

Marketing Analytics Software Market Growth to Display CAGR of 13.9%

Increasing use of social media channels and the rising use of big data analytics boost the growth of the global marketing analytics software market.

PORTLAND, PORTLAND, OR, UNITED STATES, February 18, 2023 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global [marketing analytics software market](#) garnered \$3.9 billion in 2021, and is estimated to generate \$14.3 billion by 2031, manifesting a CAGR of 13.9% from 2022 to 2031.



Increasing use of social media channel, the rising employment of big data analytics, and the incremental need to gauge customer behavior drive the global marketing analytics software market. Based on enterprise size, the large enterprise segment accounted for the highest share in 2021. Based on region, North America held the largest share in 2021, contributing to more than one-third of the global marketing analytics software market share.

Download Sample PDF Report at: <https://www.alliedmarketresearch.com/request-sample/32069>

On-premise segment held the highest share

Based on deployment model, the on-premise segment held the highest share in 2021, accounting for nearly three-fifths of the global marketing analytics software market, and is expected to continue its leadership status during the forecast period. However, the cloud segment is expected to register the highest CAGR of 15.3% from 2022 to 2031.

The enterprise segment to manifest the highest Share through 2031

Based on enterprise size, the large enterprise segment accounted for the highest share in 2021, contributing to more than three-fifths of the global marketing analytics software market, and is expected to maintain its lead in terms of revenue during the forecast period. However, the SMEs segment is expected to manifest the highest CAGR of 15.1% from 2022 to 2031.

For Purchase Inquiry: <https://www.alliedmarketresearch.com/purchase-enquiry/32069>

The social media marketing segment to manifest the highest Share through 2031

Based on application, the social media marketing segment accounted for the highest share in 2021, holding around one-third of the global marketing analytics software market, and is expected to continue its leadership status during the forecast period. However, the content marketing segment is estimated to grow at the highest CAGR of 16.3% during the forecast period.

North America held the largest share

Based on region, North America held the largest share in 2021, contributing to more than one-third of the global marketing analytics software market share, and is projected to maintain its dominant share in terms of revenue in 2031. On the other hand, the Asia-Pacific region is expected to manifest the fastest CAGR of 16.9% during the forecast period.

If you have any special requirements, please let us know:

<https://www.alliedmarketresearch.com/request-for-customization/32069>

Leading market players of the global marketing analytics software market analyzed in the research include Accenture, Adobe Inc., Google, funnel.io, IBM corporation, Oracle Corporation, SAS Institute Inc., Tableau Software LLC, Teradata Corporation, Improvado Inc.

Procure Complete Report (273 Pages PDF with Insights, Charts, Tables, and Figures) at:

<https://bit.ly/3I2HS3C>

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Related Report:

1. [Geomarketing Market](#)

David Correa

Allied Analytics LLP

+ + +1 503-894-6022

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/617680736>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.