

Public Relations Tools Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Publishing Tools, Social Media Monitoring & Management, Data Aggregation, Relationship Management and Others), By Deployment (Hosted, On-premises), By Application (Online Media, Content Marketing), By Industry (BFSI, Consumer Goods & Retail, Government & Public Sector, Healthcare, IT & Telecom, Media & Entertainment), By Region & Competition, 2019-2029F

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Abstracts

Global Public Relations Tools Market was valued at USD 9.2 billion in 2023 and is expected to reach USD 16.90 billion by 2029 with a CAGR of 10.5% during the forecast period. The Public Relations (PR) Tools Market encompasses a diverse range of software solutions and services designed to assist organizations in managing their communication and relationship-building activities with various stakeholders, including the media, customers, employees, investors, and the general public. These tools facilitate the strategic dissemination of information, crisis management, reputation management, media monitoring, and analytics, all of which are critical components of an effective public relations strategy. Public relations tools are integral to the communication strategies of businesses, non-profits, governmental bodies, and individuals. They include media monitoring and analysis software, press release distribution services, social media management tools, email marketing software, customer relationship management (CRM) systems, and analytics platforms. These tools enable PR professionals to efficiently monitor media coverage, manage social

media interactions, distribute press releases, engage with stakeholders, and measure the impact of their PR campaigns.

Key Market Drivers

Digital Transformation and Social Media Proliferation

The rapid digital transformation across industries has significantly driven the growth of the public relations (PR) tools market. As businesses increasingly move online, the need for effective digital communication strategies has become paramount. The proliferation of social media platforms like Facebook, Twitter, LinkedIn, and Instagram has transformed how organizations interact with their audiences. PR tools are essential in managing these interactions, allowing businesses to monitor, engage, and analyze their social media presence efficiently. Social media has become a powerful platform for brand communication, crisis management, and customer engagement. The real-time nature of social media necessitates tools that can track mentions, sentiments, and trends. PR tools equipped with social listening capabilities enable businesses to monitor their brand's reputation, respond to customer inquiries promptly, and manage any potential PR crises before they escalate. This immediate responsiveness is crucial in maintaining a positive brand image in the digital age. In February 2024, Interpublic Group (IPG) forged a strategic partnership with Adobe, introducing Adobe GenStudio into its marketing platform—a pioneering move within the industry. This collaboration is set to transform brand content creation by harnessing the power of generative AI, coupled with Acxiom's advanced data capabilities.

The analytical capabilities of modern PR tools provide deep insights into the effectiveness of communication strategies. Businesses can measure engagement rates, reach, and the overall impact of their PR campaigns. This data-driven approach allows for the optimization of PR efforts, ensuring that resources are allocated effectively to maximize return on investment. As businesses continue to recognize the importance of data analytics in shaping their communication strategies, the demand for sophisticated PR tools is set to rise. The integration of artificial intelligence (AI) and machine learning (ML) in PR tools has further propelled their adoption. AI-powered tools can predict media trends, automate routine tasks, and provide advanced sentiment analysis. This not only enhances the efficiency of PR professionals but also enables more personalized and targeted communication strategies. As AI and ML technologies continue to evolve, their incorporation into PR tools will drive innovation and growth in the market. The digital transformation and the widespread use of social media are major drivers of the PR tools market. The need for real-time monitoring, data-driven insights,

and AI-driven automation is pushing businesses to invest in advanced PR tools to maintain their competitive edge in an increasingly digital world. As of 2024, there are over 4.7 billion social media users worldwide, representing approximately 60% of the global population. This number is expected to grow by 4-5% annually over the next few years.

Increasing Importance of Reputation Management

In today's interconnected world, reputation management has become a critical aspect of business strategy. The rise of digital communication channels and the increasing influence of online reviews and social media have made reputation management more complex and crucial than ever. This growing importance is a significant driver for the public relations (PR) tools market. Businesses are now acutely aware that a single negative incident can go viral, potentially damaging their reputation and impacting their bottom line. PR tools offer the ability to monitor online conversations, track brand mentions, and analyze public sentiment. By leveraging these tools, businesses can proactively manage their reputation, addressing negative comments or misinformation before they spiral out of control. The ability to respond swiftly and appropriately to online crises is a key factor driving the demand for PR tools. Reputation management is not just about crisis response; it also involves building and maintaining a positive brand image. PR tools help organizations to identify opportunities for positive media coverage, engage with influencers, and create compelling narratives that resonate with their target audience. By consistently promoting positive stories and managing public perception, businesses can strengthen their brand reputation over time.

The increasing transparency demanded by consumers is another factor driving the need for effective reputation management. Consumers today expect businesses to be transparent, ethical, and socially responsible. PR tools enable companies to communicate their values, corporate social responsibility (CSR) initiatives, and other positive actions effectively. This transparency helps build trust with consumers, which is essential for long-term success. Regulatory scrutiny and the potential for legal repercussions related to misinformation and false advertising have heightened the importance of reputation management. PR tools help businesses ensure that their communications comply with regulations and avoid potential legal pitfalls. This compliance aspect is particularly important in industries such as healthcare, finance, and technology, where the stakes are high. The increasing importance of reputation management in an era of digital communication is a significant driver of the PR tools market. The ability to monitor, manage, and enhance a company's reputation through effective use of PR tools is crucial for maintaining a competitive edge and building long-

term trust with stakeholders.

Growing Need for Integrated Communication Strategies

The complexity of modern communication landscapes necessitates integrated communication strategies, driving the demand for advanced public relations (PR) tools. In today's multi-channel environment, organizations must ensure consistent and coherent messaging across various platforms, including traditional media, social media, websites, and email. This growing need for integrated communication strategies is a major driver of the PR tools market. Effective communication in the digital age requires a holistic approach that combines various channels and formats. PR tools provide the ability to manage and coordinate these diverse communication efforts from a single platform. This integration ensures that messages are consistent, timely, and aligned with the overall strategic objectives of the organization. As businesses strive to create a unified brand voice, the demand for comprehensive PR tools that can handle multi-channel communication is increasing.

The rise of content marketing as a key component of communication strategies further underscores the need for integrated PR tools. Businesses are investing heavily in creating high-quality content to engage their audiences and build brand loyalty. PR tools help in planning, distributing, and measuring the impact of content across different channels. By providing insights into what type of content resonates with audiences, these tools enable businesses to refine their content strategies and maximize their reach and engagement. The increasing reliance on data analytics in decision-making processes also drives the need for integrated PR tools. Organizations require detailed analytics to understand the effectiveness of their communication strategies and make informed decisions. PR tools that offer comprehensive analytics capabilities, including engagement metrics, audience insights, and campaign performance, are becoming indispensable. This data-driven approach allows businesses to optimize their communication efforts, improve ROI, and stay ahead of the competition.

The need for collaboration among different departments, such as marketing, PR, and customer service, necessitates integrated communication tools. PR tools that facilitate collaboration and streamline workflows help ensure that all stakeholders are on the same page. This collaborative approach enhances the efficiency and effectiveness of communication strategies, leading to better outcomes for the organization. The growing need for integrated communication strategies in a complex, multi-channel environment is a significant driver of the PR tools market. The ability to manage, coordinate, and analyze communication efforts from a single platform is essential for maintaining

consistency, optimizing content strategies, and making data-driven decisions. As businesses continue to recognize the value of integrated communication, the demand for advanced PR tools will continue to grow. These market drivers outline the critical factors fueling the growth of the PR tools market, emphasizing the importance of digital transformation, reputation management, and integrated communication strategies.

Key Market Challenges

Technological Advancements and Integration Complexity

In the Public Relations (PR) tools market, one significant challenge is the rapid pace of technological advancements and the complexity of integrating these new technologies into existing systems. The PR landscape has evolved dramatically with the advent of digital media, social networks, and advanced analytics tools. While these innovations offer powerful new capabilities, they also introduce complexities that can be daunting for PR professionals and organizations. The challenge begins with the constant evolution of digital tools and platforms. Every year, new software, algorithms, and communication channels emerge, promising enhanced efficiency, better targeting, and improved measurement of PR efforts. However, keeping up with these advancements requires continuous learning and adaptation. PR professionals need to stay abreast of the latest trends and technologies, which can be overwhelming given the fast-paced nature of the industry.

Integrating these new technologies into existing PR strategies and systems poses another layer of complexity. Many organizations still rely on traditional PR methods and legacy systems, making it difficult to seamlessly incorporate modern digital tools. This integration requires significant investment in terms of time, money, and resources. Companies may need to overhaul their existing infrastructure, train staff on new tools, and develop new workflows to fully leverage the benefits of advanced PR technologies. The interoperability of different PR tools can be a significant hurdle. Organizations often use a variety of software and platforms for different aspects of their PR campaigns, such as media monitoring, social media management, content creation, and analytics. Ensuring that these tools can communicate and work together efficiently is crucial for a cohesive PR strategy. However, the lack of standardization among PR tools can lead to integration challenges, data silos, and inefficiencies.

The rapid pace of technological change can render some tools and strategies obsolete quickly. PR professionals may invest in a new tool or technology, only to find it outdated or surpassed by a newer innovation within a short period. This dynamic environment

requires PR professionals to be agile and forward-thinking, constantly evaluating and adjusting their strategies to remain competitive. The rapid technological advancements and integration complexities in the PR tools market present a significant challenge for PR professionals and organizations. Staying updated with the latest technologies, integrating them into existing systems, ensuring interoperability, and managing the fast-paced nature of technological change require substantial investment and effort. Overcoming this challenge is essential for leveraging the full potential of modern PR tools and maintaining a competitive edge in the market.

Data Privacy and Security Concerns

Data privacy and security have become critical issues in the Public Relations (PR) tools market, presenting a substantial challenge for PR professionals and organizations. As PR tools increasingly rely on data-driven strategies and digital platforms, ensuring the privacy and security of sensitive information has become paramount. One of the primary concerns is the collection and handling of personal data. PR tools often require access to a wide range of data, including customer information, media contacts, and social media interactions. This data is essential for crafting targeted PR campaigns, monitoring public sentiment, and measuring the effectiveness of PR efforts. The collection and use of personal data come with significant privacy implications. PR professionals must navigate complex regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States, which impose strict requirements on data collection, storage, and usage. Ensuring compliance with these regulations is a challenging task. PR tools must incorporate robust data protection mechanisms to safeguard sensitive information from breaches and unauthorized access. This includes implementing encryption, secure data storage, and stringent access controls. Failure to comply with data privacy regulations can result in severe legal and financial consequences, including hefty fines and damage to an organization's reputation. Another significant concern is the potential for data breaches and cyberattacks. PR tools often handle large volumes of data, making them attractive targets for cybercriminals. A data breach can compromise sensitive information, leading to identity theft, financial loss, and a loss of trust among stakeholders. PR professionals must work closely with IT and cybersecurity teams to implement comprehensive security measures, conduct regular vulnerability assessments, and stay updated with the latest security threats and best practices.

The increasing use of artificial intelligence (AI) and machine learning (ML) in PR tools raises further privacy and ethical concerns. AI and ML algorithms analyze vast amounts of data to generate insights and automate PR processes. However, the use of these

technologies can sometimes lead to unintended consequences, such as biased or discriminatory outcomes. Ensuring transparency and accountability in AI and ML applications is essential to maintain public trust and adhere to ethical standards. The global nature of PR campaigns adds another layer of complexity to data privacy and security. PR professionals must navigate varying privacy regulations and security standards across different countries and regions. This requires a deep understanding of local laws and a flexible approach to ensure compliance while maintaining effective PR strategies. Data privacy and security concerns present a significant challenge in the PR tools market. PR professionals must navigate complex regulations, implement robust security measures, and address ethical considerations to protect sensitive information and maintain stakeholder trust. Overcoming this challenge is crucial for leveraging the full potential of data-driven PR tools while ensuring compliance and safeguarding privacy. marketplace.

Key Market Trends

Increasing Emphasis on Data-Driven PR Strategies

The public relations industry is increasingly focusing on data-driven strategies to enhance the effectiveness of PR campaigns. The availability of vast amounts of data from various digital platforms has opened new avenues for PR professionals to understand their audiences better, measure campaign performance, and make informed decisions. This trend is driven by the growing importance of demonstrating ROI in PR efforts and the need to adapt to the dynamic media landscape. Data analytics tools are becoming indispensable in the PR toolkit, enabling professionals to gain insights into audience behavior, preferences, and engagement. By leveraging data from social media, website analytics, and media monitoring, PR teams can identify patterns and trends that inform their communication strategies. For example, understanding which types of content resonate most with different audience segments can help in crafting more targeted and impactful messages. Additionally, data analytics can reveal the most effective channels for reaching specific audiences, optimizing the allocation of resources. Measurement and evaluation are critical components of data-driven PR strategies. Traditional metrics such as media coverage and impressions are no longer sufficient to demonstrate the value of PR activities. Modern PR tools offer advanced metrics that provide a deeper understanding of campaign impact. These include sentiment analysis, share of voice, engagement rates, and conversion tracking. By analyzing these metrics, PR professionals can assess the success of their campaigns, identify areas for improvement, and showcase their contributions to organizational goals. Data-driven PR strategies facilitate real-time decision-making and agility. In

today's fast-paced media environment, the ability to respond quickly to emerging trends and issues is crucial. Data analytics tools provide instant access to relevant information, enabling PR teams to make timely adjustments to their strategies. For instance, if a particular campaign is not performing as expected, data insights can guide modifications to enhance its effectiveness. This agility helps in maintaining a competitive edge and ensuring that PR efforts remain relevant and impactful.

The shift towards data-driven PR is also fostering greater accountability and transparency. As organizations demand more evidence of the effectiveness of their PR investments, PR professionals are under increasing pressure to provide tangible results. Data-driven approaches offer a clear and objective way to measure and report on PR outcomes, enhancing credibility and trust with stakeholders. This emphasis on accountability is driving the adoption of sophisticated PR tools that can deliver comprehensive and accurate data insights. The increasing emphasis on data-driven PR strategies is a major trend shaping the public relations industry. By harnessing the power of data analytics, PR professionals can enhance their understanding of audiences, measure campaign performance more effectively, and make informed decisions. This trend is not only improving the effectiveness of PR campaigns but also fostering greater accountability and transparency in the industry. As the importance of data continues to grow, PR professionals must stay adept at leveraging these tools to drive successful and impactful communication strategies.

The Growing Importance of Integrated PR and Marketing Strategies

The convergence of PR and marketing is a significant trend that is redefining the landscape of public relations. As the lines between these two disciplines continue to blur, there is a growing recognition of the need for integrated strategies that leverage the strengths of both. This trend is driven by the evolving media environment, the rise of digital and social media, and the increasing demand for cohesive brand messaging. Integrated PR and marketing strategies involve aligning the goals, messaging, and tactics of both disciplines to create a unified approach to communication. This holistic approach ensures that all brand communications are consistent and mutually reinforcing, enhancing overall brand perception and engagement. For example, a well-coordinated campaign might include PR efforts to generate media coverage and influencer endorsements, complemented by marketing initiatives such as social media advertising and content marketing. This synergy maximizes the reach and impact of the campaign, driving better results than isolated efforts.

Digital and social media have played a pivotal role in driving the integration of PR and

marketing. These platforms provide numerous touchpoints for brands to interact with their audiences, making it essential to have a cohesive strategy. Social media, in particular, blurs the boundaries between PR and marketing by enabling direct engagement with consumers and facilitating real-time communication. Integrated strategies ensure that social media activities, whether they are PR-driven or marketing-driven, are aligned and support the overall brand narrative. Content marketing is another area where the integration of PR and marketing is particularly effective. High-quality content that tells compelling stories can serve both PR and marketing objectives. For instance, a thought leadership article can enhance a brand's credibility and visibility (a PR goal) while also attracting potential customers and driving website traffic (a marketing goal). By working together, PR and marketing teams can create content that resonates with their target audiences and delivers on multiple fronts. The growing importance of integrated PR and marketing strategies is also reflected in the increasing use of unified tools and platforms. Many modern PR tools offer features that cater to both PR and marketing needs, such as media monitoring, social media management, and analytics. These tools provide a comprehensive view of brand performance across various channels, enabling more informed decision-making and better coordination between PR and marketing teams. The growing importance of integrated PR and marketing strategies is a key trend transforming the public relations industry. By aligning the goals, messaging, and tactics of both disciplines, brands can create cohesive and impactful communication strategies that drive better results. The rise of digital and social media has further underscored the need for integration, providing numerous opportunities for synergy. As the trend toward integration continues, PR professionals must work closely with their marketing counterparts to ensure a unified approach to brand communication.

Segmental Insights

Application Insights

The content marketing segment held the largest Market share in 2023. The Public Relations (PR) Tools Market is experiencing significant growth, driven by the expanding importance of content marketing in the digital age. As businesses increasingly recognize the value of strategic content in building brand awareness, engaging with audiences, and driving customer loyalty, the demand for advanced PR tools has surged. These tools play a crucial role in helping companies to craft compelling narratives, distribute content efficiently, and measure the impact of their efforts. One of the primary drivers of this market is the shift towards personalized and targeted content strategies. Modern consumers are inundated with information, making it essential for brands to

deliver relevant and engaging content that resonates on a personal level. PR tools equipped with advanced analytics and AI capabilities enable marketers to understand audience preferences and behaviors, allowing for the creation of more effective and personalized content. The rise of social media platforms as key channels for content dissemination has further propelled the need for robust PR tools. Social media not only amplifies reach but also provides real-time feedback and engagement metrics, which are invaluable for refining content strategies. PR tools that integrate seamlessly with social media platforms help brands to manage their online presence, respond to audience interactions, and monitor brand sentiment.

The increasing emphasis on data-driven decision-making in marketing has underscored the necessity for sophisticated PR tools that offer comprehensive analytics and reporting features. These tools empower marketers to track the performance of their content campaigns, identify successful tactics, and optimize future efforts based on empirical data. The ability to demonstrate the ROI of content marketing initiatives through detailed metrics and insights is a compelling factor driving the adoption of PR tools. The growing trend of influencer marketing has highlighted the importance of PR tools in identifying and managing relationships with key influencers. Brands are leveraging these tools to find suitable influencers, collaborate on content creation, and measure the impact of influencer-driven campaigns. This aspect of PR tools is particularly vital as influencers become integral to content marketing strategies, offering authentic and relatable connections with target audiences. The Public Relations Tools Market is thriving in the content marketing segment due to the increasing need for personalized content, the pivotal role of social media, the demand for data-driven marketing, and the rise of influencer collaborations. As brands continue to prioritize strategic content marketing, the reliance on advanced PR tools is set to grow, driving innovation and expansion in this dynamic market.

Regional Insights

North America region held the largest market share in 2023. The Public Relations (PR) Tools Market in North America is experiencing robust growth driven by several key factors. The increasing digitalization of businesses and the pervasive use of social media platforms have revolutionized how organizations communicate with their audiences. This transformation has created a pressing need for advanced PR tools that can efficiently manage and monitor online reputations, analyze public sentiments, and engage with stakeholders in real time. As companies recognize the critical importance of maintaining a positive online presence, the demand for sophisticated PR software that integrates social media management, analytics, and media monitoring

functionalities continues to surge. The rise of influencer marketing and content-driven campaigns has significantly influenced the PR landscape. Brands are increasingly collaborating with influencers to reach broader and more targeted audiences, necessitating tools that can streamline these partnerships, track their effectiveness, and measure ROI. The growing reliance on data-driven strategies in PR campaigns has further fueled the adoption of analytics and reporting tools, enabling PR professionals to derive actionable insights and optimize their efforts for maximum impact. The competitive business environment in North America has heightened the need for companies to differentiate themselves through effective PR strategies. The constant influx of startups and the expansion of existing enterprises have intensified the demand for PR tools that can help organizations build and sustain a strong brand image. These tools facilitate the creation and dissemination of compelling narratives, enhance media outreach, and ensure consistent communication across multiple channels, thereby enabling businesses to stay ahead of the competition.

Regulatory changes and the increasing emphasis on transparency and corporate social responsibility (CSR) have prompted companies to adopt more proactive and transparent communication strategies. PR tools play a crucial role in managing these initiatives by providing platforms for transparent communication, crisis management, and stakeholder engagement. As consumers and investors become more discerning and socially conscious, the ability to effectively manage and communicate a company's CSR efforts has become a vital component of PR strategies. Technological advancements, such as artificial intelligence (AI) and machine learning (ML), are transforming the PR tools market. These technologies enhance the capabilities of PR tools by automating routine tasks, providing predictive analytics, and enabling personalized communication. The integration of AI and ML in PR tools not only improves efficiency but also allows for more precise targeting and engagement, thereby driving the market forward. The North American PR Tools Market is being propelled by digitalization, the rise of influencer marketing, competitive business dynamics, regulatory requirements, and technological innovations. These drivers collectively underscore the growing significance of PR tools in helping organizations navigate the complex and evolving landscape of public relations.

Key Market Players

Outbrain Inc.

Meltwater

Onalytica Ltd

Salesforce, Inc.

Interpublic Group of Companies, Inc.

Ketchum Inc.

Onclusive Inc.

Muck Rack, LLC

Report Scope:

In this report, the Global Public Relations Tools Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Public Relations Tools Market, By Solution:

Publishing Tools

Social Media Monitoring & Management

Data Aggregation

Relationship Management

Others

Public Relations Tools Market, By Deployment:

Hosted

On-premises

Public Relations Tools Market, By Application:

Online Media

Content Marketing

Public Relations Tools Market, By Industry:

BFSI

Consumer Goods & Retail

Government & Public Sector

Healthcare

IT & Telecom

Media & Entertainment

Public Relations Tools Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Public Relations Tools Market.

Available Customizations:

Global Public Relations Tools Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. GLOBAL PUBLIC RELATIONS TOOLS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Solution (Publishing Tools, Social Media Monitoring & Management, Data Aggregation, Relationship Management and Others)
 - 5.2.2. By Deployment (Hosted, On-premises)
 - 5.2.3. By Application (Online Media, Content Marketing)

5.2.4. By Industry (BFSI, Consumer Goods and Retail, Government & Public Sector, Healthcare, IT & Telecom, Media & Entertainment)

5.2.5. By Region

5.3. By Company (2023)

5.4. Market Map

6. NORTH AMERICA PUBLIC RELATIONS TOOLS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Solution

6.2.2. By Deployment

6.2.3. By Application

6.2.4. By Industry

6.2.5. By Country

6.3. North America: Country Analysis

6.3.1. United States Public Relations Tools Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Solution

6.3.1.2.2. By Deployment

6.3.1.2.3. By Application

6.3.1.2.4. By Industry

6.3.2. Canada Public Relations Tools Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Solution

6.3.2.2.2. By Deployment

6.3.2.2.3. By Application

6.3.2.2.4. By Industry

6.3.3. Mexico Public Relations Tools Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Solution

6.3.3.2.2. By Deployment

6.3.3.2.3. By Application

6.3.3.2.4. By Industry

7. EUROPE PUBLIC RELATIONS TOOLS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Solution

7.2.2. By Deployment

7.2.3. By Application

7.2.4. By Industry

7.2.5. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Public Relations Tools Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Solution

7.3.1.2.2. By Deployment

7.3.1.2.3. By Application

7.3.1.2.4. By Industry

7.3.2. United Kingdom Public Relations Tools Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Solution

7.3.2.2.2. By Deployment

7.3.2.2.3. By Application

7.3.2.2.4. By Industry

7.3.3. Italy Public Relations Tools Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Solution

7.3.3.2.2. By Deployment

7.3.3.2.3. By Application

7.3.3.2.4. By Industry

7.3.4. France Public Relations Tools Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Solution

7.3.4.2.2. By Deployment

7.3.4.2.3. By Application

7.3.4.2.4. By Industry

7.3.5. Spain Public Relations Tools Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Solution

7.3.5.2.2. By Deployment

7.3.5.2.3. By Application

7.3.5.2.4. By Industry

8. ASIA-PACIFIC PUBLIC RELATIONS TOOLS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Solution

8.2.2. By Deployment

8.2.3. By Application

8.2.4. By Industry

8.2.5. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Public Relations Tools Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Solution

8.3.1.2.2. By Deployment

8.3.1.2.3. By Application

8.3.1.2.4. By Industry

8.3.2. India Public Relations Tools Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

- 8.3.2.2.1. By Solution
- 8.3.2.2.2. By Deployment
- 8.3.2.2.3. By Application
- 8.3.2.2.4. By Industry
- 8.3.3. Japan Public Relations Tools Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Solution
 - 8.3.3.2.2. By Deployment
 - 8.3.3.2.3. By Application
 - 8.3.3.2.4. By Industry
- 8.3.4. South Korea Public Relations Tools Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Solution
 - 8.3.4.2.2. By Deployment
 - 8.3.4.2.3. By Application
 - 8.3.4.2.4. By Industry
- 8.3.5. Australia Public Relations Tools Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Solution
 - 8.3.5.2.2. By Deployment
 - 8.3.5.2.3. By Application
 - 8.3.5.2.4. By Industry

9. SOUTH AMERICA PUBLIC RELATIONS TOOLS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Solution
 - 9.2.2. By Deployment
 - 9.2.3. By Application
 - 9.2.4. By Industry
 - 9.2.5. By Country

9.3. South America: Country Analysis

9.3.1. Brazil Public Relations Tools Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Solution

9.3.1.2.2. By Deployment

9.3.1.2.3. By Application

9.3.1.2.4. By Industry

9.3.2. Argentina Public Relations Tools Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Solution

9.3.2.2.2. By Deployment

9.3.2.2.3. By Application

9.3.2.2.4. By Industry

9.3.3. Colombia Public Relations Tools Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Solution

9.3.3.2.2. By Deployment

9.3.3.2.3. By Application

9.3.3.2.4. By Industry

10. MIDDLE EAST AND AFRICA PUBLIC RELATIONS TOOLS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Solution

10.2.2. By Deployment

10.2.3. By Application

10.2.4. By Industry

10.2.5. By Country

10.3. Middle East and Africa: Country Analysis

10.3.1. South Africa Public Relations Tools Market Outlook

10.3.1.1. Market Size & Forecast

- 10.3.1.1.1. By Value
- 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Solution
 - 10.3.1.2.2. By Deployment
 - 10.3.1.2.3. By Application
 - 10.3.1.2.4. By Industry
- 10.3.2. Saudi Arabia Public Relations Tools Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Solution
 - 10.3.2.2.2. By Deployment
 - 10.3.2.2.3. By Application
 - 10.3.2.2.4. By Industry
- 10.3.3. UAE Public Relations Tools Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Solution
 - 10.3.3.2.2. By Deployment
 - 10.3.3.2.3. By Application
 - 10.3.3.2.4. By Industry
- 10.3.4. Kuwait Public Relations Tools Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Solution
 - 10.3.4.2.2. By Deployment
 - 10.3.4.2.3. By Application
 - 10.3.4.2.4. By Industry
- 10.3.5. Turkey Public Relations Tools Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Solution
 - 10.3.5.2.2. By Deployment
 - 10.3.5.2.3. By Application
 - 10.3.5.2.4. By Industry

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPANY PROFILES

13.1. Outbrain Inc.

13.1.1. Business Overview

13.1.2. Key Revenue and Financials

13.1.3. Recent Developments

13.1.4. Key Personnel/Key Contact Person

13.1.5. Key Product/Services Offered

13.2. Meltwater

13.2.1. Business Overview

13.2.2. Key Revenue and Financials

13.2.3. Recent Developments

13.2.4. Key Personnel/Key Contact Person

13.2.5. Key Product/Services Offered

13.3. Onalytica Ltd

13.3.1. Business Overview

13.3.2. Key Revenue and Financials

13.3.3. Recent Developments

13.3.4. Key Personnel/Key Contact Person

13.3.5. Key Product/Services Offered

13.4. Salesforce, Inc.

13.4.1. Business Overview

13.4.2. Key Revenue and Financials

13.4.3. Recent Developments

13.4.4. Key Personnel/Key Contact Person

13.4.5. Key Product/Services Offered

13.5. Interpublic Group of Companies, Inc.

13.5.1. Business Overview

13.5.2. Key Revenue and Financials

13.5.3. Recent Developments

13.5.4. Key Personnel/Key Contact Person

13.5.5. Key Product/Services Offered

13.6. Ketchum Inc.

13.6.1. Business Overview

13.6.2. Key Revenue and Financials

13.6.3. Recent Developments

13.6.4. Key Personnel/Key Contact Person

13.6.5. Key Product/Services Offered

13.7. Onclusive Inc.

13.7.1. Business Overview

13.7.2. Key Revenue and Financials

13.7.3. Recent Developments

13.7.4. Key Personnel/Key Contact Person

13.7.5. Key Product/Services Offered

13.8. Muck Rack, LLC

13.8.1. Business Overview

13.8.2. Key Revenue and Financials

13.8.3. Recent Developments

13.8.4. Key Personnel/Key Contact Person

13.8.5. Key Product/Services Offered

14. STRATEGIC RECOMMENDATIONS

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