

# **Internet Advertising Market By Platform Type (Mobile; Laptop, Desktop, & Tablets; and Others), Ad Format (Search Engine Advertising/Search Engine Marketing, Display Advertising, Mobile Advertising, Social Media Advertising, Video Advertising, Online Classifieds Ads, and Others), Pricing Model (Cost Per Thousand (CPM)/Cost-Per-Mille (CPM), Performance Based Advertising, Hybrid, and Others), Enterprise Size (Large Enterprises and Small & Medium-Sized Enterprises), Industry Vertical (Automotive, Healthcare, Media & Entertainment, BFSI, Education, Retail & Consumer Goods, Transport & Tourism, IT & Telecom, and Others), and Region: Global Opportunity Analysis and Industry Forecast, 2020-2027**

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## **Abstracts**

Internet advertising is a process of marketing or promoting a business or brand and its products or services over the internet to obtain website traffic as well as to deliver and target the marketing messages to exact customers. An important aspect of internet advertising is the quick promotion of product information with no geographical boundary limits. Various types of internet advertising are banner ads, social networking ads, email advertising, search engine results pages, online classified ads, pop-ups, and contextual ads. The benefits of internet advertising include easy global coverage, affordable prices, 24/7 advertising, and ability to target a very specific segment of people.

The extensive adoption of smartphones, emergence of high-speed internet, proliferation of social media, rise in advertising spends on digital media across various industries, and increase in popularity of streaming platforms are the major factors that drive the market. In addition, the growing interest of business owners for online advertising due to COVID-19 to increase brand awareness and to gain competitive advantage fuels the market growth. However, rise in adoption of ad-blockers to avoid online advertising hinders the market growth to some extent. On the contrary, emergence of advertising automation is anticipated to provide lucrative opportunities for the market growth. In addition, rise in adoption of identity-based pay-per-click marketing by businesses to achieve greater success in their marketing is expected to be opportunistic for the growth of the internet advertising market during the forecast period.

The internet advertising market is segmented on the basis of type, platform, organization size, industry vertical, and region. On the basis of type, it is categorized into search engine advertising/search engine marketing, display advertising, mobile advertising, social media advertising, video advertising, online classifieds ads, and others. Based on platform, it is classified into mobile; laptop, desktop, & tablets; and others. As per the enterprise size, it is bifurcated into large enterprises and small & medium-sized enterprises. Depending on industry vertical, it is divided into automotive, healthcare, media & entertainment, BFSI, education, retail & consumer goods, transport & tourism, IT & telecom, and others. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The company profiles of the internet advertising market players included in this report are Alibaba Group Holding Limited, Google LLC, Baidu, Inc., Amazon.com, Inc., International Business Machines Corporation, Facebook, Inc., Microsoft Corporation, Twitter Inc., Verizon Communications Inc., and Hulu LLC.

### Key benefits for stakeholders

The study provides in-depth analysis of the internet advertising market along with current trends and future estimations to explain imminent investment pockets.

Information about key drivers, restraints, & opportunities and their impact analysis on the internet advertising market is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers

operating in the industry.

The quantitative analysis of the internet advertising market for the period 2020–2027 is provided to determine the market potential.

## Key market segments

### By Platform Type

Mobile

Laptop, Desktop, & Tablets

Others

### By Ad Format

Search Engine Advertising/Search Engine Marketing

Display Advertising

Mobile Advertising

Social Media Advertising

Video Advertising

Online Classifieds Ads

Others

### By Pricing/Revenue Model

Cost Per Thousand (CPM)/Cost-Per-Mille (CPM)

Performance Based Advertising

Hybrid

Others

### By Enterprise Size

Large Enterprises

Small & Medium-Sized Enterprises

### By Industry Vertical

Automotive

Healthcare

Media & Entertainment

BFSI

Education

Retail & Consumer Goods

Transport & Tourism

IT & Telecom

Others

### By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Russia

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Key market players

Alibaba Group Holding Limited

Google LLC

Baidu, Inc.

Amazon.com, Inc.

International Business Machines Corporation

Facebook, Inc.

Microsoft Corporation

Twitter Inc.

Verizon Communications Inc.

Hulu LLC.

## List of Company Profiles

Some of the key internet advertising industry players profiled in the report include Alibaba Group Holding Limited, Google LLC, Baidu, Inc., Amazon.com, Inc., International Business Machines Corporation, Facebook, Inc., Microsoft Corporation, Twitter Inc., Verizon Communications Inc., and Hulu LLC. This study includes market trends, internet advertising market analysis, and future estimations to determine the imminent investment pockets.

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