

Global Account Based Marketing (ABM) Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Account Based Marketing (ABM) Software enables users to generate highly qualified leads, craft personalized buying journeys, increase customer lifetime value, and build further opportunity for in-pipeline accounts.

LPI (LP Information)' newest research report, the "Account Based Marketing (ABM) Software Industry Forecast" looks at past sales and reviews total world Account Based Marketing (ABM) Software sales in 2022, providing a comprehensive analysis by region and market sector of projected Account Based Marketing (ABM) Software sales for 2023 through 2029. With Account Based Marketing (ABM) 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 Marketing (ABM) Software industry.

This Insight Report provides a comprehensive analysis of the global Account Based Marketing (ABM) 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 Marketing (ABM) 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 Marketing (ABM) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Account Based Marketing (ABM) 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 Marketing (ABM) Software.

The global Account Based Marketing (ABM) Software market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Account Based Marketing (ABM) Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Account Based Marketing (ABM) Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Account Based Marketing (ABM) Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Account Based Marketing (ABM) Software players cover 6sense, Act-On, Adobe Campaign, Alyce, Demandbase, DiscoverOrg, Engagio, InsideView and Jambo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Account-Based Analytics Software

Account-Based Data Software

Account-Based Execution Software

Account-Based Orchestration Platforms Software

Segmentation by application

SMEs

Large Enterprises

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.

6sense

Act-On

Adobe Campaign

Alyce

Demandbase

DiscoverOrg

Engagio

InsideView

Jambo

LeanData

Marketo

Metadata.io

Outreach

PFL Tactile Marketing Automation

Printfection

Reachdesk

Sendoso

Terminus

Triblio

ZoomInfo

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