

North America App Analytics Market (2018 - 2024)

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Abstracts

The North America App Analytics Market would witness market growth of 17.9% CAGR during the forecast period (2018 – 2024). An app analytics tool provides a real-time insight into the performance and a user's experience across Web, wearable devices and mobile apps. With in-detail metrics like app usage, retention, and crashes by carrier, device and platform, organizations can get a better understanding of their users' digital experience to continuously improve quality, design and performance.

North America is expected to hold the largest market share of the app analytics market. The North American countries have sustainable and well - established economies, which allow them to invest heavily in R&D activities and thereby help to develop and innovate new technologies. With trend technologies like IoT, Big Data, DevOps and mobility adopted early in their work, manufacturers integrate app analytics solutions and services in their processes. Many organizations also focus on partnerships and new product launches for the provision of analytical services to help their customers build smart applications. In order to ensure the flexibility and elasticity of on-premise data centres, for instance, IBM launched its Analytics Platform on the private cloud. The growth of the North American market is expected to be boosted by technological advances across verticals.

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 U.S., Mexico, Canada, and Rest of North America.

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 County.

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