

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

<https://marketpublishers.com/r/GAE4CB33999EN.html>

Date: November 2018

Pages: 116

Price: US\$ 3,480.00 (Single User License)

ID: GAE4CB33999EN

Abstracts

Account Based Marketing (ABM) Software enables users to generate highly qualified leads, craft personalized buying journeys, increase customer lifetime value, and build further opportunity for in-pipeline accounts.

Scope of the Report:

The global Account Based Marketing (ABM) Software 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) Software.

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) Software 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) Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

Marketo

Outreach

Terminus

Triblio

Adobe Campaign

InsideView

DiscoverOrg

Jambo

Act-On

Demandbase

ZoomInfo

LeanData

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

Cloud Based

On-Premise

Market Segment by Applications, can be divided into

SMEs

Large Enterprises

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