

Asia Pacific Influencer Marketing Platform Market (2019-2025)

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Abstracts

The Asia Pacific Influencer Marketing Platform Market would witness market growth of 32.8% CAGR during the forecast period (2019–2025).

Marketers are constantly looking for new methods of connecting with their customers, building relationships, and identifying new opportunities in the market. Therefore, organizations are rapidly shifting towards various marketing techniques like influencer marketing and content marketing. SaaS-based influencer marketing platforms are nowadays gaining market traction due to its comprehensive offerings that deliver end-to-end solutions to the marketers.

With the growing adoption of social media and increasing ad-blocking activities, marketing strategies are currently witnessing remarkable transformations. Therefore, marketers are moving towards influencer marketing platform to find potential influencers that can promote their brand, enhance brand exposure, and create a higher level of customer engagements. Search & discovery tool provides complete information of every influencer including, personal, geographic, and professional details, interest areas, and several followers across different media channels. Therefore, the growth of this application would continue to grow during the forecast period.

Based on Component, the market is segmented into Solution and Services. Services are further segmented into Integration & Deployment, Advisory & Consulting and Support & Maintenance. Based on Application, the market is segmented into Search & Discovery, Campaign Management, Analytics & Reporting, Compliance Management & Fraud Detection, Influencer Relationship Management and Others. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on End User, the market is segmented into Fashion &

Lifestyle, BFSI, Travel & Tourism, Health & Wellness, Agencies & Public Relations, Consumer Goods & Retail and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IZEA Worldwide, Inc., HYPR Corporation, Traackr, Inc., Launchmetrics, Klear, Upfluence, Inc., AspireIQ, Inc., Mavrck, Lumanu, Inc. and Linqia, Inc.

Scope of the Study

Market Segmentation:

By Component

Solution

Services

Integration & Deployment

Advisory & Consulting

Support & Maintenance

By Application

Search & Discovery

Campaign Management

Analytics & Reporting

Compliance Management & Fraud Detection

Influencer Relationship Management

Others

By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

By End User

Fashion & Lifestyle

BFSI

Travel & Tourism

Health & Wellness

Agencies & Public Relations

Consumer Goods & Retail

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

IZEA Worldwide, Inc.

HYPR Corporation

Traackr, Inc.

Launchmetrics

Klear

Upfluence, Inc.

AspireIQ, Inc.

Mavrck

Lumanu, Inc.

Linqia, Inc.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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