

North America Social Media Analytics Market (2017 - 2023)

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Abstracts

The North America Social Media Analytics Market would witness market growth of 27% CAGR during the forecast period (2017 – 2023). Determining specific business goals is the vital aspect of social media intelligence. With the intelligence gathered, potential benefits are identified and then strategies are weaved accordingly. On a general note, the business objectives are increasing revenues, reducing customer service costs, getting feedback on products and services, and improving public opinion of a particular product or business division. 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.

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 North America 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 US, Mexico, Canada, and Rest of North America.

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