

2020-2025 Global Account-Based Marketing (ABM) Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Account-based marketing (ABM) is an alternative B2B strategy that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized campaigns designed to resonate with each account.

This report elaborates the market size, market characteristics, and market growth of the Account-Based Marketing (ABM) industry, and breaks down according to the type, application, and consumption area of Account-Based Marketing (ABM). The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Account-Based Marketing (ABM) in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Account-Based Marketing (ABM) market covered in Chapter 13:

Integrate

6Sense

InsideView

WeChat

Radius Intelligence

Drift

Act-On Software

MRP

Madison Logic

Kwanzoo

Demandbase

Engagio

AdDaptive Intelligence

Evergage

TechTarget

Lattice Engines

HubSpot

Celsius GKK International

Jabmo

Marketo

In Chapter 6, on the basis of types, the Account-Based Marketing (ABM) market from 2015 to 2025 is primarily split into:

Strategic account-based marketing

Account-based marketing Lite

Programmatic account-based marketing

In Chapter 7, on the basis of applications, the Account-Based Marketing (ABM) market from 2015 to 2025 covers:

Media, Telecommunications, and IT

BFSI

Retail, and eCommerce

Healthcare and Life Sciences

Automotive and Manufacturing

Government and Public Sector

Others (Education, and Construction and Engineering)

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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