

# Latin America, Middle East & Africa Social Media Analytics Market (2017 - 2023)

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## Abstracts

The Latin America, Middle East and Africa Social Media Analytics Market would witness market growth of 32.4% CAGR during the forecast period (2017 – 2023). The social media analytics helps in identifying precise business goals, and as a result, helps in defining key performance indicators (KPIs) to objectively evaluate the business analytics data. 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 Latin America, Middle East & Africa 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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa 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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