



Salesforce Market Intelligence Report 2025–2026

Strategic Insights into the Global Salesforce Ecosystem

Powered by Span Global Services | January 2026



VERIFIED CONTACTS

2.6M+

COMPANIES

760K+

EMAIL ACCURACY

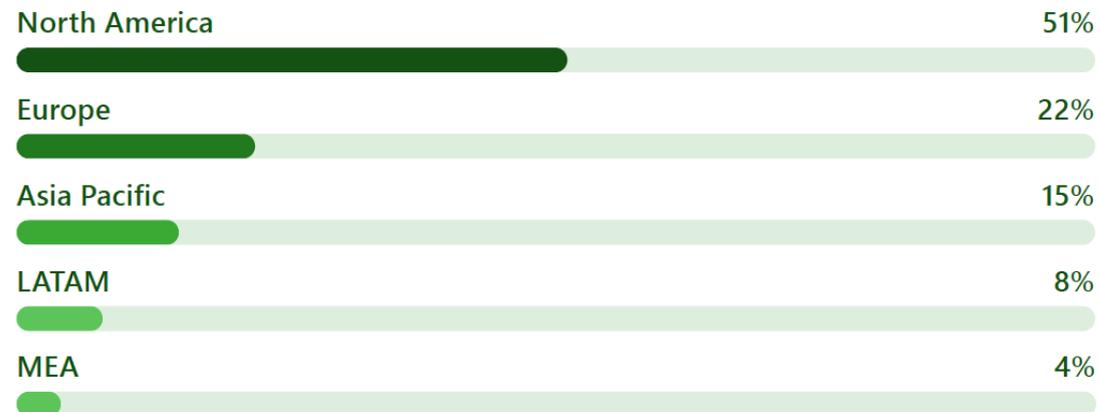
95.3%

Salesforce at a Glance

Ecosystem overview and key platform metrics as of January 2026



Top Regions by Salesforce Adoption



Source: Span Global Services database, Jan 2026

Platform Highlights

#1 CRM Platform Globally for 11 Consecutive Years

Salesforce holds over 23% of the global CRM market, more than its next four competitors combined.

Einstein AI Across All Clouds

Salesforce Einstein AI is embedded across Sales, Service, Marketing, and Commerce Clouds with 1 trillion+ predictions daily.

AppExchange: 7,000+ Partner Apps

The world's largest enterprise app marketplace with solutions spanning every industry and business function.

Agentforce Autonomous AI Agents

Launched in late 2024, Agentforce enables autonomous AI agents to handle sales, service, and marketing workflows end-to-end.

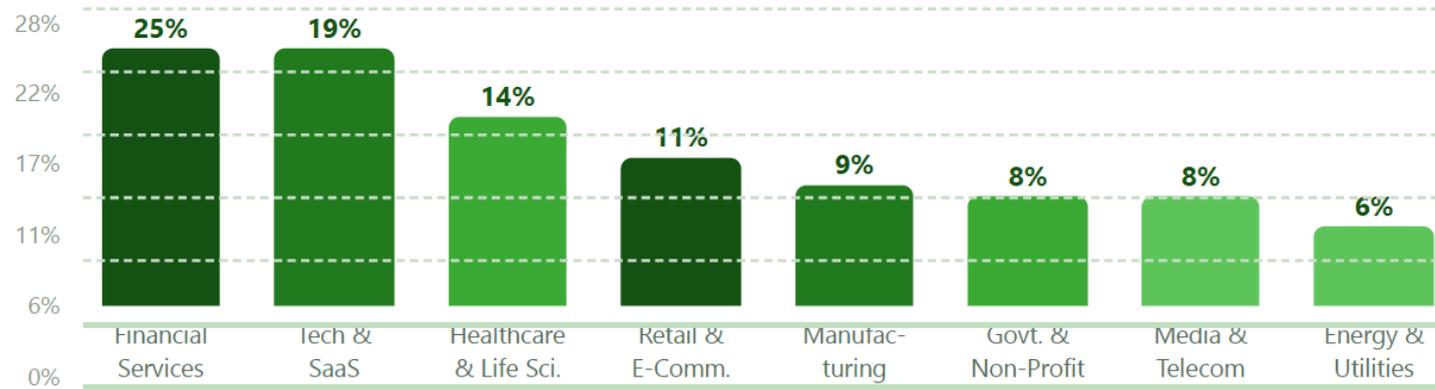
Salesforce Data Cloud

Unified customer data platform now ingests 5 trillion records monthly, powering real-time personalisation at scale.

Industry Distribution Analysis

Which sectors rely on Salesforce most heavily in 2025

Industry Breakdown by Share of Salesforce Users



Top 3 Industries

Financial Services

25%

Technology & SaaS

19%

Healthcare & Life Sciences

14%

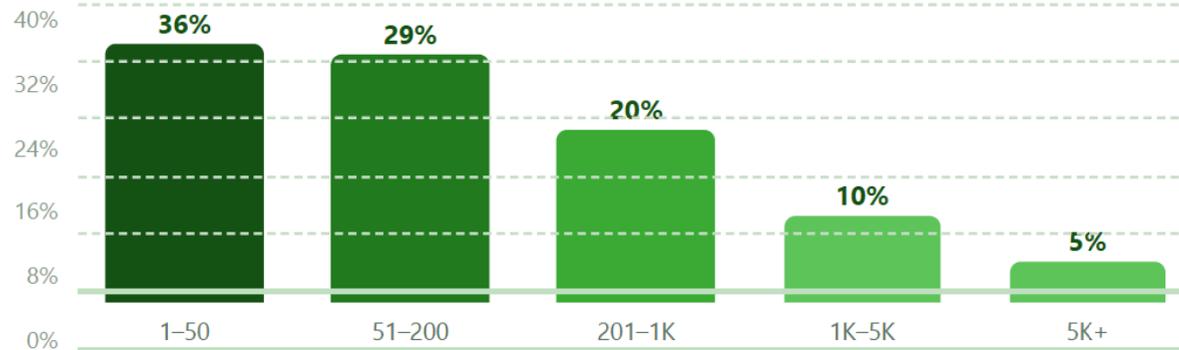
Key Insight

Financial Services is the leading Salesforce industry vertical, fuelled by dedicated clouds for Banking, Insurance, and Wealth Management. Deep CRM needs, complex client journeys, and stringent regulatory requirements make Salesforce the platform of choice for relationship-driven financial organisations.

Company Segmentation

Size and licence spend distribution across the Salesforce customer base

Employee Size Distribution



SMB-DOMINANT BASE

65%

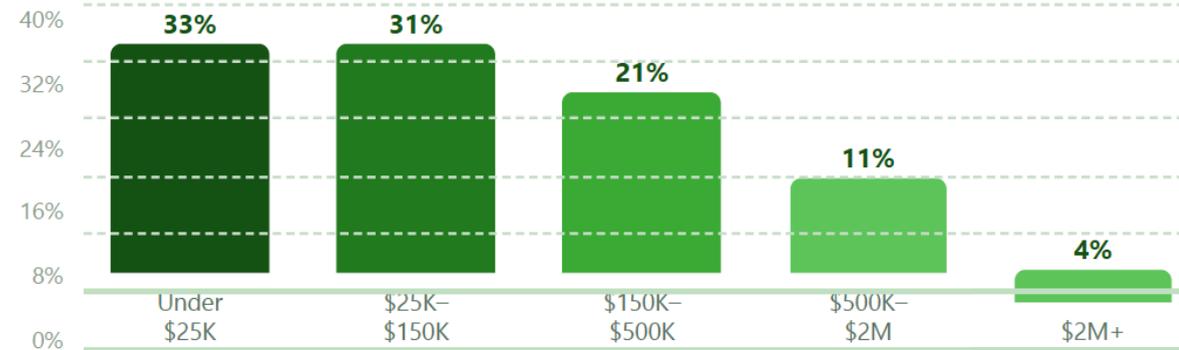
of Salesforce customers have fewer than 200 employees

CORE SPEND BAND

64%

of accounts spend under \$150K annually on licences

Annual Salesforce Licence Spend



Segmentation Insight

While Salesforce is strongly associated with large enterprise, the majority of its customer base is made up of small and mid-market businesses using Sales Cloud and Service Cloud as their primary CRM backbone — presenting a substantial opportunity for ISVs, AppExchange partners, and implementation consultants.

Enterprise Expansion Accelerating

The 1,000–5,000 employee segment is growing at 21% YoY, driven by multi-cloud deployments spanning Sales, Service, Marketing, and Data Cloud.

+21% YoY

Market Trends 2025–2026

Key technology and adoption shifts reshaping the Salesforce ecosystem

Agentforce Autonomous AI Surge

Agentforce autonomous AI agents reached 3,000+ enterprise deployments within 90 days of launch, making it the fastest-adopted product in Salesforce history.

3,000+ deployments

Data Cloud Hyper-Growth

Salesforce Data Cloud grew 130% YoY in 2025 as organisations consolidate fragmented customer data from CRM, ERP, and marketing systems into a single unified profile.

+130% YoY

Multi-Cloud Expansion

62% of Salesforce enterprise customers now run three or more Salesforce Clouds, up from 44% in 2023, reflecting deepening platform dependency and higher switching costs.

62% multi-cloud

AppExchange Ecosystem Growth

AppExchange surpassed 7,000 partner listings in 2025 with 10M+ app installations, as ISVs rush to embed AI and vertical-specific capabilities into the Salesforce platform.

10M+ installs

Trend Momentum Indicators

EINSTEIN AI USAGE

78%

Of enterprise users have Einstein features active

AGENTFORCE PIPELINE

41%

Of Salesforce customers evaluating Agentforce in 2026

DATA CLOUD ADOPTION

34%

Of enterprise accounts have Data Cloud active

APPEXCHANGE USAGE

67%

Of customers run at least one AppExchange app

Convergence Signal: The rapid rise of Agentforce, the explosive growth of Data Cloud, and deepening multi-cloud adoption are fundamentally reshaping Salesforce buying decisions. Reaching the right stakeholders — from CRM Admins to Chief Revenue Officers — requires precise, role-level contact intelligence that reflects platform usage in real time.

Strategic Opportunities

High-value market segments within the Salesforce user ecosystem

Tier 1 Segments

Highest ROI targeting potential

Financial Services Firms

Banks, wealth managers, and insurers on Salesforce Financial Services Cloud managing client relationships and compliance workflows

Salesforce ISVs & AppExchange Partners

Independent software vendors building and distributing products via the AppExchange marketplace

Salesforce System Integrators

Consulting firms and implementation partners delivering Salesforce deployments, customisations, and managed services

Combined addressable: 1.95M contacts

Tier 2 Segments

Strong growth and engagement signals

Healthcare & Life Sciences

Providers, pharma firms, and medtech companies on Salesforce Health Cloud managing patient and HCP relationships

Retail & E-Commerce Brands

Retailers leveraging Salesforce Commerce Cloud, Marketing Cloud, and Loyalty Management for omnichannel growth

Education & Non-Profit

Institutions and charities using Salesforce Education Cloud and the Non-Profit Success Pack (NPSP) for constituent engagement

Combined addressable: 1.05M contacts

Opportunity Scorecard

Segment attractiveness rating



Total Opportunity Size

3.0M

Verified, reachable contacts across all segments

Data Quality & The Span Advantage

How Span Global Services delivers superior Salesforce contact accuracy and depth



Multi-Stage Verification Process

- 1 CRM Technographic Source Aggregation**
Data collected from 240+ verified B2B sources, Salesforce Partner directories, and AppExchange usage signals
- 2 AI-Powered Entity Resolution**
Machine learning deduplicates contacts across Salesforce Org IDs, subsidiaries, and multi-site deployments
- 3 Human Analyst Verification**
330+ data specialists confirm Salesforce Cloud usage, role seniority, and decision-making authority via direct outreach
- 4 Real-Time Email Validation**
SMTP-level checks and inbox placement verification performed before every data delivery

✓ **Result: 95.3% email deliverability guaranteed**

Compliance & Privacy

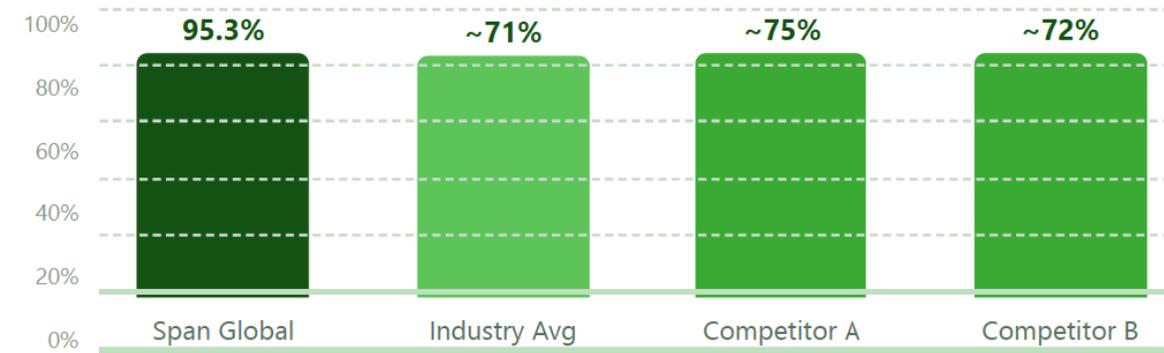
✓ **GDPR Compliant**

✓ **CAN-SPAM Certified**

✓ **CCPA Ready**

✓ **CASL Ready**

Email Accuracy Comparison



Hyper-Segmentation

48+ Salesforce-Specific Data Attributes

Filter by Salesforce Cloud (Sales, Service, Marketing, Commerce, Health, Financial Services), AppExchange usage, Org size, implementation partner, job title, seniority level, industry vertical, and annual licence spend band.

48+ segmentation filters

Recommendations & Next Steps

Strategic priorities for targeting the Salesforce ecosystem in 2026

Priority 1 — Lead with Financial Services Cloud Users

Salesforce Financial Services Cloud customers are among the highest-value buyers in the ecosystem, with deep platform investment, complex integration needs, and strong appetite for complementary fintech and compliance solutions.

Priority 2 — Target Agentforce Early Adopters

Organisations that have deployed or are actively evaluating Agentforce represent a forward-leaning, AI-ready audience with active budget for automation, governance, and change management products.

Priority 3 — Engage AppExchange ISVs & Partners

AppExchange partners are high-intent buyers of developer tools, listing optimisation services, and go-to-market enablement platforms targeting the Salesforce ecosystem.

Priority 4 — Run Role-Segmented Multi-Cloud Campaigns

Combine Span's verified Salesforce contact data — filtered by Cloud product, seniority, and spend band — with email, LinkedIn, and intent signal-driven outreach for precision ABM results.

Ready to Access the Full Salesforce Database?

Contact Span Global Services for a free sample dataset and custom segment consultation tailored to your campaign goals.

www.spanglobalservices.com | info@spanglobalservices.com

Why Span Global Services?

- ✓ 2.6M+ verified Salesforce contacts
- ✓ 95.3% email deliverability rate
- ✓ 70-day rolling data refresh
- ✓ 48+ hyper-segmentation filters
- ✓ GDPR, CCPA and CAN-SPAM compliant
- ✓ Dedicated account manager support

Trusted by 5,000+ B2B marketers across 60+ countries since 2007

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