

# Global Mobile Measurement Analytics Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Mobile Measurement Analytics market size was valued at US\$ 3190 million in 2025 and is forecast to a readjusted size of US\$ 8605 million by 2032 with a CAGR of 15.6% during review period.

Mobile Measurement Analytics, often delivered through mobile measurement partners (MMPs) or mobile attribution platforms, refers to the set of capabilities used to track, attribute, and analyze how marketing touchpoints drive app installs and in-app events. An MMP is typically an independent third-party platform that collects, organizes, and unifies app data and ad network signals to provide a consistent view of campaign performance across channels. By applying deterministic or probabilistic rules to impressions, clicks, installs, and post-install events, Mobile Measurement Analytics helps marketers answer which partners and creatives bring high-value users, how incremental each campaign is, and where to allocate budgets for maximum impact.

Technically, Mobile Measurement Analytics relies on client-side SDKs integrated into apps, server-to-server connections with ad networks and app stores, and attribution logic that defines lookback windows, priority rules, and multi-touch models. Modern solutions also embed fraud detection, privacy controls, and data-governance features, reflecting the tightening of platform policies and regulations. Beyond basic last-click reporting, leading platforms support multi-touch attribution, cohort and LTV analysis, SKAdNetwork and privacy-preserving measurement frameworks, and rich APIs or data exports to data warehouses and BI tools. As a result, Mobile Measurement Analytics has become a core layer in the mobile growth stack, sitting between ad spend and business outcomes, and enabling data-driven optimization of acquisition, re-

engagement, and cross-channel marketing.

Against a backdrop of rising mobile ad spend and increasing user acquisition costs, Mobile Measurement Analytics has evolved from a basic reporting feature into critical infrastructure for mobile marketing. Brands and app publishers are realizing that without a reliable answer to “where do my best users come from” and “what did this campaign actually deliver,” budget shifts are essentially guesswork. By consolidating impressions, clicks, installs, and post-install events into a unified view, Mobile Measurement Analytics gives marketers a transparent picture of the true contribution of each channel, creative, and audience segment. As app businesses expand across regions and operate in multiple app stores and ad ecosystems, the need for consistent, cross-platform measurement only becomes more acute.

At the same time, Mobile Measurement Analytics sits at the intersection of tightening privacy rules and rapid platform changes. Mobile operating systems are restricting access to device identifiers and cross-app tracking, while major ad platforms are reshaping how conversion data can be accessed and used. This pushes measurement from straightforward, ID-based attribution toward more complex, aggregated reporting and model-based inference. If the underlying logic and assumptions are opaque, trust in attribution results can erode, making it difficult for teams to adopt them as a shared basis for decision-making. Persistent challenges such as ad fraud, fake traffic, and incentivized installs also mean that measurement providers must continuously invest in detection and mitigation to keep their data credible.

On the demand side, Mobile Measurement Analytics is expanding from simple install attribution to holistic evaluation of user lifetime value and full-funnel performance. Many organizations are moving beyond day-one metrics and incorporating first purchase, repeat purchase, subscription renewals, churn, and re-engagement into their measurement frameworks. This shift is driving deeper integration between mobile attribution platforms, in-app analytics, customer data platforms, and automated media buying tools, creating a loop that connects ad exposure, in-app behavior, and revenue contribution. Looking ahead, as privacy-enhancing technologies and new modeling approaches mature, Mobile Measurement Analytics is likely to combine rule-based attribution with incrementality testing and causal inference methods, providing marketers with a richer toolbox for optimizing mobile spend under strict privacy constraints.

This report is a detailed and comprehensive analysis for global Mobile Measurement Analytics market. Both quantitative and qualitative analyses are presented by company,

by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Mobile Measurement Analytics market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Mobile Measurement Analytics market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Mobile Measurement Analytics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Mobile Measurement Analytics market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Mobile Measurement Analytics

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Mobile Measurement Analytics market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AppsFlyer Ltd., Adjust GmbH, Branch Metrics, Inc., Kochava Inc., Singular Labs, Inc., Tenjin, Inc., AB180, Inc. (Airbridge), Yandex LLC (AppMetrica), Affise Inc. (Affise MMP), Offer18 (Performance Marketing Platform), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Mobile Measurement Analytics market is split by Type and by Application. For the

period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Last Click Attribution

Multi Touch Attribution

Others

#### Market segment by Technical Implementation and Integration

SDK Based Platform

Server to Server Integration

Others

#### Market segment by Deployment Model

Cloud Based

On Premises

#### Market segment by Downstream Industry

Gaming

E-commerce and Retail

Financial Technology

Others

## Market segment by Application

Large Enterprises

Small and Medium Sized Enterprises

## Market segment by players, this report covers

AppsFlyer Ltd.

Adjust GmbH

Branch Metrics, Inc.

Kochava Inc.

Singular Labs, Inc.

Tenjin, Inc.

AB180, Inc. (Airbridge)

Yandex LLC (AppMetrica)

Affise Inc. (Affise MMP)

Offer18 (Performance Marketing Platform)

TalkingData

Umeng+

Mobvista Inc. (SolarEngine)

Volcano Engine (DataFinder)

## Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Mobile Measurement Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Measurement Analytics, with revenue, gross margin, and global market share of Mobile Measurement Analytics from 2021 to 2026.

Chapter 3, the Mobile Measurement Analytics competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Mobile Measurement Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Mobile Measurement Analytics.

Chapter 13, to describe Mobile Measurement Analytics research findings and conclusion.

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