

# Search Engine Marketing: Market Research Report

<https://marketpublishers.com/r/SD3CB0DDEB3EN.html>

Date: July 2010

Pages: 451

Price: US\$ 3,950.00 (Single User License)

ID: SD3CB0DDEB3EN

## Abstracts

This report analyzes the Worldwide markets for Search Engine Marketing in US\$ Million.

The US market is further analyzed by the following Service Segments: Paid Inclusion, Paid Search, Search Engine Optimization, and Contextual Advertising.

The report provides separate comprehensive analytics for US, Europe, and Rest of World.

Annual estimates and forecasts are provided for the period 2006 through 2015.

The report profiles 170 companies including key and niche players such as 7Search.com, AOL, Inc., ABCSearch.com, Acxiom Corporation, Ask.com, ArteWorks SEO, Baidu, Inc., Bruce Clay, Inc., Business.com, Inc., Engine Ready, Inc., Google, Inc., iProspect, Intrapromote LLC, Lyris Inc., LookSmart, Ltd., Microsoft adCenter, NHN Corporation, Sohu.com, Inc., Search Engine Optimization, Inc., VIZION Interactive, Inc., Yahoo! Inc., Inktomi Corporation, and Yandex.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

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Liverpool-based Entrepreneurs Launch CL5 Search Engine Marketing Company

ABCSearch Acquires Advertise.com

Google Purchases AdMob

iCrossing and Ingate Form Partnership to Develop International SEM Campaigns

CyberDefender Signs Agreement with The Search Agency

Lyris Takes Over Facultas

SEO.com Acquires Graphics.net

Alliance for the Arts Implements Lyris HQ

Buildtelligence Takes Over SEOCCompany.com

AcquirgyTM Acquires Operating Assets of SendTec

Deluxe Renews Paid Search Partnership with Didit

GMO Internet Acquires Majority Stake in Inovex

Google to Take Over On2 Technologies

Microsoft and Yahoo! Ink Agreement

OrangeSoda Establishes OrangeSoda Enterprise

Straight North Acquires Whoast

Trafficwala Unveils Low-Cost SEO Booster Package

Kronik Media Unveils Search Engine Marketing Service

Epiar Launches Epiar Negative Keywords®

Register.com Unveils New Guaranteed Leads Service for Small Enterprises

SubmitNet Unveils a New Version of Website

Times Union Unveils Local Edge Search Marketing

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SearchIgnite Enters into Partnership Agreement with CyberAgent and Septeni

Academy Learning Acquires SiteVisibility

Logicserve Acquires CK Net  
AdIQus Acquires MediaThinkLab  
Aegis Group Takes Over rmsarcar.com  
iProspect® Establishes Office in Finland  
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Reprise Media Enters into Partnership with Betaworks  
Aegis Group Acquires Checkit

#### **4.FOCUS ON SELECT GLOBAL PLAYERS**

7SEARCH.COM (USA)  
AOL, Inc., (USA)  
ABCSearch.com (USA)  
Acxiom Corporation (USA)  
Ask.com (USA)  
ArteWorks SEO (USA)  
Baidu, Inc. (China)  
Bruce Clay, Inc. (USA)  
Business.com, Inc., (USA)  
Engine Ready, Inc. (USA)  
Google, Inc. (USA)  
iProspect (USA)  
Intrapromote LLC (USA)  
Lyris Inc (USA)  
LookSmart, Ltd. (USA)  
Microsoft adCenter (USA)  
NHN Corporation (Korea)  
Sohu.com, Inc (China)  
Search Engine Optimization, Inc., (USA)  
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Yandex (Russia)

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ABCSearch.com  
Acxiom Corporation  
Ask.com  
ArteWorks SEO  
Bruce Clay, Inc.  
Business.com, Inc.,  
Engine Ready, Inc.  
Google, Inc.  
iProspect  
Inktomi Corporation  
Intrapromote LLC  
Lyris Inc  
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NHN Corporation (Korea)

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Total Companies Profiled: 170 (including Divisions/Subsidiaries - 181)

Region/CountryPlayers

The United States

Canada

Europe

France

The United Kingdom

Rest of Europe

Asia-Pacific (Excluding Japan)

Africa

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