

Global Buyer Intent Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Buyer Intent software allows businesses to gain insight on a customer's purchase intent through customer journey mapping tracking, predictive analytics, and competitor data.

The global Buyer Intent Software market size is projected to grow from US\$ 1820.5 million in 2023 to US\$ 3538.4 million in 2030; it is expected to grow at a CAGR of 10.0% from 2024 to 2030.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Buyer Intent 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 Buyer Intent Software.

Some of the future market trends of Buyer Intent Software are:

Increased demand for software solutions that can help businesses cope with the macroeconomic factors and operational challenges caused by the COVID-19 pandemic.

Shifts in the software buying journey as business leaders become more self-driven, nonlinear, and digital in their research, evaluation, selection, and purchase of software.

Greater adoption of artificial intelligence (AI) and machine learning (ML) to enhance the accuracy and relevance of buyer intent data and provide actionable insights for sales and marketing teams.

More integration of buyer intent data with other types of account-based data, such as firmographic, technographic, and behavioral data, to create a holistic view of the customer and enable more personalized and effective engagement strategies.

This report presents a comprehensive overview, market shares, and growth opportunities of Buyer Intent Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud Based

Web 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.

ZoomInfo

LeadSift

Slintel

Gartner Digital Markets

Demandbase

DemandJump

Everstring

Engagio

6sense

Bombora

Compstak

180byTwo

G2

True Influence

KickFire

Madison Logic

Momentum Data

TechTarget

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