

Global Advocacy Software Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Advocacy Software market size will reach 896.40 Million USD in 2025 and is projected to reach 1,665.14 Million USD by 2032, with a CAGR of 9.25% (2025-2032). Notably, the China Advocacy Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Advocacy software is a software tool used by organizations, groups or individuals to engage and mobilize their supporters for a social cause or political action. This software automates the process of organizing and managing advocacy campaigns, which may include social media outreach, email campaigns, or calling representatives. It helps to streamline communication, track engagement metrics and enable advocates to easily express their opinions to decision-makers. Advocacy software can also provide insights into the impact of campaigns and help organizations make data-driven decisions about their advocacy efforts.

The major global suppliers of Advocacy Software include One Click Politics, The Soft Edge, FiscalNote, Capitol Impact, Blackbaud, Phone2Action, RAP Index, Votility, Salsa Labs, Engaging Networks, Customer Advocacy, Annex Cloud, PostBeyond, SocialChorus, Influitive, SparkInfluence, BGov, Quorum, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant

industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Advocacy Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Advocacy Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Advocacy Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Advocacy Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Advocacy Software Include:

One Click Politics

The Soft Edge

FiscalNote

Capitol Impact

Blackbaud

Phone2Action

RAP Index

Votility

Salsa Labs

Engaging Networks

Customer Advocacy

Annex Cloud

PostBeyond

SocialChorus

Influitive

SparkInfluence

BGov

Quorum

Advocacy Software Product Segment Include:

Cloud-based

On-premise

Advocacy Software Product Application Include:

Enterprise

Mid-market

SMB

Trade Association

Nonprofit

Public Sector

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Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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