

COVID-19 Outbreak-Global Mobile Marketing Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Mobile Marketing is the collaborating multichannel promotion of products or services for mobile phone, devices, smartphones and networks. Mobile marketing channels are various and include technology, trade shows or billboards.

The Mobile Marketing market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Mobile Marketing industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Mobile Marketing market can be split based on product types, major applications,

and important countries as follows:

Key players in the global Mobile Marketing market covered in Chapter 12:

OATH Inc. (Millennial Media)

Microsoft Corporation (Bing)

Chartboost Inc.

Vibes Media

SAS

AT&T

Yodel Inc.

AdColony Inc.

IBM

Phonevalley S.A.

Salmat

Facebook Inc.

Pinterest Inc.

Twitter Inc.

GroundTruth Inc.

Salesforce

ComboApp Inc.

Appency Inc.

APP PROMO

SE

InMobi Technologies Private Limited

Studio Mosaic

Dot Com Infoway

OpenMarket Inc.

Oracle

AppFillip

Google Inc.

Techmagnate

Mobivity Holdings

Mozoo Mobile Group

In Chapter 4 and 14.1, on the basis of types, the Mobile Marketing market from 2015 to 2025 is primarily split into:

SMS

MMS

Push Notifications

Mobile Emails
QR Codes
Mobile Web

In Chapter 5 and 14.2, on the basis of applications, the Mobile Marketing market from 2015 to 2025 covers:

SMB
Large Enterprise

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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