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Global Sales Intelligence Market Size Study & Forecast, by Deployment (Cloud and On-premises), By Enterprise Type (Small & Mid-sized Enterprises (SMEs) and Large Enterprises), By Application (Lead Management, Data Management, Analytics & Reporting, and Others), By Industry Vertical (BFSI, IT and Telecom, Healthcare and Life Sciences, Retail and E-Commerce, Media and Entertainment, and Others), and Regional Analysis, 2023-2030

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Abstracts

Global Sales Intelligence Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Sales Intelligence involves leveraging data, analytics, and insights to enhance the sales process. It encompasses collecting and analyzing data from various sources to gain a deeper understanding of customers, prospects, and market trends. Sales Intelligence empowers sales teams to make informed decisions, personalize sales strategies, and maximize sales opportunities by prioritizing leads, creating customer profiles, analyzing competitors, and using predictive analytics. Sales Intelligence helps streamline workflows and drive more efficient and effective sales outcomes in data-driven sales environment as it is integrated with existing sales tools. The surge in demand for sales and marketing intelligence, increasing focus on optimizing return on investment (ROI) from sales and marketing activities, and rising demand for personalize sales approaches are the most prominent factors that are propelling the market demand across the globe.

In addition, the rapidly evolving data-driven trends is exhibiting a positive influence on

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the growth of the Sales Intelligence Market. Advancements in Blockchain and the Internet of Things (IoT) offer heightened security, expanded capabilities, and real-time insights, driving market trends. Integrating Customer Relationship Management (CRM) with sales intelligence emerges as a strategic approach, with over 78% of sales professionals recognizing CRM as pivotal for enhancing sales and marketing strategies. Collaboration with CRM providers is essential for seamless data exchange between systems. Artificial Intelligence (AI) and Machine Learning (ML) have witnessed significant progress, empowering sales teams with valuable insights for decision-making. AI enables salespeople to spend more time selling, build reports faster, and enhance prospecting efforts, as evidenced by industry statistics. For instance, in February 2023, ZoomInfo's unveiled the integration of GPT technology into its platform that highlights the company’s commitment to enhancing customer connections, reducing time constraints, and improving overall efficiency in delivering results. Moreover, the rise in inclination towards data-driven decision making, as well as the increasing adoption of cloud-based solutions presents various lucrative opportunities over the forecasting years. However, the complexity in maintaining data integrity for sales intelligence and the lack of awareness regarding data integrity in developing and underdeveloped regions are hindering the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sales Intelligence Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rise in adoption of digitization and transformative technologies, along with the presence of key players like LinkedIn Corporation, Oracle Corporation, Dun & Bradstreet Corporation, and ZoomInfo Technologies LLC. Rapid growth in the retail and e-commerce sectors is a significant driver of the region's market expansion. According to Statista, in 2020, retail e-commerce sales in Canada was valued at USD 77.25 billion; in 2022 the market reached USD 109.28 billion, and it is anticipated to reach USD 157.07 billion by 2026. This trend is bolstered by the consistent rise in retail e-commerce sales in the U.S. Furthermore, factors such as population growth, the expansion of communication services, and increased smartphone adoption are contributing significantly to the sector's expansion, further solidifying its market share in the region. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. India, South Korea, and Japan are vigorously deploying information-intensive Artificial Intelligence (AI) and Machine Learning (ML) technologies across diverse sectors, driving heightened adoption of these tools. The growing need for advanced software to improve customer targeting and connect rates, as well as rise in adoption of data enrichment software to improve sales conversions are significantly propelling the market demand across the

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region.

Major market players included in this report are:

Clearbit (U.S.)

Demandbase, Inc. (U.S.)

Dun & Bradstreet Corporation (U.S.)

Data Axle (U.S.)

HG Insights (U.S.)

InsideView (U.S.)

LinkedIn Corporation (U.S.)

Oracle Corporation (U.S.)

ZoomInfo Technologies LLC (U.S.)

Zoho Corporation (India)

Recent Developments in the Market:

> In August 2023, HG Insights, a leading provider of data-driven insights in the technology sector, unveiled the introduction of HG Functional Area Intelligence within its comprehensive HG Platform. This advancement signifies a layered approach to technology intelligence, incorporating departmental data and location information to offer deeper insights and analysis.
>
> In June 2023, Dun & Bradstreet, renowned for its provision of business decision data and analytics, inaugurated D&B.AI Labs. This innovative initiative serves as a collaborative hub for consumers, fostering the co-development of pioneering solutions tailored to their unique requirements. D&B AI Labs excels in harnessing cutting-edge technologies such as AI, Machine Learning (ML), and LLM, alongside advanced analytics, to drive transformative outcomes.

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In May 2023, Demandbase, a leading provider of account-based marketing, advertising, sales intelligence, and data solutions, unveiled significant enhancements to its 'Smarter GTM' sales intelligence solution. These updates introduce cutting-edge functionality aimed at streamlining the daily tasks of B2B sales professionals, enhancing efficiency and effectiveness in their initiatives.

Global Sales Intelligence Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Deployment, Enterprise Type, Application, Industry Vertical, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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:

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By Deployment:

Cloud

On-premises

By Enterprise Type:

Small and Mid-sized Enterprises (SMEs)

Large Enterprises

By Application:

Lead Management

Data Management

Analytics and Reporting

Others

By Industry Vertical:

BFSI

IT and Telecom

Healthcare and Life Sciences

Retail and E-Commerce

Media and Entertainment

Others

By Region:

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Spain

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ROE

Asia Pacific

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India

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South Africa

Rest of Middle East & Africa

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