

# 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.

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