

Global Ad Serving and Retargeting Platform Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G905AA63FA27EN.html>

Date: July 2026

Pages: 132

Price: US\$ 3,200.00 (Single User License)

ID: G905AA63FA27EN

Abstracts

Report Overview:

Retargeting is a form of online advertising. Retargeting is a cookie-based technology that Cookie-based retargeting tools track website visitors via pixels, which are added to a company's website using JavaScript; these cookies do not impact a website user's experience or a site's performance.

Retargeting software is designed to help companies serve display ads across the internet to users who have previously visited their website.

The Global Ad Serving and Retargeting Platform Market Size was estimated at USD 749.60 million in 2023 and is projected to reach USD 1552.35 million by 2029, exhibiting a CAGR of 12.90% during the forecast period.

This report provides a deep insight into the global Ad Serving and Retargeting Platform market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Ad Serving and Retargeting Platform Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the

main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Ad Serving and Retargeting Platform market in any manner.

Global Ad Serving and Retargeting Platform Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Facebook

Google

Criteo

AdRoll

LinkedIn

Twitter

Marin Software

Terminus

OpenX

AppNexus

Acquisio

Kenshoo

Adobe

StackAdapt

Centro

Sprinklr

Sizmek

MediaMath

Quality Unit

The Trade Desk

MonetizeMore

Market Segmentation (by Type)

Cloud-Based

On-Premises

Market Segmentation (by Application)

SMEs

Large Enterprises

Individuals

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 Serving and Retargeting Platform Market

Overview of the regional outlook of the Ad Serving and Retargeting Platform Market:

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 (USD Billion) 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

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

Note: this report may need to undergo a final check or review and this could take about 48 hours.

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 Serving and Retargeting Platform 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Ad Serving and Retargeting Platform

1.2 Key Market Segments

1.2.1 Ad Serving and Retargeting Platform Segment by Type

1.2.2 Ad Serving and Retargeting Platform 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 SERVING AND RETARGETING PLATFORM MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AD SERVING AND RETARGETING PLATFORM MARKET COMPETITIVE LANDSCAPE

3.1 Global Ad Serving and Retargeting Platform Revenue Market Share by Company (2019-2024)

3.2 Ad Serving and Retargeting Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Ad Serving and Retargeting Platform Market Size Sites, Area Served, Product Type

3.4 Ad Serving and Retargeting Platform Market Competitive Situation and Trends

3.4.1 Ad Serving and Retargeting Platform Market Concentration Rate

3.4.2 Global 5 and 10 Largest Ad Serving and Retargeting Platform Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 AD SERVING AND RETARGETING PLATFORM VALUE CHAIN ANALYSIS

4.1 Ad Serving and Retargeting Platform Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AD SERVING AND RETARGETING PLATFORM MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 Mergers & Acquisitions

5.5.2 Expansions

5.5.3 Collaboration/Supply Contracts

5.6 Industry Policies

6 AD SERVING AND RETARGETING PLATFORM MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Ad Serving and Retargeting Platform Market Size Market Share by Type (2019-2024)

6.3 Global Ad Serving and Retargeting Platform Market Size Growth Rate by Type (2019-2024)

7 AD SERVING AND RETARGETING PLATFORM MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Ad Serving and Retargeting Platform Market Size (M USD) by Application (2019-2024)

7.3 Global Ad Serving and Retargeting Platform Market Size Growth Rate by Application (2019-2024)

8 AD SERVING AND RETARGETING PLATFORM MARKET SEGMENTATION BY REGION

8.1 Global Ad Serving and Retargeting Platform Market Size by Region

8.1.1 Global Ad Serving and Retargeting Platform Market Size by Region

8.1.2 Global Ad Serving and Retargeting Platform Market Size Market Share by Region

8.2 North America

8.2.1 North America Ad Serving and Retargeting Platform 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 Serving and Retargeting Platform Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Ad Serving and Retargeting Platform 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 Serving and Retargeting Platform 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 Serving and Retargeting Platform 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 Facebook

9.1.1 Facebook Ad Serving and Retargeting Platform Basic Information

- 9.1.2 Facebook Ad Serving and Retargeting Platform Product Overview
- 9.1.3 Facebook Ad Serving and Retargeting Platform Product Market Performance
- 9.1.4 Facebook Ad Serving and Retargeting Platform SWOT Analysis
- 9.1.5 Facebook Business Overview
- 9.1.6 Facebook Recent Developments

9.2 Google

- 9.2.1 Google Ad Serving and Retargeting Platform Basic Information
- 9.2.2 Google Ad Serving and Retargeting Platform Product Overview
- 9.2.3 Google Ad Serving and Retargeting Platform Product Market Performance
- 9.2.4 Facebook Ad Serving and Retargeting Platform SWOT Analysis
- 9.2.5 Google Business Overview
- 9.2.6 Google Recent Developments

9.3 Criteo

- 9.3.1 Criteo Ad Serving and Retargeting Platform Basic Information
- 9.3.2 Criteo Ad Serving and Retargeting Platform Product Overview
- 9.3.3 Criteo Ad Serving and Retargeting Platform Product Market Performance
- 9.3.4 Facebook Ad Serving and Retargeting Platform SWOT Analysis
- 9.3.5 Criteo Business Overview
- 9.3.6 Criteo Recent Developments

9.4 AdRoll

- 9.4.1 AdRoll Ad Serving and Retargeting Platform Basic Information
- 9.4.2 AdRoll Ad Serving and Retargeting Platform Product Overview
- 9.4.3 AdRoll Ad Serving and Retargeting Platform Product Market Performance
- 9.4.4 AdRoll Business Overview
- 9.4.5 AdRoll Recent Developments

9.5 LinkedIn

- 9.5.1 LinkedIn Ad Serving and Retargeting Platform Basic Information
- 9.5.2 LinkedIn Ad Serving and Retargeting Platform Product Overview
- 9.5.3 LinkedIn Ad Serving and Retargeting Platform Product Market Performance
- 9.5.4 LinkedIn Business Overview
- 9.5.5 LinkedIn Recent Developments

9.6 Twitter

- 9.6.1 Twitter Ad Serving and Retargeting Platform Basic Information
- 9.6.2 Twitter Ad Serving and Retargeting Platform Product Overview
- 9.6.3 Twitter Ad Serving and Retargeting Platform Product Market Performance
- 9.6.4 Twitter Business Overview
- 9.6.5 Twitter Recent Developments

9.7 Marin Software

- 9.7.1 Marin Software Ad Serving and Retargeting Platform Basic Information

9.7.2 Marin Software Ad Serving and Retargeting Platform Product Overview

9.7.3 Marin Software Ad Serving and Retargeting Platform Product Market Performance

9.7.4 Marin Software Business Overview

9.7.5 Marin Software Recent Developments

9.8 Terminus

9.8.1 Terminus Ad Serving and Retargeting Platform Basic Information

9.8.2 Terminus Ad Serving and Retargeting Platform Product Overview

9.8.3 Terminus Ad Serving and Retargeting Platform Product Market Performance

9.8.4 Terminus Business Overview

9.8.5 Terminus Recent Developments

9.9 OpenX

9.9.1 OpenX Ad Serving and Retargeting Platform Basic Information

9.9.2 OpenX Ad Serving and Retargeting Platform Product Overview

9.9.3 OpenX Ad Serving and Retargeting Platform Product Market Performance

9.9.4 OpenX Business Overview

9.9.5 OpenX Recent Developments

9.10 AppNexus

9.10.1 AppNexus Ad Serving and Retargeting Platform Basic Information

9.10.2 AppNexus Ad Serving and Retargeting Platform Product Overview

9.10.3 AppNexus Ad Serving and Retargeting Platform Product Market Performance

9.10.4 AppNexus Business Overview

9.10.5 AppNexus Recent Developments

9.11 Acquisio

9.11.1 Acquisio Ad Serving and Retargeting Platform Basic Information

9.11.2 Acquisio Ad Serving and Retargeting Platform Product Overview

9.11.3 Acquisio Ad Serving and Retargeting Platform Product Market Performance

9.11.4 Acquisio Business Overview

9.11.5 Acquisio Recent Developments

9.12 Kenshoo

9.12.1 Kenshoo Ad Serving and Retargeting Platform Basic Information

9.12.2 Kenshoo Ad Serving and Retargeting Platform Product Overview

9.12.3 Kenshoo Ad Serving and Retargeting Platform Product Market Performance

9.12.4 Kenshoo Business Overview

9.12.5 Kenshoo Recent Developments

9.13 Adobe

9.13.1 Adobe Ad Serving and Retargeting Platform Basic Information

9.13.2 Adobe Ad Serving and Retargeting Platform Product Overview

9.13.3 Adobe Ad Serving and Retargeting Platform Product Market Performance

9.13.4 Adobe Business Overview

9.13.5 Adobe Recent Developments

9.14 StackAdapt

9.14.1 StackAdapt Ad Serving and Retargeting Platform Basic Information

9.14.2 StackAdapt Ad Serving and Retargeting Platform Product Overview

9.14.3 StackAdapt Ad Serving and Retargeting Platform Product Market Performance

9.14.4 StackAdapt Business Overview

9.14.5 StackAdapt Recent Developments

9.15 Centro

9.15.1 Centro Ad Serving and Retargeting Platform Basic Information

9.15.2 Centro Ad Serving and Retargeting Platform Product Overview

9.15.3 Centro Ad Serving and Retargeting Platform Product Market Performance

9.15.4 Centro Business Overview

9.15.5 Centro Recent Developments

9.16 Sprinklr

9.16.1 Sprinklr Ad Serving and Retargeting Platform Basic Information

9.16.2 Sprinklr Ad Serving and Retargeting Platform Product Overview

9.16.3 Sprinklr Ad Serving and Retargeting Platform Product Market Performance

9.16.4 Sprinklr Business Overview

9.16.5 Sprinklr Recent Developments

9.17 Sizmek

9.17.1 Sizmek Ad Serving and Retargeting Platform Basic Information

9.17.2 Sizmek Ad Serving and Retargeting Platform Product Overview

9.17.3 Sizmek Ad Serving and Retargeting Platform Product Market Performance

9.17.4 Sizmek Business Overview

9.17.5 Sizmek Recent Developments

9.18 MediaMath

9.18.1 MediaMath Ad Serving and Retargeting Platform Basic Information

9.18.2 MediaMath Ad Serving and Retargeting Platform Product Overview

9.18.3 MediaMath Ad Serving and Retargeting Platform Product Market Performance

9.18.4 MediaMath Business Overview

9.18.5 MediaMath Recent Developments

9.19 Quality Unit

9.19.1 Quality Unit Ad Serving and Retargeting Platform Basic Information

9.19.2 Quality Unit Ad Serving and Retargeting Platform Product Overview

9.19.3 Quality Unit Ad Serving and Retargeting Platform Product Market Performance

9.19.4 Quality Unit Business Overview

9.19.5 Quality Unit Recent Developments

9.20 The Trade Desk

- 9.20.1 The Trade Desk Ad Serving and Retargeting Platform Basic Information
- 9.20.2 The Trade Desk Ad Serving and Retargeting Platform Product Overview
- 9.20.3 The Trade Desk Ad Serving and Retargeting Platform Product Market Performance
- 9.20.4 The Trade Desk Business Overview
- 9.20.5 The Trade Desk Recent Developments
- 9.21 MonetizeMore
 - 9.21.1 MonetizeMore Ad Serving and Retargeting Platform Basic Information
 - 9.21.2 MonetizeMore Ad Serving and Retargeting Platform Product Overview
 - 9.21.3 MonetizeMore Ad Serving and Retargeting Platform Product Market Performance
 - 9.21.4 MonetizeMore Business Overview
 - 9.21.5 MonetizeMore Recent Developments

10 AD SERVING AND RETARGETING PLATFORM REGIONAL MARKET FORECAST

- 10.1 Global Ad Serving and Retargeting Platform Market Size Forecast
- 10.2 Global Ad Serving and Retargeting Platform Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Ad Serving and Retargeting Platform Market Size Forecast by Country
 - 10.2.3 Asia Pacific Ad Serving and Retargeting Platform Market Size Forecast by Region
 - 10.2.4 South America Ad Serving and Retargeting Platform Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Consumption of Ad Serving and Retargeting Platform by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

- 11.1 Global Ad Serving and Retargeting Platform Market Forecast by Type (2025-2030)
- 11.2 Global Ad Serving and Retargeting Platform Market Forecast by Application (2025-2030)

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. Market Size (M USD) Segment Executive Summary

Table 4. Ad Serving and Retargeting Platform Market Size Comparison by Region (M USD)

Table 5. Global Ad Serving and Retargeting Platform Revenue (M USD) by Company (2019-2024)

Table 6. Global Ad Serving and Retargeting Platform Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Ad Serving and Retargeting Platform as of 2022)

Table 8. Company Ad Serving and Retargeting Platform Market Size Sites and Area Served

Table 9. Company Ad Serving and Retargeting Platform Product Type

Table 10. Global Ad Serving and Retargeting Platform Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Ad Serving and Retargeting Platform

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Ad Serving and Retargeting Platform Market Challenges

Table 18. Global Ad Serving and Retargeting Platform Market Size by Type (M USD)

Table 19. Global Ad Serving and Retargeting Platform Market Size (M USD) by Type (2019-2024)

Table 20. Global Ad Serving and Retargeting Platform Market Size Share by Type (2019-2024)

Table 21. Global Ad Serving and Retargeting Platform Market Size Growth Rate by Type (2019-2024)

Table 22. Global Ad Serving and Retargeting Platform Market Size by Application

Table 23. Global Ad Serving and Retargeting Platform Market Size by Application (2019-2024) & (M USD)

Table 24. Global Ad Serving and Retargeting Platform Market Share by Application (2019-2024)

Table 25. Global Ad Serving and Retargeting Platform Market Size Growth Rate by Application (2019-2024)

Table 26. Global Ad Serving and Retargeting Platform Market Size by Region (2019-2024) & (M USD)

Table 27. Global Ad Serving and Retargeting Platform Market Size Market Share by Region (2019-2024)

Table 28. North America Ad Serving and Retargeting Platform Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Ad Serving and Retargeting Platform Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Ad Serving and Retargeting Platform Market Size by Region (2019-2024) & (M USD)

Table 31. South America Ad Serving and Retargeting Platform Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Ad Serving and Retargeting Platform Market Size by Region (2019-2024) & (M USD)

Table 33. Facebook Ad Serving and Retargeting Platform Basic Information

Table 34. Facebook Ad Serving and Retargeting Platform Product Overview

Table 35. Facebook Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Facebook Ad Serving and Retargeting Platform SWOT Analysis

Table 37. Facebook Business Overview

Table 38. Facebook Recent Developments

Table 39. Google Ad Serving and Retargeting Platform Basic Information

Table 40. Google Ad Serving and Retargeting Platform Product Overview

Table 41. Google Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Facebook Ad Serving and Retargeting Platform SWOT Analysis

Table 43. Google Business Overview

Table 44. Google Recent Developments

Table 45. Criteo Ad Serving and Retargeting Platform Basic Information

Table 46. Criteo Ad Serving and Retargeting Platform Product Overview

Table 47. Criteo Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Facebook Ad Serving and Retargeting Platform SWOT Analysis

Table 49. Criteo Business Overview

Table 50. Criteo Recent Developments

Table 51. AdRoll Ad Serving and Retargeting Platform Basic Information

Table 52. AdRoll Ad Serving and Retargeting Platform Product Overview

Table 53. AdRoll Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 54. AdRoll Business Overview

Table 55. AdRoll Recent Developments

Table 56. LinkedIn Ad Serving and Retargeting Platform Basic Information

Table 57. LinkedIn Ad Serving and Retargeting Platform Product Overview

Table 58. LinkedIn Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 59. LinkedIn Business Overview

Table 60. LinkedIn Recent Developments

Table 61. Twitter Ad Serving and Retargeting Platform Basic Information

Table 62. Twitter Ad Serving and Retargeting Platform Product Overview

Table 63. Twitter Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Twitter Business Overview

Table 65. Twitter Recent Developments

Table 66. Marin Software Ad Serving and Retargeting Platform Basic Information

Table 67. Marin Software Ad Serving and Retargeting Platform Product Overview

Table 68. Marin Software Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Marin Software Business Overview

Table 70. Marin Software Recent Developments

Table 71. Terminus Ad Serving and Retargeting Platform Basic Information

Table 72. Terminus Ad Serving and Retargeting Platform Product Overview

Table 73. Terminus Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Terminus Business Overview

Table 75. Terminus Recent Developments

Table 76. OpenX Ad Serving and Retargeting Platform Basic Information

Table 77. OpenX Ad Serving and Retargeting Platform Product Overview

Table 78. OpenX Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 79. OpenX Business Overview

Table 80. OpenX Recent Developments

Table 81. AppNexus Ad Serving and Retargeting Platform Basic Information

Table 82. AppNexus Ad Serving and Retargeting Platform Product Overview

Table 83. AppNexus Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 84. AppNexus Business Overview

Table 85. AppNexus Recent Developments
Table 86. Acquisio Ad Serving and Retargeting Platform Basic Information
Table 87. Acquisio Ad Serving and Retargeting Platform Product Overview
Table 88. Acquisio Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 89. Acquisio Business Overview
Table 90. Acquisio Recent Developments
Table 91. Kenshoo Ad Serving and Retargeting Platform Basic Information
Table 92. Kenshoo Ad Serving and Retargeting Platform Product Overview
Table 93. Kenshoo Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 94. Kenshoo Business Overview
Table 95. Kenshoo Recent Developments
Table 96. Adobe Ad Serving and Retargeting Platform Basic Information
Table 97. Adobe Ad Serving and Retargeting Platform Product Overview
Table 98. Adobe Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 99. Adobe Business Overview
Table 100. Adobe Recent Developments
Table 101. StackAdapt Ad Serving and Retargeting Platform Basic Information
Table 102. StackAdapt Ad Serving and Retargeting Platform Product Overview
Table 103. StackAdapt Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 104. StackAdapt Business Overview
Table 105. StackAdapt Recent Developments
Table 106. Centro Ad Serving and Retargeting Platform Basic Information
Table 107. Centro Ad Serving and Retargeting Platform Product Overview
Table 108. Centro Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 109. Centro Business Overview
Table 110. Centro Recent Developments
Table 111. Sprinklr Ad Serving and Retargeting Platform Basic Information
Table 112. Sprinklr Ad Serving and Retargeting Platform Product Overview
Table 113. Sprinklr Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)
Table 114. Sprinklr Business Overview
Table 115. Sprinklr Recent Developments
Table 116. Sizmek Ad Serving and Retargeting Platform Basic Information
Table 117. Sizmek Ad Serving and Retargeting Platform Product Overview

Table 118. Sizmek Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 119. Sizmek Business Overview

Table 120. Sizmek Recent Developments

Table 121. MediaMath Ad Serving and Retargeting Platform Basic Information

Table 122. MediaMath Ad Serving and Retargeting Platform Product Overview

Table 123. MediaMath Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 124. MediaMath Business Overview

Table 125. MediaMath Recent Developments

Table 126. Quality Unit Ad Serving and Retargeting Platform Basic Information

Table 127. Quality Unit Ad Serving and Retargeting Platform Product Overview

Table 128. Quality Unit Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 129. Quality Unit Business Overview

Table 130. Quality Unit Recent Developments

Table 131. The Trade Desk Ad Serving and Retargeting Platform Basic Information

Table 132. The Trade Desk Ad Serving and Retargeting Platform Product Overview

Table 133. The Trade Desk Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 134. The Trade Desk Business Overview

Table 135. The Trade Desk Recent Developments

Table 136. MonetizeMore Ad Serving and Retargeting Platform Basic Information

Table 137. MonetizeMore Ad Serving and Retargeting Platform Product Overview

Table 138. MonetizeMore Ad Serving and Retargeting Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 139. MonetizeMore Business Overview

Table 140. MonetizeMore Recent Developments

Table 141. Global Ad Serving and Retargeting Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 142. North America Ad Serving and Retargeting Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 143. Europe Ad Serving and Retargeting Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 144. Asia Pacific Ad Serving and Retargeting Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 145. South America Ad Serving and Retargeting Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 146. Middle East and Africa Ad Serving and Retargeting Platform Market Size

Forecast by Country (2025-2030) & (M USD)

Table 147. Global Ad Serving and Retargeting Platform Market Size Forecast by Type (2025-2030) & (M USD)

Table 148. Global Ad Serving and Retargeting Platform Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industrial Chain of Ad Serving and Retargeting Platform
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Ad Serving and Retargeting Platform Market Size (M USD), 2019-2030
- Figure 5. Global Ad Serving and Retargeting Platform Market Size (M USD) (2019-2030)
- 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 Serving and Retargeting Platform Market Size by Country (M USD)
- Figure 10. Global Ad Serving and Retargeting Platform Revenue Share by Company in 2023
- Figure 11. Ad Serving and Retargeting Platform Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Ad Serving and Retargeting Platform Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Ad Serving and Retargeting Platform Market Share by Type
- Figure 15. Market Size Share of Ad Serving and Retargeting Platform by Type (2019-2024)
- Figure 16. Market Size Market Share of Ad Serving and Retargeting Platform by Type in 2022
- Figure 17. Global Ad Serving and Retargeting Platform Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Ad Serving and Retargeting Platform Market Share by Application
- Figure 20. Global Ad Serving and Retargeting Platform Market Share by Application (2019-2024)
- Figure 21. Global Ad Serving and Retargeting Platform Market Share by Application in 2022
- Figure 22. Global Ad Serving and Retargeting Platform Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Ad Serving and Retargeting Platform Market Size Market Share by Region (2019-2024)
- Figure 24. North America Ad Serving and Retargeting Platform Market Size and Growth

Rate (2019-2024) & (M USD)

Figure 25. North America Ad Serving and Retargeting Platform Market Size Market Share by Country in 2023

Figure 26. U.S. Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Ad Serving and Retargeting Platform Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Ad Serving and Retargeting Platform Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Ad Serving and Retargeting Platform Market Size Market Share by Country in 2023

Figure 31. Germany Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Ad Serving and Retargeting Platform Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Ad Serving and Retargeting Platform Market Size Market Share by Region in 2023

Figure 38. China Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Ad Serving and Retargeting Platform Market Size and Growth Rate (M USD)

Figure 44. South America Ad Serving and Retargeting Platform Market Size Market Share by Country in 2023

Figure 45. Brazil Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Ad Serving and Retargeting Platform Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Ad Serving and Retargeting Platform Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Ad Serving and Retargeting Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Ad Serving and Retargeting Platform Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Ad Serving and Retargeting Platform Market Share Forecast by Type (2025-2030)

Figure 57. Global Ad Serving and Retargeting Platform Market Share Forecast by Application (2025-2030)

I would like to order

Product name: Global Ad Serving and Retargeting Platform Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G905AA63FA27EN.html>

Price: US\$ 3,200.00 (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/G905AA63FA27EN.html>