
Description: Mobile Analytics is the branch of analytics specific to a particular mobile platform to improve business performance, make timely and informed decisions for higher customer service and satisfaction. With increasing proliferation of smartphones, where everything from social networking, shopping to financial transactions is being done, coupled with the growth of big data and Internet of Things, IoT of data is being generated. By collecting and analyzing this data using mobile analytics, marketers can generate insights on how their particular product/service is performing, aiding them to take better and informed decisions.

The Mobile Analytics Market is projected to witness CAGR of 20.82% over the period 2015 to 2020. Explosion of smartphone devices, increasing mobile working population and increasing number of mobile business emails are driving the market. Where as, low security in mobile devices and the variation between platforms are constraining the mobile analytics technology. Improving the heterogeneity of devices, concentration on advanced functionality and device management, ability to work in an offline mode, convergence with web analytics etc. is some of the areas of opportunity in the domain.

Covered in this report are: in-depth market analysis of the market size, share and estimation, industry value chain analysis, industry attractiveness, Drivers, constraints and opportunities, Competitive assessment in terms of overview of market players, profiles, products and services, business strategies and recent developments and innovation, market landscape of the market opportunity, future trends and forecasts, mergers and acquisitions and others. The report also includes an exclusive analysis on the basis of segmentation by type (Application, Campaign and Service Analytics), by verticals (Retails, e-commerce, communications, Banking and finance, Telecom and IT etc.) and finally by different geographic regions.

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