

Global Ad Tech Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Ad Tech market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

The term “Ad Tech,” which is short for advertising technology, broadly refers to different types of analytics and digital tools used in the context of advertising. Discussions about ad tech often revolve around the extensive and complex systems used to direct advertising to individuals and specific target audiences.

The Global Info Research report includes an overview of the development of the Ad Tech industry chain, the market status of Large Enterprises (Web-Based, Cloud-Based), Small and Medium-sized Enterprises (SMEs) (Web-Based, Cloud-Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Ad Tech.

Regionally, the report analyzes the Ad Tech markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Ad Tech market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Ad Tech market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Ad Tech industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Web-Based, Cloud-Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Ad Tech market.

Regional Analysis: The report involves examining the Ad Tech market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Ad Tech market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Ad Tech:

Company Analysis: Report covers individual Ad Tech players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Ad Tech This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, Small and Medium-sized Enterprises (SMEs)).

Technology Analysis: Report covers specific technologies relevant to Ad Tech. It assesses the current state, advancements, and potential future developments in Ad Tech areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Ad Tech market. This analysis helps understand market share, competitive advantages, and potential areas

for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Ad Tech market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Web-Based

Cloud-Based

On-Premise

Market segment by Application

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Market segment by players, this report covers

Facebook

Google

Amazon

Verizon

AT&T and Comcast

Adobe

Salesforce

Oracle

The Trade Desk

Criteo

Telaria

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Ad Tech product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Ad Tech, with revenue, gross margin and global market share of Ad Tech from 2019 to 2024.

Chapter 3, the Ad Tech competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption

value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Ad Tech market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Ad Tech.

Chapter 13, to describe Ad Tech research findings and conclusion.

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