

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

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Abstracts

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Account-based marketing (ABM) platform is defined as a technology that enables marketers to run ABM programs at scale, including account selection, planning, engagement and reporting. In ABM programs, B2B marketers align with sales counterparts to engage a defined set of high-priority accounts and buying committee members with targeted marketing and content to help buyers explore and evaluate solutions.

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

This Insight Report provides a comprehensive analysis of the global Account-Based Marketing Platform 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 Platform 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 Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Account-Based Marketing Platform 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 Platform.

The global Account-Based Marketing Platform 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 Platform 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 Platform 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 Platform 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 Platform players cover Triblio, 6sense, Rollworks, Demandbase, Terminus, Jabmo, MRP, True Influence and Madison Logic, 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 Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Display Advertising and Retargeting

Social Advertising

Content Syndication

Web Personalization

Email

Segmentation by application

Large Enterprises

SMEs

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.

Triblio

6sense

Rollworks

Demandbase

Terminus

Jabmo

MRP

True Influence

Madison Logic

Integrate

Rendmo

TechTarget

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