



Triggmine

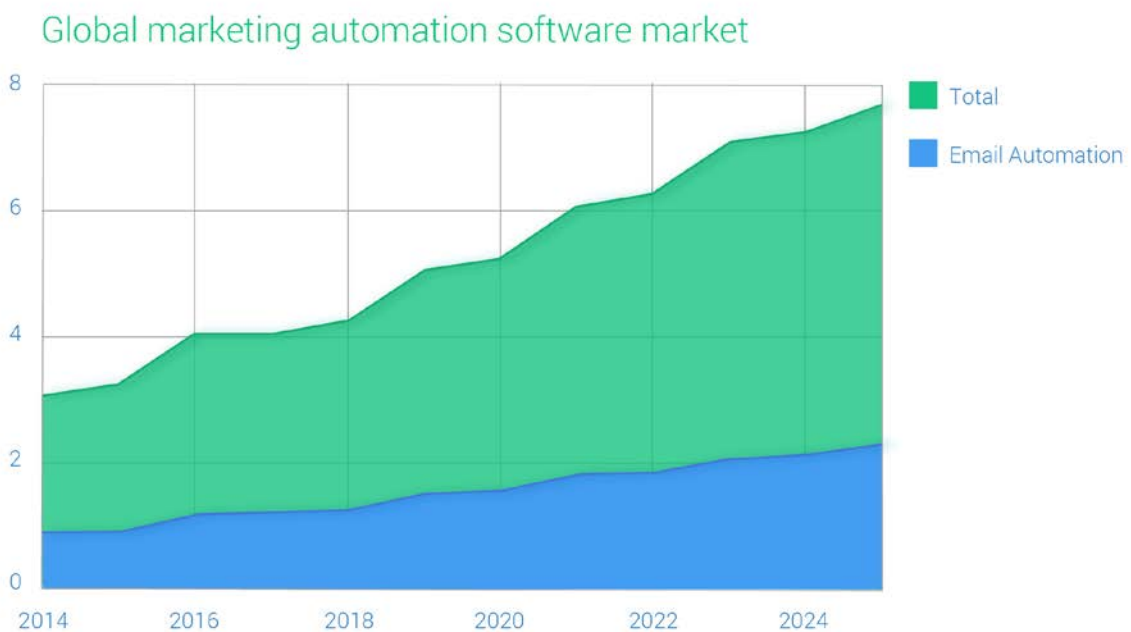
AI-driven Email Marketing Solution backed with Smart Contract

Market Summary

Introduction

Automating business functions has become an undeniable trend for owners and managers. This tendency has dramatically increased across marketing, sales, and administrative departments especially in the last two years.

According to Grand View Research, the global marketing automation industry amounts to \$4 billion as of 2017 and is expected to reach USD 7.63 billion by 2025. Among others, the email marketing segment accounts for 30%. Hence, the email marketing segment, with respect to the marketing automation industry, is expected to increase from 1.2 billion in 2017 up to **2.29 billion in 2025**.

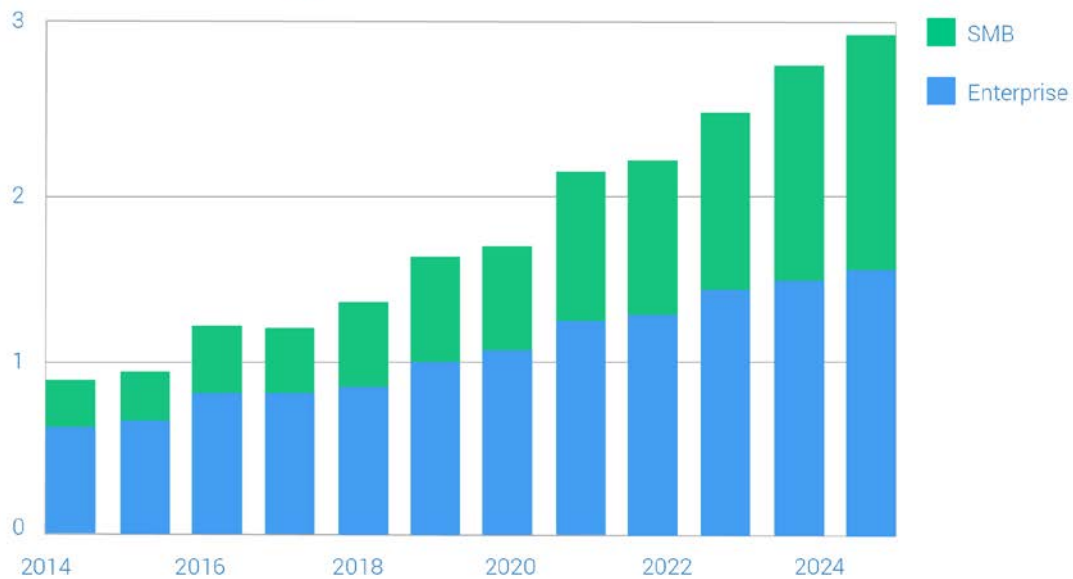


Global marketing automation software market, by enterprise size, 2014 - 2025 (USD Million)

In general, email marketing is expected to reach **USD 23.51 billion by 2025**.

This is due to small and middle-sized enterprises (SME) that favor email marketing over other opportunities. The SME segment, being Triggmine's obtainable market, is expected to increase--from 0.36 billion in 2017 up to **1.37 billion in 2025**.

Global marketing automation software market



However, the SME segment is not often able to take full advantage of email marketing, either earning only little revenue at best, or total failure in the worst case scenario. Therefore, it is of great importance to facilitate a resolution to this problem.

The Triggmine team has found a lasting solution in the form of the AI-based SaaS, which is expected to advance the eCommerce field.

Overview of Marketing Automation Industry (MAI)

Marketing automation (MA) refers to the software which implements marketing activities. No manual labor is required. Such software, when properly applied, builds up potential buyers through personalized content and turns them into loyal customers.

The global marketing automation software market is expected to grow from USD 3.65 billion in 2014 to **USD 5.5 billion in 2019**. In 2021, it is expected to reach **USD 8.61 billion**.

The main tasks of MA are:

- Assistance in lead promotion through the sales funnel
- Automation of routine marketing activities

These tasks are performed with the help of the following functionality:

- Lead scoring (automatic allocation of high-quality leads)

- Personalization of content in email marketing to increase the conversion
- Involving widgets and site elements that help convey the value of the product

According to [G2crowd.com](https://www.g2crowd.com), the following companies are the leaders of today's market due to their substantial Market Presence scores:

1. HubSpot (4.4 out of 5 stars)
2. Marketo (4.3 out of 5 stars)
3. MailChimp (4.1 out of 5 stars)

The implementation of the marketing automation approach requires specific financial and human resources. Nevertheless, according to the [Pepper Global "B2B Marketing Automation Report 2014,"](#) 80% of companies that introduced this technology noticed the increased number of leads, and 77% stated they experienced an enhanced conversion rate.

However, some businesses can achieve better results just by using the right email distribution. By 2019, the quantity of email users all over the world is expected to soar to 2.9 billion. (Source: [Statista](#))

Email Marketing as a Part of MAI

According to *Email Marketing: A Guide to the Internet's Most Effective Marketing Tool* by Mary R. Butler, "email marketing is the permission the consumer has given you to communicate with them." Marketing automation software is what enables this interaction.

The primary means of email marketing is an electronic mail that is sent to an existing or potential customer. This is used to:

- encourage customer loyalty
- stay in touch with customers
- keep them up-to-date with the latest news on your product
- encourage customers to purchase your product or tell them about a special offer

Automating the above methods of communication affects top-line revenue for SMEs and significantly facilitates the working process of the marketing team, especially when that team is small.

Consequently, the choice of a proper solution plays a crucial role. One should understand what the goals are in order to choose and introduce the right tool.

At present, there are a wide variety of EMA tools and each has its own strengths.