

Global Social Media Analytics Market (2017 - 2023)

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Abstracts

The Global Social Media Analytics Market size is expected to reach \$11.6 billion by 2023, rising at a market growth of 28.6% CAGR during the forecast period. The reason behind the market growth can be attributed to organizational need for solutions to measure monitor, and analyze the social media data to understand the customer sentiments. 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. Social media analytics is a system used to gather data from social media websites and analyze the gathered data with the help of social media analytics tools to make business decisions. Social media analytics is used in many functions; however, the fundamental use of the technology is to mine customer sentiments to align marketing and customer service activities.

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 Regions, the Social Media Analytics market is segmented into North America, Europe, Asia Pacific, Latin America, Middle East and Africa.

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