

# Pay-Per-Click (PPC) Software Market, Global Outlook and Forecast 2022-2028

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## Abstracts

The rising usage of PCC ads management tools, such as SearchForce, Google Adwords Keyword Planner, ClickSweeper, and Acquisio is set to be a significant driver for the pay-per-click software market growth in the coming years. They enable companies to visualize, monitor and track the performances of cloud-based services and applications. However, PPC software solutions can cause data privacy and security issues, such as click frauds, unforeseen emergencies, information loss, and application vulnerabilities. These factors may obstruct the demand for PPC software solutions.

This report contains market size and forecasts of Pay-Per-Click (PPC) Software in Global, including the following market information:

Global Pay-Per-Click (PPC) Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Pay-Per-Click (PPC) 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 Pay-Per-Click (PPC) Software include Alphabet, Microsoft Corporation, Facebook, WordStream, Optmyzr, SEMrush, Acquisio, Kenshoo

and Marin Software, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Pay-Per-Click (PPC) 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 Pay-Per-Click (PPC) Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Pay-Per-Click (PPC) Software Market Segment Percentages, by Type, 2021 (%)

Cloud-based

On-premises

Global Pay-Per-Click (PPC) Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Pay-Per-Click (PPC) Software Market Segment Percentages, by Application, 2021 (%)

BFSI

Retail and eCommerce

Automotive

Healthcare

Media and Entertainment

IT and Telecom

Others

Global Pay-Per-Click (PPC) Software Market, By Region and Country, 2017-2022,  
2023-2028 (\$ Millions)

Global Pay-Per-Click (PPC) 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 Pay-Per-Click (PPC) Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Pay-Per-Click (PPC) Software revenues share in global market, 2021 (%)

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

Alphabet

Microsoft Corporation

Facebook

WordStream

Optmyzr

SEMrush

Acquisio

Kenshoo

Marin Software

Spaceboost

Adzooma

AdStage

SpyFu

Adalysis

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