Enterprise Marketing Technology Applications

Marketing technologies are driving forces for all companies as customers move to online, mobile-first, and collaborative relationship models. In reaching and selling to customers, it is essential that organizations aggressively develop optimal marketing and sales technology infrastructure, operational and analytic skills, collaborative cultures, and the creative problem-solving needed to truly add value to customer relationships. IDC's Enterprise Marketing Technology Applications service provides strategic frameworks for thinking about the individual and aligned areas of marketing technology as parts of a holistic business strategy. This program delivers insight, information, and data on the main drivers for the adoption of these technologies in the broader context of customer experience (CX) and connected business strategies.

MARKETS AND SUBJECTS ANALYZED

- The impact of generative AI (GenAI) on marketing practices, organizations, roles, skills, and operations
- The impact of generative AI on buyer behavior
- Marketing automation, campaign management, and go-to-market execution applications
- The application of predictive AI/ML models and analytics to marketing

- Mobile and digital applications and strategies
- Customer data management
- Customer journey orchestration
- Identity, personalization, privacy, consent, and governance
- CX infrastructure, best practices, and strategies

CORE RESEARCH

- Marketing Campaign Management Software Market Size and Forecast Report
- Marketing Campaign Management Software Vendor Share Report

- IDC MarketScapes on Related Solutions Areas Such as Marketing Clouds and GenAI
- IDC TechScapes and PlanScapes on Various Topics Such as Privacy, Account-Based Marketing, Personalization, and Mobile Marketing

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Enterprise Marketing Technology Applications.

KEY QUESTIONS ANSWERED

1. How will GenAI transform marketing?
2. How will GenAI affect enterprise infrastructure road maps and vendor product strategies?
3. How can marketing leverage technology and creativity to deliver differentiated experiences to customers at every interaction?
4. How can vendors help brands differentiate based on their ability to manage customer data and consent?
5. How do marketing organizations and systems participate in digital transformation efforts?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of the enterprise marketing technology software market, including:

Acoustic, Act-On, Adobe, Airship, Amazon Web Services, AppsFlyer, Aprimo Corp., Brandwatch, Braze, Cheetah Digital, Cision, Google, HCL Technologies, Hootsuite, HubSpot, Microsoft, Oracle, Salesforce, SAP Emarsys, SAS, Twilio Segment, WebTrends, Zeta Global, and Zoho.