

Global Account-Based Marketing (ABM) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Account-Based Marketing (ABM) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Account-Based Marketing (ABM) market covered in Chapter 5:

TechTarget

Radius Intelligence

Lattice Engines

Drift

Celsius GKK International

AdDaptive Intelligence

MRP

6Sense

Engagio

HubSpot

Kwanzoo

Integrate

Act-On Software

Evergage

WeChat

Madison Logic

Jabmo

Demandbase

InsideView

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 consumption, revenue, market share and

growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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