

Account-Based Marketing Platform Market, Global Outlook and Forecast 2022-2028

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Abstracts

Account-based marketing (ABM) platform is defined as a technology that enables marketers to run ABM programs at scale, including account selection, planning, engagement and reporting. In ABM programs, B2B marketers align with sales counterparts to engage a defined set of high-priority accounts and buying committee members with targeted marketing and content to help buyers explore and evaluate solutions.

This report contains market size and forecasts of Account-Based Marketing Platform in Global, including the following market information:

Global Account-Based Marketing Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Account-Based Marketing Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Display Advertising and Retargeting Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Account-Based Marketing Platform include Triblio,

6sense, Rollworks, Demandbase, Terminus, Jabmo, MRP, True Influence and Madison Logic, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Account-Based Marketing Platform companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Account-Based Marketing Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Account-Based Marketing Platform Market Segment Percentages, by Type, 2021 (%)

Display Advertising and Retargeting

Social Advertising

Content Syndication

Web Personalization

Email

Global Account-Based Marketing Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Account-Based Marketing Platform Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

Global Account-Based Marketing Platform Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Account-Based Marketing Platform Market Segment Percentages, By Region
and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Account-Based Marketing Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Account-Based Marketing Platform revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Triblio

6sense

Rollworks

Demandbase

Terminus

Jabmo

MRP

True Influence

Madison Logic

Integrate

Rendmo

TechTarget

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