Global Online Ad Spending Market 2015-2019

Description: About Online Ad Spending

Online advertising involves the marketing and promotion of products, services, or brand by using internet as a medium. Online ad spending is the total amount of money an organization invests to promote its products, services, or brand online. The increasing use of internet has made companies realize the importance of online advertisements to attract and drive their target customers toward their products and services. Online advertising also helps in creating awareness and a strong brand image for companies.

The analysts forecast the Global Online Ad Spending market to grow at a CAGR of 14.83 percent over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the Global Online Ad Spending market for the period 2015-2019. To calculate the market size, this report considers spending done by advertisers for the online format. The report also provides market size and forecast of the three format segments of the market. In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by vendors and the market at large, as well as the key trends that are emerging in the market.

The report, Global Online Ad Spending Market 2014-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Global Online Ad Spending market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Facebook
- Google
- Microsoft
- Yahoo!

Other Prominent Vendors
- Baidu
- Linkedin
- Millennial Media
- Sina
- Sogou
- Soufun
- Taobao
- Tencent Weibo
- Twitter
- Youku

Key Market Drivers
- Growth in Online Advertising
  - For a full, detailed list, view our report

Key Market Challenges
- Data Security Concerns
  - For a full, detailed list, view our report

Key Market Trends
- Data-driven Advertising
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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