

Search Advertising Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Search advertising software, also referred to as paid search or search engine marketing (SEM) software, helps businesses advertise on search engines such as Google, Bing, and Yahoo!. Search advertising allows companies to target keywords that are relevant to their businesses and gain more prominent positioning in search engine results, gaining them visibility with users who are already searching for those keywords.

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

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

Global top five companies in 2021 (%)

The global Search Advertising 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 Search Advertising Software include WordStream, AdWords, Kenshoo Infinity Suite, Marin Software, DoubleClick Digital Marketing, Acquisio, Bing Ads, Adobe Media Optimizer and Sizmek, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Search Advertising 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 Search Advertising Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premises

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

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

Small Business

Medium Business

Large Enterprises

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

Global Search Advertising 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 Search Advertising Software revenues in global market, 2017-2022
(estimated), (\$ millions)

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

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

WordStream

AdWords

Kenshoo Infinity Suite

Marin Software

DoubleClick Digital Marketing

Acquisio

Bing Ads

Adobe Media Optimizer

Sizmek

Yahoo!

IgnitionOne Platform

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