

Account Data Management Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Account Data Management Software is a kind of software aiming at managing prospect data throughout the account-based marketing (ABM) process so that both sales and marketing teams have continuous awareness of target accounts. In order to maximize an ABM strategy, salespeople need to know where in the pipeline a prospect is and the probability that a prospect will become a customer. Account Data Management systems serve to document and communicate all relevant account information between the sales and marketing teams. This software is deployed in marketing and sales departments to maximize the efficiency of marketing efforts and facilitate communication between the two organizations.

This report contains market size and forecasts of Account Data Management Software in Global, including the following market information:

Global Account Data Management Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Account Data Management Software 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.

On-Premises Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Account Data Management Software include Adobe, LeanData, Groove Labs Inc., Engagio, Terminus, Motive Partners(Dun&Bradstreet), ESW Capital, 6sense and ConnectLeader, 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 Data Management Software 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 Data Management Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Account Data Management Software Market Segment Percentages, by Type, 2021 (%)

On-Premises

Cloud-based

Global Account Data Management Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Account Data Management Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

Global Account Data Management Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Account Data Management Software 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 Data Management Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Account Data Management Software revenues share in global market, 2021 (%)

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

Adobe

LeanData

Groove Labs Inc.

Engagio

Terminus

Motive Partners(Dun&Bradstreet)

ESW Capital

6sense

ConnectLeader

Demandbase

SALESmanago

CloudLead

Openprise

Triblio

RollWorks

Madison Logic

Jabmo

Full Circle Insights

Lane Four Data

LiftIQ, LLC

Oracle

Mintigo

xiQ

CaliberMind

Owler

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