MOBILE LUMAscape

This page is a full-page industry "LUMAscape" market-map infographic composed almost entirely of company logos organized into labeled category boxes. The major category labels shown include:

- **MARKETER** (left vertical banner)
- **PEOPLE** (right vertical banner)
- **Agencies**
- **Agency Trading Desks**
- **Creative Tech**
- **Media Agencies**
- **Advertisers**
- **Data Enrichment**
- **DSPs**
- **Mobile Ad Networks**
- **Mobile (Re)Engagement** — Lifecycle Marketing, Deeplinking
- **Cross-Device Identity**
- **Ad Servers**
- **SSPs / Exchanges**
- **Carrier / OEM Marketing**
- **Apps** — Games, Apps
- **App Stores**
- **Mobile Web Browser**
- **Devices**
- **Carriers**
- **Analytics / Attribution / Insights / Measurement / Reporting**

Legend:
- Denotes acquired company (red dashed outline)
- Denotes shuttered company (black dashed outline)

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