

# Global Search Engine Advertising Services Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Search engine marketing, or SEM, is the strategy of using paid advertising to get your website to appear on the first page of the search engine results pages (SERP).

LPI (LP Information)' newest research report, the “Search Engine Advertising Services Industry Forecast” looks at past sales and reviews total world Search Engine Advertising Services sales in 2022, providing a comprehensive analysis by region and market sector of projected Search Engine Advertising Services sales for 2023 through 2029. With Search Engine Advertising Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Search Engine Advertising Services industry.

This Insight Report provides a comprehensive analysis of the global Search Engine Advertising Services 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 Search Engine Advertising Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Search Engine Advertising Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Search Engine Advertising Services 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 Search Engine Advertising Services.

The global Search Engine Advertising Services market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Search Engine Advertising Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Search Engine Advertising Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Search Engine Advertising Services is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Search Engine Advertising Services players cover Google Ads (formerly AdWords), Bing Ads, Google Marketing Platform (formerly DoubleClick), Marin Software, WordStream Advisor, Acquisio, Kenshoo (formerly Kenshoo Infinity Suite), Adobe Advertising Cloud and Sizmek, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Search Engine Advertising Services market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

CPT (Cost Per Time)

CPA (cost-per-acquisition)

CPC (cost-per-click)

CPM (cost-per-thousand-impressions)

Others

Segmentation by application

Desktop Searches

Mobile Searches

Tablet Searches

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.

Google Ads (formerly AdWords)

Bing Ads

Google Marketing Platform (formerly DoubleClick)

Marin Software

WordStream Advisor

Acquisio

Kenshoo (formerly Kenshoo Infinity Suite)

Adobe Advertising Cloud

Sizmek

Serpstat

SE Ranking

ClickGUARD

Yahoo! Advertising

ReachLocal

AdStage

Kantar Advertising and Paid Search Intelligence (AdGooroo)

NinjaCat

ReportGarden

Ubersuggest

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RocketData

Swoop

Netpeak Spider

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