

Global DSP Advertising Demand Side Platform Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G5B1DA8877F9EN.html>

Date: April 2024

Pages: 120

Price: US\$ 2,800.00 (Single User License)

ID: G5B1DA8877F9EN

Abstracts

Report Overview

This report provides a deep insight into the global DSP Advertising Demand Side 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, 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 DSP Advertising Demand Side 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 DSP Advertising Demand Side Platform market in any manner.

Global DSP Advertising Demand Side 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

Criteo

Double Click

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Datayu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

AdForm

Amobee

Centro Inc

Market Segmentation (by Type)

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

Market Segmentation (by Application)

Retail

Automobile

Finance

Telecommunications

Others

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 DSP Advertising Demand Side Platform Market

Overview of the regional outlook of the DSP Advertising Demand Side 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.

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 DSP Advertising Demand Side 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 DSP Advertising Demand Side Platform

1.2 Key Market Segments

1.2.1 DSP Advertising Demand Side Platform Segment by Type

1.2.2 DSP Advertising Demand Side 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 DSP ADVERTISING DEMAND SIDE PLATFORM MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 DSP ADVERTISING DEMAND SIDE PLATFORM MARKET COMPETITIVE LANDSCAPE

3.1 Global DSP Advertising Demand Side Platform Revenue Market Share by Company (2019-2024)

3.2 DSP Advertising Demand Side Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company DSP Advertising Demand Side Platform Market Size Sites, Area Served, Product Type

3.4 DSP Advertising Demand Side Platform Market Competitive Situation and Trends

3.4.1 DSP Advertising Demand Side Platform Market Concentration Rate

3.4.2 Global 5 and 10 Largest DSP Advertising Demand Side Platform Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 DSP ADVERTISING DEMAND SIDE PLATFORM VALUE CHAIN ANALYSIS

4.1 DSP Advertising Demand Side Platform Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DSP ADVERTISING DEMAND SIDE 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 DSP ADVERTISING DEMAND SIDE PLATFORM MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global DSP Advertising Demand Side Platform Market Size Market Share by Type (2019-2024)
- 6.3 Global DSP Advertising Demand Side Platform Market Size Growth Rate by Type (2019-2024)

7 DSP ADVERTISING DEMAND SIDE PLATFORM MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global DSP Advertising Demand Side Platform Market Size (M USD) by Application (2019-2024)
- 7.3 Global DSP Advertising Demand Side Platform Market Size Growth Rate by Application (2019-2024)

8 DSP ADVERTISING DEMAND SIDE PLATFORM MARKET SEGMENTATION BY REGION

- 8.1 Global DSP Advertising Demand Side Platform Market Size by Region
 - 8.1.1 Global DSP Advertising Demand Side Platform Market Size by Region

8.1.2 Global DSP Advertising Demand Side Platform Market Size Market Share by Region

8.2 North America

8.2.1 North America DSP Advertising Demand Side 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 DSP Advertising Demand Side 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 DSP Advertising Demand Side 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 DSP Advertising Demand Side 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 DSP Advertising Demand Side 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 Criteo

9.1.1 Criteo DSP Advertising Demand Side Platform Basic Information

- 9.1.2 Criteo DSP Advertising Demand Side Platform Product Overview
- 9.1.3 Criteo DSP Advertising Demand Side Platform Product Market Performance
- 9.1.4 Criteo DSP Advertising Demand Side Platform SWOT Analysis
- 9.1.5 Criteo Business Overview
- 9.1.6 Criteo Recent Developments
- 9.2 Double Click
 - 9.2.1 Double Click DSP Advertising Demand Side Platform Basic Information
 - 9.2.2 Double Click DSP Advertising Demand Side Platform Product Overview
 - 9.2.3 Double Click DSP Advertising Demand Side Platform Product Market Performance
 - 9.2.4 Criteo DSP Advertising Demand Side Platform SWOT Analysis
 - 9.2.5 Double Click Business Overview
 - 9.2.6 Double Click Recent Developments
- 9.3 Facebook Ads Manager
 - 9.3.1 Facebook Ads Manager DSP Advertising Demand Side Platform Basic Information
 - 9.3.2 Facebook Ads Manager DSP Advertising Demand Side Platform Product Overview
 - 9.3.3 Facebook Ads Manager DSP Advertising Demand Side Platform Product Market Performance
 - 9.3.4 Criteo DSP Advertising Demand Side Platform SWOT Analysis
 - 9.3.5 Facebook Ads Manager Business Overview
 - 9.3.6 Facebook Ads Manager Recent Developments
- 9.4 Adobe
 - 9.4.1 Adobe DSP Advertising Demand Side Platform Basic Information
 - 9.4.2 Adobe DSP Advertising Demand Side Platform Product Overview
 - 9.4.3 Adobe DSP Advertising Demand Side Platform Product Market Performance
 - 9.4.4 Adobe Business Overview
 - 9.4.5 Adobe Recent Developments
- 9.5 Trade Desk
 - 9.5.1 Trade Desk DSP Advertising Demand Side Platform Basic Information
 - 9.5.2 Trade Desk DSP Advertising Demand Side Platform Product Overview
 - 9.5.3 Trade Desk DSP Advertising Demand Side Platform Product Market Performance
 - 9.5.4 Trade Desk Business Overview
 - 9.5.5 Trade Desk Recent Developments
- 9.6 Amazon (AAP)
 - 9.6.1 Amazon (AAP) DSP Advertising Demand Side Platform Basic Information
 - 9.6.2 Amazon (AAP) DSP Advertising Demand Side Platform Product Overview

- 9.6.3 Amazon (AAP) DSP Advertising Demand Side Platform Product Market Performance
- 9.6.4 Amazon (AAP) Business Overview
- 9.6.5 Amazon (AAP) Recent Developments
- 9.7 Appnexus
 - 9.7.1 Appnexus DSP Advertising Demand Side Platform Basic Information
 - 9.7.2 Appnexus DSP Advertising Demand Side Platform Product Overview
 - 9.7.3 Appnexus DSP Advertising Demand Side Platform Product Market Performance
 - 9.7.4 Appnexus Business Overview
 - 9.7.5 Appnexus Recent Developments
- 9.8 Dataxu
 - 9.8.1 Dataxu DSP Advertising Demand Side Platform Basic Information
 - 9.8.2 Dataxu DSP Advertising Demand Side Platform Product Overview
 - 9.8.3 Dataxu DSP Advertising Demand Side Platform Product Market Performance
 - 9.8.4 Dataxu Business Overview
 - 9.8.5 Dataxu Recent Developments
- 9.9 Mediamath
 - 9.9.1 Mediamath DSP Advertising Demand Side Platform Basic Information
 - 9.9.2 Mediamath DSP Advertising Demand Side Platform Product Overview
 - 9.9.3 Mediamath DSP Advertising Demand Side Platform Product Market Performance
 - 9.9.4 Mediamath Business Overview
 - 9.9.5 Mediamath Recent Developments
- 9.10 SocioMatic
 - 9.10.1 SocioMatic DSP Advertising Demand Side Platform Basic Information
 - 9.10.2 SocioMatic DSP Advertising Demand Side Platform Product Overview
 - 9.10.3 SocioMatic DSP Advertising Demand Side Platform Product Market Performance
 - 9.10.4 SocioMatic Business Overview
 - 9.10.5 SocioMatic Recent Developments
- 9.11 Sizmek
 - 9.11.1 Sizmek DSP Advertising Demand Side Platform Basic Information
 - 9.11.2 Sizmek DSP Advertising Demand Side Platform Product Overview
 - 9.11.3 Sizmek DSP Advertising Demand Side Platform Product Market Performance
 - 9.11.4 Sizmek Business Overview
 - 9.11.5 Sizmek Recent Developments
- 9.12 Tubemogul
 - 9.12.1 Tubemogul DSP Advertising Demand Side Platform Basic Information
 - 9.12.2 Tubemogul DSP Advertising Demand Side Platform Product Overview
 - 9.12.3 Tubemogul DSP Advertising Demand Side Platform Product Market

Performance

9.12.4 Tubemogul Business Overview

9.12.5 Tubemogul Recent Developments

9.13 Oath Inc

9.13.1 Oath Inc DSP Advertising Demand Side Platform Basic Information

9.13.2 Oath Inc DSP Advertising Demand Side Platform Product Overview

9.13.3 Oath Inc DSP Advertising Demand Side Platform Product Market Performance

9.13.4 Oath Inc Business Overview

9.13.5 Oath Inc Recent Developments

9.14 AdForm

9.14.1 AdForm DSP Advertising Demand Side Platform Basic Information

9.14.2 AdForm DSP Advertising Demand Side Platform Product Overview

9.14.3 AdForm DSP Advertising Demand Side Platform Product Market Performance

9.14.4 AdForm Business Overview

9.14.5 AdForm Recent Developments

9.15 Amobee

9.15.1 Amobee DSP Advertising Demand Side Platform Basic Information

9.15.2 Amobee DSP Advertising Demand Side Platform Product Overview

9.15.3 Amobee DSP Advertising Demand Side Platform Product Market Performance

9.15.4 Amobee Business Overview

9.15.5 Amobee Recent Developments

9.16 Centro Inc

9.16.1 Centro Inc DSP Advertising Demand Side Platform Basic Information

9.16.2 Centro Inc DSP Advertising Demand Side Platform Product Overview

9.16.3 Centro Inc DSP Advertising Demand Side Platform Product Market

Performance

9.16.4 Centro Inc Business Overview

9.16.5 Centro Inc Recent Developments

10 DSP ADVERTISING DEMAND SIDE PLATFORM REGIONAL MARKET FORECAST

10.1 Global DSP Advertising Demand Side Platform Market Size Forecast

10.2 Global DSP Advertising Demand Side Platform Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe DSP Advertising Demand Side Platform Market Size Forecast by Country

10.2.3 Asia Pacific DSP Advertising Demand Side Platform Market Size Forecast by Region

10.2.4 South America DSP Advertising Demand Side Platform Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of DSP Advertising Demand Side Platform by Country

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

11.1 Global DSP Advertising Demand Side Platform Market Forecast by Type (2025-2030)

11.2 Global DSP Advertising Demand Side 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. DSP Advertising Demand Side Platform Market Size Comparison by Region (M USD)

Table 5. Global DSP Advertising Demand Side Platform Revenue (M USD) by Company (2019-2024)

Table 6. Global DSP Advertising Demand Side Platform Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in DSP Advertising Demand Side Platform as of 2022)

Table 8. Company DSP Advertising Demand Side Platform Market Size Sites and Area Served

Table 9. Company DSP Advertising Demand Side Platform Product Type

Table 10. Global DSP Advertising Demand Side Platform Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of DSP Advertising Demand Side Platform

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. DSP Advertising Demand Side Platform Market Challenges

Table 18. Global DSP Advertising Demand Side Platform Market Size by Type (M USD)

Table 19. Global DSP Advertising Demand Side Platform Market Size (M USD) by Type (2019-2024)

Table 20. Global DSP Advertising Demand Side Platform Market Size Share by Type (2019-2024)

Table 21. Global DSP Advertising Demand Side Platform Market Size Growth Rate by Type (2019-2024)

Table 22. Global DSP Advertising Demand Side Platform Market Size by Application

Table 23. Global DSP Advertising Demand Side Platform Market Size by Application (2019-2024) & (M USD)

Table 24. Global DSP Advertising Demand Side Platform Market Share by Application (2019-2024)

Table 25. Global DSP Advertising Demand Side Platform Market Size Growth Rate by Application (2019-2024)

Table 26. Global DSP Advertising Demand Side Platform Market Size by Region (2019-2024) & (M USD)

Table 27. Global DSP Advertising Demand Side Platform Market Size Market Share by Region (2019-2024)

Table 28. North America DSP Advertising Demand Side Platform Market Size by Country (2019-2024) & (M USD)

Table 29. Europe DSP Advertising Demand Side Platform Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific DSP Advertising Demand Side Platform Market Size by Region (2019-2024) & (M USD)

Table 31. South America DSP Advertising Demand Side Platform Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa DSP Advertising Demand Side Platform Market Size by Region (2019-2024) & (M USD)

Table 33. Criteo DSP Advertising Demand Side Platform Basic Information

Table 34. Criteo DSP Advertising Demand Side Platform Product Overview

Table 35. Criteo DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Criteo DSP Advertising Demand Side Platform SWOT Analysis

Table 37. Criteo Business Overview

Table 38. Criteo Recent Developments

Table 39. Double Click DSP Advertising Demand Side Platform Basic Information

Table 40. Double Click DSP Advertising Demand Side Platform Product Overview

Table 41. Double Click DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Criteo DSP Advertising Demand Side Platform SWOT Analysis

Table 43. Double Click Business Overview

Table 44. Double Click Recent Developments

Table 45. Facebook Ads Manager DSP Advertising Demand Side Platform Basic Information

Table 46. Facebook Ads Manager DSP Advertising Demand Side Platform Product Overview

Table 47. Facebook Ads Manager DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Criteo DSP Advertising Demand Side Platform SWOT Analysis

Table 49. Facebook Ads Manager Business Overview

Table 50. Facebook Ads Manager Recent Developments

- Table 51. Adobe DSP Advertising Demand Side Platform Basic Information
- Table 52. Adobe DSP Advertising Demand Side Platform Product Overview
- Table 53. Adobe DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 54. Adobe Business Overview
- Table 55. Adobe Recent Developments
- Table 56. Trade Desk DSP Advertising Demand Side Platform Basic Information
- Table 57. Trade Desk DSP Advertising Demand Side Platform Product Overview
- Table 58. Trade Desk DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 59. Trade Desk Business Overview
- Table 60. Trade Desk Recent Developments
- Table 61. Amazon (AAP) DSP Advertising Demand Side Platform Basic Information
- Table 62. Amazon (AAP) DSP Advertising Demand Side Platform Product Overview
- Table 63. Amazon (AAP) DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Amazon (AAP) Business Overview
- Table 65. Amazon (AAP) Recent Developments
- Table 66. Appnexus DSP Advertising Demand Side Platform Basic Information
- Table 67. Appnexus DSP Advertising Demand Side Platform Product Overview
- Table 68. Appnexus DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Appnexus Business Overview
- Table 70. Appnexus Recent Developments
- Table 71. Dataxu DSP Advertising Demand Side Platform Basic Information
- Table 72. Dataxu DSP Advertising Demand Side Platform Product Overview
- Table 73. Dataxu DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Dataxu Business Overview
- Table 75. Dataxu Recent Developments
- Table 76. Mediamath DSP Advertising Demand Side Platform Basic Information
- Table 77. Mediamath DSP Advertising Demand Side Platform Product Overview
- Table 78. Mediamath DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Mediamath Business Overview
- Table 80. Mediamath Recent Developments
- Table 81. SocioMatic DSP Advertising Demand Side Platform Basic Information
- Table 82. SocioMatic DSP Advertising Demand Side Platform Product Overview
- Table 83. SocioMatic DSP Advertising Demand Side Platform Revenue (M USD) and

Gross Margin (2019-2024)

Table 84. SocioMatic Business Overview

Table 85. SocioMatic Recent Developments

Table 86. Sizmek DSP Advertising Demand Side Platform Basic Information

Table 87. Sizmek DSP Advertising Demand Side Platform Product Overview

Table 88. Sizmek DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 89. Sizmek Business Overview

Table 90. Sizmek Recent Developments

Table 91. Tubemogul DSP Advertising Demand Side Platform Basic Information

Table 92. Tubemogul DSP Advertising Demand Side Platform Product Overview

Table 93. Tubemogul DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 94. Tubemogul Business Overview

Table 95. Tubemogul Recent Developments

Table 96. Oath Inc DSP Advertising Demand Side Platform Basic Information

Table 97. Oath Inc DSP Advertising Demand Side Platform Product Overview

Table 98. Oath Inc DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Oath Inc Business Overview

Table 100. Oath Inc Recent Developments

Table 101. AdForm DSP Advertising Demand Side Platform Basic Information

Table 102. AdForm DSP Advertising Demand Side Platform Product Overview

Table 103. AdForm DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 104. AdForm Business Overview

Table 105. AdForm Recent Developments

Table 106. Amobee DSP Advertising Demand Side Platform Basic Information

Table 107. Amobee DSP Advertising Demand Side Platform Product Overview

Table 108. Amobee DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 109. Amobee Business Overview

Table 110. Amobee Recent Developments

Table 111. Centro Inc DSP Advertising Demand Side Platform Basic Information

Table 112. Centro Inc DSP Advertising Demand Side Platform Product Overview

Table 113. Centro Inc DSP Advertising Demand Side Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 114. Centro Inc Business Overview

Table 115. Centro Inc Recent Developments

Table 116. Global DSP Advertising Demand Side Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 117. North America DSP Advertising Demand Side Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 118. Europe DSP Advertising Demand Side Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 119. Asia Pacific DSP Advertising Demand Side Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 120. South America DSP Advertising Demand Side Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 121. Middle East and Africa DSP Advertising Demand Side Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 122. Global DSP Advertising Demand Side Platform Market Size Forecast by Type (2025-2030) & (M USD)

Table 123. Global DSP Advertising Demand Side Platform Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of DSP Advertising Demand Side Platform

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global DSP Advertising Demand Side Platform Market Size (M USD), 2019-2030

Figure 5. Global DSP Advertising Demand Side 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. DSP Advertising Demand Side Platform Market Size by Country (M USD)

Figure 10. Global DSP Advertising Demand Side Platform Revenue Share by Company in 2023

Figure 11. DSP Advertising Demand Side 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 DSP Advertising Demand Side Platform Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global DSP Advertising Demand Side Platform Market Share by Type

Figure 15. Market Size Share of DSP Advertising Demand Side Platform by Type (2019-2024)

Figure 16. Market Size Market Share of DSP Advertising Demand Side Platform by Type in 2022

Figure 17. Global DSP Advertising Demand Side Platform Market Size Growth Rate by Type (2019-2024)

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

Figure 19. Global DSP Advertising Demand Side Platform Market Share by Application

Figure 20. Global DSP Advertising Demand Side Platform Market Share by Application (2019-2024)

Figure 21. Global DSP Advertising Demand Side Platform Market Share by Application in 2022

Figure 22. Global DSP Advertising Demand Side Platform Market Size Growth Rate by Application (2019-2024)

Figure 23. Global DSP Advertising Demand Side Platform Market Size Market Share by Region (2019-2024)

Figure 24. North America DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America DSP Advertising Demand Side Platform Market Size Market Share by Country in 2023

Figure 26. U.S. DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada DSP Advertising Demand Side Platform Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico DSP Advertising Demand Side Platform Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe DSP Advertising Demand Side Platform Market Size Market Share by Country in 2023

Figure 31. Germany DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific DSP Advertising Demand Side Platform Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific DSP Advertising Demand Side Platform Market Size Market Share by Region in 2023

Figure 38. China DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America DSP Advertising Demand Side Platform Market Size and

Growth Rate (M USD)

Figure 44. South America DSP Advertising Demand Side Platform Market Size Market Share by Country in 2023

Figure 45. Brazil DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa DSP Advertising Demand Side Platform Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa DSP Advertising Demand Side Platform Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa DSP Advertising Demand Side Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global DSP Advertising Demand Side Platform Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global DSP Advertising Demand Side Platform Market Share Forecast by Type (2025-2030)

Figure 57. Global DSP Advertising Demand Side Platform Market Share Forecast by Application (2025-2030)

I would like to order

Product name: Global DSP Advertising Demand Side Platform Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G5B1DA8877F9EN.html>

Price: US\$ 2,800.00 (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/G5B1DA8877F9EN.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

