

E-Marketer IT Spending Market 2017 Global Share, Trend, Segmentation and Forecast to 2021

The analysts forecast the global e-marketer IT spending market to grow at a CAGR of 12.48% over the period 2014-2019.

PUNE, INDIA, November 27, 2017
/EINPresswire.com/ --

Global [E-Marketer IT Spending Market](#)

Description

WiseGuyReports.Com adds" Global E-Marketer IT Spending 2015-2019 "Research To Its Database.

The rapid growth of the Internet has made online platforms a popular choice for conducting business activities. The global Internet footprint has grown from 2.4 billion in 2013 to more than 3.5 billion in 2015. Most developed regions have Internet penetration of more than 80%, while developing regions are also gradually picking up pace. This penetration of the Internet has led to increased investments in e-marketing, as it can enhance reach, flexibility, and accessibility to the target audience. The ability to customize ads as per the requirements of customers is one of the advantages of this media. For instance, Yahoo Search, AdWords, and Google AdSense are seen only on relevant web pages.

E-marketing also helps in generating customer data. Thus, e-marketers are aggressively spending on procuring software such as marketing automation tools, analytical tools such as web analytics, social media analytical tools, and mobile analytical tools to measure the ROI of their marketing initiatives and to customize ads to effectively reach the target audience. E-marketers are also investing in procuring consulting services, managed services, and custom application development services.



Covered in this report

In this report, The covers the present scenario and growth prospects of the global e-marketer IT spending for 2015-2019. To calculate the overall market size, the report considers the sales of hardware, software, and services in e-marketing.

- Hardware includes storage, servers, PCs, and network equipment
- Software includes licensing and subscription of marketing automation software and analytical tools
- Services include revenue generated through consulting services, custom application development services, and managed services

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The report also presents the vendor landscape and a corresponding detailed analysis of the key leading vendors. We discuss the major drivers that influence the growth of the market, and the challenges faced by vendors and the market as a whole, as well as the key trends emerging in the market that will contribute to its growth during the forecast period.

The Global E-marketer IT Spending Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers APAC, the Americas, and EMEA. It covers the landscape of the global e-marketer IT spending market and its growth prospects in the coming years. The report also includes a discussion on the key vendors operating in this market.

Key regions

- Americas
- APAC
- EMEA

Key vendors

- Hubspot
- IBM
- Marketo
- Microsoft
- Oracle
- Salesforce

Other prominent vendors

- Act-on
- Calliduscloud
- Optifinow
- Salesfusion
- SAP

Market driver

- Increasing demand for measuring efficacy of marketing initiatives
- For a full, detailed list, view our report

Market challenge

- Lack of integration
- For a full, detailed list, view our report

Market trend

- Emergence of mobile app-install ads
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2018 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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HubSpot

IBM

Marketo

Microsoft

Oracle

Salesforce.com

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