

Global Ad Tech Market Status, Trends and COVID-19 Impact Report 2022

<https://marketpublishers.com/r/G035322770D2EN.html>

Date: February 2022

Pages: 125

Price: US\$ 2,350.00 (Single User License)

ID: G035322770D2EN

Abstracts

In the past few years, the Ad Tech market experienced a huge change under the influence of COVID-19, the global market size of Ad Tech reached million \$ in 2021 from in 2016 with a CAGR of #VALUE! from 2016-2021 is. As of now, the global COVID-19 Coronavirus Cases have exceeded 200 million, and the global epidemic has been basically under control, therefore, the World Bank has estimated the global economic growth in 2021 and 2022. The World Bank predicts that the global economic output is expected to expand 4 percent in 2021 while 3.8 percent in 2022. According to our research on Ad Tech market and global economic environment, we forecast that the global market size of Ad Tech will reach million \$ in 2026 with a CAGR of % from 2021-2026.

Due to the COVID-19 pandemic, according to World Bank statistics, global GDP has shrunk by about 3.5% in 2020. Entering 2021, Economic activity in many countries has started to recover and partially adapted to pandemic restrictions. The research and development of vaccines has made breakthrough progress, and many governments have also issued various policies to stimulate economic recovery, particularly in the United States, is likely to provide a

strong boost to economic activity but prospects for sustainable growth vary widely between countries and sectors. Although the global economy is recovering from the great depression caused by COVID-19, it will remain below pre-pandemic trends for a prolonged period. The pandemic has exacerbated the risks associated with the decade-long wave of global debt accumulation. It is also likely to steepen the long-expected slowdown in potential growth over the next decade.

The world has entered the COVID-19 epidemic recovery period. In this complex economic environment, we published the Global Ad Tech Market Status, Trends and COVID-19 Impact Report 2021, which provides a comprehensive analysis of the global Ad Tech market , This Report covers the players' data, including: revenue, gross margin, business distribution etc., these data help the consumer know about the competitors better. This report also covers all the regions and countries of the world, which shows the regional development status, including market size and value, as well as price data. Besides, the report also covers segment data, including: type wise, industry wise, channel wise etc. all the data period is from 2015-2021E, this report also provide forecast data from 2021-2026.

Section 1: 100 USD——Market Overview

Section (2 3): 1200 USD——Manufacturer Detail

Facebook

Google

Amazon

Verizon

AT&T and Comcast

Adobe

Salesforce
Oracle
The Trade Desk
Criteo
Telaria

Section 4: 900 USD——Region Segmentation
North America (United States, Canada, Mexico)
South America (Brazil, Argentina, Other)
Asia Pacific (China, Japan, India, Korea, Southeast Asia)
Europe (Germany, UK, France, Spain, Italy)
Middle East and Africa (Middle East, Africa)

Section (5 6 7): 500 USD——
Product Type Segmentation (Web-Based, Cloud-Based, On-Premise, ,)
Application Segmentation (Large Enterprises, Small and Medium-sized Enterprises
(SMEs), , ,)
Channel (Direct Sales, Distribution Channel) Segmentation

Section 8: 400 USD——Market Forecast (2021-2026)

Section 10: 700 USD——Downstream Customers

Section 11: 200 USD——Raw Material and Manufacturing Cost

Section 12: 500 USD——Conclusion

Section 13: Research Method and Data Source

Contents

SECTION 1 AD TECH MARKET OVERVIEW

- 1.1 Ad Tech Market Scope
- 1.2 COVID-19 Impact on Ad Tech Market
- 1.3 Global Ad Tech Market Status and Forecast Overview
 - 1.3.1 Global Ad Tech Market Status 2016-2021
 - 1.3.2 Global Ad Tech Market Forecast 2021-2026

SECTION 2 GLOBAL AD TECH MARKET MANUFACTURER SHARE

- 2.2 Global Company Ad Tech Business Revenue

SECTION 3 MANUFACTURER AD TECH BUSINESS INTRODUCTION

- 3.1 Facebook Ad Tech Business Introduction
 - 3.1.1 Facebook Ad Tech Revenue and Gross margin 2016-2021
 - 3.1.2 Facebook Ad Tech Business Distribution by Region
 - 3.1.3 Facebook Interview Record
 - 3.1.4 Facebook Ad Tech Business Profile
 - 3.1.5 Facebook Ad Tech Product Specification
- 3.2 Google Ad Tech Business Introduction
 - 3.2.1 Google Ad Tech Revenue and Gross margin 2016-2021
 - 3.2.2 Google Ad Tech Business Distribution by Region
 - 3.2.3 Interview Record
 - 3.2.4 Google Ad Tech Business Overview
 - 3.2.5 Google Ad Tech Product Specification
- 3.3 Amazon Ad Tech Business Introduction
 - 3.3.1 Amazon Ad Tech Revenue and Gross margin 2016-2021
 - 3.3.2 Amazon Ad Tech Business Distribution by Region
 - 3.3.3 Interview Record
 - 3.3.4 Amazon Ad Tech Business Overview
 - 3.3.5 Amazon Ad Tech Product Specification
- 3.4 Verizon Ad Tech Business Introduction
 - 3.4.1 Verizon Ad Tech Revenue and Gross margin 2016-2021
 - 3.4.2 Verizon Ad Tech Business Distribution by Region
 - 3.4.3 Interview Record
 - 3.4.4 Verizon Ad Tech Business Overview

- 3.4.5 Verizon Ad Tech Product Specification
- 3.5 AT&T and Comcast Ad Tech Business Introduction
- 3.6 Adobe Ad Tech Business Introduction
- 3.7 Salesforce Ad Tech Business Introduction
- 3.8 Oracle Ad Tech Business Introduction
- ...

SECTION 4 GLOBAL AD TECH MARKET SEGMENTATION (BY REGION)

- 4.1 North America Country
 - 4.1.1 United States Ad Tech Market Size and Price Analysis 2016-2021
 - 4.1.2 Canada Ad Tech Market Size and Price Analysis 2016-2021
 - 4.1.3 Mexico Ad Tech Market Size and Price Analysis 2016-2021
- 4.2 South America Country
 - 4.2.1 Brazil Ad Tech Market Size and Price Analysis 2016-2021
 - 4.2.2 Argentina Ad Tech Market Size and Price Analysis 2016-2021
- 4.3 Asia Pacific
 - 4.3.1 China Ad Tech Market Size and Price Analysis 2016-2021
 - 4.3.2 Japan Ad Tech Market Size and Price Analysis 2016-2021
 - 4.3.3 India Ad Tech Market Size and Price Analysis 2016-2021
 - 4.3.4 Korea Ad Tech Market Size and Price Analysis 2016-2021
 - 4.3.5 Southeast Asia Ad Tech Market Size and Price Analysis 2016-2021
- 4.4 Europe Country
 - 4.4.1 Germany Ad Tech Market Size and Price Analysis 2016-2021
 - 4.4.2 UK Ad Tech Market Size and Price Analysis 2016-2021
 - 4.4.3 France Ad Tech Market Size and Price Analysis 2016-2021
 - 4.4.4 Spain Ad Tech Market Size and Price Analysis 2016-2021
 - 4.4.5 Italy Ad Tech Market Size and Price Analysis 2016-2021
- 4.5 Middle East and Africa
 - 4.5.1 Africa Ad Tech Market Size and Price Analysis 2016-2021
 - 4.5.2 Middle East Ad Tech Market Size and Price Analysis 2016-2021
- 4.6 Global Ad Tech Market Segmentation (By Region) Analysis 2016-2021
- 4.7 Global Ad Tech Market Segmentation (By Region) Analysis

SECTION 5 GLOBAL AD TECH MARKET SEGMENTATION (BY PRODUCT TYPE)

- 5.1 Product Introduction by Type
 - 5.1.1 Web-Based Product Introduction
 - 5.1.2 Cloud-Based Product Introduction

- 5.1.3 On-Premise Product Introduction
- 5.1.4 Product Introduction
- 5.1.5 Product Introduction
- 5.2 Global Ad Tech Market Size by Cloud-Based016-2021
- 5.3 Global Ad Tech Market Segmentation (By Type) Analysis

SECTION 6 GLOBAL AD TECH MARKET SEGMENTATION (BY APPLICATION)

- 6.1 Global Ad Tech Market Size by Application 2016-2021
- 6.2 Global Ad Tech Market Segmentation (By Application) Analysis

SECTION 7 GLOBAL AD TECH MARKET SEGMENTATION (BY CHANNEL)

- 7.1 Global Ad Tech Market Segmentation (By Channel) Market Size and Share 2016-2021
- 7.2 Global Ad Tech Market Segmentation (By Channel) Analysis

SECTION 8 AD TECH MARKET FORECAST 2021-2026

- 8.1 Ad Tech Segmentation Market Forecast 2021-2026 (By Region)
- 8.2 Ad Tech Segmentation Market Forecast 2021-2026 (By Type)
- 8.3 Ad Tech Segmentation Market Forecast 2021-2026 (By Application)
- 8.4 Ad Tech Segmentation Market Forecast 2021-2026 (By Channel)

SECTION 10 AD TECH APPLICATION AND CLIENT ANALYSIS

- 10.1 Large Enterprises Customers
- 10.2 Small and Medium-sized Enterprises (SMEs) Customers
- 10.3 Customers
- 10.4 Customers
- 10.5 Customers

SECTION 11 AD TECH MANUFACTURING COST OF ANALYSIS

- 11.1 Raw Material Cost Analysis
- 11.2 Labor Cost Analysis
- 11.3 Cost Overview

SECTION 12 CONCLUSION

13 Methodology and Data Source

Chart And Figure

CHART AND FIGURE

Figure Ad Tech Product Picture

Chart Ad Tech Market Size (with or without the impact of COVID-19)

Chart Global Ad Tech Market Size (Million \$) and Growth Rate 2016-2021

Chart Global Ad Tech Market Size (Million \$) and Growth Rate 2021-2026

Chart 2016-2021 Global Company Ad Tech Business Revenue (Million USD)

Chart 2016-2021 Global Company Ad Tech Business Revenue Share

Chart Facebook Ad Tech Revenue and Gross margin 2016-2021

Chart Facebook Ad Tech Business Distribution

Chart Facebook Interview Record (Partly)

Chart Facebook Ad Tech Business Profile

Table Facebook Ad Tech Product Specification

Chart Google Ad Tech Revenue and Gross margin 2016-2021

Chart Google Ad Tech Business Distribution

Chart Google Interview Record (Partly)

Chart Google Ad Tech Business Overview

Table Google Ad Tech Product Specification

Chart Amazon Ad Tech Revenue and Gross margin 2016-2021

Chart Amazon Ad Tech Business Distribution

Chart Amazon Interview Record (Partly)

Chart Amazon Ad Tech Business Overview

Table Amazon Ad Tech Product Specification

Chart Verizon Ad Tech Revenue and Gross margin 2016-2021

Chart Verizon Ad Tech Business Distribution

Chart Verizon Interview Record (Partly)

Chart Verizon Ad Tech Business Overview

Table Verizon Ad Tech Product Specification

Chart United States Ad Tech Market Size (Million \$) and Growth Rate 2016-2021

Chart United States Ad Tech Segment Data by Application 2016-2021

Chart Canada Ad Tech Market Size (Million \$) and Growth Rate 2016-2021

Chart Canada Ad Tech Segment Data by Application 2016-2021

Chart Mexico Ad Tech Market Size (Million \$) and Growth Rate 2016-2021

Chart Mexico Ad Tech Segment Data by Application 2016-2021

Chart Brazil Ad Tech Market Size (Million \$) and Growth Rate 2016-2021

I would like to order

Product name: Global Ad Tech Market Status, Trends and COVID-19 Impact Report 2022

Product link: <https://marketpublishers.com/r/G035322770D2EN.html>

Price: US\$ 2,350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G035322770D2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970