

# CRM Lead Management Software Market, Global Outlook and Forecast 2022-2028

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## Abstracts

CRM lead management applications facilitate a business's inbound and outbound customer acquisition, online and offline. Lead management integrates business process and technology to close the loop between marketing and direct or indirect sales channels, and to drive higher-value opportunities through improved demand creation, execution and opportunity management. This critical connectivity facilitates business profitability through the acquisition of new customers and retention or upselling of existing customers. Lead management capabilities are provided by many marketing automation applications, but can also be acquired as part of a CRM suite.

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

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

Global top five companies in 2021 (%)

The global CRM Lead 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.

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

The global key manufacturers of CRM Lead Management Software include HubSpot,

Salesforce, Zoho, Marketo, Microsoft, Oracle, SugarCRM, Sage and Salesfusion, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the CRM Lead 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 CRM Lead Management Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global CRM Lead Management Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

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

Global CRM Lead Management Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

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

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

Key companies CRM Lead Management Software revenues share in global market, 2021 (%)

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

HubSpot

Salesforce

Zoho

Marketo

Microsoft

Oracle

SugarCRM

Sage

Salesfusion

SAP

CRMNEXT

InsideView

IBM

Conversica

Mautic

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