

Paid Search Software Market - Global Outlook and Forecast 2022-2028

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Abstracts

Paid Search Software programs give you additional control over search placement and deliver results much sooner, allowing your content to appear as 'sponsored' and generating profit once someone actually clicks to see it. Still, as the name indicates, your position will depend entirely on how much you're willing to pay, and to outbid every business that is applying for the same position.

This report contains market size and forecasts of Paid Search Software in Global, including the following market information:

Global Paid Search Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Paid Search Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-Based• Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Paid Search Software include WordStream(US), Moz(US), SEO Book(Greece), LinkResearchTools(Austria), SpyFu(US), SEMrush(US), AWR Cloud(US), KWFinder.com and Searchmetrics Essentials(Slovakia), etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Paid Search Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Paid Search Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Paid Search Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based•

On-Premise

Global Paid Search Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Paid Search Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprise

SMBs

Global Paid Search Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Paid Search Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Paid Search Software revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Paid Search Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

WordStream(US)

Moz(US)

SEO Book(Greece)

LinkResearchTools(Austria)

SpyFu(US)

SEMrush(US)

AWR Cloud(US)

KWFinder.com

Searchmetrics Essentials(Slovakia)

Ahrefs(Singapore)

DeepCrawl(UK)

Majestic(UK)

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Paid Search Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Paid Search Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL PAID SEARCH SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Paid Search Software Market Size: 2021 VS 2028
- 2.2 Global Paid Search Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Paid Search Software Players in Global Market
- 3.2 Top Global Paid Search Software Companies Ranked by Revenue
- 3.3 Global Paid Search Software Revenue by Companies
- 3.4 Top 3 and Top 5 Paid Search Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Paid Search Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Paid Search Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Paid Search Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Paid Search Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Paid Search Software Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based•

4.1.3 On-Premise

4.2 By Type - Global Paid Search Software Revenue & Forecasts

4.2.1 By Type - Global Paid Search Software Revenue, 2017-2022

4.2.2 By Type - Global Paid Search Software Revenue, 2023-2028

4.2.3 By Type - Global Paid Search Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Paid Search Software Market Size, 2021 & 2028

5.1.2 Large Enterprise

5.1.3 SMBs

5.2 By Application - Global Paid Search Software Revenue & Forecasts

5.2.1 By Application - Global Paid Search Software Revenue, 2017-2022

5.2.2 By Application - Global Paid Search Software Revenue, 2023-2028

5.2.3 By Application - Global Paid Search Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Paid Search Software Market Size, 2021 & 2028

6.2 By Region - Global Paid Search Software Revenue & Forecasts

6.2.1 By Region - Global Paid Search Software Revenue, 2017-2022

6.2.2 By Region - Global Paid Search Software Revenue, 2023-2028

6.2.3 By Region - Global Paid Search Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Paid Search Software Revenue, 2017-2028

6.3.2 US Paid Search Software Market Size, 2017-2028

6.3.3 Canada Paid Search Software Market Size, 2017-2028

6.3.4 Mexico Paid Search Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Paid Search Software Revenue, 2017-2028

6.4.2 Germany Paid Search Software Market Size, 2017-2028

6.4.3 France Paid Search Software Market Size, 2017-2028

6.4.4 U.K. Paid Search Software Market Size, 2017-2028

6.4.5 Italy Paid Search Software Market Size, 2017-2028

6.4.6 Russia Paid Search Software Market Size, 2017-2028

6.4.7 Nordic Countries Paid Search Software Market Size, 2017-2028

6.4.8 Benelux Paid Search Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Paid Search Software Revenue, 2017-2028

6.5.2 China Paid Search Software Market Size, 2017-2028

6.5.3 Japan Paid Search Software Market Size, 2017-2028

6.5.4 South Korea Paid Search Software Market Size, 2017-2028

6.5.5 Southeast Asia Paid Search Software Market Size, 2017-2028

6.5.6 India Paid Search Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Paid Search Software Revenue, 2017-2028

6.6.2 Brazil Paid Search Software Market Size, 2017-2028

6.6.3 Argentina Paid Search Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Paid Search Software Revenue, 2017-2028

6.7.2 Turkey Paid Search Software Market Size, 2017-2028

6.7.3 Israel Paid Search Software Market Size, 2017-2028

6.7.4 Saudi Arabia Paid Search Software Market Size, 2017-2028

6.7.5 UAE Paid Search Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 WordStream(US)

7.1.1 WordStream(US) Corporate Summary

7.1.2 WordStream(US) Business Overview

7.1.3 WordStream(US) Paid Search Software Major Product Offerings

7.1.4 WordStream(US) Paid Search Software Revenue in Global Market (2017-2022)

7.1.5 WordStream(US) Key News

7.2 Moz(US)

7.2.1 Moz(US) Corporate Summary

7.2.2 Moz(US) Business Overview

7.2.3 Moz(US) Paid Search Software Major Product Offerings

7.2.4 Moz(US) Paid Search Software Revenue in Global Market (2017-2022)

7.2.5 Moz(US) Key News

7.3 SEO Book(Greece)

7.3.1 SEO Book(Greece) Corporate Summary

7.3.2 SEO Book(Greece) Business Overview

7.3.3 SEO Book(Greece) Paid Search Software Major Product Offerings

- 7.3.4 SEO Book(Greece) Paid Search Software Revenue in Global Market (2017-2022)
- 7.3.5 SEO Book(Greece) Key News
- 7.4 LinkResearchTools(Austria)
 - 7.4.1 LinkResearchTools(Austria) Corporate Summary
 - 7.4.2 LinkResearchTools(Austria) Business Overview
 - 7.4.3 LinkResearchTools(Austria) Paid Search Software Major Product Offerings
 - 7.4.4 LinkResearchTools(Austria) Paid Search Software Revenue in Global Market (2017-2022)
 - 7.4.5 LinkResearchTools(Austria) Key News
- 7.5 SpyFu(US)
 - 7.5.1 SpyFu(US) Corporate Summary
 - 7.5.2 SpyFu(US) Business Overview
 - 7.5.3 SpyFu(US) Paid Search Software Major Product Offerings
 - 7.5.4 SpyFu(US) Paid Search Software Revenue in Global Market (2017-2022)
 - 7.5.5 SpyFu(US) Key News
- 7.6 SEMrush(US)
 - 7.6.1 SEMrush(US) Corporate Summary
 - 7.6.2 SEMrush(US) Business Overview
 - 7.6.3 SEMrush(US) Paid Search Software Major Product Offerings
 - 7.6.4 SEMrush(US) Paid Search Software Revenue in Global Market (2017-2022)
 - 7.6.5 SEMrush(US) Key News
- 7.7 AWR Cloud(US)
 - 7.7.1 AWR Cloud(US) Corporate Summary
 - 7.7.2 AWR Cloud(US) Business Overview
 - 7.7.3 AWR Cloud(US) Paid Search Software Major Product Offerings
 - 7.7.4 AWR Cloud(US) Paid Search Software Revenue in Global Market (2017-2022)
 - 7.7.5 AWR Cloud(US) Key News
- 7.8 KWFinder.com
 - 7.8.1 KWFinder.com Corporate Summary
 - 7.8.2 KWFinder.com Business Overview
 - 7.8.3 KWFinder.com Paid Search Software Major Product Offerings
 - 7.8.4 KWFinder.com Paid Search Software Revenue in Global Market (2017-2022)
 - 7.8.5 KWFinder.com Key News
- 7.9 Searchmetrics Essentials(Slovakia)
 - 7.9.1 Searchmetrics Essentials(Slovakia) Corporate Summary
 - 7.9.2 Searchmetrics Essentials(Slovakia) Business Overview
 - 7.9.3 Searchmetrics Essentials(Slovakia) Paid Search Software Major Product Offerings

7.9.4 Searchmetrics Essentials(Slovakia) Paid Search Software Revenue in Global Market (2017-2022)

7.9.5 Searchmetrics Essentials(Slovakia) Key News

7.10 Ahrefs(Singapore)

7.10.1 Ahrefs(Singapore) Corporate Summary

7.10.2 Ahrefs(Singapore) Business Overview

7.10.3 Ahrefs(Singapore) Paid Search Software Major Product Offerings

7.10.4 Ahrefs(Singapore) Paid Search Software Revenue in Global Market (2017-2022)

7.10.5 Ahrefs(Singapore) Key News

7.11 DeepCrawl(UK)

7.11.1 DeepCrawl(UK) Corporate Summary

7.11.2 DeepCrawl(UK) Business Overview

7.11.3 DeepCrawl(UK) Paid Search Software Major Product Offerings

7.11.4 DeepCrawl(UK) Paid Search Software Revenue in Global Market (2017-2022)

7.11.5 DeepCrawl(UK) Key News

7.12 Majestic(UK)

7.12.1 Majestic(UK) Corporate Summary

7.12.2 Majestic(UK) Business Overview

7.12.3 Majestic(UK) Paid Search Software Major Product Offerings

7.12.4 Majestic(UK) Paid Search Software Revenue in Global Market (2017-2022)

7.12.5 Majestic(UK) Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Paid Search Software Market Opportunities & Trends in Global Market

Table 2. Paid Search Software Market Drivers in Global Market

Table 3. Paid Search Software Market Restraints in Global Market

Table 4. Key Players of Paid Search Software in Global Market

Table 5. Top Paid Search Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Paid Search Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Paid Search Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Paid Search Software Product Type

Table 9. List of Global Tier 1 Paid Search Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Paid Search Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Paid Search Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Paid Search Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Paid Search Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Paid Search Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Paid Search Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Paid Search Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Paid Search Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Paid Search Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Paid Search Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Paid Search Software Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Paid Search Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Paid Search Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Paid Search Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Paid Search Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Paid Search Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Paid Search Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Paid Search Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Paid Search Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Paid Search Software Revenue, (US\$, Mn), 2023-2028

Table 30. WordStream(US) Corporate Summary

Table 31. WordStream(US) Paid Search Software Product Offerings

Table 32. WordStream(US) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 33. Moz(US) Corporate Summary

Table 34. Moz(US) Paid Search Software Product Offerings

Table 35. Moz(US) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 36. SEO Book(Greece) Corporate Summary

Table 37. SEO Book(Greece) Paid Search Software Product Offerings

Table 38. SEO Book(Greece) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 39. LinkResearchTools(Austria) Corporate Summary

Table 40. LinkResearchTools(Austria) Paid Search Software Product Offerings

Table 41. LinkResearchTools(Austria) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 42. SpyFu(US) Corporate Summary

Table 43. SpyFu(US) Paid Search Software Product Offerings

Table 44. SpyFu(US) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 45. SEMrush(US) Corporate Summary

Table 46. SEMrush(US) Paid Search Software Product Offerings

Table 47. SEMrush(US) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 48. AWR Cloud(US) Corporate Summary

Table 49. AWR Cloud(US) Paid Search Software Product Offerings

Table 50. AWR Cloud(US) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 51. KWFinder.com Corporate Summary

Table 52. KWFinder.com Paid Search Software Product Offerings

Table 53. KWFinder.com Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 54. Searchmetrics Essentials(Slovakia) Corporate Summary

Table 55. Searchmetrics Essentials(Slovakia) Paid Search Software Product Offerings

Table 56. Searchmetrics Essentials(Slovakia) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 57. Ahrefs(Singapore) Corporate Summary

Table 58. Ahrefs(Singapore) Paid Search Software Product Offerings

Table 59. Ahrefs(Singapore) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 60. DeepCrawl(UK) Corporate Summary

Table 61. DeepCrawl(UK) Paid Search Software Product Offerings

Table 62. DeepCrawl(UK) Paid Search Software Revenue (US\$, Mn), (2017-2022)

Table 63. Majestic(UK) Corporate Summary

Table 64. Majestic(UK) Paid Search Software Product Offerings

Table 65. Majestic(UK) Paid Search Software Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Paid Search Software Segment by Type in 2021
- Figure 2. Paid Search Software Segment by Application in 2021
- Figure 3. Global Paid Search Software Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Paid Search Software Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Paid Search Software Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Paid Search Software Revenue in 2021
- Figure 8. By Type - Global Paid Search Software Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Paid Search Software Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Paid Search Software Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Paid Search Software Revenue Market Share, 2017-2028
- Figure 12. US Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Paid Search Software Revenue Market Share, 2017-2028
- Figure 16. Germany Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Paid Search Software Revenue Market Share, 2017-2028
- Figure 24. China Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 28. India Paid Search Software Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Paid Search Software Revenue Market Share, 2017-2028

Figure 30. Brazil Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Paid Search Software Revenue Market Share, 2017-2028

Figure 33. Turkey Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Paid Search Software Revenue, (US\$, Mn), 2017-2028

Figure 37. WordStream(US) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Moz(US) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. SEO Book(Greece) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. LinkResearchTools(Austria) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. SpyFu(US) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. SEMrush(US) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. AWR Cloud(US) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. KWFinder.com Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Searchmetrics Essentials(Slovakia) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Ahrefs(Singapore) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. DeepCrawl(UK) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Majestic(UK) Paid Search Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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