

Social Advertising Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

The social media advertisement market consists of promotional activities to connect with the audience to build the brand, increase sales, and drive website traffic on social media. Advertising refers to communication with the consumers of a product or a service. Social media advertising or marketing includes generating and sharing content on social media platforms such as Facebook, Twitter, and Instagram in order to accomplish marketing and branding goals. It comprises activities such as image updates, posting text, videos, and other content that driver user engagement.

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

Global Social Advertising Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Social Advertising 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 Social Advertising Software include Twitter, AdRoll, Facebook, MediaMath, Marin Software, Kenshoo, Adobe, Sprinklr and LinkedIn, etc. In

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

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

Global Social Advertising Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

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

Global Social Advertising Software Market Segment Percentages, by Application, 2021 (%)

Small Business

Medium Business

Large Enterprises

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

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

Key companies Social Advertising Software revenues share in global market, 2021 (%)

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

Twitter

AdRoll

Facebook

MediaMath

Marin Software

Kenshoo

Adobe

Sprinklr

LinkedIn

4C Insights

Advertising Studio

Needls

WordStream

FastTony

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