

# Global Sports Marketing Intelligence Software Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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Sports marketing intelligence software helps sports teams organize, capture, and measure their return on investment (ROI) for all sponsorship and media initiatives. Additionally, these platforms monitor engagement across various digital channels to capture audience interests and provide comparative analysis for each account's performance. They drill into the insights surrounding all sponsorships, fans, and property. Much like marketing analytics software, sports marketing intelligence software simplifies and optimizes sports marketing strategies and activities.

These platforms also assist with launching powerful digital campaigns and can assess endorsements, influencers, sponsorships, and product seeding efforts in real time. They can track TV broadcast, streaming, and social media, including owned and non-owned channels, to provide an extremely informed assessment of sponsorship activation value. Typically, they also store historical data to track year-over-year performance. Some sports marketing intelligence softwares may also provide the same functionality as business intelligence software, enabling organizations to visualize various data points and align all marketing and advertising efforts. With this information, sports teams can make smarter decisions about which sponsorships and partnerships to seek out and renew each year, utilizing data to support the negotiation process.

The global Sports Marketing Intelligence Software market size is projected to grow from US\$ 546.8 million in 2023 to US\$ 1180.4 million in 2030; it is expected to grow at a CAGR of 11.6% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Sports Marketing Intelligence

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

This Insight Report provides a comprehensive analysis of the global Sports Marketing Intelligence 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 Sports Marketing Intelligence Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sports Marketing Intelligence Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Marketing Intelligence 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 Sports Marketing Intelligence Software.

Some of the future market trends of Sports Marketing Intelligence Software are as follows:

The shift towards digital and social media marketing. As more consumers use online platforms to consume sports content and interact with their favorite teams and athletes, sports marketers need to leverage digital and social media channels to reach and engage their target audiences. Sports Marketing Intelligence Software can help sports marketers to analyze content performance, audience behavior, and market trends across different digital and social media platforms.

The increasing importance of event activations and experiences. Sports fans are looking for more immersive and memorable experiences when attending or watching sports events. Sports marketers need to create and deliver event activations and experiences that enhance fan satisfaction, loyalty, and advocacy. Sports Marketing Intelligence Software can help sports marketers to plan, execute, and measure event

activations and experiences, such as fan zones, virtual reality, augmented reality, and gamification.

The rise of esports and gaming as marketing opportunities. Esports and gaming are growing rapidly as popular forms of entertainment and competition among sports fans, especially among younger generations. Sports marketers need to tap into the esports and gaming market to attract and retain new and existing fans, as well as to create new revenue streams. Sports Marketing Intelligence Software can help sports marketers to understand and segment the esports and gaming audience, as well as to design and implement effective esports and gaming marketing strategies, such as sponsorships, partnerships, content creation, and live streaming.

The increasing use of data and analytics in sports marketing. Data and analytics are becoming more essential for sports marketers to make informed and strategic decisions, as well as to optimize and personalize their marketing campaigns. Sports Marketing Intelligence Software can help sports marketers to collect, integrate, and analyze data from various sources, such as ticketing, merchandising, social media, fan surveys, and sensors. Sports Marketing Intelligence Software can also help sports marketers to generate actionable insights and recommendations, as well as to automate and streamline their marketing processes.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Marketing Intelligence Software market by product type, application, key players and key regions and countries.

#### Segmentation by type

Cloud-Based

On-Premises

#### Segmentation by application

Small teams and individuals

Large teams

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.

Zoomph

Blinkfire Analytics

Block Six Analytics

Greenfly

Hookit

KORE Software

GumGum

MVP

Opendorse

Opta

Pico

SponsorUnited

SSB

Tradable Bits

VBrand Sports

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