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CURRENT MARKET TRENDS IN MARKETING AUTOMATION SYSTEMS

СУЧАСНІ ТЕНДЕНЦІЇ РИНКУ СИСТЕМ АВТОМАТИЗАЦІЇ МАРКЕТИНГУ

The purpose of the study is a comprehensive analysis of the main products of the leaders of the global market of marketing automation systems, which will allow us to identify the most promising of them from the point of view of practical implementation. Research methodology. To achieve the goal of the study, a comprehensive approach, general scientific and special research methods were used. Results. It is proven that today the general trend in market development is the broad and comprehensive integration of AI and machine learning into most functions of marketing automation systems. The practical significance of the research results is that the identified key trends in the development of the marketing automation systems market will help the company to better navigate and choose the most promising products of the leaders of the specified market.

Keywords: *marketing automation, marketing automation systems, business process, B2B, B2C, software.*

У поданому досліджені запропоновано вирішення актуальної проблеми маркетингу у сфері формування системи автоматизації маркетингу. Метою дослідження є комплексний аналіз основних продуктів лідерів світового ринку систем автоматизації маркетингу, що дозволить виділити найбільш перспективні з них з точки зору практичної реалізації. Методика дослідження. Для досягнення мети дослідження було використано комплексний підхід, що включає аналіз академічної літератури (понад 20 наукових джерел, присвячених сучасним підходам, проблемам та перспективам формування системи автоматизації маркетингу), аналітичних та статистичних досліджень, а також синтез і оцінку ключових тенденцій та перспектив розвитку ринку систем автоматизованого маркетингу (у тому числі на основі аналізу практичних кейсів окремих компаній). При здійсненні комплексного аналізу основних підходів до визначення тенденцій ринку систем автоматизації маркетингу використано загальнонаукові та спеціальні методи дослідження, зокрема системний та функціональний метод – для визначення ключових понять дослідження; метод кейс-стаді – для дослідження конкретних прикладів використання штучного інтелекту у САМ на прикладі конкретних бізнес-організацій. Результати. Доведено, що на сьогодні загальним трендом, що зумовлює і піджлюлює розвиток ринку систем автоматизації маркетингу, є інтеграція до функціоналу МАР інструментів ABM, розширеного управління лідами, прогностичної аналітики та звітності на базі ШІ, управління кампаніями, здійснення доставки контенту на мобільні пристрої, підтримки email-маркетингу, маркетингу у соціальних мережах та багато іншого. Також показано, що ключовим трендом розвитку ринку зараз і в найближчій перспективі є широка і всеосяжна інтеграція у більшість функцій систем автоматизації маркетингу ШІ та машинного навчання. Практична значущість результатів дослідження полягає у тому, що визначені ключові тренди розвитку ринку систем автоматизації маркетингу допоможуть компанія краще орієнтуватися та обирати найбільш перспективні продукти лідерів зазначеного ринку.

Ключові слова: *автоматизація маркетингу, системи автоматизації маркетингу, бізнес-процес, B2B, B2C, програмне забезпечення.*

Problem statement. Marketing Automation Systems (MAS), and particularly MAPs (Marketing Automation Platforms), have undergone a remarkably rapid evolution in the second decade of the 21st century and continue to advance. These systems, which have already become foundational for many modern marketing technologies, play a crucial role in the business strategies of both B2B and B2C companies, especially those operating in the e-commerce sector.

Consumer demand for such IT solutions, including MAS, continues to show steady growth. According to a MarTech study, 57% of surveyed business organizations reported about an increasement of number of marketing applications they use, by between one to five, in 2024 alone [1]. Market.us projects that the global market for marketing automation software will grow from $5.7 billion in 2023 to $15.2 billion by 2033, indicating an average annual growth rate of 10.3% [2]. This underscores the relevance of analyzing key trends and prospects in the development of the marketing automation systems market.

Analysis of recent research and publications. The vast majority of researchers [3; 4] in the field of

marketing automation systems highlight the emergence of major software developers focused on business process automation, such as Adobe, Amazon Web Services, Google, Microsoft, Oracle, Salesforce, and others. As a result, these companies remain at the center of attention among scholars and practitioners alike. Both international and domestic researchers – Potvora M., Vdovychenko O., Semchuk D., Lypych L., Saienko V. [5], Venkatesan R., Lecinski J. [6], Nair K., Gupta R. [7] – emphasize the key role of artificial intelligence (AI) in transforming marketing strategies, particularly in personalization, automation, and forecasting. At the same time, the authors stress the importance of ethical and secure use of such technologies.

Formulating the purposes of the article. The purpose of this article is to conduct a comprehensive analysis of the core products offered by leading global vendors of marketing automation systems, in order to identify the most promising ones in terms of practical implementation.

Presentation of the main research material. Personalized marketing has been strongly driven by the rapid development of AI and machine learning. AI-powered automation and machine learning algorithms have significantly simplified key operations such as customer relationship management and content delivery, thus greatly improving user experience through personalization. As many researchers note, AI's impact is arguably most visible in marketing personalization today [5]. Prior to the advent of AI and machine learning, marketing strategies were dominated by human intuition and traditional methods – consumer surveys, behavioral studies, and mass media-based promotion strategies. However, the rise of automated technologies such as chatbots and robotic systems in the 2000s effectively revolutionized marketing practices.

Although machine learning technologies have been integrated into most MAPs for years – for real-time ad placement, lead generation, email and social media campaigns [7] – the recent surge in AI, along with marketers' increasing expectations, is pushing providers to introduce even more innovative features.

According to the "Customer Engagement and AI" study by Ascend2 [8], 44% of marketers are already using AI to engage with their audience, and another 29% plan to do so. Within MAS, AI is most commonly used for segmentation and delivering dynamically personalized content via popular channels such as email, landing pages, and more. The same study revealed that 33% of respondents saw their ability to understand and predict customer needs "significantly improve" with AI, and 68% reported it "somewhat improved."

A key trend is using generative AI models like ChatGPT, Copilot, and Stable Diffusion in MAPs for creating text, images, and videos. According to a 2023 McKinsey analysis of the economic potential of generative AI, its marketing-related benefits include [9]:

– Improved content creation efficiency, including faster ideation, streamlined brand consistency, personalization by customer segment, and scalable multilingual content delivery;

– Optimization of large data sets, including interpreting unstructured information (text, images, video), developing data-driven marketing campaigns, creating customer profiles and predictive models based on various data sources;

– SEO optimization, by identifying and adjusting key SEO elements (page titles, image tags, URLs), and distributing content to the target audience;

– Personalized product search through multimodal data (text, image, voice), enhanced customer profiling, and improved conversion rates.

Since data-driven decision-making is now integral to marketing strategies, AI-powered analytics and reporting play a critical role in evaluating marketing ROI. This reflects the sustained trend of integrating such capabilities into modern MAS.

Overall, McKinsey's findings suggest that generative AI can already increase marketing productivity by 5–15% of total spending [9]. This supports the view that today's AI-driven technological and academic advancements are fostering a data-based and increasingly personalized marketing ecosystem [5, p. 42].

An analysis of market trends shows that large enterprises have always been the primary users of MAS. As of 2024, they hold a dominant 62.5% market share, while small and medium-sized enterprises (SMEs), though growing, occupy a smaller portion [2]. Large organizations typically demand integrated platforms that process vast amounts of customer data and support global multichannel marketing efforts. This is due in part to their significant resources and the ease of integrating automation tools into their complex strategies and workflows. Conversely, SMEs tend to favor solutions that are more affordable and easier to implement.

According to Adobe's 2024 "State of Marketing Automation" report, 96% of respondents agree that systematically identifying and engaging B2B buying groups is essential. Meanwhile, 88% believe that targeting individual buyers is too narrow, while targeting all account members is too broad [10].

As a result, nearly all MAS vendors are incorporating features that support group-based buyer engagement. A 2023 survey by Momentum ITSMA and the ABM Leadership Alliance found that 40–60% of Account-Based Marketing (ABM) strategies now rely on MAPs [11].

Therefore, a key trend in the MAS market is the integration of ABM tools, lead management, AI-driven predictive analytics and reporting, campaign management, content delivery on mobile, email and social platforms, and more into MAPs. The following section highlights these trends through the lens of current top-tier solutions.

One notable example is HubSpot, a leading provider of CRM systems whose platform – HubSpot Growth Platform – includes HubSpot Marketing Hub, a MAS offering lead capture, scoring, and nurturing tools; AI-driven content management via the Breeze Copilot generative AI; and omnichannel delivery through email, social media, websites, and blogs. HubSpot supports lead classification based on criteria or predictive analytics (email interactions, social media metrics, form submissions) and offers campaign management, client profile tracking, and lead scoring trial tools [12].

Another prominent platform is Adobe Marketo Engage, part of Adobe Experience Cloud (AEC), a suite of cloud-based tools for customer experience management. Designed for B2B SMEs and B2C clients in IT, business services, healthcare, finance, education, manufacturing, and telecom, Marketo offers a full MAP feature set [13]:

– Campaign management via user-created, automated, and analyzed multi-channel campaigns (email, social, mobile), supported by a built-in AI module (Smart List);

– Lead management with prioritization by quality, urgency, and account activity, including algorithmic lead scoring;

– Content management through personalized emails, websites, webinars, and chatbot responses;

– Channel management using AI to analyze campaign performance across touchpoints, email status tracking, and advanced attribution modeling;

– Customer data management with full ABM support, AI-automated account insights, and personalized configurations;

– Predictive analytics and AI-based reporting for ROI analysis, campaign metrics, data filtering and sorting;

– CRM and third-party software integration, including real-time data sync with Salesforce, Microsoft Dynamics 365, Veeva CRM, and turnkey integration with Oracle NetSuite, SugarCRM, Zoho via Vertify.

Oracle offers a comprehensive suite of MAS features through its cloud-based product – Oracle Eloqua. This platform is designed for B2B and B2C small to mid-sized businesses operating across a wide range of industries, including high-tech, financial services and insurance, manufacturing, transportation, consumer goods, media, and communications. Key functionalities of Oracle Eloqua include [14]:

– Campaign Management – Users can create personalized marketing campaigns across various channels such as email, search engines, websites, video, SMS, and mobile apps using an intuitive drag-and-drop builder.

– Segmentation and Targeting – A visual segment builder enables behavioral segmentation, intent detection tools, dynamic list updates, and automated retargeting workflows.

– Analytics and Reporting – The system includes Oracle Business Intelligence dashboards to measure campaign success, assess lead engagement levels, optimize content delivery timing, and generate closed-loop reports to calculate ROI.

– Lead Management – Features advanced lead classification and routing capabilities that automate handoff of qualified leads to sales. The built-in Program Canvas monitors contact information changes and triggers lead status-dependent actions within the CRM, such as adjusting lead scores, creating new leads, or assigning tasks to the sales team.

– Channel Management – Supports campaign delivery through email, landing pages, and forms.

– Content Management – Enables use of reusable content blocks within landing page and email editors, and the generation of dynamic, personalized content powered by generative AI.

– Database Management – Provides native ABM support and account/contact/lead data synchronization between marketing and sales via the Account Engagement Dashboard, which helps identify and nurture high-potential accounts with real-time insights into client activity and product interest.

– Integration – Features a unified API for integration with enterprise systems such as ERP, content management, and data warehouses. It also integrates with third-party software including Oracle Sales, Oracle CRM On Demand, Salesforce, and Microsoft Dynamics 365. Additional integrations are supported through Oracle Integration Cloud Service for NetSuite, SugarCRM, SAP CRM, and Infor.

Unlike other MAS providers, Salesforce's Marketing Cloud Account Engagement platform is tailored specifically for enterprise B2B clients [15]. Key capabilities included in the solution:

– Campaign Management – AI-driven campaign builder Agentforce for audience segmentation, demand generation programs, and customer-centric strategy execution;

– Full-Cycle Lead Management powered by generative AI;

– Data Synchronization – Centralized data management through the Salesforce Customer 360 cloud platform;

– Analytics and Reporting – The Einstein Attribution AI model supports ROI assessment, channel impact analysis, event tracking, and automated report generation;

– Lifecycle Marketing – Functionality to automate upselling and cross-selling processes throughout the entire customer journey, including targeted promotions for existing clients;

– Real-Time Content Management – Creation of personalized emails, subjects, forms, and landing pages via Salesforce's proprietary generative AI tool, "Einstein";

– Third-Party Integration – Seamless compatibility with tools such as Zoom (for embedding webinars into marketing workflows), 6Sense and Demandbase,, Facebook, LinkedIn, and Google (for lead generation and engagement), and Qualified (for conversational marketing and demand stimulation).

Overall, while offering comparable functionality to its competitors, Marketing Cloud Account Engagement emphasizes seamless coordination among marketing, sales, and customer service departments to support B2B clients effectively.

Thus, platforms like HubSpot Marketing Hub, Adobe Marketo Engage, and Oracle Eloqua stand out as innovation leaders, confirming the broader trend toward digitalization in marketing processes.

Despite the dominance of large enterprises in deploying advanced MAS solutions, small and medium-sized businesses are increasingly adopting marketing automation by turning to more affordable and flexible platforms. This suggests a promising outlook for market growth and its ongoing adaptation to the needs of diverse business segments.

Conclusions. An analytical overview of leading MAS vendors demonstrates that today's platforms offer a wide range of advanced features: content creation, personalized experiences, ABM, campaign planning across email, mobile, and social channels, data hygiene, third-party integration with CRM and CDP systems, lead development and scoring, product recommendations, and more.

Furthermore, the dominant trend shaping the MAS market is the broad integration of AI and machine learning into nearly all system functions. Equally notable is the shift among cloud-based MAP vendors toward positioning themselves as all-in-one customer experience hubs – supporting marketing, sales, and customer service alike.

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