

Global Digital Content Management for Sales Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Digital content management for sales (DCMS) applications encompass repositories, authoring tools, collaborative environments and interfaces for publishing, versioning and presenting content. These applications help many content owners distribute key sales-oriented and customer-facing materials to salespeople (both direct and indirect), who use these materials to more efficiently and effectively develop and close business. DCMS applications improve the delivery of internal- and external-facing content to salespeople. They support objectives such as improving engagement with prospects and clients, increasing win rates, increasing deal velocity and growing deal sizes. Commonly used to support long-cycle B2B and B2C sales processes, they also apply to indirect sales processes, such as detailing merchandisers on the retail selling floor.

SCOPE OF THE REPORT:

The global Digital Content Management for Sales 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 Digital Content Management for Sales.

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 Digital Content Management for Sales 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 Digital Content Management for Sales market by product type and applications/end industries.

Market Segment by Companies, this report covers

GetAccept

Savo

ClearSlide

Seismic

Showpad

Docurated

Mediafly

Brainshark

DocSend

Highspot

SpringCM

Bigtincan

Octiv

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

Open Source Data Integration Tools

Cloud-based Data Integration Tools

Market Segment by Applications, can be divided into

B2B

B2C

Indirect Sales

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