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Latin America, Middle East & Africa App Analytics Market (2018 - 2024)

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Abstracts

The Latin America, Middle East and Africa App Analytics Market would witness market growth of 23.5% CAGR during the forecast period (2018 – 2024). Companies are adopting the app analytics software at a rapid scale to initiate better-informed and extensively data-driven decisions. The advent of new insights enables companies to enhance their product, marketing, and overall profitability. The use of mobile app analytics plays an essential part in every mobile app's success. Mobile application marketing does not stop when the application is merely launched in a mobile app store. Similar to web applications, mobile apps involve the ongoing monitoring of end-user usability performance of the application. Analytics is about collecting data and transforming it into useful information that also provides useful insights into improved business performance.

Mobile app analytics are necessary for capturing and fixing unexpected app behavior like crashes, bugs, errors. This type of analytics is essentially applied at both the app testing phase as well as after the release of the app into production. Device-level analytics helps to track the performance of hardware. In addition, mobile app analytics measures the interaction of users with applications and gains actionable insights.

Based on Type, the market is segmented into Web App Analytics and Mobile App Analytics. Based on Application, the market is segmented into App Performance Analytics & Operations, User Analytics, Ad Monitoring & Marketing Analytics, and Revenue Analytics. Based on Component, the market is segmented into Software and Services. Based on End User, the market is segmented into Gaming & Social Media, BFSI, Logistics, Travel & Hospitality, Retail & E-commerce, Media & Entertainment, Telecom & IT, and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe Systems Inc., Mixpanel, Localytics, App Annie Inc., AppDynamics (Cisco Systems), Appsflyer Ltd., Appsee, Clevertap, IBM Corporation, and Countly.

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