

# Global Social Media Analytics Detailed Analysis Report 2017-2022

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## Abstracts

This report mainly introduces volume and value market share by players, by regions, by product type, by consumers and also their price change details. As a Detailed Analysis report, it covers all details inside analysis and opinion in Social Media Analytics industry.

This report splits Social Media Analytics market By Analytics Type, By Deployment Model, By Component, which covers the history data information from 2012 to 2016 and forecast from 2017 to 2022.

This report focuses Global market, it covers details as following:

### Major Companies

International Business Machines Corporation (US)

Oracle Corporation (US)

Salesforce (US)

Adobe Systems Incorporated (US)

SAS Institute Inc. (US)

Clarabridge, Inc. (US)

Netbase Solutions, Inc. (US)

Brandwatch (UK)

Talkwalker Inc., (Luxembourg)

GoodData Corporation (US)

Crimson Hexagon, Inc. (US)

Simply Measured, Inc. (US)

Sysomos (Canada)

Digimind (US)

Unmetric Inc. (US)

Cision US Inc. (US)

Simplify360, Inc. (India)

Hootsuite Media Inc. (Canada)

Meltwater (US)

Germinait Solutions Private Limited (India)

Socialbakers (US)

Spredfast, Inc. (US)

Sprinkler, Inc. (US)

Synthesio (US)

Lithium Technologies, Inc. (US)

Tableau Software Inc. (US)

Tencent (China)

## Main Regions

### North America

United States

Canada

### Latin America

Mexico

Brazil

Argentina

Others

### Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherland

Others

### Asia & Pacific

China

Japan

India

Korea

Australia

Southeast Asia

Indonesia

Thailand

Philippines

Vietnam

Singapore

Malaysia

Others

Africa & Middle East

South Africa

Egypt

Turkey

Saudi Arabia

Iran

Others

Main Product Type

Social Media Analytics Market, by Analytics Type

Predictive analytics

Prescriptive analytics

Diagnostic analytics

Descriptive analytics

Social Media Analytics Market, by Deployment Model

On-premises

Cloud

Social Media Analytics Market, by Component

Software

Services

Managed services

Professional services

Support and maintenance services

Main Applications

Small and Medium-Sized Enterprises (SMEs)

## Large enterprises

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Figure Global Social Media Analytics Sales Volume Market Share Forecast by Component in 2022

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