

# Global Public Affairs and Advocacy Software Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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

Public affairs and advocacy software allows organizations to acquire, engage, and mobilize key audiences around issue advocacy in legislative, regulatory, and electoral spaces. Nonprofits, associations, and corporations use these products to educate and mobilize supporters via outbound email marketing, text messaging, and social media communication tools. Grassroots activist groups may also use them to build momentum around petitions, social causes, and key legislative issues. These tools often support fundraising and campaigning efforts for advocacy groups, but they differ from political campaign software that is designed specifically to manage campaigns for public office election.

Public affairs and advocacy software facilitates direct correspondence from advocates to targeted government officials at all levels of government (federal, state, and local) and regulatory agencies through several modes of communication, including social media, patch-through calls, and sending emails. Typically, these products also offer key insights into supporters' usage, advanced segmentation, reporting, and, in some cases, flexible integration with common CRM software. Products in this category may also include modules designed for specific organizational goals such as election education, advanced acquisition tools, and stakeholder management.

The global Public Affairs and Advocacy Software market size is projected to grow from US\$ 142.7 million in 2023 to US\$ 282.9 million in 2030; it is expected to grow at a CAGR of 10.3% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Public Affairs and Advocacy

Software Industry Forecast” looks at past sales and reviews total world Public Affairs and Advocacy Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Public Affairs and Advocacy Software sales for 2024 through 2030. With Public Affairs and Advocacy Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Public Affairs and Advocacy Software industry.

This Insight Report provides a comprehensive analysis of the global Public Affairs and Advocacy Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Public Affairs and Advocacy Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Public Affairs and Advocacy Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Public Affairs and Advocacy Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Public Affairs and Advocacy Software.

Some of the future market trends of Public Affairs and Advocacy Software are:

Increasing demand for cloud-based solutions that offer scalability, flexibility, and cost-effectiveness for mailing operations.

Growing adoption of artificial intelligence and machine learning to enhance data quality, accuracy, and efficiency of postal presort processes.

Rising need for compliance with changing postal regulations and standards, such as USPS CASS, SERP, NCOA, and USPS PAVE.

Expanding market opportunities in emerging regions, such as Asia Pacific and Latin America, where e-commerce and direct marketing are booming.

Growing integration of Public Affairs and Advocacy Software with other mailing

solutions, such as address verification, mail tracking, and reporting.

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

#### Segmentation by type

Cloud-Based

On-Premises

#### Segmentation by application

Enterprises

Nonprofits & Associations

This report also splits the market by region:

#### Americas

United States

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Phone2Action

NationBuilder

FiscalNote

EveryAction's Digital Tools

Muster

Bloomberg Industry Group

Salsa Labs

DDC Advocacy

actionnetwork.org

Blackbaud

Blue Utopia

BroadStripes

Capitolimpact

CivicEngine

Soft Edge

Crowdpac

Ecanvasser

Engaging Networks

FastDemocracy

LegiStorm

New/Mode

One Click Politics

Gulf Partyline

Quorum

Rally Congress

Whistle Stop Digital

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