

DSP (Demand-Side Platform) Market Status and Trend Analysis 2017-2026 (COVID-19 Version)

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Abstracts

SUMMARY

Further key aspects of the report indicate that:

Chapter 1: Research Scope: Product Definition, Type, End-Use & Methodology

Chapter 2: Global Industry Summary

Chapter 3: Market Dynamics

Chapter 4: Global Market Segmentation by region, type and End-Use

Chapter 5: North America Market Segmentation by region, type and End-Use

Chapter 6: Europe Market Segmentation by region, type and End-Use

Chapter 7: Asia-Pacific Market Segmentation by region, type and End-Use

Chapter 8: South America Market Segmentation by region, type and End-Use

Chapter 9: Middle East and Africa Market Segmentation by region, type and End-Use.

Chapter 10: Market Competition by Companies

Chapter 11: Market forecast and environment forecast.

Chapter 12: Industry Summary.

The global DSP (Demand-Side Platform) market has the potential to grow with xx million USD with growing CAGR in the forecast period from 2021f to 2026f. Factors driving the market for @@@@ are the significant development of demand and improvement of COVID-19 and geo-economics.

Based on the type of product, the global DSP (Demand-Side Platform) market segmented into

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

Based on the end-use, the global DSP (Demand-Side Platform) market classified into

Retail

Automotive

Financial

Telecom

Others

Based on geography, the global DSP (Demand-Side Platform) market segmented into

North America [U.S., Canada, Mexico]

Europe [Germany, UK, France, Italy, Rest of Europe]

Asia-Pacific [China, India, Japan, South Korea, Southeast Asia, Australia, Rest of Asia Pacific]

South America [Brazil, Argentina, Rest of Latin America]

Middle East & Africa [GCC, North Africa, South Africa, Rest of Middle East and Africa]

And the major players included in the report are

Criteo

Double Click

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Dataxu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

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Amobee

Centro Inc

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