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GLOBAL FORECAST TO 2019

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1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

- To define, describe, and forecast the global Digital Marketing Software (DMS) market on the basis of software and services, deployment mode, organization size, industry verticals, and region
- To provide a detailed information regarding the major factors influencing the growth of the market (drivers, restraints, opportunities, industry-specific challenges, and burning issues)
- To strategically analyze each submarket with respect to individual growth trends and contribution toward the overall market
- To analyze the opportunities in the market for stakeholders and details of a competitive landscape for market leaders
- To forecast the revenue of market segments with respect to five main regions, namely, North America (NA), Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA)
- To strategically profile key players and comprehensively analyze their market shares, determine their core competencies, and draw a competitive landscape for the market
- To track and analyze competitive developments, such as partnerships and collaborations, mergers and acquisitions, and new product developments in the DMS market

1.2 MARKET DEFINITION

Growing competition has necessitated the evolution of marketing strategies from selling to customer satisfaction and retention. Also, surge of internet and increased digitalization has given marketers enormous scope to target their customers and enhance user experience. Digital marketing enables marketers to leverage digital channels such as mobile devices, television, internet, and radio to promote their products and services in the market through digital advertising, real-time marketing, and social media marketing. Tools used in digital marketing include e-mail marketing, Pay Per Click (PPC), Social Media Marketing (SMM), affiliate marketing, and Search Engine Optimization (SEO).

1.3 MARKET SCOPE

The market size estimation is done on the software market which includes software subscriptions, new licenses, and installations. The software includes Customer Relationship Management (CRM) software, e-mail software, E-commerce software, marketing automation software, web analytics, Web Content Management (WCM), and social CRM. It also includes the services associated with the software such as professional services, managed services, and deployment and integration. The aggregate of software and services provides the total market size of DMS.

1.3.1 MARKET COVERED

This research report categorizes the DMS market into the following segments:

Global DMS Market, By Software

- CRM Software
- E-mail Software
- E-commerce Software
- Marketing Automation Software
- Web Analytics
- Web Content Management (WCM)
- Social CRM

Global DMS Market, By Service

- Professional Services
- Managed Services
- Deployment and Integration

Global DMS Market, By Deployment Mode

- On-Premises
- Cloud

Global DMS Market, By Organization Size

- Small and Medium Businesses (SMBs)
- Large Enterprises

Global DMS Market, By Vertical

- Banking, Financial Services, and Insurance (BFSI)
- Healthcare
- Retail
- Automotive
- IT and Telecom
- Manufacturing
- Education
- Government
- Media and Entertainment
- Others (energy and power, and transportation and logistics)

Global DMS Market, By Region

- North America (NA)

- Europe
- Asia-Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America (LA)

1.3.2 YEARS CONSIDERED

- Historical Year: 2012
- Base Year: 2013
- Estimated Year: 2014
- Projected Year: 2019

1.4 CURRENCY

The base currency used in the report is U.S. dollars, with market size indicated only in \$million.

- For companies that reported their revenues in U.S. dollars, their annual reports were used as the source
- For companies that reported their revenues in other currencies, average annual currency conversion rate was used for the particular year to convert the value to U.S. dollars

1.5 LIMITATIONS

The study does not include the revenue from hardware required for DMS installation.

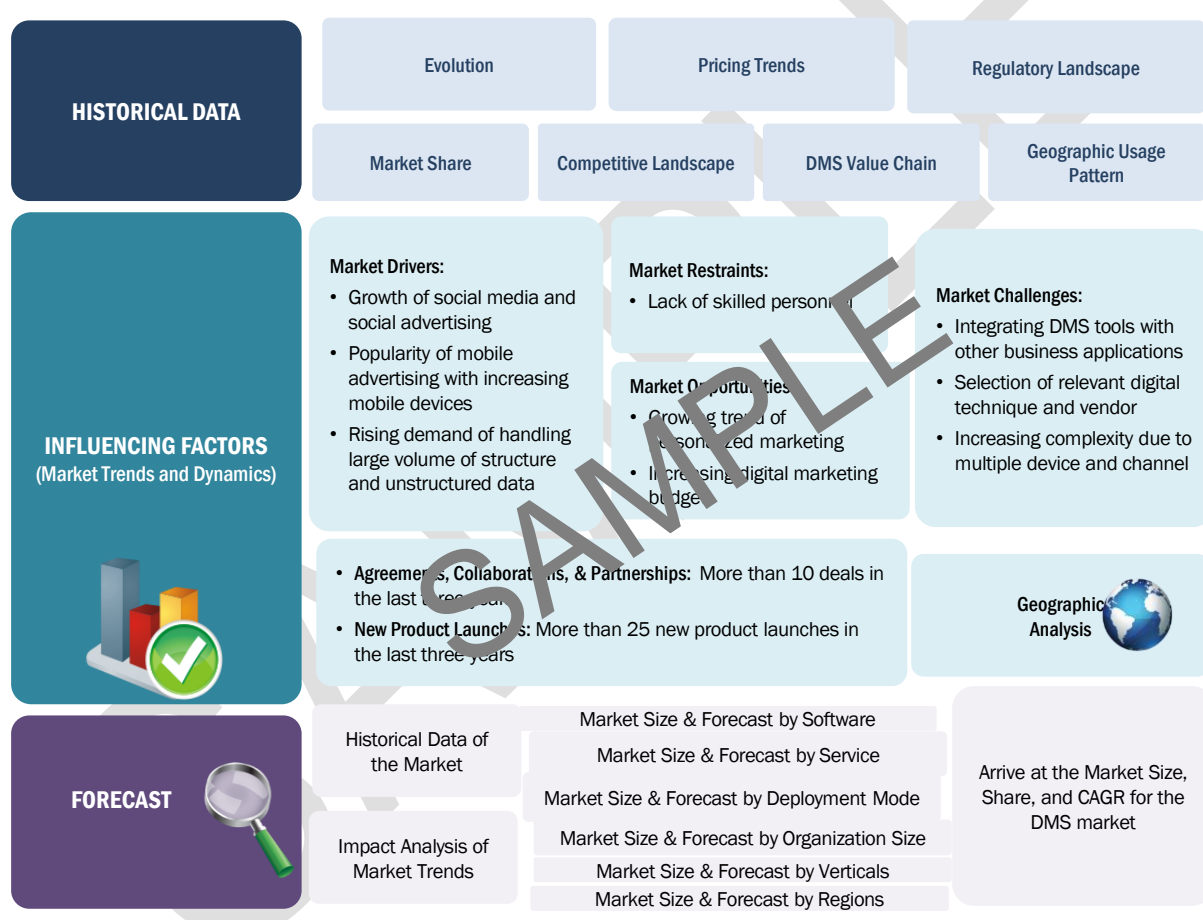
1.6 STAKEHOLDERS

- Value-Added Resellers (VARs)
- Digital Marketing Software Providers
- Research Organizations
- Consulting Companies
- Cloud Platform Providers
- Investors and Venture Capitalists
- Technology Providers
- Suppliers, Distributors, and Contractors
- End Users/Enterprise Users

2 RESEARCH METHODOLOGY

This research study involves the usage of extensive secondary sources, directories, and databases, such as Factiva and Bloomberg BusinessWeek to identify and collect information useful for this comprehensive market research study on the DMS market. The primary sources are mainly various industry experts from core and related industries, preferred telecom operators, network infrastructure providers, and device manufacturers to name a few from companies and organizations related to all segments of the DMS value chain. In-depth interviews were conducted with various primary respondents that include key industry participants and subject-matter experts to obtain and verify critical qualitative and quantitative information as well as to assess future prospects. The following illustrative figure shows the market research methodology applied in making this report on the global DMS market.

FIGURE 1 RESEARCH METHODOLOGY



In the secondary research process, various secondary sources were referred to for identifying and collecting information for this study. The secondary sources include annual reports, press releases, and investor presentations of companies, white papers, technology journals, and certified publications, articles from the recognized authors, directories, and databases.

Secondary research was mainly used to obtain the key information about the industry's supply chain, the market's monetary chain, the total pool of key players, market classification, and segmentations according to industry trends to the bottom-most level, regional markets, and the key developments, from both market- and technology-oriented perspectives.

In the primary research process, the various primary sources from both demand and supply sides were interviewed to obtain qualitative and quantitative information for this report. The primary sources from supply side include industry experts, such as CEOs, VPs, marketing directors, technology and innovation directors, and related key executives from various key companies and organizations operating in the DMS market. The primary sources from demand side include small and big companies using DMS and consumers.

After the complete market engineering (which includes calculations for market statistics, market breakdown, market size estimation, market forecasting, and data triangulation), extensive primary research was conducted to gather information and to verify and validate the critical numbers arrived at. Primary research was also conducted to identify the segmentation types, industry trends, Porter's Five Forces analysis, key players, competitive landscape of DMS services and key market dynamics, such as drivers, restraints, opportunities, industry trends, and key player strategies.

In the complete market engineering process, both top-down and bottom-up approaches were extensively used along with several data triangulation methods to perform market estimation and market forecasting for the overall market segments listed in the report. Extensive qualitative and quantitative analysis was performed on the complete market engineering process to list key information/insights throughout the report.

SAMPLE

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