

A2P SMS Market by Tools, Application, Traffic Market Research Report

Report Published on A2P SMS Market comprises of 150 Pages, categorized under Telecommunication with 15+ Company profile analysis

PUNE, MAHARASHTRA, INDIA, June 29, 2016 /EINPresswire.com/ -- [A2P SMS](#) is an acronym for Application to Person SMS marketing. It is a service in which the receiver cannot reply. It includes appointment reminders, notifications, marketing messages and pin codes among others. In this service, the message is sent to a mobile subscriber via a web-based application. A2P SMS helps a business to reach a significant number of people rapidly and at a very low cost.

The end-users of this service include healthcare, e-commerce, banking & financial institutions, and entertainment among others. The rapid increase in growth of mobile phone subscribers coupled with increasing mobile marketing activities is driving the global A2P SMS market. In addition, the growth in mobile payments and mobile banking along with significant technological and product developments are factors bolstering the market for A2P SMS marketing globally. Mass voting for contests, charity, promoting campaigns, announcements are some of the applications wherein A2P SMS marketing is widely used. This service is further used extensively by banks, credit card service providers and various payment gateways for OTPs (One Time Passwords) in order to verify transactions. In addition, A2P SMS is widely utilized online trading companies for sending confirmation messages regarding placing orders, processing and delivery notifications.

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The A2P SMS market is segmented on the basis of tools into API messaging platform and traditional & managed messaging platform. API messaging platform is a low-cost, automatically scalable model with reliable services and high flexibility. The global A2P SMS market is further segmented on the basis of application as pushed content services, interactive services, promotional campaigns and CRM services. A2P SMS market is also segmented on the basis of traffic as national and multi-country. The A2P SMS market is segmented by regions into North America, Europe, Asia Pacific, Middle East & Africa and South America.

The major benefit of A2P SMS marketing is that all operating networks and mobile handsets across the world are compatible with the technology and support it. The increasing number of mobile subscribers switching to online payments coupled with marketing activities looking for safety are the key factors driving the global A2P SMS market. However, IP-based messaging and mobile messaging spams restrict the global market for A2P SMS, as it leads to reduction in profitability of telecom operators. However, facilities such as OTP and post-transaction notifications are analyzed to bolster the A2P SMS market in the near future.

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SAP SE, Inc., Angkor Data Communications Group Co. Ltd., CLX Communications, Silverstreet BV, Symsoft AB, Ogangi Corporation, Twilio Inc., FortyTwo Telecom AB, Tanla Solutions Ltd, AMD Telecom S.A. OpenMarket Inc., Syniverse Holdings Inc., Optimizer International Group, Inc. Nexmo

Inc., and Mblox Inc. are some of the chief markets players operating in the global A2P SMS market.

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- Angkor Data Communications Group Co. Ltd.

- CLX Communications

- Silverstreet BV

- Symsoft AB

- Ogangi Corporation

- Twilio Inc.

- FortyTwo Telecom AB

- Tanla Solutions Ltd

- Telecom S.A.

- OpenMarket Inc.

- AB Syniverse Holdings Inc.

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- Nexmo Inc.
- Mblox Inc.

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