

Mobile Marketing Platforms Market - Global Outlook and Forecast 2022-2028

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Abstracts

We identifies two types of mobile marketing platforms: (1) Multichannel marketing hubs (MMH) with native mobile marketing capabilities: Offer mobile marketing as part of a broader marketing cloud. These vendors deliver a range of engagement and analytics capabilities for mobile web and mobile applications. They offer native mobile marketing capabilities, but may also partner with third parties to support capabilities around delivery, monetization and measurement. (2) Purpose-built mobile marketing platforms: Enable direct-marketing engagement capabilities including SMS campaign design, delivery and reporting, push-notification and in-app messaging, and mobile-wallet integration. Additionally, these solutions can link to existing marketing platforms, such as email and social marketing. Note that analysts may need to update the market definition as they progress through the research process. You will be explicitly notified of the change(s) should they need to happen

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

Global Mobile Marketing Platforms Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Mobile Marketing Platforms 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.

Multichannel Marketing Hubs (MMH) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Mobile Marketing Platforms include Vibes, Localytics, Urban Airship, Leanplum, Pyze, IMIImobile, Swrve, MoEngage and Salesforce, 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 Marketing Platforms 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 Marketing Platforms Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Mobile Marketing Platforms Market Segment Percentages, by Type, 2021 (%)

Multichannel Marketing Hubs (MMH)

Purpose-built Mobile Marketing Platforms

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

Global Mobile Marketing Platforms Market Segment Percentages, by Application, 2021 (%)

iOS

Android

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

Global Mobile Marketing Platforms 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 Marketing Platforms revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Mobile Marketing Platforms revenues share in global market, 2021 (%)

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

Vibes

Localytics

Urban Airship

Leanplum

Pyze

IMImobile

Swrve

MoEngage

Salesforce

Sailthru

Braze

IBM

SessionM

Oracle

TUNE

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