

Contextual Advertising Market Size, Share & Trends Analysis Report By Type (Activity-based, Location-based), By Deployment (Mobile Devices, Desktops), By Industry Vertical (BFSI, IT & Telecommunication), By Approach, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Contextual Advertising Market Growth & Trends

The global contextual advertising market size is anticipated to reach USD 468.17 billion by 2030, according to a new report by Grand View Research, Inc., registering a CAGR of 13.3% from 2024 to 2030. The expansion of digital ecosystems and the widespread adoption of online platforms worldwide have opened up extensive possibilities for contextual advertising, presenting advertisers with immense growth opportunities. This expansion across diverse regions and industries has facilitated the targeting of varied audience demographics and the exploration of untapped market segments, thereby fueling market growth. Advertisers can utilize the potential of these digital ecosystems to precisely reach their desired audiences, deliver tailored messages, and achieve marketing objectives effectively, contributing significantly to the continuous evolution and advancement of contextual advertising on a global scale.

Moreover, an increasing number of initiatives, such as partnerships, collaborations, and research & development, undertaken by key players is further expected to drive market growth. For instance, in January 2022, IAS acquired Context, a contextual advertising company based in Paris. It is known for its expertise in digital content classification,

particularly in image and video categorization across social media platforms and connected TV (CTV). This strategic partnership by IAS aims to strengthen its existing media classification and contextual targeting capabilities. By integrating Context's contextual advertising-driven technology, IAS intends to enhance its services in identifying and classifying digital content.

Contextual Advertising Market Report Highlights

The mass contextual advertising segment held the highest revenue share of 36.3% in 2023. The ability to handle large amounts of contextual data and deliver targeted ads at scale drives the segment growth. The contextual behavioral advertising segment is expected to register the fastest CAGR from 2024 to 2030. Adopting programmatic advertising platforms has accelerated the growth of contextual behavioral advertising. It enables real-time bidding, ad placement optimization, and audience targeting based on behavioral signals, driving efficiency and effectiveness in reaching the right audience segments with relevant ads

The activity-based advertising type segment held the highest revenue share in 2023. Adopting advanced technologies, such as machine learning (ML), artificial intelligence (AI), and data analytics, has enhanced the capabilities of activity-based advertising. Location-based advertising is expected to be the fastest-growing segment from 2024 to 2030. Location data lets advertisers personalize ad content based on users' locations and preferences, thereby driving the segment's growth

The mobile devices deployment segment held the highest share in 2023. Mobile devices enable precise location-based targeting, allowing advertisers to deliver location-specific ads based on users' real-time geographic data. The desktops segment is projected to register the fastest CAGR from 2024 to 2030. Desktop ad blockers are often less prevalent than mobile devices, allowing advertisers to reach desktop users with fewer barriers and driving segment growth

The retail & consumer goods industry vertical segment held the highest revenue share in 2023. Continuous product innovation, brand differentiation, and marketing campaigns contribute to revenue growth for this segment. The media & entertainment segment is expected to grow at the fastest CAGR from 2024 to 2030. Diverse monetization strategies, including subscription models, advertising revenue, pay-per-view, merchandise sales, and licensing

agreements, contribute to the segment's growth

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