

LAMEA Contextual Advertising Market Analysis (2018-2024)

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Abstracts

The LAMEA Contextual Advertising Market would witness market growth of 18.5% CAGR during the forecast period (2018 – 2024).

Digital marketing is largely used in consumer goods and retail industry to improve marketing services, enhance customer intelligence, manage trade promotions, and optimize prices, and drive loyalty marketing 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.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of Latin America, Middle East & Africa (LAMEA).

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 LAMEA Contextual Advertising Market, by Type
 - 1.4.2 LAMEA Contextual Advertising Market, by Deployment Mode
 - 1.4.3 LAMEA Contextual Advertising Market, by Vertical
 - 1.4.4 LAMEA 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. LAMEA CONTEXTUAL ADVERTISING MARKET

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

CHAPTER 4. LAMEA CONTEXTUAL ADVERTISING MARKET BY DEPLOYMENT

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

CHAPTER 5. LAMEA CONTEXTUAL ADVERTISING MARKET BY VERTICAL

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

Country

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

CHAPTER 6. LAMEA CONTEXTUAL ADVERTISING MARKET BY COUNTRY

6.1 Brazil Contextual Advertising Market

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

6.2 Argentina Contextual Advertising Market

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

6.3 UAE Contextual Advertising Market

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

6.4 Saudi Arabia Contextual Advertising Market

- 6.4.1 Saudi Arabia Contextual Advertising Market by Type
- 6.4.2 Saudi Arabia Contextual Advertising Market by Deployment
- 6.4.3 Saudi Arabia Contextual Advertising Market by Vertical

6.5 South Africa Contextual Advertising Market

- 6.5.1 South Africa Contextual Advertising Market by Type
- 6.5.2 South Africa Contextual Advertising Market by Deployment
- 6.5.3 South Africa Contextual Advertising Market by Vertical

6.6 Nigeria Contextual Advertising Market

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

6.7 Rest of LAMEA Contextual Advertising Market

- 6.7.1 Rest of LAMEA Contextual Advertising Market by Type
- 6.7.2 Rest of LAMEA Contextual Advertising Market by Deployment
- 6.7.3 Rest of LAMEA 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 LAMEA CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 19 LAMEA CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 -

2017, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 59 UAE CONTEXTUAL ADVERTISING MARKET BY VERTICAL, 2014 - 2017,

USD MILLION

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

TABLE 61 SAUDI ARABIA CONTEXTUAL ADVERTISING MARKET, 2014 - 2017, USD
MILLION

TABLE 62 SAUDI ARABIA CONTEXTUAL ADVERTISING MARKET, 2018 - 2024, USD
MILLION

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

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

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

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

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

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

TABLE 69 SOUTH AFRICA CONTEXTUAL ADVERTISING MARKET, 2014 - 2017,
USD MILLION

TABLE 70 SOUTH AFRICA CONTEXTUAL ADVERTISING MARKET, 2018 - 2024,
USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 92 REST OF LAMEA 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

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