Mobile Marketing Tools Guide

“A complete guide for Mobile Marketing Tools”

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20 Mobile Marketing Tools

Mobile Advertising Tools

#1 Flurry


**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

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.

Details at [https://www.google.com/admob/](https://www.google.com/admob/)
#3 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

**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.

See how our self-service mobile advertising tools can work for you. Details at [http://mmedia.com/](http://mmedia.com/).
Mobile Analytics Tools

#5 Localytics

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

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

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

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.

Details at [https://amplitude.com/](https://amplitude.com/)
#9 Mix Panel

Details at [https://mixpanel.com/](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

Details at [http://www.upsight.com/](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

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

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.

Details at [http://www.mobileapptracking.com/](http://www.mobileapptracking.com/)
#13 Adjust

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.

Details at [https://www.adjust.com/](https://www.adjust.com/)
Responsive Design Tools

#14 DesignModo’s 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

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

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

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/](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

**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

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.

Details at http://phonegap.com/
Interested? Contact Us!

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