



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

November 2024: Complimentary Abstract / Table of Contents

Market Report  
Interactive Experience (IX) Services



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- ▶ 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
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# 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

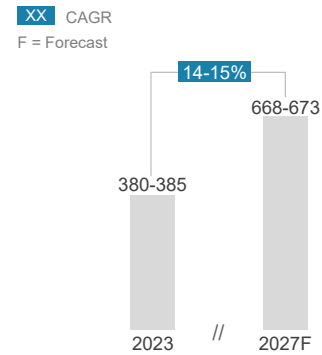
**Industry:** market activity and investments in the MarTech space

**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 (2023)	Growth potential (2023-2027)
Commerce	8%	12-14%
Campaign	28%	18-20%
Content	19%	11-13%
Advertising	1%	1%
Sales and relationship	23%	10-12%
Customer support	3%	3%
DAAI	13%	17-19%
Marketing ops	3%	3%
Others	3%	3%

## Investments' prioritization framework for the MarTech space

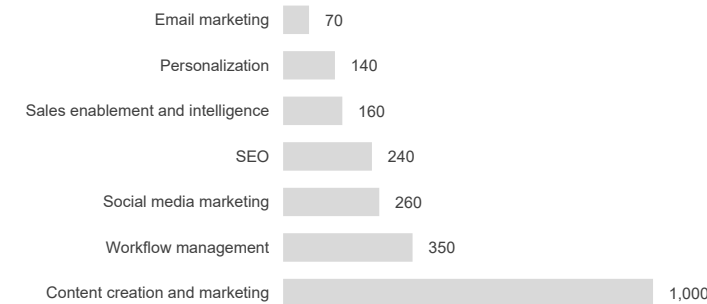
**Everest Group's investment prioritization matrix for the MarTech space**



- MarTech solution segments under consideration
- Content
  - Sales and relationship
  - Commerce
  - Data analytics and AI (DAAI)
  - Campaign
  - Others (AdTech, Marketing ops, and DXP)

## Overview of GPT-based MarTech solutions

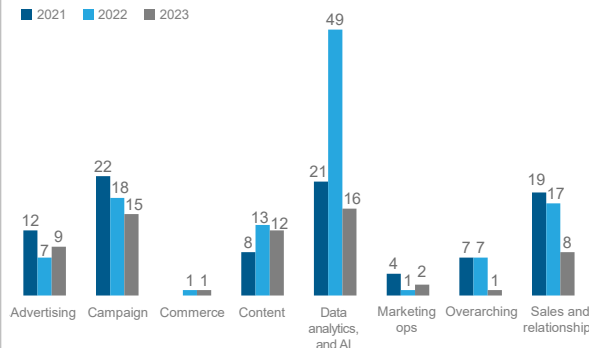
**GPT based MarTech vendors**  
H1 2024, Count



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
DAAI	32%	<ul style="list-style-type: none"> <li>CDP</li> <li>Conversational AI tools</li> <li>SEO</li> </ul>
Campaign	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>
Sales and relationships	16%	<ul style="list-style-type: none"> <li>Quality assurance customer feedback platforms</li> <li>Customer communication automation platforms</li> </ul>
Content	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

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