

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

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## 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

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 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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