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Latin America, Middle East & Africa Sales Intelligence Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Sales Intelligence Market would witness market growth of 16.2% CAGR during the forecast period (2019-2025).

Sales intelligence technologies are an inevitable tool for competent businesses in the marketplace. These tools can collect precise data through research, predictive intelligence, and integrations. They can also utilize it to address challenges in terms of marketing and sales. The adoption of sales intelligence tools can help in the detection of profiles of ideal customers and categorize and rank the accounts as well as the contacts of potential customers. This helps with the prioritization of a list for campaigns. The tools can also be used for marketing events.

Several platforms comprise of mapping tools that can help in pointing out where, geographically, the most accurate prospects are located. Hosting an occasion in a place close to these contacts can provide a better presence and high-quality leads to sales teams. With sales intelligence tools, one can understand the role of the participant in the organization. Therefore, if a lead event is not available, the reporting framework can be tracked to follow those who have the authorization.

One of the key drivers that boost the market growth of the sales intelligence solutions is that these solutions help identify high-value accounts based on individual needs and preferences and generate higher-quality leads. In addition, sales intelligence tools offer a high degree of user engagement due to their conveniently customizable user interface. Sales intelligence services can also provide businesses with relevant information and better visibility into the products they sell and the companies that meet them. In addition to this, the available and constantly produced data is extremely useful in the actual sale due to the 'information' that is usually just the name and email address

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of the person. On the other hand, business intelligence solutions can make marketing and sales efforts successful.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

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- 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

- Brazil
- Argentina
- UAE
- Saudi Arabia

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South Africa

Nigeria

Rest of LAMEA

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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