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Sports Marketing Intelligence Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Sports marketing intelligence software helps sports teams organize, capture, and measure their return on investment (ROI) for all sponsorship and media initiatives. Additionally, these platforms monitor engagement across various digital channels to capture audience interests and provide comparative analysis for each account's performance. They drill into the insights surrounding all sponsorships, fans, and property. Much like marketing analytics software, sports marketing intelligence software simplifies and optimizes sports marketing strategies and activities.

These platforms also assist with launching powerful digital campaigns and can assess endorsements, in?uencers, sponsorships, and product seeding efforts in real time. They can track TV broadcast, streaming, and social media, including owned and non-owned channels, to provide an extremely informed assessment of sponsorship activation value. Typically, they also store historical data to track year-over-year performance. Some sports marketing intelligence softwares may also provide the same functionality as business intelligence software, enabling organizations to visualize various data points and align all marketing and advertising efforts. With this information, sports teams can make smarter decisions about which sponsorships and partnerships to seek out and renew each year, utilizing data to support the negotiation process.

This report contains market size and forecasts of Sports Marketing Intelligence Software in Global, including the following market information:

Global Sports Marketing Intelligence Software Market Revenue, 2017-2022, 2023-2028, ($ millions)

Global top five companies in 2021 (%)

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The global Sports Marketing Intelligence 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 Sports Marketing Intelligence Software include Zoomph, Blinkfire Analytics, Block Six Analytics, Greenfly, Hookit, KORE Software, GumGum, MVP and Opendorse, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Sports Marketing Intelligence 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 Sports Marketing Intelligence Software Market, by Type, 2017-2022, 2023-2028 ($ millions)

Global Sports Marketing Intelligence Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Sports Marketing Intelligence Software Market, by Application, 2017-2022, 2023-2028 ($ millions)

Global Sports Marketing Intelligence Software Market Segment Percentages, by Application, 2021 (%)

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Small teams and individuals

Large teams

Global Sports Marketing Intelligence Software Market, By Region and Country, 2017-2022, 2023-2028 ($ Millions)

Global Sports Marketing Intelligence 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

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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 Sports Marketing Intelligence Software revenues in global market, 2017-2022 (estimated), ($ millions)

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Key companies Sports Marketing Intelligence Software revenues share in global market, 2021 (%)

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

Zoomph

Blinkfire Analytics

Block Six Analytics

Greenfly

Hookit

KORE Software

GumGum

MVP

Opendorse

Opta

Pico

SponsorUnited

SSB

Tradable Bits

VBrand Sports

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