

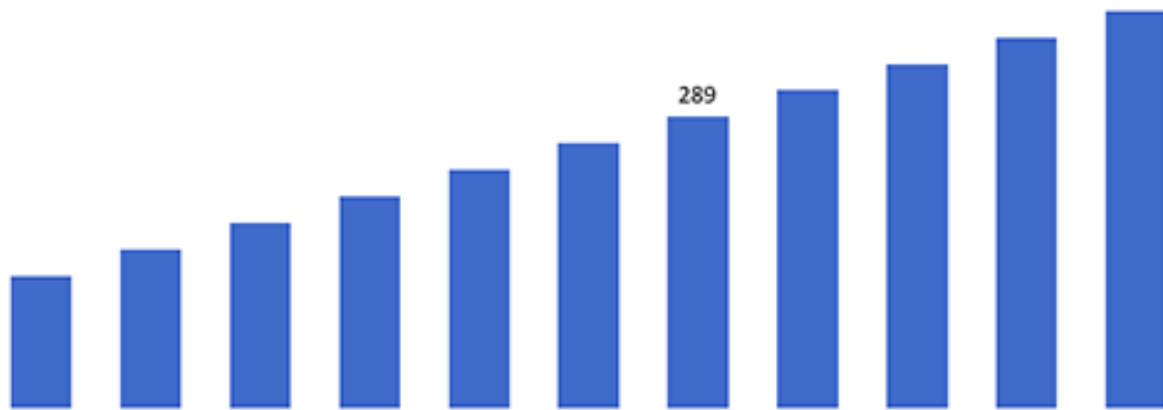
Mobile Advertising Market Outlook 2023-2028: Trends and Growth

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Source: <https://www.digitaljournal.com/>

Global Mobile Advertising Market

Historical Market and Forecast
USD Billion



Source: www.expertmarketresearch.com



According to the report by Expert Market Research (EMR), the global mobile advertising market size is expected to witness a healthy growth in the forecast period of 2023-2028, aided by the escalating use of smartphones and the growing application of innovative mobile advertising strategies in various sectors.

Mobile advertising is the communication of products or services to mobile devices and smartphone users. It is an integral part to app-based marketing, mobile web, and in-game mobile marketing. The rapid proliferation of high-speed internet services and technologically advanced devices have provided an impetus to the mobile advertising market, opening up new avenues for advertisers to engage with consumers on a more personal level.

The increasing preference for mobile platforms is propelling the global mobile advertising market growth. With the growing reliance on smartphones for daily activities and tasks, there has been a significant shift towards mobile-based digital consumption. As a result, advertisers are concentrating their efforts on leveraging mobile platforms to connect with their target audience. In addition, the rise in e-commerce and m-commerce activities has further escalated the need for effective mobile advertising strategies.

The broadening applications of mobile advertising across various industries are also significantly contributing to the mobile advertising market expansion. In the e-commerce industry, mobile advertising plays a crucial role in driving online traffic, improving customer engagement, and boosting sales. Further, the entertainment and media industry employs mobile advertising to promote new releases and offerings. Moreover, sectors like travel and tourism, finance, and healthcare are also incorporating mobile advertising strategies to reach potential customers.

Further, the rising innovation in mobile advertising technology has led to a heightened focus on personalised and targeted advertising. With the advancement in AI and machine learning, advertisers can now create personalised ad content based on the user's preferences, browsing history, and purchasing behaviour. The introduction of augmented reality (AR) and virtual reality (VR) in advertising has added another dimension to the industry, creating immersive and interactive advertising experiences that further increase the mobile advertising market demand.

Market Breakup by Platform:

- Video
- Social Media
- Website
- Push Notifications
- Display
- SMS and E-mail
- In-App
- Others

Market Breakup by Distribution Channel

- Affiliate Marketing
- Omni-channel Marketing
- Social Media Marketing
- Content Marketing
- Others

Market Breakup by End Use

- BFSI
- Arts and Entertainment
- Hobbies and Interest
- Technology and Computing
- Fashion and Style
- Travel
- Healthcare
- Automotive
- Others

Market Breakup by Region

North America
Europe
Asia Pacific
Latin America
Middle East and Africa
Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global mobile advertising companies. Some of the major key players explored in the report by Expert

Market Research are as follows:

Facebook, Inc.
Alphabet, Inc.
Microsoft Corporation
Twitter, Inc.
InMobi PTE Ltd
Amobee, Inc.
Others

Tags: Mobile, Advertising, Outlook