

# Global Social Media Analytics Sales Market Report 2017

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### Abstracts

#### Notes:

Sales, means the sales volume of Social Media Analytics

Revenue, means the sales value of Social Media Analytics

This report studies sales (consumption) of Social Media Analytics in Global market, especially in United States, China, Europe and Japan, focuses on top players in these regions/countries, with sales, price, revenue and market share for each player in these regions, covering

Oracle IBM Adobe Systems Salesforce SAP SE SAS Institute Tableau Software NetBase Solutions



GoodData

Market Segment by Regions, this report splits Global into several key Regions, with sales (consumption), revenue, market share and growth rate of Social Media Analytics in these regions, from 2011 to 2021 (forecast), like

United States China Europe Japan Southeast Asia

India

Split by product Types, with sales, revenue, price and gross margin, market share and growth rate of each type, can be divided into

Support and Maintenance

Consulting Services

Training and Education

Split by applications, this report focuses on sales, market share and growth rate of Social Media Analytics in each application, can be divided into

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking



Customer Behavioral Analysis

Marketing Measurement

Others



## Contents

Global Social Media Analytics Sales Market Report 2017

#### 1 SOCIAL MEDIA ANALYTICS OVERVIEW

- 1.1 Product Overview and Scope of Social Media Analytics
- 1.2 Classification of Social Media Analytics
- 1.2.1 Support and Maintenance
- 1.2.2 Consulting Services
- 1.2.3 Training and Education
- 1.3 Application of Social Media Analytics
- 1.3.1 Customer Segmentation and Targeting
- 1.3.2 Multichannel Campaign Management
- 1.3.3 Competitor Benchmarking
- 1.3.4 Customer Behavioral Analysis
- 1.3.5 Marketing Measurement
- 1.3.6 Others
- 1.4 Social Media Analytics Market by Regions
  - 1.4.1 United States Status and Prospect (2012-2022)
- 1.4.2 China Status and Prospect (2012-2022)
- 1.4.3 Europe Status and Prospect (2012-2022)
- 1.4.4 Japan Status and Prospect (2012-2022)
- 1.4.5 Southeast Asia Status and Prospect (2012-2022)
- 1.4.6 India Status and Prospect (2012-2022)
- 1.5 Global Market Size (Value and Volume) of Social Media Analytics (2012-2022)
  - 1.5.1 Global Social Media Analytics Sales and Growth Rate (2012-2022)
  - 1.5.2 Global Social Media Analytics Revenue and Growth Rate (2012-2022)

#### 2 GLOBAL SOCIAL MEDIA ANALYTICS COMPETITION BY MANUFACTURERS, TYPE AND APPLICATION

2.1 Global Social Media Analytics Market Competition by Manufacturers

2.1.1 Global Social Media Analytics Sales and Market Share of Key Manufacturers (2012-2017)

2.1.2 Global Social Media Analytics Revenue and Share by Manufacturers (2012-2017)

2.2 Global Social Media Analytics (Volume and Value) by Type

2.2.1 Global Social Media Analytics Sales and Market Share by Type (2012-2017)



2.2.2 Global Social Media Analytics Revenue and Market Share by Type (2012-2017)2.3 Global Social Media Analytics (Volume and Value) by Regions

2.3.1 Global Social Media Analytics Sales and Market Share by Regions (2012-2017)

2.3.2 Global Social Media Analytics Revenue and Market Share by Regions (2012-2017)

2.4 Global Social Media Analytics (Volume) by Application

# 3 UNITED STATES SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)

3.1 United States Social Media Analytics Sales and Value (2012-2017)

- 3.1.1 United States Social Media Analytics Sales and Growth Rate (2012-2017)
- 3.1.2 United States Social Media Analytics Revenue and Growth Rate (2012-2017)
- 3.1.3 United States Social Media Analytics Sales Price Trend (2012-2017)
- 3.2 United States Social Media Analytics Sales and Market Share by Manufacturers
- 3.3 United States Social Media Analytics Sales and Market Share by Type

3.4 United States Social Media Analytics Sales and Market Share by Application

#### 4 CHINA SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)

4.1 China Social Media Analytics Sales and Value (2012-2017)

- 4.1.1 China Social Media Analytics Sales and Growth Rate (2012-2017)
- 4.1.2 China Social Media Analytics Revenue and Growth Rate (2012-2017)
- 4.1.3 China Social Media Analytics Sales Price Trend (2012-2017)
- 4.2 China Social Media Analytics Sales and Market Share by Manufacturers
- 4.3 China Social Media Analytics Sales and Market Share by Type
- 4.4 China Social Media Analytics Sales and Market Share by Application

#### 5 EUROPE SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)

- 5.1 Europe Social Media Analytics Sales and Value (2012-2017)
- 5.1.1 Europe Social Media Analytics Sales and Growth Rate (2012-2017)
- 5.1.2 Europe Social Media Analytics Revenue and Growth Rate (2012-2017)
- 5.1.3 Europe Social Media Analytics Sales Price Trend (2012-2017)
- 5.2 Europe Social Media Analytics Sales and Market Share by Manufacturers
- 5.3 Europe Social Media Analytics Sales and Market Share by Type
- 5.4 Europe Social Media Analytics Sales and Market Share by Application

#### 6 JAPAN SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)



- 6.1 Japan Social Media Analytics Sales and Value (2012-2017)
- 6.1.1 Japan Social Media Analytics Sales and Growth Rate (2012-2017)
- 6.1.2 Japan Social Media Analytics Revenue and Growth Rate (2012-2017)
- 6.1.3 Japan Social Media Analytics Sales Price Trend (2012-2017)
- 6.2 Japan Social Media Analytics Sales and Market Share by Manufacturers
- 6.3 Japan Social Media Analytics Sales and Market Share by Type
- 6.4 Japan Social Media Analytics Sales and Market Share by Application

# 7 SOUTHEAST ASIA SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)

7.1 Southeast Asia Social Media Analytics Sales and Value (2012-2017)

- 7.1.1 Southeast Asia Social Media Analytics Sales and Growth Rate (2012-2017)
- 7.1.2 Southeast Asia Social Media Analytics Revenue and Growth Rate (2012-2017)
- 7.1.3 Southeast Asia Social Media Analytics Sales Price Trend (2012-2017)
- 7.2 Southeast Asia Social Media Analytics Sales and Market Share by Manufacturers
- 7.3 Southeast Asia Social Media Analytics Sales and Market Share by Type
- 7.4 Southeast Asia Social Media Analytics Sales and Market Share by Application

#### 8 INDIA SOCIAL MEDIA ANALYTICS (VOLUME, VALUE AND SALES PRICE)

8.1 India Social Media Analytics Sales and Value (2012-2017)

- 8.1.1 India Social Media Analytics Sales and Growth Rate (2012-2017)
- 8.1.2 India Social Media Analytics Revenue and Growth Rate (2012-2017)
- 8.1.3 India Social Media Analytics Sales Price Trend (2012-2017)
- 8.2 India Social Media Analytics Sales and Market Share by Manufacturers
- 8.3 India Social Media Analytics Sales and Market Share by Type
- 8.4 India Social Media Analytics Sales and Market Share by Application

#### 9 GLOBAL SOCIAL MEDIA ANALYTICS MANUFACTURERS ANALYSIS

9.1 Oracle

9.1.1 Company Basic Information, Manufacturing Base and Competitors

- 9.1.2 Social Media Analytics Product Type, Application and Specification
  - 9.1.2.1 Support and Maintenance
  - 9.1.2.2 Consulting Services

9.1.3 Oracle Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)



9.1.4 Main Business/Business Overview

9.2 IBM

- 9.2.1 Company Basic Information, Manufacturing Base and Competitors
- 9.2.2 Social Media Analytics Product Type, Application and Specification
- 9.2.2.1 Support and Maintenance
- 9.2.2.2 Consulting Services
- 9.2.3 IBM Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)
- 9.2.4 Main Business/Business Overview
- 9.3 Adobe Systems
- 9.3.1 Company Basic Information, Manufacturing Base and Competitors
- 9.3.2 Social Media Analytics Product Type, Application and Specification
- 9.3.2.1 Support and Maintenance
- 9.3.2.2 Consulting Services
- 9.3.3 Adobe Systems Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)
- 9.3.4 Main Business/Business Overview
- 9.4 Salesforce
- 9.4.1 Company Basic Information, Manufacturing Base and Competitors
- 9.4.2 Social Media Analytics Product Type, Application and Specification
- 9.4.2.1 Support and Maintenance
- 9.4.2.2 Consulting Services
- 9.4.3 Salesforce Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)
- 9.4.4 Main Business/Business Overview
- 9.5 SAP SE
  - 9.5.1 Company Basic Information, Manufacturing Base and Competitors
- 9.5.2 Social Media Analytics Product Type, Application and Specification
- 9.5.2.1 Support and Maintenance
- 9.5.2.2 Consulting Services
- 9.5.3 SAP SE Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)
- 9.5.4 Main Business/Business Overview
- 9.6 SAS Institute
  - 9.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 9.6.2 Social Media Analytics Product Type, Application and Specification
  - 9.6.2.1 Support and Maintenance
  - 9.6.2.2 Consulting Services
- 9.6.3 SAS Institute Social Media Analytics Sales, Revenue, Price and Gross Margin



(2012-2017)

9.6.4 Main Business/Business Overview

- 9.7 Tableau Software
- 9.7.1 Company Basic Information, Manufacturing Base and Competitors
- 9.7.2 Social Media Analytics Product Type, Application and Specification

9.7.2.1 Support and Maintenance

9.7.2.2 Consulting Services

9.7.3 Tableau Software Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

9.7.4 Main Business/Business Overview

9.8 NetBase Solutions

9.8.1 Company Basic Information, Manufacturing Base and Competitors

9.8.2 Social Media Analytics Product Type, Application and Specification

9.8.2.1 Support and Maintenance

9.8.2.2 Consulting Services

9.8.3 NetBase Solutions Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

9.8.4 Main Business/Business Overview

9.9 GoodData

9.9.1 Company Basic Information, Manufacturing Base and Competitors

9.9.2 Social Media Analytics Product Type, Application and Specification

9.9.2.1 Support and Maintenance

9.9.2.2 Consulting Services

9.9.3 GoodData Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

9.9.4 Main Business/Business Overview

#### **10 SOCIAL MEDIA ANALYTICS MAUFACTURING COST ANALYSIS**

10.1 Social Media Analytics Key Raw Materials Analysis

10.1.1 Key Raw Materials

10.1.2 Price Trend of Key Raw Materials

10.1.3 Key Suppliers of Raw Materials

10.1.4 Market Concentration Rate of Raw Materials

10.2 Proportion of Manufacturing Cost Structure

10.2.1 Raw Materials

10.2.2 Labor Cost

10.2.3 Manufacturing Process Analysis of Social Media Analytics

10.3 Manufacturing Process Analysis of Social Media Analytics



#### 11 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 11.1 Social Media Analytics Industrial Chain Analysis
- 11.2 Upstream Raw Materials Sourcing
- 11.3 Raw Materials Sources of Social Media Analytics Major Manufacturers in 2015
- 11.4 Downstream Buyers

#### 12 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 12.1 Marketing Channel
  - 12.1.1 Direct Marketing
  - 12.1.2 Indirect Marketing
  - 12.1.3 Marketing Channel Development Trend
- 12.2 Market Positioning
- 12.2.1 Pricing Strategy
- 12.2.2 Brand Strategy
- 12.2.3 Target Client
- 12.3 Distributors/Traders List

#### **13 MARKET EFFECT FACTORS ANALYSIS**

- 13.1 Technology Progress/Risk
  - 13.1.1 Substitutes Threat
- 13.1.2 Technology Progress in Related Industry
- 13.2 Consumer Needs/Customer Preference Change
- 13.3 Economic/Political Environmental Change

#### 14 GLOBAL SOCIAL MEDIA ANALYTICS MARKET FORECAST (2017-2022)

- 14.1 Global Social Media Analytics Sales, Revenue and Price Forecast (2017-2022)
- 14.1.1 Global Social Media Analytics Sales and Growth Rate Forecast (2017-2022)
- 14.1.2 Global Social Media Analytics Revenue and Growth Rate Forecast (2017-2022)
- 14.1.3 Global Social Media Analytics Price and Trend Forecast (2017-2022)

14.2 Global Social Media Analytics Sales, Revenue and Growth Rate Forecast by Regions (2017-2022)

14.2.1 United States Social Media Analytics Sales, Revenue and Growth Rate Forecast (2017-2022)

14.2.2 China Social Media Analytics Sales, Revenue and Growth Rate Forecast



(2017-2022)

14.2.3 Europe Social Media Analytics Sales, Revenue and Growth Rate Forecast (2017-2022)

14.2.4 Japan Social Media Analytics Sales, Revenue and Growth Rate Forecast (2017-2022)

14.2.5 Southeast Asia Social Media Analytics Sales, Revenue and Growth Rate Forecast (2017-2022)

14.2.6 India Social Media Analytics Sales, Revenue and Growth Rate Forecast (2017-2022)

14.3 Global Social Media Analytics Sales, Revenue and Price Forecast by Type (2017-2022)

14.4 Global Social Media Analytics Sales Forecast by Application (2017-2022)

#### 15 RESEARCH FINDINGS AND CONCLUSION

#### **16 APPENDIX**

Methodology Analyst Introduction Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Social Media Analytics Table Classification of Social Media Analytics Figure Global Sales Market Share of Social Media Analytics by Type in 2015 Figure Support and Maintenance Picture **Figure Consulting Services Picture** Figure Training and Education Picture Table Applications of Social Media Analytics Figure Global Sales Market Share of Social Media Analytics by Application in 2015 Figure Customer Segmentation and Targeting Examples Figure Multichannel Campaign Management Examples Figure Competitor Benchmarking Examples Figure Customer Behavioral Analysis Examples Figure Marketing Measurement Examples Figure Others Examples Figure United States Social Media Analytics Revenue and Growth Rate (2012-2022) Figure China Social Media Analytics Revenue and Growth Rate (2012-2022) Figure Europe Social Media Analytics Revenue and Growth Rate (2012-2022) Figure Japan Social Media Analytics Revenue and Growth Rate (2012-2022) Figure Southeast Asia Social Media Analytics Revenue and Growth Rate (2012-2022) Figure India Social Media Analytics Revenue and Growth Rate (2012-2022) Figure Global Social Media Analytics Sales and Growth Rate (2012-2022) Figure Global Social Media Analytics Revenue and Growth Rate (2012-2022) Table Global Social Media Analytics Sales of Key Manufacturers (2012-2017) Table Global Social Media Analytics Sales Share by Manufacturers (2012-2017) Figure 2015 Social Media Analytics Sales Share by Manufacturers Figure 2016 Social Media Analytics Sales Share by Manufacturers Table Global Social Media Analytics Revenue by Manufacturers (2012-2017) Table Global Social Media Analytics Revenue Share by Manufacturers (2012-2017) Table 2015 Global Social Media Analytics Revenue Share by Manufacturers Table 2016 Global Social Media Analytics Revenue Share by Manufacturers Table Global Social Media Analytics Sales and Market Share by Type (2012-2017) Table Global Social Media Analytics Sales Share by Type (2012-2017) Figure Sales Market Share of Social Media Analytics by Type (2012-2017) Figure Global Social Media Analytics Sales Growth Rate by Type (2012-2017) Table Global Social Media Analytics Revenue and Market Share by Type (2012-2017)



Table Global Social Media Analytics Revenue Share by Type (2012-2017) Figure Revenue Market Share of Social Media Analytics by Type (2012-2017) Figure Global Social Media Analytics Revenue Growth Rate by Type (2012-2017) Table Global Social Media Analytics Sales and Market Share by Regions (2012-2017) Table Global Social Media Analytics Sales Share by Regions (2012-2017) Figure Sales Market Share of Social Media Analytics by Regions (2012-2017) Figure Global Social Media Analytics Sales Growth Rate by Regions (2012-2017) Table Global Social Media Analytics Revenue and Market Share by Regions (2012-2017)

Table Global Social Media Analytics Revenue Share by Regions (2012-2017) Figure Revenue Market Share of Social Media Analytics by Regions (2012-2017) Figure Global Social Media Analytics Revenue Growth Rate by Regions (2012-2017) Table Global Social Media Analytics Sales and Market Share by Application (2012-2017)

Table Global Social Media Analytics Sales Share by Application (2012-2017) Figure Sales Market Share of Social Media Analytics by Application (2012-2017) Figure Global Social Media Analytics Sales Growth Rate by Application (2012-2017) Figure United States Social Media Analytics Sales and Growth Rate (2012-2017) Figure United States Social Media Analytics Revenue and Growth Rate (2012-2017) Figure United States Social Media Analytics Sales Price Trend (2012-2017) Table United States Social Media Analytics Sales by Manufacturers (2012-2017) Table United States Social Media Analytics Market Share by Manufacturers (2012-2017)

Table United States Social Media Analytics Sales by Type (2012-2017) Table United States Social Media Analytics Market Share by Type (2012-2017) Table United States Social Media Analytics Sales by Application (2012-2017) Table United States Social Media Analytics Market Share by Application (2012-2017) Figure China Social Media Analytics Sales and Growth Rate (2012-2017) Figure China Social Media Analytics Revenue and Growth Rate (2012-2017) Figure China Social Media Analytics Sales Price Trend (2012-2017) Table China Social Media Analytics Sales by Manufacturers (2012-2017) Table China Social Media Analytics Market Share by Manufacturers (2012-2017) Table China Social Media Analytics Sales by Type (2012-2017) Table China Social Media Analytics Market Share by Type (2012-2017) Table China Social Media Analytics Sales by Application (2012-2017) Table China Social Media Analytics Market Share by Application (2012-2017) Figure Europe Social Media Analytics Sales and Growth Rate (2012-2017) Figure Europe Social Media Analytics Revenue and Growth Rate (2012-2017) Figure Europe Social Media Analytics Sales Price Trend (2012-2017)



Table Europe Social Media Analytics Sales by Manufacturers (2012-2017) Table Europe Social Media Analytics Market Share by Manufacturers (2012-2017) Table Europe Social Media Analytics Sales by Type (2012-2017) Table Europe Social Media Analytics Market Share by Type (2012-2017) Table Europe Social Media Analytics Sales by Application (2012-2017) Table Europe Social Media Analytics Market Share by Application (2012-2017) Figure Japan Social Media Analytics Sales and Growth Rate (2012-2017) Figure Japan Social Media Analytics Revenue and Growth Rate (2012-2017) Figure Japan Social Media Analytics Sales Price Trend (2012-2017) Table Japan Social Media Analytics Sales by Manufacturers (2012-2017) Table Japan Social Media Analytics Market Share by Manufacturers (2012-2017) Table Japan Social Media Analytics Sales by Type (2012-2017) Table Japan Social Media Analytics Market Share by Type (2012-2017) Table Japan Social Media Analytics Sales by Application (2012-2017) Table Japan Social Media Analytics Market Share by Application (2012-2017) Figure Southeast Asia Social Media Analytics Sales and Growth Rate (2012-2017) Figure Southeast Asia Social Media Analytics Revenue and Growth Rate (2012-2017) Figure Southeast Asia Social Media Analytics Sales Price Trend (2012-2017) Table Southeast Asia Social Media Analytics Sales by Manufacturers (2012-2017) Table Southeast Asia Social Media Analytics Market Share by Manufacturers (2012 - 2017)Table Southeast Asia Social Media Analytics Sales by Type (2012-2017) Table Southeast Asia Social Media Analytics Market Share by Type (2012-2017) Table Southeast Asia Social Media Analytics Sales by Application (2012-2017) Table Southeast Asia Social Media Analytics Market Share by Application (2012-2017) Figure India Social Media Analytics Sales and Growth Rate (2012-2017) Figure India Social Media Analytics Revenue and Growth Rate (2012-2017)

Figure India Social Media Analytics Sales Price Trend (2012-2017)

Table India Social Media Analytics Sales by Manufacturers (2012-2017)

Table India Social Media Analytics Market Share by Manufacturers (2012-2017)

Table India Social Media Analytics Sales by Type (2012-2017)

Table India Social Media Analytics Market Share by Type (2012-2017)

Table India Social Media Analytics Sales by Application (2012-2017)

Table India Social Media Analytics Market Share by Application (2012-2017) Table Oracle Basic Information List

Table Oracle Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Oracle Social Media Analytics Global Market Share (2012-2017) Table IBM Basic Information List



Table IBM Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017) Figure IBM Social Media Analytics Global Market Share (2012-2017)

Table Adobe Systems Basic Information List

Table Adobe Systems Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Adobe Systems Social Media Analytics Global Market Share (2012-2017) Table Salesforce Basic Information List

Table Salesforce Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Salesforce Social Media Analytics Global Market Share (2012-2017) Table SAP SE Basic Information List

Table SAP SE Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure SAP SE Social Media Analytics Global Market Share (2012-2017)

Table SAS Institute Basic Information List

Table SAS Institute Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure SAS Institute Social Media Analytics Global Market Share (2012-2017) Table Tableau Software Basic Information List

Table Tableau Software Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Tableau Software Social Media Analytics Global Market Share (2012-2017) Table NetBase Solutions Basic Information List

Table NetBase Solutions Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure NetBase Solutions Social Media Analytics Global Market Share (2012-2017) Table GoodData Basic Information List

Table GoodData Social Media Analytics Sales, Revenue, Price and Gross Margin (2012-2017)

Figure GoodData Social Media Analytics Global Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Social Media Analytics

Figure Manufacturing Process Analysis of Social Media Analytics

Figure Social Media Analytics Industrial Chain Analysis

Table Raw Materials Sources of Social Media Analytics Major Manufacturers in 2015

Table Major Buyers of Social Media Analytics

Table Distributors/Traders List



Figure Global Social Media Analytics Sales and Growth Rate Forecast (2017-2022) Figure Global Social Media Analytics Revenue and Growth Rate Forecast (2017-2022) Table Global Social Media Analytics Sales Forecast by Regions (2017-2022) Table Global Social Media Analytics Sales Forecast by Type (2017-2022) Table Global Social Media Analytics Sales Forecast by Application (2017-2022)



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