

# **AI SDR Market by Offering (Email Generators, Enrichment, AI Script, Template Generators, Meeting Booking), Use Case (Appointment Scheduling, Prospecting, Outreach, CRMs, Data Management, Follow up, Research, Sales Engagement) - Global Forecast to 2030**

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## **Abstracts**

The AI SDR market is experiencing strong growth, projected to rise from USD 4.12 billion in 2025 to USD 15.01 billion by 2030, at a CAGR of 29.5% during the forecast period. Sales teams are increasingly turning to AI SDR solutions to achieve high-impact outreach through personalization at scale. By leveraging AI to analyze buyer signals, segment audiences, and adapt messaging in real time, organizations can deliver relevant, individualized communication across thousands of prospects. This approach improves engagement quality without compromising speed or volume. AI-generated insights also enable SDRs to prioritize leads more effectively and tailor follow-ups based on intent or activity. As the pressure to convert top-of-funnel opportunities grows, scalable personalization has become essential for driving higher response rates, stronger pipeline conversions, and ultimately, more effective sales development outcomes.

“Mid-market sales organizations enterprise type segment to account for the fastest growth during the forecast period”

Mid-market sales organizations are driving the highest growth rate in the AI SDR market due to their need for scalable, cost-efficient prospecting solutions that enhance productivity without the complexity of large enterprise systems. These organizations often operate with leaner sales teams and limited resources, making AI-driven

automation essential for high-volume lead generation and qualification. Cloud-based AI SDR tools offer quick deployment, seamless CRM integration, and measurable impact on pipeline velocity. Additionally, mid-market firms are increasingly adopting hybrid sales models, which benefit from AI-enhanced workflows that improve targeting, reduce manual tasks, and support consistent outbound performance across diverse customer segments.

“Cloud native SaaS deployment model to hold the largest market share during the forecast period”

The cloud-native SaaS deployment model is experiencing the highest growth rate in the AI SDR market due to its scalability, ease of integration, and minimal infrastructure requirements. It enables rapid onboarding, seamless updates, and flexible access across distributed sales teams, critical for dynamic prospecting environments. SaaS platforms support real-time data syncing with CRMs and sales engagement tools, enhancing lead accuracy and outreach efficiency. As sales organizations prioritize agility, remote enablement, and faster time-to-value, cloud-native AI SDR solutions offer an ideal fit. Their pay-as-you-go models also lower upfront costs, making them highly attractive to both mid-market firms and large enterprises.

“North America advances AI SDR deployment through enterprise-scale automation, while Asia Pacific accelerates adoption in fast-growing B2B markets.”

North America leads the AI Sales Development Representative (SDR) market, driven by a mature digital infrastructure, widespread CRM integration, and the early adoption of AI in outbound sales workflows. Companies across sectors use AI SDR tools to automate prospecting, improve lead qualification, and streamline high-volume outreach. The presence of advanced sales ecosystems and a strong base of AI-first vendors supports continued innovation in areas like intent-based targeting, real-time engagement suggestions, and dynamic lead enrichment. In contrast, Asia Pacific represents the fastest-growing region for AI SDR adoption, spurred by rapid digitalization, a surge in B2B SaaS activity, and increasing demand for scalable sales automation. Markets like India, China, and Japan are actively deploying AI tools to manage lead sourcing, customize cold outreach, and accelerate qualification at scale. The region's expanding digital economy, supported by startup growth and digital infrastructure investments, is reshaping sales development across sectors. As organizations seek more efficient and intelligent ways to drive top-of-funnel engagement, Asia Pacific is becoming a key growth hub for AI SDR solutions.

## Breakdown of Primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AI SDR market.

By Company: Tier I – 25%, Tier II – 45%, and Tier III – 30%

By Designation: C-Level Executives – 35%, D-Level Executives – 40%, and Others – 25%

By Region: North America – 45%, Europe – 25%, Asia Pacific – 15%, Middle East & Africa – 10%, and Latin America – 5%

The report includes a study of key players offering AI SDR. The major market players include HubSpot (US), Salesforce (US), Dialpad (US), Salesloft (US), 6Sense (US), ZoomInfo (US), Apollo.io (US), OpenAI (US), Clari (US), Cognism (UK), Microsoft (US), GupShup (US), Outreach (US), Vidyad (Canada), Plivo (US), Qualified (US), Otter.ai (US), Conversica (US), Klenty (India), Reply.io (US), Seamless.ai (US), Waalaxy (France), Common Room (US), Artisan AI (US), UserGems (US), Scratchpad (US), Clay (US), Unify (Germany), Lyzr AI (US), Humantic AI (US), Relevance AI (Australia), Regie.ai (US), Salesforge (Estonia), 11x AI (UK), Floworks (US), Warmly (US), Luru (US), AiSDR (US), Bluebirds (US), ChaseLabs (UK), SuperRep.ai (US), SuperAGI (US), Instantly (US), Persana AI (US), Factors.ai (US), and Saleshandy (India).

## Research Coverage

This research report categorizes the AI SDR market based on offering (software (AI Outreach Assistants (Personalized Email Generators, Cold Call Script Writers, Follow-Up Sequencers), Conversation Intelligence Tools (Real-Time Coaching, Sentiment & Intent Detection, Objection Handling), AI-Enhanced Sales Engagement Platforms (Multichannel Sequencing, Engagement Scoring, Meeting Booking), Lead Research & Enrichment Bots (AI-ICP Matching, Enrichment, Trigger Monitoring), Email Deliverability Optimizers (Spam Risk Tools, Inbox Rotation & Warming), AI Script & Template Generators (Agent-led Outreach Execution, Persona-based Prompting, SDR Agent Monitoring Dashboard)) and services (Workflow Automation Setup & Integration, AI Personalization & Prompt Consulting, Deliverability & Spam Audit Services), deployment model (Cloud-Native SaaS, Chrome Extensions, API-first Modular

Embeds), sales channel (Inbound, Outbound, Hybrid), use case (Lead Generation & Qualification (Outbound Email Personalization, Inbound Lead Qualification, Lead Routing & Prioritization), Prospecting & Outreach (Cold Calling Assistance, Conversation Summarization), CRM Integration & Data Management (CRMs, Data Providers), Meeting & Appointment Scheduling, Research, Coaching & SDR Enablement (SDR Enablement & Onboarding, Research & Coaching), Follow-up & Nurturing, Sales Reporting & Analytics, Integration Environment (Email Tools, Sales Engagement Platforms, Marketing Platforms)), end user (enterprise type (Startups & SMBs, Mid-Market Sales Organizations, Enterprise SDR Teams), industry vertical (Retail & E-commerce, BFSI (Banking, Financial Services, Insurance), Telecommunications, Healthcare & Life Sciences, Education, Media & Entertainment (Marketing & Advertising Agencies, Music & Film Production, Gaming & Sports, Publishing & Print Media, Broadcasting & Streaming), Manufacturing, Travel & Hospitality, Real Estate & Construction, Automotive, Transportation & Logistics, and Other Industry Verticals (Law Firms, Government And Public Sector)), and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The scope of the report covers detailed information regarding drivers, restraints, challenges, and opportunities influencing the growth of the AI SDR market. A detailed analysis of the key industry players was done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, product & service launches, and mergers and acquisitions; and recent developments associated with the market. This report also covered the competitive analysis of upcoming startups in the market ecosystem.

### **Key Benefits of Buying the Report**

The report will provide market leaders and new entrants with information on the closest approximations of the revenue numbers for the overall AI SDR market and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. It will also help stakeholders understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

### **The report provides insights into the following pointers:**

Analysis of key drivers (Adoption of Hybrid Human-AI Sales Engagement Models, Intent-Based Prospecting Enhances Lead Targeting and Boosts Conversion in AI SDR Platforms, Maximizing Sales Impact with Personalization

at Scale), restraints (Inefficiencies in Segmentation Logic and Targeting Precision), opportunities (Emergence of Multi-Agent AI-Driven SDR Architectures, Advancing Sales Efficiency Through Predictive Lead Qualification, Transforming Process Optimization with Adaptive, Self-Improving Agentic AI Capabilities), and challenges (Deficiencies in Emotional Intelligence and Contextual Adaptability, Reliance on High-Fidelity and Contextually Accurate Data Inputs)

**Product Development/Innovation:** Detailed insights into upcoming technologies, research & development activities, and product & service launches in the AI SDR

**Market Development:** Comprehensive information about lucrative markets – analyzing the AI SDR market across varied regions

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI SDR market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players such as HubSpot (US), Salesforce (US), Dialpad (US), Salesloft (US), 6Sense (US), ZoomInfo (US), Apollo.io (US), OpenAI (US), Clari (US), Cognism (UK), Microsoft (US), GupShup (US), Outreach (US), Vidyard (Canada), Plivo (US), Qualified (US), Otter.ai (US), Conversica (US), Klenty (India), Reply.io (US), Seamless.ai (US), Waalaxy (France), Common Room (US), Artisan AI (US), UserGems (US), Scratchpad (US), Clay (US), Unify (Germany), Lyrz AI (US), Humantic AI (US), Relevance AI (Australia), Regie.ai (US), Salesforge (Estonia), 11x AI (UK), Floworks (US), Warmly (US), Luru (US), AiSDR (US), Bluebirds (US), ChaseLabs (UK), SuperRep.ai (US), SuperAGI (US), Instantly (US), Persana AI (US), Factors.ai (US), and Saleshandy (India)

The report also helps stakeholders understand the pulse of the AI SDR market and provides them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### **1 INTRODUCTION**

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Primary interviews
    - 2.1.2.2 Breakup of primary profiles
    - 2.1.2.3 Key industry insights
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
  - 2.3.1 TOP-DOWN APPROACH
  - 2.3.2 BOTTOM-UP APPROACH
- 2.4 MARKET FORECAST
- 2.5 RESEARCH ASSUMPTIONS
- 2.6 RESEARCH LIMITATIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN AI SDR MARKET
- 4.2 AI SDR MARKET: TOP THREE ENTERPRISE TYPES
- 4.3 NORTH AMERICA: AI SDR MARKET, BY DEPLOYMENT MODEL AND ENTERPRISE TYPE
- 4.4 AI SDR MARKET, BY REGION

## 5 MARKET OVERVIEW

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

#### 5.2.1 DRIVERS

5.2.1.1 Rising implementation of hybrid human-AI sales engagement models

5.2.1.2 Growing adoption of intent-based prospecting and predictive analytics

5.2.1.3 Increasing use of AI to deliver real-time, data-driven personalization

#### 5.2.2 RESTRAINTS

5.2.2.1 Inefficiencies in segmentation logic and targeting precision

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Emergence of multi-agent AI-driven SDR architectures

5.2.3.2 Growing sales efficiency through predictive lead qualification

5.2.3.3 Increasing deployment of agentic AI for autonomous workflow execution

#### 5.2.4 CHALLENGES

5.2.4.1 Deficiencies in emotional intelligence and contextual adaptability

5.2.4.2 Reliance on high-fidelity and contextually accurate data inputs

### 5.3 AI SDRS AND SALES AGENTS: STRATEGIC COMPARISON

#### 5.3.1 COMPARISON BETWEEN AI SDRS AND AI AGENTS FOR SALES

### 5.4 EVOLUTION OF AI SDR MARKET

### 5.5 SUPPLY CHAIN ANALYSIS

### 5.6 ECOSYSTEM ANALYSIS

#### 5.6.1 SOFTWARE PROVIDERS

5.6.1.1 AI outreach assistants

5.6.1.2 Conversation intelligence tools

5.6.1.3 AI-enhanced sales engagement platforms

5.6.1.4 Lead research & enrichment bots

5.6.1.5 Email deliverability optimizers

5.6.1.6 AI script & template generators

### 5.7 INVESTMENT AND FUNDING SCENARIO

### 5.8 CASE STUDY ANALYSIS

#### 5.8.1 CASE STUDY 1: KEATEXT BOOSTS LEAD QUALITY AND SALES ALIGNMENT USING HUBSPOT SALES HUB INTEGRATION

#### 5.8.2 CASE STUDY 2: ARTISAN EMPOWERS BIOACCESS TO OVERCOME MANUAL OUTREACH CHALLENGES WITH AI-DRIVEN SALES AUTOMATION

#### 5.8.3 CASE STUDY 3: SPENDESK AND SALESLOFT SUPERCHARGE OUTREACH WITH CADENCE AUTOMATION FOR 10% RESPONSE BOOST

#### 5.8.4 CASE STUDY 4: ACTIONCOACH INCREASED QUALIFIED MEETINGS USING COGNISM'S AI SDR SOLUTION FOR TARGETED OUTREACH

## 5.8.5 CASE STUDY 5: EMPOWERING NETSKOPE SDRS TO TRANSFORM PROSPECTING WITH 6SENSE CONTACT DATA AND INSIGHTS

### 5.9 TECHNOLOGY ANALYSIS

#### 5.9.1 KEY TECHNOLOGIES

5.9.1.1 Agentic AI

5.9.1.2 RPA

5.9.1.3 Decision intelligence

#### 5.9.2 COMPLEMENTARY TECHNOLOGIES

5.9.2.1 Cloud computing

5.9.2.2 Causal AI

#### 5.9.3 ADJACENT TECHNOLOGIES

5.9.3.1 Cybersecurity

5.9.3.2 Edge computing

### 5.10 REGULATORY LANDSCAPE

#### 5.10.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### 5.10.2 REGULATORY FRAMEWORK

5.10.2.1 North America

5.10.2.1.1 US

5.10.2.1.2 Canada

5.10.2.2 Europe

5.10.2.2.1 UK

5.10.2.2.2 Germany

5.10.2.2.3 France

5.10.2.2.4 Italy

5.10.2.3 Asia Pacific

5.10.2.3.1 India

5.10.2.3.2 China

5.10.2.3.3 Japan

5.10.2.3.4 South Korea

5.10.2.3.5 Australia

5.10.2.4 Middle East & Africa

5.10.2.4.1 Saudi Arabia

5.10.2.4.2 UAE

5.10.2.4.3 Qatar

5.10.2.4.4 Turkey

5.10.2.4.5 Africa

5.10.2.5 Latin America

5.10.2.5.1 Brazil

5.10.2.5.2 Mexico

5.10.2.5.3 Argentina

## 5.11 PATENT ANALYSIS

5.11.1 METHODOLOGY

5.11.2 PATENTS FILED, BY DOCUMENT TYPE, 2016–2025

5.11.3 INNOVATION AND PATENT APPLICATIONS

## 5.12 PRICING ANALYSIS

5.12.1 AVERAGE SELLING PRICE OF FUNCTIONALITY, BY KEY PLAYER

5.12.2 AVERAGE SELLING PRICE, BY SALES PROCESS

## 5.13 KEY CONFERENCES AND EVENTS, 2025–2026

## 5.14 PORTER'S FIVE FORCES ANALYSIS

5.14.1 THREAT OF NEW ENTRANTS

5.14.2 THREAT OF SUBSTITUTES

5.14.3 BARGAINING POWER OF SUPPLIERS

5.14.4 BARGAINING POWER OF BUYERS

5.14.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.15 KEY STAKEHOLDERS AND BUYING CRITERIA

5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS

5.15.2 BUYING CRITERIA

## 5.16 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

## 5.17 HUMAN SDRS VS. AI SDRS

# 6 AI SDR MARKET, BY OFFERING

## 6.1 INTRODUCTION

6.1.1 OFFERING: AI SDR MARKET DRIVERS

## 6.2 SOFTWARE

6.2.1 AI OUTREACH ASSISTANTS

6.2.1.1 Expand outbound capacity and improve response precision with AI-driven outreach

6.2.1.2 Personalized email generators

6.2.1.3 Cold call script writers

6.2.1.4 Follow-up sequencers

6.2.2 CONVERSATION INTELLIGENCE TOOLS

6.2.2.1 Enhance SDR performance with real-time coaching and data-backed outreach insights

6.2.2.2 Real-time coaching

6.2.2.3 Sentiment & intent detection

6.2.2.4 Objection handling

### 6.2.3 AI-ENHANCED SALES ENGAGEMENT PLATFORMS

6.2.3.1 Increase conversions through adaptive sequencing, timely engagement, and behavioral insight integration

6.2.3.2 Multi-channel sequencing

6.2.3.3 Engagement scoring

6.2.3.4 Meeting booking

### 6.2.4 LEAD RESEARCH & ENRICHMENT BOTS

6.2.4.1 Boosting AI SDR efficiency through automated, accurate, and context-rich lead data enrichment

6.2.4.2 AI-ICP matching

6.2.4.3 Enrichment

6.2.4.4 Trigger monitoring

### 6.2.5 EMAIL DELIVERABILITY OPTIMIZERS

6.2.5.1 Real-time inbox monitoring to maximize email deliverability

6.2.5.2 Spam risk tools

6.2.5.3 Inbox rotation & warming

### 6.2.6 AI SCRIPT & TEMPLATE GENERATORS

6.2.6.1 AI script and template generators deliver custom messaging at scale for sales teams

6.2.6.2 Agent-led outreach execution

6.2.6.3 Persona-based prompting

6.2.6.4 SDR agent monitoring dashboard

## 6.3 SERVICES

### 6.3.1 WORKFLOW AUTOMATION SETUP & INTEGRATION

6.3.1.1 Automate SDR processes and sync sales tools for faster lead execution

### 6.3.2 AI PERSONALIZATION & PROMPT CONSULTING

6.3.2.1 Align AI messaging and persona relevance with integrated prompt support

### 6.3.3 DELIVERABILITY & SPAM AUDIT SERVICES

6.3.3.1 Detection of risk signals and calibrating AI content to maintain sender score integrity

## 7 AI SDR MARKET, BY DEPLOYMENT MODEL

### 7.1 INTRODUCTION

#### 7.1.1 DEPLOYMENT MODEL: AI SDR MARKET DRIVERS

### 7.2 CLOUD-NATIVE SAAS

7.2.1 ENABLING SCALABLE, CENTRALIZED AI SDR AUTOMATION ACROSS DISTRIBUTED SALES TEAMS

### 7.3 CHROME EXTENSIONS

7.3.1 BOOSTING REP PRODUCTIVITY WITH SEAMLESS, BROWSER-BASED AI SDR WORKFLOW ENHANCEMENTS

7.4 API-FIRST MODULAR EMBEDS

7.4.1 EMPOWERING CUSTOM AI SDR SOLUTIONS THROUGH FLEXIBLE, DEVELOPER-CENTRIC API INTEGRATIONS

## **8 AI SDR MARKET, BY SALES CHANNEL**

8.1 INTRODUCTION

8.1.1 SALES CHANNEL: AI SDR MARKET DRIVERS

8.2 INBOUND

8.2.1 ENHANCING LEAD CONVERSION THROUGH AI-POWERED ENGAGEMENT OF INTERESTED PROSPECTS

8.3 OUTBOUND

8.3.1 DRIVING PROACTIVE OUTREACH WITH SCALABLE, AI-DRIVEN PROSPECTING AND PERSONALIZATION

8.4 HYBRID

8.4.1 INTEGRATING INBOUND AND OUTBOUND STRATEGIES FOR UNIFIED, ADAPTIVE SALES ENGAGEMENT

## **9 AI SDR MARKET, BY USE CASE**

9.1 INTRODUCTION

9.1.1 USE CASE: AI SDR MARKET DRIVERS

9.2 LEAD GENERATION & QUALIFICATION

9.2.1 IMPROVING PIPELINE PRECISION WITH PREDICTIVE LEAD GENERATION AND SCORING

9.2.2 OUTBOUND EMAIL PERSONALIZATION

9.2.3 INBOUND LEAD QUALIFICATION

9.2.4 LEAD ROUTING & PRIORITIZATION

9.3 PROSPECTING & OUTREACH

9.3.1 OPTIMIZING LEAD DISCOVERY AND ENGAGEMENT TIMING WITH AI-DRIVEN PROSPECTING LOGIC

9.3.2 COLD CALLING ASSISTANCE

9.3.3 CONVERSATION SUMMARIZATION

9.4 CRM INTEGRATION & DATA MANAGEMENT

9.4.1 ENHANCING OUTREACH PRECISION AND WORKFLOW EFFICIENCY WITH UNIFIED CRM DATA INFRASTRUCTURE

9.4.2 CRMS

### 9.4.3 DATA PROVIDERS

## 9.5 MEETING & APPOINTMENT SCHEDULING

### 9.5.1 IMPROVING CONVERSION EFFICIENCY THROUGH AI SCHEDULING AND INTELLIGENT COORDINATION

## 9.6 RESEARCH, COACHING, & SDR ENABLEMENT

### 9.6.1 ENABLING SMARTER PROSPECTING AND SKILL DEVELOPMENT WITH AI-DRIVEN INSIGHTS AND COACHING

#### 9.6.2 SDR ENABLEMENT & ONBOARDING

#### 9.6.3 RESEARCH COACHING

## 9.7 FOLLOW-UP & NURTURING

### 9.7.1 BOOSTING PROSPECT CONVERSION THROUGH ADAPTIVE AND AUTOMATED AI NURTURING SEQUENCES

## 9.8 SALES REPORTING & ANALYTICS

### 9.8.1 IMPROVING SDR ACCURACY AND IMPACT THROUGH REAL-TIME AI SALES ANALYTICS

## 9.9 INTEGRATION ENVIRONMENT

### 9.9.1 UNIFYING SALES WORKFLOWS AND DATA WITH SEAMLESS AI SDR SYSTEM INTEGRATION

#### 9.9.2 EMAIL TOOLS

#### 9.9.3 SALES ENGAGEMENT PLATFORMS

#### 9.9.4 MARKETING PLATFORMS

## **10 AI SDR MARKET, BY END USER**

### 10.1 INTRODUCTION

#### 10.1.1 END USER: AI SDR MARKET DRIVERS

### 10.2 ENTERPRISE TYPE

#### 10.2.1 STARTUPS & SMBS

10.2.1.1 Accelerating scalable outreach and lead conversion for startups and SMBs using AI SDRs

#### 10.2.2 MID-MARKET SALES ORGANIZATIONS

10.2.2.1 Streamlining cross-functional alignment and accelerating scalable pipeline growth with AI SDR solutions

#### 10.2.3 ENTERPRISE SDR TEAMS

10.2.3.1 Driving strategic account engagement and data-integrated execution across enterprise sales operations

### 10.3 INDUSTRY VERTICAL

#### 10.3.1 RETAIL & E-COMMERCE

10.3.1.1 Driving revenue velocity through hyper-personalized outreach in retail & e-

commerce

#### 10.3.2 BFSI

10.3.2.1 Enabling compliant, data-driven outreach for financial product sales

efficiency

10.3.2.2 Banking

10.3.2.3 Financial services

10.3.2.4 Insurance

#### 10.3.3 TELECOMMUNICATIONS

10.3.3.1 Enhancing buyer targeting and channel engagement across telecom sales

operations

#### 10.3.4 HEALTHCARE & LIFE SCIENCES

10.3.4.1 Improving clinical outreach and product positioning through AI-enabled engagement

#### 10.3.5 EDUCATION

10.3.5.1 Scaling enrollment pipelines and institutional sales through adaptive outreach in education

#### 10.3.6 MEDIA & ENTERTAINMENT

10.3.6.1 Expanding content partnerships and subscriber growth through intelligent sales automation

10.3.6.2 Marketing & advertising agencies

10.3.6.3 Music & film production

10.3.6.4 Gaming & sports

10.3.6.5 Publishing & print media

10.3.6.6 Broadcasting & streaming

#### 10.3.7 MANUFACTURING

10.3.7.1 Optimizing technical sales pipelines with intelligent distributor and OEM targeting

#### 10.3.8 TRAVEL & HOSPITALITY

10.3.8.1 Boosting corporate bookings and guest conversions with adaptive sales engagement

#### 10.3.9 REAL ESTATE & CONSTRUCTION

10.3.9.1 Accelerating investor outreach and project engagement through targeted AI prospecting

#### 10.3.10 AUTOMOTIVE, TRANSPORTATION & LOGISTICS

10.3.10.1 Streamlining fleet sales and supply chain outreach with predictive AI workflows

#### 10.3.11 OTHER INDUSTRY VERTICALS

## 11 AI SDR MARKET, BY REGION

## 11.1 INTRODUCTION

## 11.2 NORTH AMERICA

### 11.2.1 NORTH AMERICA: AI SDR MARKET DRIVERS

### 11.2.2 NORTH AMERICA: MACROECONOMIC OUTLOOK

### 11.2.3 US

11.2.3.1 Rapid implementation of AI SDR platforms by enterprises to enhance sales efficiency and conversion rates

### 11.2.4 CANADA

11.2.4.1 Advancing privacy-centric AI SDR solutions to drive responsible sales automation

## 11.3 EUROPE

### 11.3.1 EUROPE: AI SDR MARKET DRIVERS

### 11.3.2 EUROPE: MACROECONOMIC OUTLOOK

### 11.3.3 UK

11.3.3.1 Precision outreach and seamless AI integration drive scalable sales transformation

### 11.3.4 GERMANY

11.3.4.1 Demand for transparent AI and secure integration accelerates enterprise sales innovation

### 11.3.5 FRANCE

11.3.5.1 Localized outreach and social sequencing accelerate AI SDR adoption

### 11.3.6 ITALY

11.3.6.1 AI SDR integration enhances sales efficiency and lead conversion across enterprises

### 11.3.7 SPAIN

11.3.7.1 AI SDR adoption accelerates pipeline velocity and multi-market reach for firms

### 11.3.8 REST OF EUROPE

## 11.4 ASIA PACIFIC

### 11.4.1 ASIA PACIFIC: AI SDR MARKET DRIVERS

### 11.4.2 ASIA PACIFIC: MACROECONOMIC OUTLOOK

### 11.4.3 CHINA

11.4.3.1 Enhancing prospecting efficiency with localized AI SDR tools and native platform integration

### 11.4.4 JAPAN

11.4.4.1 Precision-driven AI SDR adoption anchored in localization, workflow integration, and channel alignment

### 11.4.5 INDIA

11.4.5.1 Boosting SDR productivity with lead prioritization, sequencing, and scalable outreach tools

#### 11.4.6 SOUTH KOREA

11.4.6.1 Driving high-impact outreach through sequencing and buyer targeting

#### 11.4.7 AUSTRALIA & NEW ZEALAND

11.4.7.1 Improving pipeline velocity and targeting precision with data-led outreach tools and insights

#### 11.4.8 ASEAN

11.4.8.1 Accelerating market adoption amid rapid digital expansion

#### 11.4.9 REST OF ASIA PACIFIC

### 11.5 MIDDLE EAST & AFRICA

#### 11.5.1 MIDDLE EAST & AFRICA: AI SDR MARKET DRIVERS

#### 11.5.2 MIDDLE EAST & AFRICA: MACROECONOMIC OUTLOOK

#### 11.5.3 MIDDLE EAST

##### 11.5.3.1 Saudi Arabia

11.5.3.1.1 Vision-led innovation and Arabic-centric AI propel SDR transformation

##### 11.5.3.2 UAE

11.5.3.2.1 Accelerating AI SDR adoption due to robust data governance and multilingual demands

##### 11.5.3.3 Qatar

11.5.3.3.1 Increasing AI SDR adoption due to broader digital transformation

##### 11.5.3.4 Turkey

11.5.3.4.1 Driving sales efficiency through SDR personalization and intelligent outreach

##### 11.5.3.5 Rest of Middle East

#### 11.5.4 AFRICA

11.5.4.1 Driving sales transformation with enterprise AI and stringent data compliance

### 11.6 LATIN AMERICA

#### 11.6.1 LATIN AMERICA: AI SDR MARKET DRIVERS

#### 11.6.2 LATIN AMERICA: MACROECONOMIC OUTLOOK

#### 11.6.3 BRAZIL

11.6.3.1 AI SDR automation driving pipeline scale and response speed in tech firms

#### 11.6.4 MEXICO

11.6.4.1 Multichannel personalization and localized engagement boosting AI SDR adoption

#### 11.6.5 ARGENTINA

11.6.5.1 AI-powered prospecting enabling lean SDR teams to expand reach

#### 11.6.6 REST OF LATIN AMERICA

## 12 COMPETITIVE LANDSCAPE

### 12.1 OVERVIEW

### 12.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021–2025

### 12.3 REVENUE ANALYSIS, 2020–2024

### 12.4 MARKET SHARE ANALYSIS, 2024

### 12.5 PRODUCT COMPARISON

#### 12.5.1 PRODUCT COMPARATIVE ANALYSIS, BY ENTERPRISE TYPE (STARTUPS & SMBS)

12.5.1.1 Breeze (HubSpot)

12.5.1.2 Apollo.io platform (Apollo.io)

12.5.1.3 Jazon (Lyzi AI)

12.5.1.4 SchedX (Klenty)

12.5.1.5 Agent Frank (Salesforce)

#### 12.5.2 PRODUCT COMPARATIVE ANALYSIS, BY ENTERPRISE TYPE (MID-MARKET SALES ORGANIZATIONS)

12.5.2.1 AiSDR (AiSDR)

12.5.2.2 Ava (Artisan AI)

12.5.2.3 Gem-E (UserGems)

12.5.2.4 Alisha AI SDR (Floworks)

12.5.2.5 SuperRep (SuperRep.ai)

#### 12.5.3 PRODUCT COMPARATIVE ANALYSIS, BY ENTERPRISE TYPE (ENTERPRISE SDR TEAMS)

12.5.3.1 Agentforce for Sales (Salesforce)

12.5.3.2 Piper (Qualified)

12.5.3.3 Luru AI SDR (Luru)

12.5.3.4 Alice (11x AI)

12.5.3.5 RoomieAI (Common Room)

### 12.6 COMPANY VALUATION AND FINANCIAL METRICS

### 12.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024

#### 12.7.1 STARS

#### 12.7.2 EMERGING LEADERS

#### 12.7.3 PERVASIVE PLAYERS

#### 12.7.4 PARTICIPANTS

#### 12.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024

12.7.5.1 Company footprint

12.7.5.2 Regional footprint

12.7.5.3 Offering footprint

12.7.5.4 Sales channel footprint

12.7.5.5 Enterprise type footprint

## 12.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024

12.8.1 PROGRESSIVE COMPANIES

12.8.2 RESPONSIVE COMPANIES

12.8.3 DYNAMIC COMPANIES

12.8.4 STARTING BLOCKS

12.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024

12.8.5.1 Detailed list of key startups/SMEs

12.8.5.2 Competitive benchmarking of key startups/SMEs

## 12.9 COMPETITIVE SCENARIO

12.9.1 PRODUCT LAUNCHES AND ENHANCEMENTS

12.9.2 DEALS

## 13 COMPANY PROFILES

### 13.1 INTRODUCTION

### 13.2 KEY PLAYERS

#### 13.2.1 HUBSPOT

13.2.1.1 Business overview

13.2.1.2 Products/Solutions/Services offered

13.2.1.3 Recent developments

13.2.1.3.1 Product launches and enhancements

13.2.1.3.2 Deals

13.2.1.4 MnM view

13.2.1.4.1 Key strengths

13.2.1.4.2 Strategic choices

13.2.1.4.3 Weaknesses and competitive threats

#### 13.2.2 SALESFORCE

13.2.2.1 Business overview

13.2.2.2 Products/Solutions/Services offered

13.2.2.3 Recent developments

13.2.2.3.1 Product launches and enhancements

13.2.2.3.2 Deals

13.2.2.4 MnM view

13.2.2.4.1 Key strengths

13.2.2.4.2 Strategic choices

13.2.2.4.3 Weaknesses and competitive threats

#### 13.2.3 DIALPAD

- 13.2.3.1 Business overview
- 13.2.3.2 Products/Solutions/Services offered
- 13.2.3.3 Recent developments
  - 13.2.3.3.1 Product launches and enhancements
  - 13.2.3.3.2 Deals
- 13.2.3.4 MnM view
  - 13.2.3.4.1 Key strengths
  - 13.2.3.4.2 Strategic choices
  - 13.2.3.4.3 Weaknesses and competitive threats
- 13.2.4 SALESLOFT
  - 13.2.4.1 Business overview
  - 13.2.4.2 Products/Solutions/Services offered
  - 13.2.4.3 Recent developments
    - 13.2.4.3.1 Product launches and enhancements
    - 13.2.4.3.2 Deals
  - 13.2.4.4 MnM view
    - 13.2.4.4.1 Key strengths
    - 13.2.4.4.2 Strategic choices
    - 13.2.4.4.3 Weaknesses and competitive threats
- 13.2.5 6SENSE
  - 13.2.5.1 Business overview
  - 13.2.5.2 Products/Solutions/Services offered
  - 13.2.5.3 Recent developments
    - 13.2.5.3.1 Product launches and enhancements
    - 13.2.5.3.2 Deals
  - 13.2.5.4 MnM view
    - 13.2.5.4.1 Key strengths
    - 13.2.5.4.2 Strategic choices
    - 13.2.5.4.3 Weaknesses and competitive threats
- 13.2.6 ZOOMINFO
  - 13.2.6.1 Business overview
  - 13.2.6.2 Products/Solutions/Services offered
  - 13.2.6.3 Recent developments
    - 13.2.6.3.1 Product launches and enhancements
    - 13.2.6.3.2 Deals
- 13.2.7 APOLLO.IO
  - 13.2.7.1 Business overview
  - 13.2.7.2 Products/Solutions/Services offered
  - 13.2.7.3 Recent developments

13.2.7.3.1 Product launches and enhancements

### 13.2.8 OPENAI

13.2.8.1 Business overview

13.2.8.2 Products/Solutions/Services offered

13.2.8.3 Recent developments

13.2.8.3.1 Product launches and enhancements

13.2.8.3.2 Deals

### 13.2.9 CLARI

13.2.9.1 Business overview

13.2.9.2 Products/Solutions/Services offered

13.2.9.3 Recent developments

13.2.9.3.1 Product launches and enhancements

13.2.9.3.2 Deals

### 13.2.10 COGNISM

13.2.10.1 Business overview

13.2.10.2 Products/Solutions/Services offered

13.2.10.3 Recent developments

13.2.10.3.1 Product launches and enhancements

### 13.2.11 MICROSOFT

### 13.2.12 GUPSHUP

### 13.2.13 OUTREACH

### 13.2.14 VIDYARD

### 13.2.15 PLIVO

### 13.2.16 QUALIFIED

### 13.2.17 OTTER.AI

### 13.2.18 CONVERSICA

### 13.2.19 KLENTY

### 13.2.20 REPLY.IO

### 13.2.21 SEAMLESS.AI

### 13.2.22 WAALAXY

## 13.3 OTHER PLAYERS

### 13.3.1 COMMON ROOM

### 13.3.2 ARTISAN AI

### 13.3.3 USERGEMS

### 13.3.4 SCRATCHPAD

### 13.3.5 CLAY

### 13.3.6 UNIFY

### 13.3.7 LYZR AI

### 13.3.8 HUMANTIC AI

- 13.3.9 RELEVANCE AI
- 13.3.10 REGIE.AI
- 13.3.11 SALESFORGE
- 13.3.12 11X AI
- 13.3.13 FLOWWORKS
- 13.3.14 WARMLY
- 13.3.15 LURU
- 13.3.16 AISDR
- 13.3.17 CHASELABS
- 13.3.18 BLUEBIRDS
- 13.3.19 SUPERREP.AI
- 13.3.20 SUPERAGI
- 13.3.21 INSTANTLY
- 13.3.22 PERSANA AI
- 13.3.23 FACTORS.AI
- 13.3.24 SALESHANDY

## **14 ADJACENT AND RELATED MARKETS**

- 14.1 INTRODUCTION
- 14.2 AI AGENTS MARKET - GLOBAL FORECAST TO 2030
  - 14.2.1 MARKET DEFINITION
  - 14.2.2 MARKET OVERVIEW
    - 14.2.2.1 AI agents market, by offering
    - 14.2.2.2 AI agents market, by end user
    - 14.2.2.3 AI agents market, by region
- 14.3 AI FOR SALES AND MARKETING MARKET - GLOBAL FORECAST TO 2030
  - 14.3.1 MARKET DEFINITION
  - 14.3.2 MARKET OVERVIEW
    - 14.3.2.1 AI for sales and marketing market, by offering
    - 14.3.2.2 AI for sales and marketing market, by application
    - 14.3.2.3 AI for sales and marketing market, by end user
    - 14.3.2.4 AI for sales and marketing market, by region

## **15 APPENDIX**

- 15.1 DISCUSSION GUIDE
- 15.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 USD EXCHANGE RATES, 2020–2024

TABLE 2 FACTOR ANALYSIS

TABLE 3 AI SDR MARKET SIZE AND GROWTH RATE, 2020–2024 (USD MILLION, Y-O-Y %)

TABLE 4 AI SDR MARKET SIZE AND GROWTH RATE, 2025–2030 (USD MILLION, Y-O-Y %)

TABLE 5 COMPARISON BETWEEN AI SDRS AND AI AGENTS FOR SALES

TABLE 6 ROLE OF MARKET PLAYERS IN ECOSYSTEM

TABLE 7 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 9 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 PATENTS FILED, 2016–2025

TABLE 13 LIST OF TOP PATENTS IN AI SDR MARKET, 2024–2025

TABLE 14 AVERAGE SELLING PRICE OF FUNCTIONALITY, BY KEY PLAYER (2025)

TABLE 15 AVERAGE SELLING PRICE, BY SALES PROCESS

TABLE 16 AI SDR MARKET: LIST OF KEY CONFERENCES AND EVENTS, 2025–2026

TABLE 17 PORTERS' FIVE FORCES IMPACT ON AI SDR MARKET

TABLE 18 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE INDUSTRY VERTICALS

TABLE 19 KEY BUYING CRITERIA FOR TOP THREE INDUSTRY VERTICALS

TABLE 20 HUMAN SDRS VS. AI SDRS: COMPARATIVE ANALYSIS

TABLE 21 AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 22 AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 23 AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 24 AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 25 SOFTWARE: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 26 SOFTWARE: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 27 AI OUTREACH ASSISTANTS: AI SDR MARKET, BY REGION, 2020–2024

(USD MILLION)

TABLE 28 AI OUTREACH ASSISTANTS: AI SDR MARKET, BY REGION, 2025–2030

(USD MILLION)

TABLE 29 CONVERSATION INTELLIGENCE TOOLS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 30 CONVERSATION INTELLIGENCE TOOLS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 31 AI-ENHANCED SALES ENGAGEMENT PLATFORMS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 32 AI-ENHANCED SALES ENGAGEMENT PLATFORMS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 33 LEAD RESEARCH & ENRICHMENT BOTS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 34 LEAD RESEARCH & ENRICHMENT BOTS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 35 EMAIL DELIVERABILITY OPTIMIZERS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 36 EMAIL DELIVERABILITY OPTIMIZERS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 37 AI SCRIPT & TEMPLATE GENERATORS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 38 AI SCRIPT & TEMPLATE GENERATORS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 39 AI SDR MARKET, BY SERVICE, 2020–2024 (USD MILLION)

TABLE 40 AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 41 SERVICES: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 42 SERVICES: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 43 WORKFLOW AUTOMATION SETUP & INTEGRATION: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 44 WORKFLOW AUTOMATION SETUP & INTEGRATION: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 45 AI PERSONALIZATION & PROMPT CONSULTING: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 46 AI PERSONALIZATION & PROMPT CONSULTING: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 47 DELIVERABILITY & SPAM AUDIT SERVICES: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 48 DELIVERABILITY & SPAM AUDIT SERVICES: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 49 AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 50 AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 51 CLOUD-NATIVE SAAS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 52 CLOUD-NATIVE SAAS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 53 CHROME EXTENSIONS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 54 CHROME EXTENSIONS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 55 API-FIRST MODULAR EMBEDS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 56 API-FIRST MODULAR EMBEDS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 57 AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 58 AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 59 INBOUND: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 60 INBOUND: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 61 OUTBOUND: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 62 OUTBOUND: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 63 HYBRID: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 64 HYBRID: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 65 AI SDR MARKET, BY USE CASE, 2020–2024 (USD MILLION)

TABLE 66 AI SDR MARKET, BY USE CASE, 2025–2030 (USD MILLION)

TABLE 67 LEAD GENERATION & QUALIFICATION: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 68 LEAD GENERATION & QUALIFICATION: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 69 PROSPECTING & OUTREACH: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 70 PROSPECTING & OUTREACH: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 71 CRM INTEGRATION & DATA MANAGEMENT: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 72 CRM INTEGRATION & DATA MANAGEMENT: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 73 MEETING & APPOINTMENT SCHEDULING: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 74 MEETING & APPOINTMENT SCHEDULING: AI SDR MARKET, BY

REGION, 2025–2030 (USD MILLION)

TABLE 75 RESEARCH, COACHING, & SDR ENABLEMENT: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 76 RESEARCH, COACHING, & SDR ENABLEMENT: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 77 FOLLOW-UP & NURTURING: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 78 FOLLOW-UP & NURTURING: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 79 SALES REPORTING & ANALYTICS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 80 SALES REPORTING & ANALYTICS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 81 INTEGRATION ENVIRONMENT: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 82 INTEGRATION ENVIRONMENT: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 83 AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 84 AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 85 STARTUPS & SMBS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 86 STARTUPS & SMBS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 87 MID-MARKET SALES ORGANIZATIONS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 88 MID-MARKET SALES ORGANIZATIONS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 89 ENTERPRISE SDR TEAMS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 90 ENTERPRISE SDR TEAMS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 91 AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 92 AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 93 RETAIL & E-COMMERCE: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 94 RETAIL & E-COMMERCE: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 95 BFSI: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 96 BFSI: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 97 TELECOMMUNICATIONS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 98 TELECOMMUNICATIONS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 99 HEALTHCARE & LIFE SCIENCES: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 100 HEALTHCARE & LIFE SCIENCES: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 101 EDUCATION: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 102 EDUCATION: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 103 MEDIA & ENTERTAINMENT: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 104 MEDIA & ENTERTAINMENT: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 105 MANUFACTURING: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 106 MANUFACTURING: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 107 TRAVEL & HOSPITALITY: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 108 TRAVEL & HOSPITALITY: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 109 REAL ESTATE & CONSTRUCTION: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 110 REAL ESTATE & CONSTRUCTION: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 111 AUTOMOTIVE, TRANSPORTATION & LOGISTICS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 112 AUTOMOTIVE, TRANSPORTATION & LOGISTICS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 113 OTHER INDUSTRY VERTICALS: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 114 OTHER INDUSTRY VERTICALS: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 115 AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 116 AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 117 NORTH AMERICA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 118 NORTH AMERICA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD

MILLION)

TABLE 119 NORTH AMERICA: AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 120 NORTH AMERICA: AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 121 NORTH AMERICA: AI SDR MARKET, BY SERVICE, 2020–2024 (USD MILLION)

TABLE 122 NORTH AMERICA: AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 123 NORTH AMERICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 124 NORTH AMERICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 125 NORTH AMERICA: AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 126 NORTH AMERICA: AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 127 NORTH AMERICA: AI SDR MARKET, BY USE CASE, 2020–2024 (USD MILLION)

TABLE 128 NORTH AMERICA: AI SDR MARKET, BY USE CASE, 2025–2030 (USD MILLION)

TABLE 129 NORTH AMERICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 130 NORTH AMERICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 131 NORTH AMERICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 132 NORTH AMERICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 133 NORTH AMERICA: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 134 NORTH AMERICA: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 135 US: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 136 US: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 137 CANADA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 138 CANADA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 139 EUROPE: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 140 EUROPE: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 141 EUROPE: AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 142 EUROPE: AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 143 EUROPE: AI SDR MARKET, BY SERVICE, 2020–2024 (USD MILLION)

TABLE 144 EUROPE: AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 145 EUROPE: AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 146 EUROPE: AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 147 EUROPE: AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 148 EUROPE: AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 149 EUROPE: AI SDR MARKET, BY USE CASE, 2020–2024 (USD MILLION)

TABLE 150 EUROPE: AI SDR MARKET, BY USE CASE, 2025–2030 (USD MILLION)

TABLE 151 EUROPE: AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 152 EUROPE: AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 153 EUROPE: AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 154 EUROPE: AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 155 EUROPE: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 156 EUROPE: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 157 UK: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 158 UK: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 159 GERMANY: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 160 GERMANY: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 161 FRANCE: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 162 FRANCE: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 163 ITALY: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 164 ITALY: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 165 SPAIN: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 166 SPAIN: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 167 REST OF EUROPE: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 168 REST OF EUROPE: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 169 ASIA PACIFIC: AI SDR MARKET, BY OFFERING, 2020–2024 (USD

MILLION)

TABLE 170 ASIA PACIFIC: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 171 ASIA PACIFIC: AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 172 ASIA PACIFIC: AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 173 ASIA PACIFIC: AI SDR MARKET, BY SERVICE, 2020–2024 (USD MILLION)

TABLE 174 ASIA PACIFIC: AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 175 ASIA PACIFIC: AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 176 ASIA PACIFIC: AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 177 ASIA PACIFIC: AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 178 ASIA PACIFIC: AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 179 ASIA PACIFIC: AI SDR MARKET, BY USE CASE, 2020–2024 (USD MILLION)

TABLE 180 ASIA PACIFIC: AI SDR MARKET, BY USE CASE, 2025–2030 (USD MILLION)

TABLE 181 ASIA PACIFIC: AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 182 ASIA PACIFIC: AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 183 ASIA PACIFIC: AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 184 ASIA PACIFIC: AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 185 ASIA PACIFIC: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 186 ASIA PACIFIC: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 187 CHINA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 188 CHINA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 189 JAPAN: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 190 JAPAN: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 191 INDIA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 192 INDIA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 193 SOUTH KOREA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 194 SOUTH KOREA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 195 AUSTRALIA & NEW ZEALAND: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 196 AUSTRALIA & NEW ZEALAND: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 197 ASEAN: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 198 ASEAN: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 199 ASEAN: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 200 ASEAN: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 201 REST OF ASIA PACIFIC: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 202 REST OF ASIA PACIFIC: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 203 MIDDLE EAST & AFRICA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 204 MIDDLE EAST & AFRICA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 205 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 206 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 207 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SERVICE, 2020–2024 (USD MILLION)

TABLE 208 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 209 MIDDLE EAST & AFRICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 210 MIDDLE EAST & AFRICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 211 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 212 MIDDLE EAST & AFRICA: AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 213 MIDDLE EAST & AFRICA: AI SDR MARKET, BY USE CASE, 2020–2024

(USD MILLION)

TABLE 214 MIDDLE EAST & AFRICA: AI SDR MARKET, BY USE CASE, 2025–2030

(USD MILLION)

TABLE 215 MIDDLE EAST & AFRICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 216 MIDDLE EAST & AFRICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 217 MIDDLE EAST & AFRICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 218 MIDDLE EAST & AFRICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 219 MIDDLE EAST & AFRICA: AI SDR MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 220 MIDDLE EAST & AFRICA: AI SDR MARKET, BY REGION, 2025–2030 (USD MILLION)

TABLE 221 MIDDLE EAST & AFRICA: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 222 MIDDLE EAST & AFRICA: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 223 SAUDI ARABIA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 224 SAUDI ARABIA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 225 UAE: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 226 UAE: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 227 QATAR: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 228 QATAR: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 229 TURKEY: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 230 TURKEY: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 231 REST OF MIDDLE EAST: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 232 REST OF MIDDLE EAST: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 233 AFRICA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 234 AFRICA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 235 LATIN AMERICA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 236 LATIN AMERICA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 237 LATIN AMERICA: AI SDR MARKET, BY SOFTWARE, 2020–2024 (USD MILLION)

TABLE 238 LATIN AMERICA: AI SDR MARKET, BY SOFTWARE, 2025–2030 (USD MILLION)

TABLE 239 LATIN AMERICA: AI SDR MARKET, BY SERVICE, 2020–2024 USD MILLION)

TABLE 240 LATIN AMERICA: AI SDR MARKET, BY SERVICE, 2025–2030 (USD MILLION)

TABLE 241 LATIN AMERICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2020–2024 (USD MILLION)

TABLE 242 LATIN AMERICA: AI SDR MARKET, BY DEPLOYMENT MODEL, 2025–2030 (USD MILLION)

TABLE 243 LATIN AMERICA: AI SDR MARKET, BY SALES CHANNEL, 2020–2024 (USD MILLION)

TABLE 244 LATIN AMERICA: AI SDR MARKET, BY SALES CHANNEL, 2025–2030 (USD MILLION)

TABLE 245 LATIN AMERICA: AI SDR MARKET, BY USE CASE, 2020–2024 (USD MILLION)

TABLE 246 LATIN AMERICA: AI SDR MARKET, BY USE CASE, 2025–2030 (USD MILLION)

TABLE 247 LATIN AMERICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2020–2024 (USD MILLION)

TABLE 248 LATIN AMERICA: AI SDR MARKET, BY ENTERPRISE TYPE, 2025–2030 (USD MILLION)

TABLE 249 LATIN AMERICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2020–2024 (USD MILLION)

TABLE 250 LATIN AMERICA: AI SDR MARKET, BY INDUSTRY VERTICAL, 2025–2030 (USD MILLION)

TABLE 251 LATIN AMERICA: AI SDR MARKET, BY COUNTRY, 2020–2024 (USD MILLION)

TABLE 252 LATIN AMERICA: AI SDR MARKET, BY COUNTRY, 2025–2030 (USD MILLION)

TABLE 253 BRAZIL: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 254 BRAZIL: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 255 MEXICO: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 256 MEXICO: AI SDR MARKET, BY OFFERING, 2025–2030 (USD MILLION)

TABLE 257 ARGENTINA: AI SDR MARKET, BY OFFERING, 2020–2024 (USD MILLION)

TABLE 258 ARGENTINA: AI SDR MARKET, BY OFFERING, 2025–2030 (USD

MILLION)

TABLE 259 REST OF LATIN AMERICA: AI SDR MARKET, BY OFFERING, 2020–2024  
(USD MILLION)

TABLE 260 REST OF LATIN AMERICA: AI SDR MARKET, BY OFFERING, 2025–2030  
(USD MILLION)

TABLE 261 OVERVIEW OF STRATEGIES ADOPTED BY KEY AI SDR VENDORS,  
2021–2025

TABLE 262 AI SDR MARKET: DEGREE OF COMPETITION

TABLE 263 AI SDR MARKET: REGIONAL FOOTPRINT (21 PLAYERS)

TABLE 264 AI SDR MARKET: OFFERING FOOTPRINT (29 PLAYERS)

TABLE 265 AI SDR MARKET: SALES CHANNEL FOOTPRINT (21 PLAYERS)

TABLE 266 AI SDR MARKET: ENTERPRISE TYPE FOOTPRINT (21 PLAYERS)

TABLE 267 AI SDR MARKET: KEY STARTUPS/SMES, 2024

TABLE 268 AI SDR MARKET: COMPETITIVE BENCHMARKING OF KEY  
STARTUPS/SMES

TABLE 269 AI SDR MARKET: PRODUCT LAUNCHES AND ENHANCEMENTS,  
2021–JULY 2025

TABLE 270 AI SDR MARKET: DEALS, 2021–JULY 2025

TABLE 271 HUBSPOT: COMPANY OVERVIEW

TABLE 272 HUBSPOT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 273 HUBSPOT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 274 HUBSPOT: DEALS

TABLE 275 SALESFORCE: COMPANY OVERVIEW

TABLE 276 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 277 SALESFORCE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 278 SALESFORCE: DEALS

TABLE 279 DIALPAD: COMPANY OVERVIEW

TABLE 280 DIALPAD: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 281 DIALPAD: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 282 DIALPAD: DEALS

TABLE 283 SALESLOFT: COMPANY OVERVIEW

TABLE 284 SALESLOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 285 SALESLOFT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 286 SALESLOFT: DEALS

TABLE 287 6SENSE: COMPANY OVERVIEW

TABLE 288 6SENSE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 289 6SENSE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 290 6SENSE: DEALS

TABLE 291 ZOOMINFO: COMPANY OVERVIEW

TABLE 292 ZOOMINFO: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 293 ZOOMINFO: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 294 ZOOMINFO: DEALS  
TABLE 295 APOLLO.IO: COMPANY OVERVIEW  
TABLE 296 APOLLO.IO: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 297 APOLLO.IO: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 298 OPENAI: COMPANY OVERVIEW  
TABLE 299 OPENAI: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 300 OPENAI: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 301 OPENAI: DEALS  
TABLE 302 CLARI: COMPANY OVERVIEW  
TABLE 303 CLARI: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 304 CLARI: PRODUCT LAUNCHES  
TABLE 305 CLARI: DEALS  
TABLE 306 COGNISM: COMPANY OVERVIEW  
TABLE 307 COGNISM: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 308 COGNISM: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 309 AI AGENTS MARKET, BY OFFERING, 2020–2024 (USD MILLION)  
TABLE 310 AI AGENTS MARKET, BY OFFERING, 2025–2030 (USD MILLION)  
TABLE 311 AI AGENTS MARKET, BY END USER, 2020–2024 (USD MILLION)  
TABLE 312 AI AGENTS MARKET, BY END USER, 2025–2030 (USD MILLION)  
TABLE 313 AI AGENTS MARKET, BY ENTERPRISE END USER, 2020–2024 (USD MILLION)  
TABLE 314 AI AGENTS MARKET, BY ENTERPRISE END USER, 2025–2030 (USD MILLION)  
TABLE 315 AI AGENTS MARKET, BY REGION, 2020–2024 (USD MILLION)  
TABLE 316 AI AGENTS MARKET, BY REGION, 2025–2030 (USD MILLION)  
TABLE 317 AI FOR SALES & MARKETING MARKET, BY OFFERING, 2020–2024 (USD MILLION)  
TABLE 318 AI FOR SALES & MARKETING MARKET, BY OFFERING, 2025–2030 (USD MILLION)  
TABLE 319 AI FOR SALES & MARKETING MARKET, BY APPLICATION, 2020–2024 (USD MILLION)  
TABLE 320 AI FOR SALES & MARKETING MARKET, BY APPLICATION, 2025–2030 (USD MILLION)  
TABLE 321 AI FOR SALES & MARKETING MARKET, BY END USER, 2020–2024 (USD MILLION)  
TABLE 322 AI FOR SALES & MARKETING MARKET, BY END USER, 2025–2030 (USD MILLION)

TABLE 323 AI FOR SALES & MARKETING MARKET, BY ENTERPRISE END USER, 2020–2024 (USD MILLION)

TABLE 324 AI FOR SALES & MARKETING MARKET, BY ENTERPRISE END USER, 2025–2030 (USD MILLION)

TABLE 325 AI FOR SALES & MARKETING MARKET, BY REGION, 2020–2024 (USD MILLION)

TABLE 326 AI FOR SALES & MARKETING MARKET, BY REGION, 2025–2030 (USD MILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 1 AI SDR MARKET: RESEARCH DESIGN

FIGURE 2 DATA TRIANGULATION

FIGURE 3 AI SDR MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

FIGURE 4 APPROACH 1, BOTTOM-UP (SUPPLY-SIDE): REVENUE FROM OFFERINGS IN AI SDR MARKET

FIGURE 5 APPROACH 2, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOFTWARE/SERVICE COMPANIES IN AI SDR MARKET

FIGURE 6 APPROACH 3, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOFTWARE/SERVICES IN AI SDR MARKET

FIGURE 7 APPROACH 4, BOTTOM-UP (DEMAND-SIDE): SHARE OF AI SDR THROUGH OVERALL IT SPENDING

FIGURE 8 SOFTWARE SEGMENT TO DOMINATE MARKET IN 2025

FIGURE 9 CLOUD-NATIVE SAAS SEGMENT TO HOLD LARGEST MARKET SHARE IN 2025

FIGURE 10 LEAD GENERATION & QUALIFICATION SEGMENT TO LEAD MARKET IN 2025

FIGURE 11 HEALTHCARE & LIFE SCIENCES SEGMENT TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

FIGURE 12 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 13 GROWING ADOPTION OF INTENT-BASED PROSPECTING AND PREDICTIVE ANALYTICS TO DRIVE MARKET

FIGURE 14 MID-MARKET SALES ORGANIZATIONS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 15 CLOUD-NATIVE SAAS AND MID-MARKET SALES ORGANIZATIONS SEGMENTS TO HOLD LARGEST MARKET SHARES IN NORTH AMERICA IN 2025

FIGURE 16 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2025

FIGURE 17 AI SDR MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 18 COMPARISON OF AI SDRS AND AI AGENTS FOR SALES

FIGURE 19 AI SDR MARKET EVOLUTION

FIGURE 20 AI SDR MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 21 AI SDR MARKET: ECOSYSTEM ANALYSIS

FIGURE 22 AI SDR MARKET: INVESTMENT AND FUNDING SCENARIO

FIGURE 23 NUMBER OF PATENTS APPLIED AND GRANTED, 2016–2025

FIGURE 24 REGIONAL ANALYSIS OF PATENTS GRANTED, 2016–2025

FIGURE 25 AVERAGE SELLING PRICE, BY SALES PROCESS, 2025

FIGURE 26 AI SDR MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 27 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE INDUSTRY VERTICALS

FIGURE 28 KEY BUYING CRITERIA FOR TOP THREE INDUSTRY VERTICALS

FIGURE 29 AI SDR MARKET: TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS

FIGURE 30 SERVICES SEGMENT TO REGISTER HIGHER CAGR THAN SOFTWARE SEGMENT DURING FORECAST PERIOD

FIGURE 31 AI-ENHANCED SALES ENGAGEMENT PLATFORMS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 32 WORKFLOW AUTOMATION SETUP & INTEGRATION SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 33 CHROME EXTENSIONS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 34 HYBRID SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 35 SALES REPORTING & ANALYTICS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 36 MID-MARKET SALES ORGANIZATIONS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 37 HEALTHCARE & LIFE SCIENCES SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 38 NORTH AMERICA TO BE LARGEST REGIONAL MARKET DURING FORECAST PERIOD

FIGURE 39 INDIA TO WITNESS FASTEST GROWTH DURING FORECAST PERIOD

FIGURE 40 NORTH AMERICA: AI SDR MARKET SNAPSHOT

FIGURE 41 ASIA PACIFIC: AI SDR MARKET SNAPSHOT

FIGURE 42 REVENUE ANALYSIS OF KEY PLAYERS IN AI SDR MARKET, 2020–2024

FIGURE 43 SHARE OF LEADING COMPANIES IN AI SDR MARKET, 2024

FIGURE 44 PRODUCT COMPARATIVE ANALYSIS (STARTUPS & SMBS)

FIGURE 45 PRODUCT COMPARATIVE ANALYSIS (MID-MARKET SALES ORGANIZATIONS)

FIGURE 46 PRODUCT COMPARATIVE ANALYSIS (ENTERPRISE SDR TEAMS)

FIGURE 47 FINANCIAL METRICS OF KEY VENDORS

FIGURE 48 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS

FIGURE 49 AI SDR MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS),

2024

FIGURE 50 AI SDR MARKET: COMPANY FOOTPRINT (29 PLAYERS)

FIGURE 51 AI SDR MARKET: COMPANY EVALUATION MATRIX  
(STARTUPS/SMES), 2024

FIGURE 52 HUBSPOT: COMPANY SNAPSHOT

FIGURE 53 SALESFORCE: COMPANY SNAPSHOT

FIGURE 54 ZOOMINFO: COMPANY SNAPSHOT

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