Article published on June 11th 2012 | Business

Mobile devices such as Smartphones & Tablets are seeing rapid adoption rate not only globally but also in India. With consumers carrying the mobile devices along for the majority of the time, it has become the most efficient medium to reach larger number of consumers with advertisements & promotions. Mobile advertising platform & technology allow advertisers to use advance targeting technologies to reach the desired consumers of differential characteristics & criteria. The extensive measurability is further driving the mobile advertising market in India.

http://www.bharatbook.com/market-research-reports/mobile-and-telecoms-market-research-report/mobile-advertising-market-in-india-2011.html

The report begins with â€˜Introductionâ€™ section covering â€˜Mobile Advertising Overviewâ€™ where ge idea about mobile advertising are discussed with diagram depicting the basic elements of mobile marketing activities. â€˜Mobile Marketing Ecosystemâ€™ illuminates the basic flow of the mobile marketing from advertiser to consumers or target audience. â€˜Mobile Marketing Frameworksâ€™ briefs about the various types of mobile advertising through the common process of brand awareness & image building, promotional activity and processing & viral promotion. â€˜Mobile Marketing Value Chainâ€™ describes the specific process of mobile ad via the various stages in terms of pictorial representation.

It is followed by the section â€˜Market Overviewâ€™ section which elaborates the global & Indian market state of mobile advertising market, mobile advertising benefits, elaborating the various advantages of mobile advertising, and mobile advertisement formats which elaborate the various formats available for mobile advertising such as mobile messaging, web, media & application.

Next, â€˜Scope & Opportunitiesâ€™ section highlights the various verticals that stand to be benefited greatly when using mobile advertising media & formats. Each of these sectors is detailed with market size & growth as well as growth predictions.Industry Analysis

For more information kindly visit :

Mobile Advertising Market in India 2011

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Article Keywords:
India, Advertising,Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders

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