

Consumer Segmentation - Mobile App Users

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Abstracts

Consumer Segmentation: Mobile App Users analyzes the market for tablet and smartphone apps, including the number of downloads, expenditures, in-app purchases, and app use. It segments and analyzes consumers according to their level of app use. Finally, it investigates the use of key app genres, namely music, messaging, shopping, and second-screen apps.

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Smartphones: King of Convergence (3rd Edition) (Q1/14)
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