

# Global Digital Advertising and Marketing Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Digital Advertising and Marketing market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Digital Advertising and Marketing market are covered in Chapter 9:

Dentsu International  
Twitter, Inc.  
Sohu.com, Inc.  
Tencent Holdings Ltd.  
Microsoft Corporation  
Verizon Media  
Google, Inc.  
Epsilon Data Management, LLC  
Acxiom Corporation  
TradeDoubler AB  
Eniro AB  
Amazon.com, Inc.  
LinkedIn Corporation  
Baidu, Inc.  
Facebook, Inc.  
IAC/InterActiveCorp.  
Alibaba Group Holding Limited  
Xaxis, LLC  
SXM Media

In Chapter 5 and Chapter 7.3, based on types, the Digital Advertising and Marketing market from 2017 to 2027 is primarily split into:

Display  
Search  
Other

In Chapter 6 and Chapter 7.4, based on applications, the Digital Advertising and Marketing market from 2017 to 2027 covers:

Entertainment  
Education

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are

covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Digital Advertising and Marketing market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Digital Advertising and Marketing Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

### 3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

### 4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 DIGITAL ADVERTISING AND MARKETING MARKET OVERVIEW

- 1.1 Product Overview and Scope of Digital Advertising and Marketing Market
- 1.2 Digital Advertising and Marketing Market Segment by Type
  - 1.2.1 Global Digital Advertising and Marketing Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Digital Advertising and Marketing Market Segment by Application
  - 1.3.1 Digital Advertising and Marketing Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Digital Advertising and Marketing Market, Region Wise (2017-2027)
  - 1.4.1 Global Digital Advertising and Marketing Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.4 China Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.6 India Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Digital Advertising and Marketing Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Digital Advertising and Marketing Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Digital Advertising and Marketing (2017-2027)
  - 1.5.1 Global Digital Advertising and Marketing Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Digital Advertising and Marketing Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Digital Advertising and Marketing Market

### 2 INDUSTRY OUTLOOK

- 2.1 Digital Advertising and Marketing Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Digital Advertising and Marketing Market Drivers Analysis
- 2.4 Digital Advertising and Marketing Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Digital Advertising and Marketing Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Digital Advertising and Marketing Industry Development

### **3 GLOBAL DIGITAL ADVERTISING AND MARKETING MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Digital Advertising and Marketing Sales Volume and Share by Player (2017-2022)
- 3.2 Global Digital Advertising and Marketing Revenue and Market Share by Player (2017-2022)
- 3.3 Global Digital Advertising and Marketing Average Price by Player (2017-2022)
- 3.4 Global Digital Advertising and Marketing Gross Margin by Player (2017-2022)
- 3.5 Digital Advertising and Marketing Market Competitive Situation and Trends
  - 3.5.1 Digital Advertising and Marketing Market Concentration Rate
  - 3.5.2 Digital Advertising and Marketing Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL DIGITAL ADVERTISING AND MARKETING SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Digital Advertising and Marketing Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Digital Advertising and Marketing Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)



#### 4.4 United States Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.4.1 United States Digital Advertising and Marketing Market Under COVID-19

#### 4.5 Europe Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.5.1 Europe Digital Advertising and Marketing Market Under COVID-19

#### 4.6 China Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.6.1 China Digital Advertising and Marketing Market Under COVID-19

#### 4.7 Japan Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.7.1 Japan Digital Advertising and Marketing Market Under COVID-19

#### 4.8 India Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.8.1 India Digital Advertising and Marketing Market Under COVID-19

#### 4.9 Southeast Asia Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.9.1 Southeast Asia Digital Advertising and Marketing Market Under COVID-19

#### 4.10 Latin America Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.10.1 Latin America Digital Advertising and Marketing Market Under COVID-19

#### 4.11 Middle East and Africa Digital Advertising and Marketing Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.11.1 Middle East and Africa Digital Advertising and Marketing Market Under COVID-19

### **5 GLOBAL DIGITAL ADVERTISING AND MARKETING SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

#### 5.1 Global Digital Advertising and Marketing Sales Volume and Market Share by Type (2017-2022)

#### 5.2 Global Digital Advertising and Marketing Revenue and Market Share by Type (2017-2022)

#### 5.3 Global Digital Advertising and Marketing Price by Type (2017-2022)

#### 5.4 Global Digital Advertising and Marketing Sales Volume, Revenue and Growth Rate by Type (2017-2022)

##### 5.4.1 Global Digital Advertising and Marketing Sales Volume, Revenue and Growth Rate of Display (2017-2022)

##### 5.4.2 Global Digital Advertising and Marketing Sales Volume, Revenue and Growth

Rate of Search (2017-2022)

5.4.3 Global Digital Advertising and Marketing Sales Volume, Revenue and Growth

Rate of Other (2017-2022)

## **6 GLOBAL DIGITAL ADVERTISING AND MARKETING MARKET ANALYSIS BY APPLICATION**

6.1 Global Digital Advertising and Marketing Consumption and Market Share by Application (2017-2022)

6.2 Global Digital Advertising and Marketing Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Digital Advertising and Marketing Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Digital Advertising and Marketing Consumption and Growth Rate of Entertainment (2017-2022)

6.3.2 Global Digital Advertising and Marketing Consumption and Growth Rate of Education (2017-2022)

## **7 GLOBAL DIGITAL ADVERTISING AND MARKETING MARKET FORECAST (2022-2027)**

7.1 Global Digital Advertising and Marketing Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Digital Advertising and Marketing Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Digital Advertising and Marketing Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Digital Advertising and Marketing Price and Trend Forecast (2022-2027)

7.2 Global Digital Advertising and Marketing Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Digital Advertising and Marketing Sales Volume and Revenue Forecast

(2022-2027)

7.2.6 Southeast Asia Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Digital Advertising and Marketing Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Digital Advertising and Marketing Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Digital Advertising and Marketing Revenue and Growth Rate of Display (2022-2027)

7.3.2 Global Digital Advertising and Marketing Revenue and Growth Rate of Search (2022-2027)

7.3.3 Global Digital Advertising and Marketing Revenue and Growth Rate of Other (2022-2027)

7.4 Global Digital Advertising and Marketing Consumption Forecast by Application (2022-2027)

7.4.1 Global Digital Advertising and Marketing Consumption Value and Growth Rate of Entertainment(2022-2027)

7.4.2 Global Digital Advertising and Marketing Consumption Value and Growth Rate of Education(2022-2027)

7.5 Digital Advertising and Marketing Market Forecast Under COVID-19

## **8 DIGITAL ADVERTISING AND MARKETING MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Digital Advertising and Marketing Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Digital Advertising and Marketing Analysis

8.6 Major Downstream Buyers of Digital Advertising and Marketing Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Digital Advertising and Marketing Industry

## **9 PLAYERS PROFILES**

## 9.1 Dentsu International

9.1.1 Dentsu International Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.1.3 Dentsu International Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

## 9.2 Twitter, Inc.

9.2.1 Twitter, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.2.3 Twitter, Inc. Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

## 9.3 Sohu.com, Inc.

9.3.1 Sohu.com, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.3.3 Sohu.com, Inc. Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

## 9.4 Tencent Holdings Ltd.

9.4.1 Tencent Holdings Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.4.3 Tencent Holdings Ltd. Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

## 9.5 Microsoft Corporation

9.5.1 Microsoft Corporation Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.5.3 Microsoft Corporation Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

## 9.6 Verizon Media

9.6.1 Verizon Media Basic Information, Manufacturing Base, Sales Region and Competitors

- 9.6.2 Digital Advertising and Marketing Product Profiles, Application and Specification
- 9.6.3 Verizon Media Market Performance (2017-2022)
- 9.6.4 Recent Development
- 9.6.5 SWOT Analysis
- 9.7 Google, Inc.
  - 9.7.1 Google, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.7.2 Digital Advertising and Marketing Product Profiles, Application and Specification
  - 9.7.3 Google, Inc. Market Performance (2017-2022)
  - 9.7.4 Recent Development
  - 9.7.5 SWOT Analysis
- 9.8 Epsilon Data Management, LLC
  - 9.8.1 Epsilon Data Management, LLC Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.8.2 Digital Advertising and Marketing Product Profiles, Application and Specification
  - 9.8.3 Epsilon Data Management, LLC Market Performance (2017-2022)
  - 9.8.4 Recent Development
  - 9.8.5 SWOT Analysis
- 9.9 Acxiom Corporation
  - 9.9.1 Acxiom Corporation Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.9.2 Digital Advertising and Marketing Product Profiles, Application and Specification
  - 9.9.3 Acxiom Corporation Market Performance (2017-2022)
  - 9.9.4 Recent Development
  - 9.9.5 SWOT Analysis
- 9.10 TradeDoubler AB
  - 9.10.1 TradeDoubler AB Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.10.2 Digital Advertising and Marketing Product Profiles, Application and Specification
  - 9.10.3 TradeDoubler AB Market Performance (2017-2022)
  - 9.10.4 Recent Development
  - 9.10.5 SWOT Analysis
- 9.11 Eniro AB
  - 9.11.1 Eniro AB Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.11.2 Digital Advertising and Marketing Product Profiles, Application and Specification
  - 9.11.3 Eniro AB Market Performance (2017-2022)
  - 9.11.4 Recent Development
  - 9.11.5 SWOT Analysis

## 9.12 Amazon.com, Inc.

### 9.12.1 Amazon.com, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.12.2 Digital Advertising and Marketing Product Profiles, Application and Specification

#### 9.12.3 Amazon.com, Inc. Market Performance (2017-2022)

#### 9.12.4 Recent Development

#### 9.12.5 SWOT Analysis

## 9.13 LinkedIn Corporation

### 9.13.1 LinkedIn Corporation Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.13.2 Digital Advertising and Marketing Product Profiles, Application and Specification

#### 9.13.3 LinkedIn Corporation Market Performance (2017-2022)

#### 9.13.4 Recent Development

#### 9.13.5 SWOT Analysis

## 9.14 Baidu, Inc.

### 9.14.1 Baidu, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.14.2 Digital Advertising and Marketing Product Profiles, Application and Specification

#### 9.14.3 Baidu, Inc. Market Performance (2017-2022)

#### 9.14.4 Recent Development

#### 9.14.5 SWOT Analysis

## 9.15 Facebook, Inc.

### 9.15.1 Facebook, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.15.2 Digital Advertising and Marketing Product Profiles, Application and Specification

#### 9.15.3 Facebook, Inc. Market Performance (2017-2022)

#### 9.15.4 Recent Development

#### 9.15.5 SWOT Analysis

## 9.16 IAC/InterActiveCorp.

### 9.16.1 IAC/InterActiveCorp. Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.16.2 Digital Advertising and Marketing Product Profiles, Application and Specification

#### 9.16.3 IAC/InterActiveCorp. Market Performance (2017-2022)

#### 9.16.4 Recent Development

#### 9.16.5 SWOT Analysis

## 9.17 Alibaba Group Holding Limited

### 9.17.1 Alibaba Group Holding Limited Basic Information, Manufacturing Base, Sales Region and Competitors

#### 9.17.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.17.3 Alibaba Group Holding Limited Market Performance (2017-2022)

9.17.4 Recent Development

9.17.5 SWOT Analysis

9.18 Xaxis, LLC

9.18.1 Xaxis, LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.18.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.18.3 Xaxis, LLC Market Performance (2017-2022)

9.18.4 Recent Development

9.18.5 SWOT Analysis

9.19 SXM Media

9.19.1 SXM Media Basic Information, Manufacturing Base, Sales Region and Competitors

9.19.2 Digital Advertising and Marketing Product Profiles, Application and Specification

9.19.3 SXM Media Market Performance (2017-2022)

9.19.4 Recent Development

9.19.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Digital Advertising and Marketing Product Picture

Table Global Digital Advertising and Marketing Market Sales Volume and CAGR (%) Comparison by Type

Table Digital Advertising and Marketing Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Digital Advertising and Marketing Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)



Figure Middle East and Africa Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Digital Advertising and Marketing Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Digital Advertising and Marketing Industry Development

Table Global Digital Advertising and Marketing Sales Volume by Player (2017-2022)

Table Global Digital Advertising and Marketing Sales Volume Share by Player (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume Share by Player in 2021

Table Digital Advertising and Marketing Revenue (Million USD) by Player (2017-2022)

Table Digital Advertising and Marketing Revenue Market Share by Player (2017-2022)

Table Digital Advertising and Marketing Price by Player (2017-2022)

Table Digital Advertising and Marketing Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Digital Advertising and Marketing Sales Volume, Region Wise (2017-2022)

Table Global Digital Advertising and Marketing Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume Market Share, Region

Wise in 2021

Table Global Digital Advertising and Marketing Revenue (Million USD), Region Wise (2017-2022)

Table Global Digital Advertising and Marketing Revenue Market Share, Region Wise (2017-2022)

Figure Global Digital Advertising and Marketing Revenue Market Share, Region Wise (2017-2022)

Figure Global Digital Advertising and Marketing Revenue Market Share, Region Wise in 2021

Table Global Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Digital Advertising and Marketing Sales Volume, Revenue

(Million USD), Price and Gross Margin (2017-2022)

Table Global Digital Advertising and Marketing Sales Volume by Type (2017-2022)

Table Global Digital Advertising and Marketing Sales Volume Market Share by Type (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume Market Share by Type in 2021

Table Global Digital Advertising and Marketing Revenue (Million USD) by Type (2017-2022)

Table Global Digital Advertising and Marketing Revenue Market Share by Type (2017-2022)

Figure Global Digital Advertising and Marketing Revenue Market Share by Type in 2021

Table Digital Advertising and Marketing Price by Type (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume and Growth Rate of Display (2017-2022)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Display (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume and Growth Rate of Search (2017-2022)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Search (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume and Growth Rate of Other (2017-2022)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Other (2017-2022)

Table Global Digital Advertising and Marketing Consumption by Application (2017-2022)

Table Global Digital Advertising and Marketing Consumption Market Share by Application (2017-2022)

Table Global Digital Advertising and Marketing Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Digital Advertising and Marketing Consumption Revenue Market Share by Application (2017-2022)

Table Global Digital Advertising and Marketing Consumption and Growth Rate of Entertainment (2017-2022)

Table Global Digital Advertising and Marketing Consumption and Growth Rate of Education (2017-2022)

Figure Global Digital Advertising and Marketing Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Digital Advertising and Marketing Price and Trend Forecast (2022-2027)

Figure USA Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Digital Advertising and Marketing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Digital Advertising and Marketing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Digital Advertising and Marketing Market Sales Volume Forecast, by Type

Table Global Digital Advertising and Marketing Sales Volume Market Share Forecast, by Type

Table Global Digital Advertising and Marketing Market Revenue (Million USD) Forecast, by Type

Table Global Digital Advertising and Marketing Revenue Market Share Forecast, by Type

Table Global Digital Advertising and Marketing Price Forecast, by Type

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth

Rate of Display (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Display (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Search (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Search (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Other (2022-2027)

Figure Global Digital Advertising and Marketing Revenue (Million USD) and Growth Rate of Other (2022-2027)

Table Global Digital Advertising and Marketing Market Consumption Forecast, by Application

Table Global Digital Advertising and Marketing Consumption Market Share Forecast, by Application

Table Global Digital Advertising and Marketing Market Revenue (Million USD) Forecast, by Application

Table Global Digital Advertising and Marketing Revenue Market Share Forecast, by Application

Figure Global Digital Advertising and Marketing Consumption Value (Million USD) and Growth Rate of Entertainment (2022-2027)

Figure Global Digital Advertising and Marketing Consumption Value (Million USD) and Growth Rate of Education (2022-2027)

Figure Digital Advertising and Marketing Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Dentsu International Profile

Table Dentsu International Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Dentsu International Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Dentsu International Revenue (Million USD) Market Share 2017-2022

Table Twitter, Inc. Profile

Table Twitter, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Twitter, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Twitter, Inc. Revenue (Million USD) Market Share 2017-2022

Table Sohu.com, Inc. Profile

Table Sohu.com, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Sohu.com, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Sohu.com, Inc. Revenue (Million USD) Market Share 2017-2022

Table Tencent Holdings Ltd. Profile

Table Tencent Holdings Ltd. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Tencent Holdings Ltd. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Tencent Holdings Ltd. Revenue (Million USD) Market Share 2017-2022

Table Microsoft Corporation Profile

Table Microsoft Corporation Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Microsoft Corporation Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Microsoft Corporation Revenue (Million USD) Market Share 2017-2022

Table Verizon Media Profile

Table Verizon Media Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Verizon Media Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Verizon Media Revenue (Million USD) Market Share 2017-2022

Table Google, Inc. Profile

Table Google, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Google, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Google, Inc. Revenue (Million USD) Market Share 2017-2022

Table Epsilon Data Management, LLC Profile



Table Epsilon Data Management, LLC Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Epsilon Data Management, LLC Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Epsilon Data Management, LLC Revenue (Million USD) Market Share 2017-2022

Table Acxiom Corporation Profile

Table Acxiom Corporation Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Acxiom Corporation Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Acxiom Corporation Revenue (Million USD) Market Share 2017-2022

Table TradeDoubler AB Profile

Table TradeDoubler AB Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure TradeDoubler AB Digital Advertising and Marketing Sales Volume and Growth Rate

Figure TradeDoubler AB Revenue (Million USD) Market Share 2017-2022

Table Eniro AB Profile

Table Eniro AB Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Eniro AB Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Eniro AB Revenue (Million USD) Market Share 2017-2022

Table Amazon.com, Inc. Profile

Table Amazon.com, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Amazon.com, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Amazon.com, Inc. Revenue (Million USD) Market Share 2017-2022

Table LinkedIn Corporation Profile

Table LinkedIn Corporation Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure LinkedIn Corporation Digital Advertising and Marketing Sales Volume and Growth Rate

Figure LinkedIn Corporation Revenue (Million USD) Market Share 2017-2022

Table Baidu, Inc. Profile

Table Baidu, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Baidu, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate



Figure Baidu, Inc. Revenue (Million USD) Market Share 2017-2022

Table Facebook, Inc. Profile

Table Facebook, Inc. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Facebook, Inc. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Facebook, Inc. Revenue (Million USD) Market Share 2017-2022

Table IAC/InterActiveCorp. Profile

Table IAC/InterActiveCorp. Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure IAC/InterActiveCorp. Digital Advertising and Marketing Sales Volume and Growth Rate

Figure IAC/InterActiveCorp. Revenue (Million USD) Market Share 2017-2022

Table Alibaba Group Holding Limited Profile

Table Alibaba Group Holding Limited Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Alibaba Group Holding Limited Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Alibaba Group Holding Limited Revenue (Million USD) Market Share 2017-2022

Table Xaxis, LLC Profile

Table Xaxis, LLC Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Xaxis, LLC Digital Advertising and Marketing Sales Volume and Growth Rate

Figure Xaxis, LLC Revenue (Million USD) Market Share 2017-2022

Table SXM Media Profile

Table SXM Media Digital Advertising and Marketing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure SXM Media Digital Advertising and Marketing Sales Volume and Growth Rate

Figure SXM Media Revenue (Million USD) Market Share 2017-2022

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