

Digital Content Management for Sales Market - Global Outlook and Forecast 2022-2028

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Abstracts

Digital content management for sales (DCMS) applications encompass repositories, authoring tools, collaborative environments and interfaces for publishing, versioning and presenting content. These applications help many content owners distribute key sales-oriented and customer-facing materials to salespeople (both direct and indirect), who use these materials to more efficiently and effectively develop and close business. DCMS applications improve the delivery of internal- and external-facing content to salespeople. They support objectives such as improving engagement with prospects and clients, increasing win rates, increasing deal velocity and growing deal sizes. Commonly used to support long-cycle B2B and B2C sales processes, they also apply to indirect sales processes, such as detailing merchandisers on the retail selling floor.

This report contains market size and forecasts of Digital Content Management for Sales in Global, including the following market information:

Global Digital Content Management for Sales Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Digital Content Management for Sales 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.

Open Source Data Integration Tools Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Digital Content Management for Sales include GetAccept, Savo, ClearSlide, Seismic, Showpad, Docurated, Mediafly, Brainshark and DocSend, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital Content Management for Sales 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 Digital Content Management for Sales Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Digital Content Management for Sales Market Segment Percentages, by Type, 2021 (%)

Open Source Data Integration Tools

Cloud-based Data Integration Tools

Global Digital Content Management for Sales Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Digital Content Management for Sales Market Segment Percentages, by Application, 2021 (%)

B2B

B2C

Indirect Sales

Global Digital Content Management for Sales Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global Digital Content Management for Sales 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 Digital Content Management for Sales revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Digital Content Management for Sales revenues share in global market, 2021 (%)

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

GetAccept

Savo

ClearSlide

Seismic

Showpad

Docurated

Mediafly

Brainshark

DocSend

Highspot

SpringCM

Bigtincan

Octiv

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