Global Interactive Media Marketing Market 2015-2019

Description: About Interactive Media Marketing

Interactive marketing is a conversation-based marketing that allows customers to interact and participate in various marketing channels such as search, display, mobile, e-mail, and social media. The interactive marketing spend is a part of the overall marketing and advertising spend that is used in the total marketing mix of an organization. Companies are innovating with the way they market their products and services and are opting for interactive marketing to create a greater impact on their customers.

The analysts forecast the Global Interactive Media Marketing market to grow at a CAGR of 10.68 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global Interactive Media Marketing market for the period 2015-2019. To calculate the market size, the report takes into account the revenue generated from the following segments:

- Search Marketing
- Display Marketing
- Mobile Marketing

The report, Global Interactive Media Marketing Market 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, and the EMEA and APAC regions; it also presents the vendor landscape and a corresponding detailed analysis of the leading vendors in the Global Interactive Media Marketing market. In addition, the report discusses the major drivers that influence the growth of the Global Interactive Media Marketing market. It also outlines the challenges faced by vendors and the market at large, as well as the key trends emerging in the market.

Key Regions
- Americas
- APAC
- EMEA

Key Vendors
- AIM Group
- Dentsu
- Matomy Media Group
- Omnicom Group
- Sizmek

Other Prominent Vendors
- Acxiom
- AKQA
- Brunswick
- Conversocial
- CPX Interactive
- Disney Interactive
- HubSpot
- IBM Interactive Experience
- iCrossing
- Match Marketing
- MDC Partners
- Ogilvy
- Possible Worldwide
- Razorfish
- Rosetta
- SapientNitro
Market Drivers
- Growth in Online Video Viewership
- For a full, detailed list, view this report

Market Challenges
- Privacy and Security Concerns for Brands
- For a full, detailed list, view this report

Market Trends
- Growth in Mobile Advertising
- For a full, detailed list, view this report

Key Questions Answered in this Report
- What will the market size be in 2018 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?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Landscape
06.1 Market Snapshot
06.2 Market Overview
06.3 Market Size and Forecast
06.4 Five Forces Analysis
07. Market Segmentation by Type
07.1 Global Interactive Media Marketing Market by Type 2013-2018
07.2 Global Interactive Search Media Marketing Market
07.2.1 Market Size and Forecast
07.3 Global Interactive Display Media Marketing Market
07.3.1 Market Size and Forecast
07.4 Global Interactive Mobile Media Marketing Market
07.4.1 Market Size and Forecast
08. Geographical Segmentation
08.1 Global Interactive Media Marketing Market by Geographical Segmentation 2014-2019
08.2 Interactive Media Marketing Market in the Americas
08.2.1 Market Size and Forecast
08.3 Interactive Media Marketing Market in the EMEA Region
08.3.1 Market Size and Forecast
08.4 Interactive Media Marketing Market in the APAC Region
08.4.1 Market Size and Forecast
09. Key Leading Countries
09.1 US
09.1.1 Economic Overview
09.1.2 Population Growth and Age Structure in the US
09.1.3 Interactive Media Marketing Market in US
09.2 China
09.2.1 Economic Overview
09.2.2 Interactive Media Marketing Market in China
09.3 UK
09.3.1 Interactive Media Marketing Market in UK
09.4 Japan
09.4.1 Economic Overview
09.4.2 Interactive Media Marketing Market in Japan
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive Scenario
17.2 Other Prominent Vendors
18. Key Vendor Analysis
18.1 AIM Group
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 Product and Services
18.1.4 SWOT Analysis
18.2 Dentsu
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Business Segmentation by Revenue 2014
18.2.4 Business Segmentation by Revenue 2013 and 2014
18.2.5 Geographic Segmentation by Revenue 2014
18.2.6 Business Strategy
18.2.7 Recent Developments
18.2.8 SWOT Analysis
18.3 Matomy Media
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Solution Segmentation
18.3.4 Recent Developments
18.3.5 SWOT Analysis
18.4 Omnicom
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Product Segmentation by 2013
18.4.4 Product Segmentation By Revenue 2013 and 2012 (US$ millions)
18.4.5 End-Market Segmentation by Revenue 2013 and 2012
18.4.6 Geographic Segmentation by Revenue 2013
18.4.7 Business Strategy
18.4.8 SWOT Analysis
18.5 Sizmek
18.5.1 Key Facts
18.5.2 Business Overview
18.5.3 Geographical Segmentation by Revenue 2013
18.5.4 Recent Developments
18.5.5 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
<table>
<thead>
<tr>
<th>Exhibit</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Market Research Methodology</td>
</tr>
<tr>
<td>2</td>
<td>Types of Interactive Media Marketing</td>
</tr>
<tr>
<td>3</td>
<td>Global Interactive Media Marketing Market 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>4</td>
<td>Global Interactive Media Marketing Market by Type 2014-2019 (US$ million)</td>
</tr>
<tr>
<td>5</td>
<td>Global Interactive Media Marketing Market by Type 2014-2019</td>
</tr>
<tr>
<td>7</td>
<td>Global Interactive Display Media Marketing Market 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>8</td>
<td>Global Interactive Mobile Media Marketing Market 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>10</td>
<td>Global Interactive Media Marketing Market by Geographical Segmentation 2014-2019</td>
</tr>
<tr>
<td>11</td>
<td>Interactive Media Marketing Market in Americas 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>12</td>
<td>Interactive Media Marketing Market in EMEA Region 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>13</td>
<td>Interactive Media Marketing Market in APAC Region 2013-2018 (US$ billion)</td>
</tr>
<tr>
<td>14</td>
<td>US GDP Growth Rate 2008-2013 (US$ billion)</td>
</tr>
<tr>
<td>15</td>
<td>Contribution of Various Sectors to US GDP 2013</td>
</tr>
<tr>
<td>16</td>
<td>US GDP per Capita 2008-2013 (US$)</td>
</tr>
<tr>
<td>17</td>
<td>US Population 2008-2013 (in million)</td>
</tr>
<tr>
<td>18</td>
<td>US Population by Age Structure 2013 (in million)</td>
</tr>
<tr>
<td>19</td>
<td>Per Capita GDP Growth Rate in China 2008-2013 (US$ billion)</td>
</tr>
<tr>
<td>20</td>
<td>Saving Rate in China as a Percentage of GDP 2008-2013</td>
</tr>
<tr>
<td>21</td>
<td>Per Capita GDP Growth Rate in Japan 2008-2013 (US$ billion)</td>
</tr>
<tr>
<td>22</td>
<td>Percentage of Smartphone Users among Mobile Phone Users 2014-2019 (percentage, billion users)</td>
</tr>
<tr>
<td>23</td>
<td>Mobile Phone Internet Users 2014-2019 (billion)</td>
</tr>
<tr>
<td>24</td>
<td>Global Online Advertising Spending 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>26</td>
<td>Global Mobile Ad Spending 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>27</td>
<td>Global Smartphone and Tablet Penetration 2013-2018 (by percentage of global population)</td>
</tr>
<tr>
<td>28</td>
<td>Global Programmatic Spending 2013-2018 (US$ billion)</td>
</tr>
<tr>
<td>29</td>
<td>Global Social Media Ad Spending 2014-2019 (US$ billion)</td>
</tr>
<tr>
<td>30</td>
<td>AIM Group: Product and Services</td>
</tr>
<tr>
<td>31</td>
<td>Dentsu: Business Segmentation by Revenue 2014</td>
</tr>
<tr>
<td>32</td>
<td>Dentsu: Business Segmentation by Revenue 2013 and 2014 (US$ billion)</td>
</tr>
<tr>
<td>33</td>
<td>Dentsu: Geographical Segmentation by Revenue 2014</td>
</tr>
<tr>
<td>34</td>
<td>Matomy Media Group: Solution Segmentation</td>
</tr>
<tr>
<td>35</td>
<td>Global Interactive Media Marketing Market: Product Segmentation by 2013</td>
</tr>
<tr>
<td>36</td>
<td>Global Interactive Media Marketing Market: Product Segmentation By Revenue 2013 and 2012 (US$ million)</td>
</tr>
<tr>
<td>38</td>
<td>Global Interactive Media Marketing Market: Geographic Segmentation by Revenue 2013</td>
</tr>
<tr>
<td>39</td>
<td>Sizmek: Geographical Segmentation by Revenue 2013</td>
</tr>
</tbody>
</table>

**Ordering:**


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit [http://www.researchandmarkets.com/contact/](http://www.researchandmarkets.com/contact/)

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Global Interactive Media Marketing Market 2015-2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3049254/">http://www.researchandmarkets.com/reports/3049254/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH3H8V1</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

- Electronic (PDF) - Single User: □ USD 2500
- Electronic (PDF) - 1 - 5 Users: □ USD 2800
- Electronic (PDF) - Site License: □ USD 3500
- Electronic (PDF) - Enterprisewide: □ USD 10000

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>________________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>________________________________</td>
</tr>
<tr>
<td>City:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>________________________________</td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: __________________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World