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Asia Pacific Sales Intelligence Market (2019-2025)

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Abstracts

The Asia Pacific Sales Intelligence Market would witness market growth of 14.2% CAGR during the forecast period (2019-2025).

The demand for sales intelligence continues to grow at a rapid rate across the globe. Furthermore, sales intelligence is nothing but the presentation, collection, and analysis of data that helps salespeople to keep up-to-date with consumers and to recognize a new guide to reach out. In the same way, sales intelligence software is a type of software that is specifically designed for businesses that can include both private and government sectors to increase revenue and brand value along with it, and provide a competitive edge over the increasing competition while evaluating their overall strategies.

In addition, innovative features of sales intelligence software, like data management, lead management, analytics and reporting, and messaging and alerting, drive demand for sales intelligence software. The services segment is projected to grow at the highest growth rate over the forecast period. The growth rate trend can be linked to the need for persistent guidance throughout the planning and implementation process, training and support among companies during the product life cycle. Services help businesses to choose the right set of software and to help them accurately deploy software and run it without any problems.

The use of sales intelligence tools for lead management is significant, as lead management offers coverage of the entire process starting from the lead generation, collects insights into leads, and leads scores to create a comprehensive list of leads. Lead generation also provides them with accurate lead scores and account-level feedback, helping them develop their prospecting approaches, which is another aspect that contributes to the acceptance of sales intelligence for lead management.

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Based on Component, the market is segmented into Software and Services. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Application, the market is segmented into Lead Management & Data Management, Analytics & Reporting and Others. Based on End User, the market is segmented into BFSI, IT & Telecom, Healthcare & Life Sciences, Consumer Goods & Retail, Media & Entertainment and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Microsoft Corporation (LinkedIn Corporation), Oracle Corporation, Salesforce.com, Inc., DiscoverOrg LLC, Demandbase, Inc., Clearbit, Inc., InsideView Technologies, Inc., Infogroup, Inc., UpLead, Inc., RelPro, Inc., YesWare, Inc., and Zoho Corporation Pvt. Ltd.

SCOPE OF THE STUDY

Market Segmentation:

By Component

Software

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

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By Application

- Lead Management & Data Management
- Analytics & Reporting
- Others

By End User

- BFSI
- IT & Telecom
- Healthcare & Life Sciences
- Consumer Goods & Retail
- Media & Entertainment
- Others

By Country

- China
- Japan
- India
- South Korea
- Singapore
- Malaysia

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Rest of Asia Pacific

Companies Profiled

Microsoft Corporation (LinkedIn Corporation)

Oracle Corporation

Salesforce.com, Inc.

DiscoverOrg LLC

Demandbase, Inc.

Clearbit, Inc.

InsideView Technologies, Inc.

Infogroup, Inc.

UpLead, Inc.

RelPro, Inc.

YesWare, Inc.

Zoho Corporation Pvt. Ltd.

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