

Global Context Advertising Market Growth (Status and Outlook) 2024-2030

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Abstracts

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

According to our LPI (LP Information) latest study, the global Context Advertising market size was valued at US\$ million in 2023. With growing demand in downstream market, the Context Advertising is forecast to a readjusted size of US\$ million by 2030 with a CAGR of % during review period.

The research report highlights the growth potential of the global Context Advertising market. Context Advertising are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Context Advertising. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Context Advertising market.

Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed.

The market for the consumer goods, retail, and restaurants industry is expected to register the highest growth rate during the forecast period. The growth of this market can be attributed to the wide use of digital advertising in the consumer goods, retail, and restaurants industry. In addition, digital marketing is used in the consumer goods and retail industry to improve marketing services, enhance customer intelligence, manage trade promotions, and optimize prices, and for loyalty marketing. In addition, rising

purchasing power of consumers is driving the growth of the market.

Key Features:

The report on Context Advertising market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Context Advertising market. It may include historical data, market segmentation by Type (e.g., Activity-based Advertising, Location-based Advertising), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Context Advertising market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Context Advertising market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Context Advertising industry. This include advancements in Context Advertising technology, Context Advertising new entrants, Context Advertising new investment, and other innovations that are shaping the future of Context Advertising.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Context Advertising market. It includes factors influencing customer ' purchasing decisions, preferences for Context Advertising product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Context Advertising market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Context Advertising market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Context Advertising market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Context Advertising industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Context Advertising market.

Market Segmentation:

Context Advertising market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Activity-based Advertising

Location-based Advertising

Others

Segmentation by application

Consumer Goods, Retail, and Restaurants

Telecom and IT

Banking, Financial Services, and Insurance (BFSI)

Media and Entertainment

Travel, Transportation, and Automobile

Healthcare

Academia and Government

Others

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

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.

Act-on Software

Adobe Systems

Amazon.com

Amobee (Subsidiary of Singapore Telecommunications)

AOL

Facebook

Flurry (Yahoo's Developer Network)

Flytxt

Google

IAC

Infolinks

Inmobi

Marketo

Media.net (Acquired by Beijing Miteno Communication Technology)

Microsoft

Millennial Media

Sap

Simplycast

Twitter

Yahoo

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Context Advertising Market Size 2019-2030
 - 2.1.2 Context Advertising Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Context Advertising Segment by Type
 - 2.2.1 Activity-based Advertising
 - 2.2.2 Location-based Advertising
 - 2.2.3 Others
- 2.3 Context Advertising Market Size by Type
 - 2.3.1 Context Advertising Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Context Advertising Market Size Market Share by Type (2019-2024)
- 2.4 Context Advertising Segment by Application
 - 2.4.1 Consumer Goods, Retail, and Restaurants
 - 2.4.2 Telecom and IT
 - 2.4.3 Banking, Financial Services, and Insurance (BFSI)
 - 2.4.4 Media and Entertainment
 - 2.4.5 Travel, Transportation, and Automobile
 - 2.4.6 Healthcare
 - 2.4.7 Academia and Government
 - 2.4.8 Others
- 2.5 Context Advertising Market Size by Application
 - 2.5.1 Context Advertising Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Context Advertising Market Size Market Share by Application (2019-2024)

3 CONTEXT ADVERTISING MARKET SIZE BY PLAYER

- 3.1 Context Advertising Market Size Market Share by Players
 - 3.1.1 Global Context Advertising Revenue by Players (2019-2024)
 - 3.1.2 Global Context Advertising Revenue Market Share by Players (2019-2024)
- 3.2 Global Context Advertising Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
 - 3.3.1 Competition Landscape Analysis
 - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 CONTEXT ADVERTISING BY REGIONS

- 4.1 Context Advertising Market Size by Regions (2019-2024)
- 4.2 Americas Context Advertising Market Size Growth (2019-2024)
- 4.3 APAC Context Advertising Market Size Growth (2019-2024)
- 4.4 Europe Context Advertising Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Context Advertising Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Context Advertising Market Size by Country (2019-2024)
- 5.2 Americas Context Advertising Market Size by Type (2019-2024)
- 5.3 Americas Context Advertising Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Context Advertising Market Size by Region (2019-2024)
- 6.2 APAC Context Advertising Market Size by Type (2019-2024)
- 6.3 APAC Context Advertising Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Context Advertising by Country (2019-2024)

7.2 Europe Context Advertising Market Size by Type (2019-2024)

7.3 Europe Context Advertising Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Context Advertising by Region (2019-2024)

8.2 Middle East & Africa Context Advertising Market Size by Type (2019-2024)

8.3 Middle East & Africa Context Advertising Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL CONTEXT ADVERTISING MARKET FORECAST

10.1 Global Context Advertising Forecast by Regions (2025-2030)

10.1.1 Global Context Advertising Forecast by Regions (2025-2030)

10.1.2 Americas Context Advertising Forecast

10.1.3 APAC Context Advertising Forecast

10.1.4 Europe Context Advertising Forecast

10.1.5 Middle East & Africa Context Advertising Forecast

10.2 Americas Context Advertising Forecast by Country (2025-2030)

- 10.2.1 United States Context Advertising Market Forecast
- 10.2.2 Canada Context Advertising Market Forecast
- 10.2.3 Mexico Context Advertising Market Forecast
- 10.2.4 Brazil Context Advertising Market Forecast
- 10.3 APAC Context Advertising Forecast by Region (2025-2030)
 - 10.3.1 China Context Advertising Market Forecast
 - 10.3.2 Japan Context Advertising Market Forecast
 - 10.3.3 Korea Context Advertising Market Forecast
 - 10.3.4 Southeast Asia Context Advertising Market Forecast
 - 10.3.5 India Context Advertising Market Forecast
 - 10.3.6 Australia Context Advertising Market Forecast
- 10.4 Europe Context Advertising Forecast by Country (2025-2030)
 - 10.4.1 Germany Context Advertising Market Forecast
 - 10.4.2 France Context Advertising Market Forecast
 - 10.4.3 UK Context Advertising Market Forecast
 - 10.4.4 Italy Context Advertising Market Forecast
 - 10.4.5 Russia Context Advertising Market Forecast
- 10.5 Middle East & Africa Context Advertising Forecast by Region (2025-2030)
 - 10.5.1 Egypt Context Advertising Market Forecast
 - 10.5.2 South Africa Context Advertising Market Forecast
 - 10.5.3 Israel Context Advertising Market Forecast
 - 10.5.4 Turkey Context Advertising Market Forecast
 - 10.5.5 GCC Countries Context Advertising Market Forecast
- 10.6 Global Context Advertising Forecast by Type (2025-2030)
- 10.7 Global Context Advertising Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Act-on Software
 - 11.1.1 Act-on Software Company Information
 - 11.1.2 Act-on Software Context Advertising Product Offered
 - 11.1.3 Act-on Software Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
 - 11.1.4 Act-on Software Main Business Overview
 - 11.1.5 Act-on Software Latest Developments
- 11.2 Adobe Systems
 - 11.2.1 Adobe Systems Company Information
 - 11.2.2 Adobe Systems Context Advertising Product Offered
 - 11.2.3 Adobe Systems Context Advertising Revenue, Gross Margin and Market Share

(2019-2024)

11.2.4 Adobe Systems Main Business Overview

11.2.5 Adobe Systems Latest Developments

11.3 Amazon.com

11.3.1 Amazon.com Company Information

11.3.2 Amazon.com Context Advertising Product Offered

11.3.3 Amazon.com Context Advertising Revenue, Gross Margin and Market Share

(2019-2024)

11.3.4 Amazon.com Main Business Overview

11.3.5 Amazon.com Latest Developments

11.4 Amobee (Subsidiary of Singapore Telecommunications)

11.4.1 Amobee (Subsidiary of Singapore Telecommunications) Company Information

11.4.2 Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Product Offered

11.4.3 Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 Amobee (Subsidiary of Singapore Telecommunications) Main Business Overview

11.4.5 Amobee (Subsidiary of Singapore Telecommunications) Latest Developments

11.5 AOL

11.5.1 AOL Company Information

11.5.2 AOL Context Advertising Product Offered

11.5.3 AOL Context Advertising Revenue, Gross Margin and Market Share

(2019-2024)

11.5.4 AOL Main Business Overview

11.5.5 AOL Latest Developments

11.6 Facebook

11.6.1 Facebook Company Information

11.6.2 Facebook Context Advertising Product Offered

11.6.3 Facebook Context Advertising Revenue, Gross Margin and Market Share

(2019-2024)

11.6.4 Facebook Main Business Overview

11.6.5 Facebook Latest Developments

11.7 Flurry (Yahoo's Developer Network)

11.7.1 Flurry (Yahoo's Developer Network) Company Information

11.7.2 Flurry (Yahoo's Developer Network) Context Advertising Product Offered

11.7.3 Flurry (Yahoo's Developer Network) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 Flurry (Yahoo's Developer Network) Main Business Overview

11.7.5 Flurry (Yahoo's Developer Network) Latest Developments

11.8 Flytxt

11.8.1 Flytxt Company Information

11.8.2 Flytxt Context Advertising Product Offered

11.8.3 Flytxt Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 Flytxt Main Business Overview

11.8.5 Flytxt Latest Developments

11.9 Google

11.9.1 Google Company Information

11.9.2 Google Context Advertising Product Offered

11.9.3 Google Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Google Main Business Overview

11.9.5 Google Latest Developments

11.10 IAC

11.10.1 IAC Company Information

11.10.2 IAC Context Advertising Product Offered

11.10.3 IAC Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 IAC Main Business Overview

11.10.5 IAC Latest Developments

11.11 Infolinks

11.11.1 Infolinks Company Information

11.11.2 Infolinks Context Advertising Product Offered

11.11.3 Infolinks Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 Infolinks Main Business Overview

11.11.5 Infolinks Latest Developments

11.12 Inmobi

11.12.1 Inmobi Company Information

11.12.2 Inmobi Context Advertising Product Offered

11.12.3 Inmobi Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.12.4 Inmobi Main Business Overview

11.12.5 Inmobi Latest Developments

11.13 Marketo

11.13.1 Marketo Company Information

11.13.2 Marketo Context Advertising Product Offered

11.13.3 Marketo Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.13.4 Marketo Main Business Overview

11.13.5 Marketo Latest Developments

11.14 Media.net (Acquired by Beijing Miteno Communication Technology)

11.14.1 Media.net (Acquired by Beijing Miteno Communication Technology) Company Information

11.14.2 Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Product Offered

11.14.3 Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.14.4 Media.net (Acquired by Beijing Miteno Communication Technology) Main Business Overview

11.14.5 Media.net (Acquired by Beijing Miteno Communication Technology) Latest Developments

11.15 Microsoft

11.15.1 Microsoft Company Information

11.15.2 Microsoft Context Advertising Product Offered

11.15.3 Microsoft Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.15.4 Microsoft Main Business Overview

11.15.5 Microsoft Latest Developments

11.16 Millennial Media

11.16.1 Millennial Media Company Information

11.16.2 Millennial Media Context Advertising Product Offered

11.16.3 Millennial Media Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.16.4 Millennial Media Main Business Overview

11.16.5 Millennial Media Latest Developments

11.17 Sap

11.17.1 Sap Company Information

11.17.2 Sap Context Advertising Product Offered

11.17.3 Sap Context Advertising Revenue, Gross Margin and Market Share (2019-2024)

11.17.4 Sap Main Business Overview

11.17.5 Sap Latest Developments

11.18 Simplycast

11.18.1 Simplycast Company Information

11.18.2 Simplycast Context Advertising Product Offered

11.18.3 Simplycast Context Advertising Revenue, Gross Margin and Market Share
(2019-2024)

11.18.4 Simplycast Main Business Overview

11.18.5 Simplycast Latest Developments

11.19 Twitter

11.19.1 Twitter Company Information

11.19.2 Twitter Context Advertising Product Offered

11.19.3 Twitter Context Advertising Revenue, Gross Margin and Market Share
(2019-2024)

11.19.4 Twitter Main Business Overview

11.19.5 Twitter Latest Developments

11.20 Yahoo

11.20.1 Yahoo Company Information

11.20.2 Yahoo Context Advertising Product Offered

11.20.3 Yahoo Context Advertising Revenue, Gross Margin and Market Share
(2019-2024)

11.20.4 Yahoo Main Business Overview

11.20.5 Yahoo Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Context Advertising Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 2. Major Players of Activity-based Advertising
- Table 3. Major Players of Location-based Advertising
- Table 4. Major Players of Others
- Table 5. Context Advertising Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 6. Global Context Advertising Market Size by Type (2019-2024) & (\$ Millions)
- Table 7. Global Context Advertising Market Size Market Share by Type (2019-2024)
- Table 8. Context Advertising Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 9. Global Context Advertising Market Size by Application (2019-2024) & (\$ Millions)
- Table 10. Global Context Advertising Market Size Market Share by Application (2019-2024)
- Table 11. Global Context Advertising Revenue by Players (2019-2024) & (\$ Millions)
- Table 12. Global Context Advertising Revenue Market Share by Player (2019-2024)
- Table 13. Context Advertising Key Players Head office and Products Offered
- Table 14. Context Advertising Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- Table 15. New Products and Potential Entrants
- Table 16. Mergers & Acquisitions, Expansion
- Table 17. Global Context Advertising Market Size by Regions 2019-2024 & (\$ Millions)
- Table 18. Global Context Advertising Market Size Market Share by Regions (2019-2024)
- Table 19. Global Context Advertising Revenue by Country/Region (2019-2024) & (\$ millions)
- Table 20. Global Context Advertising Revenue Market Share by Country/Region (2019-2024)
- Table 21. Americas Context Advertising Market Size by Country (2019-2024) & (\$ Millions)
- Table 22. Americas Context Advertising Market Size Market Share by Country (2019-2024)
- Table 23. Americas Context Advertising Market Size by Type (2019-2024) & (\$ Millions)
- Table 24. Americas Context Advertising Market Size Market Share by Type (2019-2024)

Table 25. Americas Context Advertising Market Size by Application (2019-2024) & (\$ Millions)

Table 26. Americas Context Advertising Market Size Market Share by Application (2019-2024)

Table 27. APAC Context Advertising Market Size by Region (2019-2024) & (\$ Millions)

Table 28. APAC Context Advertising Market Size Market Share by Region (2019-2024)

Table 29. APAC Context Advertising Market Size by Type (2019-2024) & (\$ Millions)

Table 30. APAC Context Advertising Market Size Market Share by Type (2019-2024)

Table 31. APAC Context Advertising Market Size by Application (2019-2024) & (\$ Millions)

Table 32. APAC Context Advertising Market Size Market Share by Application (2019-2024)

Table 33. Europe Context Advertising Market Size by Country (2019-2024) & (\$ Millions)

Table 34. Europe Context Advertising Market Size Market Share by Country (2019-2024)

Table 35. Europe Context Advertising Market Size by Type (2019-2024) & (\$ Millions)

Table 36. Europe Context Advertising Market Size Market Share by Type (2019-2024)

Table 37. Europe Context Advertising Market Size by Application (2019-2024) & (\$ Millions)

Table 38. Europe Context Advertising Market Size Market Share by Application (2019-2024)

Table 39. Middle East & Africa Context Advertising Market Size by Region (2019-2024) & (\$ Millions)

Table 40. Middle East & Africa Context Advertising Market Size Market Share by Region (2019-2024)

Table 41. Middle East & Africa Context Advertising Market Size by Type (2019-2024) & (\$ Millions)

Table 42. Middle East & Africa Context Advertising Market Size Market Share by Type (2019-2024)

Table 43. Middle East & Africa Context Advertising Market Size by Application (2019-2024) & (\$ Millions)

Table 44. Middle East & Africa Context Advertising Market Size Market Share by Application (2019-2024)

Table 45. Key Market Drivers & Growth Opportunities of Context Advertising

Table 46. Key Market Challenges & Risks of Context Advertising

Table 47. Key Industry Trends of Context Advertising

Table 48. Global Context Advertising Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 49. Global Context Advertising Market Size Market Share Forecast by Regions (2025-2030)

Table 50. Global Context Advertising Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 51. Global Context Advertising Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 52. Act-on Software Details, Company Type, Context Advertising Area Served and Its Competitors

Table 53. Act-on Software Context Advertising Product Offered

Table 54. Act-on Software Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 55. Act-on Software Main Business

Table 56. Act-on Software Latest Developments

Table 57. Adobe Systems Details, Company Type, Context Advertising Area Served and Its Competitors

Table 58. Adobe Systems Context Advertising Product Offered

Table 59. Adobe Systems Main Business

Table 60. Adobe Systems Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 61. Adobe Systems Latest Developments

Table 62. Amazon.com Details, Company Type, Context Advertising Area Served and Its Competitors

Table 63. Amazon.com Context Advertising Product Offered

Table 64. Amazon.com Main Business

Table 65. Amazon.com Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 66. Amazon.com Latest Developments

Table 67. Amobee (Subsidiary of Singapore Telecommunications) Details, Company Type, Context Advertising Area Served and Its Competitors

Table 68. Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Product Offered

Table 69. Amobee (Subsidiary of Singapore Telecommunications) Main Business

Table 70. Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 71. Amobee (Subsidiary of Singapore Telecommunications) Latest Developments

Table 72. AOL Details, Company Type, Context Advertising Area Served and Its Competitors

Table 73. AOL Context Advertising Product Offered

Table 74. AOL Main Business

Table 75. AOL Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 76. AOL Latest Developments

Table 77. Facebook Details, Company Type, Context Advertising Area Served and Its Competitors

Table 78. Facebook Context Advertising Product Offered

Table 79. Facebook Main Business

Table 80. Facebook Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 81. Facebook Latest Developments

Table 82. Flurry (Yahoo's Developer Network) Details, Company Type, Context Advertising Area Served and Its Competitors

Table 83. Flurry (Yahoo's Developer Network) Context Advertising Product Offered

Table 84. Flurry (Yahoo's Developer Network) Main Business

Table 85. Flurry (Yahoo's Developer Network) Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 86. Flurry (Yahoo's Developer Network) Latest Developments

Table 87. Flytxt Details, Company Type, Context Advertising Area Served and Its Competitors

Table 88. Flytxt Context Advertising Product Offered

Table 89. Flytxt Main Business

Table 90. Flytxt Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 91. Flytxt Latest Developments

Table 92. Google Details, Company Type, Context Advertising Area Served and Its Competitors

Table 93. Google Context Advertising Product Offered

Table 94. Google Main Business

Table 95. Google Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 96. Google Latest Developments

Table 97. IAC Details, Company Type, Context Advertising Area Served and Its Competitors

Table 98. IAC Context Advertising Product Offered

Table 99. IAC Main Business

Table 100. IAC Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 101. IAC Latest Developments

Table 102. Infolinks Details, Company Type, Context Advertising Area Served and Its

Competitors

Table 103. Infolinks Context Advertising Product Offered

Table 104. Infolinks Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 105. Infolinks Main Business

Table 106. Infolinks Latest Developments

Table 107. Inmobi Details, Company Type, Context Advertising Area Served and Its Competitors

Table 108. Inmobi Context Advertising Product Offered

Table 109. Inmobi Main Business

Table 110. Inmobi Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 111. Inmobi Latest Developments

Table 112. Marketo Details, Company Type, Context Advertising Area Served and Its Competitors

Table 113. Marketo Context Advertising Product Offered

Table 114. Marketo Main Business

Table 115. Marketo Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 116. Marketo Latest Developments

Table 117. Media.net (Acquired by Beijing Miteno Communication Technology) Details, Company Type, Context Advertising Area Served and Its Competitors

Table 118. Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Product Offered

Table 119. Media.net (Acquired by Beijing Miteno Communication Technology) Main Business

Table 120. Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 121. Media.net (Acquired by Beijing Miteno Communication Technology) Latest Developments

Table 122. Microsoft Details, Company Type, Context Advertising Area Served and Its Competitors

Table 123. Microsoft Context Advertising Product Offered

Table 124. Microsoft Main Business

Table 125. Microsoft Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 126. Microsoft Latest Developments

Table 127. Millennial Media Details, Company Type, Context Advertising Area Served and Its Competitors

Table 128. Millennial Media Context Advertising Product Offered
Table 129. Millennial Media Main Business
Table 130. Millennial Media Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 131. Millennial Media Latest Developments
Table 132. Sap Details, Company Type, Context Advertising Area Served and Its Competitors
Table 133. Sap Context Advertising Product Offered
Table 134. Sap Main Business
Table 135. Sap Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 136. Sap Latest Developments
Table 137. Simplycast Details, Company Type, Context Advertising Area Served and Its Competitors
Table 138. Simplycast Context Advertising Product Offered
Table 139. Simplycast Main Business
Table 140. Simplycast Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 141. Simplycast Latest Developments
Table 142. Twitter Details, Company Type, Context Advertising Area Served and Its Competitors
Table 143. Twitter Context Advertising Product Offered
Table 144. Twitter Main Business
Table 145. Twitter Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 146. Twitter Latest Developments
Table 147. Yahoo Details, Company Type, Context Advertising Area Served and Its Competitors
Table 148. Yahoo Context Advertising Product Offered
Table 149. Yahoo Main Business
Table 150. Yahoo Context Advertising Revenue (\$ million), Gross Margin and Market Share (2019-2024)
Table 151. Yahoo Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Context Advertising Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Context Advertising Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Context Advertising Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Context Advertising Sales Market Share by Country/Region (2023)

Figure 8. Context Advertising Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Context Advertising Market Size Market Share by Type in 2023

Figure 10. Context Advertising in Consumer Goods, Retail, and Restaurants

Figure 11. Global Context Advertising Market: Consumer Goods, Retail, and Restaurants (2019-2024) & (\$ Millions)

Figure 12. Context Advertising in Telecom and IT

Figure 13. Global Context Advertising Market: Telecom and IT (2019-2024) & (\$ Millions)

Figure 14. Context Advertising in Banking, Financial Services, and Insurance (BFSI)

Figure 15. Global Context Advertising Market: Banking, Financial Services, and Insurance (BFSI) (2019-2024) & (\$ Millions)

Figure 16. Context Advertising in Media and Entertainment

Figure 17. Global Context Advertising Market: Media and Entertainment (2019-2024) & (\$ Millions)

Figure 18. Context Advertising in Travel, Transportation, and Automobile

Figure 19. Global Context Advertising Market: Travel, Transportation, and Automobile (2019-2024) & (\$ Millions)

Figure 20. Context Advertising in Healthcare

Figure 21. Global Context Advertising Market: Healthcare (2019-2024) & (\$ Millions)

Figure 22. Context Advertising in Academia and Government

Figure 23. Global Context Advertising Market: Academia and Government (2019-2024) & (\$ Millions)

Figure 24. Context Advertising in Others

Figure 25. Global Context Advertising Market: Others (2019-2024) & (\$ Millions)

Figure 26. Global Context Advertising Market Size Market Share by Application in 2023

Figure 27. Global Context Advertising Revenue Market Share by Player in 2023

- Figure 28. Global Context Advertising Market Size Market Share by Regions (2019-2024)
- Figure 29. Americas Context Advertising Market Size 2019-2024 (\$ Millions)
- Figure 30. APAC Context Advertising Market Size 2019-2024 (\$ Millions)
- Figure 31. Europe Context Advertising Market Size 2019-2024 (\$ Millions)
- Figure 32. Middle East & Africa Context Advertising Market Size 2019-2024 (\$ Millions)
- Figure 33. Americas Context Advertising Value Market Share by Country in 2023
- Figure 34. United States Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 35. Canada Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 36. Mexico Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 37. Brazil Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 38. APAC Context Advertising Market Size Market Share by Region in 2023
- Figure 39. APAC Context Advertising Market Size Market Share by Type in 2023
- Figure 40. APAC Context Advertising Market Size Market Share by Application in 2023
- Figure 41. China Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 42. Japan Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 43. Korea Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 44. Southeast Asia Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 45. India Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 46. Australia Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 47. Europe Context Advertising Market Size Market Share by Country in 2023
- Figure 48. Europe Context Advertising Market Size Market Share by Type (2019-2024)
- Figure 49. Europe Context Advertising Market Size Market Share by Application (2019-2024)
- Figure 50. Germany Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 51. France Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 52. UK Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 53. Italy Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 54. Russia Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 55. Middle East & Africa Context Advertising Market Size Market Share by Region (2019-2024)
- Figure 56. Middle East & Africa Context Advertising Market Size Market Share by Type (2019-2024)
- Figure 57. Middle East & Africa Context Advertising Market Size Market Share by Application (2019-2024)
- Figure 58. Egypt Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 59. South Africa Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 60. Israel Context Advertising Market Size Growth 2019-2024 (\$ Millions)

- Figure 61. Turkey Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 62. GCC Country Context Advertising Market Size Growth 2019-2024 (\$ Millions)
- Figure 63. Americas Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 64. APAC Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 65. Europe Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 66. Middle East & Africa Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 67. United States Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 68. Canada Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 69. Mexico Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 70. Brazil Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 71. China Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 72. Japan Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 73. Korea Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 74. Southeast Asia Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 75. India Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 76. Australia Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 77. Germany Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 78. France Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 79. UK Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 80. Italy Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 81. Russia Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 82. Spain Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 83. Egypt Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 84. South Africa Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 85. Israel Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 86. Turkey Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 87. GCC Countries Context Advertising Market Size 2025-2030 (\$ Millions)
- Figure 88. Global Context Advertising Market Size Market Share Forecast by Type (2025-2030)
- Figure 89. Global Context Advertising Market Size Market Share Forecast by Application (2025-2030)

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