

Account-based Marketing Market Size, Share & Trends Analysis Report By Account Type (Strategic Account-based Marketing, Account-based Marketing Lite), By Organization Size, By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Account-based Marketing Market Trends

The global account-based marketing market size was estimated at USD 1,410.5 million in 2024 and is projected to grow at a CAGR of 17.9% from 2025 to 2030. The account-based marketing (ABM) market is growing rapidly, driven by the demand for personalized B2B marketing strategies. Companies are shifting from broad lead generation to high-value accounts for better ROI and long-term relationships. AI and machine learning enhance customer insights, predictive analytics, and automation, improving campaign effectiveness. Seamless CRM integration and real-time data synchronization strengthen sales and marketing alignment. As data privacy regulations tighten, ABM's precise targeting minimizes large-scale data collection, ensuring compliance. Digital transformation and remote work further fuel the need for scalable, digital-first ABM platforms, making ABM a key driver of efficiency, personalization, and revenue growth.

Behavioral signals identify high-value accounts actively exploring relevant solutions, enabling timely and precise engagement. By integrating first-party and third-party intent data, ABM strategies become more data-driven and conversion-focused, minimizing resource waste while improving lead qualification and overall effectiveness.

Additionally, the shift toward multichannel strategies is expanding ABM's reach. Practitioners now use a mix of email, social platforms, targeted ads, personalized websites, live events, and direct mail to ensure cohesive messaging across every buyer touchpoint. This diversified approach enhances visibility and engagement, making multichannel execution essential for scalable and impactful ABM. Consequently, the ABM market is experiencing robust growth, driven by data-driven targeting and integrated engagement frameworks.

The integration of predictive analytics is emerging as a core enabler of growth in the account-based marketing industry. ABM platforms increasingly rely on machine learning models to forecast which accounts are most likely to convert, enabling smarter prioritization and decision-making. This analytical capability helps marketers allocate resources efficiently and focus on high-yield opportunities. By driving data-backed targeting and reducing campaign inefficiencies, predictive analytics enhances overall program effectiveness. This evolution is propelling the ABM market forward through intelligent, outcome-driven execution.

Artificial intelligence is reshaping the account-based marketing industry by enabling hyper-personalized outreach on a scale. AI tools interpret real-time intent signals, firmographics, and behavioral data to craft highly customized content and messaging for each account. This capability allows marketers to automate and scale personalization without compromising relevance. As a result, AI-driven campaigns are generating higher engagement, deeper account relationships, and stronger pipeline performance. The growing reliance on AI innovation is a key factor fueling the rapid expansion of the ABM market.

The rising demand for agility in B2B marketing is driving the account-based marketing industry to adopt real-time account intelligence solutions. These tools deliver dynamic insights into accountancy, intent signals, and behavioral shifts as they occur. This empowers ABM teams to respond instantly with timely messaging, tailored offers, or sales engagement. Faster response times improve account experiences and increase the likelihood of conversion. Consequently, the ABM market is growing through enhanced responsiveness and data-driven agility.

Global Account-based Marketing Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global

account-based marketing market report based on account type, organization size, end-use, and region:

Account Type Outlook (Revenue, USD Million, 2018 - 2030)

Strategic account-based Marketing

Account-based Marketing Lite

Programmatic Account-based Marketing

Organization Size Outlook (Revenue, USD Million, 2018 - 2030)

Small and Medium Enterprises (SMEs)

Large Enterprises

End-use Outlook (Revenue, USD Million, 2018 - 2030)

Media, Telecommunications, and IT

BFSI

Healthcare and Life Sciences

Retail & E-commerce

Automotive and Manufacturing

Government and Public Sector

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa

Saudi Arabia

UAE

South Africa

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