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North America Contextual Advertising Market Analysis (2018-2024)

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Abstracts

The North America Contextual Advertising Market would witness market growth of 16.7% CAGR during the forecast period (2018 – 2024).

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 rapid adoption of digital advertising in the consumer goods, retail, and restaurants segment has driven the growth of the technology. 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.

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 US, Canada, Mexico and Rest of North America.

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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