

Mobile Marketing Market Regional Outlook, Competitive Strategies And Forecasts, 2020 -2027

The study methodologies used to examine the Mobile Marketing market for the forecast period, 2020 - 2027

SURREY, BC, CANADA, November 15, 2021 /EINPresswire.com/ -- The global [mobile marketing market](#) size reached USD 66.07 Billion in 2020 and is expected to register a CAGR of 23.6% during the forecast period, according to latest analysis by Emergen Research.



The Mobile Marketing market is further segmented in terms of applications, end-user, end-use, geographic presence, by-products as well as services. In addition, the subject matter experts evaluating the industry provide an all-inclusive category-specific industry outlook. A comprehensive collection of data on major companies occupying a strong foothold in the industry adds immense value to the overall research. The assessment of the winning strategies followed by these companies can help business owners not only strategize but also execute business operations by referring the statistics about competitor analysis. Careful assessment of the industry analysis across different regions along with vital information on the market size, share and growth rate makes this report a wonderful resource for business evangelists.

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The BFSI segment is expected to lead in terms of revenue over the forecast period due to increasing adoption of mobile marketing solutions and services in the BFSI sector.

Factors such as rising adoption of mobile marketing solutions and services by businesses in countries in North America are expected to drive growth of the market in the region during the forecast period.

Key players in the market include Google LLC, Inmobi Technology Services Private Limited, International Business Machines Corporation, Marketo, Inc., Amobee, Inc. (Singapore Telecommunications Limited), Oracle Corporation, Salesforce.com, Inc., Chartboost Inc., Microsoft Corporation, and Twitter Inc.

The study further serves as a unique research for stakeholders, product owners, and field marketing executives looking for actionable data and unique resource on market size, share, and growth. The market intelligence report gives business evangelists an authority to review the major trends, opportunities, and challenges expected to shape the future of the industry during the estimated period. Importantly, the study not only helps spot the major vendors but also their winning strategies. The real-time data accumulated through qualitative and quantitative research technique further help business owners determine where they stand in comparison to their region, country, and product category.

Regional scope: - North America; Europe; Asia Pacific; Central & South America; MEA

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Component Outlook (Revenue, USD Billion; 2018–2028)

- Services
- Solutions

Organization Size Outlook (Revenue, USD Billion; 2018–2028)

- Large Enterprises
- SMEs

Solution Outlook (Revenue, USD Billion; 2018–2028)

- QR Codes
- SMS
- MMS
- Mobile Web
- Push Notifications
- In-App Messages
- Location Based Marketing
- Others

End-use Outlook (Revenue, USD Billion; 2018–2028)

- Media & Entertainment
- Retail
- Automotive
- IT & Telecom

Healthcare
BFSI
Travel & Tourism
Others

The study has been conducted on the basis of inputs from the industry leaders. Thus, a conscious effort to dive deep and unearth hard to find information pertaining to the growing market landscape and growth prospects over the next few years is clearly visible in the study. The market intelligence report further comprises of discussions about the major vendors operating in the Mobile Marketing space.

Here are the questions we answer...

What are the future opportunities in store for the vendors operating in the Mobile Marketing market?

What does the competitive landscape look like?

Which emerging technologies are believed to impact the Mobile Marketing market performance?

What are the key trends and dynamics?

Which regulations that will impact the industry?

Which segment will offer the most opportunity for growth between 2020 and 2027?

Where will most developments take place in the long term?

Who are the most prominent vendors and how much market share do they occupy?

What are the latest technologies or discoveries influencing the Mobile Marketing market growth worldwide?

Read more@ <https://www.emergenresearch.com/industry-report/mobile-marketing-market>

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