

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

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Abstracts

Interactive advertising can be defined as a form of advertising that uses a feedback information from the users for whom advertisement is made. The feedback information from the users helps the advertiser to improve their advertising techniques. Interactive advertising can be referred to as online advertising but can be implied to offline advertising as well.

Scope of the Report:

The key trends in interactive advertising market includes reaching to mass audience in less time, invention of latest technology that are convenient for users, emergence of innovative ideas that are going to benefit users and proficient use of smartphone to generate money. The study indicates, the factors such as increase in mobile users owing to usage of multiple channels and device that boost the interactive advertising market. The efficient use of media technologies and creation of personalization media portals are one of the most significant factors fuelling interactive advertising market. According to the study, the growing social media networks and online and offline internet integration are the prime factors boosting interactive advertising market. The interactive advertising market can be segmented on the basis of type, organization size and vertical. By type the interactive advertising market consists of mobile advertising, videos, internet, social media marketing, email marketing, sponsorship, blogging, widgets, and offline activation. Social media marketing is the most cost efficient digital marketing technique. It enhances business by increasing brand awareness. It helps enterprises to get engage with broad range of audience and increase the business visibility.

The global Interactive Advertising market is valued at 40100 million USD in 2017 and is

expected to reach 92800 million USD by the end of 2023, growing at a CAGR of 15.0% 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 Interactive 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%.

This report studies the Interactive 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 Interactive Advertising market by product type and applications/end industries.

Market Segment by Companies, this report covers

Grey Advertising

Wieden+Kennedy

Butler

Shine

Stern & Partners

Ogilvy & Mather

BBDO

Crispin Porter + Bogusky

The Martin Agency

Deutsch

Droga5

Mullen Advertising

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

Online Interactive Advertising

Offline Interactive Advertising

Market Segment by Applications, can be divided into

Retail and Consumer Goods

BFSI

IT & Telecommunication

Media and Entertainment

Travel

Transportation

Supply Chain and Logistics

Healthcare

Energy & Power and Utilities

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