

Online Advertising Market by Search Engine Marketing, Display Advertising, Classifieds, Mobile, Video, Lead Generation, Rich Media - Global Advancements, Forecasts & Analysis (2014 - 2019)

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Abstracts

Advertising emerged as one of the key elements of marketing strategies for any organization. Earlier, print media was the one and only medium to reach customers at large. With time, technology evolved and so the advertising market space. Advertisers now want new mediums which can provide higher levels of reach with low costs associated. This is the time when online advertising market evolved. Online advertising proved to be a better communication medium for advertisers.

As the penetration of Internet or accessibility of Internet increased for advertisers, it became easy to reach prospective customers online. There are several online advertising formats such as search engine marketing, digital video, mobile applications, and classifieds among others. These formats varied in terms of cost and reach. Search engine marketing is the oldest format, which still accounts for the largest market share. Later, advertisers started using other formats. The adoption of these other formats was primarily driven by evolution of communication technologies and smartphone adoption. The primary reason behind the adoption of online advertising was to optimize cost and increase the number of Leads generated.

Google, Facebook, LinkedIn, and Yahoo are some of the prominent players which are providing reliable advertising formats to the advertisers. Factors which are responsible for driving high growth in this market are increased Internet usage/penetration, adoption of smartphones and mobile devices, and evolution of communication technologies. MarketsandMarkets forecasts the global online advertising market to grow from \$125.82 billion in 2014 to \$220.38 billion by 2019. Over the next 5 years, this market is expected

to experience high traction in Asia-Pacific (APAC), Latin America (LA), and the Middle East and Africa (MEA) regions.

For the market sizing and forecasting, several assumptions have been taken into consideration such as economic, regulatory, and technological. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging APAC regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report will provide a comprehensive look in the global online advertising market in terms of formats. Market numbers are further split across verticals and regions.
2. The report will provide insights to the vendors about positioning themselves and their competitors and will help them to understand opportunities in other industry verticals and regions.
3. The report helps the vendors to understand the pulse of the market. It provides information on key market drivers, restraints, challenges, and opportunities.

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About

Marketing plays a very vital role in any organization. It distinguishes one organization from others and helps to establish that organization as a successful brand. Advertising or brand promotion is one of the key elements for any successful marketing strategy. Right advertising strategy revolves around target audience. If the advertising or promotional events are not reaching to target audience, the results might be catastrophic. In short, advertising or promotional strategies can make or break an organization. This is the reason why organization takes advertising decisions very cautiously.

Earlier advertising methods were simpler. Advertisements or brand promotions were placed in print media, mostly in newspapers, magazines among others. The reach of these mediums were low and the costs associated were high. Most importantly, it was not certain whether the message will be delivered to right audience or not.

With the evolution of Internet or World Wide Web, technologies and advertising strategies advanced. As the reach of Internet increased, it emerged as a strong communication medium which has stronger reach and lower costs as compared with print media.

Online advertising has emerged as a very strong marketing or promotional strategy. As mentioned, the reach is enormous, and it is now easier to reach the target audience. During the initial introductory phase, search was the only format which received very high traction, but with time, organizations moved toward more interactive advertising formats such as display ads, video, and now to mobile advertising. Mobile advertising is one of the fastest growing advertising medium in this market and has promising future.

Any marketing campaign can be considered as successful if it increases the lead generation of higher quality, and decreases the customer acquisition costs. Online advertising helps a lot to reduce these costs and to generate better leads. That is why, industries ranging from consumer packaged goods to automotive, from retail to IT-enabled services, and budgets for online advertising are increasing day by day. Major industry verticals contributing a large share of online market revenue are automotive, Banking, Financial Services, and Insurance (BFSI), Consumer Packaged Goods (CPG), retail, media and entertainment, and transport.

There are several players in the online advertising market. Google is the market leader

in this market with highest market share followed by Facebook, which is growing exponentially in this market. Other major vendors in this market are Amazon, AOL, Baidu, Microsoft, and Twitter.

In terms of regions, NA and Europe are the largest regional markets in the total online advertising market. The traction of other regions such as APAC, MEA, and LA is estimated to be higher than NA and Europe. It is estimated that APAC will be a larger market than Europe in the next couple of years. Opportunities in MEA and LA are high which will drive the growth rate of online advertising market in these regions; however, the market size will remain lower than the other three regions throughout the forecast period.

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