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# Global AdTech Market

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## Abstracts

Global AdTech Market By Offerings (Solution (Demand-Side Platforms (DSPs), Supply-Side Platforms (SSPs), Ad Networks, Data Management Platforms (DMPs), and Others) Services (Professional Services and Managed Services)), By Advertising Type (Programmatic Advertising, Search Advertising, Display Advertising, Mobile Advertising, Email Marketing, Native Advertising, and Others), By Advertising Channel (Television Advertising, Radi-Advertising, Digital Out-of-Home (DOOH) Advertising, Others (Mobile/Tablet Advertising)) , By End User (Retail & Consumer Goods, BFSI, Hospitality, Media & Entertainment, Transport & Logistics, Healthcare, IT & Telecom, Education, and Others) And By Geography – Covid-19 Impact Analysis, Post Covid Analysis, Opportunities, Trends And Forecast From 2021 t-2034

The global AdTech market was valued at $840.2 Billion in 2023 and is anticipated t-grow at a CAGR of 23.01% from 2024 t-2034. This growth is attributed t-several macr-and microeconomic factors such as

Increasing Internet and Smartphone Penetration

The increasing penetration of the internet and smartphones has been a fundamental driver of growth in the Adtech market, reshaping how brands connect with consumers and revolutionizing advertising strategies. As more people gain access t-the internet, particularly in emerging markets, the potential audience for digital advertising expands exponentially. This broader reach allows advertisers t-target diverse demographics and psychographics, tailoring their campaigns t-specific user preferences and behaviors. The surge in internet users has als-led t-the proliferation of online content, creating vast opportunities for advertisers t-engage consumers across various digital channels, including websites, social media, mobile apps, and streaming platforms. Smartphone penetration has further amplified this trend, transforming the way people consume

media and interact with brands. Smartphones have become essential tools for accessing the internet, enabling users t-browse, shop, and engage with content on-the-go. The convenience and immediacy offered by mobile devices have led t-a significant increase in mobile advertising, prompting advertisers t-optimize their campaigns for mobile platforms. This shift not only requires the development of mobile-friendly ads but als-necessitates a deep understanding of mobile user behavior, including app usage patterns, location-based targeting, and real-time engagement strategies. As a result, advertisers are increasingly leveraging Adtech solutions that facilitate mobile targeting and enhance the user experience, ultimately driving better results.

Further several factors restraining the market growth include

Stringent Privacy Regulations

The rise of stringent privacy regulations aimed at protecting consumer data have been restraining the growth of the Adtech market is. In recent years, heightened awareness of data privacy issues has led t-the implementation of comprehensive regulations, such as the General Data Protection Regulation (GDPR) in the European Union and the California Consumer Privacy Act (CCPA) in the United States. These regulations impose strict requirements on how companies collect, process, and store personal data, significantly impacting the operations of Adtech firms. As a result, many companies face challenges in navigating these complex legal frameworks while trying t-maintain effective advertising strategies. The implications of stringent privacy regulations are manifold. First, they necessitate a fundamental shift in how Adtech companies gather and utilize consumer data. Advertisers are required t-obtain explicit consent from users before collecting their data, which can lead t-a decrease in the volume of data available for targeting and personalization. This reduction in data can hamper the effectiveness of ad campaigns, making it more difficult for advertisers t-reach their desired audiences. The potential for reduced targeting accuracy can lead t-lower engagement rates and conversions, ultimately impacting the return on investment (ROI) for advertising efforts. Furthermore, compliance with privacy regulations often entails significant operational costs for Adtech companies.

Adoption of AI and Machine Learning and emergence of immersive technologies are expected t-generate higher avenues during the forecast period.

In the wake of the COVID-19 pandemic, supply chain disruptions have led t-supply shortages or lower demand in the AdTech market. The pandemic has caused a decline in new orders and a corresponding decrease in production.

This section will analyze how COVID-19 has impacted supply chains, leading t-shortages and lower demand for AdTech.

In terms of COVID-19 impact, the AdTech market report als-includes the following data points:

Impact on AdTech market size

Operating Weights Trend, Preferences, and Budget Impact

Regulatory Framework/Outdoor Policies

Key Players' Strategy t-Tackle Negative Impact/Post-COVID Strategies

Opportunity in the AdTech market

Key Insight in the report:

The global AdTech market report covers an executive summary, market dynamics, COVID impact & post-COVID scenario, market size and forecast, competitive intelligence, market positioning, and Product Types.

Our report covers extensive competitive intelligence which includes the following data points:

Business Overview

Business Segment Data

Financial Data

Product Type Segment Analysis and Specification

Recent Development and Company Strategy Analysis

SWOT Analysis

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AdTech Market Segmentation:

Offerings

Solution

? Demand-Side Platforms (DSPs)

? Supply-Side Platforms (SSPs)

? Ad Networks

? Data Management Platforms (DMPs)

? Others

Services

? Professional Services

? Managed Services

Advertising Type

Programmatic Advertising

Search Advertising

Display Advertising

Mobile Advertising

Email Marketing

Native Advertising

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Others

Advertising Channel

Television Advertising

Radi-Advertising

Digital Out-of-Home (DOOH) Advertising

Others (Mobile/Tablet Advertising)

End Users

Retail & Consumer Goods

BFSI

Hospitality

Media & Entertainment

Transport & Logistics

Healthcare

IT & Telecom

Education

Others

Region/ Countries Covered:

North America

US

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Canada

Mexico

Europe

U.K.

Germany

France

Italy

Spain

BeNeLux

Nordic

Rest of Europe

Asia Pacific

China

Japan

Australia

India

South Korea

Thailand

Indonesia

Malaysia

Rest of Asia Pacific

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Egypt

South Africa

Rest of Middle East & Africa

Key Players Analyzed in the Report:

Google

Meta

Amazon

Adobe

Yahoo

Microsoft

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Zeta Global

Celtra

Criteo

The Trade Desk

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