

Marketing Sub-Sets

- Customer Relationship Management
 - Campaign Management Software / Marketing Automation
 - CRM / SaaS
 - Customer Intelligence
 - Customer Service Products & Services
 - Digital Asset Management
 - Marketing Resource Management
 - Multi-channel / Integrated Marketing
 - Sales Force Automation / Forecasting & Analysis Tools
 - Social CRM
- Data
 - Address Management Systems
 - Business Intelligence
 - Data Analysis, Mining & Profiling
 - Database Integration / Convergence
 - Databases, Data Management Software & Services
 - Lead Generation
 - Market Research
 - Marketing Analytics
- Digital
 - Advertising / Affiliate Networks
 - Ad Serving Technology
 - Affiliate Campaign Management
 - Affiliate Marketing
 - Apps
 - Behavioural Targeting
 - Blogging
 - Cloud Computing
 - Contextual Advertising
 - Content Management / Enterprise Web Content Management
 - Digital Marketing
 - eCommerce / Secure Payments
 - Email Marketing
 - Hosted / Managed Services

- Mobile Marketing / SMS
- Mobile Networks
- Online Advertising
- Pay-per-click
- Product Feeds
- Rich Media / Online Video Advertising
- SEO
- Social Media / Web 2.0
- Streaming Media
- Viral Marketing
- Voucher Sites
- Web Design & Development / Usability
- Website Analytics & Reporting
- Web Translation / Localisation
- Direct
 - Address Management Systems
 - Digital Printing Solutions
 - DM Agencies
 - Global Marketing Processes
 - List Management / Brokering
 - Mailing House / Fulfilment Services
 - Postal & Distribution Services
 - Promotions & Incentives
 - Telemarketing