

The Rise of Marketing Automation [Infographic]

Author : Veronica Jarski

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Marketing automation has grown to a \$1.65 billion industry, according to the following [Marketing Automation Insider](#) infographic. An estimated 142,00 businesses now use marketing automation.

Here's a look at the rise of marketing automation and reasons for its popularity.

The first marketing automation tool was Unica in 1992.

Due to faster Internet speeds in 2006, marketing automation vendors began creating Cloud-based tools.

The emergence and popularity of social media also spurred email marketing vendors to build other automated marketing tools.

To find out more about marketing automation's growth and reasons for it, click or tap on the infographic:



