

Search Engine Advertising Services Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/S76EDB91787FEN.html>

Date: July 2024

Pages: 117

Price: US\$ 3,250.00 (Single User License)

ID: S76EDB91787FEN

Abstracts

Search engine marketing, or SEM, is the strategy of using paid advertising to get your website to appear on the first page of the search engine results pages (SERP).

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

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

Global top five companies in 2021 (%)

The global Search Engine Advertising Services 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.

CPT (Cost Per Time) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Search Engine Advertising Services include Google Ads (formerly AdWords), Bing Ads, Google Marketing Platform (formerly DoubleClick), Marin Software, WordStream Advisor, Acquisio, Kenshoo (formerly Kenshoo Infinity Suite), Adobe Advertising Cloud 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 Engine Advertising Services 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 Engine Advertising Services Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

CPT (Cost Per Time)

CPA (cost-per-acquisition)

CPC (cost-per-click)

CPM (cost-per-thousand-impressions)

Others

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

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

Desktop Searches

Mobile Searches

Tablet Searches

Global Search Engine Advertising Services Market, By Region and Country, 2017-2022,

2023-2028 (\$ Millions)

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

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

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

Google Ads (formerly AdWords)

Bing Ads

Google Marketing Platform (formerly DoubleClick)

Marin Software

WordStream Advisor

Acquisio

Kenshoo (formerly Kenshoo Infinity Suite)

Adobe Advertising Cloud

Sizmek

Serpstat

SE Ranking

ClickGUARD

Yahoo! Advertising

ReachLocal

AdStage

Kantar Advertising and Paid Search Intelligence (AdGoroo)

NinjaCat

ReportGarden

Ubersuggest

MatchCraft

MarketMuse

RocketData

Swoop

Netpeak Spider

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