

Global Mobile Marketing Platforms Market Growth (Status and Outlook) 2023-2029

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Abstracts

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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

LPI (LP Information)' newest research report, the "Mobile Marketing Platforms Industry Forecast" looks at past sales and reviews total world Mobile Marketing Platforms sales in 2022, providing a comprehensive analysis by region and market sector of projected Mobile Marketing Platforms sales for 2023 through 2029. With Mobile Marketing Platforms sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile Marketing Platforms industry.

This Insight Report provides a comprehensive analysis of the global Mobile Marketing Platforms landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Marketing Platforms 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 Platforms.

The global Mobile Marketing Platforms market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Mobile Marketing Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Mobile Marketing Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Mobile Marketing Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Mobile Marketing Platforms players cover Vibes, Localytics, Urban Airship, Leanplum, Pyze, IMI mobile, Swrve, MoEngage and Salesforce, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Multichannel Marketing Hubs (MMH)

Purpose-built Mobile Marketing Platforms

Segmentation by application

iOS

Android

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.

Vibes

Localytics

Urban Airship

Leanplum

Pyze

IMImobile

Swrve

MoEngage

Salesforce

Sailthru

Braze

IBM

SessionM

Oracle

TUNE

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