

# Global Pay-per-click (PPC) Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

Pay-per-click is commonly associated with first-tier search engines (such as Google AdWords and Microsoft Bing Ads). With search engines, advertisers typically bid on keyword phrases relevant to their target market. In contrast, content sites commonly charge a fixed price per click rather than use a bidding system. PPC 'display' advertisements, also known as 'banner' ads, are shown on web sites with related content that have agreed to show ads and are typically not pay-per-click advertising. Social networks such as Facebook and Twitter have also adopted pay-per-click as one of their advertising models.

### SCOPE OF THE REPORT:

The global Pay-per-click (PPC) 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 Pay-per-click (PPC) 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 Pay-per-click (PPC) 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 Pay-per-click (PPC) Advertising market by product type and applications/end industries.

Market Segment by Companies, this report covers

Google

Bing

Yahoo

Ask.com

AOL.com

Baidu

Wolframalpha

DuckDuckGo

Sogou

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

Flat-rate PPC

Bid-based PPC

Market Segment by Applications, can be divided into

Middle and Small-sized Enterprise

Large-scale Enterprise

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