

Public Affairs and Advocacy Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Public affairs and advocacy software allows organizations to acquire, engage, and mobilize key audiences around issue advocacy in legislative, regulatory, and electoral spaces. Nonprofits, associations, and corporations use these products to educate and mobilize supporters via outbound email marketing, text messaging, and social media communication tools. Grassroots activist groups may also use them to build momentum around petitions, social causes, and key legislative issues. These tools often support fundraising and campaigning efforts for advocacy groups, but they differ from political campaign software that is designed specifically to manage campaigns for public office election.

Public affairs and advocacy software facilitates direct correspondence from advocates to targeted government officials at all levels of government (federal, state, and local) and regulatory agencies through several modes of communication, including social media, patch-through calls, and sending emails. Typically, these products also offer key insights into supporters' usage, advanced segmentation, reporting, and, in some cases, flexible integration with common CRM software. Products in this category may also include modules designed for specific organizational goals such as election education, advanced acquisition tools, and stakeholder management.

This report contains market size and forecasts of Public Affairs and Advocacy Software in Global, including the following market information:

Global Public Affairs and Advocacy Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Public Affairs and Advocacy 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.

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

The global key manufacturers of Public Affairs and Advocacy Software include Phone2Action, NationBuilder, FiscalNote, EveryAction's Digital Tools, Muster, Bloomberg Industry Group, Salsa Labs, DDC Advocacy and actionnetwork.org, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Public Affairs and Advocacy 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 Public Affairs and Advocacy Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Public Affairs and Advocacy Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Public Affairs and Advocacy Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Public Affairs and Advocacy Software Market Segment Percentages, by Application, 2021 (%)

Enterprises

Nonprofits & Associations

Global Public Affairs and Advocacy Software Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global Public Affairs and Advocacy 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 Public Affairs and Advocacy Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Public Affairs and Advocacy Software revenues share in global market, 2021 (%)

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

Phone2Action

NationBuilder

FiscalNote

EveryAction's Digital Tools

Muster

Bloomberg Industry Group

Salsa Labs

DDC Advocacy

actionnetwork.org

Blackbaud

Blue Utopia

BroadStripes

Capitolimpact

CivicEngine

Soft Edge

Crowdpac

Ecanvasser

Engaging Networks

FastDemocracy

LegiStorm

New/Mode

One Click Politics

Gulf Partyline

Quorum

Rally Congress

Whistle Stop Digital

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Public Affairs and Advocacy Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Public Affairs and Advocacy Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL PUBLIC AFFAIRS AND ADVOCACY SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Public Affairs and Advocacy Software Market Size: 2021 VS 2028
- 2.2 Global Public Affairs and Advocacy Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Public Affairs and Advocacy Software Players in Global Market
- 3.2 Top Global Public Affairs and Advocacy Software Companies Ranked by Revenue
- 3.3 Global Public Affairs and Advocacy Software Revenue by Companies
- 3.4 Top 3 and Top 5 Public Affairs and Advocacy Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Public Affairs and Advocacy Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Public Affairs and Advocacy Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Public Affairs and Advocacy Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Public Affairs and Advocacy Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Public Affairs and Advocacy Software Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based

4.1.3 On-Premises

4.2 By Type - Global Public Affairs and Advocacy Software Revenue & Forecasts

4.2.1 By Type - Global Public Affairs and Advocacy Software Revenue, 2017-2022

4.2.2 By Type - Global Public Affairs and Advocacy Software Revenue, 2023-2028

4.2.3 By Type - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Public Affairs and Advocacy Software Market Size, 2021 & 2028

5.1.2 Enterprises

5.1.3 Nonprofits & Associations

5.2 By Application - Global Public Affairs and Advocacy Software Revenue & Forecasts

5.2.1 By Application - Global Public Affairs and Advocacy Software Revenue, 2017-2022

5.2.2 By Application - Global Public Affairs and Advocacy Software Revenue, 2023-2028

5.2.3 By Application - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Public Affairs and Advocacy Software Market Size, 2021 & 2028

6.2 By Region - Global Public Affairs and Advocacy Software Revenue & Forecasts

6.2.1 By Region - Global Public Affairs and Advocacy Software Revenue, 2017-2022

6.2.2 By Region - Global Public Affairs and Advocacy Software Revenue, 2023-2028

6.2.3 By Region - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Public Affairs and Advocacy Software Revenue,

2017-2028

6.3.2 US Public Affairs and Advocacy Software Market Size, 2017-2028

6.3.3 Canada Public Affairs and Advocacy Software Market Size, 2017-2028

6.3.4 Mexico Public Affairs and Advocacy Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Public Affairs and Advocacy Software Revenue, 2017-2028

6.4.2 Germany Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.3 France Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.4 U.K. Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.5 Italy Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.6 Russia Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.7 Nordic Countries Public Affairs and Advocacy Software Market Size, 2017-2028

6.4.8 Benelux Public Affairs and Advocacy Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Public Affairs and Advocacy Software Revenue, 2017-2028

6.5.2 China Public Affairs and Advocacy Software Market Size, 2017-2028

6.5.3 Japan Public Affairs and Advocacy Software Market Size, 2017-2028

6.5.4 South Korea Public Affairs and Advocacy Software Market Size, 2017-2028

6.5.5 Southeast Asia Public Affairs and Advocacy Software Market Size, 2017-2028

6.5.6 India Public Affairs and Advocacy Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Public Affairs and Advocacy Software Revenue, 2017-2028

6.6.2 Brazil Public Affairs and Advocacy Software Market Size, 2017-2028

6.6.3 Argentina Public Affairs and Advocacy Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Public Affairs and Advocacy Software Revenue, 2017-2028

6.7.2 Turkey Public Affairs and Advocacy Software Market Size, 2017-2028

6.7.3 Israel Public Affairs and Advocacy Software Market Size, 2017-2028

6.7.4 Saudi Arabia Public Affairs and Advocacy Software Market Size, 2017-2028

6.7.5 UAE Public Affairs and Advocacy Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Phone2Action

7.1.1 Phone2Action Corporate Summary

7.1.2 Phone2Action Business Overview

7.1.3 Phone2Action Public Affairs and Advocacy Software Major Product Offerings

7.1.4 Phone2Action Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.1.5 Phone2Action Key News

7.2 NationBuilder

7.2.1 NationBuilder Corporate Summary

7.2.2 NationBuilder Business Overview

7.2.3 NationBuilder Public Affairs and Advocacy Software Major Product Offerings

7.2.4 NationBuilder Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.2.5 NationBuilder Key News

7.3 FiscalNote

7.3.1 FiscalNote Corporate Summary

7.3.2 FiscalNote Business Overview

7.3.3 FiscalNote Public Affairs and Advocacy Software Major Product Offerings

7.3.4 FiscalNote Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.3.5 FiscalNote Key News

7.4 EveryAction's Digital Tools

7.4.1 EveryAction's Digital Tools Corporate Summary

7.4.2 EveryAction's Digital Tools Business Overview

7.4.3 EveryAction's Digital Tools Public Affairs and Advocacy Software Major Product Offerings

7.4.4 EveryAction's Digital Tools Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.4.5 EveryAction's Digital Tools Key News

7.5 Muster

7.5.1 Muster Corporate Summary

7.5.2 Muster Business Overview

7.5.3 Muster Public Affairs and Advocacy Software Major Product Offerings

7.5.4 Muster Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.5.5 Muster Key News

7.6 Bloomberg Industry Group

7.6.1 Bloomberg Industry Group Corporate Summary

7.6.2 Bloomberg Industry Group Business Overview

7.6.3 Bloomberg Industry Group Public Affairs and Advocacy Software Major Product Offerings

7.6.4 Bloomberg Industry Group Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.6.5 Bloomberg Industry Group Key News

7.7 Salsa Labs

7.7.1 Salsa Labs Corporate Summary

7.7.2 Salsa Labs Business Overview

7.7.3 Salsa Labs Public Affairs and Advocacy Software Major Product Offerings

7.7.4 Salsa Labs Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.7.5 Salsa Labs Key News

7.8 DDC Advocacy

7.8.1 DDC Advocacy Corporate Summary

7.8.2 DDC Advocacy Business Overview

7.8.3 DDC Advocacy Public Affairs and Advocacy Software Major Product Offerings

7.8.4 DDC Advocacy Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.8.5 DDC Advocacy Key News

7.9 actionnetwork.org

7.9.1 actionnetwork.org Corporate Summary

7.9.2 actionnetwork.org Business Overview

7.9.3 actionnetwork.org Public Affairs and Advocacy Software Major Product Offerings

7.9.4 actionnetwork.org Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.9.5 actionnetwork.org Key News

7.10 Blackbaud

7.10.1 Blackbaud Corporate Summary

7.10.2 Blackbaud Business Overview

7.10.3 Blackbaud Public Affairs and Advocacy Software Major Product Offerings

7.10.4 Blackbaud Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.10.5 Blackbaud Key News

7.11 Blue Utopia

7.11.1 Blue Utopia Corporate Summary

7.11.2 Blue Utopia Business Overview

7.11.3 Blue Utopia Public Affairs and Advocacy Software Major Product Offerings

7.11.4 Blue Utopia Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.11.5 Blue Utopia Key News

7.12 BroadStripes

7.12.1 BroadStripes Corporate Summary

7.12.2 BroadStripes Business Overview

- 7.12.3 BroadStripes Public Affairs and Advocacy Software Major Product Offerings
- 7.12.4 BroadStripes Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
- 7.12.5 BroadStripes Key News
- 7.13 Capitolimpact
 - 7.13.1 Capitolimpact Corporate Summary
 - 7.13.2 Capitolimpact Business Overview
 - 7.13.3 Capitolimpact Public Affairs and Advocacy Software Major Product Offerings
 - 7.13.4 Capitolimpact Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.13.5 Capitolimpact Key News
- 7.14 CivicEngine
 - 7.14.1 CivicEngine Corporate Summary
 - 7.14.2 CivicEngine Business Overview
 - 7.14.3 CivicEngine Public Affairs and Advocacy Software Major Product Offerings
 - 7.14.4 CivicEngine Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.14.5 CivicEngine Key News
- 7.15 Soft Edge
 - 7.15.1 Soft Edge Corporate Summary
 - 7.15.2 Soft Edge Business Overview
 - 7.15.3 Soft Edge Public Affairs and Advocacy Software Major Product Offerings
 - 7.15.4 Soft Edge Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.15.5 Soft Edge Key News
- 7.16 Crowdpac
 - 7.16.1 Crowdpac Corporate Summary
 - 7.16.2 Crowdpac Business Overview
 - 7.16.3 Crowdpac Public Affairs and Advocacy Software Major Product Offerings
 - 7.16.4 Crowdpac Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.16.5 Crowdpac Key News
- 7.17 Ecanvasser
 - 7.17.1 Ecanvasser Corporate Summary
 - 7.17.2 Ecanvasser Business Overview
 - 7.17.3 Ecanvasser Public Affairs and Advocacy Software Major Product Offerings
 - 7.17.4 Ecanvasser Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.17.5 Ecanvasser Key News

7.18 Engaging Networks

7.18.1 Engaging Networks Corporate Summary

7.18.2 Engaging Networks Business Overview

7.18.3 Engaging Networks Public Affairs and Advocacy Software Major Product Offerings

Offerings

7.18.4 Engaging Networks Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.18.5 Engaging Networks Key News

7.19 FastDemocracy

7.19.1 FastDemocracy Corporate Summary

7.19.2 FastDemocracy Business Overview

7.19.3 FastDemocracy Public Affairs and Advocacy Software Major Product Offerings

7.19.4 FastDemocracy Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.19.5 FastDemocracy Key News

7.20 LegiStorm

7.20.1 LegiStorm Corporate Summary

7.20.2 LegiStorm Business Overview

7.20.3 LegiStorm Public Affairs and Advocacy Software Major Product Offerings

7.20.4 LegiStorm Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.20.5 LegiStorm Key News

7.21 New/Mode

7.21.1 New/Mode Corporate Summary

7.21.2 New/Mode Business Overview

7.21.3 New/Mode Public Affairs and Advocacy Software Major Product Offerings

7.21.4 New/Mode Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.21.5 New/Mode Key News

7.22 One Click Politics

7.22.1 One Click Politics Corporate Summary

7.22.2 One Click Politics Business Overview

7.22.3 One Click Politics Public Affairs and Advocacy Software Major Product Offerings

Offerings

7.22.4 One Click Politics Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)

7.22.5 One Click Politics Key News

7.23 Gulf Partyline

7.23.1 Gulf Partyline Corporate Summary

- 7.23.2 Gulf Partyline Business Overview
- 7.23.3 Gulf Partyline Public Affairs and Advocacy Software Major Product Offerings
- 7.23.4 Gulf Partyline Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
- 7.23.5 Gulf Partyline Key News
- 7.24 Quorum
 - 7.24.1 Quorum Corporate Summary
 - 7.24.2 Quorum Business Overview
 - 7.24.3 Quorum Public Affairs and Advocacy Software Major Product Offerings
 - 7.24.4 Quorum Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.24.5 Quorum Key News
- 7.25 Rally Congress
 - 7.25.1 Rally Congress Corporate Summary
 - 7.25.2 Rally Congress Business Overview
 - 7.25.3 Rally Congress Public Affairs and Advocacy Software Major Product Offerings
 - 7.25.4 Rally Congress Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.25.5 Rally Congress Key News
- 7.26 Whistle Stop Digital
 - 7.26.1 Whistle Stop Digital Corporate Summary
 - 7.26.2 Whistle Stop Digital Business Overview
 - 7.26.3 Whistle Stop Digital Public Affairs and Advocacy Software Major Product Offerings
 - 7.26.4 Whistle Stop Digital Public Affairs and Advocacy Software Revenue in Global Market (2017-2022)
 - 7.26.5 Whistle Stop Digital Key News

8 CONCLUSION

9 APPENDIX

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Public Affairs and Advocacy Software Market Opportunities & Trends in Global Market

Table 2. Public Affairs and Advocacy Software Market Drivers in Global Market

Table 3. Public Affairs and Advocacy Software Market Restraints in Global Market

Table 4. Key Players of Public Affairs and Advocacy Software in Global Market

Table 5. Top Public Affairs and Advocacy Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Public Affairs and Advocacy Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Public Affairs and Advocacy Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Public Affairs and Advocacy Software Product Type

Table 9. List of Global Tier 1 Public Affairs and Advocacy Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Public Affairs and Advocacy Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Public Affairs and Advocacy Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Public Affairs and Advocacy Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Public Affairs and Advocacy Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Public Affairs and Advocacy Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Public Affairs and Advocacy Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Public Affairs and Advocacy Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Public Affairs and Advocacy Software Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2023-2028

Table 30. Phone2Action Corporate Summary

Table 31. Phone2Action Public Affairs and Advocacy Software Product Offerings

Table 32. Phone2Action Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 33. NationBuilder Corporate Summary

Table 34. NationBuilder Public Affairs and Advocacy Software Product Offerings

Table 35. NationBuilder Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 36. FiscalNote Corporate Summary

Table 37. FiscalNote Public Affairs and Advocacy Software Product Offerings

Table 38. FiscalNote Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 39. EveryAction's Digital Tools Corporate Summary

Table 40. EveryAction's Digital Tools Public Affairs and Advocacy Software Product Offerings

Table 41. EveryAction's Digital Tools Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 42. Muster Corporate Summary

Table 43. Muster Public Affairs and Advocacy Software Product Offerings

Table 44. Muster Public Affairs and Advocacy Software Revenue (US\$, Mn),

(2017-2022)

Table 45. Bloomberg Industry Group Corporate Summary

Table 46. Bloomberg Industry Group Public Affairs and Advocacy Software Product Offerings

Table 47. Bloomberg Industry Group Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 48. Salsa Labs Corporate Summary

Table 49. Salsa Labs Public Affairs and Advocacy Software Product Offerings

Table 50. Salsa Labs Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 51. DDC Advocacy Corporate Summary

Table 52. DDC Advocacy Public Affairs and Advocacy Software Product Offerings

Table 53. DDC Advocacy Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 54. actionnetwork.org Corporate Summary

Table 55. actionnetwork.org Public Affairs and Advocacy Software Product Offerings

Table 56. actionnetwork.org Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 57. Blackbaud Corporate Summary

Table 58. Blackbaud Public Affairs and Advocacy Software Product Offerings

Table 59. Blackbaud Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 60. Blue Utopia Corporate Summary

Table 61. Blue Utopia Public Affairs and Advocacy Software Product Offerings

Table 62. Blue Utopia Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 63. BroadStripes Corporate Summary

Table 64. BroadStripes Public Affairs and Advocacy Software Product Offerings

Table 65. BroadStripes Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 66. Capitolimpact Corporate Summary

Table 67. Capitolimpact Public Affairs and Advocacy Software Product Offerings

Table 68. Capitolimpact Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 69. CivicEngine Corporate Summary

Table 70. CivicEngine Public Affairs and Advocacy Software Product Offerings

Table 71. CivicEngine Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 72. Soft Edge Corporate Summary

Table 73. Soft Edge Public Affairs and Advocacy Software Product Offerings

Table 74. Soft Edge Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 75. Crowdpac Corporate Summary

Table 76. Crowdpac Public Affairs and Advocacy Software Product Offerings

Table 77. Crowdpac Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 78. Ecanvasser Corporate Summary

Table 79. Ecanvasser Public Affairs and Advocacy Software Product Offerings

Table 80. Ecanvasser Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 81. Engaging Networks Corporate Summary

Table 82. Engaging Networks Public Affairs and Advocacy Software Product Offerings

Table 83. Engaging Networks Public Affairs and Advocacy Software Revenue (US\$,
Mn), (2017-2022)

Table 84. FastDemocracy Corporate Summary

Table 85. FastDemocracy Public Affairs and Advocacy Software Product Offerings

Table 86. FastDemocracy Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 87. LegiStorm Corporate Summary

Table 88. LegiStorm Public Affairs and Advocacy Software Product Offerings

Table 89. LegiStorm Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 90. New/Mode Corporate Summary

Table 91. New/Mode Public Affairs and Advocacy Software Product Offerings

Table 92. New/Mode Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 93. One Click Politics Corporate Summary

Table 94. One Click Politics Public Affairs and Advocacy Software Product Offerings

Table 95. One Click Politics Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 96. Gulf Partyline Corporate Summary

Table 97. Gulf Partyline Public Affairs and Advocacy Software Product Offerings

Table 98. Gulf Partyline Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 99. Quorum Corporate Summary

Table 100. Quorum Public Affairs and Advocacy Software Product Offerings

Table 101. Quorum Public Affairs and Advocacy Software Revenue (US\$, Mn),
(2017-2022)

Table 102. Rally Congress Corporate Summary

Table 103. Rally Congress Public Affairs and Advocacy Software Product Offerings

Table 104. Rally Congress Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

Table 105. Whistle Stop Digital Corporate Summary

Table 106. Whistle Stop Digital Public Affairs and Advocacy Software Product Offerings

Table 107. Whistle Stop Digital Public Affairs and Advocacy Software Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

Figure 1. Public Affairs and Advocacy Software Segment by Type in 2021

Figure 2. Public Affairs and Advocacy Software Segment by Application in 2021

Figure 3. Global Public Affairs and Advocacy Software Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Public Affairs and Advocacy Software Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Public Affairs and Advocacy Software Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Public Affairs and Advocacy Software Revenue in 2021

Figure 8. By Type - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 9. By Application - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 10. By Region - Global Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 11. By Country - North America Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 12. US Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 16. Germany Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 17. France Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Public Affairs and Advocacy Software Revenue, (US\$, Mn),

2017-2028

Figure 23. By Region - Asia Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 24. China Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 28. India Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 30. Brazil Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Public Affairs and Advocacy Software Revenue Market Share, 2017-2028

Figure 33. Turkey Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Public Affairs and Advocacy Software Revenue, (US\$, Mn), 2017-2028

Figure 37. Phone2Action Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. NationBuilder Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. FiscalNote Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. EveryAction's Digital Tools Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Muster Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Bloomberg Industry Group Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Salsa Labs Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. DDC Advocacy Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. actionnetwork.org Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Blackbaud Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Blue Utopia Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. BroadStripes Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Capitolimpact Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. CivicEngine Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. Soft Edge Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Crowdpac Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 53. Ecanvasser Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. Engaging Networks Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. FastDemocracy Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 56. LegiStorm Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 57. New/Mode Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 58. One Click Politics Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 59. Gulf Partyline Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 60. Quorum Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 61. Rally Congress Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 62. Whistle Stop Digital Public Affairs and Advocacy Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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