

# Marketing Resource Management (MRM) 2017 Global Market Expected to Grow at CAGR 13.77 % and Forecast to 2021

*The report provides in depth study of "Marketing Resource Management" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization*

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## [Marketing Resource Management \(MRM\) Market Analysis And Forecast](#)

### About MRM

Marketing Resource Management (MRM) is a set of processes that enhance ( through applications such as brand management and financial management tools) an organization's capabilities for analyzing and optimizing marketing resources (external and internal). MRM applications enable organizations:

- MRM helps in planning and creating budgets with complete marketing activities and programs that include strategic planning and financial management
- MRM creates and develops all marketing programs and content, including production management
- MRM helps in collecting and managing all the content and knowledge, including digital asset and content management
- MRM fulfils and helps in distributing assets and in content and knowledge management
- MRM helps in measuring, analyzing, and optimizing marketing performance, including analytics

Technavio's analysts forecast the global MRM market to grow at a CAGR of 13.77% over the period 2014-2019.

### Covered in this Report

The report includes the present scenario and growth prospects of the global MRM market for the period 2015-2019. The report defines the revenue generated from the following applications:

- Marketing reporting and analytics
- Project management software
- Financial management software
- Capacity management software
- Others (Brand and production management software)



Technavio's report, Global MRM Market 2015-2019, has been prepared based on in-depth market analysis with inputs from industry experts. The report covers the Americas, APAC, and EMEA; it also covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors.

#### Key Regions

- Americas
- APAC
- EMEA

#### Key Vendors

- BrandMaker
- IBM
- Infor Orbis Global
- SAP
- SAS
- Teradata

#### Other Prominent Vendors

- Adnovate
- Aptean
- BrandMaster
- BrandWizard
- Central Desktop (PGi)
- Code Worldwide
- Direxxis
- Kodak
- Microsoft
- MarketingPilot (Microsoft)
- Neolane
- Oracle
- Saepio

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#### Key Market Driver

- Increased Use of Marketing
- For a full, detailed list, view our report

#### Key Market Challenge

- Low Adoption of MRM Solutions among SMEs
- For a full, detailed list, view our report

#### Key Market Trend

- Increased Focus on Digital Media
- For a full, detailed list, view our report

#### Key Questions Answered in this Report

- What will the market size be in 2019 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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