

Search Engine Marketing Solutions Market, Global Outlook and Forecast 2022-2028

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Abstracts

Search engine marketing tools help marketers manage and optimize paid search ads. SEM tools allow users to research keywords, set a budget, run paid ad campaigns, act on intelligent bidding recommendations, automate bidding and copy generation, and analyze and forecast results.

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

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

Global top five companies in 2021 (%)

The global Search Engine Marketing Solutions 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 Marketing Solutions 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 Marketing Solutions 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 Marketing Solutions Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Global Search Engine Marketing Solutions Market Segment Percentages, by Application, 2021 (%)

Desktop Searches

Mobile Searches

Tablet Searches

Global Search Engine Marketing Solutions Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

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

Key companies Search Engine Marketing Solutions 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 Digital

Netpeak Spider

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Search Engine Marketing Solutions Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Search Engine Marketing Solutions 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 SEARCH ENGINE MARKETING SOLUTIONS OVERALL MARKET SIZE

- 2.1 Global Search Engine Marketing Solutions Market Size: 2021 VS 2028
- 2.2 Global Search Engine Marketing Solutions 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 Search Engine Marketing Solutions Players in Global Market
- 3.2 Top Global Search Engine Marketing Solutions Companies Ranked by Revenue
- 3.3 Global Search Engine Marketing Solutions Revenue by Companies
- 3.4 Top 3 and Top 5 Search Engine Marketing Solutions Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Search Engine Marketing Solutions Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Search Engine Marketing Solutions Players in Global Market
 - 3.6.1 List of Global Tier 1 Search Engine Marketing Solutions Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Search Engine Marketing Solutions Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Search Engine Marketing Solutions Market Size Markets, 2021 & 2028

4.1.2 CPT (Cost Per Time)

4.1.3 CPA (cost-per-acquisition)

4.1.4 CPC (cost-per-click)

4.1.5 CPM (cost-per-thousand-impressions)

4.1.6 Others

4.2 By Type - Global Search Engine Marketing Solutions Revenue & Forecasts

4.2.1 By Type - Global Search Engine Marketing Solutions Revenue, 2017-2022

4.2.2 By Type - Global Search Engine Marketing Solutions Revenue, 2023-2028

4.2.3 By Type - Global Search Engine Marketing Solutions Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Search Engine Marketing Solutions Market Size, 2021 & 2028

5.1.2 Desktop Searches

5.1.3 Mobile Searches

5.1.4 Tablet Searches

5.2 By Application - Global Search Engine Marketing Solutions Revenue & Forecasts

5.2.1 By Application - Global Search Engine Marketing Solutions Revenue, 2017-2022

5.2.2 By Application - Global Search Engine Marketing Solutions Revenue, 2023-2028

5.2.3 By Application - Global Search Engine Marketing Solutions Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Search Engine Marketing Solutions Market Size, 2021 & 2028

6.2 By Region - Global Search Engine Marketing Solutions Revenue & Forecasts

6.2.1 By Region - Global Search Engine Marketing Solutions Revenue, 2017-2022

6.2.2 By Region - Global Search Engine Marketing Solutions Revenue, 2023-2028

6.2.3 By Region - Global Search Engine Marketing Solutions Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Search Engine Marketing Solutions Revenue, 2017-2028

6.3.2 US Search Engine Marketing Solutions Market Size, 2017-2028

6.3.3 Canada Search Engine Marketing Solutions Market Size, 2017-2028

6.3.4 Mexico Search Engine Marketing Solutions Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Search Engine Marketing Solutions Revenue, 2017-2028

6.4.2 Germany Search Engine Marketing Solutions Market Size, 2017-2028

6.4.3 France Search Engine Marketing Solutions Market Size, 2017-2028

6.4.4 U.K. Search Engine Marketing Solutions Market Size, 2017-2028

6.4.5 Italy Search Engine Marketing Solutions Market Size, 2017-2028

6.4.6 Russia Search Engine Marketing Solutions Market Size, 2017-2028

6.4.7 Nordic Countries Search Engine Marketing Solutions Market Size, 2017-2028

6.4.8 Benelux Search Engine Marketing Solutions Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Search Engine Marketing Solutions Revenue, 2017-2028

6.5.2 China Search Engine Marketing Solutions Market Size, 2017-2028

6.5.3 Japan Search Engine Marketing Solutions Market Size, 2017-2028

6.5.4 South Korea Search Engine Marketing Solutions Market Size, 2017-2028

6.5.5 Southeast Asia Search Engine Marketing Solutions Market Size, 2017-2028

6.5.6 India Search Engine Marketing Solutions Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Search Engine Marketing Solutions Revenue, 2017-2028

6.6.2 Brazil Search Engine Marketing Solutions Market Size, 2017-2028

6.6.3 Argentina Search Engine Marketing Solutions Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Search Engine Marketing Solutions Revenue, 2017-2028

6.7.2 Turkey Search Engine Marketing Solutions Market Size, 2017-2028

6.7.3 Israel Search Engine Marketing Solutions Market Size, 2017-2028

6.7.4 Saudi Arabia Search Engine Marketing Solutions Market Size, 2017-2028

6.7.5 UAE Search Engine Marketing Solutions Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Google Ads (formerly AdWords)

7.1.1 Google Ads (formerly AdWords) Corporate Summary

7.1.2 Google Ads (formerly AdWords) Business Overview

7.1.3 Google Ads (formerly AdWords) Search Engine Marketing Solutions Major Product Offerings

7.1.4 Google Ads (formerly AdWords) Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.1.5 Google Ads (formerly AdWords) Key News

7.2 Bing Ads

7.2.1 Bing Ads Corporate Summary

7.2.2 Bing Ads Business Overview

7.2.3 Bing Ads Search Engine Marketing Solutions Major Product Offerings

7.2.4 Bing Ads Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.2.5 Bing Ads Key News

7.3 Google Marketing Platform (formerly DoubleClick)

7.3.1 Google Marketing Platform (formerly DoubleClick) Corporate Summary

7.3.2 Google Marketing Platform (formerly DoubleClick) Business Overview

7.3.3 Google Marketing Platform (formerly DoubleClick) Search Engine Marketing Solutions Major Product Offerings

7.3.4 Google Marketing Platform (formerly DoubleClick) Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.3.5 Google Marketing Platform (formerly DoubleClick) Key News

7.4 Marin Software

7.4.1 Marin Software Corporate Summary

7.4.2 Marin Software Business Overview

7.4.3 Marin Software Search Engine Marketing Solutions Major Product Offerings

7.4.4 Marin Software Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.4.5 Marin Software Key News

7.5 WordStream Advisor

7.5.1 WordStream Advisor Corporate Summary

7.5.2 WordStream Advisor Business Overview

7.5.3 WordStream Advisor Search Engine Marketing Solutions Major Product Offerings

7.5.4 WordStream Advisor Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.5.5 WordStream Advisor Key News

7.6 Acquisio

7.6.1 Acquisio Corporate Summary

7.6.2 Acquisio Business Overview

7.6.3 Acquisio Search Engine Marketing Solutions Major Product Offerings

7.6.4 Acquisio Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.6.5 Acquisio Key News

7.7 Kenshoo (formerly Kenshoo Infinity Suite)

7.7.1 Kenshoo (formerly Kenshoo Infinity Suite) Corporate Summary

7.7.2 Kenshoo (formerly Kenshoo Infinity Suite) Business Overview

7.7.3 Kenshoo (formerly Kenshoo Infinity Suite) Search Engine Marketing Solutions Major Product Offerings

7.7.4 Kenshoo (formerly Kenshoo Infinity Suite) Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.7.5 Kenshoo (formerly Kenshoo Infinity Suite) Key News

7.8 Adobe Advertising Cloud

7.8.1 Adobe Advertising Cloud Corporate Summary

7.8.2 Adobe Advertising Cloud Business Overview

7.8.3 Adobe Advertising Cloud Search Engine Marketing Solutions Major Product Offerings

7.8.4 Adobe Advertising Cloud Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.8.5 Adobe Advertising Cloud Key News

7.9 Sizmek

7.9.1 Sizmek Corporate Summary

7.9.2 Sizmek Business Overview

7.9.3 Sizmek Search Engine Marketing Solutions Major Product Offerings

7.9.4 Sizmek Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.9.5 Sizmek Key News

7.10 Serpstat

7.10.1 Serpstat Corporate Summary

7.10.2 Serpstat Business Overview

7.10.3 Serpstat Search Engine Marketing Solutions Major Product Offerings

7.10.4 Serpstat Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.10.5 Serpstat Key News

7.11 SE Ranking

7.11.1 SE Ranking Corporate Summary

7.11.2 SE Ranking Business Overview

7.11.3 SE Ranking Search Engine Marketing Solutions Major Product Offerings

7.11.4 SE Ranking Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

- 7.11.5 SE Ranking Key News
- 7.12 ClickGUARD
 - 7.12.1 ClickGUARD Corporate Summary
 - 7.12.2 ClickGUARD Business Overview
 - 7.12.3 ClickGUARD Search Engine Marketing Solutions Major Product Offerings
 - 7.12.4 ClickGUARD Search Engine Marketing Solutions Revenue in Global Market (2017-2022)
 - 7.12.5 ClickGUARD Key News
- 7.13 Yahoo! Advertising
 - 7.13.1 Yahoo! Advertising Corporate Summary
 - 7.13.2 Yahoo! Advertising Business Overview
 - 7.13.3 Yahoo! Advertising Search Engine Marketing Solutions Major Product Offerings
 - 7.13.4 Yahoo! Advertising Search Engine Marketing Solutions Revenue in Global Market (2017-2022)
 - 7.13.5 Yahoo! Advertising Key News
- 7.14 ReachLocal
 - 7.14.1 ReachLocal Corporate Summary
 - 7.14.2 ReachLocal Business Overview
 - 7.14.3 ReachLocal Search Engine Marketing Solutions Major Product Offerings
 - 7.14.4 ReachLocal Search Engine Marketing Solutions Revenue in Global Market (2017-2022)
 - 7.14.5 ReachLocal Key News
- 7.15 AdStage
 - 7.15.1 AdStage Corporate Summary
 - 7.15.2 AdStage Business Overview
 - 7.15.3 AdStage Search Engine Marketing Solutions Major Product Offerings
 - 7.15.4 AdStage Search Engine Marketing Solutions Revenue in Global Market (2017-2022)
 - 7.15.5 AdStage Key News
- 7.16 Kantar Advertising and Paid Search Intelligence (AdGooroo)
 - 7.16.1 Kantar Advertising and Paid Search Intelligence (AdGooroo) Corporate Summary
 - 7.16.2 Kantar Advertising and Paid Search Intelligence (AdGooroo) Business Overview
 - 7.16.3 Kantar Advertising and Paid Search Intelligence (AdGooroo) Search Engine Marketing Solutions Major Product Offerings
 - 7.16.4 Kantar Advertising and Paid Search Intelligence (AdGooroo) Search Engine Marketing Solutions Revenue in Global Market (2017-2022)
 - 7.16.5 Kantar Advertising and Paid Search Intelligence (AdGooroo) Key News

7.17 NinjaCat

7.17.1 NinjaCat Corporate Summary

7.17.2 NinjaCat Business Overview

7.17.3 NinjaCat Search Engine Marketing Solutions Major Product Offerings

7.17.4 NinjaCat Search Engine Marketing Solutions Revenue in Global Market
(2017-2022)

7.17.5 NinjaCat Key News

7.18 ReportGarden

7.18.1 ReportGarden Corporate Summary

7.18.2 ReportGarden Business Overview

7.18.3 ReportGarden Search Engine Marketing Solutions Major Product Offerings

7.18.4 ReportGarden Search Engine Marketing Solutions Revenue in Global Market
(2017-2022)

7.18.5 ReportGarden Key News

7.19 Ubersuggest

7.19.1 Ubersuggest Corporate Summary

7.19.2 Ubersuggest Business Overview

7.19.3 Ubersuggest Search Engine Marketing Solutions Major Product Offerings

7.19.4 Ubersuggest Search Engine Marketing Solutions Revenue in Global Market
(2017-2022)

7.19.5 Ubersuggest Key News

7.20 MatchCraft

7.20.1 MatchCraft Corporate Summary

7.20.2 MatchCraft Business Overview

7.20.3 MatchCraft Search Engine Marketing Solutions Major Product Offerings

7.20.4 MatchCraft Search Engine Marketing Solutions Revenue in Global Market
(2017-2022)

7.20.5 MatchCraft Key News

7.21 MarketMuse

7.21.1 MarketMuse Corporate Summary

7.21.2 MarketMuse Business Overview

7.21.3 MarketMuse Search Engine Marketing Solutions Major Product Offerings

7.21.4 MarketMuse Search Engine Marketing Solutions Revenue in Global Market
(2017-2022)

7.21.5 MarketMuse Key News

7.22 RocketData

7.22.1 RocketData Corporate Summary

7.22.2 RocketData Business Overview

7.22.3 RocketData Search Engine Marketing Solutions Major Product Offerings

7.22.4 RocketData Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.22.5 RocketData Key News

7.23 Swoop Digital

7.23.1 Swoop Digital Corporate Summary

7.23.2 Swoop Digital Business Overview

7.23.3 Swoop Digital Search Engine Marketing Solutions Major Product Offerings

7.23.4 Swoop Digital Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.23.5 Swoop Digital Key News

7.24 Netpeak Spider

7.24.1 Netpeak Spider Corporate Summary

7.24.2 Netpeak Spider Business Overview

7.24.3 Netpeak Spider Search Engine Marketing Solutions Major Product Offerings

7.24.4 Netpeak Spider Search Engine Marketing Solutions Revenue in Global Market (2017-2022)

7.24.5 Netpeak Spider 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. Search Engine Marketing Solutions Market Opportunities & Trends in Global Market

Table 2. Search Engine Marketing Solutions Market Drivers in Global Market

Table 3. Search Engine Marketing Solutions Market Restraints in Global Market

Table 4. Key Players of Search Engine Marketing Solutions in Global Market

Table 5. Top Search Engine Marketing Solutions Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Search Engine Marketing Solutions Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Search Engine Marketing Solutions Revenue Share by Companies, 2017-2022

Table 8. Global Companies Search Engine Marketing Solutions Product Type

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

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

Table 11. By Type – Global Search Engine Marketing Solutions Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Search Engine Marketing Solutions Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Search Engine Marketing Solutions Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Search Engine Marketing Solutions Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Search Engine Marketing Solutions Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Search Engine Marketing Solutions Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Search Engine Marketing Solutions Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Search Engine Marketing Solutions Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Search Engine Marketing Solutions Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Search Engine Marketing Solutions Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Search Engine Marketing Solutions Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Search Engine Marketing Solutions Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Search Engine Marketing Solutions Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Search Engine Marketing Solutions Revenue, (US\$, Mn), 2023-2028

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

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

Table 30. Google Ads (formerly AdWords) Corporate Summary

Table 31. Google Ads (formerly AdWords) Search Engine Marketing Solutions Product Offerings

Table 32. Google Ads (formerly AdWords) Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 33. Bing Ads Corporate Summary

Table 34. Bing Ads Search Engine Marketing Solutions Product Offerings

Table 35. Bing Ads Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 36. Google Marketing Platform (formerly DoubleClick) Corporate Summary

Table 37. Google Marketing Platform (formerly DoubleClick) Search Engine Marketing Solutions Product Offerings

Table 38. Google Marketing Platform (formerly DoubleClick) Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 39. Marin Software Corporate Summary

Table 40. Marin Software Search Engine Marketing Solutions Product Offerings

Table 41. Marin Software Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 42. WordStream Advisor Corporate Summary

Table 43. WordStream Advisor Search Engine Marketing Solutions Product Offerings

Table 44. WordStream Advisor Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 45. Acquisio Corporate Summary

Table 46. Acquisio Search Engine Marketing Solutions Product Offerings

Table 47. Acquisio Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 48. Kenshoo (formerly Kenshoo Infinity Suite) Corporate Summary

Table 49. Kenshoo (formerly Kenshoo Infinity Suite) Search Engine Marketing Solutions Product Offerings

Table 50. Kenshoo (formerly Kenshoo Infinity Suite) Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 51. Adobe Advertising Cloud Corporate Summary

Table 52. Adobe Advertising Cloud Search Engine Marketing Solutions Product Offerings

Table 53. Adobe Advertising Cloud Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 54. Sizmek Corporate Summary

Table 55. Sizmek Search Engine Marketing Solutions Product Offerings

Table 56. Sizmek Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 57. Serpstat Corporate Summary

Table 58. Serpstat Search Engine Marketing Solutions Product Offerings

Table 59. Serpstat Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 60. SE Ranking Corporate Summary

Table 61. SE Ranking Search Engine Marketing Solutions Product Offerings

Table 62. SE Ranking Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 63. ClickGUARD Corporate Summary

Table 64. ClickGUARD Search Engine Marketing Solutions Product Offerings

Table 65. ClickGUARD Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 66. Yahoo! Advertising Corporate Summary

Table 67. Yahoo! Advertising Search Engine Marketing Solutions Product Offerings

Table 68. Yahoo! Advertising Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 69. ReachLocal Corporate Summary

Table 70. ReachLocal Search Engine Marketing Solutions Product Offerings

Table 71. ReachLocal Search Engine Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 72. AdStage Corporate Summary

Table 73. AdStage Search Engine Marketing Solutions Product Offerings

Table 74. AdStage Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 75. Kantar Advertising and Paid Search Intelligence (AdGooroo) Corporate
Summary

Table 76. Kantar Advertising and Paid Search Intelligence (AdGooroo) Search Engine
Marketing Solutions Product Offerings

Table 77. Kantar Advertising and Paid Search Intelligence (AdGooroo) Search Engine
Marketing Solutions Revenue (US\$, Mn), (2017-2022)

Table 78. NinjaCat Corporate Summary

Table 79. NinjaCat Search Engine Marketing Solutions Product Offerings

Table 80. NinjaCat Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 81. ReportGarden Corporate Summary

Table 82. ReportGarden Search Engine Marketing Solutions Product Offerings

Table 83. ReportGarden Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 84. Ubersuggest Corporate Summary

Table 85. Ubersuggest Search Engine Marketing Solutions Product Offerings

Table 86. Ubersuggest Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 87. MatchCraft Corporate Summary

Table 88. MatchCraft Search Engine Marketing Solutions Product Offerings

Table 89. MatchCraft Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 90. MarketMuse Corporate Summary

Table 91. MarketMuse Search Engine Marketing Solutions Product Offerings

Table 92. MarketMuse Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 93. RocketData Corporate Summary

Table 94. RocketData Search Engine Marketing Solutions Product Offerings

Table 95. RocketData Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 96. Swoop Digital Corporate Summary

Table 97. Swoop Digital Search Engine Marketing Solutions Product Offerings

Table 98. Swoop Digital Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

Table 99. Netpeak Spider Corporate Summary

Table 100. Netpeak Spider Search Engine Marketing Solutions Product Offerings
Table 101. Netpeak Spider Search Engine Marketing Solutions Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

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

Figure 25. Japan Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 28. India Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Search Engine Marketing Solutions Revenue Market Share, 2017-2028

Figure 30. Brazil Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Search Engine Marketing Solutions Revenue Market Share, 2017-2028

Figure 33. Turkey Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Search Engine Marketing Solutions Revenue, (US\$, Mn), 2017-2028

Figure 37. Google Ads (formerly AdWords) Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Bing Ads Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Google Marketing Platform (formerly DoubleClick) Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Marin Software Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. WordStream Advisor Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Acquisio Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Kenshoo (formerly Kenshoo Infinity Suite) Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Adobe Advertising Cloud Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Sizmek Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Serpstat Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. SE Ranking Search Engine Marketing Solutions Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 48. ClickGUARD Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Yahoo! Advertising Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. ReachLocal Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. AdStage Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Kantar Advertising and Paid Search Intelligence (AdGooroo) Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 53. NinjaCat Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. ReportGarden Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. Ubersuggest Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 56. MatchCraft Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 57. MarketMuse Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 58. RocketData Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 59. Swoop Digital Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 60. Netpeak Spider Search Engine Marketing Solutions Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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