

PR Analytics Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Public relations (PR) analytics software is used by companies to measure the effectiveness of their public relations campaigns.

This report contains market size and forecasts of PR Analytics Software in Global, including the following market information:

Global PR Analytics Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global PR Analytics Software 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.

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

The global key manufacturers of PR Analytics Software include TrendKite, Meltwater, AirPR, Ubermetrics, Agility PR Solutions, Cision, CoverageBook, Prowly and Prgloo, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the PR Analytics Software 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 PR Analytics Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global PR Analytics Software Market Segment Percentages, by Type, 2021 (%)

On-Premises

Cloud Based

Global PR Analytics Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global PR Analytics Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprised

SMEs

Global PR Analytics Software Market, By Region and Country, 2017-2022, 2023-2028
(\$ Millions)

Global PR Analytics Software 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 PR Analytics Software revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies PR Analytics Software revenues share in global market, 2021 (%)

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

TrendKite

Meltwater

AirPR

Ubermetrics

Agility PR Solutions

Cision

CoverageBook

Prowly

Prgloo

Signal

Universal Information Services

Commetric

Muck Rack

BurrellesLuce

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