

Global Account-Based Marketing (ABM) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Account-Based Marketing (ABM) market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

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.

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 Info Research report includes an overview of the development of the Account-Based Marketing (ABM) industry chain, the market status of Small and Medium-sized Enterprises (SMEs) (Strategic ABM, ABM Lite), Large Enterprises (Strategic ABM, ABM Lite), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Account-Based Marketing (ABM).

Regionally, the report analyzes the Account-Based Marketing (ABM) markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly

China, leads the global Account-Based Marketing (ABM) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Account-Based Marketing (ABM) market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Account-Based Marketing (ABM) industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Strategic ABM, ABM Lite).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Account-Based Marketing (ABM) market.

Regional Analysis: The report involves examining the Account-Based Marketing (ABM) market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Account-Based Marketing (ABM) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Account-Based Marketing (ABM):

Company Analysis: Report covers individual Account-Based Marketing (ABM) players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and

attitudes towards Account-Based Marketing (ABM) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Small and Medium-sized Enterprises(SMEs), Large Enterprises).

Technology Analysis: Report covers specific technologies relevant to Account-Based Marketing (ABM). It assesses the current state, advancements, and potential future developments in Account-Based Marketing (ABM) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Account-Based Marketing (ABM) market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Account-Based Marketing (ABM) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Strategic ABM

ABM Lite

Programmatic ABM

Market segment by Application

Small and Medium-sized Enterprises(SMEs)

Large Enterprises

Market segment by players, 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, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Account-Based Marketing (ABM) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Account-Based Marketing (ABM), with revenue, gross margin and global market share of Account-Based Marketing (ABM) from 2019 to 2024.

Chapter 3, the Account-Based Marketing (ABM) competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Account-Based Marketing (ABM) market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Account-Based Marketing (ABM).

Chapter 13, to describe Account-Based Marketing (ABM) research findings and conclusion.

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