

Marketing Automation Software Market Size, Share, Development, Growth and Demand

Factors driving the global marketing automation software market include growing demand for digital experience for customers, adoption of customer scoring system, and increased need of personalized automated e-mails.

Globally, with rapidly increasing digital environment, personal attention towards customers matters the most to the businesses. Marketing automation helps in reaching out to the customers, digitally, by monitoring user's choice of products through the data collected from the automation software. It further helps in predicting the potential customers for additional sales. Some of the major trends observed in the global marketing automation software market are dynamic campaign management and integrated content marketing.

Marketing automation help the marketers in designing the campaigns without any technical or programming expertise, with a single drop and drag interface. While many platforms have difficulties in changing live and real-time campaigns, the tools provided by the marketing automation software allow changes and updates in such campaigns easily, without creating a new campaign. The global [marketing automation software market](https://www.psmarketresearch.com/market-analysis/marketing-automation-software-market) is projected to reach \$6,929.7 million by 2023, growing at a CAGR of 8.5%, during 2017 - 2023.

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With large variety of content and wide range of communication channels, having an integrated content marketing approach is helping out sales and marketing teams to achieve their business goals. Integrated content marketing enables marketers by ensuring consistent messaging, which is one of the keys to generate and enhance brand awareness and generate higher demand. In simple terms, integrated content marketing approach delivers the right message to the right audience, through the right channel and at the right time.

Further, emergence of account based marketing is also a trend being observed in the global marketing automation software market. ABM platforms are capable of being integrated with a CRM or marketing automation tool, and enable marketers to run campaigns targeting accounts while delivering a higher return on investment (ROI) than other approaches.

Opportunities for the growth of global marketing automation software market include predictive intelligence in marketing automation as it has huge potential to make the market platform more scalable, faster and responsive through predictive technology.

Future marketing automation platforms are expected to be more intelligent and capable of accommodating more specialized applications through predictive integrations. On account of this, automation platforms can utilize more data in order to deliver more relevant recommendations to the marketers.