

# **AI in Social Media Market by Technology (Deep Learning & Machine Learning, and NLP), Application (Sales & Marketing, Customer Experience Management, and Predictive Risk Assessment), Component, Enterprise Size, End-User, and Region - Global Forecast to 2023**

<https://marketpublishers.com/r/AE1268B4229EN.html>

Date: June 2018

Pages: 180

Price: US\$ 5,650.00 (Single User License)

ID: AE1268B4229EN

## **Abstracts**

The Artificial Intelligence (AI) in social media market is expected to grow at a CAGR of 28.3% during the forecast period

MarketsandMarkets forecasts the global AI in social media market to grow from USD 633.1 million in 2018 to USD 2,197.1 million by 2023, at a Compound Annual Growth Rate (CAGR) of 28.3% during the forecast period. The increasing adoption of the AI technology for various applications in the social media sector and the utilization of AI-enabled smartphones are expected to drive the growth of the AI in social media market. The limited number of AI experts and slow digitalization rate are affecting the adoption of the AI technology in the emerging economies, which in turn, are restraining the growth of the market.

The predictive risk assessment segment is expected to grow at the highest CAGR during the forecast period

On the basis of applications, the AI in social media market is segmented into sales and marketing, customer experience management, and predictive risk assessment. AI-enabled predictive risk assessment applications include competitive intelligence, fraud detection and prevention, compliance, and public safety and law enforcement.

Among technologies, the machine learning and deep learning segment is expected to have the largest market size during the forecast period

The machine learning and deep learning technology is gaining importance in social media platforms, because it determines data patterns using AI, big data, and analytics from unstructured data that is generated on the social media. The growth of the machine learning and deep learning technology is expected to have fueled, due to its utilization in self-learning services and automating social media applications.

North America is expected to have the largest market size during the forecast period

Among regions, North America is expected to have the largest market size in the AI in social media market during the forecast period. The North American region has shown increased investments in the market. A considerable growth is expected in the region during the forecast period. The US is one of the biggest markets for AI-based solutions in this region. In this region, the enterprises and governments have adopted AI in social media technologies for providing better customer experience.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the AI in social media market.

By Company Type: Tier I: 24%, Tier II: 40%, and Tier III: 36%

By Designation: C-Level: 24%, Director Level: 36%, and Others: 40%

By Region: North America: 28%, EMEA: 38%, and APAC: 34%

The report includes the study of the key players offering AI in social media solutions and services. Google (US), Facebook (US), AWS (US), IBM (US), Adobe Systems (US), Baidu (China), Salesforce (US), Twitter (US), Snap (US), Clarabridge (US), Converseon (US), Sprinklr (US), Unmetric (US), ISentium (US), Cluep (US), Netbase (US), Spredfast (US), Synthesio (US), Crimson Heaxagon (US), Hootsuite (CANADA), Sprout Social (US), Vidora (US), Meltwater (US), and Talkwalker (Luxembourg) are a few companies that have been profiled in the report. The report includes an in-depth competitive analysis of these key AI in social media market players, along with their company profiles that include business overviews, product offerings, recent developments, and market strategies.

## Research Coverage

The AI in social media market has been segmented on the basis of technologies, applications, components (solutions and services), enterprise size, end-user, and regions. The technology segment of the AI in social media market includes machine learning and deep learning, and NLP. The application segment includes sales and marketing, customer experience management, and predictive risk assessment. The solutions segment includes software tools and platforms, while the services segment includes support and maintenance, training, and system integration. On the basis of enterprise size, the AI in social media market has been divided into Small and Medium-sized Enterprises (SMEs) and large enterprises. Finally, on the basis of regions, the AI in social media market has been segmented into North America, Europe, Asia Pacific (APAC), Middle East and Africa (MEA), and Latin America.

The report would help the market leaders and new entrants in the AI in social media market in the following ways:

1. The report segments the market into various subsegments, hence it covers the market comprehensively. It provides the closest approximations of the revenue numbers for the overall market and its subsegments. The market numbers are further split across various end-users and regions.
2. The report helps in understanding the overall growth of the market. It provides information on key market drivers, restraints, challenges, and opportunities.
3. The report helps stakeholders in understanding their competitors better and gaining more insights to strengthen their positions in the market. The study also presents the positioning of the key players based on their product offerings and business strategies.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakup of primary participants' profiles
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE AI IN SOCIAL MEDIA MARKET
- 4.2 AI IN SOCIAL MEDIA MARKET: APPLICATIONS
- 4.3 AI IN SOCIAL MEDIA MARKET, LEADING APPLICATIONS AND REGIONS
- 4.4 AI IN SOCIAL MEDIA MARKET POTENTIAL, BY REGION
- 4.5 AI IN SOCIAL MEDIA MARKET, BY COMPONENT
- 4.6 AI IN SOCIAL MEDIA MARKET, BY REGION

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Increasing user engagement on social media using smartphones

5.2.1.2 Utilization of AI technology in social media to understand market trends and gain competitive edge

5.2.1.3 Integration of AI technology with social media for effective advertising

### 5.2.2 RESTRAINTS

5.2.2.1 Limited number of AI experts

5.2.2.2 Slow digitalization rate affecting the adoption of AI technology in emerging economies

### 5.2.3 OPPORTUNITIES

5.2.3.1 Voluminous data generation through social media platforms

### 5.2.4 CHALLENGES

5.2.4.1 Lack of standards to manage increasing volumes of unstructured data

5.2.4.2 Concerns over data privacy

## 5.3 AI IN SOCIAL MEDIA MARKET: USE CASES

### 5.3.1 INTRODUCTION

5.3.2 USE CASE: SCENARIO 1

5.3.3 USE CASE: SCENARIO 2

5.3.4 USE CASE: SCENARIO 3

5.3.5 USE CASE: SCENARIO 4

5.3.6 USE CASE: SCENARIO 5

5.3.7 USE CASE: SCENARIO 6

## 5.4 TYPES OF SOCIAL MEDIA PLATFORMS

### 5.4.1 INTRODUCTION

5.4.2 SOCIAL NETWORKING

5.4.3 MICROBLOGGING

5.4.4 PHOTO SHARING

5.4.5 VIDEO

## 6 AI IN SOCIAL MEDIA MARKET, BY TECHNOLOGY

### 6.1 INTRODUCTION

### 6.2 MACHINE LEARNING AND DEEP LEARNING

### 6.3 NATURAL LANGUAGE PROCESSING

## 7 AI IN SOCIAL MEDIA MARKET, BY APPLICATION

### 7.1 INTRODUCTION

### 7.2 SALES AND MARKETING

### 7.3 CUSTOMER EXPERIENCE MANAGEMENT

### 7.4 PREDICTIVE RISK ASSESSMENT

#### 7.4.1 COMPETITIVE INTELLIGENCE

#### 7.4.2 FRAUD DETECTION AND PREVENTION

#### 7.4.3 COMPLIANCE

#### 7.4.4 PUBLIC SAFETY AND LAW ENFORCEMENT

## **8 AI IN SOCIAL MEDIA MARKET, BY COMPONENT**

### 8.1 INTRODUCTION

### 8.2 SOLUTIONS

#### 8.2.1 SOFTWARE TOOLS

#### 8.2.2 PLATFORMS

### 8.3 SERVICES

#### 8.3.1 SUPPORT AND MAINTENANCE

#### 8.3.2 SYSTEM INTEGRATION

#### 8.3.3 TRAINING

## **9 AI IN SOCIAL MEDIA MARKET, BY ENTERPRISE SIZE**

### 9.1 INTRODUCTION

### 9.2 SMALL AND MEDIUM-SIZED ENTERPRISES

### 9.3 LARGE ENTERPRISES

## **10 AI IN SOCIAL MEDIA MARKET, BY END-USER**

### 10.1 INTRODUCTION

### 10.2 RETAIL AND ECOMMERCE

### 10.3 BANKING, FINANCIAL SERVICES, AND INSURANCE

### 10.4 MEDIA AND ADVERTISING

### 10.5 EDUCATION

### 10.6 PUBLIC UTILITIES

### 10.7 OTHERS

## **11 GEOGRAPHIC ANALYSIS**

### 11.1 INTRODUCTION

### 11.2 NORTH AMERICA

#### 11.2.1 UNITED STATES

- 11.2.2 CANADA
- 11.3 EUROPE
  - 11.3.1 UNITED KINGDOM
  - 11.3.2 GERMANY
  - 11.3.3 FRANCE
  - 11.3.4 ITALY
  - 11.3.5 REST OF EUROPE
- 11.4 ASIA PACIFIC
  - 11.4.1 CHINA
  - 11.4.2 JAPAN
  - 11.4.3 INDIA
  - 11.4.4 REST OF ASIA PACIFIC
- 11.5 LATIN AMERICA
  - 11.5.1 BRAZIL
  - 11.5.2 MEXICO
  - 11.5.3 REST OF LATIN AMERICA
- 11.6 MIDDLE EAST AND AFRICA
  - 11.6.1 UNITED ARAB EMIRATES
  - 11.6.2 SOUTH AFRICA
  - 11.6.3 REST OF MIDDLE EAST AND AFRICA

## **12 COMPETITIVE LANDSCAPE**

- 12.1 OVERVIEW
- 12.2 TOP PLAYERS OPERATING IN THE AI IN SOCIAL MEDIA MARKET
- 12.3 COMPETITIVE SCENARIO
  - 12.3.1 NEW PRODUCT/SERVICE LAUNCHES AND PRODUCT/SERVICE ENHANCEMENTS
  - 12.3.2 AGREEMENTS AND PARTNERSHIPS
  - 12.3.3 ACQUISITIONS
  - 12.3.4 EXPANSIONS

## **13 COMPANY PROFILES**

- 13.1 INTRODUCTION  
(Business Overview, Products & Solutions, Key Insights, Recent Developments, SWOT Analysis, MnM View)\*
- 13.2 GOOGLE
- 13.3 FACEBOOK

- 13.4 MICROSOFT
- 13.5 AWS
- 13.6 IBM
- 13.7 ADOBE SYSTEMS
- 13.8 BAIDU
- 13.9 SALESFORCE
- 13.10 TWITTER
- 13.11 SNAP
- 13.12 CLARABRIDGE
- 13.13 CONVERSEON
- 13.14 SPRINKLR
- 13.15 UNMETRIC
- 13.16 ISENTIUM
- 13.17 CLUEP
- 13.18 NETBASE
- 13.19 SPREDFAST
- 13.20 SYNTHESIO
- 13.21 CRIMSON HEXAGON
- 13.22 HOOTSUITE
- 13.23 SPROUT SOCIAL
- 13.24 VIDORA
- 13.25 MELTWATER
- 13.26 TALKWALKER

\*Details on Business Overview, Products & Solutions, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **14 APPENDIX**

- 14.1 INDUSTRY EXCERPTS
- 14.2 DISCUSSION GUIDE
- 14.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 14.4 AVAILABLE CUSTOMIZATIONS
- 14.5 RELATED REPORTS
- 14.6 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2015–2017

TABLE 2 GLOBAL AI IN SOCIAL MEDIA MARKET SIZE AND GROWTH RATE, 2016–2023

TABLE 3 AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 4 MACHINE LEARNING AND DEEP LEARNING: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 5 NATURAL LANGUAGE PROCESSING: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 6 AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 7 SALES AND MARKETING: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 8 CUSTOMER EXPERIENCE MANAGEMENT: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 9 PREDICTIVE RISK ASSESSMENT: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 10 AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 11 SOLUTIONS: AI IN SOCIAL MEDIA MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 12 SOFTWARE TOOLS: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 13 PLATFORMS: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 14 SERVICES: AI IN SOCIAL MEDIA MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 15 SUPPORT AND MAINTENANCE: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 16 SYSTEM INTEGRATION: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 17 TRAINING: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 18 AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 19 SMALL AND MEDIUM-SIZED ENTERPRISES: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 20 LARGE ENTERPRISES: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 21 AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 22 RETAIL AND ECOMMERCE: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 23 BANKING, FINANCIAL SERVICES, AND INSURANCE: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 24 MEDIA AND ADVERTISING: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 25 EDUCATION: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 26 PUBLIC UTILITIES: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 27 OTHERS: AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 28 AI IN SOCIAL MEDIA MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 29 INTERNET USERS IN NORTH AMERICA, 2017–2023 (MILLION)

TABLE 30 SMARTPHONE USERS IN NORTH AMERICA, 2017–2023 (MILLION)

TABLE 31 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 32 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 33 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 34 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 35 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SOLUTION, 2016–2023 (USD MILLION)

TABLE 36 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 37 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 38 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 39 INTERNET USERS IN EUROPE, 2017–2023 (MILLION)

TABLE 40 SMARTPHONE USERS IN EUROPE, 2017–2023 (MILLION)

TABLE 41 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 42 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 43 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 44 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 45 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY SOLUTION, 2016–2023 (USD MILLION)

TABLE 46 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 47 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 48 EUROPE: AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 49 INTERNET USERS IN ASIA PACIFIC, 2017–2023 (MILLION)

TABLE 50 SMARTPHONE USERS IN ASIA PACIFIC, 2017–2023 (MILLION)

TABLE 51 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 52 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 53 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 54 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 55 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY SOLUTION, 2016–2023 (USD MILLION)

TABLE 56 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 57 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 58 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 59 INTERNET USERS IN LATIN AMERICA, 2017–2023 (MILLION)

TABLE 60 SMARTPHONE USERS IN LATIN AMERICA, 2017–2023 (MILLION)

TABLE 61 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 62 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 63 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 64 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 65 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SOLUTION, 2016–2023 (USD MILLION)

TABLE 66 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 67 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 68 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 69 INTERNET USERS IN THE MIDDLE EAST AND AFRICA, 2017–2023 (MILLION)

TABLE 70 SMARTPHONE USERS IN MIDDLE EAST AND AFRICA, 2017–2023 (MILLION)

TABLE 71 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 72 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

TABLE 73 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 74 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 75 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SOLUTION, 2016–2023 (USD MILLION)

TABLE 76 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 77 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

TABLE 78 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET SIZE, BY END-USER, 2016–2023 (USD MILLION)

TABLE 79 MARKET RANKING FOR AI IN SOCIAL MEDIA MARKET, 2018

TABLE 80 NEW PRODUCT/SERVICE LAUNCHES AND PRODUCT/SERVICE ENHANCEMENTS, 2015–2018

TABLE 81 AGREEMENTS AND PARTNERSHIPS, 2016–2017

TABLE 82 ACQUISITIONS, 2015–2018

## TABLE 83 EXPANSIONS, 2017–2018

## List Of Figures

### LIST OF FIGURES

FIGURE 1 GLOBAL AI IN SOCIAL MEDIA MARKET: MARKET SEGMENTATION

FIGURE 2 GLOBAL AI IN SOCIAL MEDIA MARKET: RESEARCH DESIGN

FIGURE 3 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY, DESIGNATION, AND REGION

FIGURE 4 DATA TRIANGULATION

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

FIGURE 7 NORTH AMERICA TO HAVE THE HIGHEST MARKET SHARE IN 2018

FIGURE 8 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY TECHNOLOGY, 2017

FIGURE 9 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY APPLICATION, 2017

FIGURE 10 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY COMPONENT, 2017

FIGURE 11 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY SOLUTION, 2017

FIGURE 12 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY SERVICE, 2017

FIGURE 13 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY ENTERPRISE SIZE, 2017

FIGURE 14 AI IN SOCIAL MEDIA MARKET SNAPSHOT, BY END-USER, 2017

FIGURE 15 THE GLOBAL AI IN SOCIAL MEDIA MARKET TO WITNESS SIGNIFICANT GROWTH DURING THE FORECAST PERIOD

FIGURE 16 PREDICTIVE RISK ASSESSMENT APPLICATION TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 17 SALES AND MARKETING AND NORTH AMERICA REGION TO HAVE THE HIGHEST MARKET SHARES IN THE AI IN SOCIAL MEDIA MARKET IN 2018

FIGURE 18 ASIA PACIFIC TO REGISTER GROWTH AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 19 SOLUTIONS SEGMENT TO HAVE A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 20 NORTH AMERICA REGION TO HAVE THE HIGHEST MARKET SHARE IN 2018

FIGURE 21 MARKET INVESTMENT SCENARIO: ASIA PACIFIC TO BE THE BEST REGION FOR INVESTMENT DURING THE FORECAST PERIOD

FIGURE 22 AI IN SOCIAL MEDIA MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 23 GLOBAL SOCIAL NETWORK PENETRATION RATE, BY REGION (TILL JANUARY 2018)

FIGURE 24 GLOBAL SMARTPHONE USERS, BY MAJOR COUNTRY, 2018 AND

2023

FIGURE 25 GLOBAL DATA TRAFFIC THROUGH SMARTPHONES, 2016–2023 (PETA BYTES PER MONTH)

FIGURE 26 GLOBAL NUMBER OF SOCIAL MEDIA USERS (BILLION) 2017–2023

FIGURE 27 GLOBAL ACTIVE USAGE PENETRATION RATE, BY MAJOR SOCIAL MEDIA PLATFORM (TILL JANUARY 2018)

FIGURE 28 NATURAL LANGUAGE PROCESSING SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 29 PREDICTIVE RISK ASSESSMENT SEGMENT TO RECORD THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 30 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 31 PLATFORMS SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 32 SUPPORT AND MAINTENANCE SERVICES SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 33 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 34 RETAIL AND ECOMMERCE END-USER SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 35 NORTH AMERICA TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 36 ASIA PACIFIC TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 37 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 38 NORTH AMERICA: AI IN SOCIAL MEDIA MARKET, BY END-USER

FIGURE 39 AMERICAS: SOCIAL NETWORK PENETRATION RATE, BY REGION, TILL JANUARY 2018

FIGURE 40 EUROPE: AI IN SOCIAL MEDIA MARKET, BY END-USER

FIGURE 41 EUROPE: SOCIAL NETWORK PENETRATION RATE, BY REGION, TILL JANUARY 2018

FIGURE 42 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 43 ASIA PACIFIC: AI IN SOCIAL MEDIA MARKET, BY END-USER

FIGURE 44 ASIA PACIFIC: SOCIAL NETWORK PENETRATION RATE, BY REGION (TILL JANUARY 2018)

FIGURE 45 LATIN AMERICA: AI IN SOCIAL MEDIA MARKET, BY END-USER

FIGURE 46 MIDDLE EAST AND AFRICA: AI IN SOCIAL MEDIA MARKET, BY END-USER

FIGURE 47 AFRICA: SOCIAL NETWORK PENETRATION RATE, BY REGION (TILL



JANUARY 2018)

FIGURE 48 KEY DEVELOPMENTS BY LEADING PLAYERS IN THE AI IN SOCIAL MEDIA MARKET, 2015–2018

FIGURE 49 GOOGLE: COMPANY SNAPSHOT

FIGURE 50 FACEBOOK: COMPANY SNAPSHOT

FIGURE 51 MICROSOFT: COMPANY SNAPSHOT

FIGURE 52 COMPANY SNAPSHOT: AWS

FIGURE 53 IBM: COMPANY SNAPSHOT

FIGURE 54 ADOBE SYSTEMS: COMPANY SNAPSHOT

FIGURE 55 BAIDU: COMPANY SNAPSHOT

FIGURE 56 SALESFORCE: COMPANY SNAPSHOT

FIGURE 57 TWITTER: COMPANY SNAPSHOT

FIGURE 58 SNAP: COMPANY SNAPSHOT



## I would like to order

Product name: AI in Social Media Market by Technology (Deep Learning & Machine Learning, and NLP), Application (Sales & Marketing, Customer Experience Management, and Predictive Risk Assessment), Component, Enterprise Size, End-User, and Region - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/AE1268B4229EN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AE1268B4229EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970