

# Global Marketing Cloud Platform Market Size, Share And Growth Analysis For 2024-2033

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



LONDON, GREATER LONDON, UK, August 15, 2024 /EINPresswire.com/ -- The [marketing cloud platform market](#)

has experienced robust growth in recent years, expanding from \$12.29 billion in 2023 to \$13.45 billion in 2024 at a compound annual growth rate (CAGR) of 9.4%. The growth in the historic period can be attributed to digital transformation initiatives, data-driven marketing strategies, multi-channel marketing campaigns, customer experience enhancement, demand for marketing automation.



You Can Now Pre Order Your Report To Get A Swift Deliver With All Your Needs "

*The Business Research Company*

## Strong Future Growth Anticipated

The marketing cloud platform market is projected to continue its strong growth, reaching \$19.53 billion in 2028 at a compound annual growth rate (CAGR) of 9.8%. The growth in the forecast period can be attributed to integration of artificial intelligence (ai), emphasis on account-based marketing, privacy and compliance concerns, rise of conversational marketing, shift towards

outcome-based marketing.

Explore Comprehensive Insights Into The Global Marketing Cloud Platform Market With A Detailed Sample Report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=10342&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=10342&type=smp)

## Growth Driver Of The Marketing Cloud Platform Market

The increasing usage of social media advertising is expected to propel the growth of the marketing cloud platform market going forward. Social media advertising refers to the practice of promoting products or services through social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. The marketing cloud platform provides several benefits to enhance

social media marketing such as increasing email marketing goals, enabling keeping track of total customer interaction on social media, and providing automation to the marketing process.

Explore The Report Store To Make A Direct Purchase Of The Report:

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

### Major Players And Market Trends

Key players in the marketing cloud platform market include Salesforce Inc., Adobe Inc., Oracle Corporation, Pegasystems Inc., HubSpot Inc., International Business Machines Corporation. Technological advancement is a key trend gaining popularity in the marketing cloud platform market. Companies operating in the marketing cloud platform market are adopting new technologies to sustain their position in the market.

### Segments:

- 1) By Component: Platforms, Services
- 2) By Solution: Digital Marketing Solution, Integrated Solution
- 3) By Deployment Mode: Public Cloud, Private Cloud
- 4) By Marketing Function: Advertising, Designing, Sales Channel, Branding, Communications, Customer Support
- 5) By Industry Vertical: Retail And E-Commerce, IT And Telecommunication, Banking, Financial Services And Insurance (BFSI), Media And Entertainment, Healthcare, Travel And Hospitality, Other Industry Verticals

### Geographical Insights: North America Leading The Market

North America was the largest region in the marketing cloud platform market in 2023. Asia-Pacific is expected to be the fastest-growing region in the global marketing cloud platform market during the forecast period. The regions covered in the marketing cloud platform market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa

### Marketing Cloud Platform Market Definition

A marketing cloud platform is a type of marketing tool that includes creating, managing, and executing digital marketing processes across multiple channels such as email, social media, search engines, and mobile. It typically includes features for customer data management, segmentation, targeting, content creation, automation, analytics, and reporting.

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

Browse Through More Similar Reports By The Business Research Company:

Cloud Security Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/cloud-security-global-market-report>

Cloud Project Portfolio Management Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/cloud-project-portfolio-management-global-market-report>

Cloud Advertising Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/cloud-advertising-global-market-report>

About [The Business Research Company?](#)

The Business Research Company has published over 15000+ reports in 27 industries, spanning 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.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+ +44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/735182573>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.