

# **Mobile Marketing Market by Component (Platform and Services), Channel, Organization Size (SMES and Large Enterprises), Vertical (Retail and Ecommerce, Travel and Logistics, Automotive, and Telecom and IT), and Region - Global Forecast to 2024**

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## **Abstracts**

“Increased use of mobile web and mobile applications, the popularity of mobile marketing with increasing mobile devices, high penetration of mobile users, and the growth of social media and advertising to drive the growth of the mobile marketing market”

The global mobile marketing market size is expected to grow from USD 10.5 billion in 2019 to USD 25.0 billion by 2024, at a Compound Annual Growth Rate (CAGR) of 18.9% during the forecast period. Increased use of mobile web and mobile applications, the popularity of mobile marketing with increasing mobile devices, high penetration of mobile users, and the growth of social media and advertising for enhancing mobile marketing are expected to drive the growth of the market across the globe. However, security and privacy concerns for confidential data and complications in the implementation of mobile marketing platform are expected to restrict the growth of the market across the globe.

“Services segment to grow at the highest CAGR during the forecast period”

The services segment is projected to grow at the highest CAGR during the forecast period. Services form an integral part of the mobile marketing life cycle. They assist in carrying out software functionalities, ranging from deployment to management, such as implementation and integration, training and consultation, product upgradation, and support and maintenance. The services segment of the mobile marketing market is

expected to have a promising future due to various integration of marketing applications. Services help organizations in building successful customer relationships by continuously supporting them through their business tenure. They also benefit organizations by enhancing marketing project execution and streamlining marketing operations.

“SMEs segment to lead the mobile marketing market in 2019”

SMEs in all verticals and regions are now taking advantage of the current mobile technology. Several SMEs already have mobile sites and mobile applications, which make mobile marketing one of the most effective and economical marketing channels for them. They are now shifting from using traditional marketing to digital marketing, and a majority of their marketing expenditure now goes into digital marketing channels. The mobile marketing platform market in the SMEs segment is expected to gain traction in the years to come, as more vendors would come up with different mobile marketing platforms to cater to the demands of the SMEs.

“Telecom and IT segment to grow at the highest CAGR during the forecast period”

Mobile marketing solutions have been finding their way into the telecom and IT vertical for the last 10 years. Telecommunications companies use mobile marketing as a channel to communicate with their customers to enhance customer loyalty, increase brand awareness, and consistently generate revenue. SMS, MMS, and mobile emails have been widely used by telecom and IT vertical. Location-based marketing is also gaining traction in this vertical, as telecommunications companies now tend to send offers and promotions based on customers' location.

“North America to lead the mobile marketing market in 2019”

North America is estimated to be the largest market size contributor in 2019, and the trend is expected to continue during the forecast period due to the rapid adoption of mobile marketing platform and services among enterprises in this region. North America has been an early adopter and a host to innovative initiatives for advanced technologies. Moreover, there is a significant rise in automated marketing spending by organizations due to increasing competition faced by these organizations to achieve new customers, satisfy old customers, and retain these customers. Most mobile marketing platform vendors, including the major players, such as Adobe, Airship, Braze, Swrve, and Oracle, have a direct or an indirect presence in this region via distributors, and resellers. The major mobile marketing vendors in North America have adopted

several strategies to enhance their existing product portfolio and expand their presence in the mobile marketing market.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the mobile marketing market.

By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level – 38%, Directors – 30%, and Others – 32%

By Region: North America – 40%, Europe – 15%, APAC – 35%, MEA – 5%, and Latin America – 5%

Major vendors of mobile marketing platform and services include Airship (US), Swrve Inc. (US), Vibes (US), Braze, Inc. (US), Adobe (US), Acoustic, L.P. (US), Localytics (US), Oracle (US), Salesforce (US), SAP (Germany), Marketo (US), Pyze Inc. (US), FollowAnalytics (US), Xtremepush (UK), IMI Mobile Private Limited (UK), MoEngage (UK), Punchh (US), Sailthru (US), Leanplum (US), and Netcore Solutions (India).

The study included an in-depth competitive analysis of these key players with their company profiles, recent developments, and key growth strategies adopted by them.

### Research coverage

The market study covers the mobile marketing market across different segments. It aims at estimating the market size and the growth potential of this market across different segments based on components (platform and services), channels, organization sizes, verticals, and regions. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall mobile marketing market and its segments. This report is also expected to

help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and to plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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## About

Mobile marketing can be understood as any marketing activity that is being carried on a mobile device such as smartphone and tablet. Mobile marketing solutions use the right combination of data, insights, and content and help businesses to deliver the best experience to a consumer at the right time. Mobile marketing helps businesses to best attract, engage, acquire, and retain customers.

Mobile marketing market size in this study has been defined as the summation of overall spending of SMBs and large enterprises on direct response mobile marketing through SMS, MMS, push notifications, mobile emails, QR codes, location-based marketing, and in-app messages.

Mobile marketing can be understood as any marketing activity that is being carried on a mobile device such as smartphone and tablet. Businesses today look for solutions to best attract, engage, acquire, and retain customers. Mobile marketing solutions use the right combination of data, insights, and content and help businesses to deliver the best experience to a consumer at the right time. Increased usage of mobile devices and mobile internet have given marketers an innovative, efficient, and cost-effective channel to market their products and services through various mobile marketing solutions such as SMS, MMS, push notifications, mobile emails, QR codes, location-based marketing, and in-app messages. Mobile marketing helps businesses to run cross-channel marketing campaigns, improve Customer Relationship Management (CRM), and enhance application engagement. The inclusion of data analytics and geolocation services has further enhanced the capabilities of mobile marketing solutions.

Increase in smartphone and tablet users, mobile internet, increased usage of mobile applications and mobile web, and increased return on marketing spend are some of the factors driving the mobile marketing market. Lack of education and awareness among SMBs and complex implementation of the mobile marketing solutions are the factors hindering the growth of the mobile marketing market. Social media and rich communication services offer new opportunities for the vendors. Understanding consumer behavior and privacy concerns are some of the challenges being faced by the marketers in the mobile marketing ecosystem.

This study is done to understand the structure of the mobile marketing ecosystem and is intended to help the mobile marketing software vendors and mobile marketing service providers to better serve their clients, SMBs, and large enterprises. The overall mobile

marketing market size in this study has been defined as the summation of overall spending of SMBs and large enterprises on direct response mobile marketing through SMS, MMS, push notifications, mobile emails, QR codes, location-based marketing, and in-app messages. The overall mobile marketing market size has been further segmented into industry verticals which include retail, travel & logistics, automotive, BFSI, telecom & IT, media & entertainment, healthcare, and others such as education; real estate; energy, power & utilities; government across all the regions, namely North America, Europe, APAC, MEA, and Latin America.

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