Adobe Systems Incorporated (U.S.)
- Oracle Corporation (U.S.)
- Salesforce.Com (U.S.)
- International Business Machines Corporation (U.S.)
- Vision Ab (Sweden)
- Ettrigue Corporation (U.S.)
- Blatchbuck (U.S.)
- Hubspot (U.S.)
- Infusionsoft (U.S.)
- Leadsquared (India)

Regional analysis for marketing cloud platform market is studied in different geographic regions as North America, Europe, Asia-Pacific and Rest of World. North America region is mainly dominating the market due to adoption of advanced marketing techniques in enhancing business and increase adoption of analytics by organization in cloud marketing platform.

Browse complete report at <https://www.marketresearchfuture.com/reports/marketing-cloud-platform-market-3000> .

Regional Analysis:

The regional analysis of marketing cloud platform market is being studied for region such as Asia pacific, North America, Europe and Rest of the World. North America is the leader in the marketing cloud platform market due to major cloud marketing players present in the region and investment by large and small organizations in cloud marketing to enhance their business. And other factors dominating market includes improved marketing techniques like inbound marketing, social media marketing, marketing automation, content marketing through visual and video content, and increasing number of cellphones.

Intended Audience

- Investors and consultants
- System Integrators
- Government Organizations
- Research/Consultancy firms
- Technology solution providers
- IT Solution Providers

Get a discount at <https://www.marketresearchfuture.com/check-discount/3000> .

TABLE OF CONTENTS

1 MARKET INTRODUCTION

1.1 INTRODUCTION

1.2 SCOPE OF STUDY

1.2.1 RESEARCH OBJECTIVE

1.2.2 ASSUMPTIONS

1.2.3 LIMITATIONS

1.3 MARKET STRUCTURE

2 RESEARCH METHODOLOGY

2.1 RESEARCH SOLUTION

2.2 PRIMARY RESEARCH

2.3 SECONDARY RESEARCH

2.4 FORECAST MODEL

2.4.1 MARKET DATA COLLECTION, ANALYSIS & FORECAST

2.4.2 MARKET SIZE ESTIMATION

3 MARKET DYNAMICS

3.1 INTRODUCTION

3.2 MARKET DRIVERS

3.3 MARKET CHALLENGES

3.4 MARKET OPPORTUNITIES

3.5 MARKET RESTRAINTS

4 EXECUTIVE SUMMARY

5. MARKET FACTOR ANALYSIS

5.1 PORTER'S FIVE FORCES ANALYSIS

5.2 SUPPLY CHAIN ANALYSIS

6 MARKETING CLOUD PLATFORM MARKET, BY SEGMENTS

6.1 INTRODUCTION

6.2 MARKET STATISTICS

6.2.1 BY PLATFORM

6.2.1.1 CUSTOMER RELATIONSHIP MANAGEMENT

6.2.1.2 CLOUD-BASED

6.2.1.3 SAAS- BASED

6.2.1.4 B2B CLOUD

6.2.2 BY SOLUTION

6.2.2.1 INTEGRATED SOLUTION

6.2.2.2 DIGITAL MARKETING SOLUTION

6.2.3 BY END-USER

6.2.3.1 TRAVEL

6.2.3.2 RETAIL

6.2.3.3 FINANCIAL SERVICES

6.2.3.1 LIFE SCIENCES

6.2.3.2 TECHNOLOGY

6.2.3.3 MEDIA & ENTERTAINMENT

6.2.4 BY GEOGRAPHY

6.2.4.1 NORTH AMERICA

6.2.4.2 EUROPE

6.2.4.3 ASIA-PACIFIC

6.2.4.4 REST OF THE WORLD

7 COMPETITIVE ANALYSIS

7.1 MARKET SHARE ANALYSIS

7.2 COMPANY PROFILES

7.2.1 ADOBE SYSTEMS INCORPORATED (U.S.)

7.2.2 ORACLE CORPORATION (U.S.)

7.2.3 SALESFORCE.COM (U.S.)

7.2.4 INTERNATIONAL BUSINESS MACHINES CORPORATION (U.S.)

7.2.5 CISION AB (SWEDEN)

7.2.6 ETRIGUE CORPORATION (U.S.)

7.2.7 HATCHBUCK (U.S.)

7.2.8 HUBSPOT (U.S.)

7.2.9 INFUSIONSOFT (U.S.)

7.2.10 LEADSQUARED (INDIA)

7.2.11 OTHERS

Akash Anand
Market Research Future
+1 646 845 9312
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.