

Global Social Media Analytics Market 2016 Share, Trend, Segmentation and Forecast to 2022

Social Media Analytics Market to Reach USD 2.14 billion with 26.51% CAGR Forecast to 2022

PUNE, INDIA, July 18, 2016 /EINPresswire.com/ -- The global [social media analytics](#) market has been estimated to be worth USD 2.14 billion, and is forecasted to grow at a CAGR of 26.51% over the reporting period 2015-2020. Major organizations have always placed strong emphasis on gaining insights on the behavior and specific interests of patrons and prospective buyers. Social Media Analytics is a technique used to analyze such traces of data to generate insights for social and business uses.

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Governments, businesses and consultants depend extensively on social media for enhancing customer experience. The process of business analytics begins with gathering social data from multiple social sources, followed by data mining for gaining insights into customer behavior, which can be used for taking business decisions. Social media analytics tools are effectively used for gauging brand sentiments, performing multichannel brand campaigns, customer behavioral analysis and competitive benchmarking.

The key drivers for growth in this market include ever-growing user volume on social media platforms, greater focus on gaining competitive advantage by gauging market and competitive intelligence and increased adoption of analytics tools. Penetration of smartphones is also one of the factors which is driving the market as most of the people are now increasingly accessing social media content on the devices. Incremental technological advancements will pave way for several growth opportunities, by making social analytics tools more accessible to small/medium scale organizations. However lack of awareness of the various capabilities of the social media analytics tools and high volumes of unstructured data, complex analytical workflows and operational issues could impede the social media analytics market growth.

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This report offers detailed insights on the social media analytics market segmented based on components (monitoring, measurements and analytics & insights), deployment model (On-premise and On-demand), end-user vertical (Banking & Financial services, retail, government, energy, Life Sciences, media & entertainment and others) and geography (North America, Europe, Asia-Pacific, Middle East & Africa and Latin America). The market study has listed a few major market players and their growth strategies & market shares. The key market players include IBM Corporation, SAS, Mblast, Adobe, Oracle Corporation, SAP SE, Tableau software and etc.

Key deliverables of the study

- Market definition of Social Media Analytics in the global market along with market drivers and restraints.
- Market segmentation and the corresponding market share analysis.
- Global and region specific competitive market analysis of Social Media Analytics.

- Analysis on the key factors which influence the market scenarios along with the growth opportunities.
- Identifying the market leaders and analyzing their strategic moves and their market share.
- Covers the market landscape with the geographical foot print, key growth strategies and competitive market share analysis.
- This report provide in-depth analysis for the Porter's five forces of the market. All these five major factors in the market have been quantified using the internal key parameters governing each of them.

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