Digital Advertising and Marketing - Global Strategic Analysis

Description: This report analyzes the worldwide markets for Digital Advertising and Marketing in US$ Million in terms of Spending (Wired Internet as well as Mobile Internet) by the following formats - Search, Display, and Other Modes/Formats.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 498 companies including many key and niche players such as:

- Acxiom Corporation
- Amazon Services LLC
- AOL, Inc.
- Baidu, Inc.
- Conversant, Inc.

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