

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

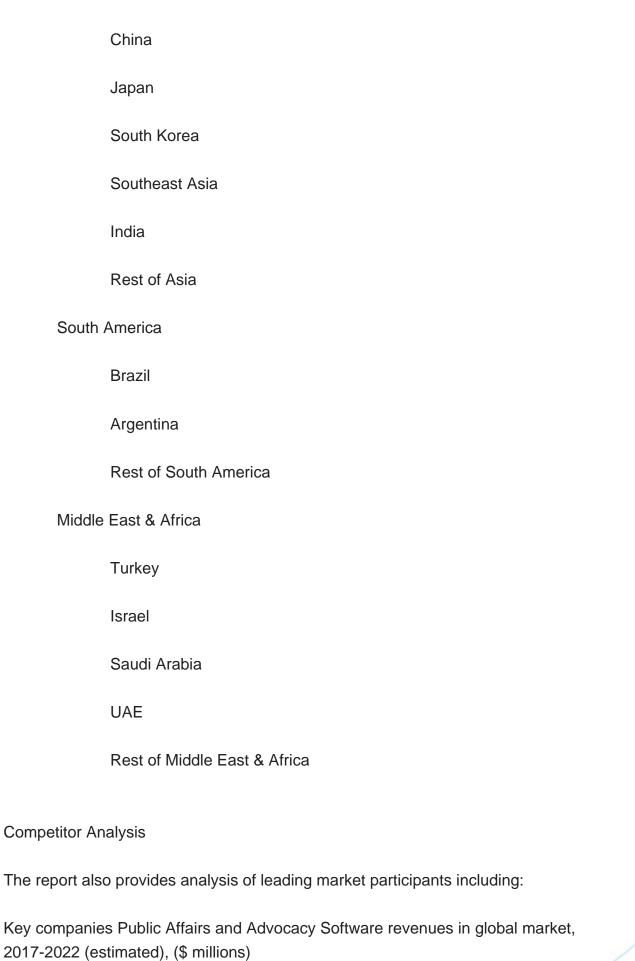
Nonprofits & Associations

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 (%)

Country, 2021 (%)				
North	America			
	US			
	Canada			
	Mexico			
Europe				
	Germany			
	France			
	U.K.			
	Italy			
	Russia			
	Nordic Countries			
	Benelux			
	Rest of Europe			







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



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