



# Pay-per-click (PPC) Advertising Market 2019 Global Trend, Segmentation and Opportunities Forecast To 2025

*This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies*

PUNE, INDIA, July 3, 2019 /EINPresswire.com/ -- [Pay-per-click](#) (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

The report found on Pay-per-click (PPC) Advertising analyses, the Pay-per-click (PPC) Advertising market and explores all the market dynamics which influence its growth. Our proficient analysts employ robust research methodologies to identify the Pay-per-click (PPC) Advertising market drivers and constraints. The report comprises overview, trends, growth opportunities, segmental analysis, regional study, eminent and emerging vendors, and latest update of the Pay-per-click (PPC) Advertising market.

Pay-per-click is commonly associated with first-tier search engines (such as Google AdWords and Microsoft Bing Ads). With search engines, advertisers typically bid on keyword phrases relevant to their target market. In contrast, content sites commonly charge a fixed price per click rather than use a bidding system. PPC "display" advertisements, also known as "banner" ads, are shown on web sites with related content that have agreed to show ads and are typically not pay-per-click advertising. Social networks such as Facebook and Twitter have also adopted pay-per-click as one of their advertising models.

The analysis of the market is done according to the parameters mentioned in Porter's Five Force Model. These reliable market reports have led to integrating top-down and bottom-up approaches into the research model. This allows the analysts to provide the clients with estimations of various crucial market figures which are then used for a SWOT analysis of the Pay-per-click (PPC) Advertising market along with relevant insights into the global market

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In 2018, the global Pay-per-click (PPC) Advertising market size was xx million US\$ and it is expected to reach xx million US\$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Pay-per-click (PPC) Advertising status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Pay-per-click (PPC) Advertising development in United States, Europe and China.

The key players covered in this study

Google  
Bing  
Yahoo  
Ask.com

AOL.com  
Baidu  
Wolframalpha  
DuckDuckGo  
Sogou

Market segment by Type, the product can be split into  
Flat-rate PPC  
Bid-based PPC

Market segment by Application, split into  
Middle and Small-sized Enterprise  
Large-scale Enterprise

Market segment by Regions/Countries, this report covers  
United States  
Europe  
China  
Japan  
Southeast Asia  
India  
Central & South America

The growing demand for advanced Pay-per-click (PPC) Advertising capabilities in the industrial and other sectors is also likely to be a major driver for the global ICT sector in the coming years. AI is being increasingly used in applications such as predictive analytics, speech recognition, machine learning, and sensory systems. Known as “connected augmented intelligence”, this field relies on the accumulation of vast human-driven data and digital analysis to calculate the statistical possibilities in a given scenario and provide the best forecasts. The increasing use of data-driven decision making in the corporate and industrial sectors is thus likely to remain a major driver for the ICT sector in the coming years.

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