

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

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Abstracts

Using mobile marketing software, companies can plan, implement, and control diverse marketing campaigns that target smartphones, tablets, and other mobile devices within mobile web browsers, mobile applications, or mobile advertising.

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

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

Global top five companies in 2021 (%)

The global Mobile Marketing 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.

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

The global key manufacturers of Mobile Marketing Software include Adobe, Insider, CleverTap, Sailthru, AppsFlyer, Branch Metrics, TXT180, Marketo and BRAZE, 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 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 Marketing Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

On-premise

Cloud-based

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

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

Large Enterprises

SMEs

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

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

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

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

Adobe

Insider

CleverTap

Sailthru

AppsFlyer

Branch Metrics

TXT180

Marketo

BRAZE

CallFire

SendPulse

OneSignal

WebEngage

Iterable

OutboundEngine

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