

# Global Sales Platforms Software Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Sales platforms consist of tools and integrations that help companies accelerate sales cycles and organize all sales activity in one place. These platforms offer a CRM, or customer relationship management, solution, as well as sales analytics capabilities to help sales reps and managers align on growth goals. CRM software unites all of a company's customer and prospect data in a single tool, bringing added visibility into customer interactions. A CRM is the center of any successful sales organization, the database in which all data, interactions and notes are stored. Sales analytics tools help teams analyze their overall sales process and recognize better sales opportunities. Compiled datasets can be used to examine pipeline insights in an effort to understand where sales are being lost, which industries generate the most success, and which sales tactics are most effective. Some sales platforms may also include CPQ, quote-to-cash, help desk, and email tracking functionality.

A sales platform may be sold as a single compound product or a suite of products. Robust integrations are an essential component of these platforms, as they connect a company's CRM to other business processes, making the central sales platform more powerful. From productivity to marketing to collaboration, common software that sales platforms integrate with include internal communications software, outbound call tracking software, marketing automation software, email marketing software, customer success software, live chat software, proposal software, and forms and data collection tools, like survey software.

LPI (LP Information)' newest research report, the "Sales Platforms Software Industry Forecast" looks at past sales and reviews total world Sales Platforms Software sales in

2022, providing a comprehensive analysis by region and market sector of projected Sales Platforms Software sales for 2023 through 2029. With Sales Platforms Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sales Platforms Software industry.

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

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

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

Global key Sales Platforms Software players cover HubSpot, Salesforce, ActiveCampaign, Zoho Corporation, Constant Contact, Freshworks, Microsoft, Zendesk and Nutshell, 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 Sales Platforms Software market by product type, application, key players and key regions and countries.

Market Segmentation:

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.

HubSpot

Salesforce

ActiveCampaign

Zoho Corporation

Constant Contact

Freshworks

Microsoft

Zendesk

Nutshell

Creatio

SAP

Oracle

sales-i

Upilot

Collective

Orgzit

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