

# Global Social Media Monitoring Tools Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Social Media Monitoring Tools is a software equipped with various functionalities for tracking, listening, and gathering relevant content across various social media networks.

### SCOPE OF THE REPORT:

This report studies the Social Media Monitoring Tools 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 Monitoring Tools market by product type and applications/end industries. Increasing investments on digital advertising, rising dependency on social media advertising tools to reach customers, increasing focus on understanding customer preference on particular products, and growing trend on delivering personalized content based on current trends accelerates the growth of global Social Media Monitoring Tools market.

The global Social Media Monitoring Tools 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 Monitoring Tools.

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

Salesforce

Oracle

Lithium Technologies

Hootsuite

Sysomos

Union Metrics

Klout

BuzzSumo

Webtrends

Zoho

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

Software Platform

Professional Service

Managed Services

Market Segment by Applications, can be divided into

Retail & Consumer Goods

Education

BFSI

Media & Entertainment

Telecommunication

Travel & Hospitality

Others

## Contents

### 1 SOCIAL MEDIA MONITORING TOOLS MARKET OVERVIEW

1.1 Product Overview and Scope of Social Media Monitoring Tools

1.2 Classification of Social Media Monitoring Tools by Types

1.2.1 Global Social Media Monitoring Tools Revenue Comparison by Types (2017-2023)

1.2.2 Global Social Media Monitoring Tools Revenue Market Share by Types in 2017

1.2.3 Software Platform

1.2.4 Professional Service

1.2.5 Managed Services

1.3 Global Social Media Monitoring Tools Market by Application

1.3.1 Global Social Media Monitoring Tools Market Size and Market Share Comparison by Applications (2013-2023)

1.3.2 Retail & Consumer Goods

1.3.3 Education

1.3.4 BFSI

1.3.5 Media & Entertainment

1.3.6 Telecommunication

1.3.7 Travel & Hospitality

1.3.8 Others

1.4 Global Social Media Monitoring Tools Market by Regions

1.4.1 Global Social Media Monitoring Tools Market Size (Million USD) Comparison by Regions (2013-2023)

1.4.1 North America (USA, Canada and Mexico) Social Media Monitoring Tools Status and Prospect (2013-2023)

1.4.2 Europe (Germany, France, UK, Russia and Italy) Social Media Monitoring Tools Status and Prospect (2013-2023)

1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Social Media Monitoring Tools Status and Prospect (2013-2023)

1.4.4 South America (Brazil, Argentina, Colombia) Social Media Monitoring Tools Status and Prospect (2013-2023)

1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Social Media Monitoring Tools Status and Prospect (2013-2023)

1.5 Global Market Size of Social Media Monitoring Tools (2013-2023)

### 2 MANUFACTURERS PROFILES

## 2.1 Salesforce

### 2.1.1 Business Overview

### 2.1.2 Social Media Monitoring Tools Type and Applications

#### 2.1.2.1 Product A

#### 2.1.2.2 Product B

### 2.1.3 Salesforce Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## 2.2 Oracle

### 2.2.1 Business Overview

### 2.2.2 Social Media Monitoring Tools Type and Applications

#### 2.2.2.1 Product A

#### 2.2.2.2 Product B

### 2.2.3 Oracle Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## 2.3 Lithium Technologies

### 2.3.1 Business Overview

### 2.3.2 Social Media Monitoring Tools Type and Applications

#### 2.3.2.1 Product A

#### 2.3.2.2 Product B

### 2.3.3 Lithium Technologies Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## 2.4 Hootsuite

### 2.4.1 Business Overview

### 2.4.2 Social Media Monitoring Tools Type and Applications

#### 2.4.2.1 Product A

#### 2.4.2.2 Product B

### 2.4.3 Hootsuite Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## 2.5 Sysomos

### 2.5.1 Business Overview

### 2.5.2 Social Media Monitoring Tools Type and Applications

#### 2.5.2.1 Product A

#### 2.5.2.2 Product B

### 2.5.3 Sysomos Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## 2.6 Union Metrics

### 2.6.1 Business Overview

### 2.6.2 Social Media Monitoring Tools Type and Applications

#### 2.6.2.1 Product A

#### 2.6.2.2 Product B

2.6.3 Union Metrics Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

### 2.7 Klout

#### 2.7.1 Business Overview

#### 2.7.2 Social Media Monitoring Tools Type and Applications

##### 2.7.2.1 Product A

##### 2.7.2.2 Product B

2.7.3 Klout Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

### 2.8 BuzzSumo

#### 2.8.1 Business Overview

#### 2.8.2 Social Media Monitoring Tools Type and Applications

##### 2.8.2.1 Product A

##### 2.8.2.2 Product B

2.8.3 BuzzSumo Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

### 2.9 Webtrends

#### 2.9.1 Business Overview

#### 2.9.2 Social Media Monitoring Tools Type and Applications

##### 2.9.2.1 Product A

##### 2.9.2.2 Product B

2.9.3 Webtrends Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

### 2.10 Zoho

#### 2.10.1 Business Overview

#### 2.10.2 Social Media Monitoring Tools Type and Applications

##### 2.10.2.1 Product A

##### 2.10.2.2 Product B

2.10.3 Zoho Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

## **3 GLOBAL SOCIAL MEDIA MONITORING TOOLS MARKET COMPETITION, BY PLAYERS**

3.1 Global Social Media Monitoring Tools Revenue and Share by Players (2013-2018)

3.2 Market Concentration Rate

3.2.1 Top 5 Social Media Monitoring Tools Players Market Share

3.2.2 Top 10 Social Media Monitoring Tools Players Market Share

### 3.3 Market Competition Trend

## **4 GLOBAL SOCIAL MEDIA MONITORING TOOLS MARKET SIZE BY REGIONS**

4.1 Global Social Media Monitoring Tools Revenue and Market Share by Regions

4.2 North America Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

4.3 Europe Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

4.5 South America Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA SOCIAL MEDIA MONITORING TOOLS REVENUE BY COUNTRIES**

5.1 North America Social Media Monitoring Tools Revenue by Countries (2013-2018)

5.2 USA Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

5.3 Canada Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

5.4 Mexico Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

## **6 EUROPE SOCIAL MEDIA MONITORING TOOLS REVENUE BY COUNTRIES**

6.1 Europe Social Media Monitoring Tools Revenue by Countries (2013-2018)

6.2 Germany Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

6.3 UK Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

6.4 France Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

6.5 Russia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

6.6 Italy Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC SOCIAL MEDIA MONITORING TOOLS REVENUE BY COUNTRIES**

7.1 Asia-Pacific Social Media Monitoring Tools Revenue by Countries (2013-2018)

7.2 China Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

7.3 Japan Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

7.4 Korea Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

7.5 India Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

7.6 Southeast Asia Social Media Monitoring Tools Revenue and Growth Rate

(2013-2018)

## **8 SOUTH AMERICA SOCIAL MEDIA MONITORING TOOLS REVENUE BY COUNTRIES**

8.1 South America Social Media Monitoring Tools Revenue by Countries (2013-2018)

8.2 Brazil Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

8.3 Argentina Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

8.4 Colombia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE SOCIAL MEDIA MONITORING TOOLS BY COUNTRIES**

9.1 Middle East and Africa Social Media Monitoring Tools Revenue by Countries (2013-2018)

9.2 Saudi Arabia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

9.3 UAE Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

9.4 Egypt Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

9.5 Nigeria Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

9.6 South Africa Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

## **10 GLOBAL SOCIAL MEDIA MONITORING TOOLS MARKET SEGMENT BY TYPE**

10.1 Global Social Media Monitoring Tools Revenue and Market Share by Type (2013-2018)

10.2 Global Social Media Monitoring Tools Market Forecast by Type (2018-2023)

10.3 Software Platform Revenue Growth Rate (2013-2023)

10.4 Professional Service Revenue Growth Rate (2013-2023)

10.5 Managed Services Revenue Growth Rate (2013-2023)

## **11 GLOBAL SOCIAL MEDIA MONITORING TOOLS MARKET SEGMENT BY APPLICATION**

11.1 Global Social Media Monitoring Tools Revenue Market Share by Application (2013-2018)

11.2 Social Media Monitoring Tools Market Forecast by Application (2018-2023)

11.3 Retail & Consumer Goods Revenue Growth (2013-2018)

11.4 Education Revenue Growth (2013-2018)

11.5 BFSI Revenue Growth (2013-2018)



- 11.6 Media & Entertainment Revenue Growth (2013-2018)
- 11.7 Telecommunication Revenue Growth (2013-2018)
- 11.8 Travel & Hospitality Revenue Growth (2013-2018)
- 11.9 Others Revenue Growth (2013-2018)

## **12 GLOBAL SOCIAL MEDIA MONITORING TOOLS MARKET SIZE FORECAST (2018-2023)**

- 12.1 Global Social Media Monitoring Tools Market Size Forecast (2018-2023)
- 12.2 Global Social Media Monitoring Tools Market Forecast by Regions (2018-2023)
- 12.3 North America Social Media Monitoring Tools Revenue Market Forecast (2018-2023)
- 12.4 Europe Social Media Monitoring Tools Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Social Media Monitoring Tools Revenue Market Forecast (2018-2023)
- 12.6 South America Social Media Monitoring Tools Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Social Media Monitoring Tools Revenue Market Forecast (2018-2023)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- 14.1 Methodology
- 14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Social Media Monitoring Tools Picture

Table Product Specifications of Social Media Monitoring Tools

Table Global Social Media Monitoring Tools and Revenue (Million USD) Market Split by Product Type

Figure Global Social Media Monitoring Tools Revenue Market Share by Types in 2017

Figure Software Platform Picture

Figure Professional Service Picture

Figure Managed Services Picture

Table Global Social Media Monitoring Tools Revenue (Million USD) by Application (2013-2023)

Figure Social Media Monitoring Tools Revenue Market Share by Applications in 2017

Figure Retail & Consumer Goods Picture

Figure Education Picture

Figure BFSI Picture

Figure Media & Entertainment Picture

Figure Telecommunication Picture

Figure Travel & Hospitality Picture

Figure Others Picture

Table Global Market Social Media Monitoring Tools Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (2013-2023)

Table Salesforce Basic Information, Manufacturing Base and Competitors

Table Salesforce Social Media Monitoring Tools Type and Applications

Table Salesforce Social Media Monitoring Tools Revenue, Gross Margin and Market

Share (2016-2017)

Table Oracle Basic Information, Manufacturing Base and Competitors

Table Oracle Social Media Monitoring Tools Type and Applications

Table Oracle Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Lithium Technologies Basic Information, Manufacturing Base and Competitors

Table Lithium Technologies Social Media Monitoring Tools Type and Applications

Table Lithium Technologies Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Hootsuite Basic Information, Manufacturing Base and Competitors

Table Hootsuite Social Media Monitoring Tools Type and Applications

Table Hootsuite Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Sysomos Basic Information, Manufacturing Base and Competitors

Table Sysomos Social Media Monitoring Tools Type and Applications

Table Sysomos Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Union Metrics Basic Information, Manufacturing Base and Competitors

Table Union Metrics Social Media Monitoring Tools Type and Applications

Table Union Metrics Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Klout Basic Information, Manufacturing Base and Competitors

Table Klout Social Media Monitoring Tools Type and Applications

Table Klout Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table BuzzSumo Basic Information, Manufacturing Base and Competitors

Table BuzzSumo Social Media Monitoring Tools Type and Applications

Table BuzzSumo Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Webtrends Basic Information, Manufacturing Base and Competitors

Table Webtrends Social Media Monitoring Tools Type and Applications

Table Webtrends Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Zoho Basic Information, Manufacturing Base and Competitors

Table Zoho Social Media Monitoring Tools Type and Applications

Table Zoho Social Media Monitoring Tools Revenue, Gross Margin and Market Share (2016-2017)

Table Global Social Media Monitoring Tools Revenue (Million USD) by Players (2013-2018)

Table Global Social Media Monitoring Tools Revenue Share by Players (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Share by Players in 2016

Figure Global Social Media Monitoring Tools Revenue Share by Players in 2017

Figure Global Top 5 Players Social Media Monitoring Tools Revenue Market Share in 2017

Figure Global Top 10 Players Social Media Monitoring Tools Revenue Market Share in 2017

Figure Global Social Media Monitoring Tools Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Social Media Monitoring Tools Revenue (Million USD) by Regions (2013-2018)

Table Global Social Media Monitoring Tools Revenue Market Share by Regions (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Market Share by Regions (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Market Share by Regions in 2017

Figure North America Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Europe Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure South America Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Table North America Social Media Monitoring Tools Revenue by Countries (2013-2018)

Table North America Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure North America Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure North America Social Media Monitoring Tools Revenue Market Share by Countries in 2017

Figure USA Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Canada Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Mexico Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Table Europe Social Media Monitoring Tools Revenue (Million USD) by Countries (2013-2018)

Figure Europe Social Media Monitoring Tools Revenue Market Share by Countries

(2013-2018)

Figure Europe Social Media Monitoring Tools Revenue Market Share by Countries in 2017

Figure Germany Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure UK Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure France Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Russia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Italy Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Social Media Monitoring Tools Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Social Media Monitoring Tools Revenue Market Share by Countries in 2017

Figure China Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Japan Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Korea Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure India Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Table South America Social Media Monitoring Tools Revenue by Countries (2013-2018)

Table South America Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure South America Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure South America Social Media Monitoring Tools Revenue Market Share by Countries in 2017

Figure Brazil Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Argentina Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Colombia Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Social Media Monitoring Tools Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Social Media Monitoring Tools Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Social Media Monitoring Tools Revenue Market Share by Countries in 2017

Figure Saudi Arabia Social Media Monitoring Tools Revenue and Growth Rate

(2013-2018)

Figure UAE Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Egypt Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure Nigeria Social Media Monitoring Tools Revenue and Growth Rate (2013-2018)

Figure South Africa Social Media Monitoring Tools Revenue and Growth Rate  
(2013-2018)

Table Global Social Media Monitoring Tools Revenue (Million USD) by Type  
(2013-2018)

Table Global Social Media Monitoring Tools Revenue Share by Type (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Share by Type (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Share by Type in 2017

Table Global Social Media Monitoring Tools Revenue Forecast by Type (2018-2023)

Figure Global Social Media Monitoring Tools Market Share Forecast by Type  
(2018-2023)

Figure Global Software Platform Revenue Growth Rate (2013-2018)

Figure Global Professional Service Revenue Growth Rate (2013-2018)

Figure Global Managed Services Revenue Growth Rate (2013-2018)

Table Global Social Media Monitoring Tools Revenue by Application (2013-2018)

Table Global Social Media Monitoring Tools Revenue Share by Application (2013-2018)

Figure Global Social Media Monitoring Tools Revenue Share by Application  
(2013-2018)

Figure Global Social Media Monitoring Tools Revenue Share by Application in 2017

Table Global Social Media Monitoring Tools Revenue Forecast by Application  
(2018-2023)

Figure Global Social Media Monitoring Tools Market Share Forecast by Application  
(2018-2023)

Figure Global Retail & Consumer Goods Revenue Growth Rate (2013-2018)

Figure Global Education Revenue Growth Rate (2013-2018)

Figure Global BFSI Revenue Growth Rate (2013-2018)

Figure Global Media & Entertainment Revenue Growth Rate (2013-2018)

Figure Global Telecommunication Revenue Growth Rate (2013-2018)

Figure Global Travel & Hospitality Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Figure Global Social Media Monitoring Tools Revenue (Million USD) and Growth Rate  
Forecast (2018 -2023)

Table Global Social Media Monitoring Tools Revenue (Million USD) Forecast by  
Regions (2018-2023)

Figure Global Social Media Monitoring Tools Revenue Market Share Forecast by  
Regions (2018-2023)

Figure North America Social Media Monitoring Tools Revenue Market Forecast  
(2018-2023)

Figure Europe Social Media Monitoring Tools Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Social Media Monitoring Tools Revenue Market Forecast  
(2018-2023)

Figure South America Social Media Monitoring Tools Revenue Market Forecast  
(2018-2023)

Figure Middle East and Africa Social Media Monitoring Tools Revenue Market Forecast  
(2018-2023)

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