



250+ Trainings | 3000+ Brands | 6000+ Participants  
(Since 2009 across Asia)

# Mobile Marketing Tools Guide

“A complete guide for Mobile Marketing Tools”



**Serious about Mobile Marketing?**

Join Upcoming **FREE Online Orientation Session**

Sign-up at [www.digitalvidya.com](http://www.digitalvidya.com)

## 20 Mobile Marketing Tools

### Mobile Advertising Tools

#### #1 Flurry

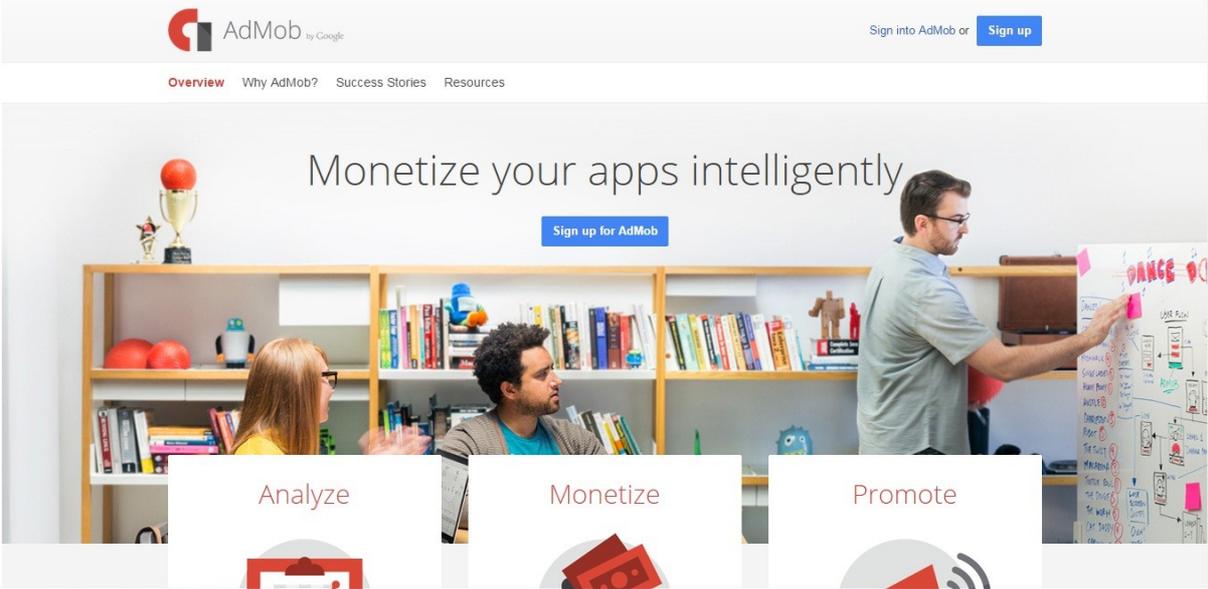


Details at <http://www.flurry.com/>

**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



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

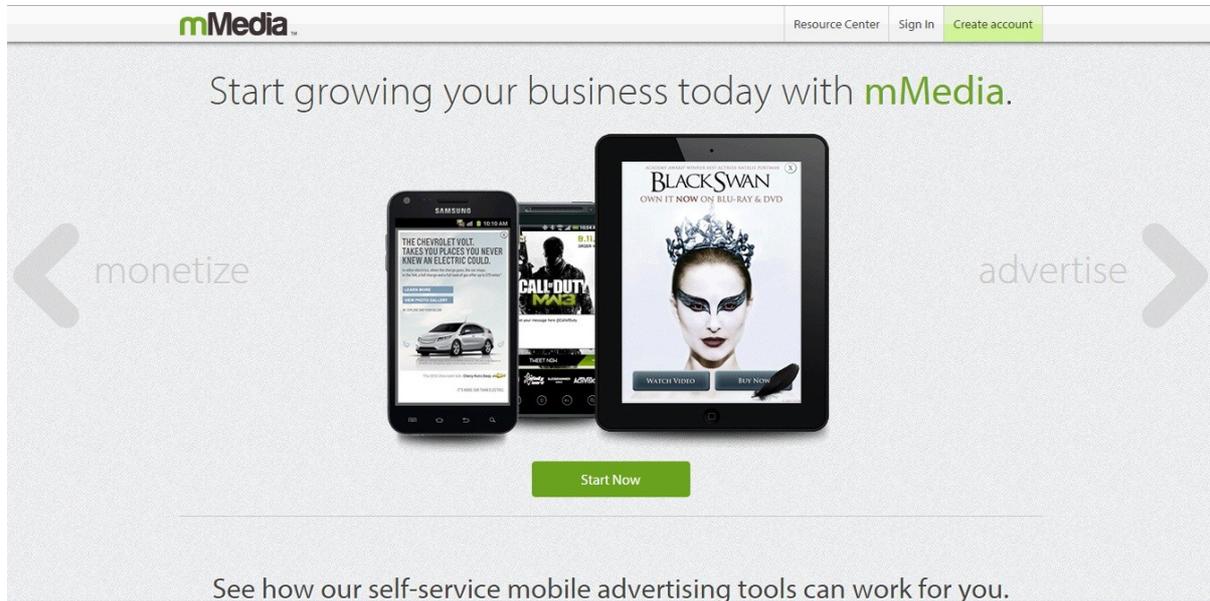


Details at <http://www.google.com/doubleclick/>

**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 screenshot shows the mMedia website interface. 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. Below the navigation bar, the main content area features the headline "Start growing your business today with mMedia." in a large, light green font. Underneath the headline, there are three mobile devices displaying different types of advertisements: a Samsung smartphone showing a Chevrolet Volt advertisement, a smaller smartphone showing a Call of Duty: MWR advertisement, and a tablet showing 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 main content area, there is a line of text: "See how our self-service mobile advertising tools can work for you." followed by a link: "Details at <http://mmedia.com/>".

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

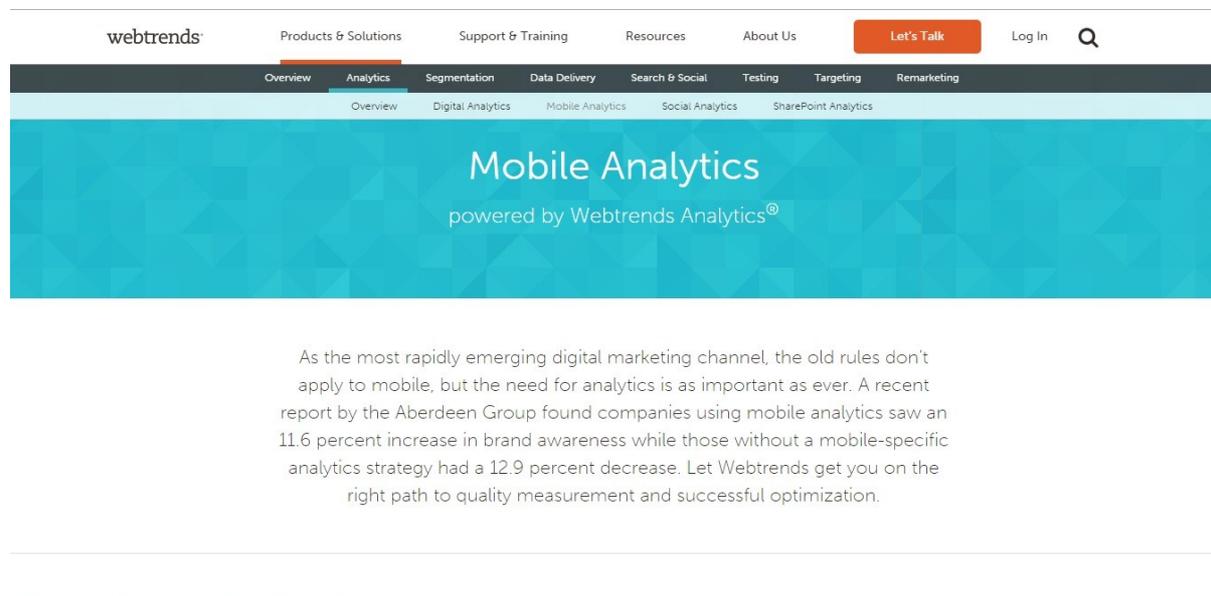


Details at <http://www.localytics.com/>

**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



webtrends® Products & Solutions Support & Training Resources About Us Let's Talk Log In

Overview Analytics Segmentation Data Delivery Search & Social Testing Targeting Remarketing

Overview Digital Analytics Mobile Analytics Social Analytics SharePoint Analytics

### Mobile Analytics

powered by Webtrends Analytics®

As the most rapidly emerging digital marketing channel, the old rules don't apply to mobile, but the need for analytics is as important as ever. A recent report by the Aberdeen Group found companies using mobile analytics saw an 11.6 percent increase in brand awareness while those without a mobile-specific analytics strategy had a 12.9 percent decrease. Let Webtrends get you on the right path to quality measurement and successful optimization.

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

#1 Enterprise Mobile Analytics, User Profiles and Marketing Platform

Start trial See demo

Countly

ONLINE USERS 97 MAX 1177 NEW USERS 42 MAX 58

25 MAR-23 APR

750.6K 78.6K 19.1K 2154 days 4.1 min 101.8

TOTAL SESSIONS TOTAL USERS NEW USERS TIME SPENT AVG. TIME SPENT AVG. REQUESTS RECEIVED

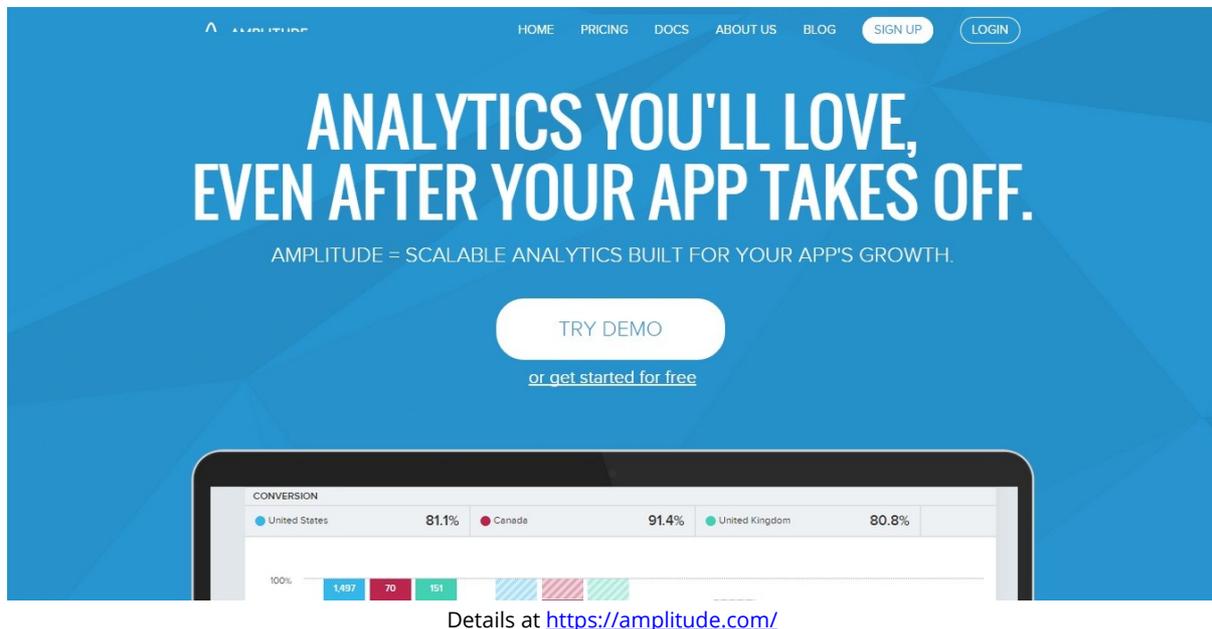
We use cookies to ensure that we give you the best experience on our website. If you continue to use this site we will assume that you are happy with it. Need help?

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



AMPLITUDE

HOME PRICING DOCS ABOUT US BLOG SIGN UP LOGIN

# ANALYTICS YOU'LL LOVE, EVEN AFTER YOUR APP TAKES OFF.

AMPLITUDE = SCALABLE ANALYTICS BUILT FOR YOUR APP'S GROWTH.

TRY DEMO  
or get started for free

CONVERSION

United States	81.1%	Canada	91.4%	United Kingdom	80.8%
---------------	-------	--------	-------	----------------	-------

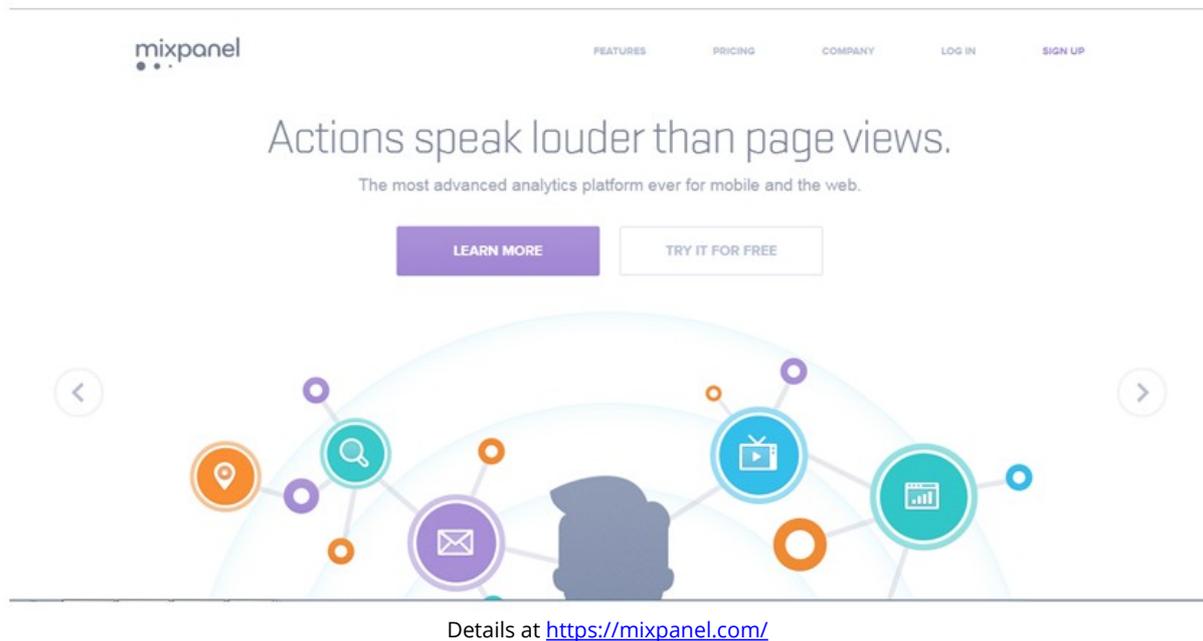
100% 1,497 70 151

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



The screenshot shows the Mix Panel website homepage. At the top left is the 'mixpanel' logo. To the right are navigation links: 'FEATURES', 'PRICING', 'COMPANY', 'LOG IN', and 'SIGN UP'. The main headline reads 'Actions speak louder than page views.' followed by the sub-headline 'The most advanced analytics platform ever for mobile and the web.' Below this are two buttons: a purple 'LEARN MORE' button and a white 'TRY IT FOR FREE' button. The central graphic features a silhouette of a person's head and shoulders, surrounded by various colorful icons representing analytics and user engagement, such as a location pin, a magnifying glass, an envelope, a play button, and a bar chart. The background is a light blue gradient with a semi-circular arc.

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

**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

UPSIGHT Analytics DataMine Marketing Resources Pricing Blog [Request a Demo](#)

News: Upsight unveils new DataMine. Now 2x faster than before.  
[Read the press release >](#) [Tour the new features >](#)

Mobile Marketing & Analytics for App Developers and Businesses  
User-level data. Real-time Insights. Informed actions to optimize acquisition, engagement, and monetization.  
[Request a Demo](#)

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

**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?**

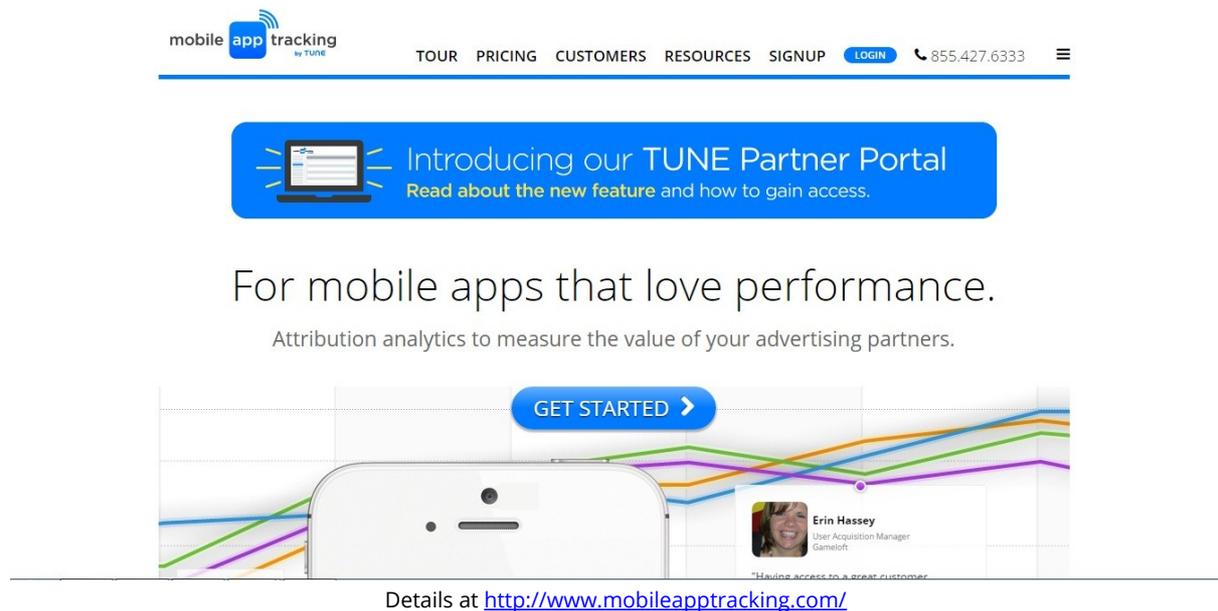
- 1. INTEGRATE**  
Integrate the Appsee SDK into your iOS app with a single line of code (in less than 1 minute)
- 2. UNDERSTAND**  
Understand users' actions using user recordings, touch heatmaps and in-app analytics reports
- 3. OPTIMIZE**  
Optimize your app to increase engagement, conversions and 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

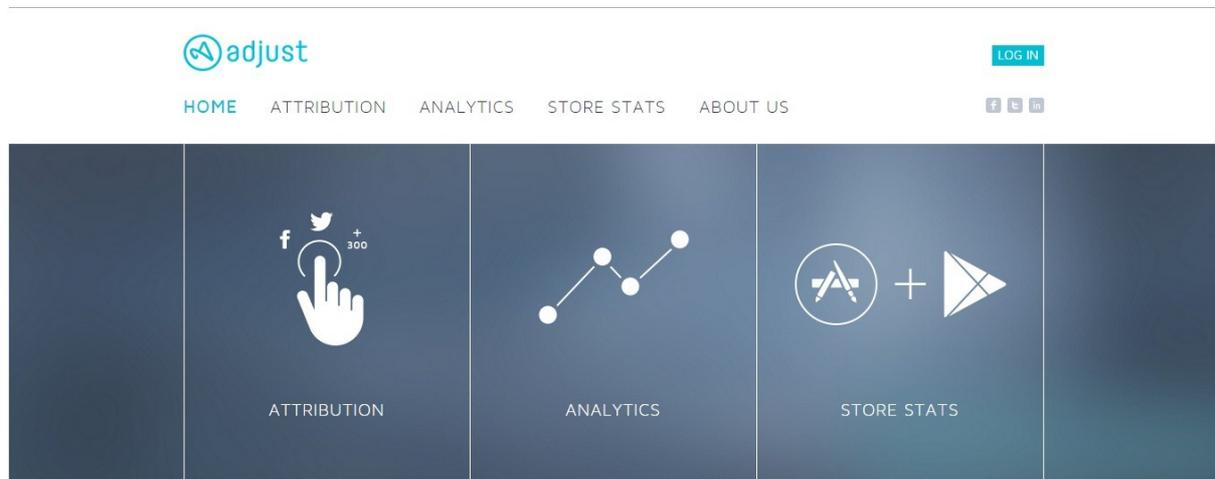


The screenshot shows the homepage of the Mobile App Tracking website. At the top left is the logo "mobile app tracking by TUNE". The navigation menu includes "TOUR", "PRICING", "CUSTOMERS", "RESOURCES", "SIGNUP", "LOGIN", a phone icon with the number "855.427.6333", and a hamburger menu icon. A blue banner features a laptop icon and the text "Introducing our TUNE Partner Portal" with a link to "Read about the new feature and how to gain access." Below this is the headline "For mobile apps that love performance." followed by the sub-headline "Attribution analytics to measure the value of your advertising partners." A central graphic shows a smartphone with a "GET STARTED" button and a line chart. A testimonial from Erin Hassey, User Acquisition Manager at Gameloft, is visible with the text "Having access to a great customer". At the bottom, it says "Details at <http://www.mobileapptracking.com/>".

**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 –

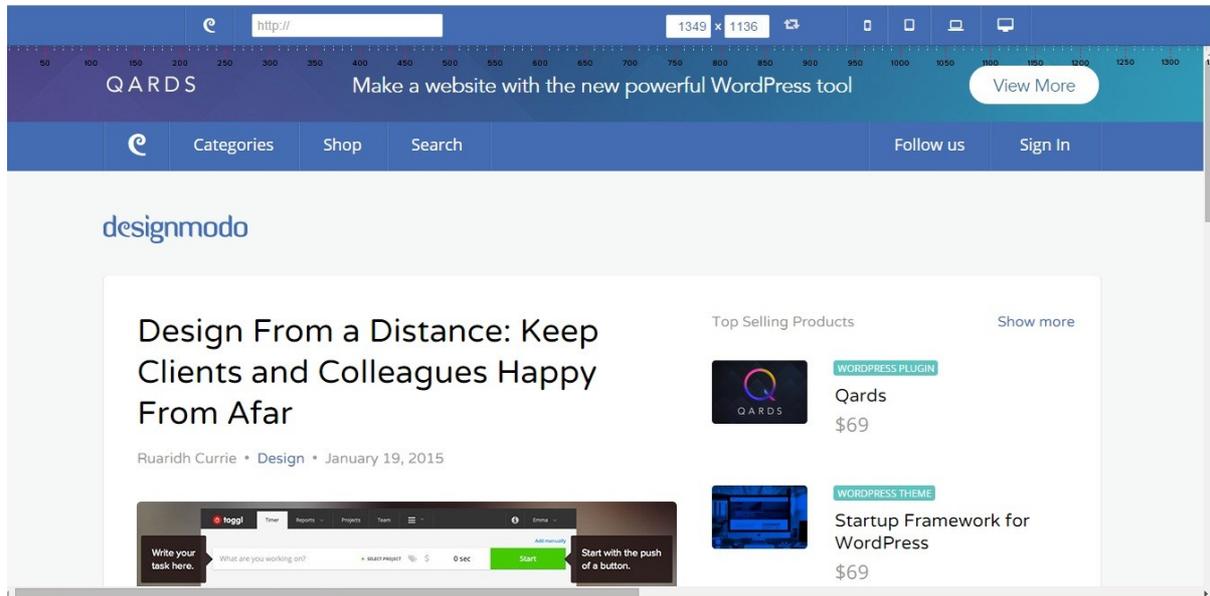
Details at <https://www.adjust.com/>

**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

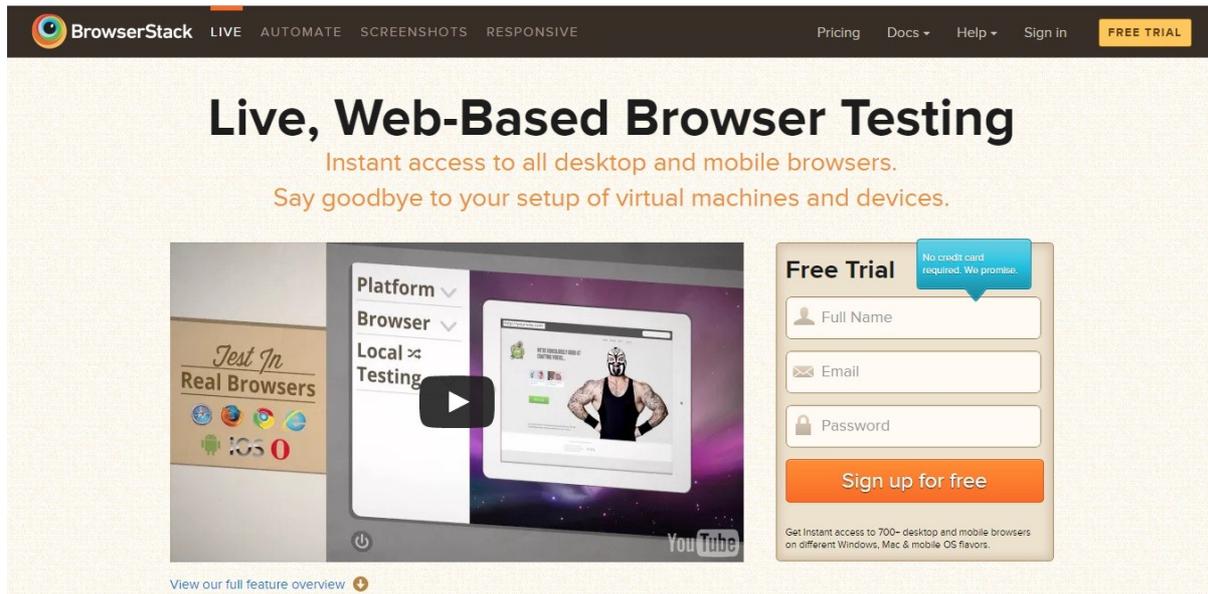


Details at <http://designmodo.com/responsive-test/>

**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



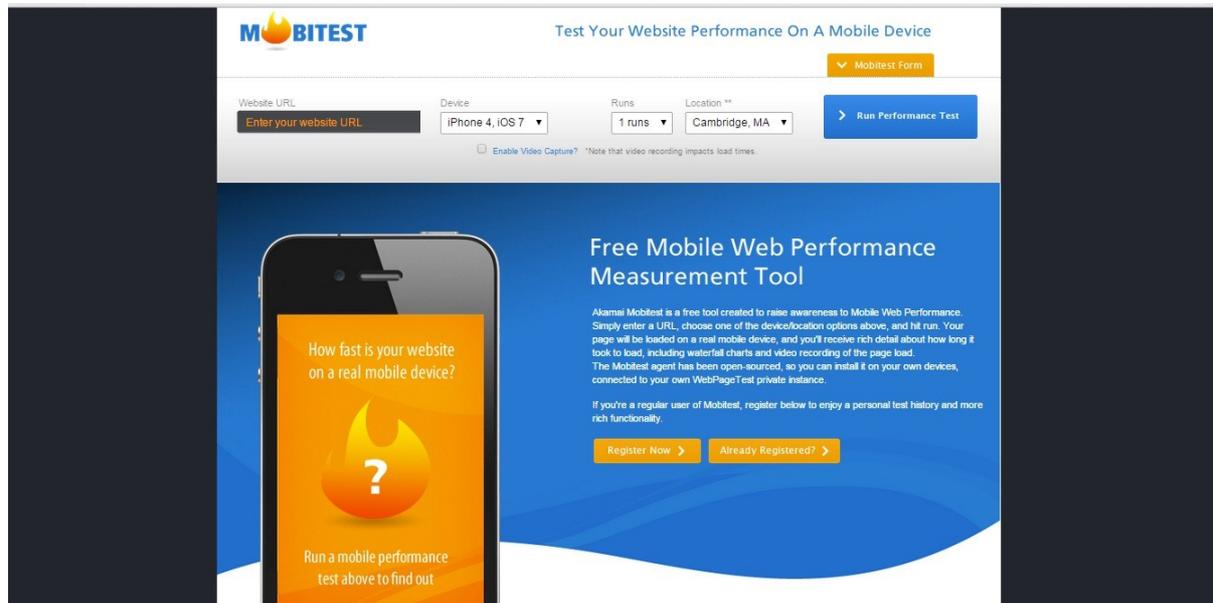
View our full feature overview

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.creativeblog.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

RhoMobile Suite Products Resources About Community Pricing Sign In

Introducing the Mobile App Platform that clicks with both Consumer and Enterprise Developers

Gain the ease of consumer smartphone platforms, without sacrificing the critical data functionality of enterprise solutions.

Feel whole again with 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

MoSync Cross-platform SDK and HTML5 tools for mobile app development Login | Register Search ...

Products Downloads Developer Showcase Forums Newsletter About Us

## App development made easy

We provide FREE, easy-to-use, OPEN - SOURCE tools for building cross - platform mobile apps.

MoSync® SDK FREE DOWNLOAD Learn more

MoSync® Reload FREE DOWNLOAD Learn more

HTML5 CSS JS C/C++

### MoSync Reload Quick-Start Guides

MoSync Reload Quick-Start

MoSync Reload is a tool that allows you to rapidly develop mobile apps using HTML5/CSS/JavaScript. You can even use NativeUI. Check out this guide to get up and running. [Get started right away! >>](#)

HTML/JS

Reload and MoSync SDK Compared

4.8k Like

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



The screenshot shows the PhoneGap website homepage. At the top, there is a navigation bar with links for PhoneGap, About, Developer, Community, Apps, and Enterprise, along with an 'Install' button. The main content area features the headline 'Easily create apps using the web technologies you know and love: HTML, CSS, and JavaScript'. Below this, a sub-headline states 'PhoneGap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about.' There are two buttons: 'Install PhoneGap' and 'Getting Started Guides'. To the right, there is a video player with a 'Watch Intro' button. At the bottom, there are two dark blue boxes: 'Adobe PhoneGap Enterprise' and 'The PhoneGap Developer App'.

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.

 Adobe®

**PHILIPS**

 citibank®

Google

**NIIT**  
technologies



91.1 FM  
**Radio City**

**SAP**

**TIMESINTERNET**

  
**EY** Building a better  
working world

**VIACOM 18**

**kaya**  
skin clinic

**RELIANCE**

  
Pernod Ricard

 Cognizant

**policy bazaar**   
Insurance compare kiya?

**GENPACT**



# Digital Vidya

Interested? Contact Us!

 +91-8010033033

 [info@digitalvidya.com](mailto:info@digitalvidya.com)

[www.digitalvidya.com](http://www.digitalvidya.com)