

Europe Sales Intelligence Market (2019-2025)

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Abstracts

The Europe Sales Intelligence Market would witness market growth of 11.4% CAGR during the forecast period (2019-2025).

The extensive adoption of sales intelligence solutions for lead management can be associated with the broad coverage of the entire lead management process. The process begins from the generation of leads, gathering insights for leads and the lead score to the production of a comprehensive list of leads. Additionally, lead generation also provides salespeople with account-level results and productive lead ratings. Such data can help them in developing various prospecting strategies, which can also increase the adoption of sales intelligence tools.

Intense competition and an increasing rate of data degradation push large companies to implement business intelligence software to avoid data inaccuracies with digital data enrichment capabilities and to retain an advantage over their rivals. Such data inaccuracies would not only reduce the companies connect rates, but can also lead to a poor brand image due to inaccurate targeting. Also, growing technical expertise among large enterprises contributes to the high adoption of sales intelligence software during the forecast period.

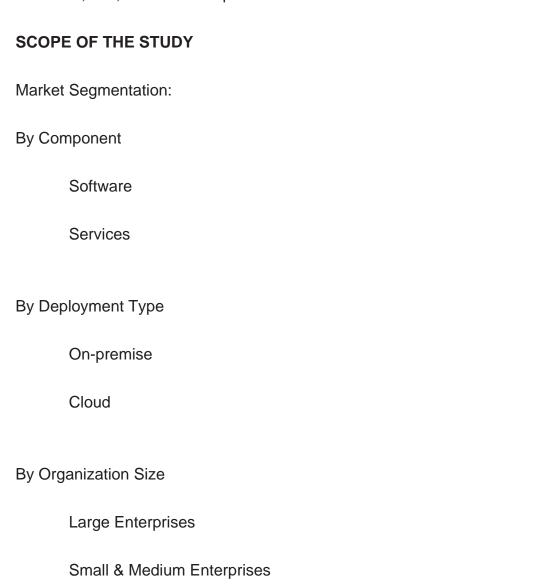
The growing concerns about the growth of advertising and marketing strategies and the rising software innovation can also be counted among the prominent factors that generate a huge number of lucrative opportunities. On the other hand, a lack of awareness of software is one of the key factors that can impede the growth of the sales intelligence market over the forecast period.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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.



By Application



L	Lead Management & Data Management	
A	Analytics & Reporting	
(Others	
By End User		
E	BFSI	
Γ	T & Telecom	
H	Healthcare & Life Sciences	
(Consumer Goods & Retail	
N	Media & Entertainment	
(Others	
By Country		
(Germany	
l	JK	
F	- rance	
F	Russia	
8	Spain	
ŀ	taly	
F	Rest of Europe	



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.	
Unique Offerings from KBV Research	
Exhaustive coverage	
Highest number of market tables and figures	
Subscription based model available	
Guaranteed best price	
Assured post sales research support with 10% customization free	



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