

Covid-19 Impact on Global Mobile Marketing Platforms Market Size, Status and Forecast 2020-2026

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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

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Mobile Marketing Platforms market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Mobile Marketing

Platforms industry.

Based on our recent survey, we have several different scenarios about the Mobile Marketing Platforms YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Mobile Marketing Platforms will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Mobile Marketing Platforms market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Mobile Marketing Platforms market in terms of revenue.

Players, stakeholders, and other participants in the global Mobile Marketing Platforms market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Mobile Marketing Platforms market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Mobile Marketing Platforms market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Mobile Marketing Platforms market. All of the findings, data, and information provided in the

report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Mobile Marketing Platforms market. The following players are covered in this report:

Vibes

Localytics

Urban Airship

Leanplum

Pyze

IMImobile

Swrve

MoEngage

Salesforce

Sailthru

Braze

IBM

SessionM

Oracle

TUNE

Mobile Marketing Platforms Breakdown Data by Type

Multichannel Marketing Hubs (MMH)

Purpose-built Mobile Marketing Platforms

Mobile Marketing Platforms Breakdown Data by Application

iOS

Android

Contents

1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Mobile Marketing Platforms Revenue
- 1.4 Market Analysis by Type
 - 1.4.1 Global Mobile Marketing Platforms Market Size Growth Rate by Type: 2020 VS 2026
 - 1.4.2 Multichannel Marketing Hubs (MMH)
 - 1.4.3 Purpose-built Mobile Marketing Platforms
- 1.5 Market by Application
 - 1.5.1 Global Mobile Marketing Platforms Market Share by Application: 2020 VS 2026
 - 1.5.2 iOS
 - 1.5.3 Android
- 1.6 Coronavirus Disease 2019 (Covid-19): Mobile Marketing Platforms Industry Impact
 - 1.6.1 How the Covid-19 is Affecting the Mobile Marketing Platforms Industry
 - 1.6.1.1 Mobile Marketing Platforms Business Impact Assessment - Covid-19
 - 1.6.1.2 Supply Chain Challenges
 - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
 - 1.6.2 Market Trends and Mobile Marketing Platforms Potential Opportunities in the COVID-19 Landscape
 - 1.6.3 Measures / Proposal against Covid-19
 - 1.6.3.1 Government Measures to Combat Covid-19 Impact
 - 1.6.3.2 Proposal for Mobile Marketing Platforms Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 Mobile Marketing Platforms Market Perspective (2015-2026)
- 2.2 Mobile Marketing Platforms Growth Trends by Regions
 - 2.2.1 Mobile Marketing Platforms Market Size by Regions: 2015 VS 2020 VS 2026
 - 2.2.2 Mobile Marketing Platforms Historic Market Share by Regions (2015-2020)
 - 2.2.3 Mobile Marketing Platforms Forecasted Market Size by Regions (2021-2026)
- 2.3 Industry Trends and Growth Strategy
 - 2.3.1 Market Top Trends
 - 2.3.2 Market Drivers

- 2.3.3 Market Challenges
- 2.3.4 Porter's Five Forces Analysis
- 2.3.5 Mobile Marketing Platforms Market Growth Strategy
- 2.3.6 Primary Interviews with Key Mobile Marketing Platforms Players (Opinion Leaders)

3 COMPETITION LANDSCAPE BY KEY PLAYERS

- 3.1 Global Top Mobile Marketing Platforms Players by Market Size
 - 3.1.1 Global Top Mobile Marketing Platforms Players by Revenue (2015-2020)
 - 3.1.2 Global Mobile Marketing Platforms Revenue Market Share by Players (2015-2020)
 - 3.1.3 Global Mobile Marketing Platforms Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global Mobile Marketing Platforms Market Concentration Ratio
 - 3.2.1 Global Mobile Marketing Platforms Market Concentration Ratio (CR5 and HHI)
 - 3.2.2 Global Top 10 and Top 5 Companies by Mobile Marketing Platforms Revenue in 2019
- 3.3 Mobile Marketing Platforms Key Players Head office and Area Served
- 3.4 Key Players Mobile Marketing Platforms Product Solution and Service
- 3.5 Date of Enter into Mobile Marketing Platforms Market
- 3.6 Mergers & Acquisitions, Expansion Plans

4 BREAKDOWN DATA BY TYPE (2015-2026)

- 4.1 Global Mobile Marketing Platforms Historic Market Size by Type (2015-2020)
- 4.2 Global Mobile Marketing Platforms Forecasted Market Size by Type (2021-2026)

5 MOBILE MARKETING PLATFORMS BREAKDOWN DATA BY APPLICATION (2015-2026)

- 5.1 Global Mobile Marketing Platforms Market Size by Application (2015-2020)
- 5.2 Global Mobile Marketing Platforms Forecasted Market Size by Application (2021-2026)

6 NORTH AMERICA

- 6.1 North America Mobile Marketing Platforms Market Size (2015-2020)
- 6.2 Mobile Marketing Platforms Key Players in North America (2019-2020)

6.3 North America Mobile Marketing Platforms Market Size by Type (2015-2020)

6.4 North America Mobile Marketing Platforms Market Size by Application (2015-2020)

7 EUROPE

7.1 Europe Mobile Marketing Platforms Market Size (2015-2020)

7.2 Mobile Marketing Platforms Key Players in Europe (2019-2020)

7.3 Europe Mobile Marketing Platforms Market Size by Type (2015-2020)

7.4 Europe Mobile Marketing Platforms Market Size by Application (2015-2020)

8 CHINA

8.1 China Mobile Marketing Platforms Market Size (2015-2020)

8.2 Mobile Marketing Platforms Key Players in China (2019-2020)

8.3 China Mobile Marketing Platforms Market Size by Type (2015-2020)

8.4 China Mobile Marketing Platforms Market Size by Application (2015-2020)

9 JAPAN

9.1 Japan Mobile Marketing Platforms Market Size (2015-2020)

9.2 Mobile Marketing Platforms Key Players in Japan (2019-2020)

9.3 Japan Mobile Marketing Platforms Market Size by Type (2015-2020)

9.4 Japan Mobile Marketing Platforms Market Size by Application (2015-2020)

10 SOUTHEAST ASIA

10.1 Southeast Asia Mobile Marketing Platforms Market Size (2015-2020)

10.2 Mobile Marketing Platforms Key Players in Southeast Asia (2019-2020)

10.3 Southeast Asia Mobile Marketing Platforms Market Size by Type (2015-2020)

10.4 Southeast Asia Mobile Marketing Platforms Market Size by Application (2015-2020)

11 INDIA

11.1 India Mobile Marketing Platforms Market Size (2015-2020)

11.2 Mobile Marketing Platforms Key Players in India (2019-2020)

11.3 India Mobile Marketing Platforms Market Size by Type (2015-2020)

11.4 India Mobile Marketing Platforms Market Size by Application (2015-2020)

12 CENTRAL & SOUTH AMERICA

- 12.1 Central & South America Mobile Marketing Platforms Market Size (2015-2020)
- 12.2 Mobile Marketing Platforms Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Mobile Marketing Platforms Market Size by Type (2015-2020)
- 12.4 Central & South America Mobile Marketing Platforms Market Size by Application (2015-2020)

13 KEY PLAYERS PROFILES

13.1 Vibes

- 13.1.1 Vibes Company Details
- 13.1.2 Vibes Business Overview and Its Total Revenue
- 13.1.3 Vibes Mobile Marketing Platforms Introduction
- 13.1.4 Vibes Revenue in Mobile Marketing Platforms Business (2015-2020))
- 13.1.5 Vibes Recent Development

13.2 Localytics

- 13.2.1 Localytics Company Details
- 13.2.2 Localytics Business Overview and Its Total Revenue
- 13.2.3 Localytics Mobile Marketing Platforms Introduction
- 13.2.4 Localytics Revenue in Mobile Marketing Platforms Business (2015-2020)
- 13.2.5 Localytics Recent Development

13.3 Urban Airship

- 13.3.1 Urban Airship Company Details
- 13.3.2 Urban Airship Business Overview and Its Total Revenue
- 13.3.3 Urban Airship Mobile Marketing Platforms Introduction
- 13.3.4 Urban Airship Revenue in Mobile Marketing Platforms Business (2015-2020)
- 13.3.5 Urban Airship Recent Development

13.4 Leanplum

- 13.4.1 Leanplum Company Details
- 13.4.2 Leanplum Business Overview and Its Total Revenue
- 13.4.3 Leanplum Mobile Marketing Platforms Introduction
- 13.4.4 Leanplum Revenue in Mobile Marketing Platforms Business (2015-2020)
- 13.4.5 Leanplum Recent Development

13.5 Pyze

- 13.5.1 Pyze Company Details
- 13.5.2 Pyze Business Overview and Its Total Revenue
- 13.5.3 Pyze Mobile Marketing Platforms Introduction

- 13.5.4 Pyze Revenue in Mobile Marketing Platforms Business (2015-2020)
- 13.5.5 Pyze Recent Development
- 13.6 IMIImobile
 - 13.6.1 IMIImobile Company Details
 - 13.6.2 IMIImobile Business Overview and Its Total Revenue
 - 13.6.3 IMIImobile Mobile Marketing Platforms Introduction
 - 13.6.4 IMIImobile Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 13.6.5 IMIImobile Recent Development
- 13.7 Swrve
 - 13.7.1 Swrve Company Details
 - 13.7.2 Swrve Business Overview and Its Total Revenue
 - 13.7.3 Swrve Mobile Marketing Platforms Introduction
 - 13.7.4 Swrve Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 13.7.5 Swrve Recent Development
- 13.8 MoEngage
 - 13.8.1 MoEngage Company Details
 - 13.8.2 MoEngage Business Overview and Its Total Revenue
 - 13.8.3 MoEngage Mobile Marketing Platforms Introduction
 - 13.8.4 MoEngage Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 13.8.5 MoEngage Recent Development
- 13.9 Salesforce
 - 13.9.1 Salesforce Company Details
 - 13.9.2 Salesforce Business Overview and Its Total Revenue
 - 13.9.3 Salesforce Mobile Marketing Platforms Introduction
 - 13.9.4 Salesforce Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 13.9.5 Salesforce Recent Development
- 13.10 Sailthru
 - 13.10.1 Sailthru Company Details
 - 13.10.2 Sailthru Business Overview and Its Total Revenue
 - 13.10.3 Sailthru Mobile Marketing Platforms Introduction
 - 13.10.4 Sailthru Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 13.10.5 Sailthru Recent Development
- 13.11 Braze
 - 10.11.1 Braze Company Details
 - 10.11.2 Braze Business Overview and Its Total Revenue
 - 10.11.3 Braze Mobile Marketing Platforms Introduction
 - 10.11.4 Braze Revenue in Mobile Marketing Platforms Business (2015-2020)
 - 10.11.5 Braze Recent Development
- 13.12 IBM

- 10.12.1 IBM Company Details
- 10.12.2 IBM Business Overview and Its Total Revenue
- 10.12.3 IBM Mobile Marketing Platforms Introduction
- 10.12.4 IBM Revenue in Mobile Marketing Platforms Business (2015-2020)
- 10.12.5 IBM Recent Development

13.13 SessionM

- 10.13.1 SessionM Company Details
- 10.13.2 SessionM Business Overview and Its Total Revenue
- 10.13.3 SessionM Mobile Marketing Platforms Introduction
- 10.13.4 SessionM Revenue in Mobile Marketing Platforms Business (2015-2020)
- 10.13.5 SessionM Recent Development

13.14 Oracle

- 10.14.1 Oracle Company Details
- 10.14.2 Oracle Business Overview and Its Total Revenue
- 10.14.3 Oracle Mobile Marketing Platforms Introduction
- 10.14.4 Oracle Revenue in Mobile Marketing Platforms Business (2015-2020)
- 10.14.5 Oracle Recent Development

13.15 TUNE

- 10.15.1 TUNE Company Details
- 10.15.2 TUNE Business Overview and Its Total Revenue
- 10.15.3 TUNE Mobile Marketing Platforms Introduction
- 10.15.4 TUNE Revenue in Mobile Marketing Platforms Business (2015-2020)
- 10.15.5 TUNE Recent Development

14 ANALYST'S VIEWPOINTS/CONCLUSIONS

15 APPENDIX

15.1 Research Methodology

- 15.1.1 Methodology/Research Approach
- 15.1.2 Data Source

15.2 Disclaimer

15.3 Author Details

List Of Tables

LIST OF TABLES

Table 1. Mobile Marketing Platforms Key Market Segments

Table 2. Key Players Covered: Ranking by Mobile Marketing Platforms Revenue

Table 3. Ranking of Global Top Mobile Marketing Platforms Manufacturers by Revenue (US\$ Million) in 2019

Table 4. Global Mobile Marketing Platforms Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026

Table 5. Key Players of Multichannel Marketing Hubs (MMH)

Table 6. Key Players of Purpose-built Mobile Marketing Platforms

Table 7. COVID-19 Impact Global Market: (Four Mobile Marketing Platforms Market Size Forecast Scenarios)

Table 8. Opportunities and Trends for Mobile Marketing Platforms Players in the COVID-19 Landscape

Table 9. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis

Table 10. Key Regions/Countries Measures against Covid-19 Impact

Table 11. Proposal for Mobile Marketing Platforms Players to Combat Covid-19 Impact

Table 12. Global Mobile Marketing Platforms Market Size Growth by Application (US\$ Million): 2020 VS 2026

Table 13. Global Mobile Marketing Platforms Market Size by Regions (US\$ Million): 2020 VS 2026

Table 14. Global Mobile Marketing Platforms Market Size by Regions (2015-2020) (US\$ Million)

Table 15. Global Mobile Marketing Platforms Market Share by Regions (2015-2020)

Table 16. Global Mobile Marketing Platforms Forecasted Market Size by Regions (2021-2026) (US\$ Million)

Table 17. Global Mobile Marketing Platforms Market Share by Regions (2021-2026)

Table 18. Market Top Trends

Table 19. Key Drivers: Impact Analysis

Table 20. Key Challenges

Table 21. Mobile Marketing Platforms Market Growth Strategy

Table 22. Main Points Interviewed from Key Mobile Marketing Platforms Players

Table 23. Global Mobile Marketing Platforms Revenue by Players (2015-2020) (Million US\$)

Table 24. Global Mobile Marketing Platforms Market Share by Players (2015-2020)

Table 25. Global Top Mobile Marketing Platforms Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Mobile Marketing Platforms as of 2019)

Table 26. Global Mobile Marketing Platforms by Players Market Concentration Ratio (CR5 and HHI)

Table 27. Key Players Headquarters and Area Served

Table 28. Key Players Mobile Marketing Platforms Product Solution and Service

Table 29. Date of Enter into Mobile Marketing Platforms Market

Table 30. Mergers & Acquisitions, Expansion Plans

Table 31. Global Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 32. Global Mobile Marketing Platforms Market Size Share by Type (2015-2020)

Table 33. Global Mobile Marketing Platforms Revenue Market Share by Type (2021-2026)

Table 34. Global Mobile Marketing Platforms Market Size Share by Application (2015-2020)

Table 35. Global Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 36. Global Mobile Marketing Platforms Market Size Share by Application (2021-2026)

Table 37. North America Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million US\$)

Table 38. North America Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 39. North America Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 40. North America Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 41. North America Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 42. North America Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 43. Europe Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million US\$)

Table 44. Europe Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 45. Europe Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 46. Europe Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 47. Europe Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 48. Europe Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 49. China Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million

US\$)

Table 50. China Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 51. China Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 52. China Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 53. China Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 54. China Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 55. Japan Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million US\$)

Table 56. Japan Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 57. Japan Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 58. Japan Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 59. Japan Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 60. Japan Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 61. Southeast Asia Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million US\$)

Table 62. Southeast Asia Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 63. Southeast Asia Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 64. Southeast Asia Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 65. Southeast Asia Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 66. Southeast Asia Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 67. India Key Players Mobile Marketing Platforms Revenue (2019-2020) (Million US\$)

Table 68. India Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 69. India Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 70. India Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 71. India Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 72. India Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 73. Central & South America Key Players Mobile Marketing Platforms Revenue

(2019-2020) (Million US\$)

Table 74. Central & South America Key Players Mobile Marketing Platforms Market Share (2019-2020)

Table 75. Central & South America Mobile Marketing Platforms Market Size by Type (2015-2020) (Million US\$)

Table 76. Central & South America Mobile Marketing Platforms Market Share by Type (2015-2020)

Table 77. Central & South America Mobile Marketing Platforms Market Size by Application (2015-2020) (Million US\$)

Table 78. Central & South America Mobile Marketing Platforms Market Share by Application (2015-2020)

Table 79. Vibes Company Details

Table 80. Vibes Business Overview

Table 81. Vibes Product

Table 82. Vibes Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 83. Vibes Recent Development

Table 84. Localytics Company Details

Table 85. Localytics Business Overview

Table 86. Localytics Product

Table 87. Localytics Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 88. Localytics Recent Development

Table 89. Urban Airship Company Details

Table 90. Urban Airship Business Overview

Table 91. Urban Airship Product

Table 92. Urban Airship Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 93. Urban Airship Recent Development

Table 94. Leanplum Company Details

Table 95. Leanplum Business Overview

Table 96. Leanplum Product

Table 97. Leanplum Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 98. Leanplum Recent Development

Table 99. Pyze Company Details

Table 100. Pyze Business Overview

Table 101. Pyze Product

Table 102. Pyze Revenue in Mobile Marketing Platforms Business (2015-2020) (Million

US\$)

Table 103. Pyze Recent Development

Table 104. IMImobile Company Details

Table 105. IMImobile Business Overview

Table 106. IMImobile Product

Table 107. IMImobile Revenue in Mobile Marketing Platforms Business (2015-2020)
(Million US\$)

Table 108. IMImobile Recent Development

Table 109. Swrve Company Details

Table 110. Swrve Business Overview

Table 111. Swrve Product

Table 112. Swrve Revenue in Mobile Marketing Platforms Business (2015-2020)
(Million US\$)

Table 113. Swrve Recent Development

Table 114. MoEngage Business Overview

Table 115. MoEngage Product

Table 116. MoEngage Company Details

Table 117. MoEngage Revenue in Mobile Marketing Platforms Business (2015-2020)
(Million US\$)

Table 118. MoEngage Recent Development

Table 119. Salesforce Company Details

Table 120. Salesforce Business Overview

Table 121. Salesforce Product

Table 122. Salesforce Revenue in Mobile Marketing Platforms Business (2015-2020)
(Million US\$)

Table 123. Salesforce Recent Development

Table 124. Sailthru Company Details

Table 125. Sailthru Business Overview

Table 126. Sailthru Product

Table 127. Sailthru Revenue in Mobile Marketing Platforms Business (2015-2020)
(Million US\$)

Table 128. Sailthru Recent Development

Table 129. Braze Company Details

Table 130. Braze Business Overview

Table 131. Braze Product

Table 132. Braze Revenue in Mobile Marketing Platforms Business (2015-2020) (Million
US\$)

Table 133. Braze Recent Development

Table 134. IBM Company Details

Table 135. IBM Business Overview

Table 136. IBM Product

Table 137. IBM Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 138. IBM Recent Development

Table 139. SessionM Company Details

Table 140. SessionM Business Overview

Table 141. SessionM Product

Table 142. SessionM Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 143. SessionM Recent Development

Table 144. Oracle Company Details

Table 145. Oracle Business Overview

Table 146. Oracle Product

Table 147. Oracle Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 148. Oracle Recent Development

Table 149. TUNE Company Details

Table 150. TUNE Business Overview

Table 151. TUNE Product

Table 152. TUNE Revenue in Mobile Marketing Platforms Business (2015-2020) (Million US\$)

Table 153. TUNE Recent Development

Table 154. Research Programs/Design for This Report

Table 155. Key Data Information from Secondary Sources

Table 156. Key Data Information from Primary Sources

List Of Figures

LIST OF FIGURES

Figure 1. Global Mobile Marketing Platforms Market Share by Type: 2020 VS 2026

Figure 2. Multichannel Marketing Hubs (MMH) Features

Figure 3. Purpose-built Mobile Marketing Platforms Features

Figure 4. Global Mobile Marketing Platforms Market Share by Application: 2020 VS 2026

Figure 5. iOS Case Studies

Figure 6. Android Case Studies

Figure 7. Mobile Marketing Platforms Report Years Considered

Figure 8. Global Mobile Marketing Platforms Market Size YoY Growth 2015-2026 (US\$ Million)

Figure 9. Global Mobile Marketing Platforms Market Share by Regions: 2020 VS 2026

Figure 10. Global Mobile Marketing Platforms Market Share by Regions (2021-2026)

Figure 11. Porter's Five Forces Analysis

Figure 12. Global Mobile Marketing Platforms Market Share by Players in 2019

Figure 13. Global Top Mobile Marketing Platforms Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Mobile Marketing Platforms as of 2019)

Figure 14. The Top 10 and 5 Players Market Share by Mobile Marketing Platforms Revenue in 2019

Figure 15. North America Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 16. Europe Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 17. China Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 18. Japan Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 19. Southeast Asia Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 20. India Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 21. Central & South America Mobile Marketing Platforms Market Size YoY Growth (2015-2020) (Million US\$)

Figure 22. Vibes Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 23. Vibes Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 24. Localytics Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 25. Localytics Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 26. Urban Airship Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 27. Urban Airship Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 28. Leanplum Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 29. Leanplum Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 30. Pyze Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 31. Pyze Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 32. IMImobile Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. IMImobile Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 34. Swrve Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Swrve Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 36. MoEngage Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. MoEngage Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 38. Salesforce Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. Salesforce Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 40. Sailthru Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. Sailthru Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 42. Braze Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. Braze Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 44. IBM Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. IBM Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 46. SessionM Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. SessionM Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 48. Oracle Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. Oracle Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 50. TUNE Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. TUNE Revenue Growth Rate in Mobile Marketing Platforms Business (2015-2020)

Figure 52. Bottom-up and Top-down Approaches for This Report

Figure 53. Data Triangulation

Figure 54. Key Executives Interviewed

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