

# Mobile Analytics-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/MC4C929D500EN.html>

Date: February 2018

Pages: 142

Price: US\$ 2,980.00 (Single User License)

ID: MC4C929D500EN

## Abstracts

### Report Summary

Mobile Analytics-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Mobile Analytics industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Mobile Analytics 2013-2017, and development forecast 2018-2023

Main market players of Mobile Analytics in China, with company and product introduction, position in the Mobile Analytics market

Market status and development trend of Mobile Analytics by types and applications

Cost and profit status of Mobile Analytics, and marketing status

Market growth drivers and challenges

The report segments the China Mobile Analytics market as:

China Mobile Analytics Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

## Northwest China

China Mobile Analytics Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Mobile APP Analytics  
Mobile Web Analytics  
Mobile Crash Reporting  
Other

China Mobile Analytics Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Android Platform  
IOS Platform  
Other Platform

China Mobile Analytics Market: Players Segment Analysis (Company and Product introduction, Mobile Analytics Sales Volume, Revenue, Price and Gross Margin):

Google  
Yahoo/Flurry  
Adobe Systems  
Webtrends  
IBM  
Amazon Web Services  
Localytics  
Mixpanel  
ComScore  
Microsoft  
AppDynamics(CISCO)  
AT Internet  
CA Technologies  
Countly  
Apsalar  
Appsee  
Adjust  
Netbiscuits  
AskingPoint

Amplitude  
Aliyun

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF MOBILE ANALYTICS**

- 1.1 Definition of Mobile Analytics in This Report
- 1.2 Commercial Types of Mobile Analytics
  - 1.2.1 Mobile APP Analytics
  - 1.2.2 Mobile Web Analytics
  - 1.2.3 Mobile Crash Reporting
  - 1.2.4 Other
- 1.3 Downstream Application of Mobile Analytics
  - 1.3.1 Android Platform
  - 1.3.2 IOS Platform
  - 1.3.3 Other Platform
- 1.4 Development History of Mobile Analytics
- 1.5 Market Status and Trend of Mobile Analytics 2013-2023
  - 1.5.1 China Mobile Analytics Market Status and Trend 2013-2023
  - 1.5.2 Regional Mobile Analytics Market Status and Trend 2013-2023

### **CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Mobile Analytics in China 2013-2017
- 2.2 Consumption Market of Mobile Analytics in China by Regions
  - 2.2.1 Consumption Volume of Mobile Analytics in China by Regions
  - 2.2.2 Revenue of Mobile Analytics in China by Regions
- 2.3 Market Analysis of Mobile Analytics in China by Regions
  - 2.3.1 Market Analysis of Mobile Analytics in North China 2013-2017
  - 2.3.2 Market Analysis of Mobile Analytics in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Mobile Analytics in East China 2013-2017
  - 2.3.4 Market Analysis of Mobile Analytics in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Mobile Analytics in Southwest China 2013-2017
  - 2.3.6 Market Analysis of Mobile Analytics in Northwest China 2013-2017
- 2.4 Market Development Forecast of Mobile Analytics in China 2018-2023
  - 2.4.1 Market Development Forecast of Mobile Analytics in China 2018-2023
  - 2.4.2 Market Development Forecast of Mobile Analytics by Regions 2018-2023

### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole China Market Status by Types

- 3.1.1 Consumption Volume of Mobile Analytics in China by Types
- 3.1.2 Revenue of Mobile Analytics in China by Types
- 3.2 China Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in North China
  - 3.2.2 Market Status by Types in Northeast China
  - 3.2.3 Market Status by Types in East China
  - 3.2.4 Market Status by Types in Central & South China
  - 3.2.5 Market Status by Types in Southwest China
  - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Mobile Analytics in China by Types

## **CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Mobile Analytics in China by Downstream Industry
- 4.2 Demand Volume of Mobile Analytics by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Mobile Analytics by Downstream Industry in North China
  - 4.2.2 Demand Volume of Mobile Analytics by Downstream Industry in Northeast China
  - 4.2.3 Demand Volume of Mobile Analytics by Downstream Industry in East China
  - 4.2.4 Demand Volume of Mobile Analytics by Downstream Industry in Central & South China
  - 4.2.5 Demand Volume of Mobile Analytics by Downstream Industry in Southwest China
  - 4.2.6 Demand Volume of Mobile Analytics by Downstream Industry in Northwest China
- 4.3 Market Forecast of Mobile Analytics in China by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF MOBILE ANALYTICS**

- 5.1 China Economy Situation and Trend Overview
- 5.2 Mobile Analytics Downstream Industry Situation and Trend Overview

## **CHAPTER 6 MOBILE ANALYTICS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA**

- 6.1 Sales Volume of Mobile Analytics in China by Major Players
- 6.2 Revenue of Mobile Analytics in China by Major Players
- 6.3 Basic Information of Mobile Analytics by Major Players
  - 6.3.1 Headquarters Location and Established Time of Mobile Analytics Major Players
  - 6.3.2 Employees and Revenue Level of Mobile Analytics Major Players

- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 MOBILE ANALYTICS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Google
  - 7.1.1 Company profile
  - 7.1.2 Representative Mobile Analytics Product
  - 7.1.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Google
- 7.2 Yahoo/Flurry
  - 7.2.1 Company profile
  - 7.2.2 Representative Mobile Analytics Product
  - 7.2.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Yahoo/Flurry
- 7.3 Adobe Systems
  - 7.3.1 Company profile
  - 7.3.2 Representative Mobile Analytics Product
  - 7.3.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Adobe Systems
- 7.4 Webtrends
  - 7.4.1 Company profile
  - 7.4.2 Representative Mobile Analytics Product
  - 7.4.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Webtrends
- 7.5 IBM
  - 7.5.1 Company profile
  - 7.5.2 Representative Mobile Analytics Product
  - 7.5.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of IBM
- 7.6 Amazon Web Services
  - 7.6.1 Company profile
  - 7.6.2 Representative Mobile Analytics Product
  - 7.6.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Amazon Web Services
- 7.7 Localytics
  - 7.7.1 Company profile
  - 7.7.2 Representative Mobile Analytics Product
  - 7.7.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Localytics
- 7.8 Mixpanel
  - 7.8.1 Company profile

- 7.8.2 Representative Mobile Analytics Product
- 7.8.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Mixpanel
- 7.9 ComScore
  - 7.9.1 Company profile
  - 7.9.2 Representative Mobile Analytics Product
  - 7.9.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of ComScore
- 7.10 Microsoft
  - 7.10.1 Company profile
  - 7.10.2 Representative Mobile Analytics Product
  - 7.10.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Microsoft
- 7.11 AppDynamics(CISCO)
  - 7.11.1 Company profile
  - 7.11.2 Representative Mobile Analytics Product
  - 7.11.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of AppDynamics(CISCO)
- 7.12 AT Internet
  - 7.12.1 Company profile
  - 7.12.2 Representative Mobile Analytics Product
  - 7.12.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of AT Internet
- 7.13 CA Technologies
  - 7.13.1 Company profile
  - 7.13.2 Representative Mobile Analytics Product
  - 7.13.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of CA Technologies
- 7.14 Countly
  - 7.14.1 Company profile
  - 7.14.2 Representative Mobile Analytics Product
  - 7.14.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Countly
- 7.15 Apsalar
  - 7.15.1 Company profile
  - 7.15.2 Representative Mobile Analytics Product
  - 7.15.3 Mobile Analytics Sales, Revenue, Price and Gross Margin of Apsalar
- 7.16 Appsee
- 7.17 Adjust
- 7.18 Netbiscuits
- 7.19 AskingPoint
- 7.20 Amplitude
- 7.21 Aliyun

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF MOBILE**

## **ANALYTICS**

8.1 Industry Chain of Mobile Analytics

8.2 Upstream Market and Representative Companies Analysis

8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF MOBILE ANALYTICS**

9.1 Cost Structure Analysis of Mobile Analytics

9.2 Raw Materials Cost Analysis of Mobile Analytics

9.3 Labor Cost Analysis of Mobile Analytics

9.4 Manufacturing Expenses Analysis of Mobile Analytics

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF MOBILE ANALYTICS**

10.1 Marketing Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.1.3 Marketing Channel Development Trend

10.2 Market Positioning

10.2.1 Pricing Strategy

10.2.2 Brand Strategy

10.2.3 Target Client

10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

12.1 Methodology/Research Approach

12.1.1 Research Programs/Design

12.1.2 Market Size Estimation

12.1.3 Market Breakdown and Data Triangulation

12.2 Data Source

12.2.1 Secondary Sources

12.2.2 Primary Sources

12.3 Reference



## I would like to order

Product name: Mobile Analytics-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/MC4C929D500EN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MC4C929D500EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970