

Influencer Marketing Platform Market - Global Outlook and Forecast 2022-2028

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Abstracts

Influencer marketing platform is a technology service that matches brands and with the appropriate influencers on its database. An influencer marketing agency is a team of people who provide consultancy to help a brand identify the right influencers regardless of platform.

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

Global Influencer Marketing Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Influencer Marketing Platform market was valued at 6690 million in 2021 and is projected to reach US\$ 17100 million by 2028, at a CAGR of 14.3% during the forecast period.

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

Solution Platform Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Influencer Marketing Platform include IZEA, HYPR, Traackr, InfluencerDB, Launchmetrics, Julius, Klear, Upfluence and AspireIQ, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Influencer Marketing 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 Influencer Marketing Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Influencer Marketing Platform Market Segment Percentages, by Type, 2021 (%)

Solution Platform

Services Platform

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

Global Influencer Marketing Platform Market Segment Percentages, by Application, 2021 (%)

Search and Discovery

Campaign Management

Influencer Relationship Management

Analytics and Reporting

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

Global Influencer Marketing 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 Influencer Marketing Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Influencer Marketing Platform revenues share in global market, 2021 (%)

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

IZEA

HYPR

Traackr

InfluencerDB

Launchmetrics

Julius

Klear

Upfluence

AspireIQ

Mavrck

Onalytica

Lumanu

Lefty

Linqia

Social Beat

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