

# Global Ad Creative Management Platform Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Ad Creative Management Platform market size is expected to reach \$ 2808 million by 2032, rising at a market growth of 12.1% CAGR during the forecast period (2026-2032).

Ad Creative Management Platforms are cloud-based software for digital advertising and marketing creatives, designed to upgrade creative production from 'manual creation of individual materials' to a large-scale process of 'template-based, component-based, and automated' workflows. The system typically covers a creative template and layout component library, batch generation of multiple versions, brand specification constraints, collaborative review and compliance approval, material delivery and placement adaptation, and creative performance analysis and iteration based on placement data. This enables the rapid generation and distribution of a large number of variant creatives across different channels and audiences. The global Ad Creative Management Platform gross margin was approximately 60% in 2025.

Ad Creative Management Platforms are evolving from optional tools into marketing infrastructure. Brands are simultaneously operating display ads, social media campaigns, e-commerce and retail media, short videos, and CTV across multiple channels and formats. The number of creative versions is growing exponentially, and traditional methods relying on manual layout and multi-tool workflows are struggling to keep pace with cost and time constraints. Creative management systems centered on templates, asset library governance, collaborative review, and cross-platform distribution directly address the needs for large-scale creative production, brand consistency, and efficiency improvement, driving companies from piecemeal tool combinations to end-to-end creative operations. On one hand, the rise of e-commerce and retail media has made product-level creatives a necessity, requiring assets to be updated synchronously with product libraries, pricing, and inventory information. Dynamic creatives and batch generation capabilities significantly improve ROI certainty.

On the other hand, generative AI is accelerating creative automation, with system capabilities moving from batch adaptation to batch generation and intelligent testing, further compressing creative production and deployment iterations into shorter cycles. Simultaneously, increased requirements from large enterprises regarding compliance reviews, brand guidelines, permissions, and audits are driving the deep integration of creative management systems and content governance, forming a more stable budget pool. The industry's main challenges lie in the fragmentation of data and ecosystem, the increasing complexity of privacy constraints and performance attribution. Significant differences exist in the material specifications and interface capabilities of various media platforms, necessitating stronger integration and operational capabilities for unified cross-platform publishing and performance feedback. Future demands will lean towards data source-driven template systems, configurable workflows and review mechanisms, and dual-stack adaptability to both Chinese and overseas platform ecosystems. Maintaining brand consistency and compliance control under high-frequency updates and intensive testing will be key to product competitiveness. Major global Ad Creative Management Platform vendors include Google, Celtra, Adobe, Nexxen, and Amazon Advertising, with the top five globally holding over 60% of the market share. North America is currently the largest creative management platform market globally, holding over 55% of the market share, followed by Europe and the Asia-Pacific region, which together account for over 40%. This report studies the global Ad Creative Management Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Ad Creative Management Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Ad Creative Management Platform that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Ad Creative Management Platform total market, 2021-2032, (USD Million)

Global Ad Creative Management Platform total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Ad Creative Management Platform total market, key domestic companies, and share, (USD Million)

Global Ad Creative Management Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global Ad Creative Management Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Ad Creative Management Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Ad Creative Management Platform market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Google, Celtra(STG), Bannerflow, Adobe, Nexxen, Amazon Advertising, Adform, Thunder, MNTN?Formerly SteelHouse?, Mediaocean (Flashtalking), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Ad Creative Management Platform market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Ad Creative Management Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Ad Creative Management Platform Market, Segmentation by Type:

SaaS Cloud

On Premises

## Global Ad Creative Management Platform Market, Segmentation by User:

Brand Advertisers

Agencies And Studios

Publishers And Media Owners

Others

## Global Ad Creative Management Platform Market, Segmentation by Pricing Model:

Subscription by Seats

Subscription by Usage

Contract Based Platform License

Others

## Global Ad Creative Management Platform Market, Segmentation by Application:

SMEs

Large Enterprises

## **Companies Profiled:**

Google

Celtra(STG)

Bannerflow

Adobe

Nexxen

Amazon Advertising

Adform

Thunder

MNTN?Formerly SteelHouse?

Mediaocean (Flashtalking)

Snap

Mediawide

Balihoo

Netsertive

Creatopy (formerly Bannersnack)

Bonzai

Hunch

Smartly.io

DaVinci Commerce?Formerly Jivox?

Bynder

Aprimo

Frontify

ByteDance

Tencent

Alibaba Group

Baidu

Mobvista

Sunteng

### Key Questions Answered

1. How big is the global Ad Creative Management Platform market?
2. What is the demand of the global Ad Creative Management Platform market?
3. What is the year over year growth of the global Ad Creative Management Platform market?
4. What is the total value of the global Ad Creative Management Platform market?
5. Who are the Major Players in the global Ad Creative Management Platform market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Ad Creative Management Platform Introduction
- 1.2 World Ad Creative Management Platform Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Ad Creative Management Platform Total Market by Region (by Headquarter Location)
  - 1.3.1 World Ad Creative Management Platform Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.3 China Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.4 Europe Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.5 Japan Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Ad Creative Management Platform Revenue (2021-2032)
  - 1.3.8 India Based Company Ad Creative Management Platform Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Ad Creative Management Platform Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Ad Creative Management Platform Consumption Value (2021-2032)
- 2.2 World Ad Creative Management Platform Consumption Value by Region
  - 2.2.1 World Ad Creative Management Platform Consumption Value by Region (2021-2026)
  - 2.2.2 World Ad Creative Management Platform Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Ad Creative Management Platform Consumption Value (2021-2032)
- 2.4 China Ad Creative Management Platform Consumption Value (2021-2032)
- 2.5 Europe Ad Creative Management Platform Consumption Value (2021-2032)

- 2.6 Japan Ad Creative Management Platform Consumption Value (2021-2032)
- 2.7 South Korea Ad Creative Management Platform Consumption Value (2021-2032)
- 2.8 ASEAN Ad Creative Management Platform Consumption Value (2021-2032)
- 2.9 India Ad Creative Management Platform Consumption Value (2021-2032)

### **3 WORLD AD CREATIVE MANAGEMENT PLATFORM COMPANIES COMPETITIVE ANALYSIS**

- 3.1 World Ad Creative Management Platform Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global Ad Creative Management Platform Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for Ad Creative Management Platform in 2025
  - 3.2.3 Global Concentration Ratios (CR8) for Ad Creative Management Platform in 2025
- 3.3 Ad Creative Management Platform Company Evaluation Quadrant
- 3.4 Ad Creative Management Platform Market: Overall Company Footprint Analysis
  - 3.4.1 Ad Creative Management Platform Market: Region Footprint
  - 3.4.2 Ad Creative Management Platform Market: Company Product Type Footprint
  - 3.4.3 Ad Creative Management Platform Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Ad Creative Management Platform Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Ad Creative Management Platform Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: Ad Creative Management Platform Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Ad Creative Management Platform Consumption Value Comparison
  - 4.2.1 United States VS China: Ad Creative Management Platform Consumption Value

Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Ad Creative Management Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Ad Creative Management Platform Companies and Market Share, 2021-2026

4.3.1 United States Based Ad Creative Management Platform Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Ad Creative Management Platform Revenue, (2021-2026)

4.4 China Based Companies Ad Creative Management Platform Revenue and Market Share, 2021-2026

4.4.1 China Based Ad Creative Management Platform Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Ad Creative Management Platform Revenue, (2021-2026)

4.5 Rest of World Based Ad Creative Management Platform Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Ad Creative Management Platform Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Ad Creative Management Platform Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Ad Creative Management Platform Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 SaaS Cloud

5.2.2 On Premises

5.3 Market Segment by Type

5.3.1 World Ad Creative Management Platform Market Size by Type (2021-2026)

5.3.2 World Ad Creative Management Platform Market Size by Type (2027-2032)

5.3.3 World Ad Creative Management Platform Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY USER**

6.1 World Ad Creative Management Platform Market Size Overview by User: 2021 VS 2025 VS 2032

## 6.2 Segment Introduction by User

- 6.2.1 Brand Advertisers
- 6.2.2 Agencies And Studios
- 6.2.3 Publishers And Media Owners
- 6.2.4 Others

## 6.3 Market Segment by User

- 6.3.1 World Ad Creative Management Platform Market Size by User (2021-2026)
- 6.3.2 World Ad Creative Management Platform Market Size by User (2027-2032)
- 6.3.3 World Ad Creative Management Platform Market Size Market Share by User (2027-2032)

## **7 MARKET ANALYSIS BY PRICING MODEL**

### 7.1 World Ad Creative Management Platform Market Size Overview by Pricing Model: 2021 VS 2025 VS 2032

### 7.2 Segment Introduction by Pricing Model

- 7.2.1 Subscription by Seats
- 7.2.2 Subscription by Usage
- 7.2.3 Contract Based Platform License
- 7.2.4 Others

### 7.3 Market Segment by Pricing Model

- 7.3.1 World Ad Creative Management Platform Market Size by Pricing Model (2021-2026)
- 7.3.2 World Ad Creative Management Platform Market Size by Pricing Model (2027-2032)
- 7.3.3 World Ad Creative Management Platform Market Size Market Share by Pricing Model (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

### 8.1 World Ad Creative Management Platform Market Size Overview by Application: 2021 VS 2025 VS 2032

### 8.2 Segment Introduction by Application

- 8.2.1 SMEs
- 8.2.2 Large Enterprises

### 8.3 Market Segment by Application

- 8.3.1 World Ad Creative Management Platform Market Size by Application (2021-2026)
- 8.3.2 World Ad Creative Management Platform Market Size by Application

(2027-2032)

8.3.3 World Ad Creative Management Platform Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

### **9.1 Google**

9.1.1 Google Details

9.1.2 Google Major Business

9.1.3 Google Ad Creative Management Platform Product and Services

9.1.4 Google Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Google Recent Developments/Updates

9.1.6 Google Competitive Strengths & Weaknesses

### **9.2 Celtra(STG)**

9.2.1 Celtra(STG) Details

9.2.2 Celtra(STG) Major Business

9.2.3 Celtra(STG) Ad Creative Management Platform Product and Services

9.2.4 Celtra(STG) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Celtra(STG) Recent Developments/Updates

9.2.6 Celtra(STG) Competitive Strengths & Weaknesses

### **9.3 Bannerflow**

9.3.1 Bannerflow Details

9.3.2 Bannerflow Major Business

9.3.3 Bannerflow Ad Creative Management Platform Product and Services

9.3.4 Bannerflow Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Bannerflow Recent Developments/Updates

9.3.6 Bannerflow Competitive Strengths & Weaknesses

### **9.4 Adobe**

9.4.1 Adobe Details

9.4.2 Adobe Major Business

9.4.3 Adobe Ad Creative Management Platform Product and Services

9.4.4 Adobe Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Adobe Recent Developments/Updates

9.4.6 Adobe Competitive Strengths & Weaknesses

### **9.5 Nexxen**

- 9.5.1 Nexxen Details
- 9.5.2 Nexxen Major Business
- 9.5.3 Nexxen Ad Creative Management Platform Product and Services
- 9.5.4 Nexxen Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.5.5 Nexxen Recent Developments/Updates
- 9.5.6 Nexxen Competitive Strengths & Weaknesses
- 9.6 Amazon Advertising
  - 9.6.1 Amazon Advertising Details
  - 9.6.2 Amazon Advertising Major Business
  - 9.6.3 Amazon Advertising Ad Creative Management Platform Product and Services
  - 9.6.4 Amazon Advertising Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.6.5 Amazon Advertising Recent Developments/Updates
  - 9.6.6 Amazon Advertising Competitive Strengths & Weaknesses
- 9.7 Adform
  - 9.7.1 Adform Details
  - 9.7.2 Adform Major Business
  - 9.7.3 Adform Ad Creative Management Platform Product and Services
  - 9.7.4 Adform Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Adform Recent Developments/Updates
  - 9.7.6 Adform Competitive Strengths & Weaknesses
- 9.8 Thunder
  - 9.8.1 Thunder Details
  - 9.8.2 Thunder Major Business
  - 9.8.3 Thunder Ad Creative Management Platform Product and Services
  - 9.8.4 Thunder Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Thunder Recent Developments/Updates
  - 9.8.6 Thunder Competitive Strengths & Weaknesses
- 9.9 MNTN?Formerly SteelHouse?
  - 9.9.1 MNTN?Formerly SteelHouse? Details
  - 9.9.2 MNTN?Formerly SteelHouse? Major Business
  - 9.9.3 MNTN?Formerly SteelHouse? Ad Creative Management Platform Product and Services
  - 9.9.4 MNTN?Formerly SteelHouse? Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.9.5 MNTN?Formerly SteelHouse? Recent Developments/Updates

- 9.9.6 MNTN?Formerly SteelHouse? Competitive Strengths & Weaknesses
- 9.10 Mediaocean (Flashtalking)
  - 9.10.1 Mediaocean (Flashtalking) Details
  - 9.10.2 Mediaocean (Flashtalking) Major Business
  - 9.10.3 Mediaocean (Flashtalking) Ad Creative Management Platform Product and Services
  - 9.10.4 Mediaocean (Flashtalking) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Mediaocean (Flashtalking) Recent Developments/Updates
  - 9.10.6 Mediaocean (Flashtalking) Competitive Strengths & Weaknesses
- 9.11 Snap
  - 9.11.1 Snap Details
  - 9.11.2 Snap Major Business
  - 9.11.3 Snap Ad Creative Management Platform Product and Services
  - 9.11.4 Snap Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Snap Recent Developments/Updates
  - 9.11.6 Snap Competitive Strengths & Weaknesses
- 9.12 Mediawide
  - 9.12.1 Mediawide Details
  - 9.12.2 Mediawide Major Business
  - 9.12.3 Mediawide Ad Creative Management Platform Product and Services
  - 9.12.4 Mediawide Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 Mediawide Recent Developments/Updates
  - 9.12.6 Mediawide Competitive Strengths & Weaknesses
- 9.13 Baliwoo
  - 9.13.1 Baliwoo Details
  - 9.13.2 Baliwoo Major Business
  - 9.13.3 Baliwoo Ad Creative Management Platform Product and Services
  - 9.13.4 Baliwoo Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.13.5 Baliwoo Recent Developments/Updates
  - 9.13.6 Baliwoo Competitive Strengths & Weaknesses
- 9.14 Netsertive
  - 9.14.1 Netsertive Details
  - 9.14.2 Netsertive Major Business
  - 9.14.3 Netsertive Ad Creative Management Platform Product and Services
  - 9.14.4 Netsertive Ad Creative Management Platform Revenue, Gross Margin and

## Market Share (2021-2026)

9.14.5 Netsertive Recent Developments/Updates

9.14.6 Netsertive Competitive Strengths & Weaknesses

## 9.15 Creatopy (formerly Bannersnack)

9.15.1 Creatopy (formerly Bannersnack) Details

9.15.2 Creatopy (formerly Bannersnack) Major Business

9.15.3 Creatopy (formerly Bannersnack) Ad Creative Management Platform Product and Services

9.15.4 Creatopy (formerly Bannersnack) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Creatopy (formerly Bannersnack) Recent Developments/Updates

9.15.6 Creatopy (formerly Bannersnack) Competitive Strengths & Weaknesses

## 9.16 Bonzai

9.16.1 Bonzai Details

9.16.2 Bonzai Major Business

9.16.3 Bonzai Ad Creative Management Platform Product and Services

9.16.4 Bonzai Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Bonzai Recent Developments/Updates

9.16.6 Bonzai Competitive Strengths & Weaknesses

## 9.17 Hunch

9.17.1 Hunch Details

9.17.2 Hunch Major Business

9.17.3 Hunch Ad Creative Management Platform Product and Services

9.17.4 Hunch Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Hunch Recent Developments/Updates

9.17.6 Hunch Competitive Strengths & Weaknesses

## 9.18 Smartly.io

9.18.1 Smartly.io Details

9.18.2 Smartly.io Major Business

9.18.3 Smartly.io Ad Creative Management Platform Product and Services

9.18.4 Smartly.io Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 Smartly.io Recent Developments/Updates

9.18.6 Smartly.io Competitive Strengths & Weaknesses

## 9.19 DaVinci Commerce?Formerly Jivox?

9.19.1 DaVinci Commerce?Formerly Jivox? Details

9.19.2 DaVinci Commerce?Formerly Jivox? Major Business

9.19.3 DaVinci Commerce?Formerly Jivox? Ad Creative Management Platform Product and Services

9.19.4 DaVinci Commerce?Formerly Jivox? Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.19.5 DaVinci Commerce?Formerly Jivox? Recent Developments/Updates

9.19.6 DaVinci Commerce?Formerly Jivox? Competitive Strengths & Weaknesses

9.20 Bynder

9.20.1 Bynder Details

9.20.2 Bynder Major Business

9.20.3 Bynder Ad Creative Management Platform Product and Services

9.20.4 Bynder Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.20.5 Bynder Recent Developments/Updates

9.20.6 Bynder Competitive Strengths & Weaknesses

9.21 Aprimo

9.21.1 Aprimo Details

9.21.2 Aprimo Major Business

9.21.3 Aprimo Ad Creative Management Platform Product and Services

9.21.4 Aprimo Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.21.5 Aprimo Recent Developments/Updates

9.21.6 Aprimo Competitive Strengths & Weaknesses

9.22 Frontify

9.22.1 Frontify Details

9.22.2 Frontify Major Business

9.22.3 Frontify Ad Creative Management Platform Product and Services

9.22.4 Frontify Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.22.5 Frontify Recent Developments/Updates

9.22.6 Frontify Competitive Strengths & Weaknesses

9.23 ByteDance

9.23.1 ByteDance Details

9.23.2 ByteDance Major Business

9.23.3 ByteDance Ad Creative Management Platform Product and Services

9.23.4 ByteDance Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.23.5 ByteDance Recent Developments/Updates

9.23.6 ByteDance Competitive Strengths & Weaknesses

9.24 Tencent

- 9.24.1 Tencent Details
- 9.24.2 Tencent Major Business
- 9.24.3 Tencent Ad Creative Management Platform Product and Services
- 9.24.4 Tencent Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.24.5 Tencent Recent Developments/Updates
- 9.24.6 Tencent Competitive Strengths & Weaknesses
- 9.25 Alibaba Group
  - 9.25.1 Alibaba Group Details
  - 9.25.2 Alibaba Group Major Business
  - 9.25.3 Alibaba Group Ad Creative Management Platform Product and Services
  - 9.25.4 Alibaba Group Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.25.5 Alibaba Group Recent Developments/Updates
  - 9.25.6 Alibaba Group Competitive Strengths & Weaknesses
- 9.26 Baidu
  - 9.26.1 Baidu Details
  - 9.26.2 Baidu Major Business
  - 9.26.3 Baidu Ad Creative Management Platform Product and Services
  - 9.26.4 Baidu Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.26.5 Baidu Recent Developments/Updates
  - 9.26.6 Baidu Competitive Strengths & Weaknesses
- 9.27 Mobvista
  - 9.27.1 Mobvista Details
  - 9.27.2 Mobvista Major Business
  - 9.27.3 Mobvista Ad Creative Management Platform Product and Services
  - 9.27.4 Mobvista Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.27.5 Mobvista Recent Developments/Updates
  - 9.27.6 Mobvista Competitive Strengths & Weaknesses
- 9.28 Sunteng
  - 9.28.1 Sunteng Details
  - 9.28.2 Sunteng Major Business
  - 9.28.3 Sunteng Ad Creative Management Platform Product and Services
  - 9.28.4 Sunteng Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.28.5 Sunteng Recent Developments/Updates
  - 9.28.6 Sunteng Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Ad Creative Management Platform Industry Chain
- 10.2 Ad Creative Management Platform Upstream Analysis
- 10.3 Ad Creative Management Platform Midstream Analysis
- 10.4 Ad Creative Management Platform Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Ad Creative Management Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Ad Creative Management Platform Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Ad Creative Management Platform Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Ad Creative Management Platform Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Ad Creative Management Platform Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Ad Creative Management Platform Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Ad Creative Management Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Ad Creative Management Platform Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Ad Creative Management Platform Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Ad Creative Management Platform Players in 2025

Table 12. World Ad Creative Management Platform Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Ad Creative Management Platform Company Evaluation Quadrant

Table 14. Head Office of Key Ad Creative Management Platform Players

Table 15. Ad Creative Management Platform Market: Company Product Type Footprint

Table 16. Ad Creative Management Platform Market: Company Product Application Footprint

Table 17. Ad Creative Management Platform Mergers & Acquisitions Activity

Table 18. United States VS China Ad Creative Management Platform Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Ad Creative Management Platform Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Ad Creative Management Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies Ad Creative Management Platform Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Ad Creative Management Platform Revenue Market Share (2021-2026)

Table 23. China Based Ad Creative Management Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies Ad Creative Management Platform Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Ad Creative Management Platform Revenue Market Share (2021-2026)

Table 26. Rest of World Based Ad Creative Management Platform Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Ad Creative Management Platform Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Ad Creative Management Platform Revenue Market Share (2021-2026)

Table 29. World Ad Creative Management Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Ad Creative Management Platform Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Ad Creative Management Platform Market Size by Type (2027-2032) & (USD Million)

Table 32. World Ad Creative Management Platform Market Size by User, (USD Million), 2021 & 2025 & 2032

Table 33. World Ad Creative Management Platform Market Size Value by User (2021-2026) & (USD Million)

Table 34. World Ad Creative Management Platform Market Size by User (2027-2032) & (USD Million)

Table 35. World Ad Creative Management Platform Market Size by Pricing Model, (USD Million), 2021 & 2025 & 2032

Table 36. World Ad Creative Management Platform Market Size Value by Pricing Model (2021-2026) & (USD Million)

Table 37. World Ad Creative Management Platform Market Size by Pricing Model (2027-2032) & (USD Million)

Table 38. World Ad Creative Management Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Ad Creative Management Platform Market Size by Application (2021-2026) & (USD Million)

Table 40. World Ad Creative Management Platform Market Size by Application

(2027-2032) & (USD Million)

Table 41. Google Basic Information, Manufacturing Base and Competitors

Table 42. Google Major Business

Table 43. Google Ad Creative Management Platform Product and Services

Table 44. Google Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Google Recent Developments/Updates

Table 46. Google Competitive Strengths & Weaknesses

Table 47. Celtra(STG) Basic Information, Manufacturing Base and Competitors

Table 48. Celtra(STG) Major Business

Table 49. Celtra(STG) Ad Creative Management Platform Product and Services

Table 50. Celtra(STG) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Celtra(STG) Recent Developments/Updates

Table 52. Celtra(STG) Competitive Strengths & Weaknesses

Table 53. Bannerflow Basic Information, Manufacturing Base and Competitors

Table 54. Bannerflow Major Business

Table 55. Bannerflow Ad Creative Management Platform Product and Services

Table 56. Bannerflow Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Bannerflow Recent Developments/Updates

Table 58. Bannerflow Competitive Strengths & Weaknesses

Table 59. Adobe Basic Information, Manufacturing Base and Competitors

Table 60. Adobe Major Business

Table 61. Adobe Ad Creative Management Platform Product and Services

Table 62. Adobe Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Adobe Recent Developments/Updates

Table 64. Adobe Competitive Strengths & Weaknesses

Table 65. Nexxen Basic Information, Manufacturing Base and Competitors

Table 66. Nexxen Major Business

Table 67. Nexxen Ad Creative Management Platform Product and Services

Table 68. Nexxen Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Nexxen Recent Developments/Updates

Table 70. Nexxen Competitive Strengths & Weaknesses

Table 71. Amazon Advertising Basic Information, Manufacturing Base and Competitors

Table 72. Amazon Advertising Major Business

Table 73. Amazon Advertising Ad Creative Management Platform Product and Services

Table 74. Amazon Advertising Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Amazon Advertising Recent Developments/Updates

Table 76. Amazon Advertising Competitive Strengths & Weaknesses

Table 77. Adform Basic Information, Manufacturing Base and Competitors

Table 78. Adform Major Business

Table 79. Adform Ad Creative Management Platform Product and Services

Table 80. Adform Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Adform Recent Developments/Updates

Table 82. Adform Competitive Strengths & Weaknesses

Table 83. Thunder Basic Information, Manufacturing Base and Competitors

Table 84. Thunder Major Business

Table 85. Thunder Ad Creative Management Platform Product and Services

Table 86. Thunder Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Thunder Recent Developments/Updates

Table 88. Thunder Competitive Strengths & Weaknesses

Table 89. MNTN?Formerly SteelHouse? Basic Information, Manufacturing Base and Competitors

Table 90. MNTN?Formerly SteelHouse? Major Business

Table 91. MNTN?Formerly SteelHouse? Ad Creative Management Platform Product and Services

Table 92. MNTN?Formerly SteelHouse? Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. MNTN?Formerly SteelHouse? Recent Developments/Updates

Table 94. MNTN?Formerly SteelHouse? Competitive Strengths & Weaknesses

Table 95. Mediaocean (Flashtalking) Basic Information, Manufacturing Base and Competitors

Table 96. Mediaocean (Flashtalking) Major Business

Table 97. Mediaocean (Flashtalking) Ad Creative Management Platform Product and Services

Table 98. Mediaocean (Flashtalking) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Mediaocean (Flashtalking) Recent Developments/Updates

Table 100. Mediaocean (Flashtalking) Competitive Strengths & Weaknesses

Table 101. Snap Basic Information, Manufacturing Base and Competitors

Table 102. Snap Major Business

Table 103. Snap Ad Creative Management Platform Product and Services

Table 104. Snap Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Snap Recent Developments/Updates

Table 106. Snap Competitive Strengths & Weaknesses

Table 107. Mediawide Basic Information, Manufacturing Base and Competitors

Table 108. Mediawide Major Business

Table 109. Mediawide Ad Creative Management Platform Product and Services

Table 110. Mediawide Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Mediawide Recent Developments/Updates

Table 112. Mediawide Competitive Strengths & Weaknesses

Table 113. Baliwoo Basic Information, Manufacturing Base and Competitors

Table 114. Baliwoo Major Business

Table 115. Baliwoo Ad Creative Management Platform Product and Services

Table 116. Baliwoo Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Baliwoo Recent Developments/Updates

Table 118. Baliwoo Competitive Strengths & Weaknesses

Table 119. Netsertive Basic Information, Manufacturing Base and Competitors

Table 120. Netsertive Major Business

Table 121. Netsertive Ad Creative Management Platform Product and Services

Table 122. Netsertive Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Netsertive Recent Developments/Updates

Table 124. Netsertive Competitive Strengths & Weaknesses

Table 125. Creatopy (formerly Bannersnack) Basic Information, Manufacturing Base and Competitors

Table 126. Creatopy (formerly Bannersnack) Major Business

Table 127. Creatopy (formerly Bannersnack) Ad Creative Management Platform Product and Services

Table 128. Creatopy (formerly Bannersnack) Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Creatopy (formerly Bannersnack) Recent Developments/Updates

Table 130. Creatopy (formerly Bannersnack) Competitive Strengths & Weaknesses

Table 131. Bonzai Basic Information, Manufacturing Base and Competitors

Table 132. Bonzai Major Business

Table 133. Bonzai Ad Creative Management Platform Product and Services

Table 134. Bonzai Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 135. Bonzai Recent Developments/Updates
- Table 136. Bonzai Competitive Strengths & Weaknesses
- Table 137. Hunch Basic Information, Manufacturing Base and Competitors
- Table 138. Hunch Major Business
- Table 139. Hunch Ad Creative Management Platform Product and Services
- Table 140. Hunch Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. Hunch Recent Developments/Updates
- Table 142. Hunch Competitive Strengths & Weaknesses
- Table 143. Smartly.io Basic Information, Manufacturing Base and Competitors
- Table 144. Smartly.io Major Business
- Table 145. Smartly.io Ad Creative Management Platform Product and Services
- Table 146. Smartly.io Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Smartly.io Recent Developments/Updates
- Table 148. Smartly.io Competitive Strengths & Weaknesses
- Table 149. DaVinci Commerce?Formerly Jivox? Basic Information, Manufacturing Base and Competitors
- Table 150. DaVinci Commerce?Formerly Jivox? Major Business
- Table 151. DaVinci Commerce?Formerly Jivox? Ad Creative Management Platform Product and Services
- Table 152. DaVinci Commerce?Formerly Jivox? Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. DaVinci Commerce?Formerly Jivox? Recent Developments/Updates
- Table 154. DaVinci Commerce?Formerly Jivox? Competitive Strengths & Weaknesses
- Table 155. Bynder Basic Information, Manufacturing Base and Competitors
- Table 156. Bynder Major Business
- Table 157. Bynder Ad Creative Management Platform Product and Services
- Table 158. Bynder Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Bynder Recent Developments/Updates
- Table 160. Bynder Competitive Strengths & Weaknesses
- Table 161. Aprimo Basic Information, Manufacturing Base and Competitors
- Table 162. Aprimo Major Business
- Table 163. Aprimo Ad Creative Management Platform Product and Services
- Table 164. Aprimo Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Aprimo Recent Developments/Updates
- Table 166. Aprimo Competitive Strengths & Weaknesses

- Table 167. Frontify Basic Information, Manufacturing Base and Competitors
- Table 168. Frontify Major Business
- Table 169. Frontify Ad Creative Management Platform Product and Services
- Table 170. Frontify Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. Frontify Recent Developments/Updates
- Table 172. Frontify Competitive Strengths & Weaknesses
- Table 173. ByteDance Basic Information, Manufacturing Base and Competitors
- Table 174. ByteDance Major Business
- Table 175. ByteDance Ad Creative Management Platform Product and Services
- Table 176. ByteDance Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. ByteDance Recent Developments/Updates
- Table 178. ByteDance Competitive Strengths & Weaknesses
- Table 179. Tencent Basic Information, Manufacturing Base and Competitors
- Table 180. Tencent Major Business
- Table 181. Tencent Ad Creative Management Platform Product and Services
- Table 182. Tencent Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Tencent Recent Developments/Updates
- Table 184. Tencent Competitive Strengths & Weaknesses
- Table 185. Alibaba Group Basic Information, Manufacturing Base and Competitors
- Table 186. Alibaba Group Major Business
- Table 187. Alibaba Group Ad Creative Management Platform Product and Services
- Table 188. Alibaba Group Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Alibaba Group Recent Developments/Updates
- Table 190. Alibaba Group Competitive Strengths & Weaknesses
- Table 191. Baidu Basic Information, Manufacturing Base and Competitors
- Table 192. Baidu Major Business
- Table 193. Baidu Ad Creative Management Platform Product and Services
- Table 194. Baidu Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 195. Baidu Recent Developments/Updates
- Table 196. Baidu Competitive Strengths & Weaknesses
- Table 197. Mobvista Basic Information, Manufacturing Base and Competitors
- Table 198. Mobvista Major Business
- Table 199. Mobvista Ad Creative Management Platform Product and Services
- Table 200. Mobvista Ad Creative Management Platform Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 201. Mobvista Recent Developments/Updates

Table 202. Mobvista Competitive Strengths & Weaknesses

Table 203. Sunteng Basic Information, Manufacturing Base and Competitors

Table 204. Sunteng Major Business

Table 205. Sunteng Ad Creative Management Platform Product and Services

Table 206. Sunteng Ad Creative Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 207. Sunteng Recent Developments/Updates

Table 208. Sunteng Competitive Strengths & Weaknesses

Table 209. Global Key Players of Ad Creative Management Platform Upstream (Raw Materials)

Table 210. Global Ad Creative Management Platform Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Ad Creative Management Platform Picture

Figure 2. World Ad Creative Management Platform Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Ad Creative Management Platform Total Revenue (2021-2032) & (USD Million)

Figure 4. World Ad Creative Management Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Ad Creative Management Platform Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Ad Creative Management Platform Revenue (2021-2032) & (USD Million)

Figure 13. Ad Creative Management Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 16. World Ad Creative Management Platform Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 18. China Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 23. India Ad Creative Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Ad Creative Management Platform by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Ad Creative Management Platform Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Ad Creative Management Platform Markets in 2025

Figure 27. United States VS China: Ad Creative Management Platform Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Ad Creative Management Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Ad Creative Management Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Ad Creative Management Platform Market Size Market Share by Type in 2025

Figure 31. SaaS Cloud

Figure 32. On Premises

Figure 33. World Ad Creative Management Platform Market Size Market Share by Type (2021-2032)

Figure 34. World Ad Creative Management Platform Market Size by User, (USD Million), 2021 & 2025 & 2032

Figure 35. World Ad Creative Management Platform Market Size Market Share by User in 2025

Figure 36. Brand Advertisers

Figure 37. Agencies And Studios

Figure 38. Publishers And Media Owners

Figure 39. Others

Figure 40. World Ad Creative Management Platform Market Size Market Share by User (2021-2032)

Figure 41. World Ad Creative Management Platform Market Size by Pricing Model, (USD Million), 2021 & 2025 & 2032

Figure 42. World Ad Creative Management Platform Market Size Market Share by

Pricing Model in 2025

Figure 43. Subscription by Seats

Figure 44. Subscription by Usage

Figure 45. Contract Based Platform License

Figure 46. Others

Figure 47. World Ad Creative Management Platform Market Size Market Share by Pricing Model (2021-2032)

Figure 48. World Ad Creative Management Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 49. World Ad Creative Management Platform Market Size Market Share by Application in 2025

Figure 50. SMEs

Figure 51. Large Enterprises

Figure 52. World Ad Creative Management Platform Market Size Market Share by Application (2021-2032)

Figure 53. Ad Creative Management Platform Industrial Chain

Figure 54. Methodology

Figure 55. Research Process and Data Source

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