

Global Social Media Analytics Market is Expected to Reach \$11.89 billion by 2023

Market Research Report on Global Social Media Analytics Market

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Report Sellers has added a new market research report "[Social Media Analytics - Global Market Outlook \(2017-2023\)](#)" to its offerings.

According to Report, the [Global Social Media Analytics market](#) is expected to grow from \$2.35 billion in 2016 to reach \$11.89 billion by 2023 with a CAGR of 26.0%. Factors such as increasing cloud adoption trends, need of social media measurement to enhance the customer experience and the increasing user engagement of social media using smartphones are fueling the market growth. In addition, growing focus on engaging the existing customers and attracting new ones will drive the demand for social media analytics over the forecast period. However, complexities in analytical workflow and lack of awareness of the technology in certain countries are inhibiting the market growth.

Social media analytics is the way of collecting data from social media websites and analyzing that data using social media analytics tools to make business decisions. Today, an increasing number of organizations rely on social media for interacting internally, as well as with external constituents. The most general use of social media analytics is to mine customer sentiment to support marketing and customer service activities. Cloud technology provides a platform to deploy these solutions on global scale and at reduced cost.

Amongst end users, retail and e-Commerce industry segment is expected to have steady growth during the forecast period. The tools used by retailers help in connecting with the audience and creating brand awareness. Social media analytics is an efficient marketing tool that assists retailers in studying and analyzing sales at different stages. North America held the largest market share owing to the increasing use of social media analytics and the availability of a large target audience.

Some of the key players in global Social Media Analytics market include Adobe Systems Incorporated, Brandwatch, Clarabridge, Inc., Crimson Hexagon, Inc., Gooddata Corporation, International Business Machines Corporation, Netbase Solutions, Inc., Oracle Corporation, Salesforce, SAS Institute Inc., Simply Measured, Inc., Sysomos, Talkwalker Inc., Unmetric Inc. (US) and Digimind (US).

Browse through the complete description and in-depth TOC on "Global Social Media Analytics Market"



Global Social Media Analytics Market Research Report

What does the Report Offers

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments

Report Scope

Global Social Media Analytics market has been segmented by analytics types covered, components covered, deployment models covered, applications covered, end users covered, solutions covered, organization sizes covered and regions covered

Analytics Types Covered:

Diagnostic Analytics
Predictive Analytics
Descriptive Analytics
Prescriptive Analytics

Deployment Models Covered:

Cloud
On-Premises

Components Covered:

Services
Software

Applications Covered:

Customer Experience Management
Competitive Intelligence
Sales and Marketing Management
Public Safety and Law Enforcement
Risk Management and Fraud Detection
Other Applications

Solutions Covered:

Meaning Extraction
Data Aggregation
Smart Filtering
Consumable Analytics
Stream Processing
Process orchestration
Other Solutions

Organization Sizes Covered:

Large Enterprises
Small and Medium-Sized Enterprises

End Users Covered:
Government and Defense
Retail and Ecommerce
Travel and Hospitality
Transportation and Logistics
Telecommunications and IT
Media and Entertainment
Manufacturing
Banking, Financial Services, and Insurance (BFSI)
Healthcare and Life Sciences
Energy and Utilities
Other End Users

Regions Covered:
North America
US
Canada
Mexico
Europe
Germany
France
Italy
UK
Spain
Rest of Europe
Asia Pacific
Japan
China
India
Australia
New Zealand
South Korea
Rest of Asia Pacific
South America
Argentina
Brazil
Chile
Rest of South America
Middle East & Africa
Saudi Arabia
UAE
Qatar
South Africa
Rest of Middle East & Africa

Request sample here <https://www.reportsellers.com/market-research-report/Social-Media-Analytics---Global-Market-Outlook-2017-2023>

We have a large number of reports in IT & Telecommunication Industry which can be accessed in the

following link: <https://www.reportsellers.com/category/it-telecommunication-market-research-report>

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