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2020-2025 Global Social Advertising Software Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

https://marketpublishers.com/r/2A10384AB720EN.html
Date: June 2021
Pages: 102
Price: US$ 3,360.00 (Single User License)
ID: 2A10384AB720EN

Abstracts

Social software is a category of software systems that primarily functions to allow user collaboration and communication. Social media advertising software allows users to place ads on Twitter, LinkedIn, Facebook, and/or other social media platforms. Some social ad campaigns are designed to promote brand awareness, while others are direct response/click-through ads that aim to generate leads or revenue.
This report elaborates the market size, market characteristics, and market growth of the Social Advertising Software industry, and breaks down according to the type, application, and consumption area of Social Advertising Software. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Social Advertising Software in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.
In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Social Advertising Software market covered in Chapter 13:
Facebook
MediaMath
Twitter
Kenshoo
WordStream
LinkedIn
Advertising Studio

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Marin Software
Sprinklr
AdRoll
4C
Adobe
FastTony.es

In Chapter 6, on the basis of types, the Social Advertising Software market from 2015 to 2025 is primarily split into:
Cloud-based
On-premise

In Chapter 7, on the basis of applications, the Social Advertising Software market from 2015 to 2025 covers:
Small Business
Medium Business
Large Enterprises

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:
United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:
North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others

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Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:
Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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