

Global Account-Based Marketing(ABM) Market Growth (Status and Outlook) 2022-2028

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Abstracts

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As the global economy mends, the 2021 growth of Account-Based Marketing(ABM) will have significant change from previous year. According to our (LP Information) latest study, the global Account-Based Marketing(ABM) market size is USD million in 2022 from USD million in 2021, with a change of % between 2021 and 2022. The global Account-Based Marketing(ABM) market size will reach USD million in 2028, growing at a CAGR of % over the analysis period.

The United States Account-Based Marketing(ABM) market is expected at value of US\$ million in 2021 and grow at approximately % CAGR during review period. China constitutes a % market for the global Account-Based Marketing(ABM) market, reaching US\$ million by the year 2028. As for the Europe Account-Based Marketing(ABM) landscape, Germany is projected to reach US\$ million by 2028 trailing a CAGR of % over the forecast period. In APAC, the growth rates of other notable markets (Japan and South Korea) are projected to be at % and % respectively for the next 5-year period.

Global main Account-Based Marketing(ABM) players cover Demandbase, InsideView, 6Sense, and Act-On Software, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

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

Segmentation by type: breakdown data from 2017 to 2022 in Section 2.3; and forecast

to 2028 in section 10.7.

Strategic ABM

ABM Lite

Programmatic ABM

Segmentation by application: breakdown data from 2017 to 2022, in Section 2.4; and forecast to 2028 in section 10.8.

Small and Medium-sized Enterprises(SMEs)

Large Enterprises

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

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 report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report: Breakdown data in in Chapter 3.

Demandbase

InsideView

6Sense

Act-On Software

AdDaptive Intelligence

Albacross

Celsius GKK International

Drift

Engagio

Evergage

HubSpot

Integrate

Iterable

Jabmo

Kwanzoo

Lattice Engines

Madison Logic

Marketo

MRP

Radius Intelligence

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