

Europe Contextual Advertising Market Analysis (2018-2024)

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Abstracts

The Europe Contextual Advertising Market would witness market growth of 17.2% 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. Activity-based advertising is a form of contextual advertising, based on users' browsing history and stored cookies. Graphics, logos, pictures, texts, and other forms are used to advertise in this model. These advertisements appear on webpages, e-mails, and instant messaging (IM) applications.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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