

# Cross platform and mobile advertising market assignment

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The consumer attention has shifted from traditional media channels to always on screens; these consumers are combining multiple devices in new ways for multi-tasking to amplify their experience, share the content, and connect with others. Consumers' interaction on these devices reveals their behavior, need, interest for shopping.

Based on this information, marketers can reach their customers through reliable interaction with their customers across multiple devices. In recent years, mobile advertising evolved as a subset of mobile marketing and is closely related to online advertising. Mobile advertising helps advertisers, publishers, and marketers to target their customers on their mobile devices. Cross-platform advertising is an emerging concept that supports the mobile advertising market. People are depending on multipliers for online shopping; most of them are spending their media time on smartphones, laptops, smart TVs, tablets, and smart TVs.

All these consumer behaviors helped the emergence of cross-platform advertising. Companies such as Facebook and Google are offering advertising solutions into this market. Cross-platform and mobile advertising has huge opportunities in consumer goods, retail and restaurants and Telecoms and IT verticals; more than 28.01% of the cross-platform and mobile advertising revenue has been generated from consumer goods, retail and restaurants vertical in 2015, and it has been estimated that by 2020 Telecoms and IT will have the largest market share in this market.