Published on *SWOT Analysis* (https://www.swotanalysis.info)



# World Marketing Account Management Software Market Research Report Forecast 2025

**Publication ID:**

ICRW02190150

**Publication Date:**

February 18, 2019

**Pages:**

100

**Publisher:**

ICRW

**Region:**

Global [1]

**$2,960.00**

Publication License Type *

○ Single User License (PDF), $2,960.00

○ Global License (PDF), $3,800.00

Please choose the suitable license type from above. More details are at given under tab "Report License Types" below.

Add to cart

**Description:**

Summary

Marketing Account Management Software market research report provides the latest industry data

.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>

and industry future trends, allowing you to identify the products and end users driving revenue growth and profitability. The industry report lists the leading competitors and provides the insights strategic industry analysis of the key factors influencing the market. The report includes the forecasts, analysis and discussion of important industry trends, market size, market share estimates and profiles of the leading industry Players.

Global Marketing Account Management Software Market: Product Segment Analysis
On Premise
Cloud based

Global Marketing Account Management Software Market: Application Segment Analysis
Small Business and Middle Business Enterprises (SMEs)
Large Enterprises

Global Marketing Account Management Software Market: Regional Segment Analysis
North America
Europe
China
Asia (Ex China)

The Players Mentioned in our report

Marketo
Demandbase
D&B Hoovers
Outreach
Zoho CRM
Jambo
Groove
LeanData
Terminus
Triblio

**Table Of Contents:**

Table of Contents

1 Report Overview 1
1.1 Study Scope 1
1.2 Key Market Segments 1
1.3 Players Covered 2
1.4 Market Analysis by Type 3
1.4.1 Global Marketing Account Management Software Market Size Growth Rate by Type (2013-2025) 3
1.4.2 Cloud Based 3

1.4.3 On-Premise 4
1.5 Market by Application 5
1.5.1 Global Marketing Account Management Software Market Share by Application (2013-2025) 5
1.5.2 Small Business and Middle Business Enterprises (SMEs) 5
1.5.3 Large Enterprises 6
1.6 Study Objectives 7
1.7 Years Considered 7
2 Global Growth Trends 8
2.1 Global Marketing Account Management Software Market Size 8
2.2 Marketing Account Management Software Growth Trends by Regions 9
2.2.1 Marketing Account Management Software Market Size by Regions (2013-2025) 9
2.2.2 Marketing Account Management Software Market Share by Regions (2013-2018) 10
3 Market Share by Key Players 12
3.1 Marketing Account Management Software Market Size by Manufacturers 12
3.1.1 Global Marketing Account Management Software Revenue by Manufacturers (2013-2018) 12
3.1.2 Global Marketing Account Management Software Revenue Market Share by Manufacturers (2013-2018) 13
3.2 Marketing Account Management Software Key Players Head office and Area Served 16
3.3 Key Players Marketing Account Management Software Product/Solution/Service 16
3.4 Date of Enter into Marketing Account Management Software Market 17
3.5 Mergers & Acquisitions 17
4 Breakdown Data by Type and Application 22
4.1 Global Marketing Account Management Software Market Size by Type (2013-2018) 22
4.2 Global Marketing Account Management Software Market Size by Application (2013-2018) 23
5 United States 25
5.1 United States Marketing Account Management Software Market (2013-2018) 25
5.2 Marketing Account Management Software Key Players in United States 25
5.3 United States Marketing Account Management Software Market Size by Type 26
5.4 United States Marketing Account Management Software Market Size by Application 27
6 Europe 28
6.1 Europe Marketing Account Management Software Market (2013-2018) 28
6.2 Marketing Account Management Software Key Players in Europe 28
6.3 Europe Marketing Account Management Software Market Size by Type 30
6.4 Europe Marketing Account Management Software Market Size by Application 30
7 China 32
7.1 China Marketing Account Management Software Market (2013-2018) 32
7.2 Marketing Account Management Software Key Players in China 33
7.3 China Marketing Account Management Software Market Size by Type 34
7.4 China Marketing Account Management Software Market Size by Application 34
8 Japan 37

***.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>***

8.1 Japan Marketing Account Management Software Market (2013-2018) 37
8.2 Marketing Account Management Software Key Players in Japan 37
8.3 Japan Marketing Account Management Software Market Size by Type 38
8.4 Japan Marketing Account Management Software Market Size by Application 38
9 Rest of APAC 40
9.1 Rest of APAC Marketing Account Management Software Market (2013-2018) 40
9.2 Marketing Account Management Software Key Players in Rest of APAC 40
9.3 Rest of APAC Marketing Account Management Software Market Size by Type 41
9.4 Rest of APAC Marketing Account Management Software Market Size by Application 41
10 India 43
10.1 India Marketing Account Management Software Market (2013-2018) 43
10.2 Marketing Account Management Software Key Players in India 44
10.3 India Marketing Account Management Software Market Size by Type 45
10.4 India Marketing Account Management Software Market Size by Application 46
11 Central & South America & Middle East & Africa 48
11.1 Central & South America & Middle East & Africa Marketing Account Management Software Market (2013-2018) 48
11.2 Marketing Account Management Software Key Players in Central & South America & Middle East & Africa 48
11.3 Central & South America & Middle East & Africa Marketing Account Management Software Market Size by Type 49
11.4 Central & South America & Middle East & Africa Marketing Account Management Software Market Size by Application 49
12 Key Players Profiles 51
12.1 Marketo 51
12.1.1 Company Profile 51
12.1.2 Main Business/Business Overview 51
12.1.3 Products, Services and Solutions 52
12.1.4 Revenue 53
12.1.5 Recent Developments 53
12.2 Demandbase 54
12.2.1 Company Profile 54
12.2.2 Revenue 55
12.3 D&B Hoovers (Dun & Bradstreet, Inc) 55
12.3.1 Company Profile 55
12.3.2 Revenue 56
12.4 Outreach 57
12.4.1 Company Profile 57
12.4.2 Revenue 58
12.5 Zoho CRM 58

***.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>***

12.5.1 Company Profile 58
12.5.2 Revenue 60
12.6 Jambo 61
12.6.1 Company Profile 61
12.6.2 Revenue 62
12.7 Groove 62
12.7.1 Company Profile 62
12.7.2 Revenue 63
12.8 LeanData 63
12.8.1 Company Profile 63
12.8.2 Revenue 64
12.9 Terminus 65
12.9.1 Company Profile 65
12.9.2 Revenue 66
12.10 Triblio 66
12.10.1 Company Profile 66
12.10.2 Revenue 68
13 Market Forecast 2018-2025 69
13.1 Market Size Forecast by Regions 69
13.2 United States 71
13.3 Europe 71
13.4 China 72
13.5 Japan 73
13.6 Rest of APAC 73
13.7 India 74
13.8 Central & South America & Middle East & Africa 75
13.9 Market Size Forecast by Product (2018-2025) 75
13.10 Market Size Forecast by Application (2018-2025) 77
14 Analyst's Viewpoints/Conclusions 79
15 Methodology and Data Source 80
15.1 Methodology/Research Approach 80
15.1.1 Research Programs/Design 80
15.1.2 Market Size Estimation 82
15.1.3 Market Breakdown and Data Triangulation 84
15.2 Data Source 85
15.2.1 Secondary Sources 85
15.2.2 Primary Sources 86
15.3 Disclaimer 87

Tables and figures

*.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>*

Table Marketing Account Management Software Key Market Segments 1
Table Key Players Marketing Account Management Software Covered 2
Table Global Marketing Account Management Software Market Size Growth Rate by Type (2013-2025) (Million US$) 3
Figure Global Marketing Account Management Software Market Size Market Share by Type in 2018 3
Table of Key Players of Cloud Based 4
Table Global Marketing Account Management Software Market Size Growth by Application (2013-2025) (Million US$) 5
Figure Global Marketing Account Management Software Market Size Market Share by Application in 2018 5
Figure Small Business and Middle Business Enterprises (SMEs) Market Growth 6
Figure Large Enterprises Case Studies Market Growth 6
Figure Marketing Account Management Software Report Years Considered 7
Table Global Marketing Account Management Software Market Size 2013-2025 (Million US$) 8
Figure Global Marketing Account Management Software Market Size and Growth Rate 2013-2025 (Million US$) 9
Table Global Marketing Account Management Software Market Size by Regions 2013-2025 (Million US$) 9
Table Global Marketing Account Management Software Market Size by Regions 2013-2018 (Million US$) 10
Table Global Marketing Account Management Software Market Share by Regions 2013-2018 10
Figure Global Marketing Account Management Software Market Share by Regions 2013-2018 11
Figure Global Marketing Account Management Software Market Share by Regions 2018 11
Table Global Marketing Account Management Software Revenue by Manufacturers (2013-2018) (Million US$) 12
Table Global Marketing Account Management Software Market Share by Manufacturers (2013-2018) 13
Figure Global Marketing Account Management Software Market Share by Manufacturers in 2018 14
Table Key Players Head office and Area Served 16
Table Key Players Marketing Account Management Software Product/Solution/Service 16
Table Date of Enter into Marketing Account Management Software Market 17
Table Mergers & Acquisitions 17
Table Global Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 22
Table Global Marketing Account Management Software Market Size Share by Type (2013-2018) 22
Figure Global Marketing Account Management Software Market Size Market Share by Type (2013-2018) 23
Table Global Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 23
Table Global Marketing Account Management Software Market Size Share by Application (2013-2018)

***.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>***

23
Figure Global Marketing Account Management Software Market Size Market Share by Application (2013-2018) 24
Figure Global Marketing Account Management Software Revenue Market Share by Application in 2018 24
Figure United States Marketing Account Management Software Market Size 2013-2018 (Million US$) 25
Table United States Key Players Marketing Account Management Software Revenue (2018) (Million US$) 25
Table United States Key Players Marketing Account Management Software Market Share (2018) 26
Table United States Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 26
Table United States Marketing Account Management Software Market Share by Type (2013-2018) 27
Table United States Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 27
Table United States Marketing Account Management Software Market Share by Application (2013-2018) 27
Figure Europe Marketing Account Management Software Market Size 2013-2018 (Million US$) 28
Table Europe Key Players Marketing Account Management Software Revenue (2018) (Million US$) 29
Table Europe Key Players Marketing Account Management Software Market Share (2018) 29
Table Europe Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 30
Table Europe Marketing Account Management Software Market Share by Type (2013-2018) 30
Table Europe Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 30
Table Europe Marketing Account Management Software Market Share by Application (2013-2018) 31
Figure China Marketing Account Management Software Market Size 2013-2018 (Million US$) 32
Table China Key Players Marketing Account Management Software Revenue (2018) (Million US$) 33
Table China Key Players Marketing Account Management Software Market Share (2018) 33
Table China Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 34
Table China Marketing Account Management Software Market Share by Type (2013-2018) 34
Table China Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 34
Table China Marketing Account Management Software Market Share by Application (2013-2018) 36
Figure Japan Marketing Account Management Software Market Size 2013-2018 (Million US$) 37
Table Japan Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 38
Table Japan Marketing Account Management Software Market Share by Type (2013-2018) 38
Table Japan Marketing Account Management Software Market Size by Application (2013-2018) (Million

.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>

US$) 38
Table Japan Marketing Account Management Software Market Share by Application (2013-2018) 39
Figure Rest of APAC Marketing Account Management Software Market Size 2013-2018 (Million US$) 40
Table Rest of APAC Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 41
Table Rest of APAC Marketing Account Management Software Market Share by Type (2013-2018) 41
Table Rest of APAC Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 41
Table Rest of APAC Marketing Account Management Software Market Share by Application (2013-2018) 42
Figure India Marketing Account Management Software Market Size 2013-2018 (Million US$) 43
Table India Key Players Marketing Account Management Software Revenue (2018) (Million US$) 44
Table India Key Players Marketing Account Management Software Market Share (2018) 44
Table India Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 45
Table India Marketing Account Management Software Market Share by Type (2013-2018) 45
Table India Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 46
Table India Marketing Account Management Software Market Share by Application (2013-2018) 47
Figure Central & South America & Middle East & Africa Marketing Account Management Software Market Size 2013-2018 (Million US$) 48
Table Central & South America & Middle East & Africa Marketing Account Management Software Market Size by Type (2013-2018) (Million US$) 49
Table Central & South America & Middle East & Africa Marketing Account Management Software Market Share by Type (2013-2018) 49
Table Central & South America & Middle East & Africa Marketing Account Management Software Market Size by Application (2013-2018) (Million US$) 49
Table Central & South America & Middle East & Africa Marketing Account Management Software Market Share by Application (2013-2018) 50
Table Marketo Company Profile 51
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Marketo 2017-2018 53
Table Demandbase Company Profile 54
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Demandbase 2017-2018 55
Table D&B Hoovers Company Profile 55
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of D&B Hoovers 2017-2018 56
Table Outreach Company Profile 57
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Outreach

.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>

2017-2018 58
Table Zoho CRM Company Profile 58
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Zoho CRM 2017-2018 60
Table Jambo Company Profile 61
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Jambo 2017-2018 62
Table Groove Company Profile 62
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Groove 2017-2018 63
Table LeanData Company Profile 63
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of LeanData 2017-2018 64
Table Terminus Company Profile 65
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Terminus 2017-2018 66
Table Triblio Company Profile 66
Table Marketing Account Management Software Revenue (M USD) and Revenue Share of Triblio 2017-2018 68
Table Global Marketing Account Management Software Market Size by Regions (Million US$) 2018-2025 69
Figure Global Marketing Account Management Software Market Size Share by Regions (2018-2025) 70
Figure Global Marketing Account Management Software Market Size Share by Regions in 2025 70
Figure United States Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 71
Figure Europe Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 71
Figure China Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 72
Figure Japan Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 73
Figure Rest of APAC Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 73
Figure India Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 74
Figure Central & South America & Middle East & Africa Marketing Account Management Software Market Size Forecast (2018-2025) (Million USD) 75
Table Global Marketing Account Management Software Market Size by Product (2018-2025) (Million USD) 75
Figure Global Marketing Account Management Software Market Size by Product (2018-2025) 76

*.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>*

Figure Global Marketing Account Management Software Market Size by Product in 2025 76
Table Global Marketing Account Management Software Market Size by Application (2018-2025) (Million USD) 77
Figure Global Marketing Account Management Software Market Size by Application (2018-2025) 77
Figure Global Marketing Account Management Software Market Size by Application in 2025 78
Table Research Programs/Design for This Report 80
Figure Bottom-up and Top-down Approaches for This Report 83
Figure Data Triangulation 84
Table Key Data Information from Secondary Sources 85
Table Key Data Information from Primary Sources 86

**License Types:**

## Single User License (PDF)

- This license allows for use of a publication by one person.
- This person may print out a single copy of the publication.
- This person can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- This person cannot share the publication (or any information contained therein) with any other person or persons.
- Unless a Enterprise License is purchased, a Single User License must be purchased for every person that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Global license fee.

## Site License (PDF)*

- This license allows for use of a publication by all users within one corporate location, e.g. a regional office.
- These users may print out a single copy of the publication.
- These users can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- These users cannot share the publication (or any information contained therein) with any other person or persons outside the corporate location for which the publication is purchased.
- Unless a Enterprise License is purchased, a Site User License must be purchased for every corporate location by an organization that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Global license fee.

*.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>*

## Global License (PDF)*

- This license allows for use of a publication by unlimited users within the purchasing organization e.g. all employees of a single company.
- Each of these people may use the publication on any computer, and may print out the report, but may not share the publication (or any information contained therein) with any other person or persons outside of the organization.
- These employees of purchasing organization can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.

*If Applicable.

No. 1101, Golden Square, 3rd Floor,
24th Main, J P Nagar, 1st Phase,
Bangalore, Karnataka, India- 560078

India: +91-8762746600

info@domain.com
-->

## NAVIGATE



## RECENT POSTS

What is SWOT Analysis?
March 12

How to use market research to bring your idea to life?
March 11

How to gain business insights using syndicated market research?
March 10

.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>

Source URL:https://www.swotanalysis.info/icrw/world-marketing-account-management-software-market-research-report-forecast-2025

Links

[1] https://www.swotanalysis.info/region/global

.info">  <img class="logo-footer" src="https://www.swotanalysis.info/sites/all/themes/hawell/logo-footer.png" alt="logo">  </a>