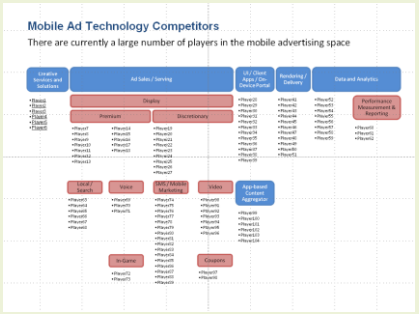
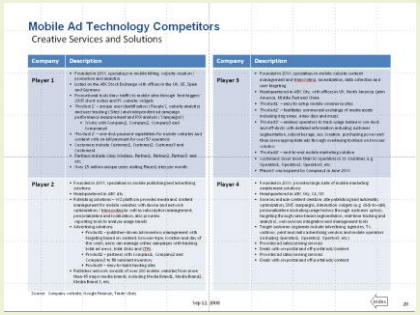
Mobile Ad Technology Competitive Overview

- **Client Objective:** Mobile Ad Technology company required a prompt and precise understanding of its key competitors to better identify opportunities in the global market
- **Grail Research Approach:** Conducted a comprehensive review of publicly available information to identify and profile mobile ad technology companies along client's key dimensions

Reviewed and categorized players in the Mobile Advertisement Technology Sector



Assembled data and key facts about industry players: founding information, types of technologies utilized, product/service offerings, and financial investments



Prepared comprehensive profiles for 104 companies; summarized and communicated the patterns and insights to the client

1 day | **2 weeks**

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