

Global Contextual Advertising Market Analysis (2018-2024)

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Abstracts

The Global Contextual Advertising Market size is expected to reach \$328.1 billion by 2024, rising at a market growth of 17.4% CAGR during the forecast period.

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. Contextual marketing showcases ads based on the demonstrated interests of the users, as a result, decreasing the user annoyance and, at the same time, leading to better conversion rates. The major factors driving the growth of the market are growing social media users, personalized marketing strategies, and growing mobile advertisement trends.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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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