

Mobile Advertising Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Mobile advertising is the communication of products or services to mobile device and smartphone consumers. The mobile advertising spectrum ranges from short message service (SMS) text to interactive advertisements. Mobile advertising targets users according to specified demographics. Mobile networks identify related mobile profiles and preferences and displays corresponding advertisements when consumers download and uses data services like games, applications (apps) or ring tones. Mobile Advertising Software Market also works hand in hand with mobile marketing, which uses personal data collected and technology such as location services to personalize ads based on user preference, habits, or location.

This report contains market size and forecasts of Mobile Advertising Software in Global, including the following market information:

Global Mobile Advertising Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Mobile Advertising Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Mobile Advertising Software include Marin Software, DoubleClick, Sizmek, Kenshoo, Choozle, MediaMath and AdRoll, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Mobile Advertising Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Mobile Advertising Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Mobile Advertising Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Mobile Advertising Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Mobile Advertising Software Market Segment Percentages, by Application, 2021 (%)

Industrial

Commercial

Education

Others

Global Mobile Advertising Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Mobile Advertising Software Market Segment Percentages, By Region and

Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Mobile Advertising Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Mobile Advertising Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Marin Software

DoubleClick

Sizmek

Kenshoo

Choozle

MediaMath

AdRoll

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