

Global Employee Advocacy Platforms Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Employee Advocacy Platforms are software platforms that enable businesses to tap into the power of their employees as brand advocates. These platforms provide a centralized system that encourages and empowers employees to share approved content, such as company updates, industry insights, and marketing campaigns, through their personal social media channels. Employee Advocacy Platforms often include features like content libraries, social sharing tools, gamification elements, and analytics. By leveraging the collective reach and credibility of employees, businesses can amplify their brand's visibility, increase organic reach, and foster authentic and trusted connections with their target audience.

This report provides a deep insight into the global Employee Advocacy Platforms market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Employee Advocacy Platforms Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Employee Advocacy Platforms market in any manner.

Global Employee Advocacy Platforms Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Act-On

Agorapulse

Ambassify

Apostle

DrumUp

DSMN8

Dynamic Signal

EveryoneSocial

GaggleAMP

Hootsuite

Influitive

LumApps

Oktopost

Smarp

Sociabble

Socxo

Sprinklr

Sprout Social

Market Segmentation (by Type)

Cloud-based

On-premises

Market Segmentation (by Application)

Large Enterprises

SMEs

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the Employee Advocacy Platforms Market
- Overview of the regional outlook of the Employee Advocacy Platforms Market:

Key Reasons to Buy this Report:

- Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
- This enables you to anticipate market changes to remain ahead of your competitors
- You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
- The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
- Provision of market value (USD Billion) data for each segment and sub-segment
- Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, 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

Employee Advocacy Platforms Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to 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 7 provides the analysis of various market segments according to 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 8 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 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

Table of Contents

1 Research Methodology and Statistical Scope

1.1 Market Definition and Statistical Scope of Employee Advocacy Platforms

1.2 Key Market Segments

1.2.1 Employee Advocacy Platforms Segment by Type

1.2.2 Employee Advocacy Platforms Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 Global Employee Advocacy Platforms Market Overview

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 Global Employee Advocacy Platforms Market Competitive Landscape

3.1 Company Assessment Quadrant

3.2 Global Employee Advocacy Platforms Product Life Cycle

3.3 Global Employee Advocacy Platforms Revenue Market Share by Company (2020-2025)

3.4 Employee Advocacy Platforms Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Employee Advocacy Platforms Company Headquarters, Area Served, Product Type

3.6 Employee Advocacy Platforms Market Competitive Situation and Trends

3.6.1 Employee Advocacy Platforms Market Concentration Rate

3.6.2 Global 5 and 10 Largest Employee Advocacy Platforms Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 Development and Dynamics of Employee Advocacy Platforms Market

4.1 Key Development Trends

4.2 Driving Factors

4.3 Market Challenges

4.4 Market Restraints

4.5 Industry News

4.5.1 New Product Developments

4.5.2 Mergers & Acquisitions

- 4.5.3 Expansions
- 4.5.4 Collaboration/Supply Contracts
- 4.6 PEST Analysis
 - 4.6.1 Industry Policies Analysis
 - 4.6.2 Economic Environment Analysis
 - 4.6.3 Social Environment Analysis
 - 4.6.4 Technological Environment Analysis
- 4.7 Global Employee Advocacy Platforms Market Porter's Five Forces Analysis
- 5 Global Employee Advocacy Platforms Market Segmentation by Region
 - 5.1 Global Employee Advocacy Platforms Market Size by Region
 - 5.2 Global Employee Advocacy Platforms Market Size by Country
- 6 North America Market Overview
 - 6.1 North America Employee Advocacy Platforms Market Size by Country
 - 6.1.1 USA Market Overview
 - 6.1.2 Canada Market Overview
 - 6.1.3 Mexico Market Overview
 - 6.2 North America Employee Advocacy Platforms Market Size by Type
 - 6.3 North America Employee Advocacy Platforms Market Size by Application
- 7 Europe Market Overview
 - 7.1 Europe Employee Advocacy Platforms Market Size by Country
 - 7.1.1 Germany Market Overview
 - 7.1.2 France Market Overview
 - 7.1.3 U.K. Market Overview
 - 7.1.4 Italy Market Overview
 - 7.1.5 Spain Market Overview
 - 7.2 Europe Employee Advocacy Platforms Market Size by Type
 - 7.3 Europe Employee Advocacy Platforms Market Size by Application
- 8 Asia-Pacific Market Overview
 - 8.1 Asia-Pacific Employee Advocacy Platforms Market Size by Country
 - 8.1.1 China Market Overview
 - 8.1.2 Japan Market Overview
 - 8.1.3 South Korea Market Overview
 - 8.1.4 India Market Overview
 - 8.1.5 Southeast Asia Market Overview
 - 8.2 Asia-Pacific Employee Advocacy Platforms Market Size by Type
 - 8.3 Asia-Pacific Employee Advocacy Platforms Market Size by Application
- 9 South America Market Overview
 - 9.1 South America Employee Advocacy Platforms Market Size by Country
 - 9.1.1 Brazil Market Overview

- 9.1.2 Argentina Market Overview
- 9.1.3 Columbia Market Overview
- 9.2 South America Employee Advocacy Platforms Market Size by Type
- 9.3 South America Employee Advocacy Platforms Market Size by Application
- 10 Middle East and Africa Market Overview
 - 10.1 Middle East and Africa Employee Advocacy Platforms Market Size by Country
 - 10.1.1 Saudi Arabia Market Overview
 - 10.1.2 UAE Market Overview
 - 10.1.3 Egypt Market Overview
 - 10.1.4 Nigeria Market Overview
 - 10.1.5 South Africa Market Overview
 - 10.2 Middle East and Africa Employee Advocacy Platforms Market Size by Type
 - 10.3 Middle East and Africa Employee Advocacy Platforms Market Size by Application
- 11 Employee Advocacy Platforms Market Segmentation by Type
 - 11.1 Evaluation Matrix of Segment Market Development Potential (Type)
 - 11.2 Global Employee Advocacy Platforms Market Share by Type (2020-2033)
 - 11.3 Global Employee Advocacy Platforms Growth Rate by Type (2020-2033)
- 12 Employee Advocacy Platforms Market Segmentation by Application
 - 12.1 Evaluation Matrix of Segment Market Development Potential (Application)
 - 12.2 Global Employee Advocacy Platforms Market Size (M USD) by Application (2020-2033)
 - 12.3 Global Employee Advocacy Platforms Growth Rate by Application (2020-2033)
- 13 Key Companies Profile
 - 13.1 Act-On
 - 13.1.1 Act-On Basic Information
 - 13.1.2 Act-On Employee Advocacy Platforms Product Overview
 - 13.1.3 Act-On Employee Advocacy Platforms Product Market Performance
 - 13.1.4 Act-On Employee Advocacy Platforms SWOT Analysis
 - 13.1.5 Act-On Business Overview
 - 13.1.6 Act-On Recent Developments
 - 13.2 Agorapulse
 - 13.2.1 Agorapulse Basic Information
 - 13.2.2 Agorapulse Employee Advocacy Platforms Product Overview
 - 13.2.3 Agorapulse Employee Advocacy Platforms Product Market Performance
 - 13.2.4 Agorapulse Employee Advocacy Platforms SWOT Analysis
 - 13.2.5 Agorapulse Business Overview
 - 13.2.6 Agorapulse Recent Developments
 - 13.3 Ambassify
 - 13.3.1 Ambassify Basic Information

- 13.3.2 Ambassify Employee Advocacy Platforms Product Overview
- 13.3.3 Ambassify Employee Advocacy Platforms Product Market Performance
- 13.3.4 Ambassify Employee Advocacy Platforms SWOT Analysis
- 13.3.5 Ambassify Business Overview
- 13.3.6 Ambassify Recent Developments
- 13.4 Apostle
 - 13.4.1 Apostle Basic Information
 - 13.4.2 Apostle Employee Advocacy Platforms Product Overview
 - 13.4.3 Apostle Employee Advocacy Platforms Product Market Performance
 - 13.4.4 Apostle Business Overview
 - 13.4.5 Apostle Recent Developments
- 13.5 DrumUp
 - 13.5.1 DrumUp Basic Information
 - 13.5.2 DrumUp Employee Advocacy Platforms Product Overview
 - 13.5.3 DrumUp Employee Advocacy Platforms Product Market Performance
 - 13.5.4 DrumUp Business Overview
 - 13.5.5 DrumUp Recent Developments
- 13.6 DSMN8
 - 13.6.1 DSMN8 Basic Information
 - 13.6.2 DSMN8 Employee Advocacy Platforms Product Overview
 - 13.6.3 DSMN8 Employee Advocacy Platforms Product Market Performance
 - 13.6.4 DSMN8 Business Overview
 - 13.6.5 DSMN8 Recent Developments
- 13.7 Dynamic Signal
 - 13.7.1 Dynamic Signal Basic Information
 - 13.7.2 Dynamic Signal Employee Advocacy Platforms Product Overview
 - 13.7.3 Dynamic Signal Employee Advocacy Platforms Product Market Performance
 - 13.7.4 Dynamic Signal Business Overview
 - 13.7.5 Dynamic Signal Recent Developments
- 13.8 EveryoneSocial
 - 13.8.1 EveryoneSocial Basic Information
 - 13.8.2 EveryoneSocial Employee Advocacy Platforms Product Overview
 - 13.8.3 EveryoneSocial Employee Advocacy Platforms Product Market Performance
 - 13.8.4 EveryoneSocial Business Overview
 - 13.8.5 EveryoneSocial Recent Developments
- 13.9 GaggleAMP
 - 13.9.1 GaggleAMP Basic Information
 - 13.9.2 GaggleAMP Employee Advocacy Platforms Product Overview
 - 13.9.3 GaggleAMP Employee Advocacy Platforms Product Market Performance

- 13.9.4 GaggleAMP Business Overview
- 13.9.5 GaggleAMP Recent Developments
- 13.10 Hootsuite
 - 13.10.1 Hootsuite Basic Information
 - 13.10.2 Hootsuite Employee Advocacy Platforms Product Overview
 - 13.10.3 Hootsuite Employee Advocacy Platforms Product Market Performance
 - 13.10.4 Hootsuite Business Overview
 - 13.10.5 Hootsuite Recent Developments
- 13.11 Influitive
 - 13.11.1 Influitive Basic Information
 - 13.11.2 Influitive Employee Advocacy Platforms Product Overview
 - 13.11.3 Influitive Employee Advocacy Platforms Product Market Performance
 - 13.11.4 Influitive Business Overview
 - 13.11.5 Influitive Recent Developments
- 13.12 LumApps
 - 13.12.1 LumApps Basic Information
 - 13.12.2 LumApps Employee Advocacy Platforms Product Overview
 - 13.12.3 LumApps Employee Advocacy Platforms Product Market Performance
 - 13.12.4 LumApps Business Overview
 - 13.12.5 LumApps Recent Developments
- 13.13 Oktopost
 - 13.13.1 Oktopost Basic Information
 - 13.13.2 Oktopost Employee Advocacy Platforms Product Overview
 - 13.13.3 Oktopost Employee Advocacy Platforms Product Market Performance
 - 13.13.4 Oktopost Business Overview
 - 13.13.5 Oktopost Recent Developments
- 13.14 Smarp
 - 13.14.1 Smarp Basic Information
 - 13.14.2 Smarp Employee Advocacy Platforms Product Overview
 - 13.14.3 Smarp Employee Advocacy Platforms Product Market Performance
 - 13.14.4 Smarp Business Overview
 - 13.14.5 Smarp Recent Developments
- 13.15 Sociabble
 - 13.15.1 Sociabble Basic Information
 - 13.15.2 Sociabble Employee Advocacy Platforms Product Overview
 - 13.15.3 Sociabble Employee Advocacy Platforms Product Market Performance
 - 13.15.4 Sociabble Business Overview
 - 13.15.5 Sociabble Recent Developments
- 13.16 Socxo

13.16.1 Socxo Basic Information	
13.16.2 Socxo Employee Advocacy Platforms Product Overview	
13.16.3 Socxo Employee Advocacy Platforms Product Market Performance	
13.16.4 Socxo Business Overview	
13.16.5 Socxo Recent Developments	
13.17 Sprinklr	
13.17.1 Sprinklr Basic Information	
13.17.2 Sprinklr Employee Advocacy Platforms Product Overview	
13.17.3 Sprinklr Employee Advocacy Platforms Product Market Performance	
13.17.4 Sprinklr Business Overview	
13.17.5 Sprinklr Recent Developments	
13.18 Sprout Social	
13.18.1 Sprout Social Basic Information	
13.18.2 Sprout Social Employee Advocacy Platforms Product Overview	
13.18.3 Sprout Social Employee Advocacy Platforms Product Market Performance	
13.18.4 Sprout Social Business Overview	
13.18.5 Sprout Social Recent Developments	
14 Conclusion and Key Findings	
List of Tables	
Table 1. Introduction of the Type	
Table 2. Introduction of the Application	
Table 3. Global Employee Advocacy Platforms Market Size by Type (M USD)	
Table 4. Global Employee Advocacy Platforms Market Size by Application (M USD)	
Table 5. Employee Advocacy Platforms Market Size Comparison by Region (M USD)	
Table 6. Global Employee Advocacy Platforms Revenue (M USD) by Company (2020-2025)	
Table 7. Global Employee Advocacy Platforms Revenue Share by Company (2020-2025)	
Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Employee Advocacy Platforms as of 2024)	
Table 9. Employee Advocacy Platforms Company Headquarters and Area Served	
Table 10. Company Employee Advocacy Platforms Product Type	
Table 11. Global Employee Advocacy Platforms Company Market Concentration Ratio (CR5 and HHI)	
Table 12. Mergers & Acquisitions, Expansion Plans	
Table 13. Key Development Trends	
Table 14. Driving Factors	
Table 15. Employee Advocacy Platforms Market Challenges	
Table 16. Goldman Sachs' forecast real GDP growth rate for 2024-2026	
Table 17. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027	

Table 18. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 19. Employee Advocacy Platforms Market Size Comparison by Region (M USD)

Table 20. Global Employee Advocacy Platforms Market Size by Region (2020-2033) & (M USD)

Table 21. Global Employee Advocacy Platforms Market Share by Region (2020-2025)

Table 22. North America Employee Advocacy Platforms Market Size by Country (2020-2033) & (M USD)

Table 23. North America Employee Advocacy Platforms Market Size by Type (M USD)

Table 24. North America Employee Advocacy Platforms Market Size (M USD) by Type (2020-2033)

Table 25. North America Employee Advocacy Platforms Market Size by Application (M USD)

Table 26. North America Employee Advocacy Platforms Market Size (M USD) by Application (2020-2033)

Table 27. Europe Employee Advocacy Platforms Market Size by Country (2020-2033) & (M USD)

Table 28. Europe Employee Advocacy Platforms Market Size by Type (M USD)

Table 29. Europe Employee Advocacy Platforms Market Size (M USD) by Type (2020-2033)

Table 30. Europe Employee Advocacy Platforms Market Size by Application (M USD)

Table 31. Europe Employee Advocacy Platforms Market Size (M USD) by Application (2020-2033)

Table 32. Asia-Pacific Employee Advocacy Platforms Market Size by Country (2020-2025) & (M USD)

Table 33. Asia-Pacific Employee Advocacy Platforms Market Size by Type (M USD)

Table 34. Asia-Pacific Employee Advocacy Platforms Market Size (M USD) by Type (2020-2025)

Table 35. Asia-Pacific Employee Advocacy Platforms Market Size by Application (M USD)

Table 36. Asia-Pacific Employee Advocacy Platforms Market Size (M USD) by Application (2020-2025)

Table 37. South America Employee Advocacy Platforms Market Size by Country (2020-2033) & (M USD)

Table 38. South America Employee Advocacy Platforms Market Size by Type (M USD)

Table 39. South America Employee Advocacy Platforms Market Size (M USD) by Type (2020-2033)

Table 40. South America Employee Advocacy Platforms Market Size by Application (M USD)

Table 41. South America Employee Advocacy Platforms Market Size (M USD) by

Application (2020-2033)

Table 42. Middle East and Africa Employee Advocacy Platforms Market Size by Country (2020-2033) & (M USD)

Table 43. Middle East and Africa Employee Advocacy Platforms Market Size by Type (M USD)

Table 44. Middle East and Africa Employee Advocacy Platforms Market Size (M USD) by Type (2020-2033)

Table 45. Middle East and Africa Employee Advocacy Platforms Market Size by Application (M USD)

Table 46. Middle East and Africa Employee Advocacy Platforms Market Size (M USD) by Application (2020-2033)

Table 47. Global Employee Advocacy Platforms Market Size by Type (M USD)

Table 48. Global Employee Advocacy Platforms Market Size (M USD) by Type (2020-2033)

Table 49. Global Employee Advocacy Platforms Market Share by Type (2020-2033)

Table 50. Global Employee Advocacy Platforms Market Size by Application(M USD)

Table 51. Global Employee Advocacy Platforms Market Size by Application (2020-2033) & (M USD)

Table 52. Global Employee Advocacy Platforms Market Share by Application (2020-2033)

Table 53. Global Employee Advocacy Platforms Growth Rate by Application (2020-2033)

Table 54. Act-On Basic Information

Table 55. Act-On Employee Advocacy Platforms Product Overview

Table 56. Act-On Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Act-On Employee Advocacy Platforms SWOT Analysis

Table 58. Act-On Business Overview

Table 59. Act-On Recent Developments

Table 60. Agorapulse Basic Information

Table 61. Agorapulse Employee Advocacy Platforms Product Overview

Table 62. Agorapulse Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 63. Agorapulse Employee Advocacy Platforms SWOT Analysis

Table 64. Agorapulse Business Overview

Table 65. Agorapulse Recent Developments

Table 66. Ambassify Basic Information

Table 67. Ambassify Employee Advocacy Platforms Product Overview

Table 68. Ambassify Employee Advocacy Platforms Revenue (M USD) and Gross

Margin (2020-2025)

Table 69. Ambassify Employee Advocacy Platforms SWOT Analysis

Table 70. Ambassify Business Overview

Table 71. Ambassify Recent Developments

Table 72. Apostle Basic Information

Table 73. Apostle Employee Advocacy Platforms Product Overview

Table 74. Apostle Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 75. Apostle Business Overview

Table 76. Apostle Recent Developments

Table 77. DrumUp Basic Information

Table 78. DrumUp Employee Advocacy Platforms Product Overview

Table 79. DrumUp Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 80. DrumUp Business Overview

Table 81. DrumUp Recent Developments

Table 82. DSMN8 Basic Information

Table 83. DSMN8 Employee Advocacy Platforms Product Overview

Table 84. DSMN8 Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 85. DSMN8 Business Overview

Table 86. DSMN8 Recent Developments

Table 87. Dynamic Signal Basic Information

Table 88. Dynamic Signal Employee Advocacy Platforms Product Overview

Table 89. Dynamic Signal Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 90. Dynamic Signal Business Overview

Table 91. Dynamic Signal Recent Developments

Table 92. EveryoneSocial Basic Information

Table 93. EveryoneSocial Employee Advocacy Platforms Product Overview

Table 94. EveryoneSocial Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 95. EveryoneSocial Business Overview

Table 96. EveryoneSocial Recent Developments

Table 97. GaggleAMP Basic Information

Table 98. GaggleAMP Employee Advocacy Platforms Product Overview

Table 99. GaggleAMP Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 100. GaggleAMP Business Overview

Table 101. GagglesAMP Recent Developments
Table 102. Hootsuite Basic Information
Table 103. Hootsuite Employee Advocacy Platforms Product Overview
Table 104. Hootsuite Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 105. Hootsuite Business Overview
Table 106. Hootsuite Recent Developments
Table 107. Influitive Basic Information
Table 108. Influitive Employee Advocacy Platforms Product Overview
Table 109. Influitive Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 110. Influitive Business Overview
Table 111. Influitive Recent Developments
Table 112. LumApps Basic Information
Table 113. LumApps Employee Advocacy Platforms Product Overview
Table 114. LumApps Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 115. LumApps Business Overview
Table 116. LumApps Recent Developments
Table 117. Oktopost Basic Information
Table 118. Oktopost Employee Advocacy Platforms Product Overview
Table 119. Oktopost Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 120. Oktopost Business Overview
Table 121. Oktopost Recent Developments
Table 122. Smarp Basic Information
Table 123. Smarp Employee Advocacy Platforms Product Overview
Table 124. Smarp Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 125. Smarp Business Overview
Table 126. Smarp Recent Developments
Table 127. Sociabble Basic Information
Table 128. Sociabble Employee Advocacy Platforms Product Overview
Table 129. Sociabble Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)
Table 130. Sociabble Business Overview
Table 131. Sociabble Recent Developments
Table 132. Socxo Basic Information
Table 133. Socxo Employee Advocacy Platforms Product Overview

Table 134. Socxo Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 135. Socxo Business Overview

Table 136. Socxo Recent Developments

Table 137. Sprinklr Basic Information

Table 138. Sprinklr Employee Advocacy Platforms Product Overview

Table 139. Sprinklr Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 140. Sprinklr Business Overview

Table 141. Sprinklr Recent Developments

Table 142. Sprout Social Basic Information

Table 143. Sprout Social Employee Advocacy Platforms Product Overview

Table 144. Sprout Social Employee Advocacy Platforms Revenue (M USD) and Gross Margin (2020-2025)

Table 145. Sprout Social Business Overview

Table 146. Sprout Social Recent Developments

List of Figures

Figure 1. Industry Chain of Employee Advocacy Platforms

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Employee Advocacy Platforms Market Size (M USD), 2024-2033

Figure 5. Global Employee Advocacy Platforms Market Size (M USD) (2020-2033)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Employee Advocacy Platforms Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Employee Advocacy Platforms Product Life Cycle

Figure 12. Global Employee Advocacy Platforms Revenue Share by Company in 2024

Figure 13. Employee Advocacy Platforms Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 14. The Global 5 and 10 Largest Players: Market Share by Employee Advocacy Platforms Revenue in 2024

Figure 15. Global Employee Advocacy Platforms Market PESTE Analysis

Figure 16. Global Employee Advocacy Platforms Market Porter's Five Forces Analysis

Figure 17. Evaluation Matrix of Regional Market Development Potential

Figure 18. Global Employee Advocacy Platforms Market Size by Region

Figure 19. Global Employee Advocacy Platforms Market Size by Country (M USD)

Figure 20. North American Market Snapshot

Figure 21. North America Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 22. North America Employee Advocacy Platforms Market Size (M USD) by Country

Figure 23. USA Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 24. Canada Employee Advocacy Platforms Market Size (M USD) and Growth Rate (2020-2033)

Figure 25. Mexico Employee Advocacy Platforms Market Size (M USD) and Growth Rate (2020-2033)

Figure 26. North America Employee Advocacy Platforms Market Size (M USD) by Type

Figure 27. North America Employee Advocacy Platforms Market Size (M USD) by Application

Figure 28. Europe Market Snapshot

Figure 29. Europe Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 30. Europe Employee Advocacy Platforms Market Size (M USD) by Country

Figure 31. Germany Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 32. France Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 33. U.K. Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Italy Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 35. Spain Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 36. Europe Employee Advocacy Platforms Market Size (M USD) by Type

Figure 37. Europe Employee Advocacy Platforms Market Size (M USD) by Application

Figure 38. Asia-Pacific Market Snapshot

Figure 39. Asia-Pacific Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia-Pacific Employee Advocacy Platforms Market Size (M USD) by Country

Figure 41. China Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 42. Japan Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. South Korea Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. India Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. Southeast Asia Employee Advocacy Platforms Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Asia-Pacific Employee Advocacy Platforms Market Size (M USD) by Type

Figure 47. Asia-Pacific Employee Advocacy Platforms Market Size (M USD) by Application

Figure 48. South America Market Snapshot

Figure 49. South America Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 50. South America Employee Advocacy Platforms Market Size (M USD) by Country

Figure 51. Brazil Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 52. Argentina Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 53. Columbia Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 54. South America Employee Advocacy Platforms Market Size (M USD) by Type

Figure 55. South America Employee Advocacy Platforms Market Size (M USD) by Application

Figure 56. Middle East and Africa Market Snapshot

Figure 57. Middle East and Africa Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 58. Middle East and Africa Employee Advocacy Platforms Market Size (M USD) by Country

Figure 59. Saudi Arabia Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 60. UAE Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 61. Egypt Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 62. Nigeria Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 63. South Africa Employee Advocacy Platforms Market Size and Growth Rate (2020-2033) & (M USD)

Figure 64. Middle East and Africa Employee Advocacy Platforms Market Size (M USD) by Type

Figure 65. Middle East and Africa Employee Advocacy Platforms Market Size (M USD)

by Application

Figure 66. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 67. Global Employee Advocacy Platforms Market Size by Type (M USD)

Figure 68. Market Share of Employee Advocacy Platforms by Type (2020-2033)

Figure 69. Market Share of Employee Advocacy Platforms by Type in 2024

Figure 70. Global Employee Advocacy Platforms Growth Rate by Type (2020-2033)

Figure 71. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 72. Global Employee Advocacy Platforms Market Size by Application (M USD)

Figure 73. Global Employee Advocacy Platforms Market Share by Application

Figure 74. Global Employee Advocacy Platforms Market Share by Application
(2020-2033)

Figure 75. Global Employee Advocacy Platforms Market Share by Application in 2024

Figure 76. Global Employee Advocacy Platforms Growth Rate by Application
(2020-2033)

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