

# Global Account-Based Marketing Services 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 Services 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 Services is a marketing strategy targeting specific customers. As opposed to the traditional broad marketing method, it focuses on achieving precise marketing, improving sales conversion rates and customer satisfaction through in-depth research and analysis of specific customers. The core idea of ABM services is to be customer-centric, accurately locate target customer groups based on customers' personalized needs and points of interest, and provide targeted products or services to achieve better marketing results. ABM services usually include customer segmentation, goal setting, marketing strategy, marketing execution, marketing evaluation, etc. It's the focus of today's B2B marketers, primarily because of its approach to aligning sales teams and marketing departments into dual-power lead generation engines.

The Global Info Research report includes an overview of the development of the Account-Based Marketing Services industry chain, the market status of Large Enterprises (One-to-One, One-to-Few), SMEs (One-to-One, One-to-Few), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Account-Based Marketing Services.

Regionally, the report analyzes the Account-Based Marketing Services 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 Services market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Account-Based Marketing Services 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 Services 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., One-to-One, One-to-Few).

**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 Services market.

**Regional Analysis:** The report involves examining the Account-Based Marketing Services 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 Services 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 Services:

**Company Analysis:** Report covers individual Account-Based Marketing Services 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 Services. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Account-Based Marketing Services 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 Services 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

One-to-One

One-to-Few

One-to-Many

### Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Terminus

Demandbase

6sense

RollWorks

Agent3

Brafton

CampaignStars

Convince&Convert

DemandGen

Gorilla76

Heinz Marketing

Ignitium

Intelligence Demand

Madison Logic

Six & Flow

Act-On

Engagio

InsideView

Marketo (Adobe)

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

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

Chapter 3, the Account-Based Marketing Services 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 Services 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 Services.

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

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