

Global Online Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising.

Based on the Online Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Online Advertising market covered in Chapter 5:

Twitter Inc.

AOL, Inc.

MobGen B.V.

6s Marketing

Single Grain LLC

Salesforce.com Inc.

Yahoo! Inc.

Facebook Inc.

Adobe Systems Inc.

Netsuite Inc.

Hulu, LLC

SAP AG

Percussion Software Inc.

LongJump CRM

Microsoft Corporation

Google Inc.

Pandora Media

Aplicor LLC

Zoho CRM Inc.

eBay, Inc.

In Chapter 6, on the basis of types, the Online Advertising market from 2015 to 2025 is primarily split into:

Display

Social Media

Search Engine

Video

Email

In Chapter 7, on the basis of applications, the Online Advertising market from 2015 to 2025 covers:

Automotive

Healthcare

IT

Telecommunication

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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