

Advocacy Software Global Market Report 2024: Rapid Growth At A Rate Of 12.8% Predicted In Coming Years

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Advanced Suspension Control System Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

[What Is The Current State of The Advocacy Software Market?](#)

The advocacy software market size has witnessed swift growth in recent years. From \$0.78 billion in 2023, it is projected to reach \$0.88 billion in 2024, showcasing a compound annual growth rate CAGR of 12.7%. This growth in the historic period can be attributed to widespread digital transformation, an uptick in political engagement, legislative changes, cost-effectiveness, and efficiency brought about by automation.

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The advanced suspension control system market size is expected to see rapid growth in the next few years. It will grow to \$24.26 billion in 2028 at a compound annual growth rate (CAGR) of 10.7%.”

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What Are The Predictions Regarding The Growth Of The

Advocacy Software Market?

The advocacy software market size is forecasted to see unprecedented growth in the following years. Expected to escalate to \$1.42 billion by 2028, with a compound annual growth rate CAGR

of 12.8%, the growth in the forecast period can be attributed to enhanced data privacy regulations, seamless integration with social media platforms, global connectivity, user-friendly interfaces, and a burgeoning demand for real-time analytics.

A significant emerging trend includes a heightened focus on personalization, strategizing multichannel campaigns, the use of blockchain for transparency, enhancements in data security, and adoption of cloud-based solutions.

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What is Driving The Growth Of The Advocacy Software Market?

The advocacy software market is expected to be fueled by the ever-increasing use of social media. Social media platforms enable users to create, share, and interact with content, a model that favors communication and community building across global audiences. Both these factors are prime contributors to the rise of advocacy software in this digital age.

Advocacy software, when applied to social media, empowers organizations to mobilize supporters, amplify their messaging, and track engagement. This strategy results in increased visibility and influence across platforms. Illustrating this, Influencer Marketing Hub, a Denmark-based media company, reported a significant uptick in social consumers in the US by over 35%. Furthermore, in 2022, the social commerce sales alone in the US are projected to be worth \$53.10 million, indicating a clear rise in the use of social media, thereby driving the growth of the advocacy software market.

Who Are the Key Players In The Advocacy Software Market?

Major players operating in this arena include Blackbaud Inc., Bonterra Tech, FiscalNote, Quorum Analytics LLC., Annex Cloud, Inluitive, SocialChorus, NGP VAN, Mobilize Networks Inc., NationBuilder, InviteReferrals, Salsa Labs Inc., Engaging Networks, Action Network, Socxo, One Click Politics, Soft Edge Solutions, Apolitical, CiviCRM, PostBeyond, Care2Com Inc., CallHub, and StoryChief.

What Are The Emerging Trends In The Advocacy Software Market?

These firms are increasingly focusing on creating advanced solutions such as integrated advocacy tools. These are designed to provide public affairs professionals with updated policy news and legislative workflows. For instance, in April 2024, Quorum Analytics LLC partnered with Axios Media Inc. to introduce a solution that combines policy content and advocacy tools. This unified platform promises real-time updates on legislative and regulatory developments and streamlines workflows.

How Is The Advocacy Software Market Segmented?

The advocacy software market is segmented as follows –

- 1 By Type: Cloud-based, On-premise
- 2 By Deployment Model: Subscription-based, One-time License
- 3 By Application: Enterprise, Mid-market, Small And Medium Businesses SMBs, Trade Association, Non-Profit Organizations, Public Sector
- 4 By End-User: Banking, Financial Services, And Insurance BFSI, Government And Public Sector, Healthcare And Life Sciences, Retail And eCommerce, Manufacturing, Education

Regional Insights: Advocacy Software Market Across The Globe

In 2023, North America was the largest region in the advocacy software market. This report covers regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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