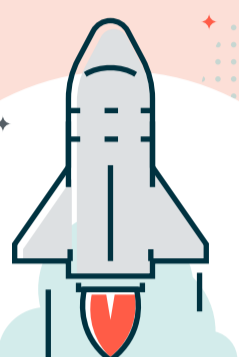


# CPQ Market Quick Facts 2020



20%

01

## CPQ Market Growth Continues Steadily in 2020

Gartner predicts the CPQ (Configure, Price, Quote) market will continue to grow through 2020 at an Annual Growth Rate (CAGR) of 20%.

02

## CPQ revenue expected to exceed 1.7B in 2020

With a projected annual growth of 20% the CPQ revenue is expected to exceed 1.7B in 2020.



1.2B in 2018 → 1.7B in 2020

03

## 49% more proposals, quotes, contracts, and RFPs generated using CPQ

According to Aberdeen CPQ adopters reported 49% more proposals, quotes, and RFPs sent to prospects and customers and as a result, had substantially higher quota achievement, and lead conversions.



49%

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Evaluating CPQ for 2020?  
Our experts can help.

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