

Marketing Automation Market Growing at 12.5% CAGR to be Worth US\$ 13.71 billion by 2030

NEW YORK, UNITED STATES, March 9, 2023 /EINPresswire.com/ -- The [Marketing Automation market](#) crossed US\$ 5.3 billion mark in 2022 and is expected to hit US\$ 13.71 billion by 2030, recording a CAGR of 12.5% during the forecast period.

Marketing Automation Market 2022 - 2030 report offers insights into the newest growth and trends. It summarizes crucial aspects of the market, with target on leading key player's areas that have witnessed the highest demand, leading regions and operations. Marketing Automation

market 2022 - 2030 offers qualitative as well as quantitative information data relating to the factors, challenges, and opportunities that may define the expansion of the market over the forecast period. The report aims to supply a further illustration of the newest scenario, economic slowdown, and COVID-19 impact on the overall industry.



Marketing Automation Market Report

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Top Key Players Listed in the Marketing Automation Market 2022 - 2030 Report Are:

- Adobe, Inc.
- HubSpot, Inc.
- IBM Corporation
- Infusion Software, Inc.
- Oracle Corporation
- Salesforce, Inc.
- Sendinblue
- Teradata Corporation

- The Rocket Science Group, LLC
- Thryv, Inc.

Marketing Automation Market Segmentation:

- Component:
 - o Solutions
 - o Services
- Deployment
 - o Cloud-based
 - o On-premise
- Organization Size
 - o Large Enterprises
 - o Small & Medium-Sized Enterprises
- Application
 - o Email Marketing
 - o Social Media Marketing
 - o Campaign Management
 - o Lead Nurturing & Lead Scoring
 - o Analytics & Reporting
 - o Inbound Marketing
 - o Others
- Industry Vertical
 - o BFSI
 - o IT & Telecommunications
 - o Manufacturing
 - o Education
 - o Healthcare & Life Sciences
 - o Retail & Consumer Goods
 - o Media & Entertainment
 - o Others
- Region
 - o North America
 - o Europe
 - o Asia Pacific (APAC)
 - o South & Central America
 - o Middle East & Africa

Growing interest of marketing automation solutions and services amongst SMEs accelerating the

marketing automation market growth:

Digitalization is opening new opportunities for SMEs to adopt advanced solutions, and there is rising adoption of digital transformation amongst SMEs. As SMEs are focused on simplifying operations and reducing operational costs, there is a significant rise in demand for marketing automation. Marketing automation is allowing SMEs to reach a wider audience, in fraction of a cost of traditional marketing channels. Such trends are expected to promote marketing automation market growth.

Recent strategic developments in marketing automation market

The marketing automation market has undergone several significant developments, and a few of these have been mentioned below:

- In February 2022, Adobe, Inc. added mobile marketing personalization capabilities to its Journey Optimizer offering. The new feature is expected to allow users of Journey Optimizer to better engage with their customers.
- In October 2021, Infusion Software, Inc. announced the integration of broadcast texting feature, with built-in compliance builds, on Keap's SMS capabilities. The new text marketing features are anticipated to reduce chaos, save business time and simplify interactions with customers through automated communication.

The Marketing Automation Market 2022 - 2030 Competitive Viewpoint:

This analysis is a useful resource for investors, shareholders, industry planners, and new and existing businesses trying to broaden their reach within the current Market situation. While focusing on top companies and their corporate strategies, market presence, operative segmentation, aggressive outlook, geographical growth, pricing and price structures, the study painstakingly takes into consideration the market analysis.

Major highlights of the report:

- All-inclusive evaluation of the parent market
- Evolution of significant market aspects
- Industry-wide investigation of market segments
- Assessment of market value and volume in past, present, and forecast years
- Evaluation of market share
- Tactical approaches of market leaders
- Lucrative strategies to help companies strengthen their position in the market

Reason to Buy

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the Marketing Automation Market.
- Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.
- The key findings and recommendations highlight crucial progressive industry trends in the Marketing Automation Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.

- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.
- Scrutinize in-depth market trends and outlook coupled with the factors driving the market, as well as those restraining the growth at a certain extent.

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