Interactive Advertising Market Research Report- Global Forecast 2023

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Description:

Global Interactive Advertising Market, By Type (Sponsorship, Blogging, Widgets, Offline Activation, Social Media), By Organization Size (Small and Medium Size Enterprises, Large Enterprises), By Vertical (BFSI, Retail & Consumer Goods) - Forecast 2023

Market Synopsis of Interactive Advertising Market:

Market Scenario:
Interactive advertising can be defined as a form of advertising that uses a feedback information from the users for whom advertisement is made. The feedback information from the users helps the advertiser to improve their advertising techniques. Interactive advertising can be referred to as online advertising but can be implied to offline advertising as well.

The key trends in interactive advertising market includes reaching to mass audience in less time, invention of latest technology that are convenient for users, emergence of innovative ideas that are going to benefit users and proficient use of smartphone to generate money. The study indicates, the factors such as increase in mobile users owing to usage of multiple channels and device that boost the interactive advertising market. The efficient use of media technologies and creation of personalization media portals are one of the most significant factors fuelling interactive advertising market. According to the study, the growing social media networks and online and offline internet integration are the prime factors boosting interactive advertising market.

The interactive advertising market can be segmented on the basis of type, organization size and vertical. By type the interactive advertising market consists of mobile advertising, videos, internet, social media marketing, email marketing, sponsorship, blogging, widgets, and offline activation. Social media marketing is the most cost efficient digital marketing technique. It enhances business by increasing brand awareness. It helps enterprises to get engage with broad range of audience and increase the business visibility.

The Interactive Advertising Market is expected to grow at approximately USD 93 Billion by 2023, at 15% of CAGR between 2017 and 2023.

Study Objectives of Interactive Advertising Market:

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the interactive advertising market.
- To provide insights about factors affecting the market growth.
- To analyze the Interactive advertising market based porter's five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment on the basis of type, organization size and vertical.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the interactive advertising market.
Key Players:
The prominent players in the Interactive advertising market are – Grey Advertising (U.S.), Wieden+Kennedy (U.S.), Butler, Shine, Stern & Partners (U.S.), Ogilvy & Mather (U.S.), BBDO (U.S.), Crispin Porter + Bogusky (U.S.), The Martin Agency (U.S.), Deutsch (U.S.), Droga5 (U.S.), Mullen Advertising (U.S.), among others.

Segments:
Interactive Advertising market is segmented on the basis of type, organization size and vertical.

Interactive Advertising Market by Advertising type:
- Mobile Advertising
- Videos
- Social Media
- Internet
- Social Media Marketing
- Email Marketing
- Sponsorship
- Blogging
- Widgets
- Offline Activation
- Others

Interactive Advertising Market by Organization Size:
- Small and Medium Enterprises
- Large Enterprises

Interactive Advertising Market by Vertical:
- Retail and Consumer Goods
- BFSI
- IT & Telecommunication
- Media and Entertainment
- Travel
- Transportation
- Supply Chain and Logistics
- Healthcare
- Energy & Power and Utilities
- Education and Government
- Others

Regional Analysis:
The regional analysis of Interactive advertising market is being studied for region such as Asia Pacific, North America, Europe and Rest of the World. Asia-Pacific region is expected to grow at the highest CAGR in interactive advertising market. North America region is the leading player in interactive marketing market owing to huge investment in interactive advertising. The market growth in North America region is mainly due to contribution by developed countries in building network connectivity, growing number of mobile users, increase usage of 3G and 4G network and increasing interactive marketing popularity among enterprises.

Intended Audience:
- Investors and consultants
- Government Organizations
- Research/Consultancy firms
- Technology solution providers
- IT Solution Providers
- Advertising Companies
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