

Global Ad Intelligence Software Market Research Report 2026(Status and Outlook)

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Abstracts

Digital ad intelligence software monitors competitors' advertising campaigns as well as optimizes ad spend by providing ad revenue data. Companies use digital ad intelligence software to evaluate where competitors are advertising, the ad creatives their competitors are running, and how much their competitors are spending on their ads. Competitive intelligence is a main component of this type of software, as it can help businesses identify which ad creatives are performing best for their competitors (i.e., types of messaging, CTAs, ad sizes and images, etc.). Digital ad intelligence software can also track competitors' key performance indicators, like cost per impression (CPI) and click-through rate (CTR). Some of the future market trends of Ad Intelligence Software are: Increasing adoption of artificial intelligence (AI) and machine learning (ML): AI and ML can enhance the capabilities of Ad Intelligence Software by providing smart features such as natural language processing (NLP), speech recognition, computer vision, predictive analytics, sentiment analysis chatbots virtual assistants (VAs) etc. These features can help users to automate tasks improve communication generate insights personalize experiences optimize campaigns etc. Growing demand for cross-channel and cross-device measurement: As consumers use multiple channels and devices to access online content and advertisements, there is a need for Ad Intelligence Software that can measure the impact of advertising across different touchpoints. This will require Ad Intelligence Software that can track attribute and report on the customer journey across web mobile social media email video connected TV (CTV) etc. Rising use of blockchain technology: Blockchain technology can provide a secure and transparent platform for online advertising transactions. Blockchain technology can help Ad Intelligence Software to verify the authenticity of ads prevent ad fraud protect user privacy reduce intermediaries increase efficiency lower costs etc.

The global Ad Intelligence Software market size was estimated at USD 8298.0 million in

2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Ad Intelligence Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Ad Intelligence Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Ad Intelligence Software market.

Global Ad Intelligence Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Pathmatics
SOOMLA
SimilarWeb
Adbeat
BIScience
MobileAction
WhatRunsWhere
App Annie
Apptica.com
Nielsen
Numerator
Sensor Tower
SocialPeta
Moat Analytics
Google Analytics

Market Segmentation (by Type)

Cloud Based
On Premises

Market Segmentation (by Application)

Large Enterprises
SMEs

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Ad Intelligence Software Market
Overview of the regional outlook of the Ad Intelligence Software Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Ad Intelligence Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Ad Intelligence Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and

acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Ad Intelligence Software

1.2 Key Market Segments

1.2.1 Ad Intelligence Software Segment by Type

1.2.2 Ad Intelligence Software Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 AD INTELLIGENCE SOFTWARE MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AD INTELLIGENCE SOFTWARE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Ad Intelligence Software Product Life Cycle

3.3 Global Ad Intelligence Software Revenue Market Share by Company (2020-2025)

3.4 Ad Intelligence Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Ad Intelligence Software Market Competitive Situation and Trends

3.6.1 Ad Intelligence Software Market Concentration Rate

3.6.2 Global 5 and 10 Largest Ad Intelligence Software Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 AD INTELLIGENCE SOFTWARE VALUE CHAIN ANALYSIS

4.1 Ad Intelligence Software Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AD INTELLIGENCE SOFTWARE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Ad Intelligence Software Market Porter's Five Forces Analysis

6 AD INTELLIGENCE SOFTWARE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Ad Intelligence Software Market by Type (2020-2025)

6.3 Global Ad Intelligence Software Market Size Growth Rate by Type (2021-2025)

7 AD INTELLIGENCE SOFTWARE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Ad Intelligence Software Market Size (M USD) by Application (2020-2025)

7.3 Global Ad Intelligence Software Market Size Growth Rate by Application (2021-2025)

8 AD INTELLIGENCE SOFTWARE MARKET SEGMENTATION BY REGION

8.1 Global Ad Intelligence Software Market Size by Region

8.1.1 Global Ad Intelligence Software Market Size by Region

8.1.2 Global Ad Intelligence Software Market Size Market Share by Region

8.2 North America

8.2.1 North America Ad Intelligence Software Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Ad Intelligence Software Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Ad Intelligence Software Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Ad Intelligence Software Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Ad Intelligence Software Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Pathmatics

9.1.1 Pathmatics Basic Information

9.1.2 Pathmatics Ad Intelligence Software Product Overview

9.1.3 Pathmatics Ad Intelligence Software Product Market Performance

9.1.4 Pathmatics SWOT Analysis

9.1.5 Pathmatics Business Overview

9.1.6 Pathmatics Recent Developments

9.2 SOOMLA

9.2.1 SOOMLA Basic Information

9.2.2 SOOMLA Ad Intelligence Software Product Overview

9.2.3 SOOMLA Ad Intelligence Software Product Market Performance

9.2.4 SOOMLA SWOT Analysis

9.2.5 SOOMLA Business Overview

9.2.6 SOOMLA Recent Developments

9.3 SimilarWeb

9.3.1 SimilarWeb Basic Information

9.3.2 SimilarWeb Ad Intelligence Software Product Overview

9.3.3 SimilarWeb Ad Intelligence Software Product Market Performance

9.3.4 SimilarWeb SWOT Analysis

9.3.5 SimilarWeb Business Overview

9.3.6 SimilarWeb Recent Developments

9.4 Adbeat

9.4.1 Adbeat Basic Information

9.4.2 Adbeat Ad Intelligence Software Product Overview

9.4.3 Adbeat Ad Intelligence Software Product Market Performance

9.4.4 Adbeat Business Overview

9.4.5 Adbeat Recent Developments

9.5 BIScience

9.5.1 BIScience Basic Information

9.5.2 BIScience Ad Intelligence Software Product Overview

9.5.3 BIScience Ad Intelligence Software Product Market Performance

9.5.4 BIScience Business Overview

9.5.5 BIScience Recent Developments

9.6 MobileAction

9.6.1 MobileAction Basic Information

9.6.2 MobileAction Ad Intelligence Software Product Overview

9.6.3 MobileAction Ad Intelligence Software Product Market Performance

9.6.4 MobileAction Business Overview

9.6.5 MobileAction Recent Developments

9.7 WhatRunsWhere

9.7.1 WhatRunsWhere Basic Information

9.7.2 WhatRunsWhere Ad Intelligence Software Product Overview

9.7.3 WhatRunsWhere Ad Intelligence Software Product Market Performance

9.7.4 WhatRunsWhere Business Overview

9.7.5 WhatRunsWhere Recent Developments

9.8 App Annie

- 9.8.1 App Annie Basic Information
- 9.8.2 App Annie Ad Intelligence Software Product Overview
- 9.8.3 App Annie Ad Intelligence Software Product Market Performance
- 9.8.4 App Annie Business Overview
- 9.8.5 App Annie Recent Developments
- 9.9 Apptica.com
 - 9.9.1 Apptica.com Basic Information
 - 9.9.2 Apptica.com Ad Intelligence Software Product Overview
 - 9.9.3 Apptica.com Ad Intelligence Software Product Market Performance
 - 9.9.4 Apptica.com Business Overview
 - 9.9.5 Apptica.com Recent Developments
- 9.10 Nielsen
 - 9.10.1 Nielsen Basic Information
 - 9.10.2 Nielsen Ad Intelligence Software Product Overview
 - 9.10.3 Nielsen Ad Intelligence Software Product Market Performance
 - 9.10.4 Nielsen Business Overview
 - 9.10.5 Nielsen Recent Developments
- 9.11 Numerator
 - 9.11.1 Numerator Basic Information
 - 9.11.2 Numerator Ad Intelligence Software Product Overview
 - 9.11.3 Numerator Ad Intelligence Software Product Market Performance
 - 9.11.4 Numerator Business Overview
 - 9.11.5 Numerator Recent Developments
- 9.12 Sensor Tower
 - 9.12.1 Sensor Tower Basic Information
 - 9.12.2 Sensor Tower Ad Intelligence Software Product Overview
 - 9.12.3 Sensor Tower Ad Intelligence Software Product Market Performance
 - 9.12.4 Sensor Tower Business Overview
 - 9.12.5 Sensor Tower Recent Developments
- 9.13 SocialPeta
 - 9.13.1 SocialPeta Basic Information
 - 9.13.2 SocialPeta Ad Intelligence Software Product Overview
 - 9.13.3 SocialPeta Ad Intelligence Software Product Market Performance
 - 9.13.4 SocialPeta Business Overview
 - 9.13.5 SocialPeta Recent Developments
- 9.14 Moat Analytics
 - 9.14.1 Moat Analytics Basic Information
 - 9.14.2 Moat Analytics Ad Intelligence Software Product Overview
 - 9.14.3 Moat Analytics Ad Intelligence Software Product Market Performance

9.14.4 Moat Analytics Business Overview

9.14.5 Moat Analytics Recent Developments

9.15 Google Analytics

9.15.1 Google Analytics Basic Information

9.15.2 Google Analytics Ad Intelligence Software Product Overview

9.15.3 Google Analytics Ad Intelligence Software Product Market Performance

9.15.4 Google Analytics Business Overview

9.15.5 Google Analytics Recent Developments

10 AD INTELLIGENCE SOFTWARE MARKET FORECAST BY REGION

10.1 Global Ad Intelligence Software Market Size Forecast

10.2 Global Ad Intelligence Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Ad Intelligence Software Market Size Forecast by Country

10.2.3 Asia Pacific Ad Intelligence Software Market Size Forecast by Region

10.2.4 South America Ad Intelligence Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Ad Intelligence Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Ad Intelligence Software Market Forecast by Type (2026-2035)

11.1.1 Global Ad Intelligence Software Market Size Forecast by Type (2026-2035)

11.2 Global Ad Intelligence Software Market Forecast by Application (2026-2035)

11.2.1 Global Ad Intelligence Software Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Ad Intelligence Software Market Size by Type (M USD)

Table 4. Global Ad Intelligence Software Market Size by Application

Table 5. Ad Intelligence Software Market Size Comparison by Region (M USD)

Table 6. Global Ad Intelligence Software Revenue (M USD) by Company (2020-2025)

Table 7. Global Ad Intelligence Software Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Ad Intelligence Software as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Ad Intelligence Software Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Ad Intelligence Software Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Ad Intelligence Software Market Size by Type (M USD)

Table 22. Global Ad Intelligence Software Market Size (M USD) by Type (2020-2025)

Table 23. Global Ad Intelligence Software Market Share by Type (2020-2025)

Table 24. Global Ad Intelligence Software Market Size Growth Rate by Type (2021-2025)

Table 25. Global Ad Intelligence Software Market Size by Application

Table 26. Global Ad Intelligence Software Market Size by Application (2020-2025) & (M USD)

Table 27. Global Ad Intelligence Software Market Share by Application (2020-2025)

Table 28. Global Ad Intelligence Software Market Size Growth Rate by Application (2021-2025)

Table 29. Global Ad Intelligence Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Ad Intelligence Software Market Size Market Share by Region (2020-2025)

Table 31. North America Ad Intelligence Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Ad Intelligence Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Ad Intelligence Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Ad Intelligence Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Ad Intelligence Software Market Size by Region (2020-2025) & (M USD)

Table 36. Pathmatics Basic Information

Table 37. Pathmatics Ad Intelligence Software Product Overview

Table 38. Pathmatics Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Pathmatics SWOT Analysis

Table 40. Pathmatics Business Overview

Table 41. Pathmatics Recent Developments

Table 42. SOOMLA Basic Information

Table 43. SOOMLA Ad Intelligence Software Product Overview

Table 44. SOOMLA Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. SOOMLA SWOT Analysis

Table 46. SOOMLA Business Overview

Table 47. SOOMLA Recent Developments

Table 48. SimilarWeb Basic Information

Table 49. SimilarWeb Ad Intelligence Software Product Overview

Table 50. SimilarWeb Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 51. SimilarWeb SWOT Analysis

Table 52. SimilarWeb Business Overview

Table 53. SimilarWeb Recent Developments

Table 54. Adbeat Basic Information

Table 55. Adbeat Ad Intelligence Software Product Overview

Table 56. Adbeat Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Adbeat Business Overview

Table 58. Adbeat Recent Developments

Table 59. BIScience Basic Information

Table 60. BIScience Ad Intelligence Software Product Overview

Table 61. BIScience Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 62. BIScience Business Overview

Table 63. BIScience Recent Developments

Table 64. MobileAction Basic Information

Table 65. MobileAction Ad Intelligence Software Product Overview

Table 66. MobileAction Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 67. MobileAction Business Overview

Table 68. MobileAction Recent Developments

Table 69. WhatRunsWhere Basic Information

Table 70. WhatRunsWhere Ad Intelligence Software Product Overview

Table 71. WhatRunsWhere Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 72. WhatRunsWhere Business Overview

Table 73. WhatRunsWhere Recent Developments

Table 74. App Annie Basic Information

Table 75. App Annie Ad Intelligence Software Product Overview

Table 76. App Annie Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 77. App Annie Business Overview

Table 78. App Annie Recent Developments

Table 79. Apptica.com Basic Information

Table 80. Apptica.com Ad Intelligence Software Product Overview

Table 81. Apptica.com Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Apptica.com Business Overview

Table 83. Apptica.com Recent Developments

Table 84. Nielsen Basic Information

Table 85. Nielsen Ad Intelligence Software Product Overview

Table 86. Nielsen Ad Intelligence Software Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Nielsen Business Overview

Table 88. Nielsen Recent Developments

Table 89. Numerator Basic Information

Table 90. Numerator Ad Intelligence Software Product Overview

Table 91. Numerator Ad Intelligence Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 92. Numerator Business Overview

Table 93. Numerator Recent Developments

Table 94. Sensor Tower Basic Information

Table 95. Sensor Tower Ad Intelligence Software Product Overview

Table 96. Sensor Tower Ad Intelligence Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 97. Sensor Tower Business Overview

Table 98. Sensor Tower Recent Developments

Table 99. SocialPeta Basic Information

Table 100. SocialPeta Ad Intelligence Software Product Overview

Table 101. SocialPeta Ad Intelligence Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 102. SocialPeta Business Overview

Table 103. SocialPeta Recent Developments

Table 104. Moat Analytics Basic Information

Table 105. Moat Analytics Ad Intelligence Software Product Overview

Table 106. Moat Analytics Ad Intelligence Software Revenue (M USD) and Gross
Margin (2020-2025)

Table 107. Moat Analytics Business Overview

Table 108. Moat Analytics Recent Developments

Table 109. Google Analytics Basic Information

Table 110. Google Analytics Ad Intelligence Software Product Overview

Table 111. Google Analytics Ad Intelligence Software Revenue (M USD) and Gross
Margin (2020-2025)

Table 112. Google Analytics Business Overview

Table 113. Google Analytics Recent Developments

Table 114. Global Ad Intelligence Software Market Size Forecast by Region
(2026-2035) & (M USD)

Table 115. North America Ad Intelligence Software Market Size Forecast by Country
(2026-2035) & (M USD)

Table 116. Europe Ad Intelligence Software Market Size Forecast by Country
(2026-2035) & (M USD)

Table 117. Asia Pacific Ad Intelligence Software Market Size Forecast by Region
(2026-2035) & (M USD)

Table 118. South America Ad Intelligence Software Market Size Forecast by Country
(2026-2035) & (M USD)

Table 119. Middle East and Africa Ad Intelligence Software Market Size Forecast by
Country (2026-2035) & (M USD)

Table 120. Global Ad Intelligence Software Market Size Forecast by Type (2026-2035)
& (M USD)

Table 121. Global Ad Intelligence Software Market Size Forecast by Application
(2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Ad Intelligence Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Ad Intelligence Software Market Size (M USD), 2025-2035

Figure 5. Global Ad Intelligence Software Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Ad Intelligence Software Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Ad Intelligence Software Product Life Cycle

Figure 12. Global Ad Intelligence Software Revenue Share by Company in 2025

Figure 13. Ad Intelligence Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Ad Intelligence Software Revenue in 2025

Figure 15. Value Chain Map of Ad Intelligence Software

Figure 16. Global Ad Intelligence Software Market PEST Analysis

Figure 17. Global Ad Intelligence Software Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Ad Intelligence Software Market Share by Type

Figure 20. Market Share of Ad Intelligence Software by Type (2020-2025)

Figure 21. Global Ad Intelligence Software Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Ad Intelligence Software Market Share by Application

Figure 24. Global Ad Intelligence Software Market Share by Application (2020-2025)

Figure 25. Global Ad Intelligence Software Market Share by Application in 2024

Figure 26. Global Ad Intelligence Software Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Ad Intelligence Software Market Size Market Share by Region (2020-2025)

Figure 28. North America Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Ad Intelligence Software Market Size Market Share by

Country in 2024

Figure 30. U.S. Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Ad Intelligence Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Ad Intelligence Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Ad Intelligence Software Market Share by Country in 2024

Figure 35. Germany Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Ad Intelligence Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Ad Intelligence Software Market Size Market Share by Region in 2024

Figure 42. China Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Ad Intelligence Software Market Size and Growth Rate (M USD)

Figure 48. South America Ad Intelligence Software Market Size Market Share by Country in 2024

Figure 49. Brazil Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Ad Intelligence Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Ad Intelligence Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Ad Intelligence Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Ad Intelligence Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Ad Intelligence Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Ad Intelligence Software Market Share Forecast by Application (2026-2035)

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