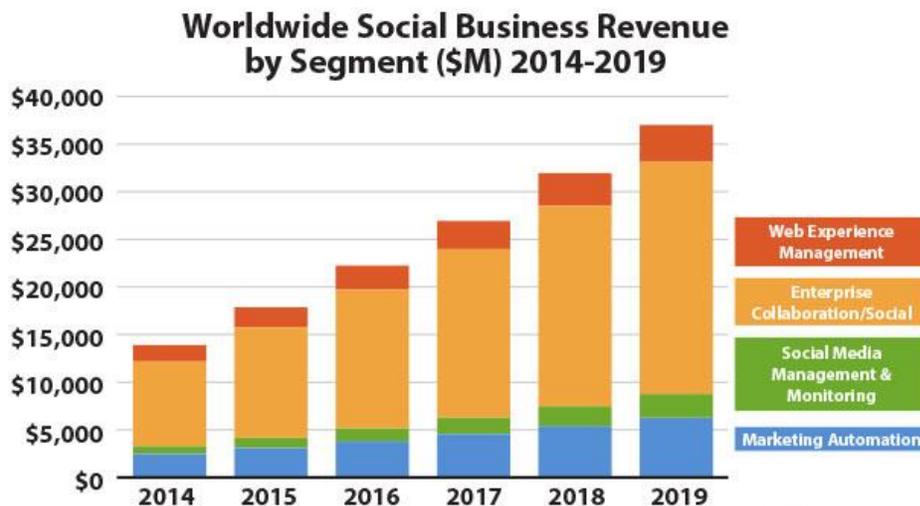




Social Business Applications Revenue Expected to Hit \$37 Billion by 2019

The Social Business Applications Market will increase by over 2.5x in size between 2014 and 2019, according a new market sizing and forecasting service from 451 Research.

NEW YORK, NY - May 7, 2015 – The *Social Business Applications Market* is expected to grow from \$13.9bn in revenue in 2014 to \$37.0bn in 2019. The specific market segments included in 451 Research’s analysis are Marketing Automation, Social Media Monitoring & Management, Enterprise Collaboration/Social, and Web Experience Management. As end users and enterprises continue to embrace the Social Business movement, 451 Research believes this will lead to a market CAGR of 22% from 2014 to 2019.



Source: 451 Research’s Market Monitor & Forecast, Social Business Forecast, Q1 2015



This forecast is based on 451 Research’s new Social Business Market Monitor service, which presents data generated via a bottom-up analysis of 145 vendors that participate across four Social Business segments. Those segments include 50 Marketing Automation participants, 29 Social Media Monitoring & Management participants, 65 Enterprise Collaboration & Communication participants and 22 Web Experience Management vendors.

“Business applications are finally, if still slowly, moving from silo and legacy status toward an integrated ‘demand chain’ that can pull together back-end, internal, and customer-facing processes and transactions,” says Alan Pelz-Sharpe, Research Director for 451 Research’s Social Business Applications channel. “Applications are being built to meet the needs of increasingly dispersed workforces, and in

2015 we expect the number of players, as well as investment, to grow substantially in this market, and further outlying technologies to be drawn inward.”

The 65 Enterprise Collaboration/Social vendors represent the bulk of total market revenue, followed by Marketing Automation Software and Web Experience Management. Social Media Monitoring & Management Tools represents the smallest segment in the Social Business stack.

In addition to the top-line market and subsector revenue, 451 Research examines generation by client size – SMB and large enterprise – with varying levels of end-user participation and expected growth rates across the Social Enterprise spectrum.

To learn more or request information about Market Monitor & Forecast [click here](#).

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About Market Monitor & Forecast

The 451 Research Market Monitor & Forecast product family offers market size, share and forecast data for more than a dozen key segments of the emerging technology landscape, including such sectors as cloud computing, cloud-enabling technology, OpenStack, enterprise mobility and desktop virtualization.

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About 451 Research

451 Research is a preeminent information technology research and advisory company. With a core focus on technology innovation and market disruption, we provide essential insight for leaders of the digital economy. More than 100 analysts and consultants deliver that insight via syndicated research, advisory services, and live events to more than 1,000 client organizations in North America, Europe and around the world. Founded in 2000 and headquartered in New York, 451 Research is a division of The 451 Group.

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Media Contact:

Michael Essery, Digital Marketing Specialist

T: 617-598-7226

E: michael.essery@451research.com