

Global Account-Based Marketing (ABM) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Account-based marketing (ABM), also known as key account marketing, is a strategic approach to business marketing based on account awareness in which an organization considers and communicates with individual prospect or customer accounts as markets of one.

Scope of the Report:

North America is expected to hold the largest market size in the ABM market by regions, as ABM solutions have already penetrated in the region. APAC is expected to grow at the highest CAGR, owing to the presence of half of the world's mobile users, the largest number of social media users, the rising trend of online shopping experience, and the increasing internet connection and speed in the region.

The global Account-Based Marketing (ABM) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Account-Based Marketing (ABM).

Europe also play important roles in global market, with market size of xx million USD in

2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Account-Based Marketing (ABM) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Account-Based Marketing (ABM) market by product type and applications/end industries.

Market Segment by Companies, this report covers

Demandbase

InsideView

6Sense

Act-On Software

AdDaptive Intelligence

Albacross

Celsius GKK International

Drift

Engagio

Evergage

HubSpot

Integrate

Iterable

Jabmo

Kwanzoo

Lattice Engines

Madison Logic

Marketo

MRP

Radius Intelligence

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Strategic ABM

ABM Lite

Programmatic ABM

Market Segment by Applications, can be divided into

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

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