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

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