

# Online Search Ad Trends: Market Research Report

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## Abstracts

Due to their higher relevance to users, search advertisements have started gaining greater attention among advertisers for promoting their products and services. Most often, consumers use search engines for identifying and comparing various purchasing options prior to taking a decision.

The report analyzes and presents an overview of Online Search Ads market worldwide. Supported with 3 market data tables, the report provides a review of market trends, growth drivers, and strategic industry activities of major companies worldwide. The report further discusses about the impact of mobile devices on online search ads. In addition, 23 companies operating in the Online Search Ads arena worldwide including Google Inc., Microsoft Corporation (Bing), Moat Inc., Yahoo Inc., and others are profiled.

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### 3. MARKET PARTICIPANTS

#### 7SEARCH. COM (USA)

AOL, Inc. (USA)  
Ask. com (USA)  
Baidu, Inc. (China)  
Blucora, Inc. (Dogpile) (USA)  
CBS Interactive, Inc. (USA)  
Daum Communications (Daum) (Korea)  
eBay, Inc. (USA)  
Empresario, Inc. (Mamma) (USA)  
GetIt Infoservices Pvt. , Ltd. (India)  
Google, Inc. (USA)  
Grupa Onet. pl SA (Poland)  
Jayde Online, Inc. (ExactSeek. com) (USA)  
LookSmart Ltd. (USA)  
Lycos, Inc. (USA)  
Microsoft Corporation (USA)  
Mindspark Interactive Network, Inc. (USA)  
Moat, Inc. (USA)  
Naver Corporation (Korea)  
Startpage Holding BV (The Netherlands)  
WebSearch LLC (USA)  
Yahoo, Inc. (USA)  
Yandex NV (The Netherlands)

#### **4. APPENDIX**

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