

Mobile Advertising Market Analysis and Foresight Report to 2023

Mobile Advertising Market, By Advertising Type (Video Advertising, In-Game Advertising, In-App Advertising), By Organization Size, By Vertical

PUNE, MAHARASHTRA, INDIA, August 20, 2017 /EINPresswire.com/ -- Market Highlights

Mobile phones have become the worldwide remotes to consumers live.

Consumers use them for almost everything - communicating, consuming content, gaming, working, buying things, selling thing etc. These devices have empowered our world, where we can do anything. [Mobile Advertising Market](#), by

solution segment includes in-app messaging. In app-messages are alert notification displayed on screen when consumers are active, within the application itself. In app-messaging notification is helpful in displaying the right message in correct time context. It alert users by displaying new features or content on the screen when they open the application and guide them to the correct path, by triggering a message once they are finished with the particular activity. It helps in modification of message by creative features and symbol. Users can easily create attractive message on their dashboard and can upload any fascinating HTML creation.

The Mobile Advertising Market is growing rapidly over 14% of CAGR and is expected to reach at USD 169 billion by the end of forecast period.

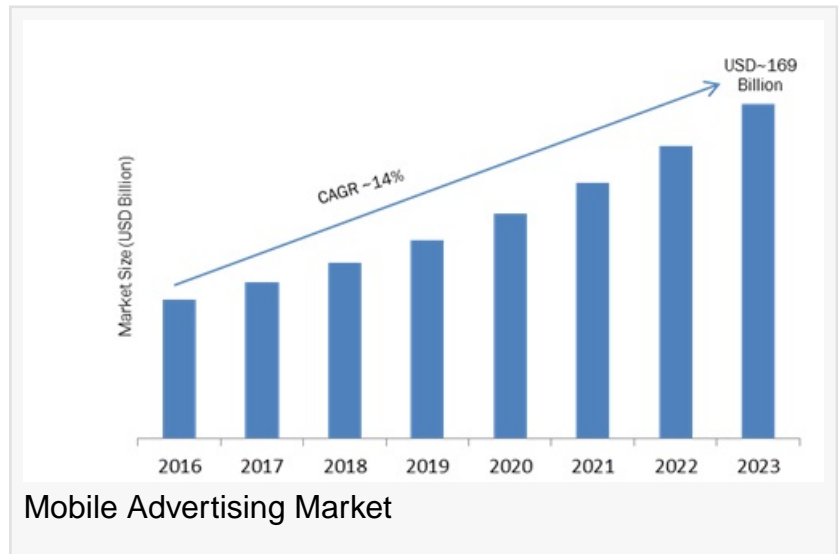
Mobile Advertising Market Players:

- Applovin Corporation (U.S.)
- Avazu Inc. (China)
- Chartboost Inc. (Netherland)
- Facebook Inc. (U.S.)
- Flurry Inc. (U.K.)
- Google Inc. (U.S.)
- Inmobi Pte. Ltd. (Singapore)
- Matomy Media Group Ltd. (Israel)
- Millennial Media Inc. (U.S.)
- Smaato Inc. (U.S.)

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Mobile Advertising Market Segmentation

The mobile advertising market has been segmented on the basis of solution, it includes multimedia



message service. Mobile content can be delivered through MMS (multimedia message service). Almost all new phones produced with a color screen are proficient of sending and receiving typical MMS messages. MMS mobile advertising contains a programmed slideshow of images, text, audio, and video.

Market Research Analysis:

Regional analysis for mobile Advertising market is studied in different geographic regions as North America, Europe, Asia-Pacific and Rest of World. Europe is one of the prominent player in mobile advertising market owing to high rates of smartphone ownership and usage. Asia-Pacific region is expected to grow at the highest CAGR in mobile advertising market owing to 1 Billion smartphone users in the region. In China, wechat mobile application has established mobile commerce through this platform, generating a unified experience for its 600 million monthly activity users (MAUs) and also created another path for brands to reach new consumers. The region is continuously investing into research and development of mobile advertising market. Increasing IT landscape is boosting the market in the region.

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Intended Audience

- Investors and consultants
- Government Organizations
- Research/Consultancy firms
- Technology solution providers
- IT Solution Providers
- Advertising Companies

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