

# Global Mobile Engagement Market Size, Status and Forecast 2022

<https://marketpublishers.com/r/G8A11E45B3AWEN.html>

Date: October 2017

Pages: 131

Price: US\$ 3,300.00 (Single User License)

ID: G8A11E45B3AWEN

## Abstracts

This report studies the Mobile Engagement market status and outlook of global and major regions, from angles of players, regions, product and end Application/industries; this report analyzes the top players in global and major regions, and splits the Mobile Engagement market by product and Application/end industries.

The global Mobile Engagement market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

United States will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Mobile Engagement.

EU also play important roles in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of XX.

The major players in global market include

IBM

Salesforce

Oracle

Adobe

Vibes Media

Selligent

Urban Airship

Appboy

Localytics

Swrve

Tapjoy

Marketo

Microsoft

Geographically, this report split global into several key Regions, with, revenue (million USD), market share and growth rate of Mobile Engagement for these regions, from 2012 to 2022 (forecast)

United States

EU

Japan

China

India

Southeast Asia

On the basis of product, the Mobile Engagement market is primarily split into

SMS & MMS

Push Notification

In-App Messaging

E-mail

App/Web Content

On the basis on the end users/Application, this report covers

Financial Services

Retail

Travel & Hospitality

Telecom & IT

Others

## Contents

### 1 INDUSTRY OVERVIEW

- 1.1 Mobile Engagement Market Overview
  - 1.1.1 Mobile Engagement Product Scope
  - 1.1.2 Market Status and Outlook
- 1.2 Global Mobile Engagement Market Size and Analysis by Regions (2012-2017)
  - 1.2.1 United States Mobile Engagement Market Status and Outlook
  - 1.2.2 EU Mobile Engagement Market Status and Outlook
  - 1.2.3 Japan Mobile Engagement Market Status and Outlook
  - 1.2.4 China Mobile Engagement Market Status and Outlook
  - 1.2.5 India Mobile Engagement Market Status and Outlook
  - 1.2.6 Southeast Asia Mobile Engagement Market Status and Outlook
- 1.3 Classification of Mobile Engagement by Product
  - 1.3.1 Global Mobile Engagement Revenue (Million USD) and Growth (%) Comparison by Product (2012-2022)
  - 1.3.2 Global Mobile Engagement Revenue (Million USD) Market Share (%) by Product in 2016
  - 1.3.3 SMS & MMS
  - 1.3.4 Push Notification
  - 1.3.5 In-App Messaging
  - 1.3.6 E-mail
  - 1.3.7 App/Web Content
- 1.4 Mobile Engagement Market by End Users/Application
  - 1.4.1 Financial Services
  - 1.4.2 Retail
  - 1.4.3 Travel & Hospitality
  - 1.4.4 Telecom & IT

### 2 GLOBAL MOBILE ENGAGEMENT COMPETITION ANALYSIS BY PLAYERS

- 2.1 Global Mobile Engagement Market Size (Million USD) by Players (2012-2017)
- 2.2 Competitive Status and Trend
  - 2.2.1 Market Concentration Rate
  - 2.2.2 Product/Service Differences
  - 2.2.3 New Entrants
  - 2.2.4 The Technology Trends in Future

### **3 COMPANY (TOP PLAYERS) PROFILES AND KEY DATA**

#### **3.1 IBM**

- 3.1.1 Company Profile
- 3.1.2 Main Business/Business Overview
- 3.1.3 Products, Services and Solutions
- 3.1.4 IBM Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.1.5 Recent Developments

#### **3.2 Salesforce**

- 3.2.1 Company Profile
- 3.2.2 Main Business/Business Overview
- 3.2.3 Products, Services and Solutions
- 3.2.4 Salesforce Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.2.5 Recent Developments

#### **3.3 Oracle**

- 3.3.1 Company Profile
- 3.3.2 Main Business/Business Overview
- 3.3.3 Products, Services and Solutions
- 3.3.4 Oracle Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.3.5 Recent Developments

#### **3.4 Adobe**

- 3.4.1 Company Profile
- 3.4.2 Main Business/Business Overview
- 3.4.3 Products, Services and Solutions
- 3.4.4 Adobe Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.4.5 Recent Developments

#### **3.5 Vibes Media**

- 3.5.1 Company Profile
- 3.5.2 Main Business/Business Overview
- 3.5.3 Products, Services and Solutions
- 3.5.4 Vibes Media Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.5.5 Recent Developments

#### **3.6 Selligent**

- 3.6.1 Company Profile
- 3.6.2 Main Business/Business Overview
- 3.6.3 Products, Services and Solutions
- 3.6.4 Selligent Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.6.5 Recent Developments

#### **3.7 Urban Airship**

- 3.7.1 Company Profile
- 3.7.2 Main Business/Business Overview
- 3.7.3 Products, Services and Solutions
- 3.7.4 Urban Airship Mobile Engagement Revenue (Million USD) (2012-2017)
- 3.7.5 Recent Developments
- 3.8 Appboy
  - 3.8.1 Company Profile
  - 3.8.2 Main Business/Business Overview
  - 3.8.3 Products, Services and Solutions
  - 3.8.4 Appboy Mobile Engagement Revenue (Million USD) (2012-2017)
  - 3.8.5 Recent Developments
- 3.9 Localytics
  - 3.9.1 Company Profile
  - 3.9.2 Main Business/Business Overview
  - 3.9.3 Products, Services and Solutions
  - 3.9.4 Localytics Mobile Engagement Revenue (Million USD) (2012-2017)
  - 3.9.5 Recent Developments
- 3.10 Swrve
  - 3.10.1 Company Profile
  - 3.10.2 Main Business/Business Overview
  - 3.10.3 Products, Services and Solutions
  - 3.10.4 Swrve Mobile Engagement Revenue (Million USD) (2012-2017)
  - 3.10.5 Recent Developments
- 3.11 Tapjoy
- 3.12 Marketo
- 3.13 Microsoft
- 3.14 Company
- 3.15 Company
- 3.16 Company
- 3.17 Company
- 3.18 Company
- 3.19 Company
- 3.20 Company
- 3.21 Company
- 3.22 Company
- 3.23 Company
- 3.24 Company
- 3.25 Company
- 3.26 Company

- 3.27 Company
- 3.28 Company
- 3.29 Company
- 3.30 Company

## **4 GLOBAL MOBILE ENGAGEMENT MARKET SIZE BY PRODUCT AND APPLICATION (2012-2017)**

- 4.1 Global Mobile Engagement Market Size by Product (2012-2017)
- 4.2 Global Mobile Engagement Market Size by Application (2012-2017)
- 4.3 Potential Application of Mobile Engagement in Future
- 4.4 Top Consumer / End Users of Mobile Engagement

## **5 UNITED STATES MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 5.1 United States Mobile Engagement Market Size (2012-2017)
- 5.2 United States Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 5.3 United States Mobile Engagement Market Size by Application (2012-2017)

## **6 EU MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 6.1 EU Mobile Engagement Market Size (2012-2017)
- 6.2 EU Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 6.3 EU Mobile Engagement Market Size by Application (2012-2017)

## **7 JAPAN MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 7.1 Japan Mobile Engagement Market Size (2012-2017)
- 7.2 Japan Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 7.3 Japan Mobile Engagement Market Size by Application (2012-2017)

## **8 CHINA MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 8.1 China Mobile Engagement Market Size and Forecast (2012-2017)
- 8.2 China Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 8.3 China Mobile Engagement Market Size by Application (2012-2017)

## **9 INDIA MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 9.1 India Mobile Engagement Market Size and Forecast (2012-2017)
- 9.2 India Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 9.3 India Mobile Engagement Market Size by Application (2012-2017)

## **10 SOUTHEAST ASIA MOBILE ENGAGEMENT DEVELOPMENT STATUS AND OUTLOOK**

- 10.1 Southeast Asia Mobile Engagement Market Size and Forecast (2012-2017)
- 10.2 Southeast Asia Mobile Engagement Market Size and Market Share by Players (2012-2017)
- 10.3 Southeast Asia Mobile Engagement Market Size by Application (2012-2017)

## **11 MARKET FORECAST BY REGIONS, PRODUCT AND APPLICATION (2017-2022)**

- 11.1 Global Mobile Engagement Market Size (Million USD) by Regions (2017-2022)
  - 11.1.1 United States Mobile Engagement Revenue and Growth Rate (2017-2022)
  - 11.1.2 EU Mobile Engagement Revenue and Growth Rate (2017-2022)
  - 11.1.3 China Mobile Engagement Revenue and Growth Rate (2017-2022)
  - 11.1.4 Japan Mobile Engagement Revenue and Growth Rate (2017-2022)
  - 11.1.5 Southeast Asia Mobile Engagement Revenue and Growth Rate (2017-2022)
  - 11.1.6 India Mobile Engagement Revenue and Growth Rate (2017-2022)
- 11.2 Global Mobile Engagement Market Size by Application (2017-2022)
- 11.3 Global Mobile Engagement Market Size by Product (2017-2022)

## **12 MOBILE ENGAGEMENT MARKET DYNAMICS**

- 12.1 Mobile Engagement Market Opportunities
- 12.2 Mobile Engagement Challenge and Risk
  - 12.2.1 Competition from Opponents
  - 12.2.2 Downside Risks of Economy
- 12.3 Mobile Engagement Market Constraints and Threat
  - 12.3.1 Threat from Substitute
  - 12.3.2 Government Policy
  - 12.3.3 Technology Risks
- 12.4 Mobile Engagement Market Driving Force
  - 12.4.1 Growing Demand from Emerging Markets
  - 12.4.2 Potential Application

## **13 MARKET EFFECT FACTORS ANALYSIS**

### 13.1 Technology Progress/Risk

#### 13.1.1 Substitutes

#### 13.1.2 Technology Progress in Related Industry

### 13.2 Consumer Needs Trend/Customer Preference

### 13.3 External Environmental Change

#### 13.3.1 Economic Fluctuations

#### 13.3.2 Other Risk Factors

## **14 RESEARCH FINDING /CONCLUSION**

## **15 METHODOLOGY AND DATA SOURCE**

### 15.1 Methodology/Research Approach

#### 15.1.1 Research Programs/Design

#### 15.1.2 Market Size Estimation

#### 15.1.3 Market Breakdown and Data Triangulation

### 15.2 Data Source

#### 15.2.1 Secondary Sources

#### 15.2.2 Primary Sources

### 15.3 Disclaimer

### 15.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Global Market Size (Million USD) Status and Outlook 2012-2022

Figure Global Mobile Engagement Market Size (Million USD) Status and Outlook (2012-2022)

Table Global Market Mobile Engagement Revenue (Million USD) Comparison by Regions 2012-2022

Figure Global Mobile Engagement Market Share by Regions (2012-2017)

Figure United States Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Figure EU Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Figure Japan Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Figure China Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Figure India Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Figure Southeast Asia Mobile Engagement Market Size (Million USD) and Growth Rate (2012-2017)

Table Global Mobile Engagement Revenue (Million USD) and Growth Rate (%) Comparison by Product (2012-2022)

Figure Global Mobile Engagement Revenue Market Share (%) by Product in 2016

Figure SMS & MMS Market Size (Million USD) and Growth Rate (2012-2017)

Figure Push Notification Market Size (Million USD) and Growth Rate (2012-2017)

Figure In-App Messaging Market Size (Million USD) and Growth Rate (2012-2017)

Table Global Mobile Engagement Market Size (Million USD) Comparison by Application (2012-2022)

Figure Global Mobile Engagement Market Share by Application in 2016

Figure Mobile Engagement Market Size (Million USD) and Growth Rate in Financial Services (2012-2017)

Figure Mobile Engagement Market Size (Million USD) and Growth Rate in Retail (2012-2017)

Figure Mobile Engagement Market Size (Million USD) and Growth Rate in Travel & Hospitality (2012-2017)

Table Global Mobile Engagement Revenue (Million USD) by Players (2012-2017)

Table Global Mobile Engagement Revenue Market Share (%) by Players (2012-2017)

Figure Global Mobile Engagement Market Size Share by Players in 2015

Figure Global Mobile Engagement Market Size Share by Players in 2016

Table IBM Basic Information List

Table Mobile Engagement Business Revenue of IBM (2012-2017)

Figure IBM Mobile Engagement Business Revenue Growth Rate

Figure IBM Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Salesforce Basic Information List

Table Mobile Engagement Business Revenue of Salesforce (2012-2017)

Figure Salesforce Mobile Engagement Business Revenue Growth Rate

Figure Salesforce Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Oracle Basic Information List

Table Mobile Engagement Business Revenue of Oracle (2012-2017)

Figure Oracle Mobile Engagement Business Revenue Growth Rate

Figure Oracle Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Adobe Basic Information List

Table Mobile Engagement Business Revenue of Adobe (2012-2017)

Figure Adobe Mobile Engagement Business Revenue Growth Rate

Figure Adobe Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Vibes Media Basic Information List

Table Mobile Engagement Business Revenue of Vibes Media (2012-2017)

Figure Vibes Media Mobile Engagement Business Revenue Growth Rate

Figure Vibes Media Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Selligent Basic Information List

Table Mobile Engagement Business Revenue of Selligent (2012-2017)

Figure Selligent Mobile Engagement Business Revenue Growth Rate

Figure Selligent Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Urban Airship Basic Information List

Table Mobile Engagement Business Revenue of Urban Airship (2012-2017)

Figure Urban Airship Mobile Engagement Business Revenue Growth Rate

Figure Urban Airship Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Appboy Basic Information List

Table Mobile Engagement Business Revenue of Appboy (2012-2017)

Figure Appboy Mobile Engagement Business Revenue Growth Rate

Figure Appboy Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Localytics Basic Information List

Table Mobile Engagement Business Revenue of Localytics (2012-2017)

Figure Localytics Mobile Engagement Business Revenue Growth Rate

Figure Localytics Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Swrve Basic Information List

Table Mobile Engagement Business Revenue of Swrve (2012-2017)

Figure Swrve Mobile Engagement Business Revenue Growth Rate

Figure Swrve Mobile Engagement Business Revenue Market Share (%) (2012-2017)

Table Global Mobile Engagement Market Size by Product (2012-2017)

Figure Global Mobile Engagement Revenue Market Share (%) by Product (2012-2017)

Figure Global Mobile Engagement Market Size Share by Product in 2016

Table Global Mobile Engagement Market Size by Application (2012-2017)

Figure Global Mobile Engagement Revenue Market Share (%) by Application (2012-2017)

Figure Global Mobile Engagement Market Size Share by Application in 2016

Table Top Consumer / End Users of Mobile Engagement

Figure United States Mobile Engagement Market Size and Growth Rate (2012-2017)

Table United States Mobile Engagement Market Size by Players (2012-2017)

Figure United States Mobile Engagement Market Size Share by Players in 2015

Figure United States Mobile Engagement Market Size Share by Players in 2016

Table United States Mobile Engagement Market Size by Application (2012-2017)

Figure United States Mobile Engagement Revenue Market Share (%) by Application (2012-2017)

Figure United States Mobile Engagement Market Size Share by Application in 2016

Figure EU Mobile Engagement Market Size and Growth Rate by Regions (2012-2017)

Table EU Mobile Engagement Market Size by Players (2012-2017)

Figure EU Mobile Engagement Market Size Share by Players in 2015

Figure EU Mobile Engagement Market Size Share by Players in 2016

Table EU Mobile Engagement Market Size by Application (2012-2017)

Figure EU Mobile Engagement Revenue Market Share (%) by Application (2012-2017)

Figure EU Mobile Engagement Market Size Share by Application in 2016

Figure Japan Mobile Engagement Market Size and Growth Rate by Regions (2012-2017)

Table Japan Mobile Engagement Market Size by Players (2012-2017)

Figure Japan Mobile Engagement Market Size Share by Players in 2015

Figure Japan Mobile Engagement Market Size Share by Players in 2016

Table Japan Mobile Engagement Market Size by Application (2012-2017)

Figure Japan Mobile Engagement Revenue Market Share (%) by Application (2012-2017)

Figure Japan Mobile Engagement Market Size Share by Application in 2016

Figure China Mobile Engagement Market Size and Growth Rate by Regions

(2012-2017)

Table China Mobile Engagement Market Size by Players (2012-2017)

Figure China Mobile Engagement Market Size Share by Players in 2015

Figure China Mobile Engagement Market Size Share by Players in 2016

Table China Mobile Engagement Market Size by Application (2012-2017)

Figure China Mobile Engagement Revenue Market Share (%) by Application  
(2012-2017)

Figure China Mobile Engagement Market Size Share by Application in 2016

Figure India Mobile Engagement Market Size and Growth Rate by Regions (2012-2017)

Table India Mobile Engagement Market Size by Players (2012-2017)

Figure India Mobile Engagement Market Size Share by Players in 2015

Figure India Mobile Engagement Market Size Share by Players in 2016

Table India Mobile Engagement Market Size by Application (2012-2017)

Figure India Mobile Engagement Revenue Market Share (%) by Application  
(2012-2017)

Figure India Mobile Engagement Market Size Share by Application in 2016

Figure Southeast Asia Mobile Engagement Market Size and Growth Rate by Regions  
(2012-2017)

Table Southeast Asia Mobile Engagement Market Size by Players (2012-2017)

Figure Southeast Asia Mobile Engagement Market Size Share by Players in 2015

Figure Southeast Asia Mobile Engagement Market Size Share by Players in 2016

Table Southeast Asia Mobile Engagement Market Size by Application (2012-2017)

Figure Southeast Asia Mobile Engagement Revenue Market Share (%) by Application  
(2012-2017)

Figure Southeast Asia Mobile Engagement Market Size Share by Application in 2016

Figure Global Mobile Engagement Market Size and Growth Rate (Value) (2017-2022)

Table Global Mobile Engagement Market Size by Regions (2017-2022)

Figure Global Mobile Engagement Market Size Share by Regions (2017-2022)

Figure Global Mobile Engagement Market Size Share by Regions in 2022

Figure United States Mobile Engagement Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure EU Mobile Engagement Revenue (Million USD) and Growth Rate (2017-2022)

Figure China Mobile Engagement Revenue (Million USD) and Growth Rate (2017-2022)

Figure Japan Mobile Engagement Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure Southeast Asia Mobile Engagement Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure India Mobile Engagement Revenue (Million USD) and Growth Rate (2017-2022)

Table Global Mobile Engagement Market Size by Application (2017-2022)

Figure Global Mobile Engagement Market Size by Application (2017-2022)

Figure Global Mobile Engagement Market Size by Application in 2022

Table Global Mobile Engagement Market Size by Product (2017-2022)

Figure Global Mobile Engagement Market Size by Product (2017-2022)

Figure Global Mobile Engagement Market Size by Product in 2022

Table Research Programs/Design for This Report

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

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: Global Mobile Engagement Market Size, Status and Forecast 2022

Product link: <https://marketpublishers.com/r/G8A11E45B3AWEN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8A11E45B3AWEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970