

# United States Mobile Ad Spending Market Report 2017

<https://marketpublishers.com/r/U6385E904A8EN.html>

Date: January 2017

Pages: 110

Price: US\$ 3,800.00 (Single User License)

ID: U6385E904A8EN

## Abstracts

### Notes:

Sales, means the sales volume of Mobile Ad Spending

Revenue, means the sales value of Mobile Ad Spending

This report studies sales (consumption) of Mobile Ad Spending in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

AdMob

Chartboost

Flurry

InMobi

Millennial Media

MoPub

Pandora Media

Amobee

Baidu

Byyd

Google

HasOffers

iAd

Kiip

Matomy Media

Mobile Network

Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Search ads

Display ads

SMS ads

Split by applications, this report focuses on sales, market share and growth rate of

Mobile Ad Spending in each application, can be divided into

Smart phones

Tablet devices

Other

## Contents

### United States Mobile Ad Spending Market Report 2017

## **1 MOBILE AD SPENDING OVERVIEW**

- 1.1 Product Overview and Scope of Mobile Ad Spending
- 1.2 Classification of Mobile Ad Spending
  - 1.2.1 Search ads
  - 1.2.2 Display ads
  - 1.2.3 SMS ads
- 1.3 Application of Mobile Ad Spending
  - 1.3.1 Smart phones
  - 1.3.2 Tablet devices
  - 1.3.3 Other
- 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Mobile Ad Spending (2011-2021)
  - 1.4.1 United States Mobile Ad Spending Sales and Growth Rate (2011-2021)
  - 1.4.2 United States Mobile Ad Spending Revenue and Growth Rate (2011-2021)

## **2 UNITED STATES MOBILE AD SPENDING COMPETITION BY MANUFACTURERS**

- 2.1 United States Mobile Ad Spending Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Mobile Ad Spending Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Mobile Ad Spending Average Price by Manufactures (2015 and 2016)
- 2.4 Mobile Ad Spending Market Competitive Situation and Trends
  - 2.4.1 Mobile Ad Spending Market Concentration Rate
  - 2.4.2 Mobile Ad Spending Market Share of Top 3 and Top 5 Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion

## **3 UNITED STATES MOBILE AD SPENDING SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2011-2016)**

- 3.1 United States Mobile Ad Spending Sales and Market Share by States (2011-2016)
- 3.2 United States Mobile Ad Spending Revenue and Market Share by States (2011-2016)
- 3.3 United States Mobile Ad Spending Price by States (2011-2016)

## **4 UNITED STATES MOBILE AD SPENDING SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

- 4.1 United States Mobile Ad Spending Sales and Market Share by Type (2011-2016)
- 4.2 United States Mobile Ad Spending Revenue and Market Share by Type (2011-2016)
- 4.3 United States Mobile Ad Spending Price by Type (2011-2016)
- 4.4 United States Mobile Ad Spending Sales Growth Rate by Type (2011-2016)

## **5 UNITED STATES MOBILE AD SPENDING SALES (VOLUME) BY APPLICATION (2011-2016)**

- 5.1 United States Mobile Ad Spending Sales and Market Share by Application (2011-2016)
- 5.2 United States Mobile Ad Spending Sales Growth Rate by Application (2011-2016)
- 5.3 Market Drivers and Opportunities

## **6 UNITED STATES MOBILE AD SPENDING MANUFACTURERS PROFILES/ANALYSIS**

### **6.1 AdMob**

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors
- 6.1.2 Mobile Ad Spending Product Type, Application and Specification
  - 6.1.2.1 Search ads
  - 6.1.2.2 Display ads
- 6.1.3 AdMob Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.1.4 Main Business/Business Overview

### **6.2 Chartboost**

- 6.2.2 Mobile Ad Spending Product Type, Application and Specification
  - 6.2.2.1 Search ads
  - 6.2.2.2 Display ads
- 6.2.3 Chartboost Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.2.4 Main Business/Business Overview

### **6.3 Flurry**

- 6.3.2 Mobile Ad Spending Product Type, Application and Specification
  - 6.3.2.1 Search ads
  - 6.3.2.2 Display ads

6.3.3 Flurry Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)

6.3.4 Main Business/Business Overview

6.4 InMobi

6.4.2 Mobile Ad Spending Product Type, Application and Specification

6.4.2.1 Search ads

6.4.2.2 Display ads

6.4.3 InMobi Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

6.4.4 Main Business/Business Overview

6.5 Millennial Media

6.5.2 Mobile Ad Spending Product Type, Application and Specification

6.5.2.1 Search ads

6.5.2.2 Display ads

6.5.3 Millennial Media Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

6.5.4 Main Business/Business Overview

6.6 MoPub

6.6.2 Mobile Ad Spending Product Type, Application and Specification

6.6.2.1 Search ads

6.6.2.2 Display ads

6.6.3 MoPub Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

6.6.4 Main Business/Business Overview

6.7 Pandora Media

6.7.2 Mobile Ad Spending Product Type, Application and Specification

6.7.2.1 Search ads

6.7.2.2 Display ads

6.7.3 Pandora Media Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

6.7.4 Main Business/Business Overview

6.8 Amobee

6.8.2 Mobile Ad Spending Product Type, Application and Specification

6.8.2.1 Search ads

6.8.2.2 Display ads

6.8.3 Amobee Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

6.8.4 Main Business/Business Overview

6.9 Baidu

6.9.2 Mobile Ad Spending Product Type, Application and Specification

- 6.9.2.1 Search ads
- 6.9.2.2 Display ads
- 6.9.3 Baidu Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.9.4 Main Business/Business Overview
- 6.10 Byyd
  - 6.10.2 Mobile Ad Spending Product Type, Application and Specification
    - 6.10.2.1 Search ads
    - 6.10.2.2 Display ads
  - 6.10.3 Byyd Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.10.4 Main Business/Business Overview
- 6.11 Google
- 6.12 HasOffers
- 6.13 iAd
- 6.14 Kiip
- 6.15 Matomy Media
- 6.16 Mobile Network

## **7 MOBILE AD SPENDING MANUFACTURING COST ANALYSIS**

- 7.1 Mobile Ad Spending Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Mobile Ad Spending

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Mobile Ad Spending Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Mobile Ad Spending Major Manufacturers in 2015
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 UNITED STATES MOBILE AD SPENDING MARKET FORECAST (2016-2021)**

- 11.1 United States Mobile Ad Spending Sales, Revenue Forecast (2016-2021)
- 11.2 United States Mobile Ad Spending Sales Forecast by Type (2016-2021)
- 11.3 United States Mobile Ad Spending Sales Forecast by Application (2016-2021)
- 11.4 Mobile Ad Spending Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 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.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Mobile Ad Spending

Table Classification of Mobile Ad Spending

Figure United States Sales Market Share of Mobile Ad Spending by Type in 2015

Figure Search ads Picture

Figure Display ads Picture

Figure SMS ads Picture

Table Application of Mobile Ad Spending

Figure United States Sales Market Share of Mobile Ad Spending by Application in 2015

Figure Smart phones Examples

Figure Tablet devices Examples

Figure Other Examples

Figure United States Mobile Ad Spending Sales and Growth Rate (2011-2021)

Figure United States Mobile Ad Spending Revenue and Growth Rate (2011-2021)

Table United States Mobile Ad Spending Sales of Key Manufacturers (2015 and 2016)

Table United States Mobile Ad Spending Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Mobile Ad Spending Sales Share by Manufacturers

Figure 2016 Mobile Ad Spending Sales Share by Manufacturers

Table United States Mobile Ad Spending Revenue by Manufacturers (2015 and 2016)

Table United States Mobile Ad Spending Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Mobile Ad Spending Revenue Share by Manufacturers

Table 2016 United States Mobile Ad Spending Revenue Share by Manufacturers

Table United States Market Mobile Ad Spending Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Mobile Ad Spending Average Price of Key Manufacturers in 2015

Figure Mobile Ad Spending Market Share of Top 3 Manufacturers

Figure Mobile Ad Spending Market Share of Top 5 Manufacturers

Table United States Mobile Ad Spending Sales by States (2011-2016)

Table United States Mobile Ad Spending Sales Share by States (2011-2016)

Figure United States Mobile Ad Spending Sales Market Share by States in 2015

Table United States Mobile Ad Spending Revenue and Market Share by States (2011-2016)

Table United States Mobile Ad Spending Revenue Share by States (2011-2016)

Figure Revenue Market Share of Mobile Ad Spending by States (2011-2016)  
Table United States Mobile Ad Spending Price by States (2011-2016)  
Table United States Mobile Ad Spending Sales by Type (2011-2016)  
Table United States Mobile Ad Spending Sales Share by Type (2011-2016)  
Figure United States Mobile Ad Spending Sales Market Share by Type in 2015  
Table United States Mobile Ad Spending Revenue and Market Share by Type (2011-2016)  
Table United States Mobile Ad Spending Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Mobile Ad Spending by Type (2011-2016)  
Table United States Mobile Ad Spending Price by Type (2011-2016)  
Figure United States Mobile Ad Spending Sales Growth Rate by Type (2011-2016)  
Table United States Mobile Ad Spending Sales by Application (2011-2016)  
Table United States Mobile Ad Spending Sales Market Share by Application (2011-2016)  
Figure United States Mobile Ad Spending Sales Market Share by Application in 2015  
Table United States Mobile Ad Spending Sales Growth Rate by Application (2011-2016)  
Figure United States Mobile Ad Spending Sales Growth Rate by Application (2011-2016)  
Table AdMob Basic Information List  
Table AdMob Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure AdMob Mobile Ad Spending Sales Market Share (2011-2016)  
Table Chartboost Basic Information List  
Table Chartboost Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Chartboost Mobile Ad Spending Sales Market Share (2011-2016)  
Table Flurry Basic Information List  
Table Flurry Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Flurry Mobile Ad Spending Sales Market Share (2011-2016)  
Table InMobi Basic Information List  
Table InMobi Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)  
Table InMobi Mobile Ad Spending Sales Market Share (2011-2016)  
Table Millennial Media Basic Information List  
Table Millennial Media Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Millennial Media Mobile Ad Spending Sales Market Share (2011-2016)  
Table MoPub Basic Information List  
Table MoPub Mobile Ad Spending Sales, Revenue, Price and Gross Margin

(2011-2016)

Table MoPub Mobile Ad Spending Sales Market Share (2011-2016)

Table Pandora Media Basic Information List

Table Pandora Media Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Pandora Media Mobile Ad Spending Sales Market Share (2011-2016)

Table Amobee Basic Information List

Table Amobee Mobile Ad Spending Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Amobee Mobile Ad Spending Sales Market Share (2011-2016)

Table Baidu Basic Information List

Table Baidu Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)

Table Baidu Mobile Ad Spending Sales Market Share (2011-2016)

Table Byyd Basic Information List

Table Byyd Mobile Ad Spending Sales, Revenue, Price and Gross Margin (2011-2016)

Table Byyd Mobile Ad Spending Sales Market Share (2011-2016)

Table Google Basic Information List

Table HasOffers Basic Information List

Table iAd Basic Information List

Table Kiip Basic Information List

Table Matomy Media Basic Information List

Table Mobile Network Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Mobile Ad Spending

Figure Manufacturing Process Analysis of Mobile Ad Spending

Figure Mobile Ad Spending Industrial Chain Analysis

Table Raw Materials Sources of Mobile Ad Spending Major Manufacturers in 2015

Table Major Buyers of Mobile Ad Spending

Table Distributors/Traders List

Figure United States Mobile Ad Spending Production and Growth Rate Forecast  
(2016-2021)

Figure United States Mobile Ad Spending Revenue and Growth Rate Forecast  
(2016-2021)

Table United States Mobile Ad Spending Production Forecast by Type (2016-2021)

Table United States Mobile Ad Spending Consumption Forecast by Application  
(2016-2021)

Table United States Mobile Ad Spending Sales Forecast by States (2016-2021)

## Table United States Mobile Ad Spending Sales Share Forecast by States (2016-2021)

## I would like to order

Product name: United States Mobile Ad Spending Market Report 2017

Product link: <https://marketpublishers.com/r/U6385E904A8EN.html>

Price: US\$ 3,800.00 (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/U6385E904A8EN.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