

Cross Platform and Mobile Advertising Market by Advertising Platform, Solution (Advertising Campaign Solutions, Content Delivery Solutions, and others), by End User, by Vertical, and by Geography - Forecast to 2020

<https://marketpublishers.com/r/CBF6E829824EN.html>

Date: August 2015

Pages: 142

Price: US\$ 5,650.00 (Single User License)

ID: CBF6E829824EN

Abstracts

The consumer attention has shifted from traditional media channels to always on screens; these consumers are combining multiple devices in new way for multi-task to amplify their experience, share the content, and connect with others. Consumers' interaction on these devices reveals their behavior, need, interest for shopping. Based on these information marketers can reach their customers through reliable interaction with their customers across multiple devices.

In recent years, Mobile advertising evolved as a subset of mobile marketing and it is closely related to online advertisement. The mobile advertisement helps advertisers, publishers, and markets to target their customers on their mobile devices. The cross-platform advertising is an emerging concept that supports mobile advertising market. People are depending on multiscreen for online shopping; most of them are spending their media time on computers, laptops, smartphones, tablets, and smart TVs. All this consumer behaviors helped the emergence of cross-platform advertising. Companies such as Tapad and Google are offering advertising solutions into this market.

Cross-platform and mobile advertising has huge opportunities in consumer goods, retail and restaurants and Telecom and IT verticals; more than 28.01% of the cross-platform and mobile advertising revenue has been generated from consumer goods, retail and restaurants vertical in 2015, and it has been estimated that by 2020 Telecom and IT will have the largest market share in this this market. Healthcare, and Consumer goods, retail, and restaurants are the emerging verticals, growing with Compounded Annual

Growth Rates (CAGR) of 31.3%, and 29.1% respectively.

Asia-Pacific is one of the growing regions in the cross-platform and mobile advertising market. The major driver for this region is increasing adoption of mobile devices for communications and entertainment. The APAC has a potential market for cross-platform and mobile advertising implementation across consumer goods, retail, and restaurants, telecom and IT, BFSI, and media and entertainment industry. In APAC, tablet and smartphone penetration rate is very high, which means mobile browsing session estimate to increase based on the high-penetration rate. This increases ad impressions on mobile devices and optimizes mobile advertising market.

The report provides an overview of drivers, restraints, and opportunities and challenges that impact this market. It also segments and forecasts the overall cross-platform and mobile advertising market in terms solutions, type of advertising, organization size, verticals and regions.

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