

Latin America, Middle East & Africa Influencer Marketing Platform Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Influencer Marketing Platform Market would witness market growth of 34.8% CAGR during the forecast period (2019–2025).

Every brand, that comes on a platform to look for a particular influencer(s) to work with, can, using several filters, search an influencer platform database and find influencers with the right audience to advertise a specific product or service to. Once a brand begins to work with an influencer(s), an influencer marketing platform starts to supply statistics to measure an impact from promotions done by an influencer(s). Influencers get a financial reward (some platforms offer gifts instead of money) for every promotion they run for a brand.

The evolution of consumer behavior has accelerated dramatically over the last decade, and targeting consumers has become harder than a game of cat and mouse for many marketers. Shifting preferences, technological advancements and the rise of social influence have throttled major CPG brands' dominance and left new market share ripe for the taking.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 LAMEA Influencer Marketing Platform Market, by Component
 - 1.4.2 LAMEA Influencer Marketing Platform Market, by Application
 - 1.4.3 LAMEA Influencer Marketing Platform Market, by Organization Size
 - 1.4.4 LAMEA Influencer Marketing Platform Market, by End User
 - 1.4.5 LAMEA Influencer Marketing Platform Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.1 Executive Summary
 - 2.1.2 Market Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT

- 3.1.1 LAMEA Influencer Marketing Platform Solution Market by Country
- 3.1.2 LAMEA Influencer Marketing Platform Services Market by Country
- 3.1.3 LAMEA Influencer Marketing Platform Market by Services Type
 - 3.1.3.1 LAMEA Influencer Marketing Platform Integration & Deployment Market by Country
 - 3.1.3.2 LAMEA Influencer Marketing Platform Advisory & Consulting Market by Country
 - 3.1.3.3 LAMEA Influencer Marketing Platform Support & Maintenance Market by Country

CHAPTER 4. LAMEA INFLUENCER MARKETING PLATFORM MARKET BY

APPLICATION

- 4.1.1 LAMEA Influencer Marketing Platform Search & Discovery Market by Country
- 4.1.2 LAMEA Influencer Marketing Platform Campaign Management Market by Country
- 4.1.3 LAMEA Influencer Marketing Platform Analytics & Reporting Market by Country
- 4.1.4 LAMEA Influencer Marketing Platform Compliance Management & Fraud Detection Market by Country
- 4.1.5 LAMEA Influencer Marketing Platform Influencer Relationship Management Market by Country
- 4.1.6 LAMEA Other Application Influencer Marketing Platform Market by Country

CHAPTER 5. LAMEA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE

- 5.1.1 LAMEA Large Enterprises Influencer Marketing Platform Market by Country
- 5.1.2 LAMEA Small & Medium-Sized Enterprises Influencer Marketing Platform Market by Country

CHAPTER 6. LAMEA INFLUENCER MARKETING PLATFORM MARKET BY END USER

- 6.1.1 LAMEA Fashion & Lifestyle Influencer Marketing Platform Market by Country
- 6.1.2 LAMEA BFSI Influencer Marketing Platform Market by Country
- 6.1.3 LAMEA Travel & Tourism Influencer Marketing Platform Market by Country
- 6.1.4 LAMEA Health & Wellness Influencer Marketing Platform Market by Country
- 6.1.5 LAMEA Agencies & Public Relations Influencer Marketing Platform Market by Country
- 6.1.6 LAMEA Consumer Goods & Retail Influencer Marketing Platform Market by Country
- 6.1.7 LAMEA Others Influencer Marketing Platform Market by Country

CHAPTER 7. LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY

- 7.1 Introduction
- 7.2 Brazil Influencer Marketing Platform Market
 - 7.2.1 Brazil Influencer Marketing Platform Market by Component
 - 7.2.1.1 Brazil Influencer Marketing Platform Market by Services Type

- 7.2.2 Brazil Influencer Marketing Platform Market by Application
- 7.2.3 Brazil Influencer Marketing Platform Market by Organization Size
- 7.2.4 Brazil Influencer Marketing Platform Market by End User
- 7.3 Argentina Influencer Marketing Platform Market
 - 7.3.1 Argentina Influencer Marketing Platform Market by Component
 - 7.3.1.1 Argentina Influencer Marketing Platform Market by Services Type
 - 7.3.2 Argentina Influencer Marketing Platform Market by Application
 - 7.3.3 Argentina Influencer Marketing Platform Market by Organization Size
 - 7.3.4 Argentina Influencer Marketing Platform Market by End User
- 7.4 UAE Influencer Marketing Platform Market
 - 7.4.1 UAE Influencer Marketing Platform Market by Component
 - 7.4.1.1 UAE Influencer Marketing Platform Market by Services Type
 - 7.4.2 UAE Influencer Marketing Platform Market by Application
 - 7.4.3 UAE Influencer Marketing Platform Market by Organization Size
 - 7.4.4 UAE Influencer Marketing Platform Market by End User
- 7.5 Saudi Arabia Influencer Marketing Platform Market
 - 7.5.1 Saudi Arabia Influencer Marketing Platform Market by Component
 - 7.5.1.1 Saudi Arabia Influencer Marketing Platform Market by Services Type
 - 7.5.2 Saudi Arabia Influencer Marketing Platform Market by Application
 - 7.5.3 Saudi Arabia Influencer Marketing Platform Market by Organization Size
 - 7.5.4 Saudi Arabia Influencer Marketing Platform Market by End User
- 7.6 South Africa Influencer Marketing Platform Market
 - 7.6.1 South Africa Influencer Marketing Platform Market by Component
 - 7.6.1.1 South Africa Influencer Marketing Platform Market by Services Type
 - 7.6.2 South Africa Influencer Marketing Platform Market by Application
 - 7.6.3 South Africa Influencer Marketing Platform Market by Organization Size
 - 7.6.4 South Africa Influencer Marketing Platform Market by End User
- 7.7 Nigeria Influencer Marketing Platform Market
 - 7.7.1 Nigeria Influencer Marketing Platform Market by Component
 - 7.7.1.1 Nigeria Influencer Marketing Platform Market by Services Type
 - 7.7.2 Nigeria Influencer Marketing Platform Market by Application
 - 7.7.3 Nigeria Influencer Marketing Platform Market by Organization Size
 - 7.7.4 Nigeria Influencer Marketing Platform Market by End User
- 7.8 Rest of LAMEA Influencer Marketing Platform Market
 - 7.8.1 Rest of LAMEA Influencer Marketing Platform Market by Component
 - 7.8.1.1 Rest of LAMEA Influencer Marketing Platform Market by Services Type
 - 7.8.2 Rest of LAMEA Influencer Marketing Platform Market by Application
 - 7.8.3 Rest of LAMEA Influencer Marketing Platform Market by Organization Size
 - 7.8.4 Rest of LAMEA Influencer Marketing Platform Market by End User

CHAPTER 8. COMPANY PROFILES

8.1 IZEA Worldwide, Inc.

8.1.1 Company Overview

8.1.2 Financial Analysis

8.1.3 Regional & Segmental Analysis

8.1.4 Recent strategies and developments:

8.1.4.1 Product launches:

8.1.4.2 Acquisition and mergers:

8.1.5 SWOT Analysis

8.2 HYPR Corporation

8.2.1 Company Overview

8.3 Traackr, Inc.

8.3.1 Company Overview

8.3.2 Recent strategies and developments:

8.3.2.1 Product launches:

8.4 Launchmetrics

8.4.1 Company Overview

8.5 Klear

8.5.1 Company Overview

8.6 Upfluence, Inc.

8.6.1 Company Overview

8.7 AspireIQ, Inc.

8.7.1 Company Overview

8.8 Mavrck

8.8.1 Company Overview

8.9 Lumanu, Inc.

8.9.1 Company overview

8.1 Linqia, Inc.

8.10.1 Company Overview

8.10.2 Recent strategies and developments:

8.10.2.1 Product launches:

List Of Tables

LIST OF TABLES

TABLE 1 LAMEA INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 3 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 4 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 5 LAMEA INFLUENCER MARKETING PLATFORM SOLUTION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 6 LAMEA INFLUENCER MARKETING PLATFORM SOLUTION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 7 LAMEA INFLUENCER MARKETING PLATFORM SERVICES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 8 LAMEA INFLUENCER MARKETING PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 9 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 10 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 11 LAMEA INFLUENCER MARKETING PLATFORM INTEGRATION & DEPLOYMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 12 LAMEA INFLUENCER MARKETING PLATFORM INTEGRATION & DEPLOYMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 13 LAMEA INFLUENCER MARKETING PLATFORM ADVISORY & CONSULTING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 14 LAMEA INFLUENCER MARKETING PLATFORM ADVISORY & CONSULTING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 15 LAMEA INFLUENCER MARKETING PLATFORM SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 16 LAMEA INFLUENCER MARKETING PLATFORM SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 17 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 18 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY

APPLICATION, 2019 - 2025, USD MILLION

TABLE 19 LAMEA INFLUENCER MARKETING PLATFORM SEARCH & DISCOVERY
MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 20 LAMEA INFLUENCER MARKETING PLATFORM SEARCH & DISCOVERY
MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 21 LAMEA INFLUENCER MARKETING PLATFORM CAMPAIGN
MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 22 LAMEA INFLUENCER MARKETING PLATFORM CAMPAIGN
MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 23 LAMEA INFLUENCER MARKETING PLATFORM ANALYTICS &
REPORTING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 24 LAMEA INFLUENCER MARKETING PLATFORM ANALYTICS &
REPORTING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 25 LAMEA INFLUENCER MARKETING PLATFORM COMPLIANCE
MANAGEMENT & FRAUD DETECTION MARKET BY COUNTRY, 2015 - 2018, USD
MILLION

TABLE 26 LAMEA INFLUENCER MARKETING PLATFORM COMPLIANCE
MANAGEMENT & FRAUD DETECTION MARKET BY COUNTRY, 2019 - 2025, USD
MILLION

TABLE 27 LAMEA INFLUENCER MARKETING PLATFORM INFLUENCER
RELATIONSHIP MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 28 LAMEA INFLUENCER MARKETING PLATFORM INFLUENCER
RELATIONSHIP MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 29 LAMEA OTHER APPLICATION INFLUENCER MARKETING PLATFORM
MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 30 LAMEA OTHER APPLICATION INFLUENCER MARKETING PLATFORM
MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 31 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 32 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 33 LAMEA LARGE ENTERPRISES INFLUENCER MARKETING PLATFORM
MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 34 LAMEA LARGE ENTERPRISES INFLUENCER MARKETING PLATFORM
MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 35 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES INFLUENCER
MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 36 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES INFLUENCER
MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 37 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 38 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 39 LAMEA FASHION & LIFESTYLE INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 40 LAMEA FASHION & LIFESTYLE INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 41 LAMEA BFSI INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 42 LAMEA BFSI INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 43 LAMEA TRAVEL & TOURISM INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 44 LAMEA TRAVEL & TOURISM INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 45 LAMEA HEALTH & WELLNESS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 46 LAMEA HEALTH & WELLNESS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 47 LAMEA AGENCIES & PUBLIC RELATIONS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 48 LAMEA AGENCIES & PUBLIC RELATIONS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 49 LAMEA CONSUMER GOODS & RETAIL INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 50 LAMEA CONSUMER GOODS & RETAIL INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 51 LAMEA OTHERS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 52 LAMEA OTHERS INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 53 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 54 LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 55 BRAZIL INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 56 BRAZIL INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025,

USD MILLION

TABLE 57 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 58 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 59 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 60 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 61 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 62 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 63 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 64 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 65 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 66 BRAZIL INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 67 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 68 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 69 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 70 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 71 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 72 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 73 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 74 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 75 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 76 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 77 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 78 ARGENTINA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 79 UAE INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 80 UAE INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 81 UAE INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 82 UAE INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 83 UAE INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 84 UAE INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 85 UAE INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 86 UAE INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 87 UAE INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 88 UAE INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 89 UAE INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 90 UAE INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 91 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 92 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 93 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 94 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 95 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY

SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 96 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 97 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
APPLICATION, 2015 - 2018, USD MILLION

TABLE 98 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
APPLICATION, 2019 - 2025, USD MILLION

TABLE 99 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 100 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 101 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
END USER, 2015 - 2018, USD MILLION

TABLE 102 SAUDI ARABIA INFLUENCER MARKETING PLATFORM MARKET BY
END USER, 2019 - 2025, USD MILLION

TABLE 103 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET, 2015
- 2018, USD MILLION

TABLE 104 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET, 2019
- 2025, USD MILLION

TABLE 105 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
COMPONENT, 2015 - 2018, USD MILLION

TABLE 106 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
COMPONENT, 2019 - 2025, USD MILLION

TABLE 107 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 108 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 109 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
APPLICATION, 2015 - 2018, USD MILLION

TABLE 110 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
APPLICATION, 2019 - 2025, USD MILLION

TABLE 111 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 112 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 113 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
END USER, 2015 - 2018, USD MILLION

TABLE 114 SOUTH AFRICA INFLUENCER MARKETING PLATFORM MARKET BY
END USER, 2019 - 2025, USD MILLION

TABLE 115 NIGERIA INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 116 NIGERIA INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 117 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 118 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 119 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 120 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 121 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 122 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 123 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 124 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 125 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 126 NIGERIA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 127 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 128 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 129 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 130 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 131 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2015 - 2018, USD MILLION

TABLE 132 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY SERVICES TYPE, 2019 - 2025, USD MILLION

TABLE 133 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 134 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY

APPLICATION, 2019 - 2025, USD MILLION

TABLE 135 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 136 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 137 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 138 REST OF LAMEA INFLUENCER MARKETING PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 139 KEY INFORMATION – IZEA WORLDWIDE, INC.

TABLE 140 KEY INFORMATION – HYPR CORPORATION

TABLE 141 KEY INFORMATION – TRAACKR, INC.

TABLE 142 KEY INFORMATION – LAUNCHMETRICS

TABLE 143 KEY INFORMATION – KLEAR

TABLE 144 KEY INFORMATION – UPFLUENCE, INC.

TABLE 145 KEY INFORMATION – ASPIREIQ, INC.

TABLE 146 KEY INFORMATION – MAVRCK

TABLE 147 KEY INFORMATION – LUMANU, INC.

TABLE 148 KEY INFORMATION – LINQIA, INC.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 RECENT STRATEGIES AND DEVELOPMENTS: IZEA WORLDWIDE, INC.

FIG 3 SWOT ANALYSIS: IZEA WORLDWIDE, INC.

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