



# Decoding MarTech: Global Investments and India's Rising Potential

Month 2024: Complimentary Abstract / Table of Contents

Market Report  
Interactive Experience (IX) Services



# Our research offerings

This report is included in the following research program(s):

## Interactive Experience (IX) Services

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Contract Research Organization Services
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Lending and Mortgages
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about  
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,  
technologies

Locations: costs, skills, sustainability,  
portfolios

# Contents

4	Introduction and overview	30	Success stories of key MarTech acquisitions
5	Research methodology	36	Implications for investor community and IT service providers
6	Introduction	39	Appendix
7	MarTech landscape overview	40	Glossary
8	Overview of current state of MarTech	41	Research calendar
9	Definitions of MarTech segments		
11	MarTech platform segments' map		
12	Investment opportunity analysis		
20	MarTech provider landscape and state of acquisitions and fundings – global and India		
21	Overview of the MarTech provider landscape		
23	State of acquisitions – global and India		
26	State of fundings – global and India		

For more information on this and other research published by Everest Group, please contact us:

**Nitish Mittal**, Partner

**Nisha Krishna**, Vice President

**Vaani Sharma**, Senior Analyst

**Copyright © 2024 Everest Global, Inc.**

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

# Introduction

The MarTech (Marketing Technology) space is undergoing a significant transformation, evolving rapidly with the introduction of new platform segments that cater to the growing demand for innovative marketing solutions. These platforms span various areas including Customer Data Platforms (CDPs), AI-driven personalization, omnichannel marketing automation, and predictive analytics offering organizations the ability to create seamless, hyper-personalized customer experiences.

Among the regions fueling this growth, India stands out as a prominent investment destination, thanks to the emergence of numerous MarTech start-ups that are developing cutting-edge solutions tailored to both local and global markets. This surge in innovation presents a vast opportunity for investors, IT service providers, and technology partners looking to tap into the MarTech boom.

This report delves into the evolving MarTech landscape, with a specific focus on global and Indian markets, exploring key trends, opportunities, and success stories.

Key areas of analysis include:

- Overview of the MarTech landscape with definitions and market map across platform categories
- High potential growth segments in the MarTech space presenting a strong investment opportunity
- Acquisition and funding landscape in the MarTech space – global and India
- Success stories of key acquisitions in the MarTech space
- Implications for the investor community and IT service providers

## Scope of this report

**Geography:** global

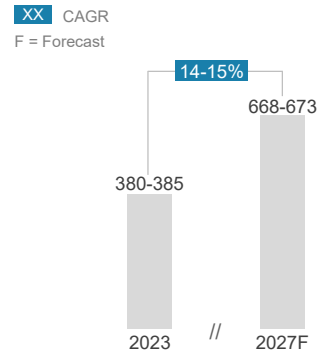
**Industry:** market activity and investments in the MarTech space

**Services:** marketing technology services

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

## MarTech solutions market overview and segment-wise analysis

**MarTech solutions market spend**  
2023, US\$ billion



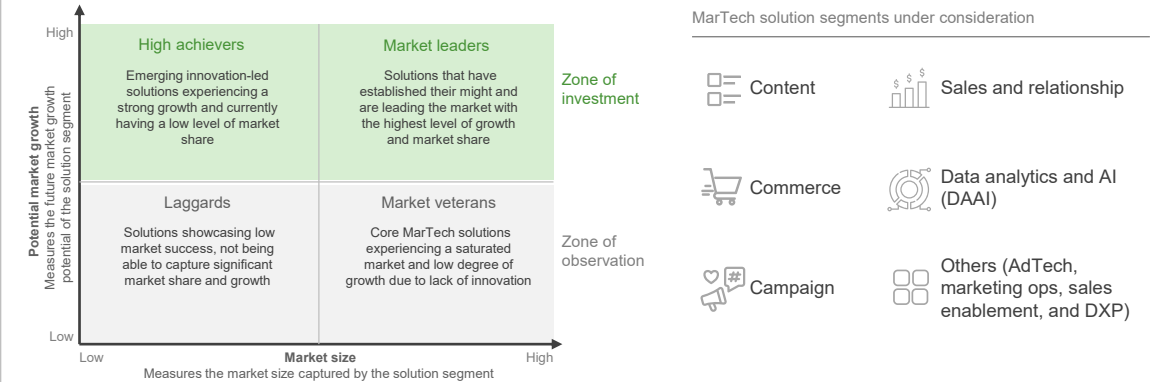
**Market share split and growth potential of the MarTech segments**  
2023, percentage, market share (2023) and growth potential (2023-2027)

Highest growth potential

Segment	Market share split	Growth potential
Commerce	8%	12-14%
Campaign	28%	18-20%
Content	19%	11-13%
Advertising	1%	1%
Sales and relationship	26%	10-12%
DAAI	13%	17-19%
Marketing ops	3%	3%
Others	3%	3%

## Investments' prioritization framework for the MarTech space

**Everest Group's investment prioritization matrix for the MarTech space**



## Overview of GPT-based MarTech solutions

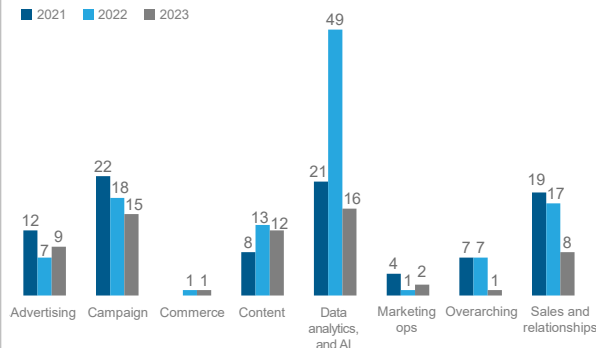
**GPT based MarTech vendors**  
H1 2024, Count



As of H1 2024  
**2000+**  
GPTs are MarTech focused

## Overview of the MarTech solutions' acquisition landscape

**Acquisition activity in the MarTech space**  
2021-2023, Count



**High-growth acquisition segments in the MarTech space**

MarTech segment	Percentage of attribution	High-growth subsegments
<b>DAAI</b>	32%	<ul style="list-style-type: none"> <li>CDP</li> <li>Conversational AI tools</li> <li>SEO</li> </ul>
<b>Campaign</b>	20%	<ul style="list-style-type: none"> <li>Influencer marketing platforms</li> <li>Performance marketing platforms</li> <li>Social media marketing platforms</li> <li>SMS marketing platforms</li> </ul>
<b>Sales and relationships</b>	16%	<ul style="list-style-type: none"> <li>Quality assurance customer feedback platforms</li> <li>Customer communication automation platforms</li> </ul>
<b>Content</b>	12%	<ul style="list-style-type: none"> <li>Content generation tools</li> <li>Content marketing tools</li> <li>CMS</li> </ul>

# Research calendar

## Interactive Experience (IX) Services

	Published	Current release	Planned
Reports title	Release date		
Digital Interactive Experience (IX) Services in Europe – Provider Compendium 2023			December 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023			December 2023
Digital Experience Platform (DXP) Products – Provider Compendium 2023			December 2023
Content Supply Chain – Revolutionizing the Content Development Lifecycle			December 2023
Customer Data Platform (CDP) State of the Market 2024			January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers			March 2024
Demystifying the Rapidly Evolving MarTech Landscape			March 2024
Generative AI – Review of Adobe Summit 2024			May 2024
Adobe Services PEAK Matrix® Assessment 2024			May 2024
CMO 2.0: The AI-powered Marketing Maestro & Growth Orchestrator			July 2024
Cannes Lions 2024: How Technology is Driving Creativity to New Heights			July 2024
AI for CX: Unleashing the power of algorithms for exceptional experiences			July 2024
The AdTech Revolution: Decoding the AI-driven Advertising Landscape			August 2024
<a href="#">Decoding MarTech: Global Investments and India's Rising Potential</a>			November 2024
Adobe Services State of the Market 2024			Q4 2024
Digital Commerce Platform PEAK Matrix® Assessment 2024			Q4 2024

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports

# Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.