Mobile Analytics Market by Type (Mobile Advertising and Marketing Analytics, In-app Behavioral Analytics, Application Performance Analytics, and Others), by Deployment, by Verticals, by Region - Global Forecast and Analysis to 2020

Description: Affordability of smartphones and availability of high speed networks has enabled increase in the smartphone penetration. Smartphone penetration rate has reached a threshold level in most of the developing countries. Furthermore, explosive growth in the mobile apps is bringing mobile and big data together. Mobile app usage and mobile data consumption has continuously grown over the last 5 years. Thus, mobile analytics helps to meet business objectives by analyzing the apps, personalized experiences, and marketing campaigns and derive meaningful insights from mobile data.

The mobile analytics market is broadly classified into types, such as mobile advertisement and marketing analytics, in-app behavioral analytics, application performance analytics, and others. Global mobile ad spending is experiencing exponential growth and this enables the surge in the mobile analytics solutions demand. The global market is expected to grow from USD 1.36 Billion in 2015 to USD 4.12 Billion by 2020, at a Compound Annual Growth Rate (CAGR) of 24.73%.

With the prevalent smartphone penetration and increasing need to obtain actionable insights on the customer behavior is accelerating the demand for the mobile analytics solutions across the globe. There are several other factors such as increasing use of mobile advertising and rapid growth in mobile data that are further pushing this market on a high-growth trajectory. Thus, the mobile analytics market is evolving as several companies have entered into the market and are offering advanced solutions to derive meaningful insights and make proper decision to enhance the revenue and customers.

Some of the key vendors occupying the market are IBM, Amazon Web Services (AWS), Google, Localytics, Adobe, Webtrends, ComScore, Flurry, Microsoft, and Mixpanel. This market research report discusses the key vendors, their strategies, and insights in this market. It also provides an in-depth study of the driving factors, opportunities, and challenges for this market. This report analyzes region-wise markets in terms of the market trends and future opportunities.

The report has segmented this market by type, deployment model, vertical, and region. The report also includes views on the market’s key players and their strategies adopted. The forecast period for the mobile analytics research report is 2015-2020, with 2014 being considered as the base year. The report categorizes mobile analytics market into following subsegments:

On the basis of types:
- Mobile advertisement and marketing analytics
- In-app behavioral analytics
- Application performance analytics
- Others

On the basis of deployment models:
- Cloud
- On-premise

On the basis of verticals:
- Banking, Financial services, and Insurance (BFSI)
- Manufacturing
- Transportation and Logistics
- Retail and e-Commerce
- Telecommunication and IT
- Media and Entertainment
- Government
- Healthcare and life science
- Gaming
- Travel and Hospitality
- Others

On the basis of regions:

- North America
- Europe
- Asia-Pacific
- Latin America
- Middle East and Africa

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Years Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data Taken From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data Taken From Primary Sources
         2.1.2.2 Key Industry Insights
         2.1.2.3 Breakdown of Primaries
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities
   4.2 Mobile Analytics Market: Top Three End Users
   4.3 Key Applications and Regions in the Market
   4.4 Life Cycle Analysis, By Region

5 Market Overview
   5.1 Introduction
   5.2 Evolution of the Mobile Analytics Market
   5.3 Market Segmentation
      5.3.1 By Type
      5.3.2 By Deployment Type
      5.3.3 By Vertical
      5.3.4 By Region
   5.4 Market Dynamics
      5.4.1 Drivers
         5.4.1.1 Smartphone Penetration and Increased Number of Mobile Apps
         5.4.1.2 Increasing Usage of Apps for Mobile Advertising
      5.4.2 Restraints
         5.4.2.1 Increasing Privacy Concerns
      5.4.3 Opportunities
         5.4.3.1 Cloud-Based Mobile Analytics
12.2 Google Inc
12.3 International Business Machines Corporation
12.4 Localytics
12.5 Microsoft Corporation
12.6 Webtrends
12.7 Amazon Web Services, Inc.
12.8 Mixpanel, Inc.
12.9 Flurry, Inc.
12.10 Comscore, Inc.

13 Appendix
13.1 Insights From Industry Experts
13.2 Discussion Guide
13.3 Introducing RT: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List of Tables
Table 1 Assumptions
Table 2 Mobile Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 3 Mobile Advertising and Marketing Analytics: Market Size, By Region, 2013 - 2020 (USD Million)
Table 4 Mobile Advertising and Marketing Analytics: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 5 In-App Behavioral Analytics: Market Size, By Region, 2013 - 2020 (USD Million)
Table 6 In-App Behavioral Analytics: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 7 Application Performance Analytics: Market Size, By Region, 2013 - 2020 (USD Million)
Table 8 Application Performance Analytics: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 9 Others: Market Size, By Region, 2013 - 2020 (USD Million)
Table 10 Others: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 11 Global Mobile Analytics Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 12 On-Premise: Market Size, By Region, 2013 - 2020 (USD Million)
Table 13 Cloud: Market Size, By Region, 2013 - 2020 (USD Million)
Table 14 Mobile Analytics Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 15 Retail and E-Commerce: Market Size, By Region, 2013 - 2020 (USD Million)
Table 16 Retail and E-Commerce: Market Size, By Type, 2013 - 2020 (USD Million)
Table 17 Retail and E-Commerce: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 18 BFSI: Market Size, By Region, 2013 - 2020 (USD Million)
Table 19 BFSI: Market Size, By Type, 2013 - 2020 (USD Million)
Table 20 BFSI: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 21 Telecommunications and IT: Market Size, By Region, 2013 - 2020 (USD Million)
Table 22 Telecommunications and IT: Market Size, By Type, 2013 - 2020 (USD Million)
Table 23 Telecommunications and IT: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 24 Gaming: Market Size, By Region, 2013 - 2020 (USD Million)
Table 25 Gaming: Market Size, By Type, 2013 - 2020 (USD Million)
Table 26 Gaming: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 27 Government: Market Size, By Region, 2013 - 2020 (USD Million)
Table 28 Government: Market Size, By Type, 2013 - 2020 (USD Million)
Table 29 Government: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 30 Media and Entertainment: Market Size, By Region, 2013 - 2020 (USD Million)
Table 31 Media and Entertainment: Market Size, By Type, 2013 - 2020 (USD Million)
Table 32 Media and Entertainment: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 33 Healthcare and Life Sciences: Market Size, By Region, 2013 - 2020 (USD Million)
Table 34 Healthcare and Life Sciences: Market Size, By Type, 2013 - 2020 (USD Million)
Table 35 Healthcare and Life Sciences: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 36 Travel and Hospitality: Market Size, By Region, 2013 - 2020 (USD Million)
Table 37 Travel and Hospitality: Market Size, By Type, 2013 - 2020 (USD Million)
Table 38 Travel and Hospitality: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 39 Manufacturing: Market Size, By Region, 2013 - 2020 (USD Million)
Table 40 Manufacturing: Market Size, By Type, 2013 - 2020 (USD Million)
Table 41 Manufacturing: Market Size, By Deployment, 2013 - 2020 (USD Million)
Table 42 Transportation and Logistics: Market Size, By Region, 2013 - 2020 (USD Million)
Table 43 Transportation and Logistics: Market Size, By Type, 2013 - 2020 (USD Million)
Table 44 Transportation and Logistics: Market Size, By Deployment, 2013 - 2020 (USD Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>Others: Market Size, By Region, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>46</td>
<td>Others: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>47</td>
<td>Others: Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>48</td>
<td>Mobile Analytics Market Size, By Region, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>49</td>
<td>North America: Market Size, By Vertical, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>50</td>
<td>North America: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>51</td>
<td>North America: Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>52</td>
<td>Europe: Market Size, By Vertical, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>53</td>
<td>Europe: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>54</td>
<td>Europe: Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>55</td>
<td>APAC: Market Size, By Vertical, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>56</td>
<td>APAC: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>57</td>
<td>APAC: Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>58</td>
<td>APAC: Mobile Analytics Market Size, By Vertical, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>59</td>
<td>APAC: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>60</td>
<td>APAC: Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>61</td>
<td>Latin America: Market Size, By Vertical, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>62</td>
<td>Latin America: Market Size, By Type, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>63</td>
<td>Latin America: Mobile Analytics Market Size, By Deployment, 2013 - 2020 (USD Million)</td>
</tr>
<tr>
<td>64</td>
<td>New Product Launches, 2012 - 2015</td>
</tr>
<tr>
<td>65</td>
<td>Agreements, Partnerships, Collaborations, and Joint Ventures, 2012-2015</td>
</tr>
<tr>
<td>66</td>
<td>Mergers &amp; Acquisitions, 2012-2015</td>
</tr>
<tr>
<td>67</td>
<td>Expansions and Others, 2013-2015</td>
</tr>
</tbody>
</table>

List of Figures

- Figure 1 Mobile Analytics Market
- Figure 2 Market: Research Design
- Figure 3 Breakdown of Primary Interviews: By Company Type, Designation, and Region
- Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
- Figure 5 Market Size Estimation Methodology: Top-Down Approach
- Figure 6 Data Triangulation
- Figure 7 Global Mobile Analytics Market Size, By Verticals (2015 vs 2020): Retail and Ecommerce Segment to Lead the Market
- Figure 8 Cloud-Based Mobile Analytics Solution to Gain Highest Traction During the Forecast Period (2015-2020)
- Figure 9 Based on Type, Mobile Advertising and Marketing Analytics is Expected to Lead the Market During the Forecast Period (2015 - 2020)
- Figure 10 Asia-Pacific is Expected to Gain the Highest Traction for Mobile Analytics Solutions During the Forecast Period
- Figure 11 Lucrative Growth Prospects in the Market
- Figure 12 Manufacturing Vertical is Expected to Grow at the Highest CAGR in the Mobile Analytics Market
- Figure 13 Mobile Analytics Market: Market Growth Rate of the Top Three Types and Regions (2015 - 2020)
- Figure 14 Asia-Pacific is Expected to Grow Exponentially During the Forecast Period
- Figure 15 Market Evolution of Market
- Figure 16 Market Segmentation: By Type
- Figure 17 Market Segmentation: By Deployment Type
- Figure 18 Market Segmentation: By Vertical
- Figure 19 Market Segmentation: By Region
- Figure 20 Mobile Analytics: Market Dynamics
- Figure 21 Mobile Analytics: Value Chain Analysis
- Figure 22 Mobile Analytics: Strategic Benchmarking
- Figure 23 In-App Behavioural Analytics Market is Expected to Witness the Highest CAGR During the Forecast Period
- Figure 24 Cloud Deployment Will Grow at the Highest CAGR During the Forecast Period
- Figure 25 Retail and E-Commerce, Gaming, and Media and Entertainment Will Continue to Dominate the Market During the Forecast Period
- Figure 26 North America Will Continue to Lead the Market During the Forecast Period
- Figure 27 Mobile Analytics Market in Asia-Pacific is Expected to Grow at the Highest CAGR During the Forecast Period
- Figure 28 North America: Regional Market Snapshot
- Figure 29 Asia-Pacific: Regional Market Snapshot
- Figure 30 Companies Adopted New Product Launches as the Key Growth Strategy Between 2012 and 2014
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