

# Global Account Data Management Software Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G25DB794F15BEN.html>

Date: May 2024

Pages: 147

Price: US\$ 3,660.00 (Single User License)

ID: G25DB794F15BEN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Account Data Management Software is a kind of software aiming at managing prospect data throughout the account-based marketing (ABM) process so that both sales and marketing teams have continuous awareness of target accounts. In order to maximize an ABM strategy, salespeople need to know where in the pipeline a prospect is and the probability that a prospect will become a customer. Account Data Management systems serve to document and communicate all relevant account information between the sales and marketing teams. This software is deployed in marketing and sales departments to maximize the efficiency of marketing efforts and facilitate communication between the two organizations.

The global Account Data Management Software market size is projected to grow from US\$ 1630.7 million in 2023 to US\$ 2522.8 million in 2030; it is expected to grow at a CAGR of 6.4% from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Account Data Management 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 Data Management Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Account Data Management Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Account Data Management 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 Data Management Software.

Some of the future market trends of Account Data Management Software are:

**Multicloud and intercloud data management:** As businesses adopt multiple cloud platforms for different purposes, they need to manage and synchronize their account data across different clouds. This requires a unified data management solution that can integrate, govern, and secure data across multiple cloud environments.

**AI for data management automation:** Artificial intelligence and machine learning can help automate and optimize various data management tasks, such as data quality, data integration, data governance, and data analysis. AI can also help generate insights and recommendations from account data to improve sales and marketing performance.

**Data fabric architectures:** Data fabric is a logical layer that connects and integrates data from different sources and locations. It enables seamless data access, sharing, and processing across the enterprise. Data fabric can help account data management software to provide a consistent and reliable view of account data, regardless of where it resides or how it is structured.

**Multidomain master data management:** Master data management (MDM) is a process of creating and maintaining a single, trusted source of truth for critical business data, such as customer, product, or supplier data. Multidomain MDM extends this concept to cover multiple domains of data, such as account, contact, opportunity, and campaign data. Multidomain MDM can help account data management software to ensure data accuracy, completeness, and consistency across different domains and systems.

**Data marketplaces:** Data marketplaces are platforms that enable data providers and data consumers to exchange and monetize data. Data marketplaces can help account data management software to access and leverage external data sources, such as third-party data providers, data brokers, or data aggregators. Data marketplaces can also help account data management software to monetize their own account data by selling or sharing it with other parties.

This report presents a comprehensive overview, market shares, and growth opportunities of Account Data Management 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

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.

Adobe

LeanData

Groove Labs Inc.

Engagio

Terminus

Motive Partners(Dun&Bradstreet)

ESW Capital

6sense

ConnectLeader

Demandbase

SALESmanago

CloudLead

Openprise

Triblio

RollWorks

Madison Logic

Jabmo

Full Circle Insights

Lane Four Data

LiftIQ, LLC

Oracle

Mintigo

xiQ

CaliberMind

Owler

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