Mobile Analytics 2017 Global Market Expected to Grow at CAGR 20.36% and Forecast to 2021

The analysts forecast the global mobile analytics market to grow at a CAGR of 20.36% during the period 2017-2021.

PUNE, INDIA, January 3, 2018 / EINPresswire.com/ --

Global Mobile Analytics Market

Description

WiseGuyReports.Com adds" Global Mobile Analytics Market 2017-2021 "Research To Its Database.

Mobile analytics aims at analyzing the mobile website traffic and mobile apps, which are similar to traditional analytics. It involves the use of data collected from visitors accessing a website or an app using their mobile devices. Mobile analytics help determine the best mobile marketing campaigns for a business and also the aspects of the websites and apps that are most suitable for handling mobile traffic. This analysis includes mobile search marketing, mobile advertising, desktop promotion, and text campaigns of mobile sites and services.

Covered in this report
The report covers the present scenario and the growth prospects of the global mobile analytics market for 2017-2021. The report presents a detailed picture of the market by way of study, synthesis, and summation of data from multiple sources.

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The market is divided into the following segments based on geography:
• Americas
• APAC

• EMEA

The Global Mobile Analytics Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
• Adobe Systems
• Amazon Web Services
• Google
• IBM
• Microsoft

Other prominent vendors
• Adjust
• Amplitude
• Appsee
• CA Technologies
• Flurry (Yahoo!)
• Localytics
• Segment
• Upsight
• Webtrends

Market driver
• Emergence of big data
• For a full, detailed list, view our report

Market challenge
• Lack of skilled analytics professionals
• For a full, detailed list, view our report

Market trend
• Growing focus on BI
• For a full, detailed list, view our report

Key questions answered in this report
• What will the market size be in 2021 and what will the growth rate be?
• What are the key market trends?
• What is driving this market?
• What are the challenges to market growth?
• Who are the key vendors in this market space?

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