

Global Social Analytics for Marketing Leader Market 2019 by Company, Regions, Type and Application, Forecast to 2024

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Abstracts

Social analytics is the process of collecting, measuring, analyzing and interpreting the results of interactions and associations among people, topics, and ideas from social media sources. This market examines social analytics solutions covering social monitoring, text analytics, sentiment analysis, image analysis and emojis. The vendors listed here are largely, although not exclusively, point solutions focused on social data collection and analysis. This is different from social marketing management clouds and suites that may include social analytics capabilities as part of a broader platform, including content publishing, distribution, and engagement and customer service capabilities.

SCOPE OF THE REPORT:

The global Social Analytics for Marketing Leader market is valued at xx million USD in 2018 and is expected to reach xx million USD by the end of 2024, growing at a CAGR of xx% between 2019 and 2024.

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 Social Analytics for Marketing Leader.

Europe also play important roles in global market, with market size of xx million USD in 2019 and will be xx million USD in 2024, with a CAGR of xx%.

This report studies the Social Analytics for Marketing Leader 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 Social Analytics for Marketing Leader market by product type and applications/end industries.

Market Segment by Companies, this report covers

NetBase

Brandwatch

Oracle

Sysomos

Crimson Hexagon

Clarabridge

Digimind

Socialbakers

Sprinklr

Adobe

Synthesio

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)

Market Segment by Type, covers

Web Services APIs

Thin Client Applications

Market Segment by Applications, can be divided into

Social Monitoring

Text Analytics

Sentiment Analysis

Image Analysis

Others

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