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Global Click Fraud Software Market Growth (Status and Outlook) 2024-2030

https://marketpublishers.com/r/G4234FBF8611EN.html
Date: May 2024
Pages: 110
Price: US$ 3,660.00 (Single User License)
ID: G4234FBF8611EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Click fraud is a type of fraud that occurs on the Internet in pay-per-click (PPC) online advertising. In this type of advertising, the owners of websites that post the ads are paid an amount of money determined by how many visitors to the sites click on the ads. Fraud occurs when a person, automated script or computer program imitates a legitimate user of a web browser, clicking on such an ad without having an actual interest in the target of the ad's link.

The global Click Fraud Software market size is projected to grow from US$ million in 2023 to US$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the “Click Fraud Software Industry Forecast” looks at past sales and reviews total world Click Fraud Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Click Fraud Software sales for 2024 through 2030. With Click Fraud Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Click Fraud Software industry.

This Insight Report provides a comprehensive analysis of the global Click Fraud Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Click Fraud Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Click Fraud Software market.

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This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Click Fraud Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Click Fraud Software.

United States market for Click Fraud Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Click Fraud Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Click Fraud Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Click Fraud Software players cover ClickCease, PPC Protect, PPCSecure, ClickGuard and Click Guardian, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Click Fraud Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud-Based

Web-Based

Segmentation by application

SMEs

Large Enterprises

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa

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Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

ClickCease

PPC Protect

PPCSecure

ClickGuard

Click Guardian

AdTector

Statcounter

Improvely

Campaign Protection

AdWatcher

PerimeterX

ScroogeFrog

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