

# **Global Cloud Advertising Market Size Study & Forecast, by Service (Infrastructure as a Software as a Service (IaaS), Software as a Service (SaaS), Platform as a Service (PaaS)), By Channel (Email Marketing, In-App, Social Media Marketing, Company Website, Others), By Deployment (Public, Private, Hybrid), By Enterprise Size (Large Size Enterprises, Small and Medium Sized Enterprises (SMEs)), By Application (Campaign Management, Customer Management, Experience Management, Analytic and Insights, Real-Time Engagement), By End-use Industry (IT & Telecommunications, BFSI, Healthcare, Travel and Hospitality, Manufacturing, Automotive, Retail & Consumer Goods, Media & Entertainment, Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Cloud Advertising Market is valued at approximately USD 3.84 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 18.1% over the forecast period 2023-2030. Cloud advertising refers to cloud-based services that facilitate transaction processing, manage advertising-related data, and enable product selection with finalized prices and content at the end-user's access. It encompasses data storage, ad serving, analytics, and programmatic advertising, leveraging advanced technologies like AI and ML for personalized ad delivery. By harnessing the scalability

and flexibility of cloud platforms, advertisers can optimize campaigns, track performance metrics in real-time, and reach specific audience segments effectively, driving better engagement and ROI in the digital advertising landscape. Marketing strategies have evolved significantly with the widespread adoption of internet services among end-users. It allows marketers to employ targeted strategies to reach specific customers from the comfort of their homes, shifting away from traditional outdoor marketing methods. This shift towards consumer analytics and targeted marketing is a key driver propelling the growth of the cloud advertising market. Also, the increasing adoption of cloud services, rising need for targeted marketing and consumer analytics, increasing demand for programmatic advertising, coupled with the growing focus on improved data analytics and targeting are the most prominent factors that are propelling the market demand across the globe.

In addition, the surge in internet users and digital media consumption has significantly bolstered the demand for Cloud Advertising Market. According to The International Telecommunication Union, in 2012, it was estimated that there were approximately 2.4 billion individuals using the internet around the world. Also, the figure is constantly increased with a growth rate of 8.24% and reached around 5.3 billion internet users in the year 2022. This trend is driven by the vast online presence of users, allowing targeted advertising based on preferences and behaviors. Cloud advertising enables personalized experiences, real-time optimization, and multi-channel marketing across various digital platforms. Its cost-effectiveness and robust data analytics capabilities further attract businesses, empowering data-driven decision-making and enhancing campaign performance. Therefore, the growing impact of digital interactions is fueling the need for cloud-based advertising solutions to reach and engage audiences effectively in digital landscape. Moreover, the growing emphasis on targeted marketing and competitive intelligence, as well as the rising popularity of connected devices and mobile advertising presents various lucrative opportunities over the forecasting years. However, the data security concerns and stringent cloud regulations are hindering the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Cloud Advertising Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the widespread adoption of cloud computing technology, coupled with the availability of the highly developed cloud infrastructure. Furthermore, the increasing digitalization across various industries in North America has fueled the demand for cloud advertising. This form of advertising enables advertisers to deliver targeted and personalized ads across multiple digital platforms, thereby optimizing marketing efforts and enhancing customer engagement in the competitive

North American market. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. The surge in e-commerce adoption and the growth of digital marketplaces are key factors fueling the demand for cloud advertising in the Asia Pacific region. Countries such as China, India, and various Southeast Asian nations are experiencing rapid expansion in online retail services and e-commerce platforms. Advertisers are increasingly turning to cloud advertising to promote their offerings on these platforms, effectively tapping into a vast online shopper base. Cloud advertising's scalability and data-driven approach enable advertisers to target precise customer segments, tailor their advertisements, and assess campaign effectiveness on e-commerce platforms.

Major market players included in this report are:

Google LLC

Oracle Corporation

IBM Corporation

Amazon Web Services, Inc.

Adobe Inc.

Salesforce.com, Inc.

Wipro Limited

The Nielsen Company (US), LLC.

Viant Technology LLC

Cavai Inc.

Recent Developments in the Market:

In September 2021, Acquia, Inc. expanded its Digital Experience Platform (DXP) by acquiring Widen, a company specializing in product information management software and digital asset management services. This acquisition was aimed at enhancing Acquia's ability to deliver unique and engaging customer

experiences.

In September 2021, IBM revealed new AI and automation features within IBM Watson Assistant. These enhancements are tailored to simplify the process of creating exceptional customer service experiences across various communication channels such as phone, web, SMS, and messaging platforms.

In September 2021, Salesforce unveiled a series of AI-powered advancements for Marketing Cloud, enabling businesses to personalize every interaction, prioritize first-party data for their digital strategies, and enhance marketing effectiveness through integrated analytics.

In October 2020, SAP SE strengthened its online communication capabilities by acquiring Emarsys, a cloud-based marketing company. This strategic move was intended to improve SAP SE's customer engagement across various online channels.

#### Global Cloud Advertising Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Service, Channel, Deployment, Enterprise Size, Application, End-use Industry, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Service:

Infrastructure as a Software as a Service (IaaS)

Software as a Service (SaaS)

Platform as a Service (PaaS)

By Channel:

Email Marketing

In-App

Social Media Marketing

Company Website

Others

By Deployment:

Public

Private

Hybrid

By Enterprise Size:

Large Size Enterprises

Small and Medium Sized Enterprises (SMEs)

By Application:

Campaign Management

Customer Management

Experience Management

Analytic and Insights

Real-Time Engagement

By End-use Industry:

IT & Telecommunications

BFSI

Healthcare

Travel and Hospitality

Manufacturing

Automotive

Retail & Consumer Goods

Media & Entertainment

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa



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