

# **Global Cross-platform and Mobile Advertising Market Size study, by Advertisement Type (Search, Native Social, Display, Video, SMS, Audio) by Platform (Smartphones, Tablets, Desktops, Smart Televisions) by Enterprise Size (Small and Medium Enterprises, Large Enterprises) by End Use Industries (Telecom and IT, Finance & Insurance, Media & Entertainment, Retail, Healthcare & Social Assistance, Energy and Utility, Public Administration, Others) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Cross-platform and Mobile Advertising Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Mobile advertising refers to type of advertising via mobile (wireless) phones. It is a subset of mobile Marketing, mobile advertising can take place as text ads via SMS, or banner advertisements that appear embedded in a mobile web site. Growing penetration of smartphones and rising numbers of internet users are key drivers for the growth of Cross-platform and Mobile Advertising Market. For instance, according to India Brand Equity Forum (IBEF)- in 2021, India's smartphone shipments increased 11% year over year to 169 million units, with Market revenue exceeding USD 38 billion. Also, as per projections India's smartphone Market revenue would surpass USD 38 billion in 2021, representing a 27% YOY increase. Also, as per global database management company Statista- as of 2021, there are 4.66 billion active internet users worldwide which is 59.5 percent of the global population. Among these total, approximately 92.6 percent (4.32 billion) accessed the internet via mobile devices.

Furthermore, in Asia Pacific region, China has more than 854 million internet users, and India has approximately 560 million online users. Also, with the increasing number of smartphone users in emerging economies and rising advertising industry, the adoption & demand for Cross-platform and Mobile Advertising is likely to increase the Market growth during the forecast period. However, complexity of Cross-platform and Mobile Advertising and slow penetration from small and medium sized enterprises impedes the growth of the Market over the forecast period of 2022-2028.

The key regions considered for the global Cross-platform and Mobile Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the significant region across the world in terms of share owing to presence of leading market players and increasing technological advancements in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as increasing number of smartphone users and increasing penetration of leading Market players in the region would create lucrative growth prospects for the Cross-platform and Mobile Advertising Market across Asia-Pacific region.

Major Market player included in this report are:

Facebook Inc.,

Google, Inc.,

SAP SE,

Apple, Inc.,

Microsoft Corporation,

Verizon Digital Media Services, Inc.,

Amobee, Inc.

4INFO,

AdColony,

Inmobi.

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 Advertisement Type:

Search

Native Social

Display

Video

SMS

Audio

By Platform:

Smartphones

Tablets

Desktops

Smart Televisions

By Enterprise Type:

Small and Medium Enterprises

Large Enterprises

By End Use Industries:

Telecom and IT

Finance & Insurance

Media & Entertainment

Retail

Healthcare & Social Assistance

Energy and Utility

Public Administration

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Cross-platform and Mobile 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  
Investment bankers  
Investors

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