

Digital Advertising and Marketing: Market Research Report

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Abstracts

This report analyzes the worldwide markets for Digital Advertising and Marketing in terms of Digital Advertising Spending (wired internet as well as mobile internet) in US\$ Million by the following formats: Search, Display, and Other Modes/Formats.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2016 through 2024.

Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 498 companies including many key and niche players such as

-

Acxiom Corporation

Alibaba Group Holding Limited

Amazon.com, Inc.

Baidu, Inc.

Conversant, Inc.

Dentsu Aegis Network

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Gannett to Fully Acquire ReachLocal
Create Digital to Merge with AuthX
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LiveRamp Acquires Arbor and Circulate
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RetailNext Takes Over Pikato
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Baidu, Inc. (China)
Conversant, Inc. (USA)
Dentsu Aegis Network (UK)
Eniro AB (Sweden)
Facebook, Inc. (USA)
Google, Inc. (USA)
DoubleClick, Inc. (USA)
IAC/InterActiveCorp. (USA)
InfoSpace, Inc. (USA)
Microsoft Corporation (USA)
LinkedIn Corporation (USA)
Oath, Inc. (USA)
AOL, Inc. (USA)
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Yahoo!, Inc. (USA)
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IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 498 (including Divisions/Subsidiaries - 520)

The United States (200)

Canada (25)

Europe (184)

France (14)

Germany (10)

The United Kingdom (80)

Italy (10)

Spain (12)

Rest of Europe (58)

Asia-Pacific (Excluding Japan) (81)

Middle East (26)

Africa (4)

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