

Digital Marketing Software Global Market To Grow At Rate Of 20% Through 2026

Digital Marketing Software Market Report by TBRC covers the market drivers and restraints, market size, major players, and the impact of COVID-19 on the market.

LONDON, GREATER LONDON, UK,
September 1, 2022 /EINPresswire.com/
-- According to 'Digital Marketing Software Global Market Report 2022 - Market Size, Trends, And Global

Forecast 2022-2026' published by The Business Research Company, the digital marketing software market size is expected to grow to \$141.84 billion in 2026 at a compound annual growth rate (CAGR) of 20.38%. The growth in internet penetration is driving the digital marketing software market growth.

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The digital marketing software market consists of sales of digital marketing software by entities (organizations, sole traders, and partnerships) that are used for digital marketing activities such as targeting audiences, generating reports and analytics, creating landing pages, and executing all the other types of promotional methods. It is an all-in-one software that automates all crucial tasks related to sales and marketing.

[Global Digital Marketing Software Market Trends](#)

Technological advancement is one of the key digital marketing software industry trends gaining popularity. Technological advancement includes the use of artificial intelligence (AI) tools in digital marketing software which redefines customer-facing services for digital marketers by enhancing productivity and optimizing user experience. Leveraging AI to improve the customer experience can offer four significant advancements such as chatbots, predictive and targeted content, content production, and picture recognition capabilities. Each of these can enhance digital marketing while delivering more focused and relevant content to target users. For



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Digital Marketing Software Global Market Report
2022 - Market Size, Trends, And Global Forecast 2022-
2026

instance, in September 2020, Mailchimp, a US-based all-in-one marketing platform, launched a suite of AI-powered solutions that assist clients in designing their graphic assets and writing better email subject lines. It also assists firms in determining the best next course of action. It also offers personalized product recommendations for shoppers and forecasting tools for behavioral targeting, and other features.

Global Digital Marketing Software Market Segments

The global digital marketing software market is segmented:

By Solution: CRM Software, Email Marketing, Social Media, Search Marketing, Content Management, Marketing Automation, Campaign Management, Others

By Services: Professional Services, Managed Services

By Deployment: Cloud, On-Premise

By Organization Size: Large Enterprises, Small And Medium Enterprises (SMEs)

By Industry: BFSI, Transportation and Logistics, Consumer Goods and Retail, Education, Healthcare, Manufacturing, Media and Entertainment, Telecom and IT, Travel and Hospitality, Others

By Geography: The global digital marketing software market analysis report is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa. Among these regions, North America accounts for the largest share.

Read More On The Global Digital Marketing Software Market Report Here

<https://www.thebusinessresearchcompany.com/report/digital-marketing-software-global-market-report>

Digital Marketing Software Global Market Report 2022 is one of a series of new reports from The Business Research Company that provides digital marketing software global market overviews, analyzes and forecasts market size and growth for the global digital marketing software market, digital marketing software global market share, digital marketing software market segments and geographies, digital marketing software global market players, digital marketing software market leading competitor revenues, profiles and market shares. The digital marketing software global market report identifies top countries and segments for opportunities and strategies based on market trends and key competitors' approaches.

TBRC's Digital Marketing Software Global Market Report 2022 includes information on the following:

Data Segmentations: Market Size, Global, By Region and Country, Historic and Forecast, and Growth Rates for 60 Geographies

Key Market Players: Adobe Inc, Hubspot Inc, International Business Machines Corporation, Marketo Inc, Microsoft Corporation, Oracle Corporation, Salesforce.com Inc, Act-On Software, SAS Institute Inc, SAP SE, Hewlett Packard Enterprise Company, Google LLC, Teradata Corporation, Infor Inc and Criteo SA.

Regions: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

Countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

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The Business Research Company has published over 1000 industry reports, covering over 2500 market segments and 60 geographies. The reports draw on 150,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders. The reports are updated with a detailed analysis of the impact of COVID-19 on various markets.

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