

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

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## Abstracts

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According to our LPI (LP Information) latest study, the global Account-Based Marketing Software market size was valued at US\$ 3967.8 million in 2023. With growing demand in downstream market, the Account-Based Marketing Software is forecast to a readjusted size of US\$ 7362.3 million by 2030 with a CAGR of 9.2% during review period.

The research report highlights the growth potential of the global Account-Based Marketing Software market. Account-Based Marketing Software are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Account-Based Marketing Software. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Account-Based Marketing Software market.

Account-Based Marketing (ABM) Software is a type of software that helps marketers to target and engage with specific accounts or prospects based on their characteristics, needs, and preferences. ABM Software can perform various functions, such as account identification, account profiling, account segmentation, account personalization, account outreach, account measurement, and account optimization. ABM Software can also enable integration and collaboration among different teams, such as sales, marketing, and customer success.

The industry trend of ABM Software is driven by the increasing demand for

personalized, relevant, and effective marketing strategies in the B2B sector, especially in the wake of the COVID-19 pandemic. Some of the key trends that are shaping the market are:

**Cloud-based solutions:** Cloud-based ABM Software solutions offer advantages such as scalability, accessibility, collaboration, and cost-effectiveness. Users can access ABM Software solutions from any device and location without installing any software on their premises.

**Artificial intelligence integration:** Artificial intelligence integration can enhance the capabilities of ABM Software solutions by providing automated analysis, detection, classification, and prediction of account patterns. Users can leverage machine learning algorithms to improve account identification, engagement, conversion, and retention.

**User-friendly interface:** User-friendly interface is essential for ABM Software solutions to provide a smooth and intuitive user experience. Users can easily navigate through the software features and functions without requiring extensive training or technical knowledge.

**Key Features:**

The report on Account-Based Marketing Software market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Account-Based Marketing Software market. It may include historical data, market segmentation by Type (e.g., Account-Based Execution Software, Account-Based Reporting Software), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Account-Based Marketing Software market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Account-Based Marketing Software market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Account-Based Marketing Software industry. This include advancements in Account-Based Marketing Software technology, Account-Based Marketing Software new entrants, Account-Based Marketing Software new investment, and other innovations that are shaping the future of Account-Based Marketing Software.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Account-Based Marketing Software market. It includes factors influencing customer ' purchasing decisions, preferences for Account-Based Marketing Software product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Account-Based Marketing Software market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Account-Based Marketing Software market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Account-Based Marketing Software market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Account-Based Marketing Software industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Account-Based Marketing Software market.

**Market Segmentation:**

Account-Based Marketing Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

## Segmentation by type

Account-Based Execution Software

Account-Based Reporting Software

Marketing Account Intelligence Software

Marketing Account Management Software

## 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.

Terminus ABM Platform

Sendoso

Engagio ABM Platform

Printfection

Metadata.io

PFL

Marketo

LeanData

Groove

Bizible

DiscoverOrg

Adapt

Act-On

InsideView

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