

# Global Lead Generation Software Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company's Lead Generation Software Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LANDON, GREATER LONDON, UK, July 23, 2024 /EINPresswire.com/ -- The [lead generation software market](#) has experienced robust growth in recent years, expanding from \$4.91 billion in

2023 to \$5.39 billion in 2024 at a compound annual growth rate (CAGR) of 9.7%. The growth in the historic period can be attributed to the rise of data-driven marketing, increased adoption of digital marketing, increased need to generate leads and sales, increased affordability of smartphones, and increased digital transformation.



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## Strong Future Growth Anticipated

The lead generation software market is projected to continue its strong growth, reaching \$7.83 billion in 2028 at a compound annual growth rate (CAGR) of 9.8%. The growth in the forecast period can be attributed to the growing need for customer acquisition, stress on marketing automation, expanding adoption of account-

based marketing (ABM), growing stress on digital marketing, and increasing number of internet users.

Explore Comprehensive Insights Into The Global Lead Generation Software Market With A Detailed Sample Report:

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## Growth Driver Of The Lead Generation Software Market

An increasing number of internet users is expected to propel the growth of the lead generation software market going forward. An internet user is an individual who has access to and utilizes the Internet, a global network of interconnected computers and devices. The number of internet users is rising due to social media and networking, e-commerce growth, and the digitization of

services. Lead management software primarily serves businesses by optimizing their lead generation and conversion processes. It can indirectly benefit internet users by enhancing their experience, providing more relevant content and offers, and ensuring their data privacy and security.

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### Major Players And Market Trends

Key players in the lead generation software market include Salesforce Inc., Adobe Inc., HubSpot Inc., Zoho Corporation Pvt. Ltd., ZoomInfo Technologies Inc., DiscoverOrg, LeadFuze, ActiveCampaign LLC, CIENCE Technologies, Intercom Inc, Driftcom Inc., RocketReach, Keap, Lusha Systems Inc., Bombora Inc.

Major companies operating in the lead management software market are developing AI-based account prioritization software that enables more accurate and data-driven decision-making in lead prioritization and sales targeting strategies. AI-based account prioritization software refers to a category of technology solutions that leverage artificial intelligence (AI) and machine learning algorithms to assist businesses in prioritizing and managing their sales leads and accounts more effectively.

### Segments:

- 1) By Type: Click Lead, Call Lead
- 2) By Functionality: Lead Capture And Tracking, Lead Nurturing And Management, Lead Scoring And Qualification, Analytics And Reporting
- 3) By Deployment: Cloud-Based, On-Premises
- 4) By Organization Size: Small And Medium-Sized Enterprises (SMEs), Large Enterprises
- 5) By Application: Health, Life, Auto, Home

### Geographical Insights: North America Leading The Market

North America was the largest region in the lead generation software market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the lead generation software market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### Lead Generation Software Market Definition

Lead generation software refers to specialized tools designed to automate and enhance the process of identifying, attracting, capturing, and nurturing potential customers (leads) for businesses. These solutions are essential for modern marketing and sales strategies, providing the capabilities to streamline and optimize lead-generation activities across various digital channels.

Lead Generation Software Global Market Report 2024 from The Business Research Company

covers the following information:

- Market size data 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 Generation Software Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [lead generation software market size](#), lead generation software market drivers and trends, lead generation software market major players, lead generation software competitors' revenues, lead generation software market positioning, and lead generation software market growth across geographies. The lead generation software market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 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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