

Europe Social Media Analytics Market (2017 - 2023)

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Abstracts

The Europe Social Media Analytics Market would witness market growth of 27.6% CAGR during the forecast period (2017 – 2023). Social media analytics vendors offer software that assist companies in collecting data and analyzing the same to pick out meaningful insights into customer sentiments, voice of the customer, and the volume of posts. The use of analytical technologies has been significant as it is easy to optimize the market outcomes, limit risks, and derive insights using the data obtained from social media platforms. Measuring campaign performance, identifying growth opportunities, improving products, keeping tab on competition, and improving post-sale support and services are some of the activities that can be monitored by the adoption of social media analytics solutions.

Based on Components, the market report segments the market into Software and Services. Services type is further segmented into Professional and Managed services. Based on Applications, the the Social Media Analytics market is segmented into Sales & Marketing, Customer Experience Management, Risk Management & Fraud Detection, Competitive Intelligence, and Others. Based on Analytics Type, the market is segmented into Predictive Analytics, Prescriptive Analytics, and Descriptive Analytics. Based on Organization Sizes, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Deployment Types, the market is segmented into On Demand and On Premise. Based on Verticals, the market is segmented into Retail & Ecommerce, Travel & Hospitality, Government & Defense, Energy & Utilities, Media & Entertainment, Telecom & IT, Healthcare and Life Sciences, BFSI, and Others.

Based on Countries, the Social Media Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the competition analysis of key stake holders of the

Europe Social Media Analytics Market. Key companies profiled in the report include Oracle Corporation, Adobe Systems, Inc., IBM Corporation, SAP SE, NetBase Solutions, Inc., Hootsuite Media, Inc., Tableau Software, Inc., Crimson Hexagon, SAS Institute, Inc., and Salesforce.com, Inc.

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