

Global Account-Based Marketing Platform Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

Account-based marketing (ABM) platform is defined as a technology that enables marketers to run ABM programs at scale, including account selection, planning, engagement and reporting. In ABM programs, B2B marketers align with sales counterparts to engage a defined set of high-priority accounts and buying committee members with targeted marketing and content to help buyers explore and evaluate solutions.

According to our (Global Info Research) latest study, the global Account-Based Marketing Platform market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global Account-Based Marketing Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Account-Based Marketing Platform market size and forecasts, in consumption value (\$ Million), 2018-2029

Global Account-Based Marketing Platform market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Account-Based Marketing Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Account-Based Marketing Platform market shares of main players, in revenue (\$ Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Account-Based Marketing Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Account-Based Marketing Platform market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Triblio, 6sense, Rollworks, Demandbase and Terminus, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

Account-Based Marketing Platform market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Display Advertising and Retargeting

Social Advertising

Content Syndication

Web Personalization

Email

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Triblio

6sense

Rollworks

Demandbase

Terminus

Jabmo

MRP

True Influence

Madison Logic

Integrate

Rendmo

TechTarget

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 Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Account-Based Marketing Platform, with revenue, gross margin and global market share of Account-Based Marketing Platform from 2018 to 2023.

Chapter 3, the Account-Based Marketing Platform 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 2018 to 2029.

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 2018 to 2023. and Account-Based Marketing Platform market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

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

Chapter 13, to describe Account-Based Marketing Platform research findings and conclusion.

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