

# 2018-2023 Global Advocacy Software Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Advocacy Software market for 2018-2023. Advocacy software gives the tools that you need to connect people to elect officials and enable to create a powerful advocacy strategy. Also it mobilizes customers to support B2B marketing objectives: more recommendations, referrals and references, more authentic customer content, extended social reach, customer-driven innovation and more.

USA is one of the largest consumption countries of Advocacy Software in the world in the past few years and it will keep the same position in the next few years. USA market took up about 41% the global market in 2016, while Europe was 27%, and Japan is followed with the share about 9%.

Blackbaud, One Click Politics, The Soft Edge, CQ-Roll Call, Capitol Impact Phone2Action, RAP, Index, Votility are the key suppliers in global market. Top ten took up about 26.61% of the global revenue in 2016. Blackbaud, One Click Politics, The Soft Edge and CQ-Roll Call which have leading technology and market position, are well-known suppliers all around the world.

Over the next five years, LPI(LP Information) projects that Advocacy Software will register a 8.0% CAGR in terms of revenue, reach US\$ 770 million by 2023, from US\$ 490 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Advocacy Software market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Fast-run

Type II

Segmentation by application:

Enterprise propaganda

Government election

Organize fund-raising

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

One Click Politics

The Soft Edge

CQ-Roll Call

Capitol Impact

Blackbaud

Phone2Action

RAP Index

Votility

Salsa

Queue Technologies

Customer Advocacy

Annex Cloud

PostBeyond

SocialChorus

Influitive

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Advocacy Software market size by key

regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Advocacy Software market by identifying its various subsegments.

Focuses on the key global Advocacy Software players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Advocacy Software with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Advocacy Software submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **2018-2023 GLOBAL ADVOCACY SOFTWARE MARKET REPORT (STATUS AND OUTLOOK)**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Advocacy Software Market Size 2013-2023
  - 2.1.2 Advocacy Software Market Size CAGR by Region
- 2.2 Advocacy Software Segment by Type
  - 2.2.1 Fast-run
  - 2.2.2 Type II
- 2.3 Advocacy Software Market Size by Type
  - 2.3.1 Global Advocacy Software Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global Advocacy Software Market Size Growth Rate by Type (2013-2018)
- 2.4 Advocacy Software Segment by Application
  - 2.4.1 Enterprise propaganda
  - 2.4.2 Government election
  - 2.4.3 Organize fund-raising
- 2.5 Advocacy Software Market Size by Application
  - 2.5.1 Global Advocacy Software Market Size Market Share by Application (2013-2018)
  - 2.5.2 Global Advocacy Software Market Size Growth Rate by Application (2013-2018)

#### **3 GLOBAL ADVOCACY SOFTWARE BY PLAYERS**

- 3.1 Global Advocacy Software Market Size Market Share by Players
  - 3.1.1 Global Advocacy Software Market Size by Players (2016-2018)
  - 3.1.2 Global Advocacy Software Market Size Market Share by Players (2016-2018)
- 3.2 Global Advocacy Software Key Players Head office and Products Offered

### 3.3 Market Concentration Rate Analysis

#### 3.3.1 Competition Landscape Analysis

#### 3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

### 3.4 New Products and Potential Entrants

### 3.5 Mergers & Acquisitions, Expansion

## 4 ADVOCACY SOFTWARE BY REGIONS

### 4.1 Advocacy Software Market Size by Regions

### 4.2 Americas Advocacy Software Market Size Growth

### 4.3 APAC Advocacy Software Market Size Growth

### 4.4 Europe Advocacy Software Market Size Growth

### 4.5 Middle East & Africa Advocacy Software Market Size Growth

## 5 AMERICAS

### 5.1 Americas Advocacy Software Market Size by Countries

### 5.2 Americas Advocacy Software Market Size by Type

### 5.3 Americas Advocacy Software Market Size by Application

### 5.4 United States

### 5.5 Canada

### 5.6 Mexico

### 5.7 Key Economic Indicators of Few Americas Countries

## 6 APAC

### 6.1 APAC Advocacy Software Market Size by Countries

### 6.2 APAC Advocacy Software Market Size by Type

### 6.3 APAC Advocacy Software Market Size by Application

### 6.4 China

### 6.5 Japan

### 6.6 Korea

### 6.7 Southeast Asia

### 6.8 India

### 6.9 Australia

### 6.10 Key Economic Indicators of Few APAC Countries

## 7 EUROPE

- 7.1 Europe Advocacy Software by Countries
- 7.2 Europe Advocacy Software Market Size by Type
- 7.3 Europe Advocacy Software Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Advocacy Software by Countries
- 8.2 Middle East & Africa Advocacy Software Market Size by Type
- 8.3 Middle East & Africa Advocacy Software Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 GLOBAL ADVOCACY SOFTWARE MARKET FORECAST**

- 10.1 Global Advocacy Software Market Size Forecast (2018-2023)
- 10.2 Global Advocacy Software Forecast by Regions
  - 10.2.1 Global Advocacy Software Forecast by Regions (2018-2023)
  - 10.2.2 Americas Market Forecast
  - 10.2.3 APAC Market Forecast
  - 10.2.4 Europe Market Forecast
  - 10.2.5 Middle East & Africa Market Forecast



- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global Advocacy Software Forecast by Type
- 10.8 Global Advocacy Software Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

- 11.1 One Click Politics
  - 11.1.1 Company Details
  - 11.1.2 Advocacy Software Product Offered
  - 11.1.3 One Click Politics Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.1.4 Main Business Overview
  - 11.1.5 One Click Politics News
- 11.2 The Soft Edge
  - 11.2.1 Company Details

- 11.2.2 Advocacy Software Product Offered
- 11.2.3 The Soft Edge Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
- 11.2.4 Main Business Overview
- 11.2.5 The Soft Edge News
- 11.3 CQ-Roll Call
  - 11.3.1 Company Details
  - 11.3.2 Advocacy Software Product Offered
  - 11.3.3 CQ-Roll Call Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.3.4 Main Business Overview
  - 11.3.5 CQ-Roll Call News
- 11.4 Capitol Impact
  - 11.4.1 Company Details
  - 11.4.2 Advocacy Software Product Offered
  - 11.4.3 Capitol Impact Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.4.4 Main Business Overview
  - 11.4.5 Capitol Impact News
- 11.5 Blackbaud
  - 11.5.1 Company Details
  - 11.5.2 Advocacy Software Product Offered
  - 11.5.3 Blackbaud Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.5.4 Main Business Overview
  - 11.5.5 Blackbaud News
- 11.6 Phone2Action
  - 11.6.1 Company Details
  - 11.6.2 Advocacy Software Product Offered
  - 11.6.3 Phone2Action Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.6.4 Main Business Overview
  - 11.6.5 Phone2Action News
- 11.7 RAP Index
  - 11.7.1 Company Details
  - 11.7.2 Advocacy Software Product Offered
  - 11.7.3 RAP Index Advocacy Software Revenue, Gross Margin and Market Share (2016-2018)
  - 11.7.4 Main Business Overview

11.7.5 RAP Index News

11.8 Votility

11.8.1 Company Details

11.8.2 Advocacy Software Product Offered

11.8.3 Votility Advocacy Software Revenue, Gross Margin and Market Share  
(2016-2018)

11.8.4 Main Business Overview

11.8.5 Votility News

11.9 Salsa

11.9.1 Company Details

11.9.2 Advocacy Software Product Offered

11.9.3 Salsa Advocacy Software Revenue, Gross Margin and Market Share  
(2016-2018)

11.9.4 Main Business Overview

11.9.5 Salsa News

11.10 Queue Technologies

11.10.1 Company Details

11.10.2 Advocacy Software Product Offered

11.10.3 Queue Technologies Advocacy Software Revenue, Gross Margin and Market  
Share (2016-2018)

11.10.4 Main Business Overview

11.10.5 Queue Technologies News

11.11 Customer Advocacy

11.12 Annex Cloud

11.13 PostBeyond

11.14 SocialChorus

11.15 Influitive

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of Advocacy Software  
Figure Advocacy Software Report Years Considered  
Figure Market Research Methodology  
Figure Global Advocacy Software Market Size Growth Rate 2013-2023 (\$ Millions)  
Table Advocacy Software Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of Fast-run  
Table Major Players of Type II  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure Global Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure Global Fast-run Market Size Growth Rate  
Figure Global Type II Market Size Growth Rate  
Figure Advocacy Software Consumed in Enterprise propaganda  
Figure Global Advocacy Software Market: Enterprise propaganda (2013-2018) (\$ Millions)  
Figure Global Enterprise propaganda YoY Growth (\$ Millions)  
Figure Advocacy Software Consumed in Government election  
Figure Global Advocacy Software Market: Government election (2013-2018) (\$ Millions)  
Figure Global Government election YoY Growth (\$ Millions)  
Figure Advocacy Software Consumed in Organize fund-raising  
Figure Global Advocacy Software Market: Organize fund-raising (2013-2018) (\$ Millions)  
Figure Global Organize fund-raising YoY Growth (\$ Millions)  
Table Global Advocacy Software Market Size by Application (2013-2018) (\$ Millions)  
Table Global Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure Global Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure Global Advocacy Software Market Size in Enterprise propaganda Growth Rate  
Figure Global Advocacy Software Market Size in Government election Growth Rate  
Figure Global Advocacy Software Market Size in Organize fund-raising Growth Rate  
Table Global Advocacy Software Revenue by Players (2016-2018) (\$ Millions)  
Table Global Advocacy Software Revenue Market Share by Players (2016-2018)  
Figure Global Advocacy Software Revenue Market Share by Players in 2017  
Table Global Advocacy Software Key Players Head office and Products Offered  
Table Advocacy Software Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Advocacy Software Market Size by Regions 2013-2018 (\$ Millions)

Table Global Advocacy Software Market Size Market Share by Regions 2013-2018  
Figure Global Advocacy Software Market Size Market Share by Regions 2013-2018  
Figure Americas Advocacy Software Market Size 2013-2018 (\$ Millions)  
Figure APAC Advocacy Software Market Size 2013-2018 (\$ Millions)  
Figure Europe Advocacy Software Market Size 2013-2018 (\$ Millions)  
Figure Middle East & Africa Advocacy Software Market Size 2013-2018 (\$ Millions)  
Table Americas Advocacy Software Market Size by Countries (2013-2018) (\$ Millions)  
Table Americas Advocacy Software Market Size Market Share by Countries (2013-2018)  
Figure Americas Advocacy Software Market Size Market Share by Countries in 2017  
Table Americas Advocacy Software Market Size by Type (2013-2018) (\$ Millions)  
Table Americas Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure Americas Advocacy Software Market Size Market Share by Type in 2017  
Table Americas Advocacy Software Market Size by Application (2013-2018) (\$ Millions)  
Table Americas Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure Americas Advocacy Software Market Size Market Share by Application in 2017  
Figure United States Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Canada Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Mexico Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Table APAC Advocacy Software Market Size by Countries (2013-2018) (\$ Millions)  
Table APAC Advocacy Software Market Size Market Share by Countries (2013-2018)  
Figure APAC Advocacy Software Market Size Market Share by Countries in 2017  
Table APAC Advocacy Software Market Size by Type (2013-2018) (\$ Millions)  
Table APAC Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure APAC Advocacy Software Market Size Market Share by Type in 2017  
Table APAC Advocacy Software Market Size by Application (2013-2018) (\$ Millions)  
Table APAC Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure APAC Advocacy Software Market Size Market Share by Application in 2017  
Figure China Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Japan Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Korea Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure India Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Australia Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Table Europe Advocacy Software Market Size by Countries (2013-2018) (\$ Millions)  
Table Europe Advocacy Software Market Size Market Share by Countries (2013-2018)  
Figure Europe Advocacy Software Market Size Market Share by Countries in 2017  
Table Europe Advocacy Software Market Size by Type (2013-2018) (\$ Millions)

Table Europe Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure Europe Advocacy Software Market Size Market Share by Type in 2017  
Table Europe Advocacy Software Market Size by Application (2013-2018) (\$ Millions)  
Table Europe Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure Europe Advocacy Software Market Size Market Share by Application in 2017  
Figure Germany Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure France Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure UK Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Italy Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Russia Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Spain Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Advocacy Software Market Size by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Advocacy Software Market Size Market Share by Countries (2013-2018)  
Figure Middle East & Africa Advocacy Software Market Size Market Share by Countries in 2017  
Table Middle East & Africa Advocacy Software Market Size by Type (2013-2018) (\$ Millions)  
Table Middle East & Africa Advocacy Software Market Size Market Share by Type (2013-2018)  
Figure Middle East & Africa Advocacy Software Market Size Market Share by Type in 2017  
Table Middle East & Africa Advocacy Software Market Size by Application (2013-2018) (\$ Millions)  
Table Middle East & Africa Advocacy Software Market Size Market Share by Application (2013-2018)  
Figure Middle East & Africa Advocacy Software Market Size Market Share by Application in 2017  
Figure Egypt Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure South Africa Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Israel Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Turkey Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure GCC Countries Advocacy Software Market Size Growth 2013-2018 (\$ Millions)  
Figure Global Advocacy Software Market Size Forecast (2018-2023) (\$ Millions)  
Table Global Advocacy Software Market Size Forecast by Regions (2018-2023) (\$ Millions)  
Table Global Advocacy Software Market Size Market Share Forecast by Regions  
Figure Americas Advocacy Software Market Size 2018-2023 (\$ Millions)

Figure APAC Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Europe Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Middle East & Africa Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure United States Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Canada Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Mexico Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Brazil Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure China Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Japan Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Korea Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Southeast Asia Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure India Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Australia Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Germany Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure France Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure UK Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Italy Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Russia Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Spain Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Egypt Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure South Africa Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Israel Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure Turkey Advocacy Software Market Size 2018-2023 (\$ Millions)  
Figure GCC Countries Advocacy Software Market Size 2018-2023 (\$ Millions)  
Table Global Advocacy Software Market Size Forecast by Type (2018-2023) (\$ Millions)  
Table Global Advocacy Software Market Size Market Share Forecast by Type (2018-2023)  
Table Global Advocacy Software Market Size Forecast by Application (2018-2023) (\$ Millions)  
Table Global Advocacy Software Market Size Market Share Forecast by Application (2018-2023)  
Table One Click Politics Basic Information, Head Office, Major Market Areas and Its Competitors  
Table One Click Politics Advocacy Software Revenue and Gross Margin (2016-2018)  
Figure One Click Politics Advocacy Software Market Share (2016-2018)  
Table The Soft Edge Basic Information, Head Office, Major Market Areas and Its Competitors  
Table The Soft Edge Advocacy Software Revenue and Gross Margin (2016-2018)  
Figure The Soft Edge Advocacy Software Market Share (2016-2018)

Table CQ-Roll Call Basic Information, Head Office, Major Market Areas and Its Competitors

Table CQ-Roll Call Advocacy Software Revenue and Gross Margin (2016-2018)

Figure CQ-Roll Call Advocacy Software Market Share (2016-2018)

Table Capitol Impact Basic Information, Head Office, Major Market Areas and Its Competitors

Table Capitol Impact Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Capitol Impact Advocacy Software Market Share (2016-2018)

Table Blackbaud Basic Information, Head Office, Major Market Areas and Its Competitors

Table Blackbaud Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Blackbaud Advocacy Software Market Share (2016-2018)

Table Phone2Action Basic Information, Head Office, Major Market Areas and Its Competitors

Table Phone2Action Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Phone2Action Advocacy Software Market Share (2016-2018)

Table RAP Index Basic Information, Head Office, Major Market Areas and Its Competitors

Table RAP Index Advocacy Software Revenue and Gross Margin (2016-2018)

Figure RAP Index Advocacy Software Market Share (2016-2018)

Table Votility Basic Information, Head Office, Major Market Areas and Its Competitors

Table Votility Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Votility Advocacy Software Market Share (2016-2018)

Table Salsa Basic Information, Head Office, Major Market Areas and Its Competitors

Table Salsa Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Salsa Advocacy Software Market Share (2016-2018)

Table Queue Technologies Basic Information, Head Office, Major Market Areas and Its Competitors

Table Queue Technologies Advocacy Software Revenue and Gross Margin (2016-2018)

Figure Queue Technologies Advocacy Software Market Share (2016-2018)

Table Customer Advocacy Basic Information, Head Office, Major Market Areas and Its Competitors

Table Annex Cloud Basic Information, Head Office, Major Market Areas and Its Competitors

Table PostBeyond Basic Information, Head Office, Major Market Areas and Its Competitors

Table SocialChorus Basic Information, Head Office, Major Market Areas and Its Competitors



Table Inlutive Basic Information, Head Office, Major Market Areas and Its Competitors

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