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2020-2025 Global Social Analytics for Marketing Leader Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

https://marketpublishers.com/r/2BD70ADAB6FAEN.html
Date: February 2021
Pages: 125
Price: US$ 3,360.00 (Single User License)
ID: 2BD70ADAB6FAEN

Abstracts

Marketing leaders can use research to evaluate vendors and gain the critical tools to monitor brand conversations, deliver insights and provide concrete metrics to prove social marketing's value.
This report elaborates the market size, market characteristics, and market growth of the Social Analytics for Marketing Leader industry, and breaks down according to the type, application, and consumption area of Social Analytics for Marketing Leader. 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 Analytics for Marketing Leader 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 Analytics for Marketing Leader market covered in Chapter 13:
Adobe,
NetBase
Sysomos
Brandwatch
Synthesio
Sprinklr
Crimson Hexagon
Digimind

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Talkwalker
Clarabridge
Oracle
Socialbakers

In Chapter 6, on the basis of types, the Social Analytics for Marketing Leader market from 2015 to 2025 is primarily split into:
Web Services APIs
Thin Client Applications

In Chapter 7, on the basis of applications, the Social Analytics for Marketing Leader market from 2015 to 2025 covers:
Social Monitoring
Text Analytics
Sentiment Analysis
Image Analysis
Others

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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