

The Yin and Yang of Today's Marketing: Marketing Services State of the Market 2023

October 2023: Complimentary Abstract / Table of Contents



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Background of the research

The marketing world operates in a constant and rapid state of evolution shaped by dynamic macroeconomic factors and swiftly changing customer preferences. This evolution is closely tied to the explosive growth of media channels, offering businesses more avenues to engage audiences. Simultaneously, the rapid proliferation of technologies, including generative AI, is transforming the marketing landscape from within. Overall, the marketing terrain is expanding with a growing array of technologies in use along with a surge in the number of agencies and providers.

Consequently, marketers now face the challenge of achieving more with fewer resources, prompting them to revisit and creatively leverage fundamental marketing principles. This dynamic landscape demands innovative solutions to stay competitive and effective.

This research offers a comprehensive exploration of the marketing services market, examining it from multiple perspectives, including a market overview, the service provider landscape, and the ever-evolving market dynamics.

In this report, we focus on:

- Trends shaping the marketing services space and their implications on the marketing ecosystem
- Outsourced marketing services market overview and buyer adoption trends
- Service provider landscape

Scope of this report



Geography
Global



Service providers
31 marketing service providers



Services
Marketing services

Overview and abbreviated summary of key messages

The report covers the global marketing services market and provides a comprehensive analysis of the key challenges faced by enterprises, enterprise focus areas, and a detailed overview of the service provider landscape. The study will assist key stakeholders, including enterprises, service providers, and technology providers, in understanding the current state of the marketing services market.

Some of the findings in this report, among others, are:

Priorities shaping the future of marketing

- Enhance the efficiency of marketing function, by simplifying the technology landscape, rationalizing provider landscape and enhancing strategic partnership
- Growth the marketing function by rethinking investment priorities, revamping talent strategy and reemphasizing ESG

Market overview

The outsourced marketing services market grew at a 16-20% CAGR from 2016-22, reaching a total of US\$10.5-12 billion; the market is expected to grow at 20-24% CAGR from 2022-26.

Buyer adoption trends

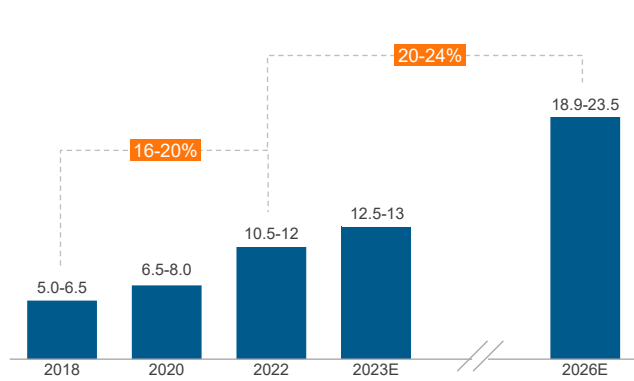
- North America remains the largest adopter of marketing services, accounting for over half of the total outsourced marketing spend while Continental Europe and APAC are seeing the fastest growth in the market
- While spending for outsourced marketing in media and entertainment, e-commerce, and manufacturing has grown aggressively between 2021 and 2022, BFSI firms remain the largest buyers of outsourced marketing services in the market
- Content and campaign-related tasks account for almost half of the total outsourcing spend in marketing services; however, there is a notable growth seen in the outsourcing of marketing support services

Service provider landscape

- Five major categories of service providers are emerging based on their background: marketing agencies, ITBP service providers, pure-play BPO providers, strategy consultancies, and legacy offline providers accompanied by technology providers
- Service providers across the spectrum are investing in M&A to boost their capabilities

This study offers four distinct chapters providing a deep dive into key aspects of marketing services market; below are four charts to illustrate the depth of the report

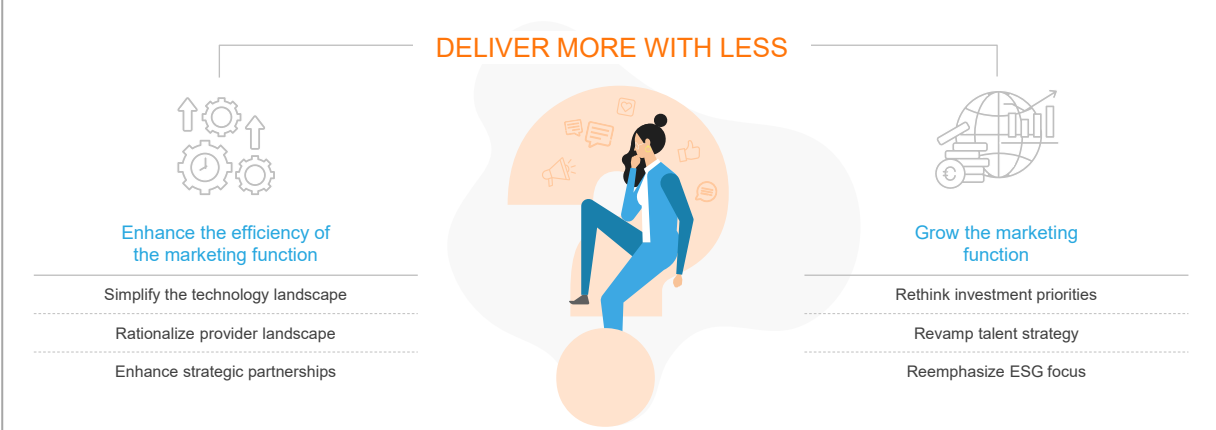
Overall spend on outsourced marketing services



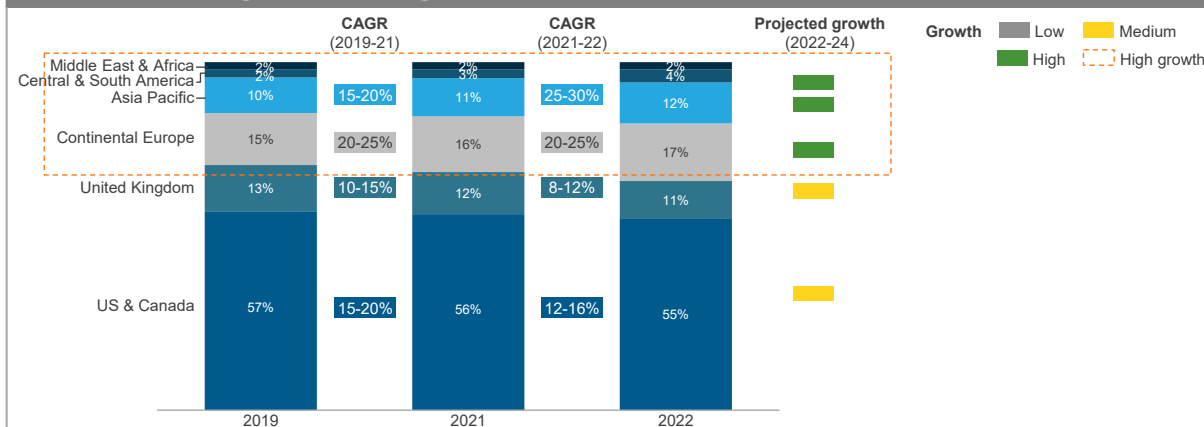
The outsourced marketing services market is expected to grow at a CAGR of 20-24% in the near term, which will be backed by:

- Need for cost-effective and scalable talent
- Growing demand for a unified customer data view across the entire customer life cycle and personalized marketing
- Industries such as travel and transport and manufacturing showing strong growth
- Outsourcing of processes such as loyalty and commerce management gaining traction
- Increased digital spends across social media platforms, apps, retail media, podcasts, DOOH, OTT platforms, CTVs, and gaming

Priorities shaping the future of marketing

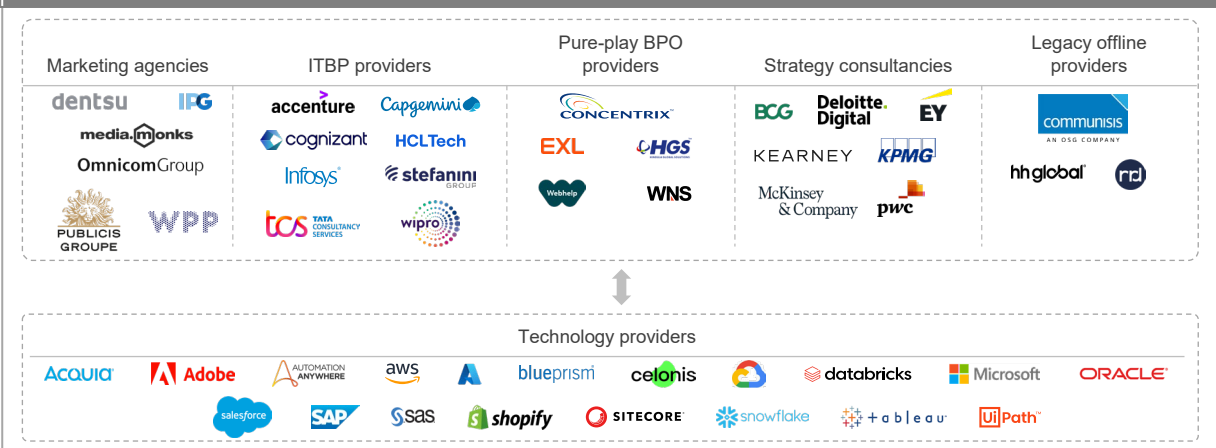


Global marketing services regional market overview



Note: Based on proprietary contractual database of over 700+ marketing services contracts (updated annually)

Service provider landscape



Research calendar

Marketing Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
BPS Top 50 – 2022	June 2022
A New Paradigm of Marketing Beckons: Marketing Services State of the Market Report 2022	November 2022
Dawn of the Planet of the Bots: Intelligent Automation and Marketing Services	December 2022
Marketing in a Permacrisis: a CMO Survival Toolkit	January 2023
Marketing Services PEAK Matrix® Assessment 2023	February 2023
The X, Y, Z of Marketing	March 2023
Marketing Services – Provider Compendium 2023	April 2023
Generative AI: The New Age of Artificial Intelligence	May 2023
Safeguarding Brand Reputation in the Modern Era	September 2023
The Yin and Yang of Today's Marketing: Marketing Services State of the Market 2023	October 2023
Deliver From Everywhere: the Next Epoch of Marketing Services	Q4 2023
The Road to Revenue Services	Q4 2023
The Goliaths of Advertising	Q1 2024
In Brands We Trust: the Rise of ESG in Branding	Q1 2024
Marketing Services PEAK Matrix® Assessment 2024	Q1 2024

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