

Account Based Marketing Market – Industry Trends and Forecast to 2028



The **Account Based Marketing Market**, By Account Type (Strategic Account-Based Marketing, Account-based Marketing Lite and Programmatic Account-Based Marketing), Component (Tools and Services), Deployment Model (On-premises and Cloud), Organization Size (Small and Medium-Sized Enterprises (SMEs) and Large Enterprises), Industry (Media, Telecommunications, and IT, BFSI, Retail, and eCommerce, Healthcare and Life Sciences, Automotive and Manufacturing, Government and Public Sector and Others), and Country (U.S., Canada, Mexico, Brazil, Argentina, Rest of South America, Germany, Italy, U.K., France, Spain, Netherlands, Belgium, Switzerland, Turkey, Russia, Rest of Europe, Japan, China, India, South Korea, Australia, Singapore, Malaysia, Thailand, Indonesia, Philippines, Rest of Asia-Pacific, Saudi Arabia, U.A.E, South Africa, Egypt, Israel, Rest of Middle East and Africa)

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Report Description

The account-based marketing market is expected to witness market growth at a rate of 12.45% in the forecast period of 2021 to 2028. Data Bridge Market Research report on account-based marketing market provides analysis and insights regarding the various factors expected to be prevalent throughout the forecast period while providing their impacts on the market's growth. The rise in the need to transform the conventional, short-term marketing goal of generating leads with a holistic marketing strategy aimed at long-term revenue is escalating the growth of account-based marketing market.

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Major Key Players

Some of the major players operating in this market are :

- ☐ Demandbase,
- ☐ InsideView.,
- ☐ 6Sense,
- ☐ Act-On Act-On Software, Inc.,
- ☐ AdDaptive Intelligence, Inc.,
- ☐ Albacross Nordic AB

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Market Segmentation

- **By Account Type** (Strategic Account-Based Marketing, Account-based Marketing Lite and Programmatic Account-Based Marketing)
- **By Component** (Tools and Services)
- **By Deployment Model** (On-premises and Cloud)
- **By Organization Size** (Small and Medium-Sized Enterprises (SMEs) and Large Enterprises)
- **By Industry** (Media, Telecommunications, and IT, BFSI, Retail, and eCommerce, Healthcare and Life Sciences, Automotive and Manufacturing, Government and Public Sector and Others)

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Based on geography, the market is segmented into five geographical regions

- ☐ North America
- ☐ Europe
- ☐ Asia-Pacific
- ☐ South America
- ☐ Middle East
- ☐ Africa

About Data Bridge Market Research



An absolute way to forecast what future holds is to comprehend the trend today!

Data Bridge Market Research set forth itself as an unconventional and neoteric Market research and consulting firm with unparalleled level of resilience and integrated approaches. We are determined to unearth the best market opportunities and foster efficient information for your business to thrive in the market. Data Bridge endeavors to provide appropriate solutions to the complex business challenges and initiates an effortless decision-making process.

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