

COVID-19 Outbreak-Global Account-Based Marketing (ABM) Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Account-Based Marketing (ABM) market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Account-Based Marketing (ABM) industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Account-Based Marketing (ABM) market can be split based on product types, major applications, and important countries as follows:

Key players in the global Account-Based Marketing (ABM) market covered in Chapter 12:

InsideView
Evergage
Engagio
Marketo
HubSpot
Kwanzoo
Madison Logic
MRP
Lattice Engines
AdDaptive Intelligence
Act-On Software
Demandbase
Drift
Radius Intelligence
TechTarget
Jabmo
WeChat
Integrate
Celsius GKK International
6Sense

In Chapter 4 and 14.1, 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 5 and 14.2, 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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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