

Global Sales Engagement Platform Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Sales Engagement software allows sales teams to work more efficiently by combining all communication channels and methods of outreach into one system and centralizing reporting and performance analytics.

The global Sales Engagement Platform Software market size is projected to grow from US\$ 1718.8 million in 2023 to US\$ 4087.6 million in 2030; it is expected to grow at a CAGR of 13.2% from 2024 to 2030.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sales Engagement Platform 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 Sales Engagement Platform Software.

Some of the future market trends of sales engagement platform software are:

The increasing integration of sales engagement platform software with other sales and marketing tools, such as customer relationship management (CRM), marketing automation, content management, social media, video conferencing, and chatbots. This will enable sales teams to have a unified and seamless experience across the entire buyer journey, from prospecting to closing to retention. Sales engagement platform software will also leverage the data and insights from these tools to provide more personalized and relevant outreach and engagement .

The growing adoption of artificial intelligence and machine learning in sales engagement platform software to enhance the capabilities and performance of sales teams. Artificial intelligence and machine learning will help sales teams to automate repetitive and mundane tasks, generate smart recommendations and insights, optimize sales processes and workflows, improve sales skills and coaching, and predict sales outcomes and behaviors .

The rising demand for omnichannel and conversational sales engagement platform software that can support multiple modes and formats of communication with prospects and customers, such as email, phone, web, social media, video, chat, voice, and text. Omnichannel and conversational sales engagement platform software will help sales teams to deliver consistent and engaging messages across different channels and devices, as well as to respond faster and more effectively to customer queries and feedback .

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

Segmentation by type

Cloud Based

On Premises

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.

Blueboard

VanillaSoft

SalesLoft

Reply App

SalesHandy

ClearSlide

XANT

SoPro

Salesvue

RingDNA

Revenue Grid

OneMob

Rake

Evolv Technologies

Grapevine6

Xaleon

JeffreyAI

Play2sell

ConnectLeader

Upscale Technologies

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Sales Engagement Platform Software Market Size 2019-2030
 - 2.1.2 Sales Engagement Platform Software Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Sales Engagement Platform Software Segment by Type
 - 2.2.1 Cloud Based
 - 2.2.2 On Premises
- 2.3 Sales Engagement Platform Software Market Size by Type
 - 2.3.1 Sales Engagement Platform Software Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)
- 2.4 Sales Engagement Platform Software Segment by Application
 - 2.4.1 Large Enterprises
 - 2.4.2 SMEs
- 2.5 Sales Engagement Platform Software Market Size by Application
 - 2.5.1 Sales Engagement Platform Software Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

3 SALES ENGAGEMENT PLATFORM SOFTWARE MARKET SIZE BY PLAYER

- 3.1 Sales Engagement Platform Software Market Size Market Share by Players

- 3.1.1 Global Sales Engagement Platform Software Revenue by Players (2019-2024)
- 3.1.2 Global Sales Engagement Platform Software Revenue Market Share by Players (2019-2024)
- 3.2 Global Sales Engagement Platform Software Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
 - 3.3.1 Competition Landscape Analysis
 - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 SALES ENGAGEMENT PLATFORM SOFTWARE BY REGIONS

- 4.1 Sales Engagement Platform Software Market Size by Regions (2019-2024)
- 4.2 Americas Sales Engagement Platform Software Market Size Growth (2019-2024)
- 4.3 APAC Sales Engagement Platform Software Market Size Growth (2019-2024)
- 4.4 Europe Sales Engagement Platform Software Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Sales Engagement Platform Software Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Sales Engagement Platform Software Market Size by Country (2019-2024)
- 5.2 Americas Sales Engagement Platform Software Market Size by Type (2019-2024)
- 5.3 Americas Sales Engagement Platform Software Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Sales Engagement Platform Software Market Size by Region (2019-2024)
- 6.2 APAC Sales Engagement Platform Software Market Size by Type (2019-2024)
- 6.3 APAC Sales Engagement Platform Software Market Size by Application (2019-2024)
- 6.4 China

- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Sales Engagement Platform Software by Country (2019-2024)
- 7.2 Europe Sales Engagement Platform Software Market Size by Type (2019-2024)
- 7.3 Europe Sales Engagement Platform Software Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Sales Engagement Platform Software by Region (2019-2024)
- 8.2 Middle East & Africa Sales Engagement Platform Software Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Sales Engagement Platform Software Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL SALES ENGAGEMENT PLATFORM SOFTWARE MARKET FORECAST

- 10.1 Global Sales Engagement Platform Software Forecast by Regions (2025-2030)
 - 10.1.1 Global Sales Engagement Platform Software Forecast by Regions (2025-2030)
 - 10.1.2 Americas Sales Engagement Platform Software Forecast
 - 10.1.3 APAC Sales Engagement Platform Software Forecast
 - 10.1.4 Europe Sales Engagement Platform Software Forecast
 - 10.1.5 Middle East & Africa Sales Engagement Platform Software Forecast
- 10.2 Americas Sales Engagement Platform Software Forecast by Country (2025-2030)
 - 10.2.1 United States Sales Engagement Platform Software Market Forecast
 - 10.2.2 Canada Sales Engagement Platform Software Market Forecast
 - 10.2.3 Mexico Sales Engagement Platform Software Market Forecast
 - 10.2.4 Brazil Sales Engagement Platform Software Market Forecast
- 10.3 APAC Sales Engagement Platform Software Forecast by Region (2025-2030)
 - 10.3.1 China Sales Engagement Platform Software Market Forecast
 - 10.3.2 Japan Sales Engagement Platform Software Market Forecast
 - 10.3.3 Korea Sales Engagement Platform Software Market Forecast
 - 10.3.4 Southeast Asia Sales Engagement Platform Software Market Forecast
 - 10.3.5 India Sales Engagement Platform Software Market Forecast
 - 10.3.6 Australia Sales Engagement Platform Software Market Forecast
- 10.4 Europe Sales Engagement Platform Software Forecast by Country (2025-2030)
 - 10.4.1 Germany Sales Engagement Platform Software Market Forecast
 - 10.4.2 France Sales Engagement Platform Software Market Forecast
 - 10.4.3 UK Sales Engagement Platform Software Market Forecast
 - 10.4.4 Italy Sales Engagement Platform Software Market Forecast
 - 10.4.5 Russia Sales Engagement Platform Software Market Forecast
- 10.5 Middle East & Africa Sales Engagement Platform Software Forecast by Region (2025-2030)
 - 10.5.1 Egypt Sales Engagement Platform Software Market Forecast
 - 10.5.2 South Africa Sales Engagement Platform Software Market Forecast
 - 10.5.3 Israel Sales Engagement Platform Software Market Forecast
 - 10.5.4 Turkey Sales Engagement Platform Software Market Forecast
 - 10.5.5 GCC Countries Sales Engagement Platform Software Market Forecast
- 10.6 Global Sales Engagement Platform Software Forecast by Type (2025-2030)
- 10.7 Global Sales Engagement Platform Software Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Blueboard
 - 11.1.1 Blueboard Company Information
 - 11.1.2 Blueboard Sales Engagement Platform Software Product Offered

11.1.3 Blueboard Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.1.4 Blueboard Main Business Overview

11.1.5 Blueboard Latest Developments

11.2 VanillaSoft

11.2.1 VanillaSoft Company Information

11.2.2 VanillaSoft Sales Engagement Platform Software Product Offered

11.2.3 VanillaSoft Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.2.4 VanillaSoft Main Business Overview

11.2.5 VanillaSoft Latest Developments

11.3 SalesLoft

11.3.1 SalesLoft Company Information

11.3.2 SalesLoft Sales Engagement Platform Software Product Offered

11.3.3 SalesLoft Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.3.4 SalesLoft Main Business Overview

11.3.5 SalesLoft Latest Developments

11.4 Reply App

11.4.1 Reply App Company Information

11.4.2 Reply App Sales Engagement Platform Software Product Offered

11.4.3 Reply App Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 Reply App Main Business Overview

11.4.5 Reply App Latest Developments

11.5 SalesHandy

11.5.1 SalesHandy Company Information

11.5.2 SalesHandy Sales Engagement Platform Software Product Offered

11.5.3 SalesHandy Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.5.4 SalesHandy Main Business Overview

11.5.5 SalesHandy Latest Developments

11.6 ClearSlide

11.6.1 ClearSlide Company Information

11.6.2 ClearSlide Sales Engagement Platform Software Product Offered

11.6.3 ClearSlide Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.6.4 ClearSlide Main Business Overview

11.6.5 ClearSlide Latest Developments

11.7 XANT

11.7.1 XANT Company Information

11.7.2 XANT Sales Engagement Platform Software Product Offered

11.7.3 XANT Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 XANT Main Business Overview

11.7.5 XANT Latest Developments

11.8 SoPro

11.8.1 SoPro Company Information

11.8.2 SoPro Sales Engagement Platform Software Product Offered

11.8.3 SoPro Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 SoPro Main Business Overview

11.8.5 SoPro Latest Developments

11.9 Salesvue

11.9.1 Salesvue Company Information

11.9.2 Salesvue Sales Engagement Platform Software Product Offered

11.9.3 Salesvue Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Salesvue Main Business Overview

11.9.5 Salesvue Latest Developments

11.10 RingDNA

11.10.1 RingDNA Company Information

11.10.2 RingDNA Sales Engagement Platform Software Product Offered

11.10.3 RingDNA Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 RingDNA Main Business Overview

11.10.5 RingDNA Latest Developments

11.11 Revenue Grid

11.11.1 Revenue Grid Company Information

11.11.2 Revenue Grid Sales Engagement Platform Software Product Offered

11.11.3 Revenue Grid Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 Revenue Grid Main Business Overview

11.11.5 Revenue Grid Latest Developments

11.12 OneMob

11.12.1 OneMob Company Information

11.12.2 OneMob Sales Engagement Platform Software Product Offered

11.12.3 OneMob Sales Engagement Platform Software Revenue, Gross Margin and

Market Share (2019-2024)

11.12.4 OneMob Main Business Overview

11.12.5 OneMob Latest Developments

11.13 Rake

11.13.1 Rake Company Information

11.13.2 Rake Sales Engagement Platform Software Product Offered

11.13.3 Rake Sales Engagement Platform Software Revenue, Gross Margin and

Market Share (2019-2024)

11.13.4 Rake Main Business Overview

11.13.5 Rake Latest Developments

11.14 Evolv Technologies

11.14.1 Evolv Technologies Company Information

11.14.2 Evolv Technologies Sales Engagement Platform Software Product Offered

11.14.3 Evolv Technologies Sales Engagement Platform Software Revenue, Gross

Margin and Market Share (2019-2024)

11.14.4 Evolv Technologies Main Business Overview

11.14.5 Evolv Technologies Latest Developments

11.15 Grapevine6

11.15.1 Grapevine6 Company Information

11.15.2 Grapevine6 Sales Engagement Platform Software Product Offered

11.15.3 Grapevine6 Sales Engagement Platform Software Revenue, Gross Margin

and Market Share (2019-2024)

11.15.4 Grapevine6 Main Business Overview

11.15.5 Grapevine6 Latest Developments

11.16 Xaleon

11.16.1 Xaleon Company Information

11.16.2 Xaleon Sales Engagement Platform Software Product Offered

11.16.3 Xaleon Sales Engagement Platform Software Revenue, Gross Margin and

Market Share (2019-2024)

11.16.4 Xaleon Main Business Overview

11.16.5 Xaleon Latest Developments

11.17 JeffreyAI

11.17.1 JeffreyAI Company Information

11.17.2 JeffreyAI Sales Engagement Platform Software Product Offered

11.17.3 JeffreyAI Sales Engagement Platform Software Revenue, Gross Margin and

Market Share (2019-2024)

11.17.4 JeffreyAI Main Business Overview

11.17.5 JeffreyAI Latest Developments

11.18 Play2sell

- 11.18.1 Play2sell Company Information
- 11.18.2 Play2sell Sales Engagement Platform Software Product Offered
- 11.18.3 Play2sell Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.18.4 Play2sell Main Business Overview
- 11.18.5 Play2sell Latest Developments
- 11.19 ConnectLeader
 - 11.19.1 ConnectLeader Company Information
 - 11.19.2 ConnectLeader Sales Engagement Platform Software Product Offered
 - 11.19.3 ConnectLeader Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.19.4 ConnectLeader Main Business Overview
 - 11.19.5 ConnectLeader Latest Developments
- 11.20 Upscale Technologies
 - 11.20.1 Upscale Technologies Company Information
 - 11.20.2 Upscale Technologies Sales Engagement Platform Software Product Offered
 - 11.20.3 Upscale Technologies Sales Engagement Platform Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.20.4 Upscale Technologies Main Business Overview
 - 11.20.5 Upscale Technologies Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Sales Engagement Platform Software Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 2. Major Players of Cloud Based
- Table 3. Major Players of On Premises
- Table 4. Sales Engagement Platform Software Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 5. Global Sales Engagement Platform Software Market Size by Type (2019-2024) & (\$ Millions)
- Table 6. Global Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)
- Table 7. Sales Engagement Platform Software Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 8. Global Sales Engagement Platform Software Market Size by Application (2019-2024) & (\$ Millions)
- Table 9. Global Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)
- Table 10. Global Sales Engagement Platform Software Revenue by Players (2019-2024) & (\$ Millions)
- Table 11. Global Sales Engagement Platform Software Revenue Market Share by Player (2019-2024)
- Table 12. Sales Engagement Platform Software Key Players Head office and Products Offered
- Table 13. Sales Engagement Platform Software Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- Table 14. New Products and Potential Entrants
- Table 15. Mergers & Acquisitions, Expansion
- Table 16. Global Sales Engagement Platform Software Market Size by Regions 2019-2024 & (\$ Millions)
- Table 17. Global Sales Engagement Platform Software Market Size Market Share by Regions (2019-2024)
- Table 18. Global Sales Engagement Platform Software Revenue by Country/Region (2019-2024) & (\$ millions)
- Table 19. Global Sales Engagement Platform Software Revenue Market Share by Country/Region (2019-2024)
- Table 20. Americas Sales Engagement Platform Software Market Size by Country

(2019-2024) & (\$ Millions)

Table 21. Americas Sales Engagement Platform Software Market Size Market Share by Country (2019-2024)

Table 22. Americas Sales Engagement Platform Software Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Table 24. Americas Sales Engagement Platform Software Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Table 26. APAC Sales Engagement Platform Software Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Sales Engagement Platform Software Market Size Market Share by Region (2019-2024)

Table 28. APAC Sales Engagement Platform Software Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Table 30. APAC Sales Engagement Platform Software Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Table 32. Europe Sales Engagement Platform Software Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Sales Engagement Platform Software Market Size Market Share by Country (2019-2024)

Table 34. Europe Sales Engagement Platform Software Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Table 36. Europe Sales Engagement Platform Software Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Sales Engagement Platform Software Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Sales Engagement Platform Software Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Sales Engagement Platform Software Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Sales Engagement Platform Software

Table 45. Key Market Challenges & Risks of Sales Engagement Platform Software

Table 46. Key Industry Trends of Sales Engagement Platform Software

Table 47. Global Sales Engagement Platform Software Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Sales Engagement Platform Software Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Sales Engagement Platform Software Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Sales Engagement Platform Software Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Blueboard Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 52. Blueboard Sales Engagement Platform Software Product Offered

Table 53. Blueboard Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Blueboard Main Business

Table 55. Blueboard Latest Developments

Table 56. VanillaSoft Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 57. VanillaSoft Sales Engagement Platform Software Product Offered

Table 58. VanillaSoft Main Business

Table 59. VanillaSoft Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. VanillaSoft Latest Developments

Table 61. SalesLoft Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 62. SalesLoft Sales Engagement Platform Software Product Offered

Table 63. SalesLoft Main Business

Table 64. SalesLoft Sales Engagement Platform Software Revenue (\$ million), Gross

Margin and Market Share (2019-2024)

Table 65. SalesLoft Latest Developments

Table 66. Reply App Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 67. Reply App Sales Engagement Platform Software Product Offered

Table 68. Reply App Main Business

Table 69. Reply App Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Reply App Latest Developments

Table 71. SalesHandy Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 72. SalesHandy Sales Engagement Platform Software Product Offered

Table 73. SalesHandy Main Business

Table 74. SalesHandy Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. SalesHandy Latest Developments

Table 76. ClearSlide Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 77. ClearSlide Sales Engagement Platform Software Product Offered

Table 78. ClearSlide Main Business

Table 79. ClearSlide Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. ClearSlide Latest Developments

Table 81. XANT Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 82. XANT Sales Engagement Platform Software Product Offered

Table 83. XANT Main Business

Table 84. XANT Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. XANT Latest Developments

Table 86. SoPro Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 87. SoPro Sales Engagement Platform Software Product Offered

Table 88. SoPro Main Business

Table 89. SoPro Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. SoPro Latest Developments

Table 91. Salesvue Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 92. Salesvue Sales Engagement Platform Software Product Offered
Table 93. Salesvue Main Business
Table 94. Salesvue Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 95. Salesvue Latest Developments
Table 96. RingDNA Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors
Table 97. RingDNA Sales Engagement Platform Software Product Offered
Table 98. RingDNA Main Business
Table 99. RingDNA Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 100. RingDNA Latest Developments
Table 101. Revenue Grid Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors
Table 102. Revenue Grid Sales Engagement Platform Software Product Offered
Table 103. Revenue Grid Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 104. Revenue Grid Main Business
Table 105. Revenue Grid Latest Developments
Table 106. OneMob Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors
Table 107. OneMob Sales Engagement Platform Software Product Offered
Table 108. OneMob Main Business
Table 109. OneMob Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 110. OneMob Latest Developments
Table 111. Rake Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors
Table 112. Rake Sales Engagement Platform Software Product Offered
Table 113. Rake Main Business
Table 114. Rake Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 115. Rake Latest Developments
Table 116. Evolv Technologies Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors
Table 117. Evolv Technologies Sales Engagement Platform Software Product Offered
Table 118. Evolv Technologies Main Business
Table 119. Evolv Technologies Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 120. Evolv Technologies Latest Developments

Table 121. Grapevine6 Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 122. Grapevine6 Sales Engagement Platform Software Product Offered

Table 123. Grapevine6 Main Business

Table 124. Grapevine6 Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 125. Grapevine6 Latest Developments

Table 126. Xaleon Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 127. Xaleon Sales Engagement Platform Software Product Offered

Table 128. Xaleon Main Business

Table 129. Xaleon Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 130. Xaleon Latest Developments

Table 131. JeffreyAI Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 132. JeffreyAI Sales Engagement Platform Software Product Offered

Table 133. JeffreyAI Main Business

Table 134. JeffreyAI Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 135. JeffreyAI Latest Developments

Table 136. Play2sell Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 137. Play2sell Sales Engagement Platform Software Product Offered

Table 138. Play2sell Main Business

Table 139. Play2sell Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 140. Play2sell Latest Developments

Table 141. ConnectLeader Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 142. ConnectLeader Sales Engagement Platform Software Product Offered

Table 143. ConnectLeader Main Business

Table 144. ConnectLeader Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 145. ConnectLeader Latest Developments

Table 146. Upscale Technologies Details, Company Type, Sales Engagement Platform Software Area Served and Its Competitors

Table 147. Upscale Technologies Sales Engagement Platform Software Product

Offered

Table 148. Upscale Technologies Main Business

Table 149. Upscale Technologies Sales Engagement Platform Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 150. Upscale Technologies Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Sales Engagement Platform Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Sales Engagement Platform Software Market Size Growth Rate
2019-2030 (\$ Millions)

Figure 6. Sales Engagement Platform Software Sales by Geographic Region (2019,
2023 & 2030) & (\$ millions)

Figure 7. Sales Engagement Platform Software Sales Market Share by Country/Region
(2023)

Figure 8. Sales Engagement Platform Software Sales Market Share by Country/Region
(2019, 2023 & 2030)

Figure 9. Global Sales Engagement Platform Software Market Size Market Share by
Type in 2023

Figure 10. Sales Engagement Platform Software in Large Enterprises

Figure 11. Global Sales Engagement Platform Software Market: Large Enterprises
(2019-2024) & (\$ Millions)

Figure 12. Sales Engagement Platform Software in SMEs

Figure 13. Global Sales Engagement Platform Software Market: SMEs (2019-2024) &
(\$ Millions)

Figure 14. Global Sales Engagement Platform Software Market Size Market Share by
Application in 2023

Figure 15. Global Sales Engagement Platform Software Revenue Market Share by
Player in 2023

Figure 16. Global Sales Engagement Platform Software Market Size Market Share by
Regions (2019-2024)

Figure 17. Americas Sales Engagement Platform Software Market Size 2019-2024 (\$
Millions)

Figure 18. APAC Sales Engagement Platform Software Market Size 2019-2024 (\$
Millions)

Figure 19. Europe Sales Engagement Platform Software Market Size 2019-2024 (\$
Millions)

Figure 20. Middle East & Africa Sales Engagement Platform Software Market Size
2019-2024 (\$ Millions)

Figure 21. Americas Sales Engagement Platform Software Value Market Share by

Country in 2023

Figure 22. United States Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 23. Canada Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 24. Mexico Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Sales Engagement Platform Software Market Size Market Share by Region in 2023

Figure 27. APAC Sales Engagement Platform Software Market Size Market Share by Type in 2023

Figure 28. APAC Sales Engagement Platform Software Market Size Market Share by Application in 2023

Figure 29. China Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Sales Engagement Platform Software Market Size Market Share by Country in 2023

Figure 36. Europe Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Figure 37. Europe Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Figure 38. Germany Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Sales Engagement Platform Software Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Sales Engagement Platform Software Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 55. United States Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 59. China Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Sales Engagement Platform Software Market Size 2025-2030 (\$

Millions)

Figure 61. Korea Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 63. India Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 66. France Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 67. UK Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 74. Turkey Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Sales Engagement Platform Software Market Size 2025-2030 (\$ Millions)

Figure 76. Global Sales Engagement Platform Software Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Sales Engagement Platform Software Market Size Market Share Forecast by Application (2025-2030)

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