

Global Social Media Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer. Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

Social media analytics is considered the basic foundation for enabling an enterprises to:

- Execute focused engagements like one-to-one and one-to-many
- Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.
- Maximize the customer experience

Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to know the customer base on a more emotional level to help better target customer service and marketing.

SCOPE OF THE REPORT:

This report studies the Social Media Analytics 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 Media Analytics

market by product type and applications/end industries.

In terms of market share, North America is expected to continue its dominance during the forecast period. The early adoption of new and emerging technologies and the emergence of many social media analytics vendors in the region is expected to consolidate a majority of the revenues in the market. The Asia Pacific (APAC) region is expected to grow at the highest CAGR during the forecast period. The growing technology expenditures in countries, such as Australia, China, and India, and the demand for cost-effective analytical software and services among the Small and Medium-Sized Enterprises (SMEs) are expected to drive the market growth during the forecast period.

The global Social Media Analytics 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 Social Media Analytics.

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%.

Market Segment by Companies, this report covers

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

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

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Other

Market Segment by Applications, can be divided into

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

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