



Mobile Marketing Market Revenue, Region, Country, and Segment Analysis & Sizing For 2021–2028



The Global Mobile Marketing market drivers and restraints Market Research Report published by Emergen Research is furnished with the latest information about product specifications and portfolio, technological advancement, product type, and manufacturing. Major factors such as revenue, costs, and gross margin are taken into consideration while formulating this report. The report provides extensive data concerning the key market players along with their SWOT analysis, financial standing, technological and product development, and recent strategic business expansion plans.

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. Increasing demand for immediate engagement solutions is a key factor expected to drive global mobile marketing market revenue growth during the forecast period. Rising demand for evaluating effectiveness of marketing campaign in real-time is expected to further propel global mobile marketing market revenue growth going ahead. Increasing social media networking sites and social media advertising are other factors expected to boost global mobile marketing market revenue growth in the near future.

The study on the Global Mobile Marketing Market is the latest report covering the impact analysis of the currently ongoing COVID-19 pandemic. The pandemic has directly affected the market by causing disruptions in the global supply chains and indirectly by inducing financial

difficulties. The report offers an accurate forecast estimation of the Mobile Marketing industry based on the recent technological and research advancements. It also offers valuable data to assist the investors in formulating strategic business investment plans and capitalize on the emerging growth prospects in the Mobile Marketing market.

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It focuses on the recent mergers & acquisitions, joint ventures, collaborations, partnerships, licensing agreements, brand promotions, and product launches, among others. The report also provides details about the company overview, business expansion plans, product portfolio, manufacturing and production capacity, global market position, financial status, and consumer base.

The report also discusses the key players involved in the market such as

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, Twitter Inc

Key insights presented in the report:

- Market revenue shares by major business players, by type, by application, and market scope of global Mobile Marketing market
- Sales revenue by key players and new entrants
- Competitive analysis of the key players including aspects such as company overview, product or services specification, vendors, and buyers.
- Recent mergers, acquisitions, product launches, recent investments, and joint ventures
- Regional analysis to provide insight to recent trends and opportunities

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The report further offers a complete value chain analysis along with an analysis of the downstream buyers and upstream raw materials. The study focuses on global trends, regulatory frameworks, and macro- and micro-economic factors. The report also provides an extensive analysis of the segment and sub-segmented expected to dominate the market over the projected period. The report offers a forecast estimation of the market with regards to the

analysis of the market segmentation, including product type, end-user industries, application spectrum, and other segments.

Mobile Marketing Market Segmentation:

- **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

The report focuses on current and future market growth, technological advancements, volume, raw materials, and profiles of the key companies involved in the market. The report provides valuable insights to the stakeholders, investors, product managers, marketing executives, and other industry professionals.

Regional Analysis of the Mobile Marketing Market:

- North America (*U.S., Canada*)
- Europe (*U.K., Italy, Germany, France, Rest of EU*)
- Asia Pacific (*India, Japan, China, South Korea, Australia, Rest of APAC*)
- Latin America (*Chile, Brazil, Argentina, Rest of Latin America*)
- Middle East & Africa (*Saudi Arabia, U.A.E., South Africa, Rest of MEA*)

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Emergen Research is a market research and consulting company that provides syndicated research reports, customized research reports, and consulting services. Our solutions purely focus on your purpose to locate, target, and analyse consumer behavior shifts across demographics, across industries, and help clients make smarter business decisions. We offer market intelligence studies ensuring relevant and fact-based research across multiple industries, including Healthcare, Touch Points, Chemicals, Types, and Energy.

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