

Social Media Analytics Market by Application (Customer Segmentation & Targeting, Competitor Benchmarking, Multichannel Campaign Management, Customer Behavioral Analysis, Marketing Management), End User (Media & Entertainment, Travel & Hospitality, IT & Telecom, Retail) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022

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Abstracts

Social media analytics has become requisite for every enterprise in diverse industry verticals, such as banks, retail, government, and others. Although many firms deploy social media analytics largely for customer service, many enterprises have implemented it for sales, branding, and marketing purposes. This enables firms to effectively use customer data to serve a large pool.

Enterprises have extensively deployed social media and have gained assistance from the analytics companies to improve their brand processes and perform better. The social media analytics companies need to educate their customer and design customized solutions that fit company-specific demands. This can help companies gain enhanced competitive intelligence and better market focus that is beneficial for the global social media analytics market.

The exceptional evolution from business intelligence (BI) techniques to advanced analytics techniques and the massive upsurge in the number of social media users have elevated the adoption of social media analytics across the globe. The increase in the number of social media users has been a major driving force for the market and will continue to be so over the forecast period. This enables the social media analytics companies to gain better customer data and enhanced customer behavioral analysis.

Furthermore, increased expenditure on analytics and growth in focus on competitive intelligence support the overall market growth. Further, increase in rate of adoption in SMEs and increased cloud adoption depict major growth opportunities for the market.

The social media analytics market is segmented based on application, end user, and geography. Customer segmentation & targeting, competitor benchmarking, multichannel campaign management, customer behavioral analysis, and marketing management are the various applications analyzed in the report. The various end users are media & entertainment, travel & hospitality, IT & telecom, retail, and others (BFSI and healthcare).

Customer behavioral analysis led the social media analytics market in 2015 and will continue to do so in the near future. Furthermore, the retail sector dominates the overall market and implements social media analytics for the purpose of customer behavioral analysis on a comparatively larger scale. The retail sector implements social media analytics for the purpose of quantifying performance, determining impact, and deriving strategic directions from social media data.

Geographically the social media analytics market is segmented into North America, Europe, Asia-Pacific, and LAMEA. North America has witnessed the highest adoption of this service, followed by Europe, Asia-Pacific, and LAMEA. However, Asia-Pacific is expected to grow at a significant pace during the forecast period.

Market players have adopted innovative techniques to provide advanced and pioneering offerings. Some of the significant players in the social media analytics market that are profiled in the report are Oracle Corporation, Adobe Systems, Inc., IBM Corporation, SAP SE, Netbase Solutions, Inc., Hootsuite Media, Inc., Tableau Software, Crimson Hexagon, SAS Institute, and Salesforce.com Inc.

The social media analytics report focuses on the growth prospects and restraints of the market based on the analysis of regional trends. The study provides Porter's five forces analysis of the market to understand the impact of factors such as suppliers, competitors, new entrants, substitutes, and buyers on the growth of the market.

KEY BENEFITS

This study comprises analytical depiction of the market, with global social media analytics market trends and future estimations to depict the imminent investment pockets.

The overall market potential is determined to understand the profitable trends for gaining a stronger coverage.

The report presents information regarding key drivers, restraints, and opportunities with a detailed impact analysis.

Quantitative analysis from 2014 to 2022 is provided to highlight the financial competency of the market.

Porter's Five Forces analysis illustrates the potency of the buyers and suppliers in the social media analytics industry.

KEY MARKET SEGMENTS

The social media analytics market is segmented based on the application, end user, and geography.

GLOBAL SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION

Customer Segmentation & Targeting

Competitor Benchmarking

Multichannel Campaign Management

Customer Behavioral Analysis

Marketing Management

GLOBAL SOCIAL MEDIA ANALYTICS MARKET BY END USER

Media & Entertainment

Travel & Hospitality

IT & Telecom

Retail

Others (BFSI and Healthcare)

GLOBAL SOCIAL MEDIA ANALYTICS MARKET BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Philippines

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS PROFILED

Oracle Corporation

Adobe Systems, Inc.

IBM Corporation

SAP SE

Netbase Solutions, Inc.

Hootsuite Media, Inc.

Tableau Software

Crimson Hexagon

SAS Institute

Salesforce.com Inc.

OTHER COMPANIES MENTIONED IN THE REPORT

Sprint Corporation

Nextel Communications

vKonkatke

Facebook, Inc.

Twitter Inc.

Sina Weibo

aReputation

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVES

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top investment pockets
 - 3.2.2. Top winning strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Moderate bargaining power of suppliers
 - 3.3.2. High threat of new entrants
 - 3.3.3. Low threat of substitutes
 - 3.3.4. High rivalry among market players
 - 3.3.5. Moderate bargaining power of buyers
- 3.4. MARKET SHARE ANALYSIS, 2015 (%)
- 3.5. MARKET DYNAMICS
 - 3.5.1. Drivers
 - 3.5.1.1. Increasing number of social media users
 - 3.5.1.2. Increased spending on analytics
 - 3.5.1.3. Growth in market strategies & competitive intelligence
 - 3.5.1. Restraints
 - 3.5.1.1. Lack of skilled expertise
 - 3.5.1.2. Complexities in analytical workflow
 - 3.5.2. Opportunities
 - 3.5.2.1. Increase in cloud adoption

- 3.5.2.2. High rate of adoption in SMEs
- 3.5.3. Top impacting factors

CHAPTER 4 SOCIAL MEDIA ANALYTICS MARKET, BY APPLICATION

- 4.1. OVERVIEW
- 4.2. CUSTOMER SEGMENTATION & TARGETING
 - 4.2.1. Key market trends
 - 4.2.2. Key growth factors and opportunities
 - 4.2.3. Market size and forecast
- 4.3. COMPETITOR BENCHMARKING
 - 4.3.1. Key market trends
 - 4.3.2. Key growth factors and opportunities
 - 4.3.3. Market size and forecast
- 4.4. MULTICHANNEL CAMPAIGN MANAGEMENT
 - 4.4.1. Key market trends
 - 4.4.2. Key growth factors and opportunities
 - 4.4.3. Market size and forecast
- 4.5. CUSTOMER BEHAVIORAL ANALYSIS
 - 4.5.1. Key market trends
 - 4.5.2. Key growth factors and opportunities
 - 4.5.3. Market size and forecast
- 4.6. MARKETING MANAGEMENT
 - 4.6.1. Key market trends
 - 4.6.2. Key growth factors and opportunities
 - 4.6.3. Market size and forecast

CHAPTER 5 SOCIAL MEDIA ANALYTICS MARKET, BY END USER

- 5.1. OVERVIEW
- 5.2. MEDIA & ENTERTAINMENT
 - 5.2.1. Key market trends
 - 5.2.2. Key growth factors and opportunities
 - 5.2.3. Market size and forecast
- 5.3. TRAVEL & HOSPITALITY
 - 5.3.1. Key market trends
 - 5.3.2. Key growth factors and opportunities
 - 5.3.3. Market size and forecast
- 5.4. IT & TELECOM

- 5.4.1. Key market trends
- 5.4.2. Key growth factors and opportunities
- 5.4.3. Market size and forecast

5.5. RETAIL

- 5.5.1. Key market trends
- 5.5.2. Key growth factors and opportunities
- 5.5.3. Market size and forecast

5.6. OTHERS (BFSI, HEALTHCARE)

- 5.6.1. Key market trends
- 5.6.2. Key growth factors and opportunities
- 5.6.3. Market size and forecast

CHAPTER 6 SOCIAL MEDIA ANALYTICS MARKET, BY GEOGRAPHY

6.1. NORTH AMERICA

- 6.1.1. Key market trends
- 6.1.2. Key growth factors and opportunities
- 6.1.3. Market size and forecast
- 6.1.4. U.S.
 - 6.1.4.1. Market size and forecast
- 6.1.5. Canada
 - 6.1.5.1. Market size and forecast
- 6.1.6. Mexico
 - 6.1.6.1. Market size and forecast

6.2. EUROPE

- 6.2.1. Key market trends
- 6.2.2. Key growth factors and opportunities
- 6.2.3. Market size and forecast
- 6.2.4. Germany
 - 6.2.4.1. Market size and forecast
- 6.2.5. UK
 - 6.2.5.1. Market size and forecast
- 6.2.6. France
 - 6.2.6.1. Market size and forecast
- 6.2.7. Russia
 - 6.2.7.1. Market size and forecast
- 6.2.8. Rest of Europe
 - 6.2.8.1. Market size and forecast

6.3. ASIA-PACIFIC

- 6.3.1. Key market trends
- 6.3.2. Key growth factors and opportunities
- 6.3.3. Market size and forecast
- 6.3.4. China
 - 6.3.4.1. Market size and forecast
- 6.3.5. Japan
 - 6.3.5.1. Market size and forecast
- 6.3.6. India
 - 6.3.6.1. Market size and forecast
- 6.3.7. Philippines
 - 6.3.7.1. Market size and forecast
- 6.3.8. Rest of Asia-Pacific
 - 6.3.8.1. Market size and forecast
- 6.4. LAMEA
 - 6.4.1. Key market trends
 - 6.4.2. Key growth factors and opportunities
 - 6.4.3. Market size and forecast
 - 6.4.4. Latin America
 - 6.4.4.1. Market size and forecast
 - 6.4.5. Middle East
 - 6.4.5.1. Market size and forecast
 - 6.4.6. Africa
 - 6.4.6.1. Market size and forecast

CHAPTER 7 COMPANY PROFILES

- 7.1. ORACLE CORPORATION
 - 7.1.1. Company overview
 - 7.1.1.1. Company snapshot
 - 7.1.2. Business performance
 - 7.1.3. Strategic moves & developments
- 7.2. ADOBE SYSTEMS, INC.
 - 7.2.1. Company overview
 - 7.2.1.1. Company snapshot
 - 7.2.2. Business performance
 - 7.2.3. Strategic moves & developments
- 7.3. IBM CORPORATION
 - 7.3.1. Company overview
 - 7.3.1.1. Company snapshot

- 7.3.2. Business performance
- 7.3.3. Strategic moves & developments
- 7.4. SAP SE
 - 7.4.1. Company overview
 - 7.4.1.1. Company snapshot
 - 7.4.2. Business performance
 - 7.4.3. Strategic moves & developments
- 7.5. NETBASE SOLUTIONS, INC.
 - 7.5.1. Company overview
 - 7.5.1.1. Company snapshot
 - 7.5.2. Business performance
 - 7.5.3. Strategic moves & developments
- 7.6. HOOTSUITE MEDIA, INC.
 - 7.6.1. Company overview
 - 7.6.1.1. Company snapshot
 - 7.6.2. Business performance
 - 7.6.3. Strategic moves & developments
- 7.7. TABLEAU SOFTWARE
 - 7.7.1. Company overview
 - 7.7.1.1. Company snapshot
 - 7.7.2. Business performance
 - 7.7.3. Strategic moves & developments
- 7.8. CRIMSON HEXAGON
 - 7.8.1. Company overview
 - 7.8.1.1. Company snapshot
 - 7.8.2. Business performance
 - 7.8.3. Strategic moves & developments
- 7.9. SAS INSTITUTE
 - 7.9.1. Company overview
 - 7.9.1.1. Company snapshot
 - 7.9.2. Business performance
 - 7.9.3. Strategic moves & developments
- 7.10. SALESFORCE.COM INC.
 - 7.10.1. Company overview
 - 7.10.1.1. Company snapshot
 - 7.10.2. Business performance
 - 7.10.3. Strategic moves & developments

List Of Tables

LIST OF TABLES

- TABLE 1. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022(\$MILLION)
- TABLE 2. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR CUSTOMER SEGMENTATION & TARGETING APPLICATION, BY GEOGRAPHY, 2014-2022(\$MILLION)
- TABLE 3. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR COMPETITOR BENCHMARKING APPLICATION, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 4. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR MULTICHANNEL CAMPAIGN MANAGEMENT APPLICATION, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 5. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR CUSTOMER BEHAVIORAL ANALYSIS APPLICATION, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 6. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR MARKETING MANAGEMENT APPLICATION, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 7. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY END USER, 2014-2022 (\$MILLION)
- TABLE 8. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR MEDIA & ENTERTAINMENT END USER, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 9. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR TRAVEL & HOSPITALITY END USER, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 10. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR IT & TELECOM END USER, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 11. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR RETAIL END USER, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 12. SOCIAL MEDIA ANALYTICS MARKET REVENUE FOR OTHERS (BFSI, HEALTHCARE) END USER, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 13. SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY GEOGRAPHY, 2014-2022 (\$MILLION)
- TABLE 14. NORTH AMERICAN SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022 (\$MILLION)
- TABLE 15. NORTH AMERICAN SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)
- TABLE 16. U.S. SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)
- TABLE 17. CANADA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022

(\$MILLION)

TABLE 18. MEXICO SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022

(\$MILLION)

TABLE 19. EUROPE SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 20. EUROPE SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 21. GERMANY SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 22. UK SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 23. FRANCE SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 24. RUSSIA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 25. REST OF EUROPE SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 26. ASIA-PACIFIC SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 27. ASIA-PACIFIC SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 28. CHINA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 29. JAPAN SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 30. INDIA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 31. PHILIPPINES SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 32. REST OF ASIA-PACIFIC SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 33. LAMEA SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 34. LAMEA SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 35. LATIN AMERICA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 36. MIDDLE EAST SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022 (\$MILLION)

TABLE 37. AFRICA SOCIAL MEDIA ANALYTICS MARKET REVENUE, 2014-2022
(\$MILLION)

TABLE 38. ORACLE CORPORATION- COMPANY SNAPSHOT

TABLE 39. ADOBE SYSTEMS, INC.- COMPANY SNAPSHOT

TABLE 40. IBM CORPORATION- COMPANY SNAPSHOT

TABLE 41. SAP SE- COMPANY SNAPSHOT

TABLE 42. NETBASE SOLUTIONS, INC.- COMPANY SNAPSHOT

TABLE 43. HOOTSUITE MEDIA, INC.- COMPANY SNAPSHOT

TABLE 44. TABLEAU SOFTWARE- COMPANY SNAPSHOT

TABLE 45. CRIMSON HEXAGON- COMPANY SNAPSHOT

TABLE 46. SAS INSTITUTE- COMPANY SNAPSHOT

TABLE 47. SALESFORCE.COM INC.- COMPANY SNAPSHOT

List Of Figures

LIST OF FIGURES

FIGURE 1. MARKET SEGMENTATION

FIGURE 2. EXECUTIVE SUMMARY

FIGURE 3. TOP INVESTMENT POCKETS

FIGURE 4. TOP WINNING STRATEGIES IN THE MARKET

FIGURE 5. TOP WINNING STRATEGY ANALYSIS

FIGURE 6. MARKET SHARE ANALYSIS OF SOCIAL MEDIA ANALYTICS COMPANIES, 2015 (%)

FIGURE 7. NUMBER OF ACTIVE SOCIAL MEDIA USERS AROUND THE WORLD

FIGURE 8. SOCIAL MEDIA ANALYTICS MARKET SEGMENTATION, BY APPLICATION

FIGURE 9. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY APPLICATION, 2014-2022 (\$MILLION)

FIGURE 10. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR CUSTOMER SEGMENTATION & TARGETING APPLICATION, 2014-2022 (\$MILLION)

FIGURE 11. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR COMPETITOR BENCHMARKING APPLICATION, 2014-2022 (\$MILLION)

FIGURE 12. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR MULTICHANNEL CAMPAIGN MANAGEMENT APPLICATION, 2014-2022 (\$MILLION)

FIGURE 13. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR CUSTOMER BEHAVIORAL ANALYSIS APPLICATION, 2014-2022 (\$MILLION)

FIGURE 14. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR MARKETING MANAGEMENT APPLICATION, 2014-2022 (\$MILLION)

FIGURE 15. SOCIAL MEDIA ANALYTICS MARKET SEGMENTATION, BY END USER

FIGURE 16. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY END USER, 2014-2022 (\$MILLION)

FIGURE 17. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR MEDIA & ENTERTAINMENT END USER, 2014-2022 (\$MILLION)

FIGURE 18. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR TRAVEL & HOSPITALITY END USER, 2014-2022 (\$MILLION)

FIGURE 19. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR IT & TELECOM END USER, 2014-2022 (\$MILLION)

FIGURE 20. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR RETAIL END USER, 2014-2022 (\$MILLION)

FIGURE 21. GLOBAL SOCIAL MEDIA ANALYTICS MARKET REVENUE, FOR OTHERS (BFSI, HEALTHCARE) END USER, 2014-2022 (\$MILLION)

FIGURE 22. SOCIAL MEDIA ANALYTICS MARKET, BY GEOGRAPHY (2015)

FIGURE 23. NORTH AMERICAN SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

FIGURE 24. EUROPE SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

FIGURE 25. ASIA-PACIFIC SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

FIGURE 26. LAMEA SOCIAL MEDIA ANALYTICS MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

FIGURE 27. ORACLE CORPORATION.: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 28. ORACLE CORPORATION: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 29. ORACLE CORPORATION: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 30. ADOBE SYSTEMS, INC.: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 31. ADOBE SYSTEMS, INC.: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 32. ADOBE SYSTEMS, INC.: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 33. IBM CORPORATION: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 34. IBM CORPORATION: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 35. IBM CORPORATION: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 36. SAP SE: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 37. SAP SE: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 38. SAP SE: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 39. NETBASE SOLUTIONS, INC.: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 40. NETBASE SOLUTIONS, INC.: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 41. NETBASE SOLUTIONS, INC.: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 42. HOOTSUITE MEDIA, INC.: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 43. HOOTSUITE MEDIA, INC.: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 44. HOOTSUITE MEDIA, INC.: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 45. TABLEAU SOFTWARE: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 46. TABLEAU SOFTWARE: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 47. TABLEAU SOFTWARE: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 48. CRIMSON HEXAGON: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 49. CRIMSON HEXAGON: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 50. CRIMSON HEXAGON: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 51. SAS INSTITUTE: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 52. SAS INSTITUTE: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 53. SAS INSTITUTE: NET REVENUE, BY GEOGRAPHY, 2014 (%)

FIGURE 54. SALESFORCE.COM INC.: NET REVENUE, 2012-2014 (\$MILLION)

FIGURE 55. SALESFORCE.COM INC.: NET REVENUE, BY DIVISION, 2014 (%)

FIGURE 56. SALESFORCE.COM INC.: NET REVENUE, BY GEOGRAPHY, 2014 (%)

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