

Global Social Analytics for Marketing Leader Market Growth (Status and Outlook) 2019-2024

https://marketpublishers.com/r/G76A5C68752EN.html

Date: January 2019

Pages: 133

Price: US\$ 3,660.00 (Single User License)

ID: G76A5C68752EN

Abstracts

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

Social analytics is the process of collecting, measuring, analyzing and interpreting the results of interactions and associations among people, topics, and ideas from social media sources. This market examines social analytics solutions covering social monitoring, text analytics, sentiment analysis, image analysis and emojis. The vendors listed here are largely, although not exclusively, point solutions focused on social data collection and analysis. This is different from social marketing management clouds and suites that may include social analytics capabilities as part of a broader platform, including content publishing, distribution, and engagement and customer service capabilities.

According to this study, over the next five years the Social Analytics for Marketing Leader market will register a xx% CAGR in terms of revenue, the global market size will reach US\$ xx million by 2024, from US\$ xx million in 2019. In particular, this report presents the global revenue market share of key companies in Social Analytics for Marketing Leader business, shared in Chapter 3.

This report presents a comprehensive overview, market shares and growth opportunities of Social Analytics for Marketing Leader market by product type, application, key companies and key regions.

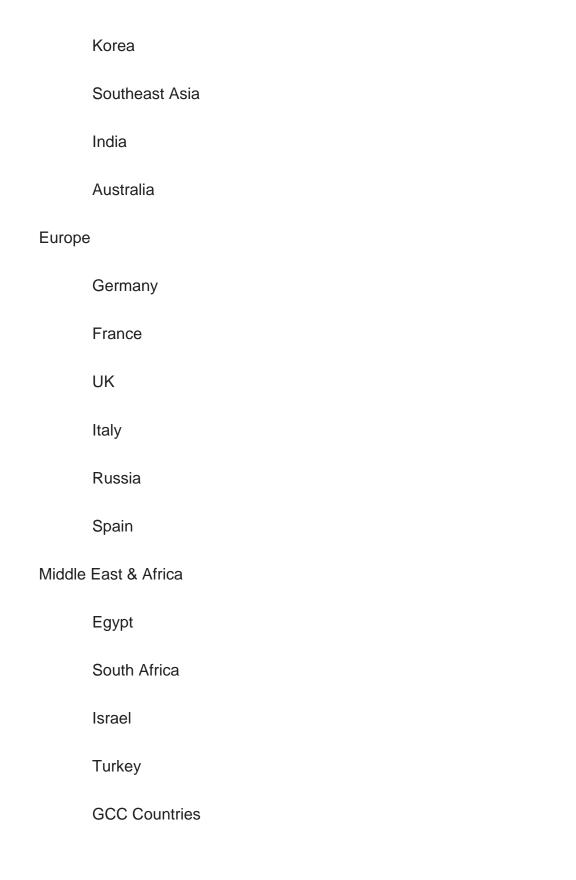
This study considers the Social Analytics for Marketing Leader value generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2014 to 2019 in Section 2.3; and



forecast to 2024 in section 10.7.
Web Services APIs
Thin Client Applications
Segmentation by application: breakdown data from 2014 to 2019, in Section 2.4; and forecast to 2024 in section 10.8.
Social Monitoring
Text Analytics
Sentiment Analysis
Image Analysis
Others
This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.
Americas
United States
Canada
Mexico
Brazil
APAC
China
Japan





The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.



NetBase	
Brandwatch	
Oracle	
Sysomos	
Crimson Hexagon	
Clarabridge	
Digimind	
Socialbakers	
Sprinklr	
Adobe	
Synthesio	

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 Social Analytics for Marketing Leader market size by key regions/countries, product type and application, history data from 2014 to 2018, and forecast to 2024.

To understand the structure of Social Analytics for Marketing Leader market by identifying its various subsegments.

Focuses on the key global Social Analytics for Marketing Leader 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 Social Analytics for Marketing Leader 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 Social Analytics for Marketing Leader 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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