

Sales Intelligence Market Booms with Advancements and Rising Awareness 2021 to 2030

The rapid adoption of advanced solutions for improved customer targeting propels the growth of the global sales intelligence market.

PORTLAND, PORTLAND, OR, UNITED STATES, May 29, 2023

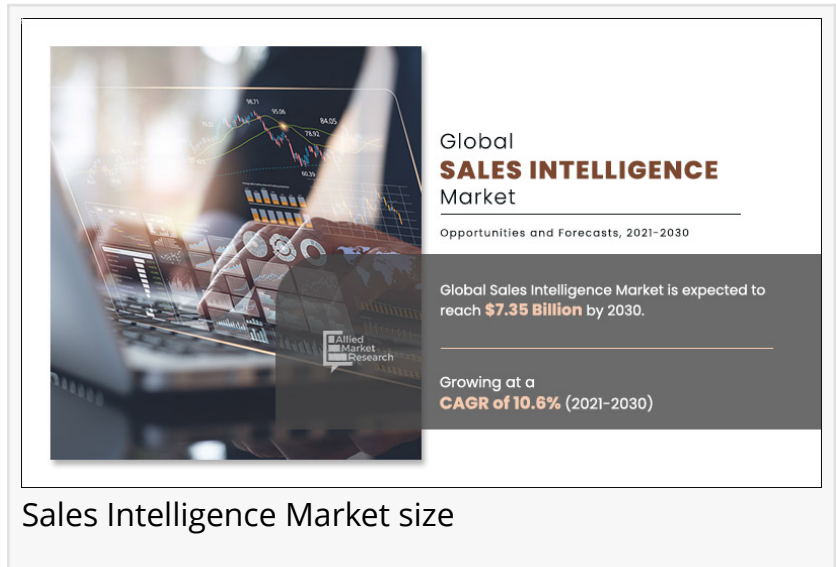
/EINPresswire.com/ -- An increase in the adoption of advanced solutions for improved customer targeting and demand for content optimization and data enrichment tools drive the growth of the global sales intelligence market. However, variations in industry-specific requirements restrain market growth. On the other hand, the incorporation of AI and ML capabilities to automate pre-sales processes create new opportunities in the coming years.

According to the report, the global sales intelligence industry generated \$2.78 billion in 2020, and is expected to reach \$7.35 billion by 2030, witnessing a CAGR of 10.6% from 2021 to 2030.

Request Sample Report at: <https://www.alliedmarketresearch.com/request-sample/9959>

Covid-19 Scenario:

- The Covid-19 pandemic impacted the sales intelligence market positively as there has been increase in investments by different companies in emerging technologies such as AI & machine learning and surge in need for sale intelligence software among enterprises to determine potential customers and tap on growth opportunities.
- Sales intelligence software and services were widely adopted by small and medium-sized enterprises (SMEs) to take strategic decisions, address customer issues on a priority basis, and avail results in real-time.



Sales Intelligence Market size

Based on components, the software segment accounted for the largest share in 2020, contributing to more than two-thirds of the global sales intelligence market, and is expected to maintain its leadership status during the forecast period. This is due to ability offered to businesses to implement sales plans more effectively and faster than before. However, the services segment is expected to manifest the highest CAGR of 12.4% from 2021 to 2030, owing to the ability offered to businesses to handle a large number of customers while maintaining a relatively small sales and support team.

For Report Customization: <https://www.alliedmarketresearch.com/request-for-customization/9959>

Based on industry vertical, the IT & Telecom segment held the highest share in 2020, contributing to around one-fourth of the global sales intelligence market, and is expected to maintain its lead in terms of revenue during the forecast period. This is attributed to businesses being able to optimize their customer relationship management (CRM) portals to support sales executives in the finalization of a sale by helping them determine solid leads much faster than before. However, the media & entertainment segment is estimated to portray the fastest CAGR of 12.8% from 2021 to 2030, owing to the ability provided to effectively profile and target their customers to gain more viewership and widen the scope of their platforms.

Based on region, North America contributed to the largest share in 2020, accounting for nearly half of the global sales intelligence industry, and is projected to continue its dominant share by 2030. This is attributed to high adoption of sales intelligence solutions across end-user segments such as BFSI, retail, and healthcare and rise in investments in new technologies such as data analytics, big data, and machine learning. However, Asia-Pacific is projected to manifest the largest CAGR of 12.5% during the forecast period, owing to evolving consumer trends in the region and high population density leading businesses toward better sales conversion.

Access the full summary at: <https://www.alliedmarketresearch.com/sales-intelligence-market-A09594>

The key players profiled in the sales intelligence market analysis are Clearbit, Demandbase, Inc., Dun & Bradstreet Corporation, Data Axle, HG Insights, InsideView, LinkedIn Corporation, Oracle Corporation, ZoomInfo Technologies LLC, and Zoho Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the sales intelligence industry.

Key Benefits For Stakeholders:

- The study provides an in-depth analysis of the global sales intelligence market forecast along with current & future trends to explain the imminent investment pockets.
- Information about key drivers, restraints, & opportunities and their impact analysis on global

deep learning market trend is provided in the report.

- Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.
- The quantitative analysis of the market from 2021 to 2030 is provided to determine the sales intelligence market potential.

Procure Complete Report (270 Pages PDF with Insights, Charts, Tables, and Figures) at:

<https://www.alliedmarketresearch.com/checkout-final/a53740030c6e531ecd699a91df3e3039>

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Similar Report:

1. [Decision Intelligence Market](#)

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP, based in Portland, Oregon. AMR provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

AMR launched its user-based online library of reports and company profiles, Avenue. An e-access library is accessible from any device, anywhere, and at any time for entrepreneurs, stakeholders, researchers, and students at universities. With reports on more than 60,000 niche markets with data comprising of 600,000 pages along with company profiles on more than 12,000 firms, Avenue offers access to the entire repository of information through subscriptions. A hassle-free solution to clients' requirements is complemented with analyst support and customization requests.

Contact:

David Correa

5933 NE Win Sivers Drive

#205, Portland, OR 97220

United States

Toll-Free: 1-800-792-5285

UK: +44-845-528-1300

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1-855-550-5975

help@alliedmarketresearch.com

Web: <https://www.alliedmarketresearch.com>

Follow Us on: LinkedIn Twitter

Allied Market Research

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/636424616>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.