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Data Management Platform (DMP) Market Size, Share, and Analysis, By Data Type (First Party, Second Party, Third Party), By Data Sources (Web Analytics Tool, Mobile Web, Mobile Apps, CRM Data, POS Data, Social Network), By End User (Ad Agencies, Marketers, Publishers) and Regional Forecasts, 2022-2032

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Abstracts

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PRODUCT OVERVIEW

Data Management Platform (DMP) Market size was USD 1.93 billion in 2021 and projected t%li%grow from USD 2.5 billion in 2023 t%li%USD 8.7 billion by 2032, exhibiting a CAGR of 14.7% during the forecast period.

Data Management Platform is a software used t%li%gather and manage data. It helps companies t%li%recognize audience segments, which targets particular contexts and users in online advertising operations. This platform could use artificial intelligence and big data algorithms t%li%practice and analyze huge data sets regarding users from various sources. Advantages of DMPs comprise better insight on markets and audiences, data organization, and effectual advertisement budgeting.

MARKET HIGHLIGHTS

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Data Management Platform (DMP) Market is expected t%li%reach USD 8.7 billion, growing at a CAGR of 14.7% during the forecast period owing t%li%the growing demand for data collection from different sources like CRM data, POS data, web analytics tools, Mobile apps & web, social networks, and more. Furthermore, the use of Data Management Platform for advertisers t%li%target clients and satisfy customer demands across devices is expected t%li%boost the growth of Data Management Platform (DMP) Market over the forecast period.

Data Management Platform (DMP) Market Segments:

Data Type

First Party

Second Party

Third Party

Data Sources

Web Analytics Tool

Mobile Web

Mobile Apps

CRM Data

POS Data

Social Network

End User

Ad Agencies

Marketers

Publishers

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MARKET DYNAMICS

Growth Drivers

Use of IoT and Data Management Benefitting Marketers and Advertisers are Expected t%li%Boost the Market Growth

Number of Benefits offered by Data Management Platform are Expected t%li%Boost the Market Growth

Restraint

Dependency on Several Technologies and Lack of Skilled Labor t%li%hamper the Market Growth

Key Players

- Google
- Oracle Corporation
- Salesforce
- Adobe Systems Inc
- Cloudera INC
- NeuStar Inc.
- Amobee
- MediaMath Inc.
- Lotame Solutions Inc
- V12 Data

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Permutive

Pian%li%Software Inc.

Exelate

Crux Digital INC

OnAudience

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAG.R – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Reasons t%li%Purchase this Report

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Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected t%li%witness the fastest growth as well as t%li%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 with respect t%li%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 of various perspectives through Porter’s five forces analysis

Provides insight int%li%the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years t%li%come

3-month post-sales analyst support.

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