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# Mobile Marketing Tools Guide

"A complete guide for Mobile Marketing Tools"



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## 20 Mobile Marketing Tools

### Mobile Advertising Tools

#### #1 Flurry

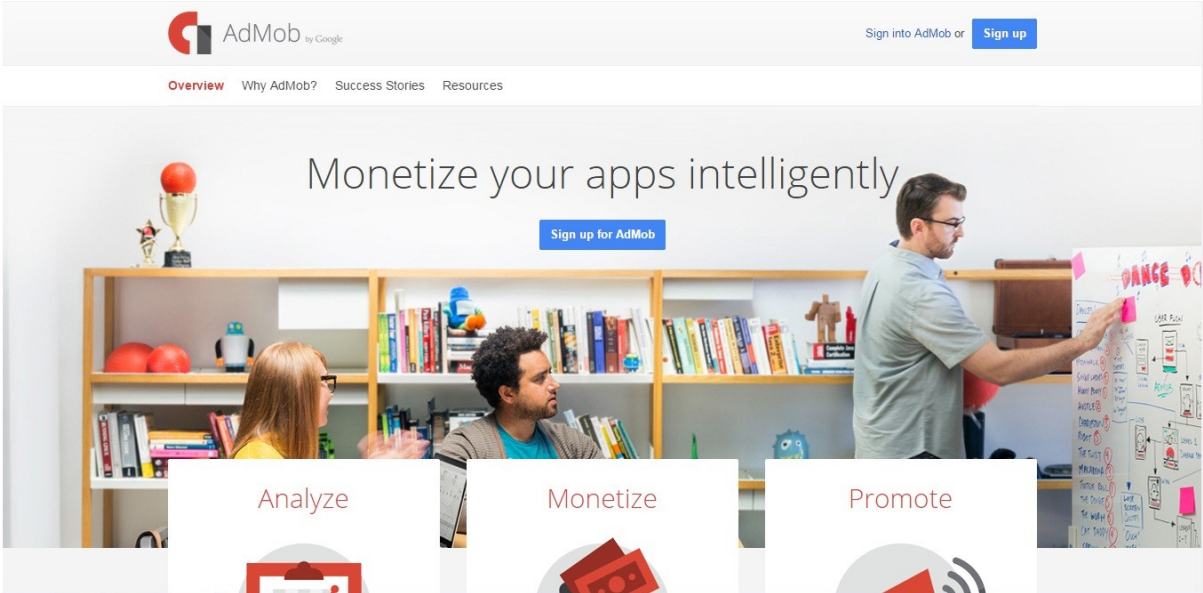


Details at <http://www.flurry.com/>

**What is it?** Flurry is a mobile advertising platform that enables companies to build, measure and monetize mobile applications in new app company.

**What are the common uses?** Flurry helps to optimize mobile experience via better apps and more personal ads.

## #2 AdMob



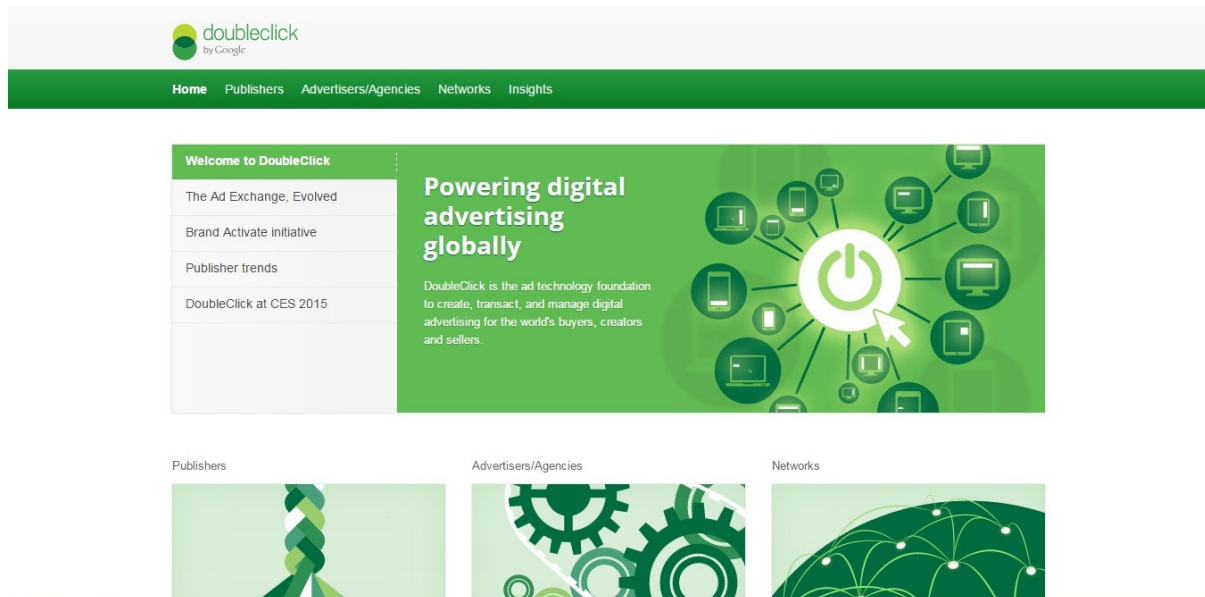
The screenshot shows the AdMob by Google homepage. At the top, there's a navigation bar with the AdMob logo, a 'Sign into AdMob or Sign up' button, and links for 'Overview', 'Why AdMob?', 'Success Stories', and 'Resources'. The main banner features the text 'Monetize your apps intelligently' with a 'Sign up for AdMob' button. Below the banner, three cards are displayed: 'Analyze' with a clipboard icon, 'Monetize' with a red coin icon, and 'Promote' with a speaker icon. The background of the banner shows three people in a meeting room with bookshelves and a whiteboard.

Details at <https://www.google.com/admob/>

**What is it?** AdMob is Google's mobile ad network.

**What are the common uses?** It allows the user to advertise the mobile app from within other apps.

### #3 Doubleclick



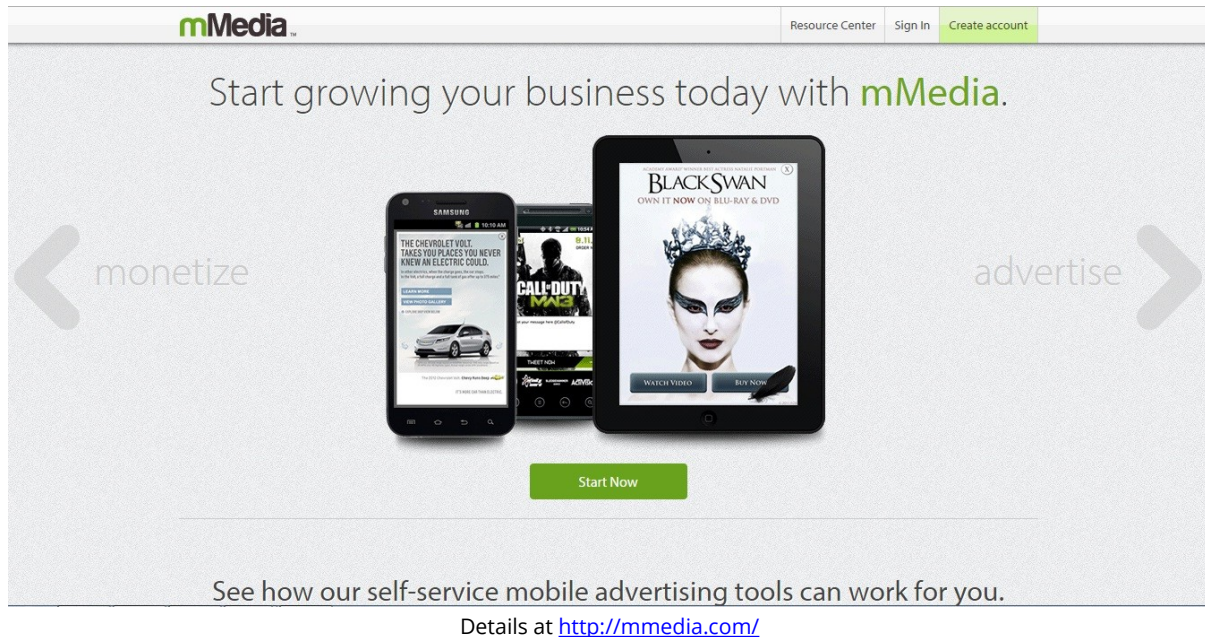
Details at <http://www.google.com/doubleclick/>

**What is it?** It is Google's subsidiary that develops and provides Internet ad serving services.

**What are the common uses?** Doubleclick caters to different needs of different users viz. advertisers, publishers and networks. For advertisers or agencies, it is an ad management solution that allows to manage the complete scope of digital advertising programmes.



## #4 mMedia

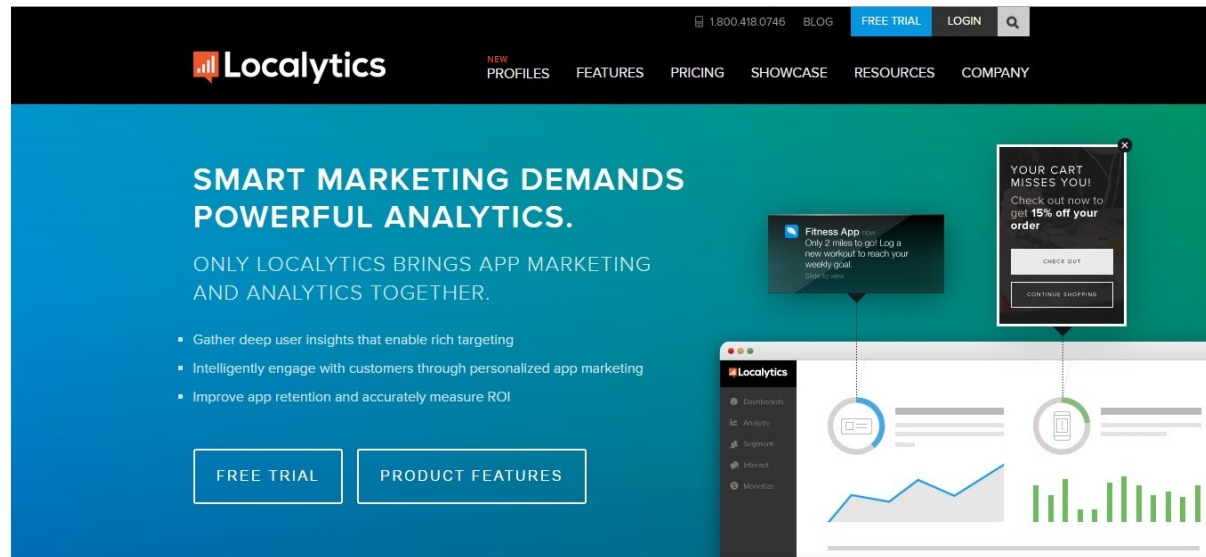
The image shows a screenshot of the mMedia website. At the top, there is a navigation bar with the mMedia logo on the left and links for 'Resource Center', 'Sign In', and 'Create account' on the right. The main banner features the text 'Start growing your business today with mMedia.' in a large, clean font. Below this text, there are three mobile devices: a Samsung smartphone displaying an advertisement for a Chevrolet Volt, another smartphone displaying a 'CALL OF DUTY' game ad, and a tablet displaying a 'BLACK SWAN' movie advertisement. To the left of the devices is a large grey arrow pointing left with the word 'monetize' in a light grey font. To the right is a large grey arrow pointing right with the word 'advertise' in a light grey font. Below the devices is a green button with the text 'Start Now'. At the bottom of the banner, it says 'See how our self-service mobile advertising tools can work for you.' followed by 'Details at <http://mmedia.com/>'.

**What is it?** mMedia is a comprehensive tool that offers self-service mobile advertising and application monetization facility.

**What are the common uses?** The set of integrated tools helps to manage the business through one dashboard.

## Mobile Analytics Tools

### #5 Localytics

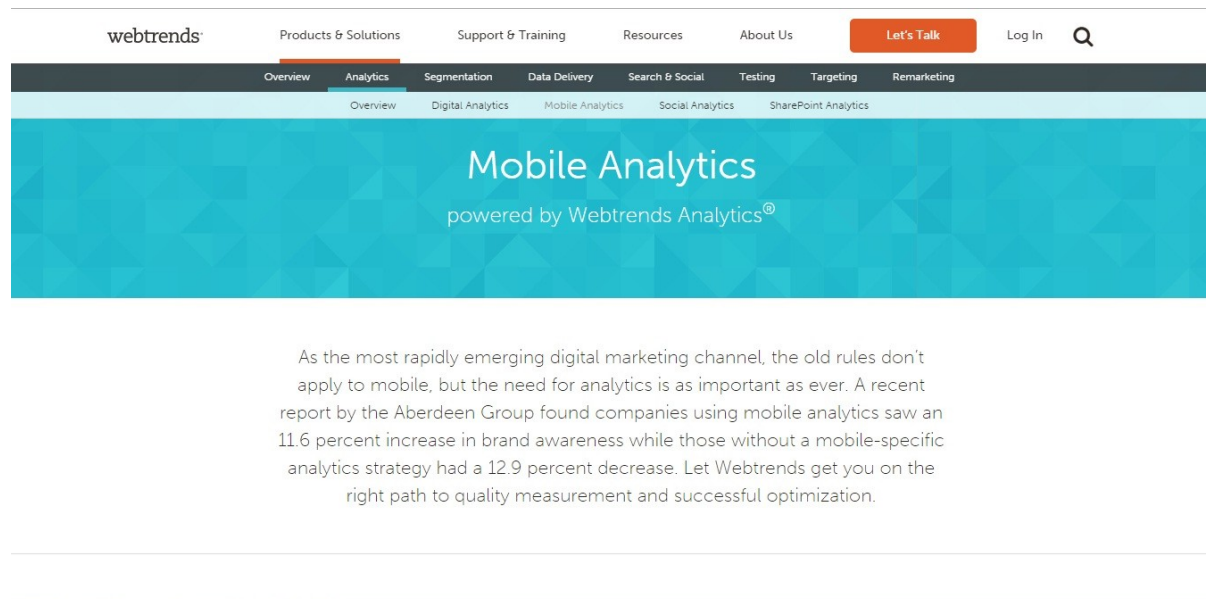


Details at <http://www.localytics.com/>

**What is it?** Localytics is a paid mobile app analytics tool that caters to apps on iOS, Android, Windows Phone, Blackberry and HTML5 mobile platforms.

**What are the common uses?** This tool gives unique features such as in-app messaging, life-time value tracking and push messaging.

## #6 WebTrends Mobile Analytics



Details at <http://www.webtrends.com/products-solutions/analytics/mobile-analytics-use-cases/>

**What is it?** WebTrends mobile analytics tool provides in-depth information about the customer activity in mobile optimized websites and mobile apps for better customer engagement.

**What are the common uses?** It integrates with all major mobile devices, tablets and platforms thus facilitating real-time data on key metrics & single dashboard reporting on multiple mobile campaigns.

## #7 Countly



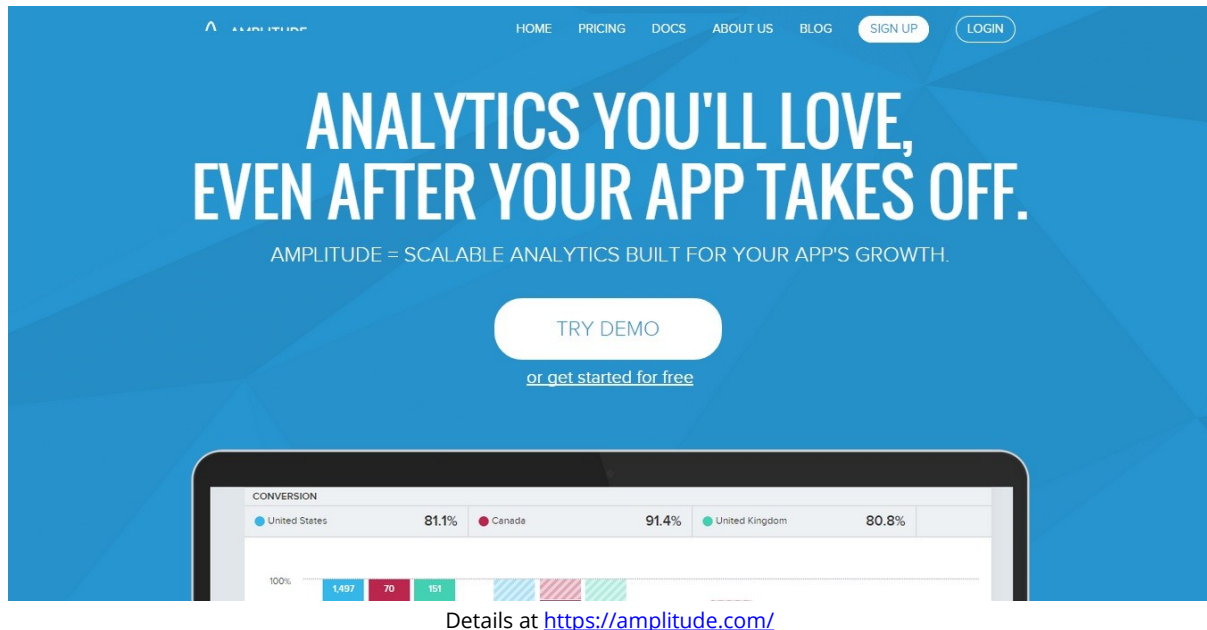
Details at <https://count.ly/>

**What is it?** Countly is an open source mobile app analytics tool that supports Android, iOS, Windows Phone and Blackberry apps.

**What are the common uses?** This tool provides real-time data analytics and brings along direct email and forum support.



## #8 Amplitude



The screenshot shows the Amplitude website with a blue background. The main headline reads "ANALYTICS YOU'LL LOVE, EVEN AFTER YOUR APP TAKES OFF." Below this, it says "AMPLITUDE = SCALABLE ANALYTICS BUILT FOR YOUR APP'S GROWTH." There is a "TRY DEMO" button and a link "or get started for free". At the bottom, a tablet displays a "CONVERSION" dashboard with a table showing conversion rates for the United States (81.1%), Canada (91.4%), and United Kingdom (80.8%). Below the table is a horizontal bar chart with segments for 1,497, 70, and 151.

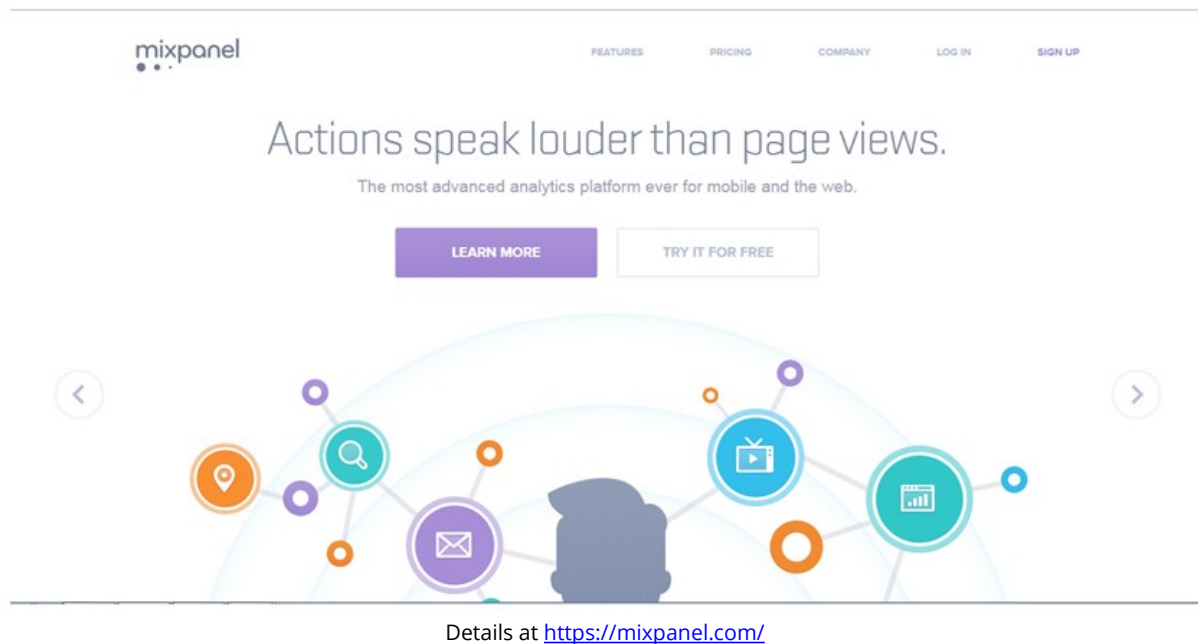
Country	Conversion Rate
United States	81.1%
Canada	91.4%
United Kingdom	80.8%

Details at <https://amplitude.com/>

**What is it?** Amplitude is a mobile analytics tool for decision makers that act as a real-time mobile analytics platform.

**What are the common uses?** This tool helps to track daily, weekly and monthly active users. Also, it allows access to following metrics: sessions, retention, device types, platform, country, language, app version, location etc.

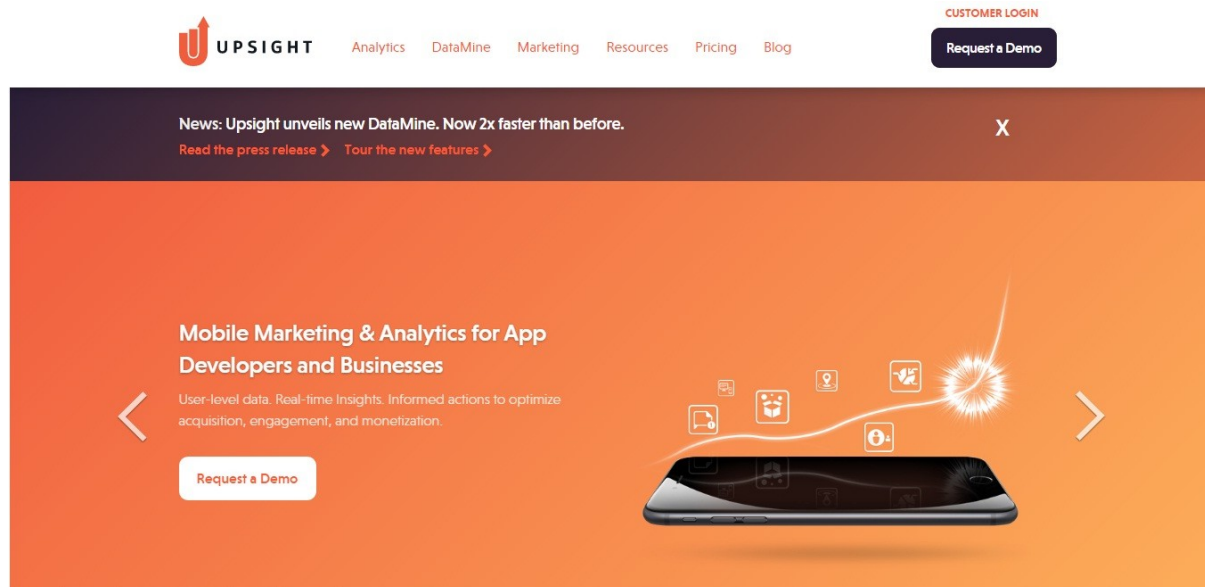
## #9 Mix Panel



**What is it?** Mix Panel provides both web as well as mobile app analytics solution. It is a great tool to apply in case of a newly launched app.

**What are the common uses?** This mobile analytics tool enables the user to link web and mobile users so as to understand website's retention statistics.

## #10 Upsight



Details at <http://www.upsight.com/>

**What is it?** Upsight provides you the information pertaining to core acquisition, engagement and revenue metrics.

**What are the common uses?** It gives funnel analysis and provides deeper analysis of those metrics that web analytics do not provide.

## #11 AppSee



The image shows a screenshot of the AppSee website. The top navigation bar includes links for GET STARTED, DEMO, FEATURES, PRICING, CUSTOMERS, RESOURCES, and LOGIN. The main headline reads "OPTIMIZE YOUR USERS' HAPPINESS" with a subtext explaining that AppSee's mobile analytics platform tracks user interactions to provide insights and improve user happiness. A "Get Started Now" button is prominently displayed. Below the main banner, a row of logos for partner companies is shown: hudl, SCOPELY, ONQVO, 365 SCORES.COM, British Gas, and mySupermarket. A large blue section titled "How does our app analytics work?" outlines a three-step process: 1. INTEGRATE (integrating the AppSee SDK into an iOS app), 2. UNDERSTAND (analyzing user actions through recordings and heatmaps), and 3. OPTIMIZE (improving app engagement and monetization). Each step is accompanied by a relevant icon (gear, lightbulb, and smiley face respectively).

appsee

GET STARTED DEMO FEATURES PRICING CUSTOMERS RESOURCES LOGIN

**OPTIMIZE YOUR USERS' HAPPINESS**

Appsee's mobile analytics platform automatically tracks all users' interactions in your app, provides insights into their behavior and helps you keep them happy.

Get Started Now

hudl SCOPELY ONQVO 365 SCORES.COM British Gas mySupermarket

How does our app analytics work?

**1. INTEGRATE**  
Integrate the Appsee SDK into your iOS app with a single line of code (in less than 1 minute)

**2. UNDERSTAND**  
Understand users' actions using user recordings, touch heatmaps and in-app analytics reports

**3. OPTIMIZE**  
Optimize your app to increase engagement, conversions and in-app monetization

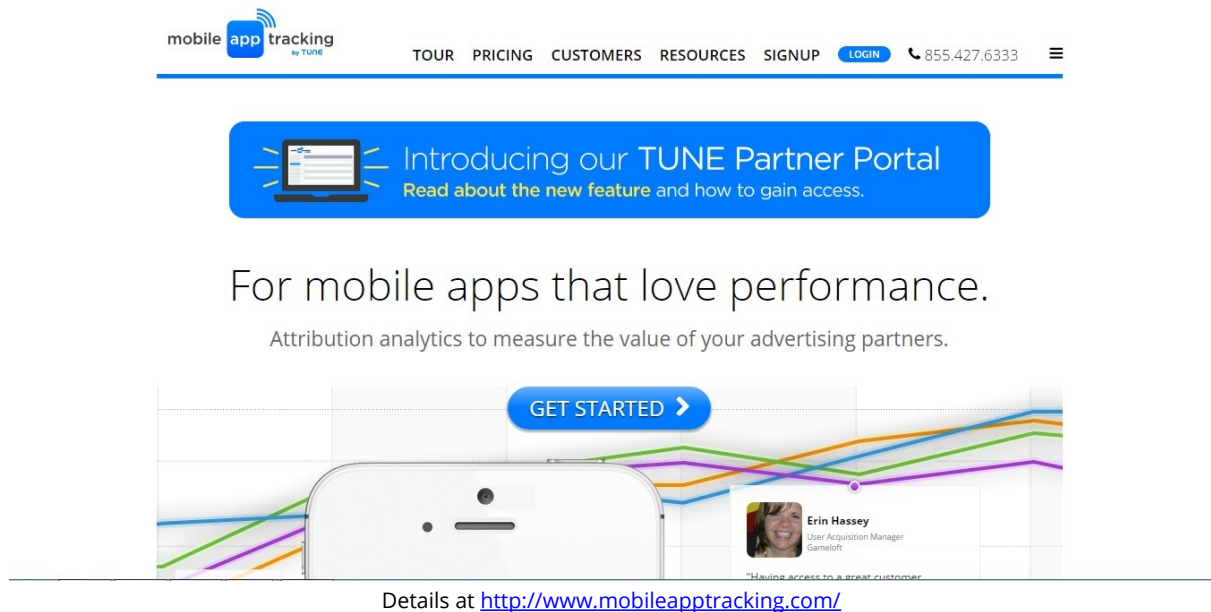
Details at <https://www.appsee.com/>

**What is it?** AppSee is a paid iOS app analytics tool.

**What are the common uses?** This tool offers better accessibility through a fully integrated online dashboard that gives reports on multiple sessions or single experience, at a time.



## #12 Mobile App Tracking

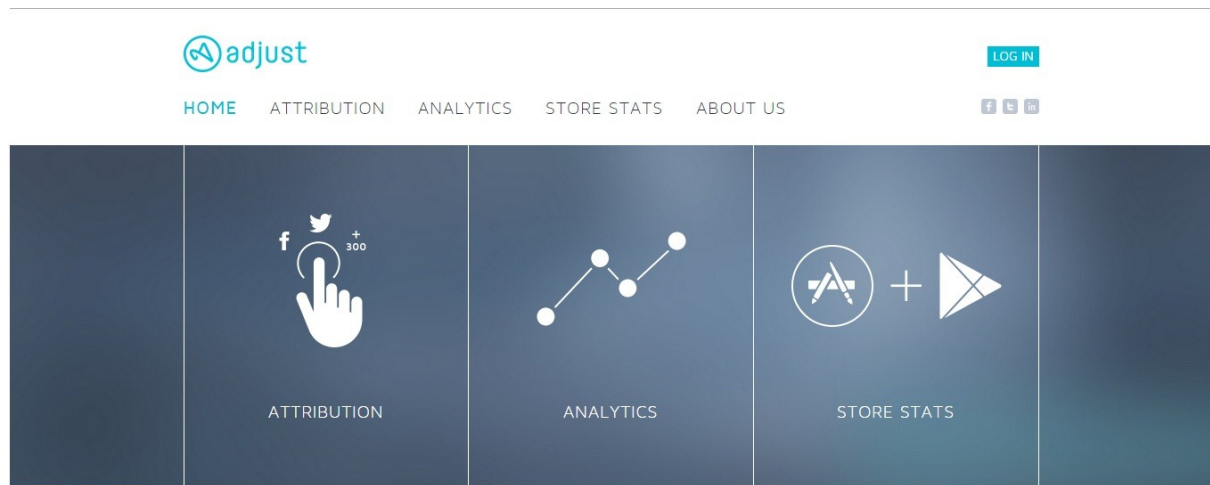


The screenshot shows the homepage of the Mobile App Tracking website. At the top, there is a navigation bar with the logo 'mobile app tracking by TUNE' on the left, and links for 'TOUR', 'PRICING', 'CUSTOMERS', 'RESOURCES', 'SIGNUP', 'LOGIN', a phone number '855.427.6333', and a hamburger menu icon on the right. Below the navigation bar is a blue banner with a laptop icon and the text 'Introducing our TUNE Partner Portal' and 'Read about the new feature and how to gain access.' Below this banner, the main heading reads 'For mobile apps that love performance.' followed by the subtext 'Attribution analytics to measure the value of your advertising partners.' Below the text is a large graphic featuring a smartphone in the foreground and a line chart with multiple colored lines (blue, green, orange, purple) in the background. A blue 'GET STARTED >' button is positioned above the smartphone. To the right of the smartphone, there is a small profile card for 'Erin Hassey', User Acquisition Manager at Gameloft, with a quote: 'Having access to a great customer.' Below the graphic, the text 'Details at <http://www.mobileapptracking.com/>' is displayed.

**What is it?** Mobile App Tracking as the name suggests is a tool integrated with plenty of mobile ad networks and publishers.

**What are the common uses?** It helps to track the marketing campaign across multiple ad networks.

## #13 Adjust



### Attribution and analytics for apps –

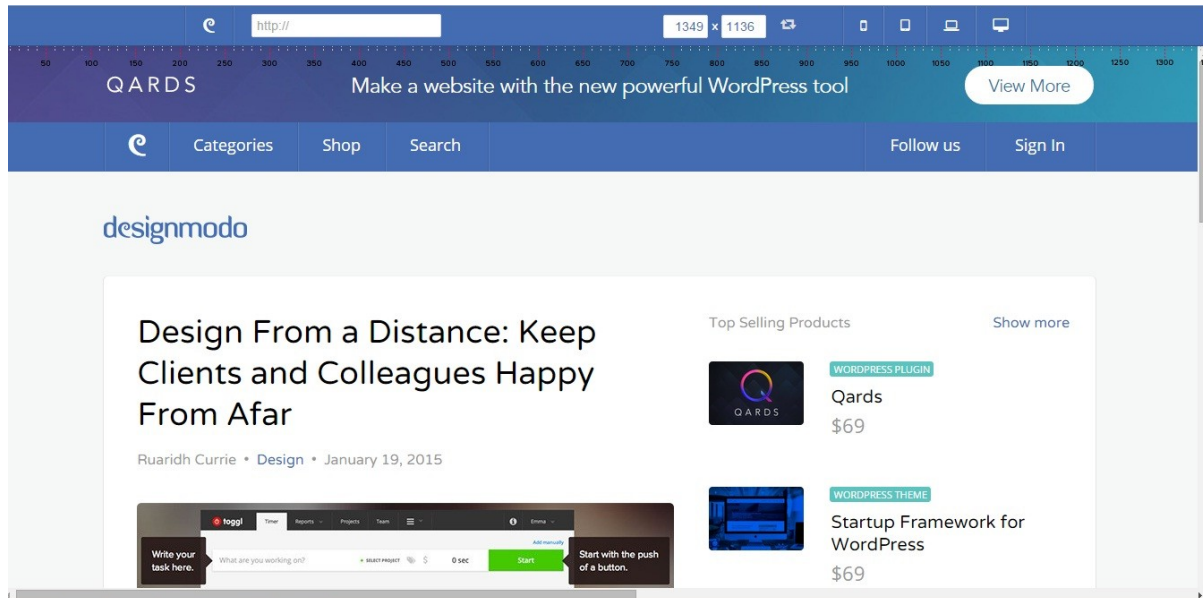
Details at <https://www.adjust.com/>

**What is it?** Formerly known as Adeven, Adjust is the new and improved mobile app analytics platform.

**What are the common uses?** Adjust has a real-time analysis system that provides most valuable traffic to the website.

## Responsive Design Tools

### *#14 DesignModo's Responsive Test*

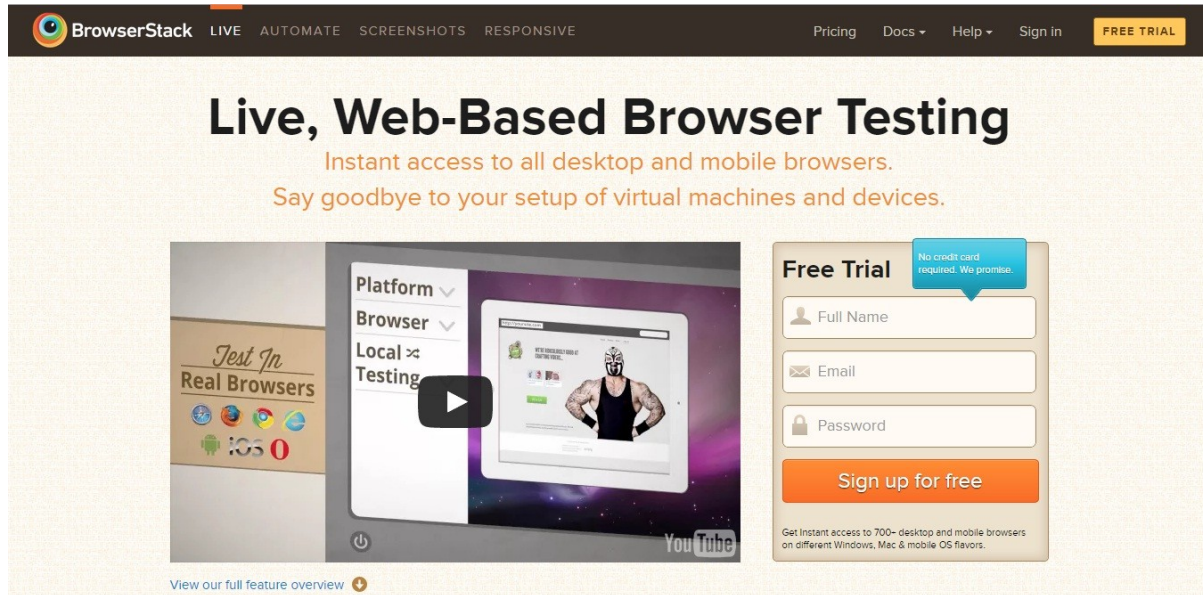


Details at <http://designmodo.com/responsive-test/>

**What is it?** DesignModo is one stop shop comprising of the best WordPress themes and frameworks.

**What are the common uses?** This responsive design tool publishes web design articles and tutorials.

## #15 BrowserStack



BrowserStack LIVE AUTOMATE SCREENSHOTS RESPONSIVE Pricing Docs Help Sign in FREE TRIAL

## Live, Web-Based Browser Testing

Instant access to all desktop and mobile browsers.  
Say goodbye to your setup of virtual machines and devices.

Test In Real Browsers

Platform Browser Local Testing

Free Trial No credit card required. We promise.

Full Name

Email

Password

Sign up for free

Get instant access to 700+ desktop and mobile browsers on different Windows, Mac & mobile OS flavors.

View our full feature overview

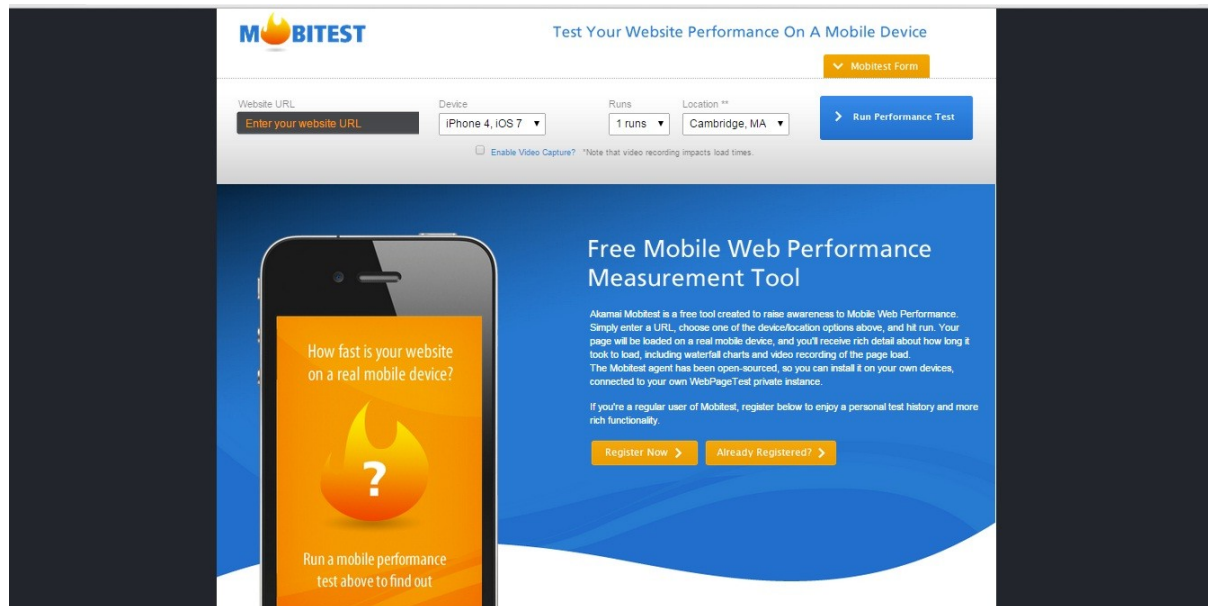
Details at <http://www.browserstack.com/>

**What is it?** BrowserStack allows the user to remotely access an entire host of devices thus enabling to do proper quality analysis.

**What are the common uses?** This tool is publicized by Microsoft as an effective tool for testing old versions of Internet Explorer.



## #16 Mobitest



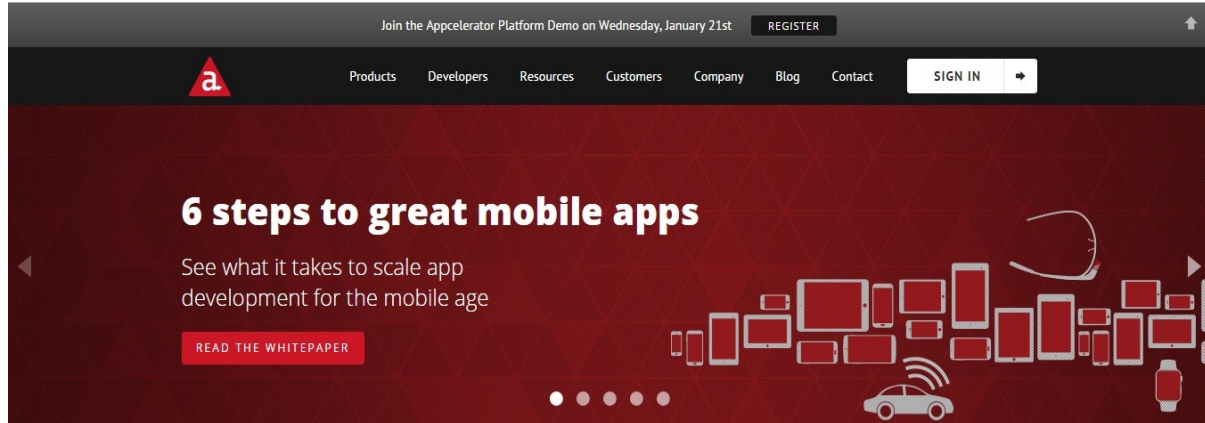
Details at <http://www.creativebloq.com/responsive-design-tools-8134180>

**What is it?** Mobitest is one such responsive design tool that makes it easy to see how the designs are performing.

**What are the common uses?** It allows to have a quick insight into the level of site performance by looking at website's load time, average page size and waterfall chart.

## Mobile App Tools

### *#17 Appcelerator*



Details at <http://www.appcelerator.com/>

**What is it?** Appcelerator Titanium development platform allows easy access to users over 300 APIs and location information.

**What are the common uses?** It helps in development of native mobile, tablet and desktop apps through web programming languages such as HTML, PHP, JavaScript, Ruby and Python.

## #18 RhoMobile



Details at <http://rhomobile.com/>

**What is it?** RhoMobile allows multi-platform mobile app development.

**What are the common uses?** By leveraging upon this tool, developers can create native apps on Android, Windows Mobile, Symbian, iPhone and RIM Operating Systems (OS).

## #19 MoSync

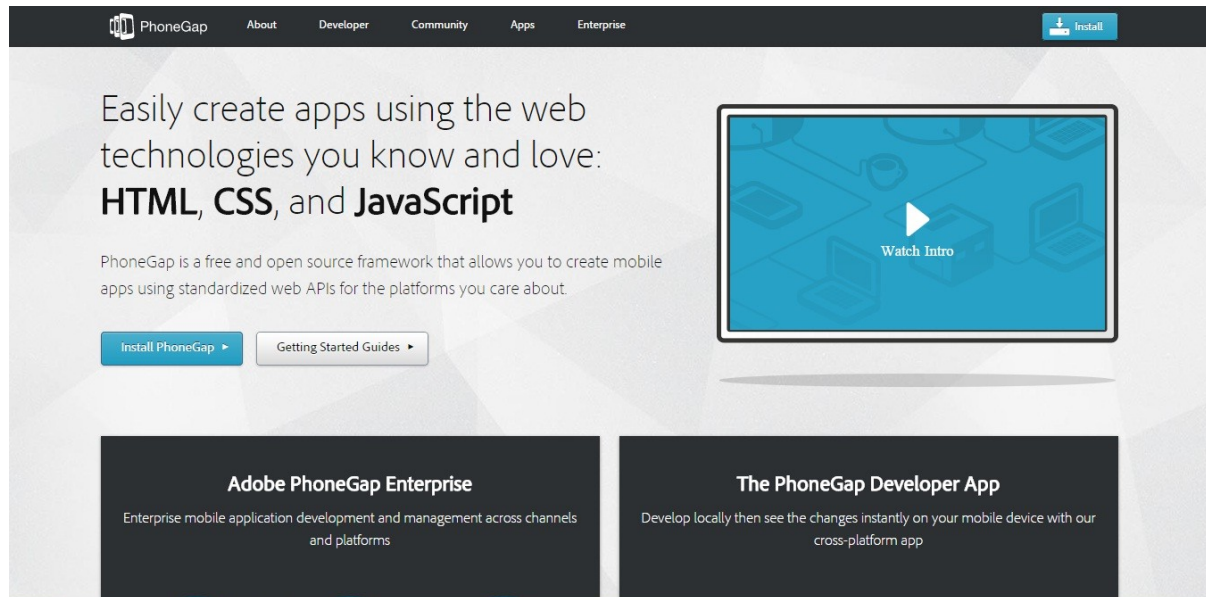
Details at <http://www.mosync.com/>

**What is it?** MoSync is a Free Open Source Software (FOSS) multi-platform mobile app development tool.

**What are the common uses?** Besides supporting languages such as JavaScript, PHP, Ruby and Python, now MoSync also includes Eclipse-based IDE for C/C++ programming.



## #20 PhoneGap



Details at <http://phonegap.com/>

**What is it?** Another free and open source framework, PhoneGap allows creation of mobile apps through standardized web APIs.

**What are the common uses?** PhoneGap lets developers use HTML, JavaScript and CSS to create apps that are available as first-class applications on the phone.



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