Global Lead Intelligence Software Market Poised for Growth, Expected to Reach $10.35 Billion by 2027

The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032

LONDON, GREATER LONDON, UK, December 11, 2023 /EINPresswire.com/ -- The global lead intelligence software market is strategically segmented by type, enterprise size, and industry vertical. With a compound annual growth rate (CAGR) of 8.7%, the market size is projected to increase from $6.97 billion in 2022 to $7.58 billion in 2023. This growth momentum is anticipated to persist, reaching a market size of $10.35 billion by 2027 at a CAGR of 8.1%.

> " The market size of the lead intelligence software is expected to grow to $10.35 billion in 2027 at a CAGR of 8.1%."
>
> *The Business Research Company*

Factors Driving Market Growth: Increase in IT Spending by Enterprises

The anticipated growth of the lead intelligence software market is propelled by a notable increase in IT spending by enterprises. IT spending encompasses the investment made by organizations in information technology systems and services, including expenses related to IT professionals, and the development and maintenance of enterprise-wide systems and services. Lead intelligence software plays a crucial role in ensuring and validating high-quality lead data for marketing purposes. In 2022, a survey reported by TechCrunch, a US-based newspaper, projected a 6.7% year-over-year increase in IT spending, underscoring the growing significance of technology investments. This surge in IT spending is a key driver fueling the growth of the lead intelligence software market.

Explore the global landscape of lead intelligence software with a detailed sample report:
https://www.thebusinessresearchcompany.com/sample_request?id=6948&type=smp

Major Players Shaping the Market Landscape
Key players in the lead intelligence software market include Datanyze Inc., Lead411, Oceanos, Growlabs, RocketReach LLC, LeadIQ, LeadFuze, CallidusCloud, BuzzBuilder, LeadLake, Cognism, Koncert, Diginius Ltd., LeadGenius, Sales Leads Inc., and Slintel LLC. These industry leaders are

instrumental in driving innovation and advancing the capabilities of lead intelligence software solutions.

Technological Advancements: A Key Trend
A key trend gaining prominence in the lead intelligence software market is the focus on technological advancements. Major companies in the market are dedicated to developing new products and technological solutions to strengthen their position. For instance, in September 2021, Oracle Corporation, a US-based technology company, launched Fusion Marketing System, a marketing automation solution leveraging artificial intelligence (AI). Fusion Marketing System automates lead generation and qualification, utilizing AI to score leads at the account level, forecast customer readiness for sales engagement, and generate qualified sales opportunities. This solution streamlines lead qualification and conversion processes, offering an innovative approach to marketers.

Regional Dynamics: Asia-Pacific Takes the Lead
In 2022, Asia-Pacific emerged as the largest region in the lead intelligence software market. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities across Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.
Access the complete report for an in-depth analysis of the global lead intelligence software market: https://www.thebusinessresearchcompany.com/report/lead-intelligence-software-global-market-report

Lead Intelligence Software Global Market Report 2023 from TBRC covers the following information:
• Market size date for the forecast period: Historical and Future
• Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
• Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.
The Lead Intelligence Software Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on lead intelligence software market size, lead intelligence software market drivers and trends, lead intelligence software market major players, competitors' revenues, market positioning, and market growth across geographies. The lead intelligence software market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Global Lead Intelligence Software Market

Expected Growth Rate Through 2027
8.1%

Expected Market Size By 2027
$10.35 Bn

An increase in IT spending by enterprises
Is the main driver of the market

Asia-Pacific
is the largest region in the market

Information sourced from The Business Research Company
thebusinessresearchcompany.com

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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