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Global Application-to-Person (A2P) SMS and API Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

A2P (Application to Person) is an emerging messaging type in the world of telecommunications. A2P is also popularly known as business or enterprise SMS. A2P SMS provides updates related to transactions, authorized info (secure info), notifications, reminders, alerts, promotions, enquiry, search, offers etc. without any monetary deductions.

API is the acronym for Application Programming Interface, which is a software intermediary that allows two applications to talk to each other. Each time you use an app like Facebook, send an instant message, or check the weather on your phone, you’re using an API.

Based on the Application-to-Person (A2P) SMS and API market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

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In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Application-to-Person (A2P) SMS and API market covered in Chapter 5:

Syniverse Technologies
Twilio
Beepsend AB
Nexmo
CLX Communications
OpenMarket
FortyTwo Telecom AB
Tyntec
Ogangi Corporation

In Chapter 6, on the basis of types, the Application-to-Person (A2P) SMS and API market from 2015 to 2025 is primarily split into:

Cloud API
Traditional API

In Chapter 7, on the basis of applications, the Application-to-Person (A2P) SMS and API market from 2015 to 2025 covers:

SMS Aggregators
Bulk SMS Providers
Marketers/Resellers
Telecom Operators
Others

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 8-13:

North America (Covered in Chapter 9)

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United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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