

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.

SCOPE OF THE STUDY

Market Segmentation:

By Component

Software

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

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

Germany

UK

France

Russia

Spain

Italy

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

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