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Global PR Analytics Software Market 2019 by Manufacturers, Countries, Type and Application, Forecast to 2024

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Abstracts

Public relations (PR) analytics software is used by companies to measure the effectiveness of their public relations campaigns.

Scope of the Report:

The global PR Analytics Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.
The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.
North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of PR Analytics Software.
Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.
This report studies the PR Analytics Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the PR Analytics Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

TrendKite

Meltwater

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AirPR

Ubermetrics

Agility PR Solutions

Cision

CoverageBook

Prowly

Prgloo

Zignal

Universal Information Services

Commetric

Muck Rack

BurrellesLuce

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

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Market Segment by Type, covers

On-Premises

Cloud Based

Market Segment by Applications, can be divided into

Large Enterprised

SMEs

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