

# CRM world market

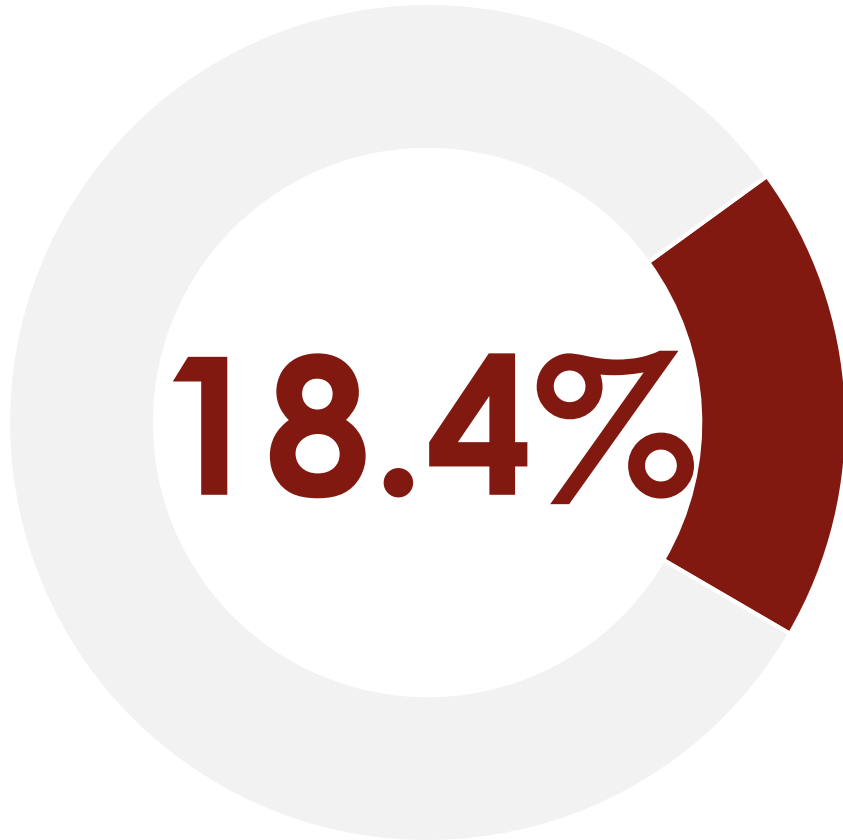
Key statistics

**+12.3%**

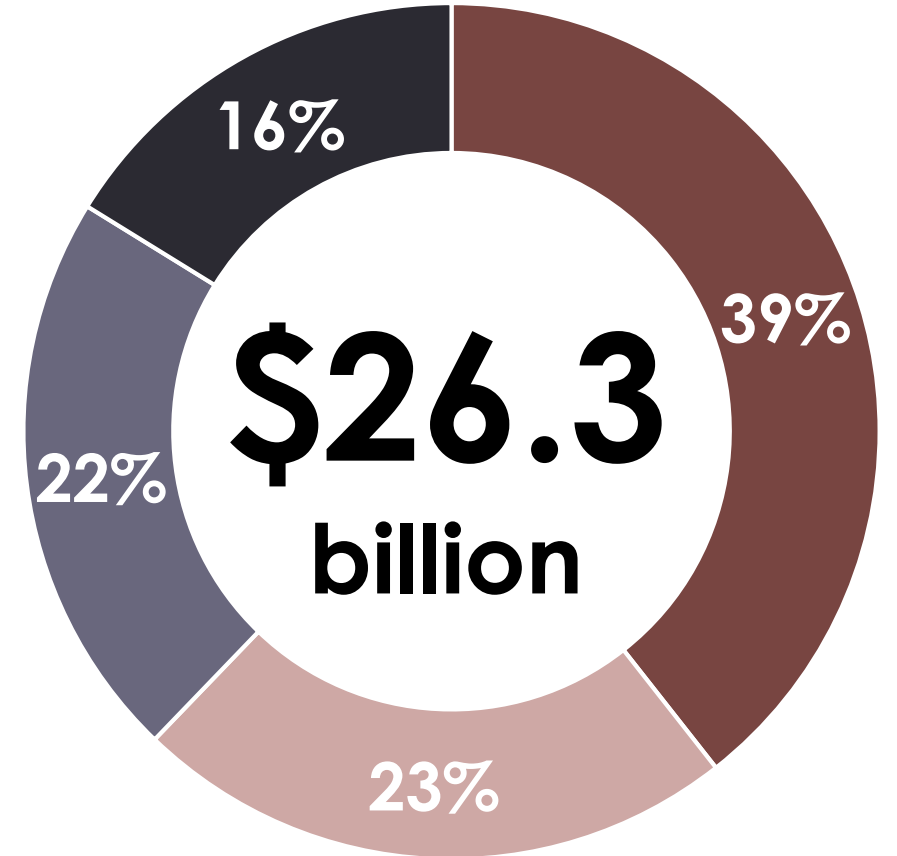
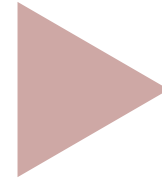
is the growth rate of  
CRM market in 2015

**\$26.3** млрд.

is the CRM market size in 2015

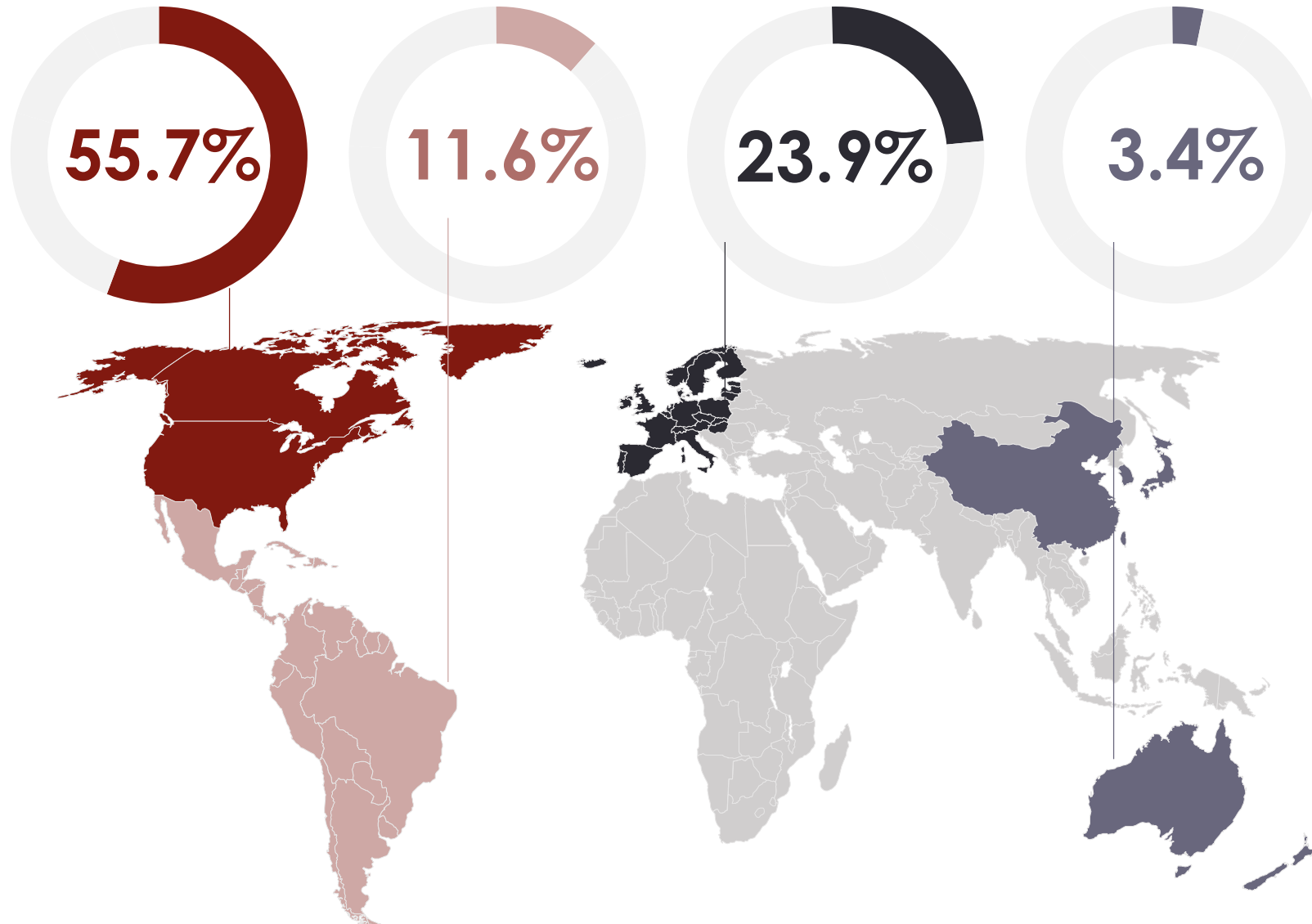


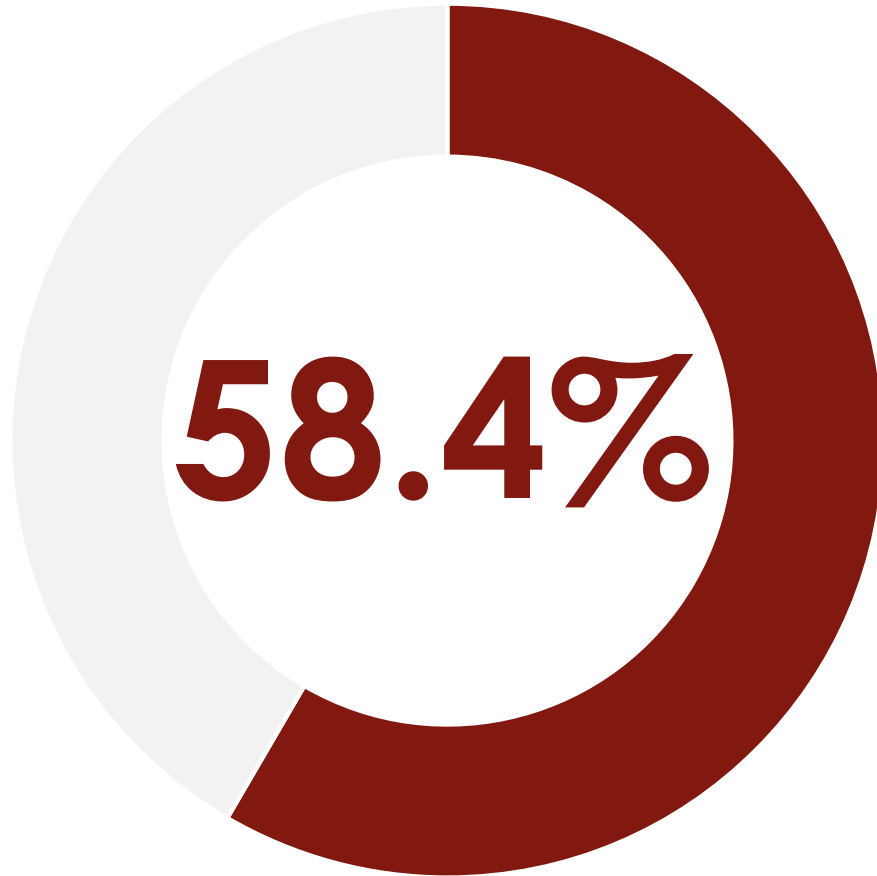
**is the CRM share in the business software market in 2015**



■ Customer Service and Support   ■ Sales Management  
■ Marketing Management   ■ Digital Commerce Platforms

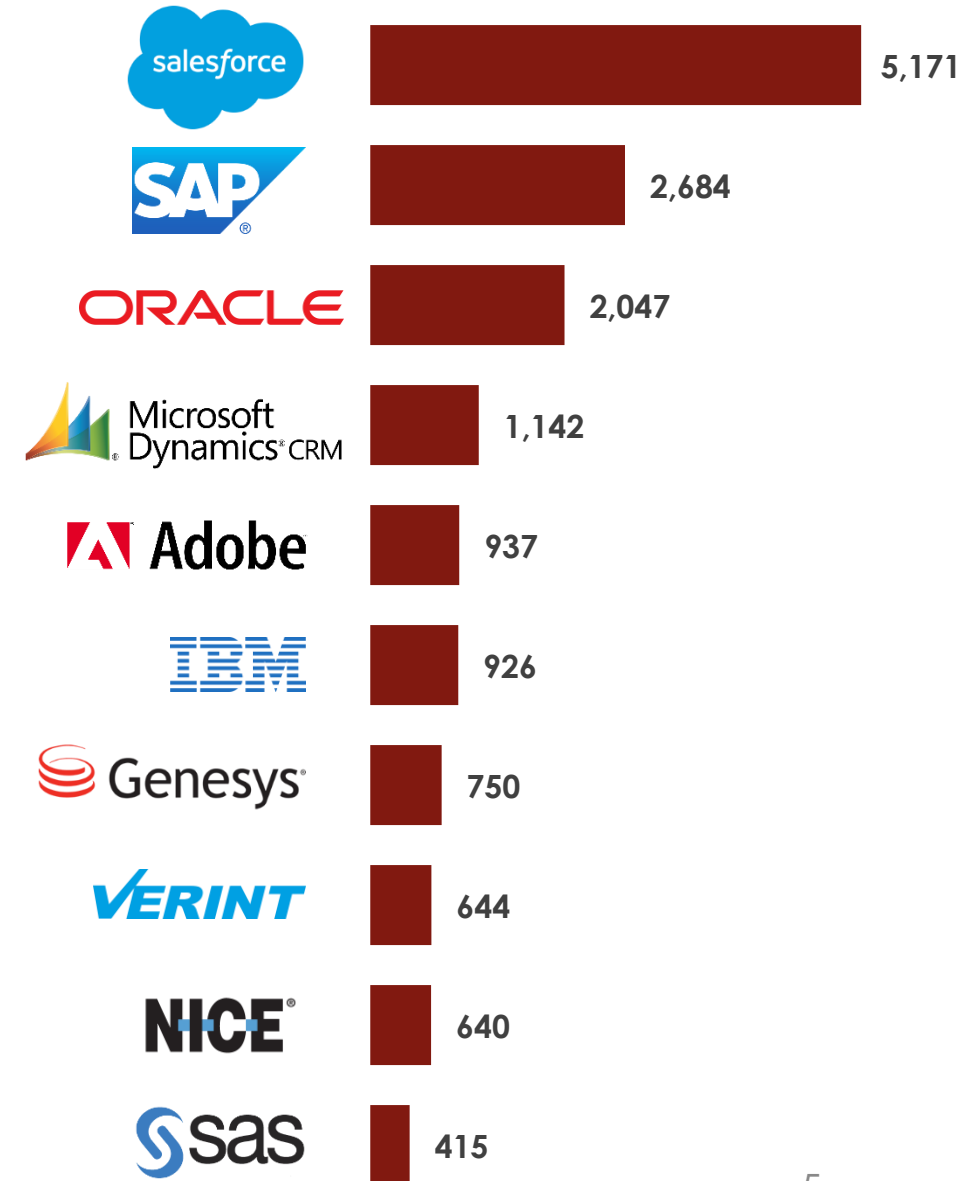
## CRM market distribution by continents



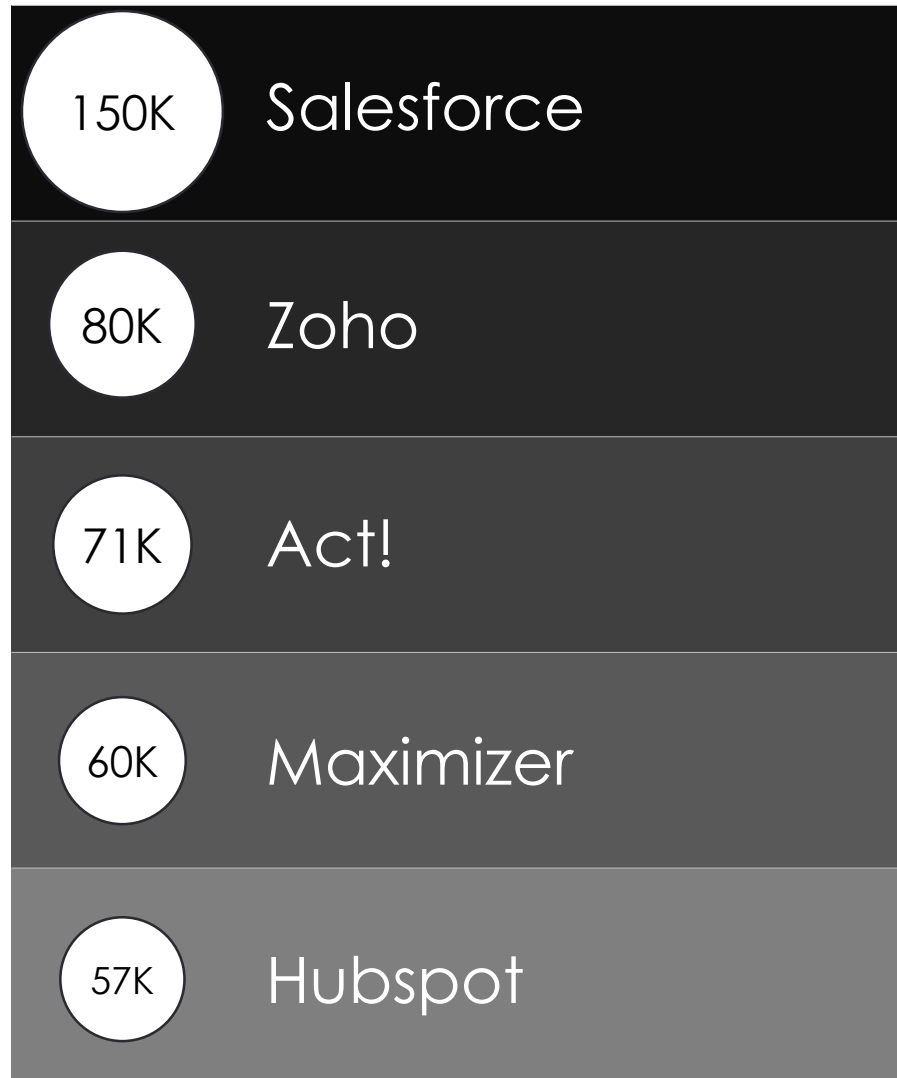


the market share of TOP-10 CRM vendors in 2015

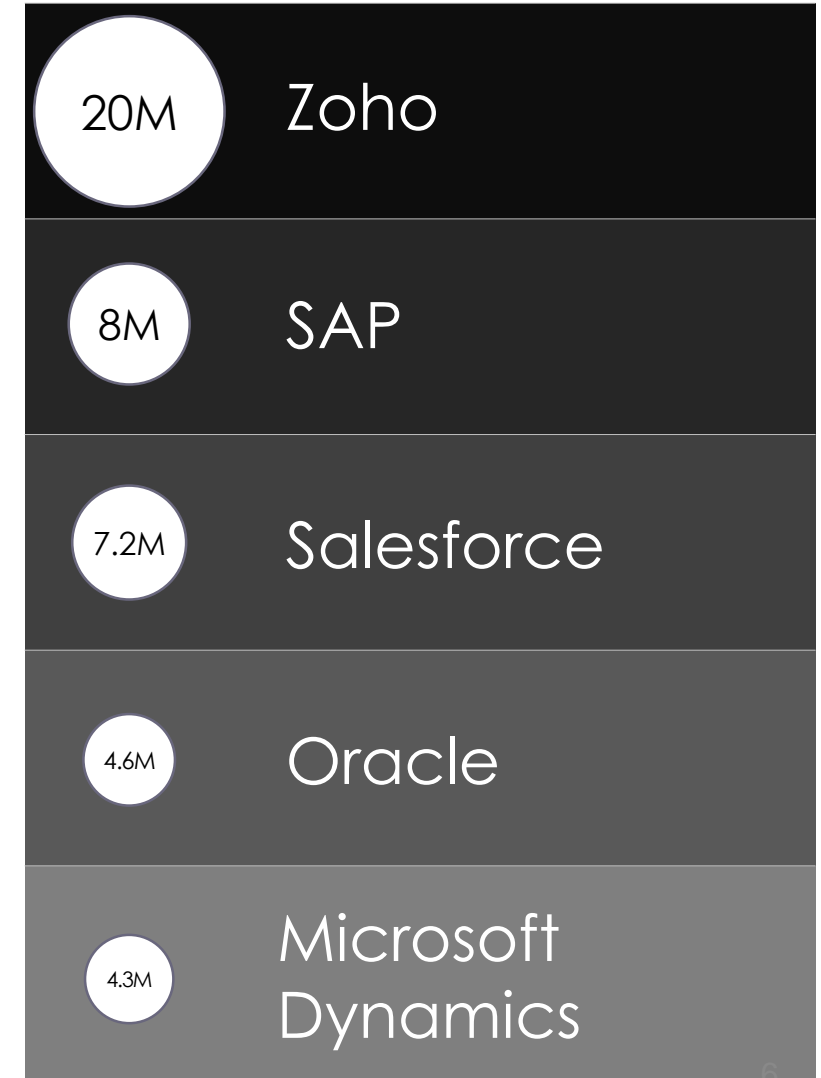
TOP-10 CRM vendors by sales volumes in 2015, \$ million



## The TOP5 CRM by Total Customers

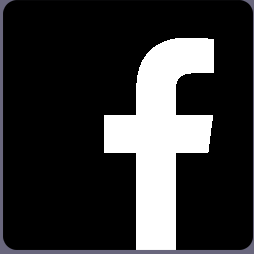









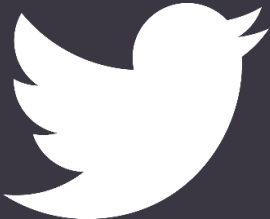






## The TOP5 CRM by Total Users



# The TOP5 CRM

by Social  
Media  
Followers

 <i>Hubspot</i> <u>1.12M</u>	 <i>SAP</i> <u>702K</u>	 <i>Salesforce</i> <u>582K</u>	 <i>Sage</i> <u>437K</u>	 <i>Infusionsoft</i> <u>142K</u>
 <i>Oracle</i> <u>1.8M</u>	 <i>SAP</i> <u>808K</u>	 <i>Salesforce</i> <u>642K</u>	 <i>Hubspot</i> <u>151K</u>	 <i>Sage</i> <u>102K</u>
 <i>Hubspot</i> <u>693K</u>	 <i>Salesforce</i> <u>300K</u>	 <i>SAP</i> <u>190K</u>	 <i>Microsoft Dynamics</i> <u>55K</u>	 <i>Infusionsoft</i> <u>38K</u>

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