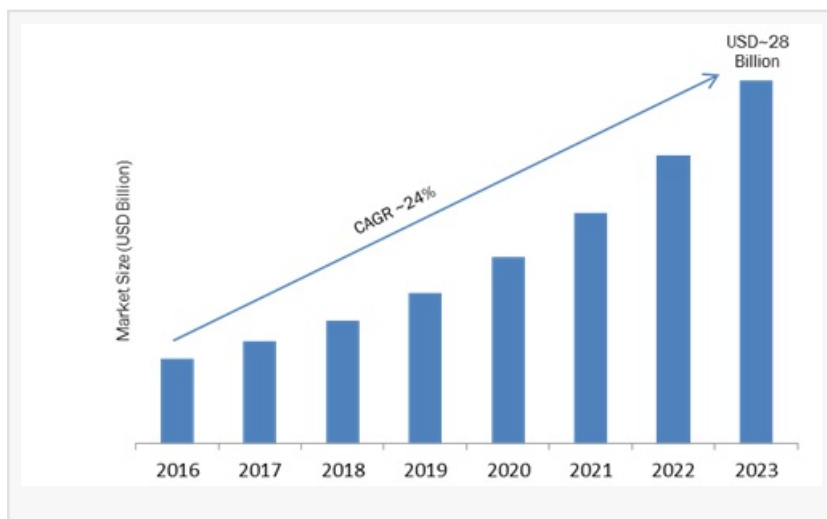


Multichannel Marketing Market 2017 Trends, Size, Shares, Strategy, Applications Analysis and Growth by Forecast to 2023

Multichannel Marketing Market, By Channel Type (Selling Through Intermediaries, Dual Distribution, Reverse Channel) - Forecast 2023

PUNE, MAHARASHTRA, INDIA, August 24, 2017 /EINPresswire.com/ -- Market Highlights:

Multichannel marketing refers to various marketing methods or practices adopted by enterprises to sell their goods or services using direct or indirect communication channel. Enterprises are adopting multichannel marketing in order to increase their business productivity by widening their communication area with customers.



The factors driving [multichannel marketing market](#) includes, implementation of advanced technology in advertisement, rising competition among enterprises in urban areas and increase in number of internet users. By channel type segment, selling through intermediaries and dual distribution channel accounts for high market share in multichannel marketing market. High adoption of GPS service and social media marketing by enterprise is fueling the multichannel marketing market. According to the study, by vertical segment, IT & telecommunication and retail sector acquires high market share in multichannel marketing market.

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Ogilvy & Mather (U.S.), BBDO (U.S.), Crispin Porter + Bogusky (U.S.), The Martin Agency (U.S.), Deutsch (U.S.)”

Market Research Future

Multichannel Marketing Market is segmented on the basis of channel type, marketing type and vertical. By channel type segment, the multichannel marketing market includes direct selling, selling through intermediaries, dual distribution, reverse channel and others. Selling through intermediaries enhance enterprise sale by focusing on the strengths of enterprise. It helps organization in identifying economies scale by finding the economy generating products or services. Selling through intermediaries reduce risk mitigation of enterprise by analyzing the business operation.

The Multichannel Marketing market is expected to grow at approximately USD 28 Billion by 2023, at 24% of CAGR between 2017 and 2023.

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Major Key Players:

- Grey Advertising (U.S.)
- Wieden+Kennedy (U.S.)
- Butler, Shine, Stern & Partners (U.S.)
- Ogilvy & Mather (U.S.)
- BBDO (U.S.)
- Crispin Porter + Bogusky (U.S.)
- The Martin Agency (U.S.)
- Deutsch (U.S.)
- Droga5 (U.S.)
- Mullen Advertising (U.S.)

Regional Analysis:

The regional analysis of multichannel marketing market is being studied for region such as Asia Pacific, North America, Europe and Rest of the World. North America region is expected to account for largest market share in multichannel marketing market owing to presence of major multichannel marketing companies.

The rising competition among enterprise and increasing retail stores is one of the significant factor boosting multichannel marketing in the region. Asia-Pacific region is growing at highest CAGR rate owing to rise in e-commerce sector, increasing competition and growing IT landscape is fuelling the market in the region.

Multichannel Marketing Market Segmentation:

The multichannel marketing market has been segmented on the basis of region includes North America, Europe, Asia-Pacific and Rest of the World. In North America region, retail sector is witnessing considerable market share owing to adoption of multichannel marketing in upscale stores and shopping malls. Search engine optimization technology enhance organization sale by increasing the brand credibility.

As Google Inc. is the most trust worthy search engine and if company or product appears in the top list of the search word, then company website is most viewed, that indirectly increases the brand creditability.

Market Research Analysis:

The multichannel marketing market in North America region is growing due to high adoption of multichannel marketing tools in retail and healthcare sector. The invention of multichannel marketing is gaining popularity among youths due to busy work schedule and changing lifestyle is driving the market in the region. According to the study, Europe region is one of the prominent player in multichannel marketing market due to emergence of e-commerce industries from the region.

Asia-Pacific market is estimated to be one of the fastest growing market as enterprises are continuously investing into research and development of multichannel marketing market. Increasing IT landscape is boosting the market in the region. Developing countries such as India and China are adopting multichannel marketing at a large scale owing to increasing IT infrastructure, robust industrialization that is boosting the market in the region. By different marketing platform segment brand marketing and multi-channel advertising agency is driving the multichannel marketing market in the region.

Multichannel Marketing Market (MRFR) Research Analysis:

By marketing platform segment, mobile marketing market consists of push notification. Push

notification is an alert message sent on mobile device. Enterprises are looking into push notification, as a key decision factor when they are deciding to develop an application. Every mobile operating device has its own push message notification such as windows, android, IOS and blackberry. Push notification are helpful in promoting offers and increase sales of enterprises. The important advantage of push notification technology in mobile computing is that, it does not require specific application to be installed on device. It helps smartphones to send and deliver social media content and text messages when the device screen is locked.

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Intended Audience:

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

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