

# Marketing Automation Software Market Segments, Driver, Restraints, And Trends

*The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033*

LONDON, GREATER LONDON , UK, June 25, 2024 /EINPresswire.com/ -- The marketing automation software market is set to expand significantly, with projections indicating growth from \$6.15 billion in 2023 to \$7.15 billion in

2024, at a robust CAGR of 16.2%. It will grow to \$12.72 billion in 2028 at a compound annual growth rate (CAGR) of 15.5%. This growth trajectory can be attributed to various factors including a focus on lead generation, the surge in influencer marketing, and increased demand for automation consulting services.



The Business  
Research Company

Marketing Automation Software Global Market  
Report 2024 – Market Size, Trends, And Global  
Forecast 2024-2033



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Rapid Adoption Driven by Digital Marketing Channels  
The surge in digital marketing channels, fueled by widespread internet access and the proliferation of internet-connected devices, is a primary driver of the marketing automation software market. Businesses leverage these channels to engage with larger online audiences efficiently. Marketing automation software

enhances these efforts by automating tasks such as email campaigns and social media posts, thereby optimizing digital marketing strategies and enabling personalized user interactions.

Explore the global marketing automation software market with a detailed sample report:  
[https://www.thebusinessresearchcompany.com/sample\\_request?id=14426&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=14426&type=smp)

[Marketing Automation Software Market Key Players](#) and Market Trends

Leading companies in the marketing automation software market, such as Oracle Corporation, Salesforce.com Inc., and Adobe, are focusing on technological advancements to maintain a competitive edge. For instance, the integration of marketing automation with customer service platforms and sales automation tools is becoming increasingly prevalent, enhancing overall

marketing effectiveness.

### [Marketing Automation Software Market Segments](#)

- Deployment: Cloud-based Deployment, On-premise Deployment
- Organization Size: Large Enterprises, Small And Medium Enterprises
- Application: Campaign Management, Lead Management, Sales Enablement Programs, Analytics And Reporting Solutions, Other Applications
- End User Vertical: Entertainment And Media, Financial Services, Government, Healthcare, Manufacturing, Retail, Other End-user Verticals

Geographical Insights: Asia-Pacific Leading Growth

North America dominated the marketing automation software market in 2023, while Asia-Pacific is expected to witness the fastest growth in the coming years. Detailed regional insights and growth opportunities are outlined in the comprehensive market report.

Access the complete report for an in-depth analysis of the global marketing automation software market: <https://www.thebusinessresearchcompany.com/report/marketing-automation-software-global-market-report>

Marketing Automation Software Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Marketing Automation Software Global Market Report 2024 by [The Business Research Company](#) is the most comprehensive report that provides insights on marketing automation software market size, marketing automation software market drivers and trends, marketing automation software market major players, competitors' revenues, market positioning, and market growth across geographies. The marketing automation software market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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