

Asia Pacific Contextual Advertising Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Contextual Advertising Market would witness market growth of 18.0% CAGR during the forecast period (2018 – 2024).

Contextual marketing is an online marketing model used to show relevant and targeted advertising based on search terms used by people in their recent browsing activities. Countries such as China, Japan, and India significantly contribute to the growth of the technology in the region. These countries have significant user base, with tremendous market opportunities for advertisers. Mobile advertising platforms are widely popular and are majorly used in promoting products and services. Mobile advertising helps in attracting customers to targeted products and services. With the growth in the mobile technology, mobile based advertising have witnessed a major change.

Based on the type, the Contextual Advertising market is segmented into Activity-Based Advertising, Location-Based Advertising and Others. Based on Deployment Type, the market is segmented into Mobile Devices, Digital Billboards and Desktops. The verticals covered under the report include Consumer Goods, Retail, & Restaurants, Travel, Transportation, & Automotive, BFSI, Telecom & IT, Healthcare, Media & Entertainment, Government & Education and Others. Based on Countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the Market. Key companies profiled in the report include Microsoft Corporation, Google Inc., Amazon.com, Inc. (Amazon Web Services), Facebook, Oath Inc., Yahoo Inc., Twitter Inc., Adobe Systems Inc., Act-On Software, Inc. and SAP SE.

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