

Global Context Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed.

SCOPE OF THE REPORT:

This report studies the Context Advertising market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Context Advertising market by product type and applications/end industries.

The market for the consumer goods, retail, and restaurants industry is expected to register the highest growth rate during the forecast period. The growth of this market can be attributed to the wide use of digital advertising in the consumer goods, retail, and restaurants industry. In addition, digital marketing is used in the consumer goods and retail industry to improve marketing services, enhance customer intelligence, manage trade promotions, and optimize prices, and for loyalty marketing. In addition, rising purchasing power of consumers is driving the growth of the market.

The global Context Advertising market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Context Advertising.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Act-on Software

Adobe Systems

Amazon.com

Amobee (Subsidiary of Singapore Telecommunications)

AOL

Facebook

Flurry (Yahoo's Developer Network)

Flytxt

Google

IAC

Infolinks

Inmobi

Marketo

Media.net (Acquired by Beijing Miteno Communication Technology)

Microsoft

Millennial Media

Sap

Simplycast

Twitter

Yahoo

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Activity-based Advertising

Location-based Advertising

Others

Market Segment by Applications, can be divided into

Consumer Goods, Retail, and Restaurants

Telecom and IT

Banking, Financial Services, and Insurance (BFSI)

Media and Entertainment

Travel, Transportation, and Automobile

Healthcare

Academia and Government

Others

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