

# "USD 1.08 trillion Internet Advertising Market to reach by 2027, Top Impacting Factors: In-depth analysis."

*Internet advertising is the process of using the internet as a medium to deliver marketing or promotional messages to an identified*

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EINPresswire.com/ -- Increase in adoption of smartphones, emergence of high speed internet, proliferation of social media, growing expenditure on digital media across various industries, and surge in popularity of streaming platforms fuel the growth of the global

[internet advertising market](#). On the other hand, rising adoption of ad-blockers to avoid online advertising impedes the growth to some extent. Nevertheless, emergence of advertising automation and rise in adoption of identity-based pay-per-click (PPC) marketing are expected to create multiple opportunities in the industry.

According to the report, the global internet advertising industry was estimated at \$319 billion in 2019, and is expected to hit \$1.08 trillion by 2027, registering a CAGR of 17.2% from 2020 to 2027.

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Impact of COVID-19 on Market:

1. Rise in utilization of social media during the pandemic led to an increased drift to take recourse to social media platforms to promote various media content with the target audience, which impacted the global market for Internet advertising positively.
2. Advertising of the media and entertainment content over Twitter, Facebook, and Instagram has also become a trend in recent times.



Based on platform type, the mobile segment contributed to nearly two-thirds of the global internet advertising market share in 2019 and is expected to retain its dominance by the end of 2027. The same segment is also projected to register the fastest CAGR of 18.9% throughout the forecast period, owing to various factors such as increase in mobile internet users, growth in popularity of social media, and time spent on mobile devices.

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Based on pricing model, the performance based segment accounted for more than half of the global internet advertising market revenue in 2019 and is projected to rule the roost by 2027, due to the growing demand to ensure most out of the ad budgets in an increasingly competitive environment across various industries. Simultaneously, the hybrid segment would register the fastest CAGR of 22.7% during the forecast period. This is because hybrid pricing model for internet advertising enables companies to increase the return from their advertising investments more effectively through better conversion or expanded market reach with the help of combination of two advertising concepts into a single campaign.

Based on geography, North America garnered the highest share in 2019, holding around two-fifths of the global internet advertising market, owing to surge in advertisers' expenditure on digital advertising. Asia-Pacific, on the other hand, would exhibit the fastest CAGR of 21.6% from 2020 to 2027. Particularly, in countries, such as India, China, and Indonesia, apps are growing importance due to the ubiquity of smartphone usage as well as gaming. This factor has driven the market growth.

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The advertising sector is experiencing a swift integration of automation technologies, presenting a favorable opportunity for the growth of the online advertising market. The adoption of automated internet advertising has proven advantageous, offering efficiency, scalability, and cost-effectiveness to advertising endeavors. The pervasive embrace of automation is evident across diverse advertising platforms, including industry giants like Google and Facebook. Google, for example, has incorporated advertising automation features encompassing automated bidding strategies, ad copy generation, and PPC reporting automation. Similarly, Facebook's Automated Rules streamline the management of users' campaigns, ad sets, and ads by automatically overseeing multiple concurrent advertisements.

Projections indicate that by the conclusion of 2020, 80% of the internet advertising workflow will be automated, with the remaining 20% reserved for aspects requiring continual human involvement, such as storytelling, brand value, and experiential tactics. Consequently, the burgeoning trend of automation technologies in internet advertising is poised to unlock a myriad

of opportunities for the market.

Leading Market Players:

□ Google LLC

□ Baidu, Inc.

□ Hulu LLC

□ Verizon Communications Inc.

□ Amazon.com, Inc

□ Microsoft Corporation

□ International Business Machines Corporation

□ Facebook, Inc.

□ Alibaba Group Holding Limited

□ Twitter Inc.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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