

Global Account-Based Advertising Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Account-Based Advertising Software is a kind of software enabling businesses to engage buyers with highly targeted digital ads. These ads are personalized to key decision-makers within targeted accounts. Account-based advertising is one potential execution method within an account-based marketing strategy that marketers can implement to reach targeted accounts.

The global Account-Based Advertising Software market size is projected to grow from US\$ 800.2 million in 2023 to US\$ 1436.1 million in 2030; it is expected to grow at a CAGR of 8.7% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Account-Based Advertising Software Industry Forecast" looks at past sales and reviews total world Account-Based Advertising Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Account-Based Advertising Software sales for 2024 through 2030. With Account-Based Advertising Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Account-Based Advertising Software industry.

This Insight Report provides a comprehensive analysis of the global Account-Based Advertising Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Account-Based Advertising Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these

firms' unique position in an accelerating global Account-Based Advertising Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Account-Based Advertising Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Account-Based Advertising Software.

Some of the future market trends of Account-Based Advertising Software are:

The use of intent data to fuel ABM and Account-Based Advertising campaigns. Intent data refers to the signals that indicate the interest or purchase intent of a buyer, such as web browsing behavior, content consumption, social media engagement, and search queries. By using intent data, marketers can identify and prioritize the most relevant and ready-to-buy accounts, and deliver personalized ads that match their needs and pain points.

The adoption of artificial intelligence (AI) and machine learning (ML) to optimize Account-Based Advertising campaigns. AI and ML can help marketers automate and scale their Account-Based Advertising efforts, such as account selection, audience segmentation, ad creation, bid management, and campaign performance analysis. AI and ML can also enable dynamic and adaptive ad personalization, which means adjusting the ad content and format based on the account's behavior, preferences, and context.

The integration of Account-Based Advertising with other channels and platforms. Account-Based Advertising is not a standalone tactic, but a part of a holistic ABM strategy that involves multiple touchpoints across the buyer's journey. Therefore, marketers need to integrate their Account-Based Advertising software with other tools and platforms, such as CRM, marketing automation, email marketing, social media marketing, content marketing, and web analytics. This can help marketers create a consistent and seamless experience for their target accounts, and measure the impact and ROI of their Account-Based Advertising campaigns.

This report presents a comprehensive overview, market shares, and growth opportunities of Account-Based Advertising Software market by product type, application, key players and key regions and countries.

Segmentation by type

On-Premises

Cloud-based

Segmentation by application

Large Enterprises

SMEs

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Terminus

Metadata

Integrate

6sense

RollWorks

Madison Logic

Triblio

ListenLoop

Jabmo

Demandbase

Mintigo

Radiate B2B

Recotap

Bluebird

Kwanzoo Inc

MRP

IDG Communications

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