

Europe Contextual Advertising Market Analysis (2018-2024)

<https://marketpublishers.com/r/EB33968F36BEN.html>

Date: July 2018

Pages: 81

Price: US\$ 1,800.00 (Single User License)

ID: EB33968F36BEN

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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Contextual Advertising Market, by Type
 - 1.4.2 Europe Contextual Advertising Market, by Deployment Mode
 - 1.4.3 Europe Contextual Advertising Market, by Vertical
 - 1.4.4 Europe Contextual Advertising Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. EUROPE CONTEXTUAL ADVERTISING MARKET

- 3.1 Europe Contextual Advertising Market by Type
 - 3.1.1 Europe Activity-Based Advertising Market by Country
 - 3.1.2 Europe Location-Based Advertising Market by Country
 - 3.1.3 Europe Others Market by Country

CHAPTER 4. EUROPE CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT

- 4.1.1 Europe Mobile Devices Contextual Advertising Market by Country
- 4.1.2 Europe Digital Billboards Contextual Advertising Market by Country
- 4.1.3 Europe Desktops Contextual Advertising Market by Country

CHAPTER 5. EUROPE CONTEXTUAL ADVERTISING MARKET BY VERTICAL

- 5.1.1 Europe Contextual Advertising in Consumer Goods, Retail, & Restaurants Market by Country
- 5.1.2 Europe Contextual Advertising in Travel, Transportation & Automotive Market by

Country

- 5.1.3 Europe Contextual Advertising in BFSI, Telecom & IT Market by Country
- 5.1.4 Europe Contextual Advertising in Healthcare Market by Country
- 5.1.5 Europe Contextual Advertising in Media & Entertainment Market by Country
- 5.1.6 Europe Contextual Advertising in Government & Education Market by Country
- 5.1.7 Europe Contextual Advertising in Others Market by Country

CHAPTER 6. EUROPE CONTEXTUAL ADVERTISING MARKET BY COUNTRY

6.1 Germany Contextual Advertising Market

- 6.1.1 Germany Contextual Advertising Market by Type
- 6.1.2 Germany Contextual Advertising Market by Deployment
- 6.1.3 Germany Contextual Advertising Market by Vertical

6.2 UK Contextual Advertising Market

- 6.2.1 UK Contextual Advertising Market by Type
- 6.2.2 UK Contextual Advertising Market by Deployment
- 6.2.3 UK Contextual Advertising Market by Vertical

6.3 France Contextual Advertising Market

- 6.3.1 France Contextual Advertising Market by Type
- 6.3.2 France Contextual Advertising Market by Deployment
- 6.3.3 France Contextual Advertising Market by Vertical

6.4 Russia Contextual Advertising Market

- 6.4.1 Russia Contextual Advertising Market by Type
- 6.4.2 Russia Contextual Advertising Market by Deployment
- 6.4.3 Russia Contextual Advertising Market by Vertical

6.5 Spain Contextual Advertising Market

- 6.5.1 Spain Contextual Advertising Market by Type
- 6.5.2 Spain Contextual Advertising Market by Deployment
- 6.5.3 Spain Contextual Advertising Market by Vertical

6.6 Italy Contextual Advertising Market

- 6.6.1 Italy Contextual Advertising Market by Type
- 6.6.2 Italy Contextual Advertising Market by Deployment
- 6.6.3 Italy Contextual Advertising Market by Vertical

6.7 Rest of Europe Contextual Advertising Market

- 6.7.1 Rest of Europe Contextual Advertising Market by Type
- 6.7.2 Rest of Europe Contextual Advertising Market by Deployment
- 6.7.3 Rest of Europe Contextual Advertising Market by Vertical

CHAPTER 7. COMPANY PROFILES

- 7.1 Microsoft Corporation
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Research & Development Expense
- 7.2 Google Inc.
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Research & Development Expense
- 7.3 Amazon.com, Inc. (Amazon Web Services)
 - 7.3.1 Company Overview
 - 7.3.2 Financial Analysis
 - 7.3.3 Regional Analysis
- 7.4 Facebook
 - 7.4.1 Company Overview
 - 7.4.2 Financial Analysis
 - 7.4.3 Research & Development Expense
- 7.5 Oath Inc.
 - 7.5.1 Company Overview
- 7.6 Yahoo Inc.
 - 7.6.1 Company Overview
 - 7.6.2 Financial Analysis
 - 7.6.3 Regional Analysis
 - 7.6.4 Strategies at glance
 - 7.6.4.1 Product launch
- 7.7 Twitter Inc.
 - 7.7.1 Company Overview
 - 7.7.2 Financial Analysis
 - 7.7.3 Regional Analysis
 - 7.7.4 Research & Development Expense
- 7.8 Adobe Systems Inc.
 - 7.8.1 Company Overview
 - 7.8.2 Financial Analysis
 - 7.8.3 Segmental and Regional Analysis
 - 7.8.4 Research & Development Expense
- 7.9 Act-On Software, Inc.
 - 7.9.1 Company Overview

7.1 SAP SE

7.10.1 Company Overview

7.10.2 Financial Analysis

7.10.3 Segmental and Regional Analysis

7.10.4 Research & Development Expense

7.10.5 Strategies at a Glance

7.10.5.1 Product Launch

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 2 EUROPE CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 3 EUROPE CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 4 EUROPE CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 5 EUROPE ACTIVITY-BASED ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 6 EUROPE ACTIVITY-BASED ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 7 EUROPE LOCATION-BASED ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 8 EUROPE LOCATION-BASED ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 9 EUROPE OTHERS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 10 EUROPE OTHERS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 11 EUROPE CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 12 EUROPE CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 13 EUROPE MOBILE DEVICES CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 14 EUROPE MOBILE DEVICES CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 15 EUROPE DIGITAL BILLBOARDS CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 16 EUROPE DIGITAL BILLBOARDS CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 17 EUROPE DESKTOPS CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 18 EUROPE DESKTOPS CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 19 EUROPE CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 -

2017, USD MILLION

TABLE 20 EUROPE CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 21 EUROPE CONTEXTUAL ADVERTISING IN CONSUMER GOODS, RETAIL, & RESTAURANTS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 22 EUROPE CONTEXTUAL ADVERTISING IN CONSUMER GOODS, RETAIL, & RESTAURANTS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 23 EUROPE CONTEXTUAL ADVERTISING IN TRAVEL, TRANSPORTATION & AUTOMOTIVE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 24 EUROPE CONTEXTUAL ADVERTISING IN TRAVEL, TRANSPORTATION & AUTOMOTIVE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 25 EUROPE CONTEXTUAL ADVERTISING IN BFSI, TELECOM & IT MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 26 EUROPE CONTEXTUAL ADVERTISING IN BFSI, TELECOM & IT MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 27 EUROPE CONTEXTUAL ADVERTISING IN HEALTHCARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 28 EUROPE CONTEXTUAL ADVERTISING IN HEALTHCARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 29 EUROPE CONTEXTUAL ADVERTISING IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 30 EUROPE CONTEXTUAL ADVERTISING IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 31 EUROPE CONTEXTUAL ADVERTISING IN GOVERNMENT & EDUCATION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 32 EUROPE CONTEXTUAL ADVERTISING IN GOVERNMENT & EDUCATION MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 33 EUROPE CONTEXTUAL ADVERTISING IN OTHERS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 34 EUROPE CONTEXTUAL ADVERTISING IN OTHERS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 35 EUROPE CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 36 EUROPE CONTEXTUAL ADVERTISING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 37 GERMANY CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 38 GERMANY CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 39 GERMANY CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 40 GERMANY CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 41 GERMANY CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 42 GERMANY CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 43 GERMANY CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 - 2017, USD MILLION

TABLE 44 GERMANY CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 45 UK CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 46 UK CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 47 UK CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 48 UK CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 49 UK CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 50 UK CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 51 UK CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 - 2017, USD MILLION

TABLE 52 UK CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 53 FRANCE CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 54 FRANCE CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 55 FRANCE CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 56 FRANCE CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 57 FRANCE CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 58 FRANCE CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 59 FRANCE CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 -

2017, USD MILLION

TABLE 60 FRANCE CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 61 RUSSIA CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 62 RUSSIA CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 63 RUSSIA CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 64 RUSSIA CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 65 RUSSIA CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 66 RUSSIA CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 67 RUSSIA CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 - 2017, USD MILLION

TABLE 68 RUSSIA CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 69 SPAIN CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 70 SPAIN CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 71 SPAIN CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 72 SPAIN CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024, USD MILLION

TABLE 73 SPAIN CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 74 SPAIN CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 75 SPAIN CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 - 2017, USD MILLION

TABLE 76 SPAIN CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 - 2024, USD MILLION

TABLE 77 ITALY CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

TABLE 78 ITALY CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD MILLION

TABLE 79 ITALY CONTEXTUAL ADVERTISING MARKET BY TYPE, 2014 - 2017, USD MILLION

TABLE 80 ITALY CONTEXTUAL ADVERTISING MARKET BY TYPE, 2018 - 2024,
USD MILLION

TABLE 81 ITALY CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2014 -
2017, USD MILLION

TABLE 82 ITALY CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT, 2018 -
2024, USD MILLION

TABLE 83 ITALY CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 -
2017, USD MILLION

TABLE 84 ITALY CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2018 -
2024, USD MILLION

TABLE 85 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET, 2014 - 2017,
USD MILLION

TABLE 86 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET, 2018 - 2024,
USD MILLION

TABLE 87 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY TYPE,
2014 - 2017, USD MILLION

TABLE 88 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY TYPE,
2018 - 2024, USD MILLION

TABLE 89 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY
DEPLOYMENT, 2014 - 2017, USD MILLION

TABLE 90 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY
DEPLOYMENT, 2018 - 2024, USD MILLION

TABLE 91 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY
VERTICAL, 2014 - 2017, USD MILLION

TABLE 92 REST OF EUROPE CONTEXTUAL ADVERTISING MARKET BY
VERTICAL, 2018 - 2024, USD MILLION

TABLE 93 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 94 KEY INFORMATION – GOOGLE INC.

TABLE 95 KEY INFORMATION - AMAZON.COM, INC. (AMAZON WEB SERVICES)

TABLE 96 KEY INFORMATION – FACEBOOK

TABLE 97 KEY INFORMATION – OATH INC.

TABLE 98 KEY INFORMATION – YAHOO INC.

TABLE 99 KEY INFORMATION – TWITTER INC.

TABLE 100 KEY INFORMATION – ADOBE SYSTEMS INC

TABLE 101 KEY INFORMATION – ACT-ON SOFTWARE, INC.

TABLE 102 KEY INFORMATION – SAP SE

I would like to order

Product name: Europe Contextual Advertising Market Analysis (2018-2024)

Product link: <https://marketpublishers.com/r/EB33968F36BEN.html>

Price: US\$ 1,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EB33968F36BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970