

2018-2023 Global Public Relations (PR) Tools Market Report (Status and Outlook)

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Abstracts

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In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Public Relations (PR) Tools market for 2018-2023.

"Public relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." Public relations can also be defined as the practice of managing communication between an organization and its publics.

This report covered the Publishing tools, Social Media Monitoring & Management, Content Creation and Distribution, Data Aggregation, Monitoring, and Analysis and Relationship Management.

The Public Relations (PR) Tools industry concentration is unbalanced, and there are many small and new companies in this industry.

Global giant manufactures mainly distributed in U.S. The manufacturers in U.S. have a long history and unshakable status in this field.

In the international market, the marketing channels characteristic differ from company to company.

The giant companies are more likely to set their own big agents in some major countries and regions taking charge of regional business building their international market position.

Companies in developing countries such as China, in contrast, put more effort on native and domestic market, their product quality is not advanced enough when comparing with leading companies.

Company mergers and acquisitions, and inter-companies cooperation have occurred for development and growth. As the downstream consumption usually follows with developed and rapid economic growth areas, the developed areas' company now put more effort to underdevelopment regions these years.

Over the next five years, LPI(LP Information) projects that Public Relations (PR) Tools will register a 12.0% CAGR in terms of revenue, reach US\$ 5260 million by 2023, from US\$ 2660 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Public Relations (PR) Tools 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:

Publishing Tools

Social Media Monitoring & Management

Data Aggregation, Monitoring and Analysis

Relationship Management

Segmentation by application:

BFSI

Consumer Goods and Retail

Government and Public Sector

IT & Telecom & Healthcare

Media & Entertainment

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:

Outbrain

Google

Business Wire

Salesforce

Meltwater

Cision AB

AirPR Software

IrisPR Software

ISentia

Onalytica

Prezly

IPR Software

TrendKite

Agility

Red Wheat

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 Public Relations (PR) Tools 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 Public Relations (PR) Tools market by identifying its various subsegments.

Focuses on the key global Public Relations (PR) Tools 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 Public Relations (PR) Tools 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 Public Relations (PR) Tools 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

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 Public Relations (PR) Tools Market Size 2013-2023
 - 2.1.2 Public Relations (PR) Tools Market Size CAGR by Region
- 2.2 Public Relations (PR) Tools Segment by Type
 - 2.2.1 Publishing Tools
 - 2.2.2 Social Media Monitoring & Management
 - 2.2.3 Content Creation and Distribution
 - 2.2.4 Data Aggregation, Monitoring and Analysis
 - 2.2.5 Relationship Management
- 2.3 Public Relations (PR) Tools Market Size by Type
 - 2.3.1 Global Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)
 - 2.3.2 Global Public Relations (PR) Tools Market Size Growth Rate by Type (2013-2018)
- 2.4 Public Relations (PR) Tools Segment by Application
 - 2.4.1 BFSI
 - 2.4.2 Consumer Goods and Retail
 - 2.4.3 Government and Public Sector
 - 2.4.4 IT & Telecom & Healthcare
 - 2.4.5 Media & Entertainment
- 2.5 Public Relations (PR) Tools Market Size by Application
 - 2.5.1 Global Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)
 - 2.5.2 Global Public Relations (PR) Tools Market Size Growth Rate by Application (2013-2018)

3 GLOBAL PUBLIC RELATIONS (PR) TOOLS BY PLAYERS

- 3.1 Global Public Relations (PR) Tools Market Size Market Share by Players
 - 3.1.1 Global Public Relations (PR) Tools Market Size by Players (2016-2018)
 - 3.1.2 Global Public Relations (PR) Tools Market Size Market Share by Players (2016-2018)
- 3.2 Global Public Relations (PR) Tools 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 PUBLIC RELATIONS (PR) TOOLS BY REGIONS

- 4.1 Public Relations (PR) Tools Market Size by Regions
- 4.2 Americas Public Relations (PR) Tools Market Size Growth
- 4.3 APAC Public Relations (PR) Tools Market Size Growth
- 4.4 Europe Public Relations (PR) Tools Market Size Growth
- 4.5 Middle East & Africa Public Relations (PR) Tools Market Size Growth

5 AMERICAS

- 5.1 Americas Public Relations (PR) Tools Market Size by Countries
- 5.2 Americas Public Relations (PR) Tools Market Size by Type
- 5.3 Americas Public Relations (PR) Tools 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 Public Relations (PR) Tools Market Size by Countries
- 6.2 APAC Public Relations (PR) Tools Market Size by Type
- 6.3 APAC Public Relations (PR) Tools 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 Public Relations (PR) Tools by Countries

7.2 Europe Public Relations (PR) Tools Market Size by Type

7.3 Europe Public Relations (PR) Tools 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 Public Relations (PR) Tools by Countries

8.2 Middle East & Africa Public Relations (PR) Tools Market Size by Type

8.3 Middle East & Africa Public Relations (PR) Tools 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 PUBLIC RELATIONS (PR) TOOLS MARKET FORECAST

- 10.1 Global Public Relations (PR) Tools Market Size Forecast (2018-2023)
- 10.2 Global Public Relations (PR) Tools Forecast by Regions
 - 10.2.1 Global Public Relations (PR) Tools 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 Public Relations (PR) Tools Forecast by Type
- 10.8 Global Public Relations (PR) Tools Forecast by Application

11 KEY PLAYERS ANALYSIS

- 11.1 Outbrain
 - 11.1.1 Company Details

- 11.1.2 Public Relations (PR) Tools Product Offered
- 11.1.3 Outbrain Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
- 11.1.4 Main Business Overview
- 11.1.5 Outbrain News
- 11.2 Google
 - 11.2.1 Company Details
 - 11.2.2 Public Relations (PR) Tools Product Offered
 - 11.2.3 Google Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.2.4 Main Business Overview
 - 11.2.5 Google News
- 11.3 Business Wire
 - 11.3.1 Company Details
 - 11.3.2 Public Relations (PR) Tools Product Offered
 - 11.3.3 Business Wire Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.3.4 Main Business Overview
 - 11.3.5 Business Wire News
- 11.4 Salesforce
 - 11.4.1 Company Details
 - 11.4.2 Public Relations (PR) Tools Product Offered
 - 11.4.3 Salesforce Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.4.4 Main Business Overview
 - 11.4.5 Salesforce News
- 11.5 Meltwater
 - 11.5.1 Company Details
 - 11.5.2 Public Relations (PR) Tools Product Offered
 - 11.5.3 Meltwater Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.5.4 Main Business Overview
 - 11.5.5 Meltwater News
- 11.6 Cision AB
 - 11.6.1 Company Details
 - 11.6.2 Public Relations (PR) Tools Product Offered
 - 11.6.3 Cision AB Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.6.4 Main Business Overview

- 11.6.5 Cision AB News
- 11.7 AirPR Software
 - 11.7.1 Company Details
 - 11.7.2 Public Relations (PR) Tools Product Offered
 - 11.7.3 AirPR Software Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.7.4 Main Business Overview
 - 11.7.5 AirPR Software News
- 11.8 IrisPR Software
 - 11.8.1 Company Details
 - 11.8.2 Public Relations (PR) Tools Product Offered
 - 11.8.3 IrisPR Software Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.8.4 Main Business Overview
 - 11.8.5 IrisPR Software News
- 11.9 ISentia
 - 11.9.1 Company Details
 - 11.9.2 Public Relations (PR) Tools Product Offered
 - 11.9.3 ISentia Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.9.4 Main Business Overview
 - 11.9.5 ISentia News
- 11.10 Onalytica
 - 11.10.1 Company Details
 - 11.10.2 Public Relations (PR) Tools Product Offered
 - 11.10.3 Onalytica Public Relations (PR) Tools Revenue, Gross Margin and Market Share (2016-2018)
 - 11.10.4 Main Business Overview
 - 11.10.5 Onalytica News
- 11.11 Prezly
- 11.12 IPR Software
- 11.13 TrendKite
- 11.14 Agility
- 11.15 Red Wheat

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES AND FIGURES

Table Product Specifications of Public Relations (PR) Tools
Figure Public Relations (PR) Tools Report Years Considered
Figure Market Research Methodology
Figure Global Public Relations (PR) Tools Market Size Growth Rate 2013-2023 (\$ Millions)
Table Public Relations (PR) Tools Market Size CAGR by Region 2013-2023 (\$ Millions)
Table Major Players of Publishing Tools
Table Major Players of Social Media Monitoring & Management
Table Major Players of Content Creation and Distribution
Table Major Players of Data Aggregation, Monitoring and Analysis
Table Major Players of Relationship Management
Table Market Size by Type (2013-2018) (\$ Millions)
Table Global Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)
Figure Global Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)
Figure Global Publishing Tools Market Size Growth Rate
Figure Global Social Media Monitoring & Management Market Size Growth Rate
Figure Global Content Creation and Distribution Market Size Growth Rate
Figure Global Data Aggregation, Monitoring and Analysis Market Size Growth Rate
Figure Global Relationship Management Market Size Growth Rate
Figure Public Relations (PR) Tools Consumed in BFSI
Figure Global Public Relations (PR) Tools Market: BFSI (2013-2018) (\$ Millions)
Figure Global BFSI YoY Growth (\$ Millions)
Figure Public Relations (PR) Tools Consumed in Consumer Goods and Retail
Figure Global Public Relations (PR) Tools Market: Consumer Goods and Retail (2013-2018) (\$ Millions)
Figure Global Consumer Goods and Retail YoY Growth (\$ Millions)
Figure Public Relations (PR) Tools Consumed in Government and Public Sector
Figure Global Public Relations (PR) Tools Market: Government and Public Sector (2013-2018) (\$ Millions)
Figure Global Government and Public Sector YoY Growth (\$ Millions)
Figure Public Relations (PR) Tools Consumed in IT & Telecom & Healthcare
Figure Global Public Relations (PR) Tools Market: IT & Telecom & Healthcare (2013-2018) (\$ Millions)

Figure Global IT & Telecom & Healthcare YoY Growth (\$ Millions)

Figure Public Relations (PR) Tools Consumed in Media & Entertainment

Figure Global Public Relations (PR) Tools Market: Media & Entertainment (2013-2018) (\$ Millions)

Figure Global Media & Entertainment YoY Growth (\$ Millions)

Table Global Public Relations (PR) Tools Market Size by Application (2013-2018) (\$ Millions)

Table Global Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure Global Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure Global Public Relations (PR) Tools Market Size in BFSI Growth Rate

Figure Global Public Relations (PR) Tools Market Size in Consumer Goods and Retail Growth Rate

Figure Global Public Relations (PR) Tools Market Size in Government and Public Sector Growth Rate

Figure Global Public Relations (PR) Tools Market Size in IT & Telecom & Healthcare Growth Rate

Figure Global Public Relations (PR) Tools Market Size in Media & Entertainment Growth Rate

Table Global Public Relations (PR) Tools Revenue by Players (2016-2018) (\$ Millions)

Table Global Public Relations (PR) Tools Revenue Market Share by Players (2016-2018)

Figure Global Public Relations (PR) Tools Revenue Market Share by Players in 2017

Table Global Public Relations (PR) Tools Key Players Head office and Products Offered

Table Public Relations (PR) Tools Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Public Relations (PR) Tools Market Size by Regions 2013-2018 (\$ Millions)

Table Global Public Relations (PR) Tools Market Size Market Share by Regions 2013-2018

Figure Global Public Relations (PR) Tools Market Size Market Share by Regions 2013-2018

Figure Americas Public Relations (PR) Tools Market Size 2013-2018 (\$ Millions)

Figure APAC Public Relations (PR) Tools Market Size 2013-2018 (\$ Millions)

Figure Europe Public Relations (PR) Tools Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa Public Relations (PR) Tools Market Size 2013-2018 (\$ Millions)

Table Americas Public Relations (PR) Tools Market Size by Countries (2013-2018) (\$

Millions)

Table Americas Public Relations (PR) Tools Market Size Market Share by Countries (2013-2018)

Figure Americas Public Relations (PR) Tools Market Size Market Share by Countries in 2017

Table Americas Public Relations (PR) Tools Market Size by Type (2013-2018) (\$ Millions)

Table Americas Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)

Figure Americas Public Relations (PR) Tools Market Size Market Share by Type in 2017

Table Americas Public Relations (PR) Tools Market Size by Application (2013-2018) (\$ Millions)

Table Americas Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure Americas Public Relations (PR) Tools Market Size Market Share by Application in 2017

Figure United States Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Canada Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Mexico Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Table APAC Public Relations (PR) Tools Market Size by Countries (2013-2018) (\$ Millions)

Table APAC Public Relations (PR) Tools Market Size Market Share by Countries (2013-2018)

Figure APAC Public Relations (PR) Tools Market Size Market Share by Countries in 2017

Table APAC Public Relations (PR) Tools Market Size by Type (2013-2018) (\$ Millions)

Table APAC Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)

Figure APAC Public Relations (PR) Tools Market Size Market Share by Type in 2017

Table APAC Public Relations (PR) Tools Market Size by Application (2013-2018) (\$ Millions)

Table APAC Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure APAC Public Relations (PR) Tools Market Size Market Share by Application in 2017

Figure China Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Japan Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Korea Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Southeast Asia Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure India Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Australia Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Table Europe Public Relations (PR) Tools Market Size by Countries (2013-2018) (\$ Millions)

Table Europe Public Relations (PR) Tools Market Size Market Share by Countries (2013-2018)

Figure Europe Public Relations (PR) Tools Market Size Market Share by Countries in 2017

Table Europe Public Relations (PR) Tools Market Size by Type (2013-2018) (\$ Millions)

Table Europe Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)

Figure Europe Public Relations (PR) Tools Market Size Market Share by Type in 2017

Table Europe Public Relations (PR) Tools Market Size by Application (2013-2018) (\$ Millions)

Table Europe Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure Europe Public Relations (PR) Tools Market Size Market Share by Application in 2017

Figure Germany Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure France Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure UK Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Italy Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Russia Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Spain Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Public Relations (PR) Tools Market Size by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Countries (2013-2018)

Figure Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Countries in 2017

Table Middle East & Africa Public Relations (PR) Tools Market Size by Type (2013-2018) (\$ Millions)

Table Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Type (2013-2018)

Figure Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Type in 2017

Table Middle East & Africa Public Relations (PR) Tools Market Size by Application (2013-2018) (\$ Millions)

Table Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa Public Relations (PR) Tools Market Size Market Share by Application in 2017

Figure Egypt Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Public Relations (PR) Tools Market Size Growth 2013-2018 (\$ Millions)

Figure Global Public Relations (PR) Tools Market Size Forecast (2018-2023) (\$ Millions)

Table Global Public Relations (PR) Tools Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Public Relations (PR) Tools Market Size Market Share Forecast by Regions

Figure Americas Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure APAC Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Europe Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure United States Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Canada Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Mexico Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Brazil Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure China Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Japan Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Korea Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure India Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Australia Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Germany Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure France Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure UK Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Italy Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Russia Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Spain Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)

Figure Egypt Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)
Figure South Africa Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)
Figure Israel Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)
Figure Turkey Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)
Figure GCC Countries Public Relations (PR) Tools Market Size 2018-2023 (\$ Millions)
Table Global Public Relations (PR) Tools Market Size Forecast by Type (2018-2023) (\$ Millions)
Table Global Public Relations (PR) Tools Market Size Market Share Forecast by Type (2018-2023)
Table Global Public Relations (PR) Tools Market Size Forecast by Application (2018-2023) (\$ Millions)
Table Global Public Relations (PR) Tools Market Size Market Share Forecast by Application (2018-2023)
Table Outbrain Basic Information, Head Office, Major Market Areas and Its Competitors
Table Outbrain Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Outbrain Public Relations (PR) Tools Market Share (2016-2018)
Table Google Basic Information, Head Office, Major Market Areas and Its Competitors
Table Google Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Google Public Relations (PR) Tools Market Share (2016-2018)
Table Business Wire Basic Information, Head Office, Major Market Areas and Its Competitors
Table Business Wire Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Business Wire Public Relations (PR) Tools Market Share (2016-2018)
Table Salesforce Basic Information, Head Office, Major Market Areas and Its Competitors
Table Salesforce Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Salesforce Public Relations (PR) Tools Market Share (2016-2018)
Table Meltwater Basic Information, Head Office, Major Market Areas and Its Competitors
Table Meltwater Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Meltwater Public Relations (PR) Tools Market Share (2016-2018)
Table Cision AB Basic Information, Head Office, Major Market Areas and Its Competitors
Table Cision AB Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)
Figure Cision AB Public Relations (PR) Tools Market Share (2016-2018)
Table AirPR Software Basic Information, Head Office, Major Market Areas and Its Competitors
Table AirPR Software Public Relations (PR) Tools Revenue and Gross Margin

(2016-2018)

Figure AirPR Software Public Relations (PR) Tools Market Share (2016-2018)

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

Table IrisPR Software Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)

Figure IrisPR Software Public Relations (PR) Tools Market Share (2016-2018)

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

Table ISentia Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)

Figure ISentia Public Relations (PR) Tools Market Share (2016-2018)

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

Table Onalytica Public Relations (PR) Tools Revenue and Gross Margin (2016-2018)

Figure Onalytica Public Relations (PR) Tools Market Share (2016-2018)

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

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

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

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

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

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