

Global (North America, Europe and Asia-Pacific, South America, Middle East and Africa) Public Relations (PR) Tools Market 2018 Forecast to 2023

<https://marketpublishers.com/r/G225B20F50DEN.html>

Date: March 2018

Pages: 103

Price: US\$ 4,880.00 (Single User License)

ID: G225B20F50DEN

Abstracts

'Public relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.' Public relations can also be defined as the practice of managing communication between an organization and its publics.

Scope of the Report:

This report focuses on the Public Relations (PR) Tools in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

Outbrain

Google

Business Wire

Salesforce

Meltwater

Cision AB

AirPR Software

IrisPR Software

ISentia

Onalytica

Prezly

IPR Software

TrendKite

Agility

Red Wheat

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 etc.)

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

Market Segment by Type, covers

Publishing Tools

Social Media Monitoring & Management

Content Creation and Distribution

Data Aggregation, Monitoring and Analysis

Relationship Management

Market Segment by Applications, can be divided into

BFSI

Consumer Goods and Retail

Government and Public Sector

IT & Telecom & Healthcare

Media & Entertainment

There are 15 Chapters to deeply display the global Public Relations (PR) Tools market.

Chapter 1, to describe Public Relations (PR) Tools Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Public Relations (PR) Tools, with sales, revenue, and price of Public Relations (PR) Tools, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Public Relations (PR) Tools, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Public Relations (PR) Tools market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Public Relations (PR) Tools sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

Contents

1 MARKET OVERVIEW

- 1.1 Public Relations (PR) Tools Introduction
- 1.2 Market Analysis by Type
 - 1.2.1 Publishing Tools
 - 1.2.2 Social Media Monitoring & Management
 - 1.2.3 Content Creation and Distribution
 - 1.2.4 Data Aggregation, Monitoring and Analysis
 - 1.2.5 Relationship Management
- 1.3 Market Analysis by Applications
 - 1.3.1 BFSI
 - 1.3.2 Consumer Goods and Retail
 - 1.3.3 Government and Public Sector
 - 1.3.4 IT & Telecom & Healthcare
 - 1.3.5 Media & Entertainment
- 1.4 Market Analysis by Regions
 - 1.4.1 North America (United States, Canada and Mexico)
 - 1.4.1.1 United States Market States and Outlook (2013-2023)
 - 1.4.1.2 Canada Market States and Outlook (2013-2023)
 - 1.4.1.3 Mexico Market States and Outlook (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
 - 1.4.2.1 Germany Market States and Outlook (2013-2023)
 - 1.4.2.2 France Market States and Outlook (2013-2023)
 - 1.4.2.3 UK Market States and Outlook (2013-2023)
 - 1.4.2.4 Russia Market States and Outlook (2013-2023)
 - 1.4.2.5 Italy Market States and Outlook (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
 - 1.4.3.1 China Market States and Outlook (2013-2023)
 - 1.4.3.2 Japan Market States and Outlook (2013-2023)
 - 1.4.3.3 Korea Market States and Outlook (2013-2023)
 - 1.4.3.4 India Market States and Outlook (2013-2023)
 - 1.4.3.5 Southeast Asia Market States and Outlook (2013-2023)
 - 1.4.4 South America, Middle East and Africa
 - 1.4.4.1 Brazil Market States and Outlook (2013-2023)
 - 1.4.4.2 Egypt Market States and Outlook (2013-2023)
 - 1.4.4.3 Saudi Arabia Market States and Outlook (2013-2023)
 - 1.4.4.4 South Africa Market States and Outlook (2013-2023)

1.4.4.5 Nigeria Market States and Outlook (2013-2023)

1.5 Market Dynamics

1.5.1 Market Opportunities

1.5.2 Market Risk

1.5.3 Market Driving Force

2 MANUFACTURERS PROFILES

2.1 Outbrain

2.1.1 Business Overview

2.1.2 Public Relations (PR) Tools Type and Applications

2.1.2.1 Type

2.1.2.2 Type

2.1.3 Outbrain Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2 Google

2.2.1 Business Overview

2.2.2 Public Relations (PR) Tools Type and Applications

2.2.2.1 Type

2.2.2.2 Type

2.2.3 Google Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3 Business Wire

2.3.1 Business Overview

2.3.2 Public Relations (PR) Tools Type and Applications

2.3.2.1 Type

2.3.2.2 Type

2.3.3 Business Wire Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4 Salesforce

2.4.1 Business Overview

2.4.2 Public Relations (PR) Tools Type and Applications

2.4.2.1 Type

2.4.2.2 Type

2.4.3 Salesforce Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5 Meltwater

2.5.1 Business Overview

2.5.2 Public Relations (PR) Tools Type and Applications

2.5.2.1 Type

2.5.2.2 Type

2.5.3 Meltwater Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6 Cision AB

2.6.1 Business Overview

2.6.2 Public Relations (PR) Tools Type and Applications

2.6.2.1 Type

2.6.2.2 Type

2.6.3 Cision AB Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.7 AirPR Software

2.7.1 Business Overview

2.7.2 Public Relations (PR) Tools Type and Applications

2.7.2.1 Type

2.7.2.2 Type

2.7.3 AirPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.8 IrisPR Software

2.8.1 Business Overview

2.8.2 Public Relations (PR) Tools Type and Applications

2.8.2.1 Type

2.8.2.2 Type

2.8.3 IrisPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.9 ISentia

2.9.1 Business Overview

2.9.2 Public Relations (PR) Tools Type and Applications

2.9.2.1 Type

2.9.2.2 Type

2.9.3 ISentia Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.10 Onalytica

2.10.1 Business Overview

2.10.2 Public Relations (PR) Tools Type and Applications

2.10.2.1 Type

2.10.2.2 Type

2.10.3 Onalytica Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.11 Prezly

2.11.1 Business Overview

2.11.2 Public Relations (PR) Tools Type and Applications

2.11.2.1 Type

2.11.2.2 Type

2.11.3 Prezly Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.12 IPR Software

2.12.1 Business Overview

2.12.2 Public Relations (PR) Tools Type and Applications

2.12.2.1 Type

2.12.2.2 Type

2.12.3 IPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.13 TrendKite

2.13.1 Business Overview

2.13.2 Public Relations (PR) Tools Type and Applications

2.13.2.1 Type

2.13.2.2 Type

2.13.3 TrendKite Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.14 Agility

2.14.1 Business Overview

2.14.2 Public Relations (PR) Tools Type and Applications

2.14.2.1 Type

2.14.2.2 Type

2.14.3 Agility Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.15 Red Wheat

2.15.1 Business Overview

2.15.2 Public Relations (PR) Tools Type and Applications

2.15.2.1 Type

2.15.2.2 Type

2.15.3 Red Wheat Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL PUBLIC RELATIONS (PR) TOOLS MARKET COMPETITION, BY MANUFACTURER

- 3.1 Global Public Relations (PR) Tools Sales and Market Share by Manufacturer (2016-2017)
- 3.2 Global Public Relations (PR) Tools Revenue and Market Share by Manufacturer (2016-2017)
- 3.3 Global Public Relations (PR) Tools Price by Manufacturer (2016-2017)
- 3.4 Market Concentration Rate
 - 3.4.1 Top 3 Public Relations (PR) Tools Manufacturer Market Share in 2017
 - 3.4.2 Top 5 Public Relations (PR) Tools Manufacturer Market Share in 2017
- 3.5 Market Competition Trend

4 GLOBAL PUBLIC RELATIONS (PR) TOOLS MARKET ANALYSIS BY REGIONS

- 4.1 Global Public Relations (PR) Tools Sales, Revenue and Market Share by Regions
 - 4.1.1 Global Public Relations (PR) Tools Sales by Regions (2013-2018)
 - 4.1.2 Global Public Relations (PR) Tools Revenue by Regions (2013-2018)
- 4.2 North America Public Relations (PR) Tools Sales, Revenue and Growth Rate (2013-2018)
- 4.3 Europe Public Relations (PR) Tools Sales, Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Public Relations (PR) Tools Sales, Revenue and Growth Rate (2013-2018)
- 4.5 South America Public Relations (PR) Tools Sales, Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Public Relations (PR) Tools Sales, Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA PUBLIC RELATIONS (PR) TOOLS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 5.1 North America Public Relations (PR) Tools Sales, Revenue and Market Share by Countries
 - 5.1.1 North America Public Relations (PR) Tools Sales by Countries (2013-2018)
 - 5.1.2 North America Public Relations (PR) Tools Revenue by Countries (2013-2018)
 - 5.1.3 United States Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 5.1.4 Canada Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 5.1.5 Mexico Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
- 5.2 North America Public Relations (PR) Tools Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 5.2.1 North America Public Relations (PR) Tools Sales by Manufacturers (2016-2017)
 - 5.2.2 North America Public Relations (PR) Tools Revenue by Manufacturers

(2016-2017)

5.3 North America Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)

5.3.1 North America Public Relations (PR) Tools Sales and Sales Share by Type (2013-2018)

5.3.2 North America Public Relations (PR) Tools Revenue and Revenue Share by Type (2013-2018)

5.4 North America Public Relations (PR) Tools Sales, Revenue and Market Share by Application (2013-2018)

5.4.1 North America Public Relations (PR) Tools Sales and Sales Share by Application (2013-2018)

5.4.2 North America Public Relations (PR) Tools Revenue and Revenue Share by Application (2013-2018)

6 EUROPE PUBLIC RELATIONS (PR) TOOLS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

6.1 Europe Public Relations (PR) Tools Sales, Revenue and Market Share by Countries

6.1.1 Europe Public Relations (PR) Tools Sales by Countries (2013-2018)

6.1.2 Europe Public Relations (PR) Tools Revenue by Countries (2013-2018)

6.1.3 Germany Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

6.1.4 UK Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

6.1.5 France Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

6.1.6 Russia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

6.1.7 Italy Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

6.2 Europe Public Relations (PR) Tools Sales and Revenue (Value) by Manufacturers (2016-2017)

6.2.1 Europe Public Relations (PR) Tools Sales by Manufacturers (2016-2017)

6.2.2 Europe Public Relations (PR) Tools Revenue by Manufacturers (2016-2017)

6.3 Europe Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)

6.3.1 Europe Public Relations (PR) Tools Sales and Sales Share by Type (2013-2018)

6.3.2 Europe Public Relations (PR) Tools Revenue and Revenue Share by Type (2013-2018)

6.4 Europe Public Relations (PR) Tools Sales, Revenue and Market Share by Application (2013-2018)

6.4.1 Europe Public Relations (PR) Tools Sales and Sales Share by Application (2013-2018)

6.4.2 Europe Public Relations (PR) Tools Revenue and Revenue Share by Application

(2013-2018)

7 ASIA-PACIFIC PUBLIC RELATIONS (PR) TOOLS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

7.1 Asia-Pacific Public Relations (PR) Tools Sales, Revenue and Market Share by Countries

7.1.1 Asia-Pacific Public Relations (PR) Tools Sales by Countries (2013-2018)

7.1.2 Asia-Pacific Public Relations (PR) Tools Revenue by Countries (2013-2018)

7.1.3 China Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

7.1.4 Japan Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

7.1.5 Korea Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

7.1.6 India Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

7.1.7 Southeast Asia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

7.2 Asia-Pacific Public Relations (PR) Tools Sales and Revenue (Value) by Manufacturers (2016-2017)

7.2.1 Asia-Pacific Public Relations (PR) Tools Sales by Manufacturers (2016-2017)

7.2.2 Asia-Pacific Public Relations (PR) Tools Revenue by Manufacturers (2016-2017)

7.3 Asia-Pacific Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)

7.3.1 Asia-Pacific Public Relations (PR) Tools Sales and Sales Share by Type (2013-2018)

7.3.2 Asia-Pacific Public Relations (PR) Tools Revenue and Revenue Share by Type (2013-2018)

7.4 Asia-Pacific Public Relations (PR) Tools Sales, Revenue and Market Share by Application (2013-2018)

7.4.1 Asia-Pacific Public Relations (PR) Tools Sales and Sales Share by Application (2013-2018)

7.4.2 Asia-Pacific Public Relations (PR) Tools Revenue and Revenue Share by Application (2013-2018)

8 SOUTH AMERICA PUBLIC RELATIONS (PR) TOOLS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

8.1 South America Public Relations (PR) Tools Sales, Revenue and Market Share by Countries

8.1.1 South America Public Relations (PR) Tools Sales by Countries (2013-2018)

8.1.2 South America Public Relations (PR) Tools Revenue by Countries (2013-2018)

8.1.3 Brazil Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

- 8.1.4 Argentina Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
- 8.1.5 Colombia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
- 8.2 South America Public Relations (PR) Tools Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 8.2.1 South America Public Relations (PR) Tools Sales by Manufacturers (2016-2017)
 - 8.2.2 South America Public Relations (PR) Tools Revenue by Manufacturers (2016-2017)
- 8.3 South America Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)
 - 8.3.1 South America Public Relations (PR) Tools Sales and Sales Share by Type (2013-2018)
 - 8.3.2 South America Public Relations (PR) Tools Revenue and Revenue Share by Type (2013-2018)
- 8.4 South America Public Relations (PR) Tools Sales, Revenue and Market Share by Application (2013-2018)
 - 8.4.1 South America Public Relations (PR) Tools Sales and Sales Share by Application (2013-2018)
 - 8.4.2 South America Public Relations (PR) Tools Revenue and Revenue Share by Application (2013-2018)

9 MIDDLE EAST AND AFRICA PUBLIC RELATIONS (PR) TOOLS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 9.1 Middle East and Africa Public Relations (PR) Tools Sales, Revenue and Market Share by Countries
 - 9.1.1 Middle East and Africa Public Relations (PR) Tools Sales by Countries (2013-2018)
 - 9.1.2 Middle East and Africa Public Relations (PR) Tools Revenue by Countries (2013-2018)
 - 9.1.3 Saudi Arabia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 9.1.4 UAE Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 9.1.5 Egypt Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 9.1.6 Nigeria Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
 - 9.1.7 South Africa Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
- 9.2 Middle East and Africa Public Relations (PR) Tools Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 9.2.1 Middle East and Africa Public Relations (PR) Tools Sales by Manufacturers (2016-2017)
 - 9.2.2 Middle East and Africa Public Relations (PR) Tools Revenue by Manufacturers

(2016-2017)

9.3 Middle East and Africa Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)

9.3.1 Middle East and Africa Public Relations (PR) Tools Sales and Sales Share by Type (2013-2018)

9.3.1 Middle East and Africa Public Relations (PR) Tools Revenue and Revenue Share by Type (2013-2018)

9.4 Middle East and Africa Public Relations (PR) Tools Sales, Revenue and Market Share by Application (2013-2018)

9.4.1 Middle East and Africa Public Relations (PR) Tools Sales and Sales Share by Application (2013-2018)

9.4.2 Middle East and Africa Public Relations (PR) Tools Revenue and Revenue Share by Application (2013-2018)

10 GLOBAL PUBLIC RELATIONS (PR) TOOLS MARKET SEGMENT BY TYPE

10.1 Global Public Relations (PR) Tools Sales, Revenue and Market Share by Type (2013-2018)

10.1.1 Global Public Relations (PR) Tools Sales and Market Share by Type (2013-2018)

10.1.2 Global Public Relations (PR) Tools Revenue and Market Share by Type (2013-2018)

10.2 Publishing Tools Sales Growth and Price

10.2.1 Global Publishing Tools Sales Growth (2013-2018)

10.2.2 Global Publishing Tools Price (2013-2018)

10.3 Social Media Monitoring & Management Sales Growth and Price

10.3.1 Global Social Media Monitoring & Management Sales Growth (2013-2018)

10.3.2 Global Social Media Monitoring & Management Price (2013-2018)

10.4 Content Creation and Distribution Sales Growth and Price

10.4.1 Global Content Creation and Distribution Sales Growth (2013-2018)

10.4.2 Global Content Creation and Distribution Price (2013-2018)

10.5 Data Aggregation, Monitoring and Analysis Sales Growth and Price

10.5.1 Global Data Aggregation, Monitoring and Analysis Sales Growth (2013-2018)

10.5.2 Global Data Aggregation, Monitoring and Analysis Price (2013-2018)

10.6 Relationship Management Sales Growth and Price

10.6.1 Global Relationship Management Sales Growth (2013-2018)

10.6.2 Global Relationship Management Price (2013-2018)

11 GLOBAL PUBLIC RELATIONS (PR) TOOLS MARKET SEGMENT BY

APPLICATION

- 11.1 Global Public Relations (PR) Tools Sales Market Share by Application (2013-2018)
- 11.2 BFSI Sales Growth (2013-2018)
- 11.3 Consumer Goods and Retail Sales Growth (2013-2018)
- 11.4 Government and Public Sector Sales Growth (2013-2018)
- 11.5 IT & Telecom & Healthcare Sales Growth (2013-2018)
- 11.6 Media & Entertainment Sales Growth (2013-2018)

12 PUBLIC RELATIONS (PR) TOOLS MARKET FORECAST (2018-2023)

- 12.1 Global Public Relations (PR) Tools Sales, Revenue and Growth Rate (2018-2023)
- 12.2 Public Relations (PR) Tools Market Forecast by Regions (2018-2023)
 - 12.2.1 North America Public Relations (PR) Tools Market Forecast (2018-2023)
 - 12.2.2 Europe Public Relations (PR) Tools Market Forecast (2018-2023)
 - 12.2.3 Asia-Pacific Public Relations (PR) Tools Market Forecast (2018-2023)
 - 12.2.4 South America Public Relations (PR) Tools Market Forecast (2018-2023)
 - 12.2.5 Middle East and Africa Public Relations (PR) Tools Market Forecast (2018-2023)
- 12.3 Public Relations (PR) Tools Market Forecast by Type (2018-2023)
 - 12.3.1 Global Public Relations (PR) Tools Sales Forecast by Type (2018-2023)
 - 12.3.2 Global Public Relations (PR) Tools Market Share Forecast by Type (2018-2023)
- 12.4 Public Relations (PR) Tools Market Forecast by Application (2018-2023)
 - 12.4.1 Global Public Relations (PR) Tools Sales Forecast by Application (2018-2023)
 - 12.4.2 Global Public Relations (PR) Tools Market Share Forecast by Application (2018-2023)

13 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS

- 13.1 Sales Channel
 - 13.1.1 Direct Marketing
 - 13.1.2 Indirect Marketing
 - 13.1.3 Marketing Channel Future Trend
- 13.2 Distributors, Traders and Dealers

14 RESEARCH FINDINGS AND CONCLUSION

15 APPENDIX

15.1 Methodology

15.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

- Figure Public Relations (PR) Tools Picture
- Table Product Specifications of Public Relations (PR) Tools
- Figure Global Public Relations (PR) Tools CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (USD Million)
- Figure Global Public Relations (PR) Tools CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (Sales)
- Figure Global Sales Market Share of Public Relations (PR) Tools by Types in 2017
- Figure Publishing Tools Picture
- Figure Social Media Monitoring & Management Picture
- Figure Content Creation and Distribution Picture
- Figure Data Aggregation, Monitoring and Analysis Picture
- Figure Relationship Management Picture
- Figure Public Relations (PR) Tools Sales Market Share by Applications in 2017
- Figure BFSI Picture
- Figure Consumer Goods and Retail Picture
- Figure Government and Public Sector Picture
- Figure IT & Telecom & Healthcare Picture
- Figure Media & Entertainment Picture
- Figure United States Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Canada Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Mexico Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Germany Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure France Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure UK Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Russia Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Italy Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure China Public Relations (PR) Tools Revenue (Value) and Growth Rate (2013-2023)
- Figure Japan Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Korea Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure India Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Southeast Asia Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Brazil Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Egypt Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Saudi Arabia Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure South Africa Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Figure Nigeria Public Relations (PR) Tools Revenue (Value) and Growth Rate

(2013-2023)

Table Outbrain Basic Information, Manufacturing Base and Competitors

Table Outbrain Public Relations (PR) Tools Type and Applications

Table Outbrain Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Google Basic Information, Manufacturing Base and Competitors

Table Google Public Relations (PR) Tools Type and Applications

Table Google Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Business Wire Basic Information, Manufacturing Base and Competitors

Table Business Wire Public Relations (PR) Tools Type and Applications

Table Business Wire Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Salesforce Basic Information, Manufacturing Base and Competitors

Table Salesforce Public Relations (PR) Tools Type and Applications

Table Salesforce Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Meltwater Basic Information, Manufacturing Base and Competitors

Table Meltwater Public Relations (PR) Tools Type and Applications

Table Meltwater Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Cision AB Basic Information, Manufacturing Base and Competitors

Table Cision AB Public Relations (PR) Tools Type and Applications

Table Cision AB Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table AirPR Software Basic Information, Manufacturing Base and Competitors

Table AirPR Software Public Relations (PR) Tools Type and Applications

Table AirPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table IrisPR Software Basic Information, Manufacturing Base and Competitors

Table IrisPR Software Public Relations (PR) Tools Type and Applications

Table IrisPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table ISentia Basic Information, Manufacturing Base and Competitors

Table ISentia Public Relations (PR) Tools Type and Applications

Table ISentia Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Onalytica Basic Information, Manufacturing Base and Competitors

Table Onalytica Public Relations (PR) Tools Type and Applications

Table Onalytica Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Prezly Basic Information, Manufacturing Base and Competitors

Table Prezly Public Relations (PR) Tools Type and Applications

Table Prezly Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table IPR Software Basic Information, Manufacturing Base and Competitors

Table IPR Software Public Relations (PR) Tools Type and Applications

Table IPR Software Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table TrendKite Basic Information, Manufacturing Base and Competitors

Table TrendKite Public Relations (PR) Tools Type and Applications

Table TrendKite Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Agility Basic Information, Manufacturing Base and Competitors

Table Agility Public Relations (PR) Tools Type and Applications

Table Agility Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Red Wheat Basic Information, Manufacturing Base and Competitors

Table Red Wheat Public Relations (PR) Tools Type and Applications

Table Red Wheat Public Relations (PR) Tools Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Global Public Relations (PR) Tools Sales by Manufacturer (2016-2017)

Figure Global Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016

Figure Global Public Relations (PR) Tools Sales Market Share by Manufacturer in 2017

Table Global Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)

Figure Global Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2016

Figure Global Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017

Table Global Public Relations (PR) Tools Price by Manufacturer (2016-2017)

Figure Top 3 Public Relations (PR) Tools Manufacturer (Revenue) Market Share in 2017

Figure Top 6 Public Relations (PR) Tools Manufacturer (Revenue) Market Share in 2017

Figure Global Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Global Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Table Global Public Relations (PR) Tools Sales by Regions (2013-2018)

Table Global Public Relations (PR) Tools Sales Market Share by Regions (2013-2018)

Table Global Public Relations (PR) Tools Revenue by Regions (2013-2018)

Figure Global Public Relations (PR) Tools Revenue Market Share by Regions in 2013

Figure Global Public Relations (PR) Tools Revenue Market Share by Regions in 2017

Figure North America Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure North America Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Figure Europe Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Europe Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Asia-Pacific Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Figure South America Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure South America Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Middle East and Africa Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Figure North America Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Table North America Public Relations (PR) Tools Sales by Countries (2013-2018)

Table North America Public Relations (PR) Tools Sales Market Share by Countries (2013-2018)

Figure North America Public Relations (PR) Tools Sales Market Share by Countries in

2013

Figure North America Public Relations (PR) Tools Sales Market Share by Countries in 2017

Table North America Public Relations (PR) Tools Revenue by Countries (2013-2018)

Table North America Public Relations (PR) Tools Revenue Market Share by Countries (2013-2018)

Figure North America Public Relations (PR) Tools Revenue Market Share by Countries in 2013

Figure North America Public Relations (PR) Tools Revenue Market Share by Countries in 2017

Figure United States Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Canada Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Mexico Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Table North America Public Relations (PR) Tools Sales by Manufacturer (2016-2017)

Figure North America Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016

Figure North America Public Relations (PR) Tools Sales Market Share by Manufacturer in 2017

Table North America Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)

Figure North America Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2016

Figure North America Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017

Table North America Public Relations (PR) Tools Sales by Type (2013-2018)

Table North America Public Relations (PR) Tools Sales Share by Type (2013-2018)

Table North America Public Relations (PR) Tools Revenue by Type (2013-2018)

Table North America Public Relations (PR) Tools Revenue Share by Type (2013-2018)

Table North America Public Relations (PR) Tools Sales by Application (2013-2018)

Table North America Public Relations (PR) Tools Sales Share by Application (2013-2018)

Table North America Public Relations (PR) Tools Revenue by Application (2013-2018)

Table North America Public Relations (PR) Tools Revenue Share by Application (2013-2018)

Figure Europe Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Table Europe Public Relations (PR) Tools Sales by Countries (2013-2018)

Table Europe Public Relations (PR) Tools Sales Market Share by Countries (2013-2018)

Table Europe Public Relations (PR) Tools Revenue by Countries (2013-2018)

Figure Europe Public Relations (PR) Tools Revenue Market Share by Countries in 2016
Figure Europe Public Relations (PR) Tools Revenue Market Share by Countries in 2017
Figure Germany Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure UK Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure France Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure Russia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure Italy Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Table Europe Public Relations (PR) Tools Sales by Manufacturer (2016-2017)
Figure Europe Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016
Figure Europe Public Relations (PR) Tools Sales Market Share by Manufacturer in 2017
Table Europe Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)
Figure Europe Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2016
Figure Europe Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017
Table Europe Public Relations (PR) Tools Sales by Type (2013-2018)
Table Europe Public Relations (PR) Tools Sales Share by Type (2013-2018)
Table Europe Public Relations (PR) Tools Revenue by Type (2013-2018)
Table Europe Public Relations (PR) Tools Revenue Share by Type (2013-2018)
Table Europe Public Relations (PR) Tools Sales by Application (2013-2018)
Table Europe Public Relations (PR) Tools Sales Share by Application (2013-2018)
Table Europe Public Relations (PR) Tools Revenue by Application (2013-2018)
Table Europe Public Relations (PR) Tools Revenue Share by Application (2013-2018)
Figure Asia-Pacific Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Public Relations (PR) Tools Sales by Countries (2013-2018)
Table Asia-Pacific Public Relations (PR) Tools Sales Market Share by Countries (2013-2018)
Figure Asia-Pacific Public Relations (PR) Tools Sales Market Share by Countries 2017
Table Asia-Pacific Public Relations (PR) Tools Revenue by Countries (2013-2018)
Figure Asia-Pacific Public Relations (PR) Tools Revenue Market Share by Countries 2017
Figure China Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure Japan Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure Korea Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure India Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Figure Southeast Asia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)
Table Asia-Pacific Public Relations (PR) Tools Sales by Manufacturer (2016-2017)
Figure Asia-Pacific Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016

Figure Asia-Pacific Public Relations (PR) Tools Sales Market Share by Manufacturer in 2017

Table Asia-Pacific Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)

Figure Asia-Pacific Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2016

Figure Asia-Pacific Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017

Table Asia-Pacific Public Relations (PR) Tools Sales by Type (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Sales Share by Type (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Revenue by Type (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Revenue Share by Type (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Sales by Application (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Sales Share by Application (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Revenue by Application (2013-2018)

Table Asia-Pacific Public Relations (PR) Tools Revenue Share by Application (2013-2018)

Figure South America Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Table South America Public Relations (PR) Tools Sales by Countries (2013-2018)

Table South America Public Relations (PR) Tools Sales Market Share by Countries (2013-2018)

Figure South America Public Relations (PR) Tools Sales Market Share by Countries in 2017

Table South America Public Relations (PR) Tools Revenue by Countries (2013-2018)

Table South America Public Relations (PR) Tools Revenue Market Share by Countries (2013-2018)

Figure South America Public Relations (PR) Tools Revenue Market Share by Countries in 2017

Figure Brazil Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Argentina Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Colombia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Table South America Public Relations (PR) Tools Sales by Manufacturer (2016-2017)

Figure South America Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016

Figure South America Public Relations (PR) Tools Sales Market Share by Manufacturer in 2017

Table South America Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)

Figure South America Public Relations (PR) Tools Revenue Market Share by

Manufacturer in 2016

Figure South America Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017

Table South America Public Relations (PR) Tools Sales by Type (2013-2018)

Table South America Public Relations (PR) Tools Sales Share by Type (2013-2018)

Table South America Public Relations (PR) Tools Revenue by Type (2013-2018)

Table South America Public Relations (PR) Tools Revenue Share by Type (2013-2018)

Table South America Public Relations (PR) Tools Sales by Application (2013-2018)

Table South America Public Relations (PR) Tools Sales Share by Application (2013-2018)

Table South America Public Relations (PR) Tools Revenue by Application (2013-2018)

Table South America Public Relations (PR) Tools Revenue Share by Application (2013-2018)

Figure Middle East and Africa Public Relations (PR) Tools Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales by Countries (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales Market Share by Countries (2013-2018)

Figure Middle East and Africa Public Relations (PR) Tools Sales Market Share by Countries in 2017

Table Middle East and Africa Public Relations (PR) Tools Revenue by Countries (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Public Relations (PR) Tools Revenue Market Share by Countries in 2013

Figure Middle East and Africa Public Relations (PR) Tools Revenue Market Share by Countries in 2017

Figure Saudi Arabia Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure UAE Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Egypt Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure Nigeria Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Figure South Africa Public Relations (PR) Tools Sales and Growth Rate (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales by Manufacturer (2016-2017)

Figure Middle East and Africa Public Relations (PR) Tools Sales Market Share by Manufacturer in 2016

Figure Middle East and Africa Public Relations (PR) Tools Sales Market Share by

Manufacturer in 2017

Table Middle East and Africa Public Relations (PR) Tools Revenue by Manufacturer (2016-2017)

Figure Middle East and Africa Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2016

Figure Middle East and Africa Public Relations (PR) Tools Revenue Market Share by Manufacturer in 2017

Table Middle East and Africa Public Relations (PR) Tools Sales by Type (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales Share by Type (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Revenue by Type (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Revenue Share by Type (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales by Application (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Sales Share by Application (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Revenue by Application (2013-2018)

Table Middle East and Africa Public Relations (PR) Tools Revenue Share by Application (2013-2018)

Table Global Public Relations (PR) Tools Sales by Type (2013-2018)

Table Global Public Relations (PR) Tools Sales Share by Type (2013-2018)

Table Global Public Relations (PR) Tools Revenue by Type (2013-2018)

Table Global Public Relations (PR) Tools Revenue Share by Type (2013-2018)

Figure Global Publishing Tools Sales Growth (2013-2018)

Figure Global Publishing Tools Price (2013-2018)

Figure Global Social Media Monitoring & Management Sales Growth (2013-2018)

Figure Global Social Media Monitoring & Management Price (2013-2018)

Figure Global Content Creation and Distribution Sales Growth (2013-2018)

Figure Global Content Creation and Distribution Price (2013-2018)

Figure Global Data Aggregation, Monitoring and Analysis Sales Growth (2013-2018)

Figure Global Data Aggregation, Monitoring and Analysis Price (2013-2018)

Figure Global Relationship Management Sales Growth (2013-2018)

Figure Global Relationship Management Price (2013-2018)

Table Global Public Relations (PR) Tools Sales by Application (2013-2018)

Table Global Public Relations (PR) Tools Sales Share by Application (2013-2018)

Figure Global BFSI Sales Growth (2013-2018)

Figure Global Consumer Goods and Retail Sales Growth (2013-2018)

Figure Global Government and Public Sector Sales Growth (2013-2018)

Figure Global IT & Telecom & Healthcare Sales Growth (2013-2018)

Figure Global Media & Entertainment Sales Growth (2013-2018)

Figure Global Public Relations (PR) Tools Sales, Revenue and Growth Rate (2018-2023)

Table Global Public Relations (PR) Tools Sales Forecast by Regions (2018-2023)

Table Global Public Relations (PR) Tools Market Share Forecast by Regions (2018-2023)

Figure North America Sales Public Relations (PR) Tools Market Forecast (2018-2023)

Figure Europe Sales Public Relations (PR) Tools Market Forecast (2018-2023)

Figure Asia-Pacific Sales Public Relations (PR) Tools Market Forecast (2018-2023)

Figure South America Sales Public Relations (PR) Tools Market Forecast (2018-2023)

Figure Middle East and Africa Sales Public Relations (PR) Tools Market Forecast (2018-2023)

Table Global Public Relations (PR) Tools Sales Forecast by Type (2018-2023)

Table Global Public Relations (PR) Tools Market Share Forecast by Type (2018-2023)

Table Global Public Relations (PR) Tools Sales Forecast by Application (2018-2023)

Table Global Public Relations (PR) Tools Market Share Forecast by Application (2018-2023)

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