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Global Contextual Advertising Market Size study, by Approach, by Type (Activity-Based Advertising, Location-Based Advertising), By Deployment Mode (Mobile Devices, Desktops, Digital Billboards), By Industry and by Regional Forecasts 2018-2025

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Abstracts

Global Contextual Advertising Market to reach USD 412 billion by 2025.

Global Contextual Advertising Market valued approximately USD 106 billion in 2017 is anticipated to grow with a healthy growth rate of more than 18.50% over the forecast period 2018-2025. Contextual advertising is advertising on a website that is relevant to the page's content. In traditional contextual advertising, automated systems display ads related to the content of your site based on keyword targeting. One of the more well-known examples of contextual advertising is Google AdSense. Google robots automatically serve ads that relevant to your users. For example, if you run a movie review blog, AdSense might serve contextual ads to buy movie tickets or sign up for a movie streaming service. The ads are selected from the inventory of advertisers who register through AdWords. The major factors driving the growth of the market include increasing number of social media users, personalized marketing strategies, and growing trend of mobile advertisement.

The regional analysis of Global Contextual Advertising Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America holds the largest share of the contextual advertising market owing to the strong presence of key players offering advertising technologies in this region. North America is expected to hold the largest share of the global contextual advertising market in 2018, while the market in Asia pacific is expected to witness the highest growth during the forecast period. The high growth of the market in Region can be

attributed to the presence of countries such as China, Japan, and India in this region. These countries have a large number of internet users, which, in turn, creates huge opportunities for advertisers.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Approach:

Mass Contextual Advertising

Focused Contextual Advertising

Contextual Behavioral Advertising

Contextual Billboard Advertising

By Type:

Activity Based Advertising

Location Based Advertising

By Deployment:

Mobile Devices

Desktops

Digital Billboards

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By Industry:

- Consumer Goods, Retail, and Restaurants
- IT & Telecom
- Banking, Financial Services, and Insurance (BFSI)
- Media & Entertainment
- Travel, Transportation, and Automobiles
- Healthcare
- Academia & Government

By Regions:

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
- Asia Pacific
  - China
  - India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Google, Media.Net, Facebook, Microsoft, Amazon.com, AOI, Yahoo, Twitter, IAC, Amobee, Adobe System, SAP and so on. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

Target Audience of the Global Contextual Advertising Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

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Investment bankers

Investors

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