

Global Mobile Marketing Platforms Market 2019 by Manufacturers, Countries, Type and Application, Forecast to 2024

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Abstracts

We identifies two types of mobile marketing platforms: (1) Multichannel marketing hubs (MMH) with native mobile marketing capabilities: Offer mobile marketing as part of a broader marketing cloud. These vendors deliver a range of engagement and analytics capabilities for mobile web and mobile applications. They offer native mobile marketing capabilities, but may also partner with third parties to support capabilities around delivery, monetization and measurement. (2) Purpose-built mobile marketing platforms: Enable direct-marketing engagement capabilities including SMS campaign design, delivery and reporting, push-notification and in-app messaging, and mobile-wallet integration. Additionally, these solutions can link to existing marketing platforms, such as email and social marketing. Note that analysts may need to update the market definition as they progress through the research process. You will be explicitly notified of the change(s) should they need to happen

Scope of the Report:

The global Mobile Marketing Platforms market is valued at xx million USD in 2018 and is expected to reach xx million USD by the end of 2024, growing at a CAGR of xx% between 2019 and 2024.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Mobile Marketing Platforms.

Europe also play important roles in global market, with market size of xx million USD in 2019 and will be xx million USD in 2024, with a CAGR of xx%.

This report studies the Mobile Marketing Platforms market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Mobile Marketing Platforms market by product type and applications/end industries.

Market Segment by Companies, this report covers

Vibes

Localytics

Urban Airship

Leanplum

Pyze

IMImobile

Swrve

MoEngage

Salesforce

Sailthru

Braze

IBM

SessionM

Oracle

TUNE

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Multichannel Marketing Hubs (MMH)

Purpose-built Mobile Marketing Platforms

Market Segment by Applications, can be divided into

iOS

Android

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