

Audience Intelligence Platform Market, Global Outlook and Forecast 2022-2028

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Abstracts

Audience intelligence platforms gather and analyze public data from online sources to help businesses gain in-depth insights into their target audiences. Marketers use the information gathered through these platforms to create customer segments, discover influencers, conduct market research, and inform decision making. By offering instantaneous and persistent access to audience insight and analysis, this type of software enables businesses to make quick, informed decisions around brand marketing, content strategies, advertising, and product development.

This report contains market size and forecasts of Audience Intelligence Platform in Global, including the following market information:

Global Audience Intelligence Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Audience Intelligence Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Audience Intelligence Platform include Audiense, Brandwatch, Affinio, SpotRight, Lithium Technologies, Synthesio, Zoomph, Codec and

Demographics Pro, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Audience Intelligence Platform companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Audience Intelligence Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Audience Intelligence Platform Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Audience Intelligence Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Audience Intelligence Platform Market Segment Percentages, by Application, 2021 (%)

Government

Retail and eCommerce

Healthcare and Life Sciences

BFSI

Transportation and Logistics

Telecom and IT

Manufacturing

Others

Global Audience Intelligence Platform Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Audience Intelligence Platform Market Segment Percentages, By Region and
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Audience Intelligence Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Audience Intelligence Platform revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Audiense

Brandwatch

Affinio

SpotRight

Lithium Technologies

Synthesio

Zoomph

Codec

Demographics Pro

Helixa

Mobilewalla

People Pattern

Pulsar Platform

SocialCode

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