Global Interactive Media Marketing Market 2015-2019

Description:
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
- SocialVolt
- Sysomos
- Vibrant Media
- Visible Technologies
- Vision7 International
- VML

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?

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