

Global Ad Tech Software 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 Software 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 ad tech market as the technology for managing advertisements across channels, including search, display, video, mobile and social, with functions for targeting, campaign design, bid-management, analysis, optimization and automation of digital advertising.

The Global Info Research report includes an overview of the development of the Ad Tech Software industry chain, the market status of Large Enterprises(1000+ Users) (Cloud-Based, On-Premises), Medium-Sized Enterprise(499-1000 Users) (Cloud-Based, On-Premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Ad Tech Software.

Regionally, the report analyzes the Ad Tech Software 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 Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Ad Tech Software 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 Software 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., Cloud-Based, On-Premises).

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 Software market.

Regional Analysis: The report involves examining the Ad Tech Software 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 Software 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 Software:

Company Analysis: Report covers individual Ad Tech Software 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 Software This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises(1000+ Users), Medium-Sized Enterprise(499-1000 Users)).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers,

the report present insights into the competitive landscape of the Ad Tech Software 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 Software 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

Cloud-Based

On-Premises

Market segment by Application

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Market segment by players, this report covers

The Trade Desk

AdRoll

Criteo

Google

MediaMath

4C Insights

InMobi

Amobee

Adform

IgnitionOne

Kenshoo

AppNexus

Quantcast

Centro

Xaxis

Sizmek

FlashTalking

Visto

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 Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Ad Tech Software 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 Software 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 Software.

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

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