

# Global Contextual Marketing Solution Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

To get personalized marketing there are some fundamental challenges to overcome these days. To get this personalized marketing on point one needs some information like the right context and a real time understanding of each customer. Getting to these information is a difficult task but contextual marketing solutions in the market has made this as easy as going for one to one marketing. People in the traditional approach used to bombard the customers with messages based on the scattered data which they receive, but due to the advent of contextual marketing solutions with every search, browse, e-mail open, or site visit, individual customers tells about its need or intent at that moment.

### SCOPE OF THE REPORT:

This report studies the Contextual Marketing Solution 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 Contextual Marketing Solution market by product type and applications/end industries. One of the driver for the contextual marketing solution market comes to be the increased use of mobile phones. The increased use of mobile phones and technology like keeping the cookies has helped the contextual marketing solution market on a growing path as the cookies stored in the mobile phones helps in keeping the historical data of an individual and this has increased due to use of mobile phone. Another driver for the contextual marketing solution market is the increasing number of vendors adapting to digital marketing for their products these days which has led to increased adaption of contextual marketing solution for better customer engagement. The global Contextual Marketing Solution 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 Contextual Marketing Solution.

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

Google

Vjginteractive

Kontera

Microsoft

Clicksor

BidVertiser

Chitika

EClickZ

Hsoub

Infolinks

Adobe

Marketo

IBM

Oracle

Teradata

SDL

Act-On Software

Infor

SAP

Infosys

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

Cloud

On-Premises

Market Segment by Applications, can be divided into

Automotive

Banking

Professional Services

Manufacturing

Telecommunications

Consumer Products

Others

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