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

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Abstracts

Report Overview

Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites. DSPs are typically managed by in-house marketing teams, advertising agencies, or agency trading desks that specialize in real-time advertising. By providing clarity into impressions and conversions, DSPs help advertisers spend their digital advertising budgets more effectively. DSPs are nearly always packaged into advertiser campaign management products that can manage ads across display, mobile, social, search, and video advertising channels. To purchase ads in real time, DSPs integrate with ad exchanges, which serve as a marketplace for ad inventory. Supply side platforms (or SSP) parallel DSPs. Publishers use SSPs to sell their advertising inventory in ad exchanges. Some DSPs can also integrate directly with SSPs to foster direct buys.

This report provides a deep insight into the global DSP (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 (Demand-Side Platform) Market, this report introduces in detail the market

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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 (Demand-Side Platform) market in any manner.

Global DSP (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 (Google)

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Roku

Mediamath

SocioMatic

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Zeta Global

Verizon Media

AdForm

Amobee

Centro Inc

Market Segmentation (by Type)

RTB

PPB

Market Segmentation (by Application)

Retail

Automotive

Financial

Telecom

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)

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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 (Demand-Side Platform) Market

Overview of the regional outlook of the DSP (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

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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.

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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 (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.

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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of DSP (Demand-Side Platform)
1.2 Key Market Segments
  1.2.1 DSP (Demand-Side Platform) Segment by Type
  1.2.2 DSP (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 (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 (DEMAND-SIDE PLATFORM) MARKET COMPETITIVE LANDSCAPE

3.1 Global DSP (Demand-Side Platform) Revenue Market Share by Company (2019-2024)
3.2 DSP (Demand-Side Platform) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
3.3 Company DSP (Demand-Side Platform) Market Size Sites, Area Served, Product Type
3.4 DSP (Demand-Side Platform) Market Competitive Situation and Trends
  3.4.1 DSP (Demand-Side Platform) Market Concentration Rate
  3.4.2 Global 5 and 10 Largest DSP (Demand-Side Platform) Players Market Share by Revenue
  3.4.3 Mergers & Acquisitions, Expansion

4 DSP (DEMAND-SIDE PLATFORM) VALUE CHAIN ANALYSIS

4.1 DSP (Demand-Side Platform) Value Chain Analysis
4.2 Midstream Market Analysis

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4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DSP (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 (DEMAND-SIDE PLATFORM) MARKET SEGMENTATION BY TYPE

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

7 DSP (DEMAND-SIDE PLATFORM) MARKET SEGMENTATION BY APPLICATION

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

8 DSP (DEMAND-SIDE PLATFORM) MARKET SEGMENTATION BY REGION

8.1 Global DSP (Demand-Side Platform) Market Size by Region
  8.1.1 Global DSP (Demand-Side Platform) Market Size by Region
  8.1.2 Global DSP (Demand-Side Platform) Market Size Market Share by Region
8.2 North America
  8.2.1 North America DSP (Demand-Side Platform) Market Size by Country
  8.2.2 U.S.
  8.2.3 Canada

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8.2.4 Mexico
8.3 Europe
8.3.1 Europe DSP (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 (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 (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 (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 (Demand-Side Platform) Basic Information
9.1.2 Criteo DSP (Demand-Side Platform) Product Overview
9.1.3 Criteo DSP (Demand-Side Platform) Product Market Performance
9.1.4 Criteo DSP (Demand-Side Platform) SWOT Analysis
9.1.5 Criteo Business Overview
9.1.6 Criteo Recent Developments
9.2 Double Click (Google)
9.2.1 Double Click (Google) DSP (Demand-Side Platform) Basic Information

+44 20 8123 2220
info@marketpublishers.com

9.2.2 Double Click (Google) DSP (Demand-Side Platform) Product Overview
9.2.3 Double Click (Google) DSP (Demand-Side Platform) Product Market Performance
9.2.4 Double Click (Google) DSP (Demand-Side Platform) SWOT Analysis
9.2.5 Double Click (Google) Business Overview
9.2.6 Double Click (Google) Recent Developments
9.3 Facebook Ads Manager
9.3.1 Facebook Ads Manager DSP (Demand-Side Platform) Basic Information
9.3.2 Facebook Ads Manager DSP (Demand-Side Platform) Product Overview
9.3.3 Facebook Ads Manager DSP (Demand-Side Platform) Product Market Performance
9.3.4 Facebook Ads Manager DSP (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 (Demand-Side Platform) Basic Information
9.4.2 Adobe DSP (Demand-Side Platform) Product Overview
9.4.3 Adobe DSP (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 (Demand-Side Platform) Basic Information
9.5.2 Trade Desk DSP (Demand-Side Platform) Product Overview
9.5.3 Trade Desk DSP (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 (Demand-Side Platform) Basic Information
9.6.2 Amazon (AAP) DSP (Demand-Side Platform) Product Overview
9.6.3 Amazon (AAP) DSP (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 (Demand-Side Platform) Basic Information
9.7.2 Appnexus DSP (Demand-Side Platform) Product Overview
9.7.3 Appnexus DSP (Demand-Side Platform) Product Market Performance
9.7.4 Appnexus Business Overview
9.7.5 Appnexus Recent Developments
9.8 Roku

+44 20 8123 2220
info@marketpublishers.com

9.8.1 Roku DSP (Demand-Side Platform) Basic Information
9.8.2 Roku DSP (Demand-Side Platform) Product Overview
9.8.3 Roku DSP (Demand-Side Platform) Product Market Performance
9.8.4 Roku Business Overview
9.8.5 Roku Recent Developments
9.9 Mediamath
9.9.1 Mediamath DSP (Demand-Side Platform) Basic Information
9.9.2 Mediamath DSP (Demand-Side Platform) Product Overview
9.9.3 Mediamath DSP (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 (Demand-Side Platform) Basic Information
9.10.2 SocioMatic DSP (Demand-Side Platform) Product Overview
9.10.3 SocioMatic DSP (Demand-Side Platform) Product Market Performance
9.10.4 SocioMatic Business Overview
9.10.5 SocioMatic Recent Developments
9.11 Zeta Global
9.11.1 Zeta Global DSP (Demand-Side Platform) Basic Information
9.11.2 Zeta Global DSP (Demand-Side Platform) Product Overview
9.11.3 Zeta Global DSP (Demand-Side Platform) Product Market Performance
9.11.4 Zeta Global Business Overview
9.11.5 Zeta Global Recent Developments
9.12 Verizon Media
9.12.1 Verizon Media DSP (Demand-Side Platform) Basic Information
9.12.2 Verizon Media DSP (Demand-Side Platform) Product Overview
9.12.3 Verizon Media DSP (Demand-Side Platform) Product Market Performance
9.12.4 Verizon Media Business Overview
9.12.5 Verizon Media Recent Developments
9.13 AdForm
9.13.1 AdForm DSP (Demand-Side Platform) Basic Information
9.13.2 AdForm DSP (Demand-Side Platform) Product Overview
9.13.3 AdForm DSP (Demand-Side Platform) Product Market Performance
9.13.4 AdForm Business Overview
9.13.5 AdForm Recent Developments
9.14 Amobee
9.14.1 Amobee DSP (Demand-Side Platform) Basic Information
9.14.2 Amobee DSP (Demand-Side Platform) Product Overview
9.14.3 Amobee DSP (Demand-Side Platform) Product Market Performance

+44 20 8123 2220
info@marketpublishers.com

9.14.4 Amobee Business Overview
9.14.5 Amobee Recent Developments
9.15 Centro Inc
9.15.1 Centro Inc DSP (Demand-Side Platform) Basic Information
9.15.2 Centro Inc DSP (Demand-Side Platform) Product Overview
9.15.3 Centro Inc DSP (Demand-Side Platform) Product Market Performance
9.15.4 Centro Inc Business Overview
9.15.5 Centro Inc Recent Developments

10 DSP (DEMAND-SIDE PLATFORM) REGIONAL MARKET FORECAST

10.1 Global DSP (Demand-Side Platform) Market Size Forecast
10.2 Global DSP (Demand-Side Platform) Market Forecast by Region
10.2.1 North America Market Size Forecast by Country
10.2.2 Europe DSP (Demand-Side Platform) Market Size Forecast by Country
10.2.3 Asia Pacific DSP (Demand-Side Platform) Market Size Forecast by Region
10.2.4 South America DSP (Demand-Side Platform) Market Size Forecast by Country
10.2.5 Middle East and Africa Forecasted Consumption of DSP (Demand-Side Platform) by Country

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

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

12 CONCLUSION AND KEY FINDINGS

+44 20 8123 2220
info@marketpublishers.com

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 (Demand-Side Platform) Market Size Comparison by Region (M USD)
Table 5. Global DSP (Demand-Side Platform) Revenue (M USD) by Company (2019-2024)
Table 6. Global DSP (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 (Demand-Side Platform) as of 2022)
Table 8. Company DSP (Demand-Side Platform) Market Size Sites and Area Served
Table 9. Company DSP (Demand-Side Platform) Product Type
Table 10. Global DSP (Demand-Side Platform) Company Market Concentration Ratio (CR5 and HHI)
Table 11. Mergers & Acquisitions, Expansion Plans
Table 12. Value Chain Map of DSP (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 (Demand-Side Platform) Market Challenges
Table 18. Global DSP (Demand-Side Platform) Market Size by Type (M USD)
Table 19. Global DSP (Demand-Side Platform) Market Size (M USD) by Type (2019-2024)
Table 20. Global DSP (Demand-Side Platform) Market Size Share by Type (2019-2024)
Table 21. Global DSP (Demand-Side Platform) Market Size Growth Rate by Type (2019-2024)
Table 22. Global DSP (Demand-Side Platform) Market Size by Application
Table 23. Global DSP (Demand-Side Platform) Market Size by Application (2019-2024) & (M USD)
Table 24. Global DSP (Demand-Side Platform) Market Share by Application (2019-2024)
Table 25. Global DSP (Demand-Side Platform) Market Size Growth Rate by Application (2019-2024)
Table 26. Global DSP (Demand-Side Platform) Market Size by Region (2019-2024) &

+44 20 8123 2220
info@marketpublishers.com

(M USD)
Table 27. Global DSP (Demand-Side Platform) Market Size Market Share by Region (2019-2024)
Table 28. North America DSP (Demand-Side Platform) Market Size by Country (2019-2024) & (M USD)
Table 29. Europe DSP (Demand-Side Platform) Market Size by Country (2019-2024) & (M USD)
Table 30. Asia Pacific DSP (Demand-Side Platform) Market Size by Region (2019-2024) & (M USD)
Table 31. South America DSP (Demand-Side Platform) Market Size by Country (2019-2024) & (M USD)
Table 32. Middle East and Africa DSP (Demand-Side Platform) Market Size by Region (2019-2024) & (M USD)
Table 33. Criteo DSP (Demand-Side Platform) Basic Information
Table 34. Criteo DSP (Demand-Side Platform) Product Overview
Table 35. Criteo DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 36. Criteo DSP (Demand-Side Platform) SWOT Analysis
Table 37. Criteo Business Overview
Table 38. Criteo Recent Developments
Table 39. Double Click (Google) DSP (Demand-Side Platform) Basic Information
Table 40. Double Click (Google) DSP (Demand-Side Platform) Product Overview
Table 41. Double Click (Google) DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 42. Double Click (Google) DSP (Demand-Side Platform) SWOT Analysis
Table 43. Double Click (Google) Business Overview
Table 44. Double Click (Google) Recent Developments
Table 45. Facebook Ads Manager DSP (Demand-Side Platform) Basic Information
Table 46. Facebook Ads Manager DSP (Demand-Side Platform) Product Overview
Table 47. Facebook Ads Manager DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 48. Facebook Ads Manager DSP (Demand-Side Platform) SWOT Analysis
Table 49. Facebook Ads Manager Business Overview
Table 50. Facebook Ads Manager Recent Developments
Table 51. Adobe DSP (Demand-Side Platform) Basic Information
Table 52. Adobe DSP (Demand-Side Platform) Product Overview
Table 53. Adobe DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 54. Adobe Business Overview

+44 20 8123 2220
info@marketpublishers.com

Table 55. Adobe Recent Developments
Table 56. Trade Desk DSP (Demand-Side Platform) Basic Information
Table 57. Trade Desk DSP (Demand-Side Platform) Product Overview
Table 58. Trade Desk DSP (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 (Demand-Side Platform) Basic Information
Table 62. Amazon (AAP) DSP (Demand-Side Platform) Product Overview
Table 63. Amazon (AAP) DSP (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 (Demand-Side Platform) Basic Information
Table 67. Appnexus DSP (Demand-Side Platform) Product Overview
Table 68. Appnexus DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 69. Appnexus Business Overview
Table 70. Appnexus Recent Developments
Table 71. Roku DSP (Demand-Side Platform) Basic Information
Table 72. Roku DSP (Demand-Side Platform) Product Overview
Table 73. Roku DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 74. Roku Business Overview
Table 75. Roku Recent Developments
Table 76. Mediamath DSP (Demand-Side Platform) Basic Information
Table 77. Mediamath DSP (Demand-Side Platform) Product Overview
Table 78. Mediamath DSP (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 (Demand-Side Platform) Basic Information
Table 82. SocioMatic DSP (Demand-Side Platform) Product Overview
Table 83. SocioMatic DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 84. SocioMatic Business Overview
Table 85. SocioMatic Recent Developments
Table 86. Zeta Global DSP (Demand-Side Platform) Basic Information
Table 87. Zeta Global DSP (Demand-Side Platform) Product Overview

+44 20 8123 2220
info@marketpublishers.com

Table 88. Zeta Global DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 89. Zeta Global Business Overview
Table 90. Zeta Global Recent Developments
Table 91. Verizon Media DSP (Demand-Side Platform) Basic Information
Table 92. Verizon Media DSP (Demand-Side Platform) Product Overview
Table 93. Verizon Media DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 94. Verizon Media Business Overview
Table 95. Verizon Media Recent Developments
Table 96. AdForm DSP (Demand-Side Platform) Basic Information
Table 97. AdForm DSP (Demand-Side Platform) Product Overview
Table 98. AdForm DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 99. AdForm Business Overview
Table 100. AdForm Recent Developments
Table 101. Amobee DSP (Demand-Side Platform) Basic Information
Table 102. Amobee DSP (Demand-Side Platform) Product Overview
Table 103. Amobee DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 104. Amobee Business Overview
Table 105. Amobee Recent Developments
Table 106. Centro Inc DSP (Demand-Side Platform) Basic Information
Table 107. Centro Inc DSP (Demand-Side Platform) Product Overview
Table 108. Centro Inc DSP (Demand-Side Platform) Revenue (M USD) and Gross Margin (2019-2024)
Table 109. Centro Inc Business Overview
Table 110. Centro Inc Recent Developments
Table 111. Global DSP (Demand-Side Platform) Market Size Forecast by Region (2025-2030) & (M USD)
Table 112. North America DSP (Demand-Side Platform) Market Size Forecast by Country (2025-2030) & (M USD)
Table 113. Europe DSP (Demand-Side Platform) Market Size Forecast by Country (2025-2030) & (M USD)
Table 114. Asia Pacific DSP (Demand-Side Platform) Market Size Forecast by Region (2025-2030) & (M USD)
Table 115. South America DSP (Demand-Side Platform) Market Size Forecast by Country (2025-2030) & (M USD)
Table 116. Middle East and Africa DSP (Demand-Side Platform) Market Size Forecast

+44 20 8123 2220
info@marketpublishers.com

by Country (2025-2030) & (M USD)
Table 117. Global DSP (Demand-Side Platform) Market Size Forecast by Type (2025-2030) & (M USD)
Table 118. Global DSP (Demand-Side Platform) Market Size Forecast by Application (2025-2030) & (M USD)

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of DSP (Demand-Side Platform)
Figure 2. Data Triangulation
Figure 3. Key Caveats
Figure 4. Global DSP (Demand-Side Platform) Market Size (M USD), 2019-2030
Figure 5. Global DSP (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 (Demand-Side Platform) Market Size by Country (M USD)
Figure 10. Global DSP (Demand-Side Platform) Revenue Share by Company in 2023
Figure 11. DSP (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 (Demand-Side Platform) Revenue in 2023
Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
Figure 14. Global DSP (Demand-Side Platform) Market Share by Type
Figure 15. Market Size Share of DSP (Demand-Side Platform) by Type (2019-2024)
Figure 16. Market Size Market Share of DSP (Demand-Side Platform) by Type in 2022
Figure 17. Global DSP (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 (Demand-Side Platform) Market Share by Application
Figure 20. Global DSP (Demand-Side Platform) Market Share by Application (2019-2024)
Figure 21. Global DSP (Demand-Side Platform) Market Share by Application in 2022
Figure 22. Global DSP (Demand-Side Platform) Market Size Growth Rate by Application (2019-2024)
Figure 23. Global DSP (Demand-Side Platform) Market Size Market Share by Region (2019-2024)
Figure 24. North America DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 25. North America DSP (Demand-Side Platform) Market Size Market Share by Country in 2023
Figure 26. U.S. DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)

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Figure 27. Canada DSP (Demand-Side Platform) Market Size (M USD) and Growth Rate (2019-2024)
Figure 28. Mexico DSP (Demand-Side Platform) Market Size (Units) and Growth Rate (2019-2024)
Figure 29. Europe DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 30. Europe DSP (Demand-Side Platform) Market Size Market Share by Country in 2023
Figure 31. Germany DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 32. France DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 33. U.K. DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 34. Italy DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 35. Russia DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 36. Asia Pacific DSP (Demand-Side Platform) Market Size and Growth Rate (M USD)
Figure 37. Asia Pacific DSP (Demand-Side Platform) Market Size Market Share by Region in 2023
Figure 38. China DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 39. Japan DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 40. South Korea DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 41. India DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 42. Southeast Asia DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 43. South America DSP (Demand-Side Platform) Market Size and Growth Rate (M USD)
Figure 44. South America DSP (Demand-Side Platform) Market Size Market Share by Country in 2023
Figure 45. Brazil DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 46. Argentina DSP (Demand-Side Platform) Market Size and Growth Rate

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(2019-2024) & (M USD)
Figure 47. Columbia DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 48. Middle East and Africa DSP (Demand-Side Platform) Market Size and Growth Rate (M USD)
Figure 49. Middle East and Africa DSP (Demand-Side Platform) Market Size Market Share by Region in 2023
Figure 50. Saudi Arabia DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 51. UAE DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 52. Egypt DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 53. Nigeria DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 54. South Africa DSP (Demand-Side Platform) Market Size and Growth Rate (2019-2024) & (M USD)
Figure 55. Global DSP (Demand-Side Platform) Market Size Forecast by Value (2019-2030) & (M USD)
Figure 56. Global DSP (Demand-Side Platform) Market Share Forecast by Type (2025-2030)
Figure 57. Global DSP (Demand-Side Platform) Market Share Forecast by Application (2025-2030)

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