

Global Mobile Marketing Automation Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Mobile Marketing Automation Service market size is predicted to grow from US\$ 7769 million in 2025 to US\$ 25980 million in 2032; it is expected to grow at a CAGR of 19.2% from 2026 to 2032.

Mobile marketing automation services refer to the use of technology and tools to manage and execute mobile marketing activities in an automated and intelligent manner. These services cover user analysis, message push, personalized content creation, automated marketing workflow, etc., helping companies interact with users more effectively, improve user participation, and achieve better marketing results. As user interactions increase across multiple devices and platforms, mobile marketing automation services will focus more on multi-channel integration to ensure a consistent user experience. With the continuous advancement of technology and changes in user needs, mobile marketing automation services will continue to evolve to adapt to new trends and market dynamics.

LPI (LP Information)' newest research report, the "Mobile Marketing Automation Service Industry Forecast" looks at past sales and reviews total world Mobile Marketing Automation Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Mobile Marketing Automation Service sales for 2026 through 2032. With Mobile Marketing Automation Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile Marketing Automation Service industry.

This Insight Report provides a comprehensive analysis of the global Mobile Marketing Automation Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and

M&A activity. This report also analyses the strategies of leading global companies with a focus on Mobile Marketing Automation Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Mobile Marketing Automation Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Marketing Automation Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Mobile Marketing Automation Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Mobile Marketing Automation Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Personalized Content Service

General Content Service

Segmentation by Application:

Large Enterprise

Medium-Sized Enterprise

Small Companies

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Braze

Leanplum

Iterable

CleverTap

Localytics

MoEngage

OneSignal

Airship

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