

# Global In-app Advertising Market (2019-2025)

<https://marketpublishers.com/r/G782E4B2D52BEN.html>

Date: August 2019

Pages: 255

Price: US\$ 3,600.00 (Single User License)

ID: G782E4B2D52BEN

## Abstracts

The Global In-app Advertising Market size is expected to reach \$220 billion by 2025, rising at a market growth of 18.8% CAGR during the forecast period.

In today's internet-driven marketing, In-app advertising has become prominent and a preferred mode of promotion. In-app advertising is done through various modes including banner advertisements, video advertisements, and interstitials. These are used for promoting several brands and products. Nowadays, advertisers leverage in-app Private Marketplaces (PMPs) for improving campaign return-on-investment (ROI) and offer protection against fraudulent methods.

In-app advertising offers companies sophisticated data tracking and audience targeting features. It further enables marketers to reach customers with accuracy, being an effective medium to capture the consumers' attention. Also, advertisers can connect geo-location data for ensuring that they can reach users at the right place and time. Several smartphone users tend to spend a huge amount of their routing in using applications for messaging, voice/video calling, ticket booking, and gaming. Application-based advertising can be integrated easily with such applications to reach prospective customers.

Based on Platform, the market is segmented into Android, iOS and Others. Based on Type, the market is segmented into Banner Ads, Rich Media Ads, Interstitial Ads, Video Ads and Others. Banner ads segment was dominant in the market. Nevertheless, the interstitial ads segment shows a strong potential to emerge as the fastest-growing segment during the forecast period. Interstitial ads or full-screen ads consist of a video, image, or text that is shown during transitions in a mobile application. These ads are streamlined with pauses or breaks in the content, due to which, they become less intrusive and provide a more immersive experience. Based on Application, the market is segmented into Messaging, Entertainment, Online Shopping, Gaming, Payments &

Ticketing 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 Facebook, Inc., Twitter, Inc., Apple, Inc., Google, Inc., The Rubicon Project, Inc., InMobi Pte Ltd., Microsoft Corporation, Verizon Communications, Inc., Tapjoy, Inc. and Chartboost, Inc. Based on the Analysis presented in the Cardinal matrix, Apple, Inc., Microsoft Corporation, Google, Inc., Facebook, Inc., and Verizon Communications, Inc. are some of the forerunners in the In-App Advertising Market.

### Scope of the Study

### Market Segmentation:

#### By Platform

Android

iOS

Others

#### By Type

Banner Ads

Rich Media Ads

Interstitial Ads

Video Ads

Others

#### By Application

Messaging

Entertainment

Online Shopping

Gaming

Payments and Ticketing

Others

## By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Facebook, Inc.

Twitter, Inc.

Apple, Inc.

Google, Inc.

The Rubicon Project, Inc.

InMobi Pte Ltd.

Microsoft Corporation

Verizon Communications, Inc.

Tapjoy, Inc.

Chartboost, Inc.

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