

# Email Marketing Software Market Will Increase To USD 3.3 Billion By 2030 At A Rate of 10.9%

*Rise in the utilization of artificial intelligence and digitization has contributed toward the growth of the market.*

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/EINPresswire.com/ -- The surge in need for inexpensive digital advertising, the growing popularity of targeted and personalized marketing, the exponential rise in internet penetration across the globe, and the increase in the utilization of artificial intelligence and digitization drive the growth of the global [email marketing software market](#). Prevalence of changes in activities including product launches, advertising, marketing, promotions, and media spending among various companies during the pandemic had a positive impact on the growth of the market.



According to the report published by Allied Market Research, the global email marketing software market generated \$1.2 billion in 2021, and is projected to reach \$3.3 billion by 2031, growing at a CAGR of 10.9% from 2022 to 2031. The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape and regional landscape.

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Based on the deployment model, the cloud-based segment held the dominating market share in 2021, holding nearly three-fourths of the global email marketing software market, and is expected to maintain its leadership status during the forecast period. In addition, the same segment is expected to cite the fastest CAGR of 12.79% during the forecast period. The report also analyses the on-premises segment.

Based on channel, the business-to-business segment held the dominating market share in 2021, holding more than two-thirds of the global email marketing software market, and is expected to

maintain its leadership status during the forecast period. In addition, the same segment is expected to cite the fastest CAGR of 11.97% during the forecast period. The report also analyses other segments such as the business to customers.

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Based on application, the email lead generation segment held the dominating market share in 2021, holding more than one-fourth of the global email marketing software market, and is expected to maintain its leadership status during the forecast period. In addition, the same segment is expected to cite the fastest CAGR of 13.17% during the forecast period. The report also analyses other segments such as sales reporting, customer management, template management, reporting and analytics, and others.

Based on region, the market across North America held the dominating market share in 2021, holding around two-fifths of the global email marketing software market, and is expected to maintain its leadership status during the forecast period. The Asia-Pacific region, on the other hand, is expected to cite the fastest CAGR of 13.56% during the forecast period.

The key players analyzed in the global email marketing software market report include weber Communications, Benchmark Internet Group, Campaign Monitor Pty Ltd., Constant Contact, Inc., ConvertKit LLC, HubSpot, Inc., Intuit Inc. (Mailchimp), Jivox Corporation, Salesforce.com, Inc. and Zoho Corporation.

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The report analyzes these key players in the global email marketing software market. These market players have made effective use of strategies such as joint ventures, collaborations, expansion, new product launches, partnerships, and others to maximize their foothold and prowess in the industry. The report is helpful in analyzing recent developments, product portfolio, business performance and operating segments by prominent players in the market.

COVID-19 Scenario:

- The COVID-19 pandemic had a positive impact on the growth of the global email marketing software market, owing to the increased internet penetration among people during lockdowns.
- Lockdowns were implemented by the governments of various countries so as to limit the spread of the virus, and hence stringent social distancing restrictions were imposed. This enabled people to stay indoors and ultimately resulted in increased internet penetration.

- As a result of this, rapid changes in activities in the firms took place including product launches, advertising, marketing, promotions, and media spending. Thus, the demand for email marketing software surged rapidly.
- Countries such as U.S., UK, Germany, Canada, Russia, China, Japan and India have been active players in increasing the influence of email marketing tools during the pandemic.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Related Report:

## 1. [Digital Marketing Software Market](#)

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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