

2020-2025 Global Mobile Engagement Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Mobile engagement is an act of engaging the customers by an omni-channel inside and outside of the application and how brands interact with consumers via a mobile device. The interaction of brands with their consumers is a platform for brands to advertise and market themselves.

This report elaborates the market size, market characteristics, and market growth of the Mobile Engagement industry, and breaks down according to the type, application, and consumption area of Mobile Engagement. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Mobile Engagement in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Mobile Engagement market covered in Chapter 13:

Localytics

Selligent

Tapjoy

Leanplum

Swrve

Urban Airship

Salesforce
Marketo
Vibes Media
Followanalytics
Smartfocus
Webtrekk
Oracle
Adobe
Accengage
Appboy
IBM

In Chapter 6, on the basis of types, the Mobile Engagement market from 2015 to 2025 is primarily split into:

SMS & MMS
Push Notification
In-App Messaging
E-mail
App/Web Content
Others

In Chapter 7, on the basis of applications, the Mobile Engagement market from 2015 to 2025 covers:

Financial Services
Retail
Travel & Hospitality
Telecom & IT
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

Contents

1 MOBILE ENGAGEMENT MARKET - RESEARCH SCOPE

- 1.1 Study Goals
- 1.2 Market Definition and Scope
- 1.3 Key Market Segments
- 1.4 Study and Forecasting Years

2 MOBILE ENGAGEMENT MARKET - RESEARCH METHODOLOGY

- 2.1 Methodology
- 2.2 Research Data Source
 - 2.2.1 Secondary Data
 - 2.2.2 Primary Data
 - 2.2.3 Market Size Estimation
 - 2.2.4 Legal Disclaimer

3 MOBILE ENGAGEMENT MARKET FORCES

- 3.1 Global Mobile Engagement Market Size
- 3.2 Top Impacting Factors (PESTEL Analysis)
 - 3.2.1 Political Factors
 - 3.2.2 Economic Factors
 - 3.2.3 Social Factors
 - 3.2.4 Technological Factors
 - 3.2.5 Environmental Factors
 - 3.2.6 Legal Factors
- 3.3 Industry Trend Analysis
- 3.4 Industry Trends Under COVID-19
 - 3.4.1 Risk Assessment on COVID-19
 - 3.4.2 Assessment of the Overall Impact of COVID-19 on the Industry
 - 3.4.3 Pre COVID-19 and Post COVID-19 Market Scenario
- 3.5 Industry Risk Assessment

4 MOBILE ENGAGEMENT MARKET - BY GEOGRAPHY

- 4.1 Global Mobile Engagement Market Value and Market Share by Regions
 - 4.1.1 Global Mobile Engagement Value (\$) by Region (2015-2020)

- 4.1.2 Global Mobile Engagement Value Market Share by Regions (2015-2020)
- 4.2 Global Mobile Engagement Market Production and Market Share by Major Countries
 - 4.2.1 Global Mobile Engagement Production by Major Countries (2015-2020)
 - 4.2.2 Global Mobile Engagement Production Market Share by Major Countries (2015-2020)
- 4.3 Global Mobile Engagement Market Consumption and Market Share by Regions
 - 4.3.1 Global Mobile Engagement Consumption by Regions (2015-2020)
 - 4.3.2 Global Mobile Engagement Consumption Market Share by Regions (2015-2020)

5 MOBILE ENGAGEMENT MARKET - BY TRADE STATISTICS

- 5.1 Global Mobile Engagement Export and Import
- 5.2 United States Mobile Engagement Export and Import (2015-2020)
- 5.3 Europe Mobile Engagement Export and Import (2015-2020)
- 5.4 China Mobile Engagement Export and Import (2015-2020)
- 5.5 Japan Mobile Engagement Export and Import (2015-2020)
- 5.6 India Mobile Engagement Export and Import (2015-2020)
- 5.7 ...

6 MOBILE ENGAGEMENT MARKET - BY TYPE

- 6.1 Global Mobile Engagement Production and Market Share by Types (2015-2020)
 - 6.1.1 Global Mobile Engagement Production by Types (2015-2020)
 - 6.1.2 Global Mobile Engagement Production Market Share by Types (2015-2020)
- 6.2 Global Mobile Engagement Value and Market Share by Types (2015-2020)
 - 6.2.1 Global Mobile Engagement Value by Types (2015-2020)
 - 6.2.2 Global Mobile Engagement Value Market Share by Types (2015-2020)
- 6.3 Global Mobile Engagement Production, Price and Growth Rate of SMS & MMS (2015-2020)
- 6.4 Global Mobile Engagement Production, Price and Growth Rate of Push Notification (2015-2020)
- 6.5 Global Mobile Engagement Production, Price and Growth Rate of In-App Messaging (2015-2020)
- 6.6 Global Mobile Engagement Production, Price and Growth Rate of E-mail (2015-2020)
- 6.7 Global Mobile Engagement Production, Price and Growth Rate of App/Web Content (2015-2020)
- 6.8 Global Mobile Engagement Production, Price and Growth Rate of Others

(2015-2020)

7 MOBILE ENGAGEMENT MARKET - BY APPLICATION

7.1 Global Mobile Engagement Consumption and Market Share by Applications
(2015-2020)

7.1.1 Global Mobile Engagement Consumption by Applications (2015-2020)

7.1.2 Global Mobile Engagement Consumption Market Share by Applications
(2015-2020)

7.2 Global Mobile Engagement Consumption and Growth Rate of Financial Services
(2015-2020)

7.3 Global Mobile Engagement Consumption and Growth Rate of Retail (2015-2020)

7.4 Global Mobile Engagement Consumption and Growth Rate of Travel & Hospitality
(2015-2020)

7.5 Global Mobile Engagement Consumption and Growth Rate of Telecom & IT
(2015-2020)

7.6 Global Mobile Engagement Consumption and Growth Rate of Others (2015-2020)

8 NORTH AMERICA MOBILE ENGAGEMENT MARKET

8.1 North America Mobile Engagement Market Size

8.2 United States Mobile Engagement Market Size

8.3 Canada Mobile Engagement Market Size

8.4 Mexico Mobile Engagement Market Size

8.5 The Influence of COVID-19 on North America Market

9 EUROPE MOBILE ENGAGEMENT MARKET ANALYSIS

9.1 Europe Mobile Engagement Market Size

9.2 Germany Mobile Engagement Market Size

9.3 United Kingdom Mobile Engagement Market Size

9.4 France Mobile Engagement Market Size

9.5 Italy Mobile Engagement Market Size

9.6 Spain Mobile Engagement Market Size

9.7 The Influence of COVID-19 on Europe Market

10 ASIA-PACIFIC MOBILE ENGAGEMENT MARKET ANALYSIS

10.1 Asia-Pacific Mobile Engagement Market Size

- 10.2 China Mobile Engagement Market Size
- 10.3 Japan Mobile Engagement Market Size
- 10.4 South Korea Mobile Engagement Market Size
- 10.5 Southeast Asia Mobile Engagement Market Size
- 10.6 India Mobile Engagement Market Size
- 10.7 The Influence of COVID-19 on Asia Pacific Market

11 MIDDLE EAST AND AFRICA MOBILE ENGAGEMENT MARKET ANALYSIS

- 11.1 Middle East and Africa Mobile Engagement Market Size
- 11.2 Saudi Arabia Mobile Engagement Market Size
- 11.3 UAE Mobile Engagement Market Size
- 11.4 South Africa Mobile Engagement Market Size
- 11.5 The Influence of COVID-19 on Middle East and Africa Market

12 SOUTH AMERICA MOBILE ENGAGEMENT MARKET ANALYSIS

- 12.1 South America Mobile Engagement Market Size
- 12.2 Brazil Mobile Engagement Market Size
- 12.3 The Influence of COVID-19 on South America Market

13 COMPANY PROFILES

- 13.1 Localytics
 - 13.1.1 Localytics Basic Information
 - 13.1.2 Localytics Product Profiles, Application and Specification
 - 13.1.3 Localytics Mobile Engagement Market Performance (2015-2020)
- 13.2 Selligent
 - 13.2.1 Selligent Basic Information
 - 13.2.2 Selligent Product Profiles, Application and Specification
 - 13.2.3 Selligent Mobile Engagement Market Performance (2015-2020)
- 13.3 Tapjoy
 - 13.3.1 Tapjoy Basic Information
 - 13.3.2 Tapjoy Product Profiles, Application and Specification
 - 13.3.3 Tapjoy Mobile Engagement Market Performance (2015-2020)
- 13.4 Leanplum
 - 13.4.1 Leanplum Basic Information
 - 13.4.2 Leanplum Product Profiles, Application and Specification
 - 13.4.3 Leanplum Mobile Engagement Market Performance (2015-2020)

13.5 Swrve

13.5.1 Swrve Basic Information

13.5.2 Swrve Product Profiles, Application and Specification

13.5.3 Swrve Mobile Engagement Market Performance (2015-2020)

13.6 Urban Airship

13.6.1 Urban Airship Basic Information

13.6.2 Urban Airship Product Profiles, Application and Specification

13.6.3 Urban Airship Mobile Engagement Market Performance (2015-2020)

13.7 Salesforce

13.7.1 Salesforce Basic Information

13.7.2 Salesforce Product Profiles, Application and Specification

13.7.3 Salesforce Mobile Engagement Market Performance (2015-2020)

13.8 Marketo

13.8.1 Marketo Basic Information

13.8.2 Marketo Product Profiles, Application and Specification

13.8.3 Marketo Mobile Engagement Market Performance (2015-2020)

13.9 Vibes Media

13.9.1 Vibes Media Basic Information

13.9.2 Vibes Media Product Profiles, Application and Specification

13.9.3 Vibes Media Mobile Engagement Market Performance (2015-2020)

13.10 Followanalytics

13.10.1 Followanalytics Basic Information

13.10.2 Followanalytics Product Profiles, Application and Specification

13.10.3 Followanalytics Mobile Engagement Market Performance (2015-2020)

13.11 Smartfocus

13.11.1 Smartfocus Basic Information

13.11.2 Smartfocus Product Profiles, Application and Specification

13.11.3 Smartfocus Mobile Engagement Market Performance (2015-2020)

13.12 Webtrekk

13.12.1 Webtrekk Basic Information

13.12.2 Webtrekk Product Profiles, Application and Specification

13.12.3 Webtrekk Mobile Engagement Market Performance (2015-2020)

13.13 Oracle

13.13.1 Oracle Basic Information

13.13.2 Oracle Product Profiles, Application and Specification

13.13.3 Oracle Mobile Engagement Market Performance (2015-2020)

13.14 Adobe

13.14.1 Adobe Basic Information

13.14.2 Adobe Product Profiles, Application and Specification

- 13.14.3 Adobe Mobile Engagement Market Performance (2015-2020)
- 13.15 Accengage
 - 13.15.1 Accengage Basic Information
 - 13.15.2 Accengage Product Profiles, Application and Specification
 - 13.15.3 Accengage Mobile Engagement Market Performance (2015-2020)
- 13.16 Appboy
 - 13.16.1 Appboy Basic Information
 - 13.16.2 Appboy Product Profiles, Application and Specification
 - 13.16.3 Appboy Mobile Engagement Market Performance (2015-2020)
- 13.17 IBM
 - 13.17.1 IBM Basic Information
 - 13.17.2 IBM Product Profiles, Application and Specification
 - 13.17.3 IBM Mobile Engagement Market Performance (2015-2020)

14 MARKET FORECAST - BY REGIONS

- 14.1 North America Mobile Engagement Market Forecast (2020-2025)
- 14.2 Europe Mobile Engagement Market Forecast (2020-2025)
- 14.3 Asia-Pacific Mobile Engagement Market Forecast (2020-2025)
- 14.4 Middle East and Africa Mobile Engagement Market Forecast (2020-2025)
- 14.5 South America Mobile Engagement Market Forecast (2020-2025)

15 MARKET FORECAST - BY TYPE AND APPLICATIONS

- 15.1 Global Mobile Engagement Market Forecast by Types (2020-2025)
 - 15.1.1 Global Mobile Engagement Market Forecast Production and Market Share by Types (2020-2025)
 - 15.1.2 Global Mobile Engagement Market Forecast Value and Market Share by Types (2020-2025)
- 15.2 Global Mobile Engagement Market Forecast by Applications (2020-2025)

List Of Tables

LIST OF TABLES AND FIGURES

Figure Mobile Engagement Picture

Table Mobile Engagement Key Market Segments

Figure Study and Forecasting Years

Figure Global Mobile Engagement Market Size and Growth Rate 2015-2025

Figure Industry PESTEL Analysis

Figure Global COVID-19 Status

Figure Market Size Forecast Comparison of Pre COVID-19 and Post COVID-19

Figure Global Mobile Engagement Value (\$) and Growth Rate (2015-2020)

Table Global Mobile Engagement Value (\$) by Countries (2015-2020)

Table Global Mobile Engagement Value Market Share by Regions (2015-2020)

Figure Global Mobile Engagement Value Market Share by Regions in 2019

Figure Global Mobile Engagement Production and Growth Rate (2015-2020)

Table Global Mobile Engagement Production by Major Countries (2015-2020)

Table Global Mobile Engagement Production Market Share by Major Countries (2015-2020)

Figure Global Mobile Engagement Production Market Share by Regions in 2019

Figure Global Mobile Engagement Consumption and Growth Rate (2015-2020)

Table Global Mobile Engagement Consumption by Regions (2015-2020)

Table Global Mobile Engagement Consumption Market Share by Regions (2015-2020)

Figure Global Mobile Engagement Consumption Market Share by Regions in 2019

Table Global Mobile Engagement Export Top 3 Country 2019

Table Global Mobile Engagement Import Top 3 Country 2019

Table United States Mobile Engagement Export and Import (2015-2020)

Table Europe Mobile Engagement Export and Import (2015-2020)

Table China Mobile Engagement Export and Import (2015-2020)

Table Japan Mobile Engagement Export and Import (2015-2020)

Table India Mobile Engagement Export and Import (2015-2020)

Table Global Mobile Engagement Production by Types (2015-2020)

Table Global Mobile Engagement Production Market Share by Types (2015-2020)

Figure Global Mobile Engagement Production Share by Type (2015-2020)

Table Global Mobile Engagement Value by Types (2015-2020)

Table Global Mobile Engagement Value Market Share by Types (2015-2020)

Figure Global Mobile Engagement Value Share by Type (2015-2020)

Figure Global SMS & MMS Production and Growth Rate (2015-2020)

Figure Global SMS & MMS Price (2015-2020)

Figure Global Push Notification Production and Growth Rate (2015-2020)
Figure Global Push Notification Price (2015-2020)
Figure Global In-App Messaging Production and Growth Rate (2015-2020)
Figure Global In-App Messaging Price (2015-2020)
Figure Global E-mail Production and Growth Rate (2015-2020)
Figure Global E-mail Price (2015-2020)
Figure Global App/Web Content Production and Growth Rate (2015-2020)
Figure Global App/Web Content Price (2015-2020)
Figure Global Others Production and Growth Rate (2015-2020)
Figure Global Others Price (2015-2020)
Table Global Mobile Engagement Consumption by Applications (2015-2020)
Table Global Mobile Engagement Consumption Market Share by Applications (2015-2020)
Figure Global Mobile Engagement Consumption Share by Application (2015-2020)
Figure Global Financial Services Consumption and Growth Rate (2015-2020)
Figure Global Retail Consumption and Growth Rate (2015-2020)
Figure Global Travel & Hospitality Consumption and Growth Rate (2015-2020)
Figure Global Telecom & IT Consumption and Growth Rate (2015-2020)
Figure Global Others Consumption and Growth Rate (2015-2020)
Figure North America Mobile Engagement Market Consumption and Growth Rate (2015-2020)
Table North America Mobile Engagement Consumption by Countries (2015-2020)
Table North America Mobile Engagement Consumption Market Share by Countries (2015-2020)
Figure North America Mobile Engagement Consumption Market Share by Countries (2015-2020)
Figure United States Mobile Engagement Market Consumption and Growth Rate (2015-2020)
Figure Canada Mobile Engagement Market Consumption and Growth Rate (2015-2020)
Figure Mexico Mobile Engagement Market Consumption and Growth Rate (2015-2020)
Figure North America COVID-19 Status
Figure Europe Mobile Engagement Market Consumption and Growth Rate (2015-2020)
Table Europe Mobile Engagement Consumption by Countries (2015-2020)
Table Europe Mobile Engagement Consumption Market Share by Countries (2015-2020)
Figure Europe Mobile Engagement Consumption Market Share by Countries (2015-2020)
Figure Germany Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure United Kingdom Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure France Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Italy Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Spain Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Europe COVID-19 Status

Figure Asia-Pacific Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Table Asia-Pacific Mobile Engagement Consumption by Countries (2015-2020)

Table Asia-Pacific Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure Asia-Pacific Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure China Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Japan Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure South Korea Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Southeast Asia Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure India Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure Asia Pacific COVID-19 Status

Figure Middle East and Africa Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Table Middle East and Africa Mobile Engagement Consumption by Countries (2015-2020)

Table Middle East and Africa Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure Middle East and Africa Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure Saudi Arabia Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure UAE Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure South Africa Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Figure South America Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Table South America Mobile Engagement Consumption by Countries (2015-2020)

Table South America Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure South America Mobile Engagement Consumption Market Share by Countries (2015-2020)

Figure Brazil Mobile Engagement Market Consumption and Growth Rate (2015-2020)

Table Localytics Company Profile

Table Localytics Production, Value, Price, Gross Margin 2015-2020

Figure Localytics Production and Growth Rate

Figure Localytics Value (\$) Market Share 2015-2020

Table Selligent Company Profile

Table Selligent Production, Value, Price, Gross Margin 2015-2020

Figure Selligent Production and Growth Rate

Figure Selligent Value (\$) Market Share 2015-2020

Table Tapjoy Company Profile

Table Tapjoy Production, Value, Price, Gross Margin 2015-2020

Figure Tapjoy Production and Growth Rate

Figure Tapjoy Value (\$) Market Share 2015-2020

Table Leanplum Company Profile

Table Leanplum Production, Value, Price, Gross Margin 2015-2020

Figure Leanplum Production and Growth Rate

Figure Leanplum Value (\$) Market Share 2015-2020

Table Swrve Company Profile

Table Swrve Production, Value, Price, Gross Margin 2015-2020

Figure Swrve Production and Growth Rate

Figure Swrve Value (\$) Market Share 2015-2020

Table Urban Airship Company Profile

Table Urban Airship Production, Value, Price, Gross Margin 2015-2020

Figure Urban Airship Production and Growth Rate

Figure Urban Airship Value (\$) Market Share 2015-2020

Table Salesforce Company Profile

Table Salesforce Production, Value, Price, Gross Margin 2015-2020

Figure Salesforce Production and Growth Rate

Figure Salesforce Value (\$) Market Share 2015-2020

Table Marketo Company Profile

Table Marketo Production, Value, Price, Gross Margin 2015-2020

Figure Marketo Production and Growth Rate

Figure Marketo Value (\$) Market Share 2015-2020

Table Vibes Media Company Profile

Table Vibes Media Production, Value, Price, Gross Margin 2015-2020

Figure Vibes Media Production and Growth Rate

Figure Vibes Media Value (\$) Market Share 2015-2020

Table Followanalytics Company Profile

Table Followanalytics Production, Value, Price, Gross Margin 2015-2020

Figure Followanalytics Production and Growth Rate

Figure Followanalytics Value (\$) Market Share 2015-2020

Table Smartfocus Company Profile

Table Smartfocus Production, Value, Price, Gross Margin 2015-2020

Figure Smartfocus Production and Growth Rate

Figure Smartfocus Value (\$) Market Share 2015-2020

Table Webtrekk Company Profile

Table Webtrekk Production, Value, Price, Gross Margin 2015-2020

Figure Webtrekk Production and Growth Rate

Figure Webtrekk Value (\$) Market Share 2015-2020

Table Oracle Company Profile

Table Oracle Production, Value, Price, Gross Margin 2015-2020

Figure Oracle Production and Growth Rate

Figure Oracle Value (\$) Market Share 2015-2020

Table Adobe Company Profile

Table Adobe Production, Value, Price, Gross Margin 2015-2020

Figure Adobe Production and Growth Rate

Figure Adobe Value (\$) Market Share 2015-2020

Table Accengage Company Profile

Table Accengage Production, Value, Price, Gross Margin 2015-2020

Figure Accengage Production and Growth Rate

Figure Accengage Value (\$) Market Share 2015-2020

Table Appboy Company Profile

Table Appboy Production, Value, Price, Gross Margin 2015-2020

Figure Appboy Production and Growth Rate

Figure Appboy Value (\$) Market Share 2015-2020

Table IBM Company Profile

Table IBM Production, Value, Price, Gross Margin 2015-2020

Figure IBM Production and Growth Rate

Figure IBM Value (\$) Market Share 2015-2020

Figure North America Market Consumption and Growth Rate Forecast (2020-2025)

Figure Europe Market Consumption and Growth Rate Forecast (2020-2025)

Figure Asia-Pacific Market Consumption and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Market Consumption and Growth Rate Forecast (2020-2025)

Figure South America Market Consumption and Growth Rate Forecast (2020-2025)

Table Global Mobile Engagement Market Forecast Production by Types (2020-2025)

Table Global Mobile Engagement Market Forecast Production Share by Types
(2020-2025)

Table Global Mobile Engagement Market Forecast Value (\$) by Types (2020-2025)

Table Global Mobile Engagement Market Forecast Value Share by Types (2020-2025)

Table Global Mobile Engagement Market Forecast Consumption by Applications
(2020-2025)

Table Global Mobile Engagement Market Forecast Consumption Share by Applications
(2020-2025)

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