

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

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Abstracts

Account-based orchestration platforms provide one central place for businesses to manage account-based marketing efforts that are also built to align sales and marketings teams. These platforms assist companies in targeting accounts, executing account-based marketing (ABM) campaigns, and measuring and optimizing strategies. Account-based orchestration platforms provide a unified account list management which prioritizes and segments a company's targeted accounts. By leveraging these platforms, marketing and sales teams can focus on identifying and nurturing the most promising accounts for their business. Account-based orchestration platforms can also execute multichannel campaigns and are often also included in one or more of the following categories: account-based direct mail software, account-based advertising software, and account-based web and content experiences software. However, software can provide account-based execution capabilities without providing a complete ABM platform.

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

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

Global top five companies in 2021 (%)

The global Account-Based Orchestration 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.



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

Cloud Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Account-Based Orchestration Platform include HubSpot, Demandbase, metadata.io, Terminus, 6sense, Dun & Bradstreet, Triblio, NextRoll 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 Orchestration 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 Orchestration Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud Based

On Premises

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

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

Large Enterprises

SMEs



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

Global Account-Based Orchestration 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 A	America		
	Brazil		
	Argentina		
	Rest of South America		
Middle East & Africa			
	Turkey		
	Israel		
	Saudi Arabia		
	UAE		
	Rest of Middle East & Africa		
Competitor And	alysis		
The report also	provides analysis of leading market participants including:		
Key companies Account-Based Orchestration Platform revenues in global market, 2017-2022 (estimated), (\$ millions)			
Key companies Account-Based Orchestration Platform revenues share in global market 2021 (%)			

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



HubSpot
Demandbase
metadata.io
Terminus
6sense
Dun & Bradstreet
Triblio
NextRoll
Madison Logic
MRP
Folloze
Spiceworks Ziff Davis



Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Account-Based Orchestration Platform Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Account-Based Orchestration Platform Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL ACCOUNT-BASED ORCHESTRATION PLATFORM OVERALL MARKET SIZE

- 2.1 Global Account-Based Orchestration Platform Market Size: 2021 VS 2028
- 2.2 Global Account-Based Orchestration Platform Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Account-Based Orchestration Platform Players in Global Market
- 3.2 Top Global Account-Based Orchestration Platform Companies Ranked by Revenue
- 3.3 Global Account-Based Orchestration Platform Revenue by Companies
- 3.4 Top 3 and Top 5 Account-Based Orchestration Platform Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Account-Based Orchestration Platform Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Account-Based Orchestration Platform Players in Global Market
 - 3.6.1 List of Global Tier 1 Account-Based Orchestration Platform Companies
- 3.6.2 List of Global Tier 2 and Tier 3 Account-Based Orchestration Platform



Companies

4 MARKET SIGHTS BY PRODUCT

- 4.1 Overview
- 4.1.1 by Type Global Account-Based Orchestration Platform Market Size Markets, 2021 & 2028
 - 4.1.2 Cloud Based
 - 4.1.3 On Premises
- 4.2 By Type Global Account-Based Orchestration Platform Revenue & Forecasts
 - 4.2.1 By Type Global Account-Based Orchestration Platform Revenue, 2017-2022
 - 4.2.2 By Type Global Account-Based Orchestration Platform Revenue, 2023-2028
- 4.2.3 By Type Global Account-Based Orchestration Platform Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

- 5.1 Overview
- 5.1.1 By Application Global Account-Based Orchestration Platform Market Size, 2021& 2028
 - 5.1.2 Large Enterprises
 - 5.1.3 SMEs
- 5.2 By Application Global Account-Based Orchestration Platform Revenue & Forecasts
- 5.2.1 By Application Global Account-Based Orchestration Platform Revenue, 2017-2022
- 5.2.2 By Application Global Account-Based Orchestration Platform Revenue, 2023-2028
- 5.2.3 By Application Global Account-Based Orchestration Platform Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

- 6.1 By Region Global Account-Based Orchestration Platform Market Size, 2021 & 2028
- 6.2 By Region Global Account-Based Orchestration Platform Revenue & Forecasts
 - 6.2.1 By Region Global Account-Based Orchestration Platform Revenue, 2017-2022
- 6.2.2 By Region Global Account-Based Orchestration Platform Revenue, 2023-2028
- 6.2.3 By Region Global Account-Based Orchestration Platform Revenue Market



Share, 2017-2028

- 6.3 North America
- 6.3.1 By Country North America Account-Based Orchestration Platform Revenue, 2017-2028
- 6.3.2 US Account-Based Orchestration Platform Market Size, 2017-2028
- 6.3.3 Canada Account-Based Orchestration Platform Market Size, 2017-2028
- 6.3.4 Mexico Account-Based Orchestration Platform Market Size, 2017-20286.4 Europe
- 6.4.1 By Country Europe Account-Based Orchestration Platform Revenue, 2017-2028
 - 6.4.2 Germany Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.4.3 France Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.4.4 U.K. Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.4.5 Italy Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.4.6 Russia Account-Based Orchestration Platform Market Size, 2017-2028
- 6.4.7 Nordic Countries Account-Based Orchestration Platform Market Size, 2017-2028
- 6.4.8 Benelux Account-Based Orchestration Platform Market Size, 2017-20286.5 Asia
 - 6.5.1 By Region Asia Account-Based Orchestration Platform Revenue, 2017-2028
 - 6.5.2 China Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.5.3 Japan Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.5.4 South Korea Account-Based Orchestration Platform Market Size, 2017-2028
 - 6.5.5 Southeast Asia Account-Based Orchestration Platform Market Size, 2017-2028
- 6.5.6 India Account-Based Orchestration Platform Market Size, 2017-2028
- 6.6 South America
- 6.6.1 By Country South America Account-Based Orchestration Platform Revenue, 2017-2028
 - 6.6.2 Brazil Account-Based Orchestration Platform Market Size, 2017-2028
- 6.6.3 Argentina Account-Based Orchestration Platform Market Size, 2017-20286.7 Middle East & Africa
- 6.7.1 By Country Middle East & Africa Account-Based Orchestration Platform Revenue, 2017-2028
- 6.7.2 Turkey Account-Based Orchestration Platform Market Size, 2017-2028
- 6.7.3 Israel Account-Based Orchestration Platform Market Size, 2017-2028
- 6.7.4 Saudi Arabia Account-Based Orchestration Platform Market Size, 2017-2028
- 6.7.5 UAE Account-Based Orchestration Platform Market Size, 2017-2028

7 PLAYERS PROFILES



7.1 HubSpot

- 7.1.1 HubSpot Corporate Summary
- 7.1.2 HubSpot Business Overview
- 7.1.3 HubSpot Account-Based Orchestration Platform Major Product Offerings
- 7.1.4 HubSpot Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.1.5 HubSpot Key News
- 7.2 Demandbase
 - 7.2.1 Demandbase Corporate Summary
 - 7.2.2 Demandbase Business Overview
 - 7.2.3 Demandbase Account-Based Orchestration Platform Major Product Offerings
- 7.2.4 Demandbase Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.2.5 Demandbase Key News
- 7.3 metadata.io
 - 7.3.1 metadata.io Corporate Summary
 - 7.3.2 metadata.io Business Overview
 - 7.3.3 metadata.io Account-Based Orchestration Platform Major Product Offerings
- 7.3.4 metadata.io Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
- 7.3.5 metadata.io Key News
- 7.4 Terminus
 - 7.4.1 Terminus Corporate Summary
 - 7.4.2 Terminus Business Overview
 - 7.4.3 Terminus Account-Based Orchestration Platform Major Product Offerings
- 7.4.4 Terminus Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.4.5 Terminus Key News
- 7.5 6sense
 - 7.5.1 6sense Corporate Summary
 - 7.5.2 6sense Business Overview
 - 7.5.3 6sense Account-Based Orchestration Platform Major Product Offerings
- 7.5.4 6sense Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
- 7.5.5 6sense Key News
- 7.6 Dun & Bradstreet
 - 7.6.1 Dun & Bradstreet Corporate Summary
 - 7.6.2 Dun & Bradstreet Business Overview
 - 7.6.3 Dun & Bradstreet Account-Based Orchestration Platform Major Product Offerings



7.6.4 Dun & Bradstreet Account-Based Orchestration Platform Revenue in Global Market (2017-2022)

7.6.5 Dun & Bradstreet Key News

7.7 Triblio

- 7.7.1 Triblio Corporate Summary
- 7.7.2 Triblio Business Overview
- 7.7.3 Triblio Account-Based Orchestration Platform Major Product Offerings
- 7.7.4 Triblio Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.7.5 Triblio Key News
- 7.8 NextRoll
 - 7.8.1 NextRoll Corporate Summary
 - 7.8.2 NextRoll Business Overview
 - 7.8.3 NextRoll Account-Based Orchestration Platform Major Product Offerings
- 7.8.4 NextRoll Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
- 7.8.5 NextRoll Key News
- 7.9 Madison Logic
 - 7.9.1 Madison Logic Corporate Summary
 - 7.9.2 Madison Logic Business Overview
 - 7.9.3 Madison Logic Account-Based Orchestration Platform Major Product Offerings
- 7.9.4 Madison Logic Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.9.5 Madison Logic Key News
- 7.10 MRP
 - 7.10.1 MRP Corporate Summary
 - 7.10.2 MRP Business Overview
 - 7.10.3 MRP Account-Based Orchestration Platform Major Product Offerings
- 7.10.4 MRP Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.10.5 MRP Key News
- 7.11 Folloze
 - 7.11.1 Folloze Corporate Summary
 - 7.11.2 Folloze Business Overview
- 7.11.3 Folloze Account-Based Orchestration Platform Major Product Offerings
- 7.11.4 Folloze Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.11.5 Folloze Key News
- 7.12 Spiceworks Ziff Davis



- 7.12.1 Spiceworks Ziff Davis Corporate Summary
- 7.12.2 Spiceworks Ziff Davis Business Overview
- 7.12.3 Spiceworks Ziff Davis Account-Based Orchestration Platform Major Product Offerings
- 7.12.4 Spiceworks Ziff Davis Account-Based Orchestration Platform Revenue in Global Market (2017-2022)
 - 7.12.5 Spiceworks Ziff Davis Key News

8 CONCLUSION

9 APPENDIX

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer



List Of Tables

LIST OF TABLES

Table 1. Account-Based Orchestration Platform Market Opportunities & Trends in Global Market

Table 2. Account-Based Orchestration Platform Market Drivers in Global Market

Table 3. Account-Based Orchestration Platform Market Restraints in Global Market

Table 4. Key Players of Account-Based Orchestration Platform in Global Market

Table 5. Top Account-Based Orchestration Platform Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Account-Based Orchestration Platform Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Account-Based Orchestration Platform Revenue Share by Companies, 2017-2022

Table 8. Global Companies Account-Based Orchestration Platform Product Type

Table 9. List of Global Tier 1 Account-Based Orchestration Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Account-Based Orchestration Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Account-Based Orchestration Platform Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Account-Based Orchestration Platform Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Account-Based Orchestration Platform Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Account-Based Orchestration Platform Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Account-Based Orchestration Platform Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Account-Based Orchestration Platform Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Account-Based Orchestration Platform Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Account-Based Orchestration Platform Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Account-Based Orchestration Platform Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Account-Based Orchestration Platform Revenue,



(US\$, Mn), 2017-2022

Table 21. By Country - North America Account-Based Orchestration Platform Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Account-Based Orchestration Platform Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Account-Based Orchestration Platform Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Account-Based Orchestration Platform Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Account-Based Orchestration Platform Revenue, (US\$, Mn), 2023-2028

Table 30. HubSpot Corporate Summary

Table 31. HubSpot Account-Based Orchestration Platform Product Offerings

Table 32. HubSpot Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)

Table 33. Demandbase Corporate Summary

Table 34. Demandbase Account-Based Orchestration Platform Product Offerings

Table 35. Demandbase Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)

Table 36. metadata.io Corporate Summary

Table 37. metadata.io Account-Based Orchestration Platform Product Offerings

Table 38. metadata.io Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)

Table 39. Terminus Corporate Summary

Table 40. Terminus Account-Based Orchestration Platform Product Offerings

Table 41. Terminus Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)

Table 42. 6sense Corporate Summary

Table 43. 6sense Account-Based Orchestration Platform Product Offerings

Table 44. 6sense Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)



- Table 45. Dun & Bradstreet Corporate Summary
- Table 46. Dun & Bradstreet Account-Based Orchestration Platform Product Offerings
- Table 47. Dun & Bradstreet Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 48. Triblio Corporate Summary
- Table 49. Triblio Account-Based Orchestration Platform Product Offerings
- Table 50. Triblio Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 51. NextRoll Corporate Summary
- Table 52. NextRoll Account-Based Orchestration Platform Product Offerings
- Table 53. NextRoll Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 54. Madison Logic Corporate Summary
- Table 55. Madison Logic Account-Based Orchestration Platform Product Offerings
- Table 56. Madison Logic Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 57. MRP Corporate Summary
- Table 58. MRP Account-Based Orchestration Platform Product Offerings
- Table 59. MRP Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 60. Folloze Corporate Summary
- Table 61. Folloze Account-Based Orchestration Platform Product Offerings
- Table 62. Folloze Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)
- Table 63. Spiceworks Ziff Davis Corporate Summary
- Table 64. Spiceworks Ziff Davis Account-Based Orchestration Platform Product Offerings
- Table 65. Spiceworks Ziff Davis Account-Based Orchestration Platform Revenue (US\$, Mn), (2017-2022)



List Of Figures

LIST OF FIGURES

- Figure 1. Account-Based Orchestration Platform Segment by Type in 2021
- Figure 2. Account-Based Orchestration Platform Segment by Application in 2021
- Figure 3. Global Account-Based Orchestration Platform Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Account-Based Orchestration Platform Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Account-Based Orchestration Platform Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Account-Based Orchestration Platform Revenue in 2021
- Figure 8. By Type Global Account-Based Orchestration Platform Revenue Market Share, 2017-2028
- Figure 9. By Application Global Account-Based Orchestration Platform Revenue Market Share, 2017-2028
- Figure 10. By Region Global Account-Based Orchestration Platform Revenue Market Share, 2017-2028
- Figure 11. By Country North America Account-Based Orchestration Platform Revenue Market Share, 2017-2028
- Figure 12. US Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country Europe Account-Based Orchestration Platform Revenue Market Share, 2017-2028
- Figure 16. Germany Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Account-Based Orchestration Platform Revenue, (US\$, Mn),



2017-2028

Figure 23. By Region - Asia Account-Based Orchestration Platform Revenue Market Share, 2017-2028

Figure 24. China Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 28. India Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Account-Based Orchestration Platform Revenue Market Share, 2017-2028

Figure 30. Brazil Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Account-Based Orchestration Platform Revenue Market Share, 2017-2028

Figure 33. Turkey Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Account-Based Orchestration Platform Revenue, (US\$, Mn), 2017-2028

Figure 37. HubSpot Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Demandbase Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. metadata.io Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Terminus Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. 6sense Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Dun & Bradstreet Account-Based Orchestration Platform Revenue Year Over



Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Triblio Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. NextRoll Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Madison Logic Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. MRP Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Folloze Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Spiceworks Ziff Davis Account-Based Orchestration Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)



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