

# Global Mobile Marketing Software Market Size, Status and Forecast 2022

<https://marketpublishers.com/r/GF5FA9E362FEN.html>

Date: February 2018

Pages: 104

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

ID: GF5FA9E362FEN

## Abstracts

This report studies the global Mobile Marketing Software market, analyzes and researches the Mobile Marketing Software development status and forecast in United States, EU, Japan, China, India and Southeast Asia.

This report focuses on the top players in global market, like

G2 Crowd

Marketo

Pulsate

ActiveTrail

SharpSpring

Adobe Marketing Cloud

Mention

Iterable

Customer.io

Adestra

Mailigen

InsideView

Emarsys

Market segment by Regions/Countries, this report covers

United States

EU

Japan

China

India

Southeast Asia

Market segment by Type, the product can be split into

Cloud Base

Other Base

Market segment by Application, Mobile Marketing Software can be split into

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### Global Mobile Marketing Software Market Size, Status and Forecast 2022

## 1 INDUSTRY OVERVIEW OF MOBILE MARKETING SOFTWARE

### 1.1 Mobile Marketing Software Market Overview

#### 1.1.1 Mobile Marketing Software Product Scope

#### 1.1.2 Market Status and Outlook

### 1.2 Global Mobile Marketing Software Market Size and Analysis by Regions

#### 1.2.1 United States

#### 1.2.2 EU

#### 1.2.3 Japan

#### 1.2.4 China

#### 1.2.5 India

#### 1.2.6 Southeast Asia

### 1.3 Mobile Marketing Software Market by Type

#### 1.3.1 Cloud Base

#### 1.3.2 Other Base

### 1.4 Mobile Marketing Software Market by End Users/Application

#### 1.4.1 Large Enterprises

#### 1.4.2 Small and Mid-sized Enterprises (SMEs)

## 2 GLOBAL MOBILE MARKETING SOFTWARE COMPETITION ANALYSIS BY PLAYERS

### 2.1 Mobile Marketing Software Market Size (Value) by Players (2016 and 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

### 3.1 G2 Crowd

#### 3.1.1 Company Profile

#### 3.1.2 Main Business/Business Overview

#### 3.1.3 Products, Services and Solutions

- 3.1.4 Mobile Marketing Software Revenue (Value) (2012-2017)
- 3.1.5 Recent Developments
- 3.2 Marketo
  - 3.2.1 Company Profile
  - 3.2.2 Main Business/Business Overview
  - 3.2.3 Products, Services and Solutions
  - 3.2.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.2.5 Recent Developments
- 3.3 Pulsate
  - 3.3.1 Company Profile
  - 3.3.2 Main Business/Business Overview
  - 3.3.3 Products, Services and Solutions
  - 3.3.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.3.5 Recent Developments
- 3.4 ActiveTrail
  - 3.4.1 Company Profile
  - 3.4.2 Main Business/Business Overview
  - 3.4.3 Products, Services and Solutions
  - 3.4.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.4.5 Recent Developments
- 3.5 SharpSpring
  - 3.5.1 Company Profile
  - 3.5.2 Main Business/Business Overview
  - 3.5.3 Products, Services and Solutions
  - 3.5.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.5.5 Recent Developments
- 3.6 Adobe Marketing Cloud
  - 3.6.1 Company Profile
  - 3.6.2 Main Business/Business Overview
  - 3.6.3 Products, Services and Solutions
  - 3.6.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.6.5 Recent Developments
- 3.7 Mention
  - 3.7.1 Company Profile
  - 3.7.2 Main Business/Business Overview
  - 3.7.3 Products, Services and Solutions
  - 3.7.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.7.5 Recent Developments
- 3.8 Iterable

- 3.8.1 Company Profile
- 3.8.2 Main Business/Business Overview
- 3.8.3 Products, Services and Solutions
- 3.8.4 Mobile Marketing Software Revenue (Value) (2012-2017)
- 3.8.5 Recent Developments
- 3.9 Customer.io
  - 3.9.1 Company Profile
  - 3.9.2 Main Business/Business Overview
  - 3.9.3 Products, Services and Solutions
  - 3.9.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.9.5 Recent Developments
- 3.10 Adestra
  - 3.10.1 Company Profile
  - 3.10.2 Main Business/Business Overview
  - 3.10.3 Products, Services and Solutions
  - 3.10.4 Mobile Marketing Software Revenue (Value) (2012-2017)
  - 3.10.5 Recent Developments
- 3.11 Mailigen
- 3.12 InsideView
- 3.13 Emarsys

## **4 GLOBAL MOBILE MARKETING SOFTWARE MARKET SIZE BY TYPE AND APPLICATION (2012-2017)**

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

## **5 UNITED STATES MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

- 5.1 United States Mobile Marketing Software Market Size (2012-2017)
- 5.2 United States Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

## **6 EU MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

- 6.1 EU Mobile Marketing Software Market Size (2012-2017)

6.2 EU Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

## **7 JAPAN MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

7.1 Japan Mobile Marketing Software Market Size (2012-2017)

7.2 Japan Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

## **8 CHINA MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

8.1 China Mobile Marketing Software Market Size (2012-2017)

8.2 China Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

## **9 INDIA MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

9.1 India Mobile Marketing Software Market Size (2012-2017)

9.2 India Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

## **10 SOUTHEAST ASIA MOBILE MARKETING SOFTWARE DEVELOPMENT STATUS AND OUTLOOK**

10.1 Southeast Asia Mobile Marketing Software Market Size (2012-2017)

10.2 Southeast Asia Mobile Marketing Software Market Size and Market Share by Players (2016 and 2017)

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

11.1 Global Mobile Marketing Software Market Size (Value) by Regions (2017-2022)

11.1.1 United States Mobile Marketing Software Revenue and Growth Rate (2017-2022)

11.1.2 EU Mobile Marketing Software Revenue and Growth Rate (2017-2022)

11.1.3 Japan Mobile Marketing Software Revenue and Growth Rate (2017-2022)

11.1.4 China Mobile Marketing Software Revenue and Growth Rate (2017-2022)

- 11.1.5 India Mobile Marketing Software Revenue and Growth Rate (2017-2022)
- 11.1.6 Southeast Asia Mobile Marketing Software Revenue and Growth Rate (2017-2022)
- 11.2 Global Mobile Marketing Software Market Size (Value) by Type (2017-2022)
- 11.3 Global Mobile Marketing Software Market Size by Application (2017-2022)

## **12 MOBILE MARKETING SOFTWARE MARKET DYNAMICS**

- 12.1 Mobile Marketing Software Market Opportunities
- 12.2 Mobile Marketing Software Challenge and Risk
  - 12.2.1 Competition from Opponents
  - 12.2.2 Downside Risks of Economy
- 12.3 Mobile Marketing Software Market Constraints and Threat
  - 12.3.1 Threat from Substitute
  - 12.3.2 Government Policy
  - 12.3.3 Technology Risks
- 12.4 Mobile Marketing Software 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 APPENDIX**

Methodology  
Analyst Introduction  
Data Source

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

*Global Mobile Marketing Software Market Size, Status and Forecast 2022*

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Mobile Marketing Software Product Scope

Figure Global Mobile Marketing Software Market Size (Million USD) (2012-2017)

Table Global Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Mobile Marketing Software Market Share by Regions in 2016

Figure United States Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure EU Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Japan Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure China Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure India Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Southeast Asia Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Mobile Marketing Software Market Share by Type in 2016

Figure Cloud Base Market Size (Million USD) and Growth Rate (2012-2017)

Figure Other Base Market Size (Million USD) and Growth Rate (2012-2017)

Figure Global Mobile Marketing Software Market Share by Application in 2016

Table Key Downstream Customer in Large Enterprises

Figure Mobile Marketing Software Market Size (Million USD) and Growth Rate in Large Enterprises (2012-2017)

Table Key Downstream Customer in Small and Mid-sized Enterprises (SMEs)

Figure Mobile Marketing Software Market Size (Million USD) and Growth Rate in Small and Mid-sized Enterprises (SMEs) (2012-2017)

Figure Mobile Marketing Software Market Size (Million USD) and Growth Rate in Applications 3 (2012-2017)

Table Mobile Marketing Software Market Size (Million USD) by Players (2016 and 2017)

Figure Mobile Marketing Software Market Size Share by Players in 2016

Figure Mobile Marketing Software Market Size Share by Players in 2017

Table G2 Crowd Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of G2 Crowd (2012-2017)



Figure G2 Crowd Mobile Marketing Software Business Revenue Market Share in 2016

Table Marketo Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Marketo  
(2012-2017)

Figure Marketo Mobile Marketing Software Business Revenue Market Share in 2016

Table Pulsate Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Pulsate  
(2012-2017)

Figure Pulsate Mobile Marketing Software Business Revenue Market Share in 2016

Table ActiveTrail Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of ActiveTrail  
(2012-2017)

Figure ActiveTrail Mobile Marketing Software Business Revenue Market Share in 2016

Table SharpSpring Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of SharpSpring  
(2012-2017)

Figure SharpSpring Mobile Marketing Software Business Revenue Market Share in  
2016

Table Adobe Marketing Cloud Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Adobe Marketing  
Cloud (2012-2017)

Figure Adobe Marketing Cloud Mobile Marketing Software Business Revenue Market  
Share in 2016

Table Mention Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Mention  
(2012-2017)

Figure Mention Mobile Marketing Software Business Revenue Market Share in 2016

Table Iterable Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Iterable  
(2012-2017)

Figure Iterable Mobile Marketing Software Business Revenue Market Share in 2016

Table Customer.io Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Customer.io  
(2012-2017)

Figure Customer.io Mobile Marketing Software Business Revenue Market Share in  
2016

Table Adestra Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Adestra  
(2012-2017)

Figure Adestra Mobile Marketing Software Business Revenue Market Share in 2016

Table Mailigen Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Mailigen  
(2012-2017)

Figure Mailigen Mobile Marketing Software Business Revenue Market Share in 2016

Table InsideView Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of InsideView  
(2012-2017)

Figure InsideView Mobile Marketing Software Business Revenue Market Share in 2016

Table Emarsys Basic Information List

Table Mobile Marketing Software Business Revenue (Million USD) of Emarsys  
(2012-2017)

Figure Emarsys Mobile Marketing Software Business Revenue Market Share in 2016

Table Global Mobile Marketing Software Market Size (Million USD) by Type  
(2012-2017)

Figure Global Mobile Marketing Software Market Size Share by Type in 2012

Figure Global Mobile Marketing Software Market Size Share by Type in 2013

Figure Global Mobile Marketing Software Market Size Share by Type in 2014

Figure Global Mobile Marketing Software Market Size Share by Type in 2015

Figure Global Mobile Marketing Software Market Size Share by Type in 2016

Figure Global Mobile Marketing Software Market Size Share by Type in 2017

Table Global Mobile Marketing Software Market Size (Million USD) by Application  
(2012-2017)

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2012

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2013

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2014

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2015

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2016

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in  
2017

Table Top Consumer/End Users of Mobile Marketing Software

Figure United States Mobile Marketing Software Market Size (Million USD) and Growth  
Rate by Regions (2012-2017)

Table United States Mobile Marketing Software Market Size (Million USD) by Players

(2012-2017)

Figure United States Mobile Marketing Software Market Size Share by Players in 2016

Figure United States Mobile Marketing Software Market Size Share by Players in 2017

Figure EU Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table EU Mobile Marketing Software Market Size (Million USD) by Players (2012-2017)

Figure EU Mobile Marketing Software Market Size Share by Players in 2016

Figure EU Mobile Marketing Software Market Size Share by Players in 2017

Figure Japan Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table Japan Mobile Marketing Software Market Size (Million USD) by Players (2012-2017)

Figure Japan Mobile Marketing Software Market Size Share by Players in 2016

Figure Japan Mobile Marketing Software Market Size Share by Players in 2017

Figure China Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table China Mobile Marketing Software Market Size (Million USD) by Players (2012-2017)

Figure China Mobile Marketing Software Market Size Share by Players in 2016

Figure China Mobile Marketing Software Market Size Share by Players in 2017

Figure India Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table India Mobile Marketing Software Market Size (Million USD) by Players (2012-2017)

Figure India Mobile Marketing Software Market Size Share by Players in 2016

Figure India Mobile Marketing Software Market Size Share by Players in 2017

Figure Southeast Asia Mobile Marketing Software Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table Southeast Asia Mobile Marketing Software Market Size (Million USD) by Players (2012-2017)

Figure Southeast Asia Mobile Marketing Software Market Size Share by Players in 2016

Figure Southeast Asia Mobile Marketing Software Market Size Share by Players in 2017

Figure Global Mobile Marketing Software Market Size (Million USD) by Regions (2017-2022)

Table Global Mobile Marketing Software Market Size (Million USD) by Regions (2017-2022)

Figure Global Mobile Marketing Software Market Size Share by Regions in 2017

Figure Global Mobile Marketing Software Market Size Share by Regions in 2022

Figure United States Mobile Marketing Software Revenue (Million USD) and Growth

Rate (2017-2022)

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

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

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

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

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

Table Global Mobile Marketing Software Market Size (Million USD) by Type (2017-2022)

Figure Global Mobile Marketing Software Market Size Share by Type in 2017

Figure Global Mobile Marketing Software Market Size Share by Type in 2022

Table Global Mobile Marketing Software Market Size (Million USD) by Application (2017-2022)

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in 2017

Figure Global Mobile Marketing Software Market Size (Million USD) by Application in 2022

## I would like to order

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

Product link: <https://marketpublishers.com/r/GF5FA9E362FEN.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/GF5FA9E362FEN.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