

The Marketing Analytics Market Size - \$5.35 Billion In 2024

The Business Research Company's Marketing Analytics Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, June

25, 2024 /EINPresswire.com/ -- The [marketing analytics market](#) is set to

expand significantly in the coming years, driven by advancements in

digital marketing channels and the increasing adoption of data-driven decision-making processes. According to recent projections, the market size will grow from \$4.56 billion in 2023 to \$5.35 billion in 2024, demonstrating a compound annual growth rate (CAGR) of 17.4%. This growth can be attributed to several factors, including the emphasis on measurable ROI, the shift towards customer-centric marketing strategies, and the expanding digital transformation across industries.



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Rapid Growth Fueled by Digital Transformation and
Advanced Analytics

The forecast period from 2024 to 2028 is expected to witness even more robust growth, with the market reaching \$9.92 billion by the end of 2028, reflecting a CAGR

of 16.7%. This growth will be propelled by the adoption of advanced analytics techniques, the proliferation of IoT and big data technologies, and the increasing focus on regulatory compliance and privacy concerns. Key trends during this period include the integration of AI and machine learning, the rise of predictive analytics, and the growing importance of real-time data insights for agile marketing strategies.

Explore the global marketing analytics market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=14425&type=smp

Key Players Driving Innovation in Marketing Analytics

Leading companies such as Alphabet Inc., Microsoft Corporation, and Adobe Inc. are at the forefront of developing innovative marketing analytics solutions. These companies focus on



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enhancing data-driven decision-making and optimizing marketing strategies through advanced platforms and services. For example, Analytic Edge Qube, launched by Analytic Edge in January 2024, integrates multiple solutions such as marketing mix modeling and AI-driven test and learn capabilities. This platform empowers marketers with accessible tools for efficient data analysis and visualization, thereby maximizing ROI without extensive reliance on in-house data scientists.

Trends Shaping the Future of Marketing Analytics

In addition to technological advancements, major trends shaping the marketing analytics landscape include the expansion of e-commerce and online retailing. These sectors leverage marketing analytics to analyze consumer behavior, optimize digital advertising strategies, and enhance personalized customer experiences. With e-commerce sales reaching \$1,118.7 billion in 2023 in the United States alone, the integration of robust analytics solutions becomes imperative for businesses aiming to capitalize on digital growth opportunities.

[Marketing Analytics Market Segments](#)

The marketing analytics market covered in this report is segmented –

- 1) By Deployment: Cloud, On-Premises
- 2) By Application: Online Marketing, Content Marketing, E-Mail Marketing, Other Applications
- 3) By End User: Retail And Consumer Goods, Banking, Financial Services, And Insurance (BFSI), Healthcare, Retail, Media And Communication, Industrial, Other End Users

Geographical Insights: Asia-Pacific Emerging as a Key Growth Region

North America dominated the marketing analytics market in 2023, while Asia-Pacific is projected to emerge as the fastest-growing region during the forecast period. This shift is driven by increasing digital adoption, rapid economic growth, and expanding investments in analytics technologies across Asia-Pacific countries.

Access the complete report for an in-depth analysis of the global marketing analytics market:

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

Marketing Analytics 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 Analytics Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on marketing analytics market size, marketing

analytics market drivers and trends, marketing analytics market major players, competitors' revenues, market positioning, and market growth across geographies. The marketing analytics 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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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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