

Mobile Analytics Market By Offering (Solution, Service), By Application (Mobile advertisement and marketing analytics, Targeting and Behavioral analytics, Application performance analytics, Others), By Industry Vertical (BFSI, Retail & E-commerce, Healthcare, Government, Travel & Hospitality, IT & Telecom, Media & Entertainment, Others), By Enterprise Size (Large Enterprises, SMEs): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2022-08-01 | 320 pages | Allied Market Research

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Report description:

Mobile analytics involves measuring and analyzing data generated by mobile platforms and properties, such as mobile sites and mobile applications. Mobile analytics provides insights about consumer behavior on mobile and their experiences with mobile apps and websites can be improved to generate greater revenue. Marketers can use mobile analytics to determine the effectiveness of different campaign efforts on mobile devices.

The market penetration of smartphones and growth in demand to receive new and actionable insight on the buyers' preferences have accelerated the need for mobile analytics worldwide. In addition, the upsurge in mobile advertising and advent of data analytics and big data have further boosted the growth of the mobile analytics market. However, lack of awareness on the benefits of mobile analytics and growth in privacy concerns have restricted the market growth for mobile analytics. On the other hand, many enterprises entering the market and providing advance solutions is expected to create greater opportunities during the forecast period.

The mobile analytics market is segmented on the basis of offering, application, enterprise size, industry vertical, and region. On the basis of offering, the market is segmented into solution and services. On the basis of solutions, the market is segmented into mobile app analytics and mobile web analytics. Further, on the basis of mobile web analytics, the market is segmented into

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on-premise and cloud.

On the basis of application, the market is segmented into mobile advertisement and marketing analytics, targeting and behavioral analytics, application performance analytics, others.

On the basis of enterprise size, the market is bifurcated into large enterprises and SMEs.

Depending on industry vertical, it is segregated into BFSI, healthcare, retail & ecommerce, IT & telecom, travel & hospitality, media & entertainment, government and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The mobile analytics market is dominated by key players such as Adobe, Google LLC, International Business Machines Corporation, Micro Focus, Microsoft Corporation, SAS Institute Inc., Oracle Corporation, SAP SE, Salesforce.com, Inc., TIBCO Software Inc., AT Internet, Comscore, Inc., Microstrategy Incorporated, Mixpanel, Splunk Inc., Teradata Corporation and Webtrends.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the mobile analytics market analysis from 2021 to 2031 to identify the prevailing mobile analytics market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the mobile analytics market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global mobile analytics market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Offering

- Solution
- Service

By Application

- Mobile advertisement and marketing analytics
- Targeting and Behavioral analytics
- Application performance analytics
- Others

By Industry Vertical

- BFSI
- Retail E-commerce
- Healthcare
- Government
- Travel Hospitality
- IT Telecom
- Media Entertainment
- Others

By Enterprise Size

- Large Enterprises
- SMEs

By Region

- North America
- U.S.

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- Canada
- Europe
- Germany
- France
- Italy
- Spain
- Netherlands
- Rest of Europe
- United Kingdom
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest Of Asia Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Adobe
- Google LLC
- International Business Machines Corporation
- Micro Focus
- Microsoft Corporation
- SAS Institute Inc.
- Oracle Corporation
- SAP SE
- Salesforce.com, Inc.
- TIBCO Software Inc.
- AT Internet
- Comscore, Inc.
- Microstrategy Incorporated
- Mixpanel
- Splunk Inc.
- Teradata Corporation
- Webtrends

Table of Contents:

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key market segments
- 1.3.Key benefits to the stakeholders
- 1.4.Research Methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research

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1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

2.1.Key findings of the study

2.2.CXO Perspective

CHAPTER 3:MARKET OVERVIEW

3.1.Market definition and scope

3.2.Key findings

3.2.1.Top investment pockets

3.3.Porter's five forces analysis

3.4.Top player positioning

3.5.Market dynamics

3.5.1.Drivers

3.5.2.Restraints

3.5.3.Opportunities

3.6.COVID-19 Impact Analysis on the market

CHAPTER 4: MOBILE ANALYTICS MARKET, BY OFFERING

4.1 Overview

4.1.1 Market size and forecast

4.2 Solution

4.2.1 Key market trends, growth factors and opportunities

4.2.2 Market size and forecast, by region

4.2.3 Market analysis by country

4.3 Service

4.3.1 Key market trends, growth factors and opportunities

4.3.2 Market size and forecast, by region

4.3.3 Market analysis by country

CHAPTER 5: MOBILE ANALYTICS MARKET, BY APPLICATION

5.1 Overview

5.1.1 Market size and forecast

5.2 Mobile advertisement and marketing analytics

5.2.1 Key market trends, growth factors and opportunities

5.2.2 Market size and forecast, by region

5.2.3 Market analysis by country

5.3 Targeting and Behavioral analytics

5.3.1 Key market trends, growth factors and opportunities

5.3.2 Market size and forecast, by region

5.3.3 Market analysis by country

5.4 Application performance analytics

5.4.1 Key market trends, growth factors and opportunities

5.4.2 Market size and forecast, by region

5.4.3 Market analysis by country

5.5 Others

5.5.1 Key market trends, growth factors and opportunities

5.5.2 Market size and forecast, by region

5.5.3 Market analysis by country

CHAPTER 6: MOBILE ANALYTICS MARKET, BY INDUSTRY VERTICAL

6.1 Overview

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- 6.1.1 Market size and forecast
- 6.2 BFSI
 - 6.2.1 Key market trends, growth factors and opportunities
 - 6.2.2 Market size and forecast, by region
 - 6.2.3 Market analysis by country
- 6.3 Retail & E-commerce
 - 6.3.1 Key market trends, growth factors and opportunities
 - 6.3.2 Market size and forecast, by region
 - 6.3.3 Market analysis by country
- 6.4 Healthcare
 - 6.4.1 Key market trends, growth factors and opportunities
 - 6.4.2 Market size and forecast, by region
 - 6.4.3 Market analysis by country
- 6.5 Government
 - 6.5.1 Key market trends, growth factors and opportunities
 - 6.5.2 Market size and forecast, by region
 - 6.5.3 Market analysis by country
- 6.6 Travel & Hospitality
 - 6.6.1 Key market trends, growth factors and opportunities
 - 6.6.2 Market size and forecast, by region
 - 6.6.3 Market analysis by country
- 6.7 IT & Telecom
 - 6.7.1 Key market trends, growth factors and opportunities
 - 6.7.2 Market size and forecast, by region
 - 6.7.3 Market analysis by country
- 6.8 Media & Entertainment
 - 6.8.1 Key market trends, growth factors and opportunities
 - 6.8.2 Market size and forecast, by region
 - 6.8.3 Market analysis by country
- 6.9 Others
 - 6.9.1 Key market trends, growth factors and opportunities
 - 6.9.2 Market size and forecast, by region
 - 6.9.3 Market analysis by country

CHAPTER 7: MOBILE ANALYTICS MARKET, BY ENTERPRISE SIZE

- 7.1 Overview
 - 7.1.1 Market size and forecast
- 7.2 Large Enterprises
 - 7.2.1 Key market trends, growth factors and opportunities
 - 7.2.2 Market size and forecast, by region
 - 7.2.3 Market analysis by country
- 7.3 SMEs
 - 7.3.1 Key market trends, growth factors and opportunities
 - 7.3.2 Market size and forecast, by region
 - 7.3.3 Market analysis by country

CHAPTER 8: MOBILE ANALYTICS MARKET, BY REGION

- 8.1 Overview
 - 8.1.1 Market size and forecast

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- 8.2 North America
 - 8.2.1 Key trends and opportunities
 - 8.2.2 North America Market size and forecast, by Offering
 - 8.2.3 North America Market size and forecast, by Application
 - 8.2.4 North America Market size and forecast, by Industry Vertical
 - 8.2.5 North America Market size and forecast, by Enterprise Size
 - 8.2.6 North America Market size and forecast, by country
 - 8.2.6.1 U.S.
 - 8.2.6.1.1 Market size and forecast, by Offering
 - 8.2.6.1.2 Market size and forecast, by Application
 - 8.2.6.1.3 Market size and forecast, by Industry Vertical
 - 8.2.6.1.4 Market size and forecast, by Enterprise Size
 - 8.2.6.2 Canada
 - 8.2.6.2.1 Market size and forecast, by Offering
 - 8.2.6.2.2 Market size and forecast, by Application
 - 8.2.6.2.3 Market size and forecast, by Industry Vertical
 - 8.2.6.2.4 Market size and forecast, by Enterprise Size
- 8.3 Europe
 - 8.3.1 Key trends and opportunities
 - 8.3.2 Europe Market size and forecast, by Offering
 - 8.3.3 Europe Market size and forecast, by Application
 - 8.3.4 Europe Market size and forecast, by Industry Vertical
 - 8.3.5 Europe Market size and forecast, by Enterprise Size
 - 8.3.6 Europe Market size and forecast, by country
 - 8.3.6.1 United Kingdom
 - 8.3.6.1.1 Market size and forecast, by Offering
 - 8.3.6.1.2 Market size and forecast, by Application
 - 8.3.6.1.3 Market size and forecast, by Industry Vertical
 - 8.3.6.1.4 Market size and forecast, by Enterprise Size
 - 8.3.6.2 Germany
 - 8.3.6.2.1 Market size and forecast, by Offering
 - 8.3.6.2.2 Market size and forecast, by Application
 - 8.3.6.2.3 Market size and forecast, by Industry Vertical
 - 8.3.6.2.4 Market size and forecast, by Enterprise Size
 - 8.3.6.3 France
 - 8.3.6.3.1 Market size and forecast, by Offering
 - 8.3.6.3.2 Market size and forecast, by Application
 - 8.3.6.3.3 Market size and forecast, by Industry Vertical
 - 8.3.6.3.4 Market size and forecast, by Enterprise Size
 - 8.3.6.4 Italy
 - 8.3.6.4.1 Market size and forecast, by Offering
 - 8.3.6.4.2 Market size and forecast, by Application
 - 8.3.6.4.3 Market size and forecast, by Industry Vertical
 - 8.3.6.4.4 Market size and forecast, by Enterprise Size
 - 8.3.6.5 Spain
 - 8.3.6.5.1 Market size and forecast, by Offering
 - 8.3.6.5.2 Market size and forecast, by Application

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- 8.3.6.5.3 Market size and forecast, by Industry Vertical
- 8.3.6.5.4 Market size and forecast, by Enterprise Size
- 8.3.6.6 Netherlands
 - 8.3.6.6.1 Market size and forecast, by Offering
 - 8.3.6.6.2 Market size and forecast, by Application
 - 8.3.6.6.3 Market size and forecast, by Industry Vertical
 - 8.3.6.6.4 Market size and forecast, by Enterprise Size
- 8.3.6.7 Rest of Europe
 - 8.3.6.7.1 Market size and forecast, by Offering
 - 8.3.6.7.2 Market size and forecast, by Application
 - 8.3.6.7.3 Market size and forecast, by Industry Vertical
 - 8.3.6.7.4 Market size and forecast, by Enterprise Size
- 8.4 Asia-Pacific
 - 8.4.1 Key trends and opportunities
 - 8.4.2 Asia-Pacific Market size and forecast, by Offering
 - 8.4.3 Asia-Pacific Market size and forecast, by Application
 - 8.4.4 Asia-Pacific Market size and forecast, by Industry Vertical
 - 8.4.5 Asia-Pacific Market size and forecast, by Enterprise Size
 - 8.4.6 Asia-Pacific Market size and forecast, by country
 - 8.4.6.1 China
 - 8.4.6.1.1 Market size and forecast, by Offering
 - 8.4.6.1.2 Market size and forecast, by Application
 - 8.4.6.1.3 Market size and forecast, by Industry Vertical
 - 8.4.6.1.4 Market size and forecast, by Enterprise Size
 - 8.4.6.2 Japan
 - 8.4.6.2.1 Market size and forecast, by Offering
 - 8.4.6.2.2 Market size and forecast, by Application
 - 8.4.6.2.3 Market size and forecast, by Industry Vertical
 - 8.4.6.2.4 Market size and forecast, by Enterprise Size
 - 8.4.6.3 India
 - 8.4.6.3.1 Market size and forecast, by Offering
 - 8.4.6.3.2 Market size and forecast, by Application
 - 8.4.6.3.3 Market size and forecast, by Industry Vertical
 - 8.4.6.3.4 Market size and forecast, by Enterprise Size
 - 8.4.6.4 South Korea
 - 8.4.6.4.1 Market size and forecast, by Offering
 - 8.4.6.4.2 Market size and forecast, by Application
 - 8.4.6.4.3 Market size and forecast, by Industry Vertical
 - 8.4.6.4.4 Market size and forecast, by Enterprise Size
 - 8.4.6.5 Australia
 - 8.4.6.5.1 Market size and forecast, by Offering
 - 8.4.6.5.2 Market size and forecast, by Application
 - 8.4.6.5.3 Market size and forecast, by Industry Vertical
 - 8.4.6.5.4 Market size and forecast, by Enterprise Size
 - 8.4.6.6 Rest Of Asia Pacific
 - 8.4.6.6.1 Market size and forecast, by Offering
 - 8.4.6.6.2 Market size and forecast, by Application

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- 8.4.6.6.3 Market size and forecast, by Industry Vertical
- 8.4.6.6.4 Market size and forecast, by Enterprise Size
- 8.5 LAMEA
 - 8.5.1 Key trends and opportunities
 - 8.5.2 LAMEA Market size and forecast, by Offering
 - 8.5.3 LAMEA Market size and forecast, by Application
 - 8.5.4 LAMEA Market size and forecast, by Industry Vertical
 - 8.5.5 LAMEA Market size and forecast, by Enterprise Size
 - 8.5.6 LAMEA Market size and forecast, by country
 - 8.5.6.1 Latin America
 - 8.5.6.1.1 Market size and forecast, by Offering
 - 8.5.6.1.2 Market size and forecast, by Application
 - 8.5.6.1.3 Market size and forecast, by Industry Vertical
 - 8.5.6.1.4 Market size and forecast, by Enterprise Size
 - 8.5.6.2 Middle East
 - 8.5.6.2.1 Market size and forecast, by Offering
 - 8.5.6.2.2 Market size and forecast, by Application
 - 8.5.6.2.3 Market size and forecast, by Industry Vertical
 - 8.5.6.2.4 Market size and forecast, by Enterprise Size
 - 8.5.6.3 Africa
 - 8.5.6.3.1 Market size and forecast, by Offering
 - 8.5.6.3.2 Market size and forecast, by Application
 - 8.5.6.3.3 Market size and forecast, by Industry Vertical
 - 8.5.6.3.4 Market size and forecast, by Enterprise Size

CHAPTER 9: COMPANY LANDSCAPE

- 9.1. Introduction
- 9.2. Top winning strategies
- 9.3. Product Mapping of Top 10 Player
- 9.4. Competitive Dashboard
- 9.5. Competitive Heatmap
- 9.6. Key developments

CHAPTER 10: COMPANY PROFILES

- 10.1 Adobe
 - 10.1.1 Company overview
 - 10.1.2 Company snapshot
 - 10.1.3 Operating business segments
 - 10.1.4 Product portfolio
 - 10.1.5 Business performance
 - 10.1.6 Key strategic moves and developments
- 10.2 Google LLC
 - 10.2.1 Company overview
 - 10.2.2 Company snapshot
 - 10.2.3 Operating business segments
 - 10.2.4 Product portfolio
 - 10.2.5 Business performance
 - 10.2.6 Key strategic moves and developments
- 10.3 International Business Machines Corporation

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- 10.3.1 Company overview
- 10.3.2 Company snapshot
- 10.3.3 Operating business segments
- 10.3.4 Product portfolio
- 10.3.5 Business performance
- 10.3.6 Key strategic moves and developments
- 10.4 Micro Focus
 - 10.4.1 Company overview
 - 10.4.2 Company snapshot
 - 10.4.3 Operating business segments
 - 10.4.4 Product portfolio
 - 10.4.5 Business performance
 - 10.4.6 Key strategic moves and developments
- 10.5 Microsoft Corporation
 - 10.5.1 Company overview
 - 10.5.2 Company snapshot
 - 10.5.3 Operating business segments
 - 10.5.4 Product portfolio
 - 10.5.5 Business performance
 - 10.5.6 Key strategic moves and developments
- 10.6 SAS Institute Inc.
 - 10.6.1 Company overview
 - 10.6.2 Company snapshot
 - 10.6.3 Operating business segments
 - 10.6.4 Product portfolio
 - 10.6.5 Business performance
 - 10.6.6 Key strategic moves and developments
- 10.7 Oracle Corporation
 - 10.7.1 Company overview
 - 10.7.2 Company snapshot
 - 10.7.3 Operating business segments
 - 10.7.4 Product portfolio
 - 10.7.5 Business performance
 - 10.7.6 Key strategic moves and developments
- 10.8 SAP SE
 - 10.8.1 Company overview
 - 10.8.2 Company snapshot
 - 10.8.3 Operating business segments
 - 10.8.4 Product portfolio
 - 10.8.5 Business performance
 - 10.8.6 Key strategic moves and developments
- 10.9 Salesforce.com, Inc.
 - 10.9.1 Company overview
 - 10.9.2 Company snapshot
 - 10.9.3 Operating business segments
 - 10.9.4 Product portfolio
 - 10.9.5 Business performance

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- 10.9.6 Key strategic moves and developments
- 10.10 TIBCO Software Inc.
 - 10.10.1 Company overview
 - 10.10.2 Company snapshot
 - 10.10.3 Operating business segments
 - 10.10.4 Product portfolio
 - 10.10.5 Business performance
 - 10.10.6 Key strategic moves and developments
- 10.11 AT Internet
 - 10.11.1 Company overview
 - 10.11.2 Company snapshot
 - 10.11.3 Operating business segments
 - 10.11.4 Product portfolio
 - 10.11.5 Business performance
 - 10.11.6 Key strategic moves and developments
- 10.12 Comscore, Inc.
 - 10.12.1 Company overview
 - 10.12.2 Company snapshot
 - 10.12.3 Operating business segments
 - 10.12.4 Product portfolio
 - 10.12.5 Business performance
 - 10.12.6 Key strategic moves and developments
- 10.13 Microstrategy Incorporated
 - 10.13.1 Company overview
 - 10.13.2 Company snapshot
 - 10.13.3 Operating business segments
 - 10.13.4 Product portfolio
 - 10.13.5 Business performance
 - 10.13.6 Key strategic moves and developments
- 10.14 Mixpanel
 - 10.14.1 Company overview
 - 10.14.2 Company snapshot
 - 10.14.3 Operating business segments
 - 10.14.4 Product portfolio
 - 10.14.5 Business performance
 - 10.14.6 Key strategic moves and developments
- 10.15 Splunk Inc.
 - 10.15.1 Company overview
 - 10.15.2 Company snapshot
 - 10.15.3 Operating business segments
 - 10.15.4 Product portfolio
 - 10.15.5 Business performance
 - 10.15.6 Key strategic moves and developments
- 10.16 Teradata Corporation
 - 10.16.1 Company overview
 - 10.16.2 Company snapshot
 - 10.16.3 Operating business segments

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- 10.16.4 Product portfolio
- 10.16.5 Business performance
- 10.16.6 Key strategic moves and developments
- 10.17 Webtrends
 - 10.17.1 Company overview
 - 10.17.2 Company snapshot
 - 10.17.3 Operating business segments
 - 10.17.4 Product portfolio
 - 10.17.5 Business performance
 - 10.17.6 Key strategic moves and developments

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