

Global Mobile AB Testing Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

A/B testing (bucket tests or split-run testing) is a randomized experiment with two variants, A and B. It includes application of statistical hypothesis testing or 'two-sample hypothesis testing' as used in the field of statistics. A/B testing is a way to compare two versions of a single variable, typically by testing a subject's response to variant A against variant B, and determining which of the two variants is more effective. Based on the Mobile AB Testing 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.

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 Mobile AB Testing market covered in Chapter 5:

Optimizely

Appsee

Azetone

Localytics

CleverTap
ShepHertz Technologies
Taplytics
Apptentive
Splitforce
Apptimize
App Samurai
Mixpanel
Leanplum
Google

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

Single Variable Testing
Multivariate Testing (MVT)

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

APPs
Webs

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)

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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