

Social Media Analytics Market Overview, Trends, Opportunities, Growth and Forecast by 2021-2026

Looking forward, IMARC Group expects the social media analytics market to grow at a CAGR of XX% during 2021-2026.

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EINPresswire.com/ -- According to IMARC Group's latest report, titled "[Social Media Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", the global social media analytics market reached a value of US\$ XX

Billion in 2020. Social media analytics (SMA) refers to the collection of data from social media platforms and gaining insights to optimize business decisions. It is widely used by organizations for customer behavioral analysis, competitor benchmarking, marketing management, multichannel campaign management, customer segmentation and targeting. SMA includes identification, extraction, cleaning, analysis and interpretation of data. It aids in improving the efficiency of customer service, understanding the needs and expectations of the customers and gaining insights for product improvement. It finds extensive application across various industries, such as retail, healthcare, hospitality, information technology (IT), telecommunication and banking, financial services and insurance (BFSI).



Social Media Analytics Market

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The global social media analytics (SMA) market is primarily being driven by the increasing number of active users on social media platforms and the rising penetration of high-speed internet. SMA assists organizations in gaining comprehensive customer behavioral analysis and obtaining customer data. Moreover, the widespread adoption of software-as-a-service (SaaS) models that provide SMA solutions over the cloud is providing a thrust to the market growth. These models offer enhanced reliability, security, flexibility, mobility and cost-effectiveness to enterprises. Other factors, including the increasing focus on targeted marketing and competitive

intelligence, rising brand consciousness among the masses and widespread product adoption in small and medium enterprises (SMEs), are anticipated to drive the market toward growth. Looking forward, IMARC Group expects the market to grow at a CAGR of XX% during 2021-2026.

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Competitive Landscape with Key Players:

Adobe Inc
Brandwatch (Cision US Inc.)
Clarabridge
Hootsuite Inc.
International Business Machine Corporation
NetBase Quid
Oracle Corporation
com, inc.
SAP SE
SAS Institute Inc.

Market Segmentation:

Breakup by Component:

Solutions
Services

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Organization Size:

Small and Medium Enterprises
Large Enterprises

Breakup by Application:

Customer Segmentation and Targeting
Competitor Benchmarking

Multichannel Campaign Management
Customer Behavioral Analysis

Marketing Management

Breakup by End User:

BFSI
Media and Entertainment
Travel and Hospitality
IT and Telecom
Retail
Healthcare
Others

Breakup by Region:

North America (United States, Canada)
Europe (Germany, France, United Kingdom, Italy, Spain, Others)
Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
Latin America (Brazil, Mexico, Others)
Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

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Figures: <https://www.imarcgroup.com/social-media-analytics-market>

We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2015-2020)
Market Outlook (2021-2026)
Market Trends
Market Drivers and Success Factors
The Impact of COVID-19 on the Global Market
Value Chain Analysis
Structure of the Global Market
Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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