

# **Global Customer Advocacy Software Market Size study, By Type (On-premises, Cloud-based), By Application (Enterprise Propaganda, Government Election, Organize Fund-raising), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Customer Advocacy Software Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. Customer advocacy software is usually adopted by companies to allow their customers to promote their content, products, or message by word-of-mouth. Customer advocacy software offers various benefits such as seamless and quick customer interaction, data collection from numerous channels, and the storage of extensive information like personal information, total purchase history, and purchasing behavior patterns. The surging demand for AI-powered software across digital technologies, rising digital transformation of businesses, and rising internet penetration are the chief driving factors for the global market growth. For instance, according to Statista, in 2018, the artificial intelligence (AI) software market worldwide generates a revenue of around USD 10.1 billion, and it is anticipated to reach approximately USD 126 billion by 2025. Thereby, the rising proliferation of artificial intelligence (AI) software is likely to soar the customer advocacy software market growth across the globe. However, a dearth of skilled professionals and lack of awareness regarding the availability of customer advocacy software impede the growth of the market over the forecast period of 2022-2028. Also, the rising emphasis on enhancing customer experience and services and increasing adoption of cloud-based solutions is anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Customer Advocacy Software Market study

include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the flourishing growth of the e-commerce sector and rising spending on ICT infrastructure. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the rising adoption of the developing technologies, as well as growth of the developing countries, would create lucrative growth prospects for the Customer Advocacy Software Market across the Asia-Pacific region.

Major market players included in this report are:

Capitol Impact  
Blackbaud  
Phone2Action  
RAP Index  
Votility  
Salsa  
Capitol Impact  
Annex Cloud  
PostBeyond  
SocialChorus

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

On-premises  
Cloud-based

By Application:

Enterprise Propaganda  
Government Election  
Organize Fund-raising

By Region:

North America

U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020  
Base year – 2021  
Forecast period – 2022 to 2028

Target Audience of the Global Customer Advocacy Software Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors



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