+44 20 8123 2220
info@marketpublishers.com

Social Media Analytics Industry Research Report 2024

https://marketpublishers.com/r/S1E99CA31A3FEN.html
Date: April 2024
Pages: 128
Price: US$ 2,950.00 (Single User License)
ID: S1E99CA31A3FEN

Abstracts

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer.

Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

Social media analytics is considered the basic foundation for enabling an enterprises to:

• Execute focused engagements like one-to-one and one-to-many

• Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.

• Maximize the customer experience

Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to know the customer base on a more emotional level to help better target customer service and marketing.

According to APO Research, The global Social Media Analytics market was valued at US$ million in 2023 and is anticipated to reach US$ million by 2030, witnessing a CAGR

+44 20 8123 2220
info@marketpublishers.com

of xx% during the forecast period 2024-2030.

The largest application of North America Social Media Analytics market is Customer Behavioral Analysis, with a share more than 25%, followed by Customer Segmentation and Targeting and Competitor Benchmarking, both share are nearly 35%. Retail is the largest end user, with over than 40% market share.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Social Media Analytics, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Social Media Analytics.

The Social Media Analytics market size, estimations, and forecasts are provided in terms of revenue ($ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Social Media Analytics market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

IBM

+44 20 8123 2220
info@marketpublishers.com

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

Social Media Analytics segment by Type

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

+44 20 8123 2220
info@marketpublishers.com

Customer Behavioral Analysis

Marketing Measurement

Social Media Analytics Segment by Application

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

Social Media Analytics Segment by Region

North America

United States

Canada

Europe

Germany

France

UK

+44 20 8123 2220
info@marketpublishers.com

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

+44 20 8123 2220
info@marketpublishers.com

UAE

Rest of MEA

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Social Media Analytics market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Social Media Analytics and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Social Media Analytics.

+44 20 8123 2220
info@marketpublishers.com

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4: Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6: Detailed analysis of Social Media Analytics companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including revenue, gross margin, product introduction,

+44 20 8123 2220
info@marketpublishers.com

recent development, etc.

Chapter 13: The main points and conclusions of the report.

Chapter 13: The main points and conclusions of the report.

+44 20 8123 2220
info@marketpublishers.com

Contents

1 PREFACE

1.1 Scope of Report
1.2 Reasons for Doing This Study
1.3 Research Methodology
1.4 Research Process
1.5 Data Source
  1.5.1 Secondary Sources
  1.5.2 Primary Sources

2 MARKET OVERVIEW

2.1 Product Definition
2.2 Social Media Analytics by Type
  2.2.1 Market Value Comparison by Type (2019 VS 2023 VS 2030)
  2.2.2 Customer Segmentation and Targeting
  2.2.3 Multichannel Campaign Management
  2.2.4 Competitor Benchmarking
  2.2.5 Customer Behavioral Analysis
  2.2.6 Marketing Measurement
2.3 Social Media Analytics by Application
  2.3.1 Market Value Comparison by Application (2019 VS 2023 VS 2030)
  2.3.2 Banking, Financial Services and Insurance (BFSI)
  2.3.3 Telecommunications and IT
  2.3.4 Retail
  2.3.5 Healthcare
  2.3.6 Government
  2.3.7 Media and Entertainment
  2.3.8 Transportation and Logistics
  2.3.9 Others
2.4 Assumptions and Limitations

3 SOCIAL MEDIA ANALYTICS BREAKDOWN DATA BY TYPE

3.1 Global Social Media Analytics Historic Market Size by Type (2019-2024)
3.2 Global Social Media Analytics Forecasted Market Size by Type (2025-2030)

+44 20 8123 2220
info@marketpublishers.com

4 SOCIAL MEDIA ANALYTICS BREAKDOWN DATA BY APPLICATION

4.1 Global Social Media Analytics Historic Market Size by Application (2019-2024)
4.2 Global Social Media Analytics Forecasted Market Size by Application (2019-2024)

5 GLOBAL GROWTH TRENDS

5.1 Global Social Media Analytics Market Perspective (2019-2030)
5.2 Global Social Media Analytics Growth Trends by Region
  5.2.1 Global Social Media Analytics Market Size by Region: 2019 VS 2023 VS 2030
  5.2.2 Social Media Analytics Historic Market Size by Region (2019-2024)
  5.2.3 Social Media Analytics Forecasted Market Size by Region (2025-2030)
5.3 Social Media Analytics Market Dynamics
  5.3.1 Social Media Analytics Industry Trends
  5.3.2 Social Media Analytics Market Drivers
  5.3.3 Social Media Analytics Market Challenges
  5.3.4 Social Media Analytics Market Restraints

6 MARKET COMPETITIVE LANDSCAPE BY PLAYERS

6.1 Global Top Social Media Analytics Players by Revenue
  6.1.1 Global Top Social Media Analytics Players by Revenue (2019-2024)
  6.1.2 Global Social Media Analytics Revenue Market Share by Players (2019-2024)
6.2 Global Social Media Analytics Industry Players Ranking, 2022 VS 2023 VS 2024
6.3 Global Key Players of Social Media Analytics Head office and Area Served
6.4 Global Social Media Analytics Players, Product Type & Application
6.5 Global Social Media Analytics Players, Date of Enter into This Industry
6.6 Global Social Media Analytics Market CR5 and HHI
6.7 Global Players Mergers & Acquisition

7 NORTH AMERICA

7.1 North America Social Media Analytics Market Size (2019-2030)
7.2 North America Social Media Analytics Market Growth Rate by Country: 2019 VS 2023 VS 2030
7.3 North America Social Media Analytics Market Size by Country (2019-2024)
7.4 North America Social Media Analytics Market Size by Country (2025-2030)
7.5 United States
7.6 Canada

+44 20 8123 2220
info@marketpublishers.com

8 EUROPE

8.1 Europe Social Media Analytics Market Size (2019-2030)
8.2 Europe Social Media Analytics Market Growth Rate by Country: 2019 VS 2023 VS 2030
8.3 Europe Social Media Analytics Market Size by Country (2019-2024)
8.4 Europe Social Media Analytics Market Size by Country (2025-2030)
8.5 Germany
8.6 France
8.7 U.K.
8.8 Italy
8.9 Russia
8.10 Nordic Countries

9 ASIA-PACIFIC

9.1 Asia-Pacific Social Media Analytics Market Size (2019-2030)
9.2 Asia-Pacific Social Media Analytics Market Growth Rate by Country: 2019 VS 2023 VS 2030
9.3 Asia-Pacific Social Media Analytics Market Size by Country (2019-2024)
9.4 Asia-Pacific Social Media Analytics Market Size by Country (2025-2030)
9.5 China
9.6 Japan
9.7 South Korea
9.8 Southeast Asia
9.9 India
9.10 Australia

10 LATIN AMERICA

10.1 Latin America Social Media Analytics Market Size (2019-2030)
10.2 Latin America Social Media Analytics Market Growth Rate by Country: 2019 VS 2023 VS 2030
10.3 Latin America Social Media Analytics Market Size by Country (2019-2024)
10.4 Latin America Social Media Analytics Market Size by Country (2025-2030)
10.5 Mexico
10.6 Brazil

+44 20 8123 2220
info@marketpublishers.com

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Social Media Analytics Market Size (2019-2030)
11.2 Middle East & Africa Social Media Analytics Market Growth Rate by Country: 2019 VS 2023 VS 2030
11.3 Middle East & Africa Social Media Analytics Market Size by Country (2019-2024)
11.4 Middle East & Africa Social Media Analytics Market Size by Country (2025-2030)
11.5 Turkey
11.6 Saudi Arabia
11.7 UAE

12 PLAYERS PROFILED

12.1 IBM
  12.1.1 IBM Company Information
  12.1.2 IBM Business Overview
  12.1.3 IBM Revenue in Social Media Analytics Business (2019-2024)
  12.1.4 IBM Social Media Analytics Product Portfolio
  12.1.5 IBM Recent Developments
12.2 Oracle
  12.2.1 Oracle Company Information
  12.2.2 Oracle Business Overview
  12.2.3 Oracle Revenue in Social Media Analytics Business (2019-2024)
  12.2.4 Oracle Social Media Analytics Product Portfolio
  12.2.5 Oracle Recent Developments
12.3 Salesforce
  12.3.1 Salesforce Company Information
  12.3.2 Salesforce Business Overview
  12.3.3 Salesforce Revenue in Social Media Analytics Business (2019-2024)
  12.3.4 Salesforce Social Media Analytics Product Portfolio
  12.3.5 Salesforce Recent Developments
12.4 Adobe Systems
  12.4.1 Adobe Systems Company Information
  12.4.2 Adobe Systems Business Overview
  12.4.3 Adobe Systems Revenue in Social Media Analytics Business (2019-2024)
  12.4.4 Adobe Systems Social Media Analytics Product Portfolio
  12.4.5 Adobe Systems Recent Developments
12.5 SAS Institute
  12.5.1 SAS Institute Company Information

+44 20 8123 2220
info@marketpublishers.com

12.5.2 SAS Institute Business Overview
12.5.3 SAS Institute Revenue in Social Media Analytics Business (2019-2024)
12.5.4 SAS Institute Social Media Analytics Product Portfolio
12.5.5 SAS Institute Recent Developments
12.6 Clarabridge
12.6.1 Clarabridge Company Information
12.6.2 Clarabridge Business Overview
12.6.3 Clarabridge Revenue in Social Media Analytics Business (2019-2024)
12.6.4 Clarabridge Social Media Analytics Product Portfolio
12.6.5 Clarabridge Recent Developments
12.7 Netbase Solutions
12.7.1 Netbase Solutions Company Information
12.7.2 Netbase Solutions Business Overview
12.7.3 Netbase Solutions Revenue in Social Media Analytics Business (2019-2024)
12.7.4 Netbase Solutions Social Media Analytics Product Portfolio
12.7.5 Netbase Solutions Recent Developments
12.8 Brandwatch
12.8.1 Brandwatch Company Information
12.8.2 Brandwatch Business Overview
12.8.3 Brandwatch Revenue in Social Media Analytics Business (2019-2024)
12.8.4 Brandwatch Social Media Analytics Product Portfolio
12.8.5 Brandwatch Recent Developments
12.9 Talkwalker
12.9.1 Talkwalker Company Information
12.9.2 Talkwalker Business Overview
12.9.3 Talkwalker Revenue in Social Media Analytics Business (2019-2024)
12.9.4 Talkwalker Social Media Analytics Product Portfolio
12.9.5 Talkwalker Recent Developments
12.10 GoodData
12.10.1 GoodData Company Information
12.10.2 GoodData Business Overview
12.10.3 GoodData Revenue in Social Media Analytics Business (2019-2024)
12.10.4 GoodData Social Media Analytics Product Portfolio
12.10.5 GoodData Recent Developments
12.11 Crimson Hexagon
12.11.1 Crimson Hexagon Company Information
12.11.2 Crimson Hexagon Business Overview
12.11.3 Crimson Hexagon Revenue in Social Media Analytics Business (2019-2024)
12.11.4 Crimson Hexagon Social Media Analytics Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

12.11.5 Crimson Hexagon Recent Developments
12.12 Simply Measured
12.12.1 Simply Measured Company Information
12.12.2 Simply Measured Business Overview
12.12.3 Simply Measured Revenue in Social Media Analytics Business (2019-2024)
12.12.4 Simply Measured Social Media Analytics Product Portfolio
12.12.5 Simply Measured Recent Developments
12.13 Sysomos
12.13.1 Sysomos Company Information
12.13.2 Sysomos Business Overview
12.13.3 Sysomos Revenue in Social Media Analytics Business (2019-2024)
12.13.4 Sysomos Social Media Analytics Product Portfolio
12.13.5 Sysomos Recent Developments
12.14 Digimind
12.14.1 Digimind Company Information
12.14.2 Digimind Business Overview
12.14.3 Digimind Revenue in Social Media Analytics Business (2019-2024)
12.14.4 Digimind Social Media Analytics Product Portfolio
12.14.5 Digimind Recent Developments
12.15 Unmetric
12.15.1 Unmetric Company Information
12.15.2 Unmetric Business Overview
12.15.3 Unmetric Revenue in Social Media Analytics Business (2019-2024)
12.15.4 Unmetric Social Media Analytics Product Portfolio
12.15.5 Unmetric Recent Developments
12.16 Cision US
12.16.1 Cision US Company Information
12.16.2 Cision US Business Overview
12.16.3 Cision US Revenue in Social Media Analytics Business (2019-2024)
12.16.4 Cision US Social Media Analytics Product Portfolio
12.16.5 Cision US Recent Developments

13 REPORT CONCLUSION

14 DISCLAIMER

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Social Media Analytics Industry Research Report 2024
Product link: https://marketpublishers.com/r/S1E99CA31A3FEN.html
Price: US$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S1E99CA31A3FEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970