

2022 Latest Report on Influencer Marketing Platform Market - Industry Analysis, Trends, Size, & Share by Top Players

Increasing application of internet for advertisements and growing adoption of ad-blocking software are expected to drive global market revenue.

PUNE, MAHARASHTRA, INDIA, August 23, 2022 /EINPresswire.com/ -- The global influencer marketing platform market size to reach USD XX billion in 2028 and register a rapid revenue CAGR of XX% during the forecast period. Key factors such as high usage of 3G and 4G networks, rising disposable income, and increasing investments in developing advanced workflow automation and time management systems are expected to fuel market growth during the forecast period.

An influencer marketing platform is a standalone software that is used by agencies, brands and influencers for enhancing their marketing campaigns. It helps to create a good brand image among consumers and enables brands to reach their target audience and increase their sales. Influencer marketing software helps the user to find appropriate influencers and audiences to promote and track marketing campaigns online. These are widely used by organizations and firms to increase brand visibility, brand customer communication, and engagement and promote their products and services. Many market players are focused on upgrading their platforms with features such as relationship management, influencer marketplaces, campaign management, and third-party analytics to offer best services and enhance consumer satisfaction.

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Factors such as high adoption of influencer marketing platforms by small, medium and large-sized enterprises, rising purchasing power, changing lifestyle preferences, high penetration of internet services, and usage of social media platforms and OTT platforms are expected to drive global market growth during the forecast period.

However, the global market is expected to be hampered due to factors such as increasing number of fraudulent activities on social media platforms and fake followers, lack of knowledge for analyzing effectiveness of campaigns, and unavailability of advanced tools to detect frauds.

Services Platform Segment To Register Rapid Revenue CAGR.

The services platform segment revenue is expected to expand at a rapid revenue CAGR over the forecast period. This can be attributed to increasing adoption of influencer marketing platforms and software, rising number of social media users, and high demand for best solutions for digital promotion on Facebook, LinkedIn, and Instagram among others.

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Search and Discovery Segment to Account for Largest Revenue Share.

The search and discovery segment is expected to account for largest revenue share between 2017 and 2028 owing to high adoption of search and discovery solutions for better brand promotions and availability of various advanced search and discovery features for enhancing performance, audience demographics, and effectiveness of content.

Asia Pacific to Register Robust Revenue Growth.

Asia Pacific market is expected to register robust revenue growth during the forecast period owing to growing adoption of advanced technologies and least marketing strategies across the globe, increasing number of social media users, and high usage of social media and OTT platforms.

Influencer Marketing Platform Market By Company:

- IZEA
- HYPR
- InfluencerDB
- Launchmetrics
- Julius
- Klear
- Upfluence
- AspireIQ
- Mavrck
- Onalytica
- Lumanu
- Lefty
- Linqia
- Social Beat

For the purpose of this report, publisher has segmented the global influencer marketing platform market based on type, application, and region:

Influencer Marketing Platform Market Segment by Type:

- Solution Platform
- Services Platform

Influencer Marketing Platform Market Segment by Application:

- Search and Discovery
- Campaign Management
- Influencer Relationship Management
- Analytics and Reporting

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Influencer Marketing Platform Market Segment by Region:

- North America
 - o United States
 - o Canada
- Europe
 - o Germany
 - o France
 - o UK
 - o Italy
 - o Russia
 - o Nordic Countries
 - o Rest of Europe
- Asia Pacific
 - o China
 - o Japan
 - o South Korea
 - o Southeast Asia
 - o India
 - o Australia
 - o Rest of Asia
- Latin America
 - o Mexico
 - o Brazil
 - o Rest of Latin America
- Middle East & Africa
 - o Turkey
 - o Saudi Arabia
 - o UAE
 - o Rest of MEA

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The following market research reports may be of interest:

[Global Influencer Marketing Software Market Insights, Forecast to 2028](#)

[Global Referral Marketing Software Market Insights, Forecast to 2028](#)

[Global Social Media Marketing Software Market Insights, Forecast to 2028](#)

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Susan W

Xcellent Insights LLP

+1 408-627-7717

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