

# Global Mobile Marketing Platforms Market Report 2020-2026 by Technology, Future Trends, Top Key Players and more...

*A new market study, titled "Covid-19 Impact on Global Mobile Marketing Platforms Market Size and Forecast 2020-2026", has been featured on WiseGuyReports.*

PUNE, MAHARASTRA, INDIA, July 9, 2020 /EINPresswire.com/ -- [Mobile Marketing Platform Market](#)

We identifies two types of mobile marketing platforms: (1) Multichannel marketing hubs (MMH) with native mobile marketing capabilities: Offer mobile marketing as part of a broader marketing cloud. These vendors deliver a range of engagement and analytics capabilities for mobile web and mobile applications. They offer native mobile marketing capabilities, but may also partner with third parties to support capabilities around delivery, monetization and measurement. (2) Purpose-built mobile marketing platforms: Enable direct-marketing engagement capabilities including SMS campaign design, delivery and reporting, push-notification and in-app messaging, and mobile-wallet integration.

Additionally, these solutions can link to existing marketing platforms, such as email and social marketing. Note that analysts may need to update the market definition as they progress through the research process. You will be explicitly notified of the change(s) should they need to happen

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Mobile Marketing Platforms market in 2020.

The following players are covered in this report:

Vibes  
Localytics  
Urban Airship  
Leanplum  
Pyze  
IMImobile  
Swrve

MoEngage  
Salesforce  
Sailthru  
Braze  
IBM  
SessionM  
Oracle  
TUNE

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COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets. The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Mobile Marketing Platforms industry.

Based on our recent survey, we have several different scenarios about the Mobile Marketing Platforms YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Mobile Marketing Platforms will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Mobile Marketing Platforms market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Mobile Marketing Platforms market in terms of revenue.

Players, stakeholders, and other participants in the global Mobile Marketing Platforms market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

#### Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Mobile Marketing Platforms market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

### Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Mobile Marketing Platforms market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Mobile Marketing Platforms market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Mobile Marketing Platforms market.

### Mobile Marketing Platforms Breakdown Data by Type

Multichannel Marketing Hubs (MMH)

Purpose-built Mobile Marketing Platforms

### Mobile Marketing Platforms Breakdown Data by Application

iOS

Android

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View Detailed Report at <https://www.wiseguyreports.com/reports/5299283-covid-19-impact-on->

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