

Global B2B Marketing Automation Platforms Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/GF9BF8435315EN.html>

Date: March 2023

Pages: 112

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

ID: GF9BF8435315EN

Abstracts

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

B2B marketing automation platforms support lead generation, lead management, lead scoring and lead nurturing activities across multiple marketing channels. The main goal of these systems is to capture, qualify and nurture leads to the point that they are sales-ready, then align them to the appropriate sales team member(s) to drive toward a closed deal. B2B marketing automation platforms assist with data cleansing by eliminating incomplete or redundant lead information, and with lead augmentation by providing additional data about prospects.

LPI (LP Information)' newest research report, the "B2B Marketing Automation Platforms Industry Forecast" looks at past sales and reviews total world B2B Marketing Automation Platforms sales in 2022, providing a comprehensive analysis by region and market sector of projected B2B Marketing Automation Platforms sales for 2023 through 2029. With B2B Marketing Automation Platforms sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world B2B Marketing Automation Platforms industry.

This Insight Report provides a comprehensive analysis of the global B2B Marketing Automation Platforms 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 B2B Marketing Automation Platforms portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global B2B Marketing Automation Platforms market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for B2B Marketing Automation Platforms 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 B2B Marketing Automation Platforms.

The global B2B Marketing Automation Platforms 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 B2B Marketing Automation Platforms 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 B2B Marketing Automation Platforms 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 B2B Marketing Automation Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key B2B Marketing Automation Platforms players cover Acoustic, Act-On, Omnisend, Autopilot, Higher Logic, HubSpot, iContact, Keap and MailChimp, 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 B2B Marketing Automation Platforms market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud Based

On-premises

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.

Acoustic

Act-On

Omnisend

Autopilot

Higher Logic

HubSpot

iContact

Keap

MailChimp

ActiveCampaign

Marketo

Mautic

Oracle

Salesforce

SugarCRM

SharpSpring

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