

Massive Demand of Account-Based Marketing Software Market 2019-2025 | Growth rate, Application, Forecast, Top Competitors

The global Account-Based Marketing Software Market report was curated by conducting an extensive evaluation and by applying various key methodologies.

PUNE , MAHARASHTRA , INDIA , October 3, 2019 /EINPresswire.com/ -- As the competition level is now increasing, every business needs to acquire and retain the attention of the right people at the right time. For this, organizations are now using ABM- Electronic-Based Marketing to revolutionize the entire process. More than 90 percent of global marketers have considered as a must-have approach for businesses. But it is not easy to carry out a successful ABM program without the necessary systems. This is the reason why Global Account-Based Marketing Software market is growing.

The software offers useful tools and features to effectively automate and lower the process of detecting prospects and allocating the required resources to maintain a valuable account. It helps a business to generate high-quality leads, to create customized buying programs, and to increase the customer lifetime value. Besides, many organizations are using ABM software to align their sales and marketing team toward a goal.

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Major Key Players

Terminus ABM Platform

Sendoso

Engagio ABM Platform

Printfection

Metadata.io

PFL

Marketo

LeanData

Groove

Bizible

DiscoverOrg

Adapt

Global Account-Based Marketing Software Market Segmentation

Market segment by Type, the product can be split into

- Account-Based Execution Software
- Account-Based Reporting Software
- Marketing Account Intelligence Software
- Marketing Account Management Software

Market segment by Application, split into

- Large Enterprises
- SMEs

Geographical Market Segmentation

The geographical market segmentation of this market includes Europe, China, Japan, North America, India, Asia Pacific, Southeast Asia, and Central & South America.

Asia Pacific region is expected to be the leading region in the world Account-Based Marketing Software market. The reason behind this is the region has half of the world's mobile users. Besides, around 70 to 80 percent of social media users are from this region. Another influential factor is internet speed.

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