
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
- Rich Media
- Others

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

Contents:

1 Introduction
  1.1 Objectives
  1.2 Report Description
  1.3 Markets Covered
  1.4 Stakeholders
  1.5 Research Methodology
    1.5.1 Key Data
    1.5.2 Data Triangulation & Market Forecasting
  1.6 Forecast Assumptions

2 Executive Summary
  2.1 Overall Market Size

3 Market Overview
  3.1 Market Definition
  3.2 Market Evolution
  3.3 Market Segmentation
  3.4 Market Dynamics
    3.4.1 Drivers
      3.4.1.1 Shift From Print Media to Online Advertising
      3.4.1.2 Evolution of Communication Technology
      3.4.1.3 Time Spent Online
    3.4.2 Restraints & Challenges
      3.4.2.1 Lack of Communication Between Publisher & Advertiser
      3.4.2.2 Flexibility Issues
    3.4.3 Opportunities
      3.4.3.1 Advertising Through Mobile Applications
      3.4.3.2 Social Media
      3.4.3.3 Video Advertising/Video Streaming
    3.4.4 Impact Analysis of DROS
  3.5 Value Chain

4 Online Advertising Market: Market Size & Forecast By Format
  4.1 Overview
  4.2 Search Engine Marketing
    4.2.1 Market Size & Forecast
  4.3 Display Advertising
4.3.1 Market Size & Forecast
4.4 Classifieds
4.4.1 Market Size & Forecast
4.5 Mobile Advertising
4.5.1 Market Size & Forecast
4.6 Digital Video Advertising
4.6.1 Market Size & Forecast
4.7 Lead Generation
4.7.1 Market Size & Forecast
4.8 Rich Media
4.8.1 Market Size & Forecast
4.9 Others
4.9.1 Market Size & Forecast

5 Online Advertising Market: Market Size & Forecasts By Vertical
5.1 Overview
5.2 Automotive
5.2.1 Market Size & Forecast By Format
5.2.2 Market Size & Forecast By Region
5.3 Banking, Financial Services, & Insurance (BFSI)
5.3.1 Market Size & Forecast By Format
5.3.2 Market Size & Forecast By Region
5.4 Consumer Packaged Goods (CPG)
5.4.1 Market Size & Forecast By Format
5.4.2 Market Size & Forecast By Region
5.5 Education
5.5.1 Market Size & Forecast By Format
5.5.2 Market Size & Forecast By Region
5.6 Healthcare
5.6.1 Market Size & Forecast By Format
5.6.2 Market Size & Forecast By Region
5.7 Industrial
5.7.1 Market Size & Forecast By Format
5.7.2 Market Size & Forecast By Region
5.8 Media & Entertainment
5.8.1 Market Size & Forecast By Format
5.8.2 Market Size & Forecast By Region
5.9 Retail
5.9.1 Market Size & Forecast By Format
5.9.2 Market Size & Forecast By Region
5.10 Telecommunication & Information Technology-Enabled Services (ITES)
5.10.1 Market Size & Forecast By Format
5.10.2 Market Size & Forecast By Region
5.11 Transport & Tourism
5.11.1 Market Size & Forecast By Format
5.11.2 Market Size & Forecast By Region
5.12 Others
5.12.1 Market Size & Forecast By Format
5.12.2 Market Size & Forecast By Region

6 Online Advertising Market: Market Size & Forecast By Region
6.1 Overview
6.1.1 Parfait Chart
6.2 North America (NA)
6.2.1 Market Size & Forecast By Vertical
6.3 Europe
6.3.1 Market Size & Forecast By Vertical
6.4 Asia-Pacific (Apac)
6.4.1 Market Size & Forecast By Vertical
6.5 Middle East & Africa (Mea)
6.5.1 Market Size & Forecast By Vertical
6.6 Latin America (La)
6.6.1 Market Size & Forecast
7 Online Advertising Market: Market Landscape
7.1 Ecosystem
7.2 Market Opportunity Analysis
7.3 End User Analysis
7.3.1 Increase in Internet Users
7.3.2 Smartphone Adoption
7.3.3 High Level of Awareness
8 Company Profiles
(Overview, Products & Services, Strategies & Insights, Developments and MNM View)*
8.1 Amazon.Com, Inc.
8.2 Aol, Inc.
8.3 Baidu
8.4 Facebook
8.5 Google
8.6 IAC
8.7 Linkedin
8.8 Microsoft
8.9 Twitter
8.10 Yahoo
*Details on Overview, Products & Services, Strategies & Insights, Developments and MNM View Might Not Be Captured in Case of Unlisted Companies.

List of Tables (77 Tables)

Table 1 Online Advertising Market Size, 2014-2019 ($Billion, Y-O-Y %)
Table 2 Online Advertising Market Size, By Format, 2014-2019 ($Billion)
Table 3 Online Advertising Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 4 Search Engine Market Size, By Vertical, 2014-2019 ($Billion)
Table 5 Search Engine Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 6 Display Advertising Market, By Vertical, 2014-2019 ($Billion)
Table 7 Display Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 8 Classified Advertising Market Size, By Vertical, 2014-2019 ($Billion)
Table 9 Classified Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 10 Mobile Advertising Market Size, By Vertical, 2014-2019 ($Billion)
Table 11 Mobile Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 12 Digital Video Advertising Market Size, By Vertical, 2014-2019 ($Million)
Table 13 Digital Video Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 14 Lead Generation Market Size, By Vertical, 2014-2019 ($Million)
Table 15 Lead Generation Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 16 Rich Media Advertising Market Size, By Vertical, 2014-2019 ($Million)
Table 17 Rich Media Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 18 Others Market Size, By Vertical, 2014-2019 ($Million)
Table 19 Others Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 20 Online Advertising Market, By Vertical, 2014-2019 ($Billion)
Table 21 Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 22 Automotive Market Size, By Format, 2014-2019 ($Million)
Table 23 Automotive Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 24 Automotive Market Size, By Region, 2014-2019 ($Million)
Table 25 Automotive Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 26 BFSI Market Size, By Format, 2014-2019 ($Million)
Table 27 BFSI Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 28 BFSI Market Size, By Region, 2014-2019 ($Billion)
Table 29 BFSI Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 30 CPG Market Size, By Format, 2014-2019 ($Million)
Table 31 CPG Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 32 CPG Market Size, By Region, 2014-2019 ($Million)
Table 33 CPG Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 34 Education Market Size, By Format, 2014-2019 ($Million)
Table 35 Education Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 36 Education Market Size, By Region, 2014-2019 ($Million)
Table 37 Education Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 38 Healthcare Market Size, By Format, 2014-2019 ($Million)
Table 39 Healthcare Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 40 Healthcare Market Size, By Region, 2014-2019 ($Million)
Table 41 Healthcare Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 42 Industrial Market Size, By Format, 2014-2019 ($Million)
Table 43 Industrial Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 44 Industrial Market Size, By Region, 2014-2019 ($Million)
Table 45 Industrial Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 46 Media & Entertainment Market Size, By Format, 2014-2019 ($Million)
Table 47 Media & Entertainment Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 48 Media & Entertainment Market Size, By Region, 2014-2019 ($Million)
Table 49 Media & Entertainment Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 50 Retail Market Size, By Format, 2014-2019 ($Million)
Table 51 Retail Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 52 Retail Market Size, By Region, 2014-2019 ($Million)
Table 53 Retail Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 54 Telecommunication & ITES Market Size, By Format, 2014-2019 ($Million)
Table 55 Telecommunication & ITES Market Size, By Region, 2014-2019 ($Million)
Table 56 Telecommunication & ITES Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 57 Transport & Tourism Market Size, By Format, 2014-2019 ($Million)
Table 58 Transport & Tourism Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 59 Transport & Tourism Market Size, By Region, 2014-2019 ($Million)
Table 60 Transport & Tourism Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 61 Transport & Tourism Market Size, By Region, 2014-2019 ($Million)
Table 62 Others Market Size, By Format, 2014-2019 ($Million)
Table 63 Others Market Growth, By Format, 2014-2019 (Y-O-Y %)
Table 64 Others Market Size, By Region, 2014-2019 ($Million)
Table 65 Others Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 66 Online Advertising Market Size, By Region, 2014-2019 ($Billion)
Table 67 Online Advertising Market Growth, By Region, 2014-2019 (Y-O-Y %)
Table 68 North America: Online Advertising Market Size, By Vertical, 2014-2019 ($Billion)
Table 69 North America: Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 70 Europe: Online Advertising Market Size, By Vertical, 2014-2019 ($Billion)
Table 71 Europe: Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 72 Asia-Pacific: Online Advertising Market Size, By Vertical, 2014-2019 ($Billion)
Table 73 Asia-Pacific: Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 74 Middle East and Africa: Online Advertising Market Size, By Vertical, 2014-2019 ($Million)
Table 75 Middle East and Africa: Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Table 76 Latin America: Online Advertising Market Size, By Vertical, 2014-2019 ($Million)
Table 77 Latin America: Online Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)

List of Figures (54 Figures)

Figure 1 Online Advertising Market: Research Methodology
Figure 2 Online Advertising Market: Data Triangulation
Figure 3 Online Advertising Market Size, 2014-2019 ($Billion)
Figure 4 Online Advertising: Market Segmentation, By Format
Figure 5 Online Advertising: Market Segmentation, By Vertical
Figure 6 Online Advertising: Market Segmentation, By Region
Figure 7 Online Advertising Market: Time Impact Analysis of DROS
Figure 8 Online Advertising Market: Value Chain
Figure 9 Online Advertising Market Growth, By Format, 2014-2019 (Y-O-Y %)
Figure 10 Search Engine Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 11 Display Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 12 Classified Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 13 Mobile Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 14 Digital Video Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 15 Lead Generation Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 16 Rich Media Advertising Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 17 Others Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
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