

North America Influencer Marketing Platform Market (2019-2025)

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Abstracts

The North America Influencer Marketing Platform Market would witness market growth of 28.9% CAGR during the forecast period (2019–2025).

Every influencer listed on a platform gets a profile that provides a piece of contact information about her/him and their social media accounts statistics. 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.

A significant number of retailers in North America are now working with influencers as part of their marketing strategy. Patients in the US, for instance, with social media influence are getting paid by pharma companies for their opinions. Influencer marketing is increasing in popularity in Canada and can be an effective way to promote your brand. PR has essentially translated into maintaining and leveraging the relationship with mass media – TV, Print, and Radio. However, with the emergence and ever-so-growing popularity of social media, influencer marketing is beginning to carve out a niche of its own within Public Relations.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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

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Highest number of market tables and figures

Subscription based model available

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