

## Digital Advertising Market Growing Rapidly

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The digital advertising industry is experiencing remarkable growth as technological innovations fuel demand. Digital marketing allows marketers for two-way and even one-on-one communication with consumers, potentially providing them with a very personal experience.

Furthermore, the cost associated with digital advertising is considered to be much lower than the costs associated with traditional type of advertising. Both effects – enhanced effectiveness and less cost – translate into a higher return on investment for digital marketing in comparison with advertising through traditional media.

With increasing entertainment, communication, and media options and a proliferation of devices that allow consumers to tune out advertising, marketers are expected to more and more rely on creative messaging that consumers will not want to skip, as well as advice on the best way to reach an increasingly more fragmented target audience.

The report focuses on the global digital/interactive advertising industry – its segments, value, growth rate, trends, growth drivers, challenges, etc. UK and German digital advertising market have been covered separately in the report. It also covers Asian online advertising market with focus on Japan, China and Korea.

The report profiles most of the major industry players, including their financial information and other details.

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