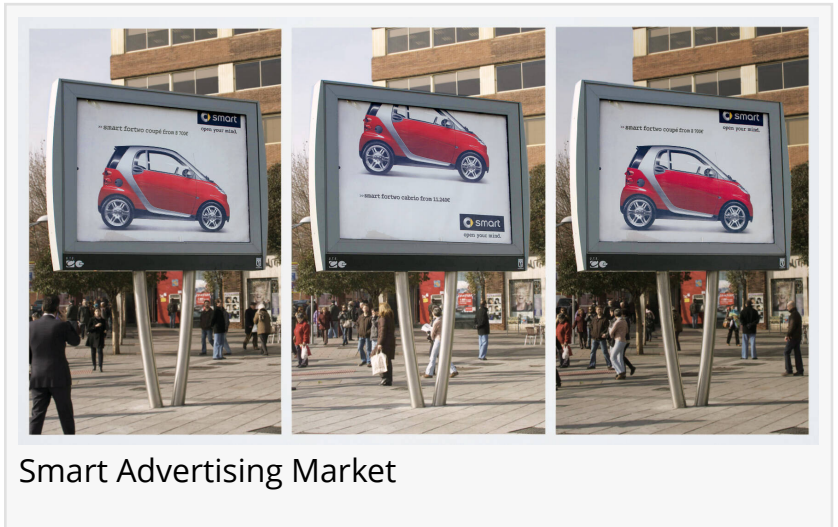


Smart Advertising Market 2024 | Growth, Demand and Forecast by 2032

IMARC Group expects the market to reach US\$ 6,813.5 Million by 2032, exhibiting a growth rate (CAGR) of 18.09% during 2024-2032.

UNITED STATES, June 26, 2024

/EINPresswire.com/ -- IMARC Group's report titled "Smart Advertising Market: Global Industry Analysis, Size, Share, Growth, Trends, and Forecast by Region (2024-2032). The report covers the market size, share, growth, trends, and forecast by region (North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa), and provides a detailed analysis of the market dynamics, including the impact of COVID-19, and the role of smart advertising in the overall advertising landscape.



The global smart advertising market size reached US\$ 1,525.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6,813.5 Million by 2032, exhibiting a growth rate (CAGR) of 18.09% during 2024-2032.

For more information, visit <https://www.imarcgroup.com/smart-advertising-market/requestsample>

Factors Affecting the Growth of the Smart Advertising Industry:

1. Increasing demand for personalized and relevant advertising experiences:

The growing demand for smart advertising due to rising preferences for personalized and relevant advertising experiences among the masses around the world is offering a positive market outlook. Individuals are seeking content that resonates with their interests, preferences, and values. Smart advertising technologies enable advertisers to meet these expectations by utilizing data-driven insights to deliver highly targeted and contextualized ads. Moreover, advertisers can create more compelling and engaging content that drives conversions and builds brand loyalty by understanding the behavior and preferences of individuals.

2. Integration of advanced technologies:

The integration of advanced technologies, such as artificial intelligence (AI), machine learning

(ML), big data analytics, and the Internet of Things (IoT), is propelling the market growth. These innovations empower advertisers to craft more precise, personalized, and effective campaigns. AI algorithms analyze vast amounts of data to understand the behavior and preferences of individuals, enabling targeted ad placements. Moreover, ML optimizes ad delivery in real time, ensuring maximum impact. Big data analytics provide actionable insights, guiding strategic decisions and campaign adjustments. IoT devices offer new avenues for ad engagement, integrating advertising seamlessly into the daily lives of people. These technological advancements not only enhance advertising effectiveness but also drive efficiency and return on investment (ROI) for advertisers.

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The rising need for data-driven insights among companies is contributing to the market growth. In addition, smart advertising utilizes the power of data analytics to inform strategic decision-making, campaign optimization, and performance measurement. Advertisers can identify trends, patterns, and opportunities to refine their targeting and messaging strategies by analyzing vast datasets in real time. Furthermore, data-driven insights enable advertisers to measure the impact of their campaigns accurately, attributing conversions to specific ads and channels. This transparency and accountability not only optimize advertising spend but also facilitate continuous improvement and innovation.

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- Captivate LLC
- Clear Channel Outdoor Holdings Inc.
- IKE Smart City
- JCDecaux Group
- OUTFRONT Media Inc.

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<https://www.imarcgroup.com/request?type=report&id=8570&flag=C>

Smart Advertising Market Report Segmentation:

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- Hardware
- Software
- Services

Hardware represents the largest segment as it enables location-based targeting and proximity marketing in smart advertising.

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- Interactive Kiosk
- Digital Billboard
- Digital Poster
- Others

Digital billboard holds the biggest market share on account of its ability to display digital images, videos, animations, and interactive content.

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- Corporate
- Government
- Education
- Food and Beverage
- Others

Corporate accounts for the largest market share due to the rising focus on data-driven campaigns.

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- North America (United States, Canada)
- Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
- Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa

North America enjoys a leading position in the smart advertising market, which can be attributed to the rapid digitalization of business processes.

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The rising adoption of smartphones and tablets among the masses across the globe is propelling the growth of the market. People are increasingly spending time on digital channels, ranging from social media platforms to streaming services. In addition, digital platforms offer enhanced reach and targeting capabilities for advertisers. Smart advertising leverages this digital ecosystem to deliver tailored messages to the right audience at the right time, enhancing engagement and conversion rates.

Besides this, advertisers are seeking more efficient and cost-effective ways to reach their target audience and measure the impact of their advertising campaigns. Smart advertising solutions offer tools for precise targeting, real-time optimization, and performance measurement.

Note: If you need specific information that is not currently within the scope of the report, we will

provide it to you as a part of the customization.

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