
Description: Marketing plays a very vital role in any organization. It distinguishes one organization from others and helps to establish that organization as a successful brand.

Advertising or brand promotion is one of the key ingredients for any successful marketing strategy. The right advertising strategy revolves around the target audience. If the advertising or promotional events are not reaching to the target audience, the results of any advertising might be catastrophic. In short, advertising or promotional strategies can make or break an organization. This is the reason why an organization approaches any advertising decisions very cautiously.

Earlier, advertising methods were simpler. Advertisements or brand promotions were placed in print media, mostly in newspapers and magazines. The levels of reach for these mediums were low and the costs associated with this method of advertising were high. Most importantly, it was not certain whether the message will be delivered to right audience or not. With the evolution of the Internet or World Wide Web, technologies and advertising strategies advanced. As the reach of Internet increased, it emerged as a strong communication medium which has a wider reach and lower costs as compared with print media.

Online advertising has emerged as a very strong marketing or promotional strategy. As mentioned, the reach of the Internet is enormous, and it is now easier for advertisers to reach their target audience. During the initial introductory phase, search was the only format which received very high traction, but with time, organizations moved toward more interactive advertising formats such as display ads, video, and now to mobile advertising. Mobile advertising is one of the fastest growing advertising mediums in this market and has promising future.

Any marketing campaign can be considered as successful if it increases the lead generation of higher quality, and decreases the customer acquisition costs. Online advertising helps to reduce these costs and to generate better leads. That is why, industries ranging from Consumer Packaged Goods (CPG) to the automotive industry, from retail to Information Enabled (IT) enabled services are increasingly using online advertising and budgets for online advertising are increasing day-by-day. Major industry verticals contributing a large share of online market size are automotive, Banking, Financial Services, and Insurance (BFSI), CPG, retail, media and entertainment, and transport.

There are several players in the online advertising market. Google is the obvious market leader in this market followed by Facebook, which is growing exponentially in this market. Other major vendors in this market are Amazon, AOL, Baidu, Microsoft, and Twitter.

In terms of regions, North America (NA) and Europe are the biggest regional markets in the total online advertising market. The traction of other regions such as Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA) is estimated to be higher than that of NA and Europe. It is estimated that APAC will be a bigger market than Europe in the next couple of years. Opportunities in MEA and LA are high which is driving revenue at higher growth rate in these regional markets; however, the market will remain lesser and at the bottom of the list.

This research report segments and categorizes the global market on the basis of the following segments:

On the basis of format:
- Search Engine Marketing
- Display Advertising
- Classified
- Mobile
- Digital Video
- Lead Generation
On the basis of vertical:
- Automotive
- BFSI
- CPG
- Education
- Healthcare
- Industrial
- Media and Entertainment
- Retail
- Telecommunication and Information Technology-Enabled Services (ITES)
- Transport and Tourism
- Others

On the basis of region:
- NA
- Europe
- APAC
- MEA
- LA

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