

# Digital Advertising in North America

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## Abstracts

Digital Advertising in North America

### SUMMARY

Digital Advertising in North America industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The digital advertising market (other known as online marketing, Internet advertising or web advertising) consists of revenues gained by any advertising activities performed by the mean of Internet.

The North American Digital advertising market had total revenues of \$123,391.2m in 2019, representing a compound annual growth rate (CAGR) of 18% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$82,542.2m, equivalent to 66.9% of the market's overall value.

The US and Canada have established highly developed internet infrastructure and both have large populations engaged in the use of the internet, giving advertisers large opportunities on digital platforms. Increasing numbers of large popular online and mobile platforms including social media networks such as Facebook, Snapchat and TikTok, as well as online e%li%commerce websites including Amazon

have created new opportunities for digital ads and contributed to the markets growing revenues as these applications gain popularity.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital advertising market in North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market in North America

Leading company profiles reveal details of key digital advertising market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the North America digital advertising market with five year forecasts

## REASONS TO BUY

What was the size of the North America digital advertising market by value in 2019?

What will be the size of the North America digital advertising market in 2024?

What factors are affecting the strength of competition in the North America digital advertising market?

How has the market performed over the last five years?

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### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Mercado Latino Inc

Amazon.com, Inc.

Microsoft Corporation

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