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Social Media Analytics Market in Germany - Industry Outlook and Forecast 2020-2026

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Abstracts

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer. Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.
Social media analytics is considered the basic foundation for enabling an enterprises to:
• Execute focused engagements like one-to-one and one-to-many
• Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.
• Maximize the customer experience
Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to know the customer base on a more emotional level to help better target customer service and marketing.
This report contains market size and forecasts of Social Media Analytics in Germany, including the following market information:
Germany Social Media Analytics Market Revenue, 2015-2020, 2021-2026, ($ millions)
Top Five Competitors in Germany Social Media Analytics Market 2019 (%)
The global Social Media Analytics market was valued at xx million in 2019 and is projected to reach US$ xx million by 2026, at a CAGR of xx% during the forecast period. While the Social Media Analytics market size in Germany was US$ XX million in

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2019, and it is expected to reach US$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.
COVID-19 pandemic has big impact on Social Media Analytics businesses, with lots of challenges and uncertainty faced by many players of Social Media Analytics in Germany. This report also analyses and evaluates the COVID-19 impact on Social Media Analytics market size in 2020 and the next few years in Germany

Total Market by Segment:

Germany Social Media Analytics Market, By Type, 2015-2020, 2021-2026 ($ millions)
Germany Social Media Analytics Market Segment Percentages, By Type, 2019 (%)

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Other

Germany Social Media Analytics Market, By Application, 2015-2020, 2021-2026 ($ millions)
Germany Social Media Analytics Market Segment Percentages, By Application, 2019 (%)

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

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Media and Entertainment

Transportation and Logistics

Others

Competitor Analysis

The report also provides analysis of leading market participants including:

Total Social Media Analytics Market Competitors Revenues in Germany, by Players 2015-2020 (Estimated), ($ millions)
Total Social Media Analytics Market Competitors Revenues Share in Germany, by Players 2019 (%)
Further, the report presents profiles of competitors in the market, including the following:

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

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Sysomos

Digimind

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Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

1.1 Social Media Analytics Market Definition
1.2 Market Segments
  1.2.1 Segment by Type
  1.2.2 Segment by Application
1.3 COVID-19 Impact: Germany Social Media Analytics 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 GERMANY SOCIAL MEDIA ANALYTICS OVERALL MARKET SIZE

2.1 Germany Social Media Analytics Market Size: 2020 VS 2026
2.2 Germany Social Media Analytics Revenue, Prospects & Forecasts: 2015-2026

3 COMPANY LANDSCAPE

3.1 Top Social Media Analytics Players in Germany (including Foreign and Local Companies)
3.2 Top Germany Social Media Analytics Companies Ranked by Revenue
3.3 Germany Social Media Analytics Revenue by Companies (including Foreign and Local Companies)
3.4 Top 3 and Top 5 Social Media Analytics Companies in Germany, by Revenue in 2019
3.5 Germany Manufacturers Social Media Analytics Product Type
3.6 Tier 1, Tier 2 and Tier 3 Social Media Analytics Players in Germany
  3.6.1 List of Germany Tier 1 Social Media Analytics Companies
  3.6.2 List of Germany Tier 2 and Tier 3 Social Media Analytics Companies

4 SIGHTS BY PRODUCT

4.1 Overview
  4.1.1 By Type - Germany Social Media Analytics Market Size Markets, 2020 & 2026

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4.1.2 Customer Segmentation and Targeting
4.1.3 Multichannel Campaign Management
4.1.4 Competitor Benchmarking
4.1.5 Customer Behavioral Analysis
4.1.6 Marketing Measurement
4.1.7 Other
4.2 By Type - Germany Social Media Analytics Revenue & Forecasts
4.2.1 By Type - Germany Social Media Analytics Revenue, 2015-2020
4.2.2 By Type - Germany Social Media Analytics Revenue, 2021-2026
4.2.3 By Type - Germany Social Media Analytics Revenue Market Share, 2015-2026

5 SIGHTS BY APPLICATION

5.1 Overview
5.1.1 By Application - Germany Social Media Analytics Market Size, 2020 & 2026
5.1.2 Banking, Financial Services and Insurance (BFSI)
5.1.3 Telecommunications and IT
5.1.4 Retail
5.1.5 Healthcare
5.1.6 Government
5.1.7 Media and Entertainment
5.1.8 Transportation and Logistics
5.1.9 Others
5.2 By Application - Germany Social Media Analytics Revenue & Forecasts
5.2.1 By Application - Germany Social Media Analytics Revenue, 2015-2020
5.2.2 By Application - Germany Social Media Analytics Revenue, 2021-2026
5.2.3 By Application - Germany Social Media Analytics Revenue Market Share, 2015-2026

6 PLAYERS PROFILES

6.1 IBM
6.1.1 IBM Corporate Summary
6.1.2 IBM Business Overview
6.1.3 IBM Social Media Analytics Major Product Offerings
6.1.4 IBM Revenue in Germany (2015-2020)
6.1.5 IBM Key News
6.2 Oracle
6.2.1 Oracle Corporate Summary

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6.2.2 Oracle Business Overview
6.2.3 Oracle Social Media Analytics Major Product Offerings
6.2.4 Oracle Revenue in Germany (2015-2020)
6.2.5 Oracle Key News
6.3 Salesforce
6.3.1 Salesforce Corporate Summary
6.3.2 Salesforce Business Overview
6.3.3 Salesforce Social Media Analytics Major Product Offerings
6.3.4 Salesforce Revenue in Germany (2015-2020)
6.3.5 Salesforce Key News
6.4 Adobe Systems
6.4.1 Adobe Systems Corporate Summary
6.4.2 Adobe Systems Business Overview
6.4.3 Adobe Systems Social Media Analytics Major Product Offerings
6.4.4 Adobe Systems Revenue in Germany (2015-2020)
6.4.5 Adobe Systems Key News
6.5 SAS Institute
6.5.1 SAS Institute Corporate Summary
6.5.2 SAS Institute Business Overview
6.5.3 SAS Institute Social Media Analytics Major Product Offerings
6.5.4 SAS Institute Revenue in Germany (2015-2020)
6.5.5 SAS Institute Key News
6.6 Clarabridge
6.6.1 Clarabridge Corporate Summary
6.6.2 Clarabridge Business Overview
6.6.3 Clarabridge Social Media Analytics Major Product Offerings
6.6.4 Clarabridge Revenue in Germany (2015-2020)
6.6.5 Clarabridge Key News
6.7 Netbase Solutions
6.6.1 Netbase Solutions Corporate Summary
6.6.2 Netbase Solutions Business Overview
6.6.3 Netbase Solutions Social Media Analytics Major Product Offerings
6.4.4 Netbase Solutions Revenue in Germany (2015-2020)
6.7.5 Netbase Solutions Key News
6.8 Brandwatch
6.8.1 Brandwatch Corporate Summary
6.8.2 Brandwatch Business Overview
6.8.3 Brandwatch Social Media Analytics Major Product Offerings
6.8.4 Brandwatch Revenue in Germany (2015-2020)

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6.8.5 Brandwatch Key News
6.9 Talkwalker
6.9.1 Talkwalker Corporate Summary
6.9.2 Talkwalker Business Overview
6.9.3 Talkwalker Social Media Analytics Major Product Offerings
6.9.4 Talkwalker Revenue in Germany (2015-2020)
6.9.5 Talkwalker Key News
6.10 GoodData
6.10.1 GoodData Corporate Summary
6.10.2 GoodData Business Overview
6.10.3 GoodData Social Media Analytics Major Product Offerings
6.10.4 GoodData Revenue in Germany (2015-2020)
6.10.5 GoodData Key News
6.11 Crimson Hexagon
6.11.1 Crimson Hexagon Corporate Summary
6.11.2 Crimson Hexagon Social Media Analytics Business Overview
6.11.3 Crimson Hexagon Social Media Analytics Major Product Offerings
6.11.4 Crimson Hexagon Revenue in Germany (2015-2020)
6.11.5 Crimson Hexagon Key News
6.12 Simply Measured
6.12.1 Simply Measured Corporate Summary
6.12.2 Simply Measured Social Media Analytics Business Overview
6.12.3 Simply Measured Social Media Analytics Major Product Offerings
6.12.4 Simply Measured Revenue in Germany (2015-2020)
6.12.5 Simply Measured Key News
6.13 Sysomos
6.13.1 Sysomos Corporate Summary
6.13.2 Sysomos Social Media Analytics Business Overview
6.13.3 Sysomos Social Media Analytics Major Product Offerings
6.13.4 Sysomos Revenue in Germany (2015-2020)
6.13.5 Sysomos Key News
6.14 Digimind
6.14.1 Digimind Corporate Summary
6.14.2 Digimind Social Media Analytics Business Overview
6.14.3 Digimind Social Media Analytics Major Product Offerings
6.14.4 Digimind Revenue in Germany (2015-2020)
6.14.5 Digimind Key News
6.15 Unmetric
6.15.1 Unmetric Corporate Summary

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6.15.2 Unmetric Social Media Analytics Business Overview
6.15.3 Unmetric Social Media Analytics Major Product Offerings
6.15.4 Unmetric Revenue in Germany (2015-2020)
6.15.5 Unmetric Key News
6.16 Cision US
6.16.1 Cision US Corporate Summary
6.16.2 Cision US Social Media Analytics Business Overview
6.16.3 Cision US Social Media Analytics Major Product Offerings
6.16.4 Cision US Revenue in Germany (2015-2020)
6.16.5 Cision US Key News

7 KEY MARKET TRENDS & INFLUENCES 2021-2026

7.1 PESTLE Analysis for Germany Social Media Analytics Market
7.2 Market Opportunities & Trends
7.3 Market Drivers
7.4 Market Restraints

8 CONCLUSION

9 APPENDIX

9.1 Note
9.2 Examples of Clients
9.3 Disclaimer

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List Of Tables

LIST OF TABLES

Table 1. Key Players of Social Media Analytics in Germany
Table 2. Top Players in Germany, Ranking by Revenue (2019)
Table 3. Germany Social Media Analytics Revenue by Companies, (US$, Mn), 2015-2020
Table 4. Germany Social Media Analytics Revenue Share by Companies, 2015-2020
Table 5. Germany Social Media Analytics Sales by Companies, (K Units), 2015-2020
Table 6. Germany Social Media Analytics Sales Share by Companies, 2015-2020
Table 7. Key Manufacturers Social Media Analytics Price (2015-2020) (US$/Unit)
Table 8. Germany Manufacturers Social Media Analytics Product Type
Table 9. List of Germany Tier 1 Social Media Analytics Companies, Revenue (US$, Mn) in 2019 and Market Share
Table 10. List of Germany Tier 2 and Tier 3 Social Media Analytics Companies, Revenue (US$, Mn) in 2019 and Market Share
Table 11. By Type - Social Media Analytics Revenue in Germany (US$, Mn), 2015-2020
Table 12. By Type - Social Media Analytics Revenue in Germany (US$, Mn), 2021-2026
Table 13. By Type - Social Media Analytics Sales in Germany (K Units), 2015-2020
Table 14. By Type - Social Media Analytics Sales in Germany (K Units), 2021-2026
Table 15. By Application - Social Media Analytics Revenue in Germany, (US$, Mn), 2015-2020
Table 16. By Application - Social Media Analytics Revenue in Germany, (US$, Mn), 2021-2026
Table 17. By Application - Social Media Analytics Sales in Germany, (K Units), 2015-2020
Table 18. By Application - Social Media Analytics Sales in Germany, (K Units), 2021-2026
Table 19. IBM Corporate Summary
Table 20. IBM Social Media Analytics Product Offerings
Table 21. IBM Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 22. Oracle Corporate Summary
Table 23. Oracle Social Media Analytics Product Offerings
Table 24. Oracle Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 25. Salesforce Corporate Summary
Table 26. Salesforce Social Media Analytics Product Offerings
Table 27. Salesforce Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 28. Adobe Systems Corporate Summary

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Table 29. Adobe Systems Social Media Analytics Product Offerings
Table 30. Adobe Systems Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 31. SAS Institute Corporate Summary
Table 32. SAS Institute Social Media Analytics Product Offerings
Table 33. SAS Institute Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 34. Clarabridge Corporate Summary
Table 35. Clarabridge Social Media Analytics Product Offerings
Table 36. Clarabridge Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 37. Netbase Solutions Corporate Summary
Table 38. Netbase Solutions Social Media Analytics Product Offerings
Table 39. Netbase Solutions Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 40. Brandwatch Corporate Summary
Table 41. Brandwatch Social Media Analytics Product Offerings
Table 42. Brandwatch Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 43. Talkwalker Corporate Summary
Table 44. Talkwalker Social Media Analytics Product Offerings
Table 45. Talkwalker Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 46. GoodData Corporate Summary
Table 47. GoodData Social Media Analytics Product Offerings
Table 48. GoodData Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 49. Crimson Hexagon Corporate Summary
Table 50. Crimson Hexagon Social Media Analytics Product Offerings
Table 51. Crimson Hexagon Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 52. Simply Measured Corporate Summary
Table 53. Simply Measured Social Media Analytics Product Offerings
Table 54. Simply Measured Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 55. Sysomos Corporate Summary
Table 56. Sysomos Social Media Analytics Product Offerings
Table 57. Sysomos Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 58. Digimind Corporate Summary
Table 59. Digimind Social Media Analytics Product Offerings
Table 60. Digimind Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 61. Unmetric Corporate Summary
Table 62. Unmetric Social Media Analytics Product Offerings
Table 63. Unmetric Social Media Analytics Revenue (US$, Mn), (2015-2020)
Table 64. Cision US Corporate Summary
Table 65. Cision US Social Media Analytics Product Offerings
Table 66. Cision US Social Media Analytics Revenue (US$, Mn), (2015-2020)

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List Of Figures

LIST OF FIGURES

Figure 1. Social Media Analytics Segment by Type
Figure 2. Social Media Analytics Segment by Application
Figure 3. Germany Social Media Analytics Market Overview: 2020
Figure 4. Key Caveats
Figure 5. Social Media Analytics Market Size in Germany, (US$, Mn): 2020 VS 2026
Figure 6. Germany Social Media Analytics Revenue, 2015-2026 (US$, Mn)
Figure 7. The Top 3 and 5 Players Market Share by Social Media Analytics Revenue in 2019
Figure 8. By Type - Germany Social Media Analytics Incremental Growth, (US$, Mn), 2015-2026
Figure 9. By Type - Germany Social Media Analytics Market Share, 2015-2026
Figure 10. By Application - Social Media Analytics Revenue in Germany (US$, Mn), 2020 & 2026
Figure 11. By Application - Germany Social Media Analytics Market Share, 2015-2026
Figure 12. PEST Analysis for Germany Social Media Analytics Market in 2020
Figure 13. Social Media Analytics Market Opportunities & Trends in Germany
Figure 14. Social Media Analytics Market Drivers in Germany

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