

# **Global Account-Based Marketing Market Size study & Forecast, Deployment Model (On-Cloud, On-Premises), End-user Industry (Retail & E-commerce, BFSI, IT & Telecommunications, Government, Travel & Tourism, Healthcare & Life Sciences), and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Account-Based Marketing Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2029. Account-Based Marketing offers a personalized buying experience for a mutually identified set of high-value accounts like the individual market. It helps businesses to work and communicate by tailoring all content campaigns to specific accounts. The Account-Based Marketing market is expanding because of factors such as the rising adoption of cloud computing and optimization of marketing spending & lead generation

According to Statista in 2022, the global cloud application market attain a worth of around USD 133.6 billion.. It is expected to reach around USD 168. 6 billion by 2025. And the cloud application software is projected to rise with a CAGR of around 4.8 %. Whereas increased customer lifetime value and growing use of social media & social advertising create lucrative opportunities for the market. However, privacy and security issues in maintaining the confidentiality of customer data hamper the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Account-Based Marketing Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing

penetration of market players, growing participation of companies towards integration technologies, and rising growth activities. Whereas the Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as increasing adoption of social media for advertisement, etc

Major market players included in this report are:

Terminus Software, Inc.

Marketo (Adobe, Inc.)

Uberflip

Triblio Inc.

6sense Insights, Inc.

Engagio Inc.

HubSpot, Inc.

Madison Logic

Demandbase Inc.

Salespanel

Recent Developments in the Market:

In September 2022, Magnolia Communications, an award-winning full-service B2B demand generation agency, has launched an account-based marketing (ABM) solution to drive leads, revenue, and ROI for SME clients via its recent partnership with Terminus and ON24, allowing clients to use a tailor-made approach to ABM and align sales and marketing to reach their target accounts practically and feasibly.

In September 2022, Turing, an AI-powered platform that connects leading companies across industries with the world's largest pool of vetted software developers, has successfully deployed CloseFactor to accelerate account-based marketing (ABM) and the prioritization and qualification of target accounts for sales.

Global Account-Based Marketing Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Deployment Model, End-user Industry, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in

recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Deployment Model:

On-Cloud

On-Premises

By End-user Industry:

Retail & E-commerce,

BFSI,

IT & Telecommunications,

Government,

Travel & Tourism,

Healthcare & Life Sciences

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

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