

Global Advertising Media Placement Management Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Advertising Media Placement Management Services market size was valued at US\$ 3112 million in 2025 and is forecast to a readjusted size of US\$ 6117 million by 2032 with a CAGR of 10.3% during review period.

Advertising media placement management service is a professional service that provides comprehensive management of the selection, procurement, execution, monitoring, and optimization of advertising media, all centered around the advertiser's placement objectives. This service typically includes media strategy development, media resource purchasing, placement plan execution, performance monitoring and data analysis, and dynamic adjustments during the placement process. Its aim is to improve advertising reach efficiency and effectiveness within a given budget. Advertising media placement management services are widely used in brand marketing, performance advertising, and integrated communication scenarios, and are a core operational and management link connecting advertisers with various media platforms. The gross profit margin is 65%.

The advertising media placement management service industry chain can be broadly divided into three segments: upstream media resource providers, midstream placement management and technology service providers, and downstream advertisers. The upstream segment mainly includes providers of traffic and advertising space such as search engines, social media, video platforms, and outdoor media, such as Google and Meta; the midstream segment consists of advertising media placement management service providers responsible for strategy development, media mix, placement execution, programmatic buying, data monitoring, and performance optimization,

usually relying on DSP, DMP, monitoring, and attribution tools for refined management; the downstream segment comprises brand owners and performance advertisers across industries such as fast-moving consumer goods, internet, e-commerce, automotive, and finance, who have clear demands for ROI, conversion efficiency, and brand asset growth, driving the industry chain towards data-driven and integrated services.

With the increasing number of digital media channels, the advertising environment for businesses has become more complex. Advertising media placement management services are gradually transforming from traditional media placement execution to a refined and digital management model. Service providers manage and optimize the entire advertising process through data analysis, placement monitoring, and performance evaluation tools, forming a complete management system from media selection and budget allocation to performance evaluation. In this way, businesses can gain a clearer understanding of advertising performance and adjust their placement strategies in a timely manner, improving the efficiency of advertising budget utilization and communication effectiveness.

In the current media ecosystem, advertising communication has shifted from a single media channel to a multi-platform, multi-terminal communication model, including social media, short video platforms, search engines, and digital content platforms. Advertising media placement management services need to integrate different media resources and develop differentiated placement strategies based on the user characteristics and communication rules of different platforms. At the same time, as brand marketing places greater emphasis on user interaction and communication effectiveness, media placement management services are also gradually combining with content marketing, data analysis, and brand communication strategies to help businesses achieve more sustainable and systematic market promotion.

This report is a detailed and comprehensive analysis for global Advertising Media Placement Management Services market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Advertising Media Placement Management Services market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Advertising Media Placement Management Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Advertising Media Placement Management Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Advertising Media Placement Management Services market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Advertising Media Placement Management Services
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Advertising Media Placement Management Services 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 Adform, Adobe, AdRoll, Amazon (AWS), AT&T (WarnerMedia), CAKE, Choozle, Criteo, Google, LiveIntent, etc.

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

Market segmentation

Advertising Media Placement Management Services market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-Premise

Cloud-Based

Market segment by Advertising Channels

Search Engine Advertising

Social Media Advertising

Native/Feed Advertising

Market segment by Campaign Objective

Brand Awareness Campaigns

Performance/Conversion Campaigns

Remarketing/Retargeting Campaigns

Market segment by Application

Ads Setting

Data Analytics

Yield Management

Others

Market segment by players, this report covers

Adform

Adobe

AdRoll

Amazon (AWS)

AT&T (WarnerMedia)

CAKE

Choozle

Criteo

Google

LiveIntent

Marin Software

MediaMath

Quantcast

Singapore Telecommunications (Amobee)

Sovrn

The Search Monitor

The Trade Desk

Verizon (Verizon Media)

Verve

Tencent

Tiktok

Baidu

BlueFocus Communication Group

Liaoning Leoch Digital Technology Group

Zhejiang Wenhui Internet Group

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Advertising Media Placement Management Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Advertising Media Placement Management Services, with revenue, gross margin, and global market share of Advertising Media Placement Management Services from 2021 to 2026.

Chapter 3, the Advertising Media Placement Management Services 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Advertising Media Placement Management Services market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Advertising Media Placement Management Services.

Chapter 13, to describe Advertising Media Placement Management Services research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Advertising Media Placement Management Services by Type

1.3.1 Overview: Global Advertising Media Placement Management Services Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Advertising Media Placement Management Services Consumption Value Market Share by Type in 2025

1.3.3 On-Premise

1.3.4 Cloud-Based

1.4 Classification of Advertising Media Placement Management Services by Advertising Channels

1.4.1 Overview: Global Advertising Media Placement Management Services Market Size by Advertising Channels: 2021 Versus 2025 Versus 2032

1.4.2 Global Advertising Media Placement Management Services Consumption Value Market Share by Advertising Channels in 2025

1.4.3 Search Engine Advertising

1.4.4 Social Media Advertising

1.4.5 Native/Feed Advertising

1.5 Classification of Advertising Media Placement Management Services by Campaign Objective

1.5.1 Overview: Global Advertising Media Placement Management Services Market Size by Campaign Objective: 2021 Versus 2025 Versus 2032

1.5.2 Global Advertising Media Placement Management Services Consumption Value Market Share by Campaign Objective in 2025

1.5.3 Brand Awareness Campaigns

1.5.4 Performance/Conversion Campaigns

1.5.5 Remarketing/Retargeting Campaigns

1.6 Global Advertising Media Placement Management Services Market by Application

1.6.1 Overview: Global Advertising Media Placement Management Services Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Ads Setting

1.6.3 Data Analytics

1.6.4 Yield Management

1.6.5 Others

1.7 Global Advertising Media Placement Management Services Market Size & Forecast

1.8 Global Advertising Media Placement Management Services Market Size and Forecast by Region

1.8.1 Global Advertising Media Placement Management Services Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Advertising Media Placement Management Services Market Size by Region, (2021-2032)

1.8.3 North America Advertising Media Placement Management Services Market Size and Prospect (2021-2032)

1.8.4 Europe Advertising Media Placement Management Services Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Advertising Media Placement Management Services Market Size and Prospect (2021-2032)

1.8.6 South America Advertising Media Placement Management Services Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Advertising Media Placement Management Services Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 Adform

2.1.1 Adform Details

2.1.2 Adform Major Business

2.1.3 Adform Advertising Media Placement Management Services Product and Solutions

2.1.4 Adform Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Adform Recent Developments and Future Plans

2.2 Adobe

2.2.1 Adobe Details

2.2.2 Adobe Major Business

2.2.3 Adobe Advertising Media Placement Management Services Product and Solutions

2.2.4 Adobe Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Adobe Recent Developments and Future Plans

2.3 AdRoll

2.3.1 AdRoll Details

2.3.2 AdRoll Major Business

2.3.3 AdRoll Advertising Media Placement Management Services Product and

Solutions

2.3.4 AdRoll Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 AdRoll Recent Developments and Future Plans

2.4 Amazon (AWS)

2.4.1 Amazon (AWS) Details

2.4.2 Amazon (AWS) Major Business

2.4.3 Amazon (AWS) Advertising Media Placement Management Services Product and Solutions

2.4.4 Amazon (AWS) Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Amazon (AWS) Recent Developments and Future Plans

2.5 AT&T (WarnerMedia)

2.5.1 AT&T (WarnerMedia) Details

2.5.2 AT&T (WarnerMedia) Major Business

2.5.3 AT&T (WarnerMedia) Advertising Media Placement Management Services Product and Solutions

2.5.4 AT&T (WarnerMedia) Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 AT&T (WarnerMedia) Recent Developments and Future Plans

2.6 CAKE

2.6.1 CAKE Details

2.6.2 CAKE Major Business

2.6.3 CAKE Advertising Media Placement Management Services Product and Solutions

2.6.4 CAKE Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 CAKE Recent Developments and Future Plans

2.7 Choozle

2.7.1 Choozle Details

2.7.2 Choozle Major Business

2.7.3 Choozle Advertising Media Placement Management Services Product and Solutions

2.7.4 Choozle Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Choozle Recent Developments and Future Plans

2.8 Criteo

2.8.1 Criteo Details

2.8.2 Criteo Major Business

2.8.3 Criteo Advertising Media Placement Management Services Product and Solutions

2.8.4 Criteo Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Criteo Recent Developments and Future Plans

2.9 Google

2.9.1 Google Details

2.9.2 Google Major Business

2.9.3 Google Advertising Media Placement Management Services Product and Solutions

2.9.4 Google Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Google Recent Developments and Future Plans

2.10 LiveIntent

2.10.1 LiveIntent Details

2.10.2 LiveIntent Major Business

2.10.3 LiveIntent Advertising Media Placement Management Services Product and Solutions

2.10.4 LiveIntent Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 LiveIntent Recent Developments and Future Plans

2.11 Marin Software

2.11.1 Marin Software Details

2.11.2 Marin Software Major Business

2.11.3 Marin Software Advertising Media Placement Management Services Product and Solutions

2.11.4 Marin Software Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Marin Software Recent Developments and Future Plans

2.12 MediaMath

2.12.1 MediaMath Details

2.12.2 MediaMath Major Business

2.12.3 MediaMath Advertising Media Placement Management Services Product and Solutions

2.12.4 MediaMath Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 MediaMath Recent Developments and Future Plans

2.13 Quantcast

2.13.1 Quantcast Details

- 2.13.2 Quantcast Major Business
- 2.13.3 Quantcast Advertising Media Placement Management Services Product and Solutions
- 2.13.4 Quantcast Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.13.5 Quantcast Recent Developments and Future Plans
- 2.14 Singapore Telecommunications (Amobee)
 - 2.14.1 Singapore Telecommunications (Amobee) Details
 - 2.14.2 Singapore Telecommunications (Amobee) Major Business
 - 2.14.3 Singapore Telecommunications (Amobee) Advertising Media Placement Management Services Product and Solutions
 - 2.14.4 Singapore Telecommunications (Amobee) Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Singapore Telecommunications (Amobee) Recent Developments and Future Plans
- 2.15 Sovrn
 - 2.15.1 Sovrn Details
 - 2.15.2 Sovrn Major Business
 - 2.15.3 Sovrn Advertising Media Placement Management Services Product and Solutions
 - 2.15.4 Sovrn Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 Sovrn Recent Developments and Future Plans
- 2.16 The Search Monitor
 - 2.16.1 The Search Monitor Details
 - 2.16.2 The Search Monitor Major Business
 - 2.16.3 The Search Monitor Advertising Media Placement Management Services Product and Solutions
 - 2.16.4 The Search Monitor Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.16.5 The Search Monitor Recent Developments and Future Plans
- 2.17 The Trade Desk
 - 2.17.1 The Trade Desk Details
 - 2.17.2 The Trade Desk Major Business
 - 2.17.3 The Trade Desk Advertising Media Placement Management Services Product and Solutions
 - 2.17.4 The Trade Desk Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.17.5 The Trade Desk Recent Developments and Future Plans

2.18 Verizon (Verizon Media)

2.18.1 Verizon (Verizon Media) Details

2.18.2 Verizon (Verizon Media) Major Business

2.18.3 Verizon (Verizon Media) Advertising Media Placement Management Services Product and Solutions

2.18.4 Verizon (Verizon Media) Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Verizon (Verizon Media) Recent Developments and Future Plans

2.19 Verve

2.19.1 Verve Details

2.19.2 Verve Major Business

2.19.3 Verve Advertising Media Placement Management Services Product and Solutions

2.19.4 Verve Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Verve Recent Developments and Future Plans

2.20 Tencent

2.20.1 Tencent Details

2.20.2 Tencent Major Business

2.20.3 Tencent Advertising Media Placement Management Services Product and Solutions

2.20.4 Tencent Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 Tencent Recent Developments and Future Plans

2.21 Tiktok

2.21.1 Tiktok Details

2.21.2 Tiktok Major Business

2.21.3 Tiktok Advertising Media Placement Management Services Product and Solutions

2.21.4 Tiktok Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

2.21.5 Tiktok Recent Developments and Future Plans

2.22 Baidu

2.22.1 Baidu Details

2.22.2 Baidu Major Business

2.22.3 Baidu Advertising Media Placement Management Services Product and Solutions

2.22.4 Baidu Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)

- 2.22.5 Baidu Recent Developments and Future Plans
- 2.23 BlueFocus Communication Group
 - 2.23.1 BlueFocus Communication Group Details
 - 2.23.2 BlueFocus Communication Group Major Business
 - 2.23.3 BlueFocus Communication Group Advertising Media Placement Management Services Product and Solutions
 - 2.23.4 BlueFocus Communication Group Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.23.5 BlueFocus Communication Group Recent Developments and Future Plans
- 2.24 Liaoning Leoch Digital Technology Group
 - 2.24.1 Liaoning Leoch Digital Technology Group Details
 - 2.24.2 Liaoning Leoch Digital Technology Group Major Business
 - 2.24.3 Liaoning Leoch Digital Technology Group Advertising Media Placement Management Services Product and Solutions
 - 2.24.4 Liaoning Leoch Digital Technology Group Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.24.5 Liaoning Leoch Digital Technology Group Recent Developments and Future Plans
- 2.25 Zhejiang Wenhui Internet Group
 - 2.25.1 Zhejiang Wenhui Internet Group Details
 - 2.25.2 Zhejiang Wenhui Internet Group Major Business
 - 2.25.3 Zhejiang Wenhui Internet Group Advertising Media Placement Management Services Product and Solutions
 - 2.25.4 Zhejiang Wenhui Internet Group Advertising Media Placement Management Services Revenue, Gross Margin and Market Share (2021-2026)
 - 2.25.5 Zhejiang Wenhui Internet Group Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Advertising Media Placement Management Services Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
 - 3.2.1 Market Share of Advertising Media Placement Management Services by Company Revenue
 - 3.2.2 Top 3 Advertising Media Placement Management Services Players Market Share in 2025
 - 3.2.3 Top 6 Advertising Media Placement Management Services Players Market Share in 2025
- 3.3 Advertising Media Placement Management Services Market: Overall Company

Footprint Analysis

3.3.1 Advertising Media Placement Management Services Market: Region Footprint

3.3.2 Advertising Media Placement Management Services Market: Company Product Type Footprint

3.3.3 Advertising Media Placement Management Services Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Advertising Media Placement Management Services Consumption Value and Market Share by Type (2021-2026)

4.2 Global Advertising Media Placement Management Services Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2026)

5.2 Global Advertising Media Placement Management Services Market Forecast by Application (2027-2032)

6 NORTH AMERICA

6.1 North America Advertising Media Placement Management Services Consumption Value by Type (2021-2032)

6.2 North America Advertising Media Placement Management Services Market Size by Application (2021-2032)

6.3 North America Advertising Media Placement Management Services Market Size by Country

6.3.1 North America Advertising Media Placement Management Services Consumption Value by Country (2021-2032)

6.3.2 United States Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

6.3.3 Canada Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

6.3.4 Mexico Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Advertising Media Placement Management Services Consumption Value by Type (2021-2032)

7.2 Europe Advertising Media Placement Management Services Consumption Value by Application (2021-2032)

7.3 Europe Advertising Media Placement Management Services Market Size by Country

7.3.1 Europe Advertising Media Placement Management Services Consumption Value by Country (2021-2032)

7.3.2 Germany Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

7.3.3 France Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

7.3.5 Russia Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

7.3.6 Italy Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Advertising Media Placement Management Services Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Advertising Media Placement Management Services Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Advertising Media Placement Management Services Market Size by Region

8.3.1 Asia-Pacific Advertising Media Placement Management Services Consumption Value by Region (2021-2032)

8.3.2 China Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

8.3.3 Japan Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

8.3.4 South Korea Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

8.3.5 India Advertising Media Placement Management Services Market Size and

Forecast (2021-2032)

8.3.6 Southeast Asia Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

8.3.7 Australia Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Advertising Media Placement Management Services Consumption Value by Type (2021-2032)

9.2 South America Advertising Media Placement Management Services Consumption Value by Application (2021-2032)

9.3 South America Advertising Media Placement Management Services Market Size by Country

9.3.1 South America Advertising Media Placement Management Services Consumption Value by Country (2021-2032)

9.3.2 Brazil Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

9.3.3 Argentina Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Advertising Media Placement Management Services Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Advertising Media Placement Management Services Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Advertising Media Placement Management Services Market Size by Country

10.3.1 Middle East & Africa Advertising Media Placement Management Services Consumption Value by Country (2021-2032)

10.3.2 Turkey Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

10.3.4 UAE Advertising Media Placement Management Services Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

- 11.1 Advertising Media Placement Management Services Market Drivers
- 11.2 Advertising Media Placement Management Services Market Restraints
- 11.3 Advertising Media Placement Management Services Trends Analysis
- 11.4 Porters Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

- 12.1 Advertising Media Placement Management Services Industry Chain
- 12.2 Advertising Media Placement Management Services Upstream Analysis
- 12.3 Advertising Media Placement Management Services Midstream Analysis
- 12.4 Advertising Media Placement Management Services Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Advertising Media Placement Management Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Advertising Media Placement Management Services Consumption Value by Advertising Channels, (USD Million), 2021 & 2025 & 2032

Table 3. Global Advertising Media Placement Management Services Consumption Value by Campaign Objective, (USD Million), 2021 & 2025 & 2032

Table 4. Global Advertising Media Placement Management Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Advertising Media Placement Management Services Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Advertising Media Placement Management Services Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Adform Company Information, Head Office, and Major Competitors

Table 8. Adform Major Business

Table 9. Adform Advertising Media Placement Management Services Product and Solutions

Table 10. Adform Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Adform Recent Developments and Future Plans

Table 12. Adobe Company Information, Head Office, and Major Competitors

Table 13. Adobe Major Business

Table 14. Adobe Advertising Media Placement Management Services Product and Solutions

Table 15. Adobe Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Adobe Recent Developments and Future Plans

Table 17. AdRoll Company Information, Head Office, and Major Competitors

Table 18. AdRoll Major Business

Table 19. AdRoll Advertising Media Placement Management Services Product and Solutions

Table 20. AdRoll Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Amazon (AWS) Company Information, Head Office, and Major Competitors

Table 22. Amazon (AWS) Major Business

Table 23. Amazon (AWS) Advertising Media Placement Management Services Product

and Solutions

Table 24. Amazon (AWS) Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Amazon (AWS) Recent Developments and Future Plans

Table 26. AT&T (WarnerMedia) Company Information, Head Office, and Major Competitors

Table 27. AT&T (WarnerMedia) Major Business

Table 28. AT&T (WarnerMedia) Advertising Media Placement Management Services Product and Solutions

Table 29. AT&T (WarnerMedia) Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. AT&T (WarnerMedia) Recent Developments and Future Plans

Table 31. CAKE Company Information, Head Office, and Major Competitors

Table 32. CAKE Major Business

Table 33. CAKE Advertising Media Placement Management Services Product and Solutions

Table 34. CAKE Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. CAKE Recent Developments and Future Plans

Table 36. Choozle Company Information, Head Office, and Major Competitors

Table 37. Choozle Major Business

Table 38. Choozle Advertising Media Placement Management Services Product and Solutions

Table 39. Choozle Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Choozle Recent Developments and Future Plans

Table 41. Criteo Company Information, Head Office, and Major Competitors

Table 42. Criteo Major Business

Table 43. Criteo Advertising Media Placement Management Services Product and Solutions

Table 44. Criteo Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Criteo Recent Developments and Future Plans

Table 46. Google Company Information, Head Office, and Major Competitors

Table 47. Google Major Business

Table 48. Google Advertising Media Placement Management Services Product and Solutions

Table 49. Google Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Google Recent Developments and Future Plans

Table 51. LiveIntent Company Information, Head Office, and Major Competitors

Table 52. LiveIntent Major Business

Table 53. LiveIntent Advertising Media Placement Management Services Product and Solutions

Table 54. LiveIntent Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. LiveIntent Recent Developments and Future Plans

Table 56. Marin Software Company Information, Head Office, and Major Competitors

Table 57. Marin Software Major Business

Table 58. Marin Software Advertising Media Placement Management Services Product and Solutions

Table 59. Marin Software Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Marin Software Recent Developments and Future Plans

Table 61. MediaMath Company Information, Head Office, and Major Competitors

Table 62. MediaMath Major Business

Table 63. MediaMath Advertising Media Placement Management Services Product and Solutions

Table 64. MediaMath Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. MediaMath Recent Developments and Future Plans

Table 66. Quantcast Company Information, Head Office, and Major Competitors

Table 67. Quantcast Major Business

Table 68. Quantcast Advertising Media Placement Management Services Product and Solutions

Table 69. Quantcast Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Quantcast Recent Developments and Future Plans

Table 71. Singapore Telecommunications (Amobee) Company Information, Head Office, and Major Competitors

Table 72. Singapore Telecommunications (Amobee) Major Business

Table 73. Singapore Telecommunications (Amobee) Advertising Media Placement Management Services Product and Solutions

Table 74. Singapore Telecommunications (Amobee) Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Singapore Telecommunications (Amobee) Recent Developments and Future Plans

- Table 76. Sovrn Company Information, Head Office, and Major Competitors
- Table 77. Sovrn Major Business
- Table 78. Sovrn Advertising Media Placement Management Services Product and Solutions
- Table 79. Sovrn Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 80. Sovrn Recent Developments and Future Plans
- Table 81. The Search Monitor Company Information, Head Office, and Major Competitors
- Table 82. The Search Monitor Major Business
- Table 83. The Search Monitor Advertising Media Placement Management Services Product and Solutions
- Table 84. The Search Monitor Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. The Search Monitor Recent Developments and Future Plans
- Table 86. The Trade Desk Company Information, Head Office, and Major Competitors
- Table 87. The Trade Desk Major Business
- Table 88. The Trade Desk Advertising Media Placement Management Services Product and Solutions
- Table 89. The Trade Desk Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 90. The Trade Desk Recent Developments and Future Plans
- Table 91. Verizon (Verizon Media) Company Information, Head Office, and Major Competitors
- Table 92. Verizon (Verizon Media) Major Business
- Table 93. Verizon (Verizon Media) Advertising Media Placement Management Services Product and Solutions
- Table 94. Verizon (Verizon Media) Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. Verizon (Verizon Media) Recent Developments and Future Plans
- Table 96. Verve Company Information, Head Office, and Major Competitors
- Table 97. Verve Major Business
- Table 98. Verve Advertising Media Placement Management Services Product and Solutions
- Table 99. Verve Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 100. Verve Recent Developments and Future Plans
- Table 101. Tencent Company Information, Head Office, and Major Competitors
- Table 102. Tencent Major Business

Table 103. Tencent Advertising Media Placement Management Services Product and Solutions

Table 104. Tencent Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 105. Tencent Recent Developments and Future Plans

Table 106. Tiktok Company Information, Head Office, and Major Competitors

Table 107. Tiktok Major Business

Table 108. Tiktok Advertising Media Placement Management Services Product and Solutions

Table 109. Tiktok Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 110. Tiktok Recent Developments and Future Plans

Table 111. Baidu Company Information, Head Office, and Major Competitors

Table 112. Baidu Major Business

Table 113. Baidu Advertising Media Placement Management Services Product and Solutions

Table 114. Baidu Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Baidu Recent Developments and Future Plans

Table 116. BlueFocus Communication Group Company Information, Head Office, and Major Competitors

Table 117. BlueFocus Communication Group Major Business

Table 118. BlueFocus Communication Group Advertising Media Placement Management Services Product and Solutions

Table 119. BlueFocus Communication Group Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 120. BlueFocus Communication Group Recent Developments and Future Plans

Table 121. Liaoning Leoch Digital Technology Group Company Information, Head Office, and Major Competitors

Table 122. Liaoning Leoch Digital Technology Group Major Business

Table 123. Liaoning Leoch Digital Technology Group Advertising Media Placement Management Services Product and Solutions

Table 124. Liaoning Leoch Digital Technology Group Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 125. Liaoning Leoch Digital Technology Group Recent Developments and Future Plans

Table 126. Zhejiang Wenhui Internet Group Company Information, Head Office, and

Major Competitors

Table 127. Zhejiang Wenhui Internet Group Major Business

Table 128. Zhejiang Wenhui Internet Group Advertising Media Placement Management Services Product and Solutions

Table 129. Zhejiang Wenhui Internet Group Advertising Media Placement Management Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 130. Zhejiang Wenhui Internet Group Recent Developments and Future Plans

Table 131. Global Advertising Media Placement Management Services Revenue (USD Million) by Players (2021-2026)

Table 132. Global Advertising Media Placement Management Services Revenue Share by Players (2021-2026)

Table 133. Breakdown of Advertising Media Placement Management Services by Company Type (Tier 1, Tier 2, and Tier 3)

Table 134. Market Position of Players in Advertising Media Placement Management Services, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 135. Head Office of Key Advertising Media Placement Management Services Players

Table 136. Advertising Media Placement Management Services Market: Company Product Type Footprint

Table 137. Advertising Media Placement Management Services Market: Company Product Application Footprint

Table 138. Advertising Media Placement Management Services New Market Entrants and Barriers to Market Entry

Table 139. Advertising Media Placement Management Services Mergers, Acquisition, Agreements, and Collaborations

Table 140. Global Advertising Media Placement Management Services Consumption Value (USD Million) by Type (2021-2026)

Table 141. Global Advertising Media Placement Management Services Consumption Value Share by Type (2021-2026)

Table 142. Global Advertising Media Placement Management Services Consumption Value Forecast by Type (2027-2032)

Table 143. Global Advertising Media Placement Management Services Consumption Value by Application (2021-2026)

Table 144. Global Advertising Media Placement Management Services Consumption Value Forecast by Application (2027-2032)

Table 145. North America Advertising Media Placement Management Services Consumption Value by Type (2021-2026) & (USD Million)

Table 146. North America Advertising Media Placement Management Services Consumption Value by Type (2027-2032) & (USD Million)

Table 147. North America Advertising Media Placement Management Services Consumption Value by Application (2021-2026) & (USD Million)

Table 148. North America Advertising Media Placement Management Services Consumption Value by Application (2027-2032) & (USD Million)

Table 149. North America Advertising Media Placement Management Services Consumption Value by Country (2021-2026) & (USD Million)

Table 150. North America Advertising Media Placement Management Services Consumption Value by Country (2027-2032) & (USD Million)

Table 151. Europe Advertising Media Placement Management Services Consumption Value by Type (2021-2026) & (USD Million)

Table 152. Europe Advertising Media Placement Management Services Consumption Value by Type (2027-2032) & (USD Million)

Table 153. Europe Advertising Media Placement Management Services Consumption Value by Application (2021-2026) & (USD Million)

Table 154. Europe Advertising Media Placement Management Services Consumption Value by Application (2027-2032) & (USD Million)

Table 155. Europe Advertising Media Placement Management Services Consumption Value by Country (2021-2026) & (USD Million)

Table 156. Europe Advertising Media Placement Management Services Consumption Value by Country (2027-2032) & (USD Million)

Table 157. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Type (2021-2026) & (USD Million)

Table 158. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Type (2027-2032) & (USD Million)

Table 159. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Application (2021-2026) & (USD Million)

Table 160. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Application (2027-2032) & (USD Million)

Table 161. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Region (2021-2026) & (USD Million)

Table 162. Asia-Pacific Advertising Media Placement Management Services Consumption Value by Region (2027-2032) & (USD Million)

Table 163. South America Advertising Media Placement Management Services Consumption Value by Type (2021-2026) & (USD Million)

Table 164. South America Advertising Media Placement Management Services Consumption Value by Type (2027-2032) & (USD Million)

Table 165. South America Advertising Media Placement Management Services Consumption Value by Application (2021-2026) & (USD Million)

Table 166. South America Advertising Media Placement Management Services

Consumption Value by Application (2027-2032) & (USD Million)

Table 167. South America Advertising Media Placement Management Services

Consumption Value by Country (2021-2026) & (USD Million)

Table 168. South America Advertising Media Placement Management Services

Consumption Value by Country (2027-2032) & (USD Million)

Table 169. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Type (2021-2026) & (USD Million)

Table 170. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Type (2027-2032) & (USD Million)

Table 171. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Application (2021-2026) & (USD Million)

Table 172. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Application (2027-2032) & (USD Million)

Table 173. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Country (2021-2026) & (USD Million)

Table 174. Middle East & Africa Advertising Media Placement Management Services

Consumption Value by Country (2027-2032) & (USD Million)

Table 175. Global Key Players of Advertising Media Placement Management Services
Upstream (Raw Materials)

Table 176. Global Advertising Media Placement Management Services Typical
Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Advertising Media Placement Management Services Picture
- Figure 2. Global Advertising Media Placement Management Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Advertising Media Placement Management Services Consumption Value Market Share by Type in 2025
- Figure 4. On-Premise
- Figure 5. Cloud-Based
- Figure 6. Global Advertising Media Placement Management Services Consumption Value by Advertising Channels, (USD Million), 2021 & 2025 & 2032
- Figure 7. Global Advertising Media Placement Management Services Consumption Value Market Share by Advertising Channels in 2025
- Figure 8. Search Engine Advertising
- Figure 9. Social Media Advertising
- Figure 10. Native/Feed Advertising
- Figure 11. Global Advertising Media Placement Management Services Consumption Value by Campaign Objective, (USD Million), 2021 & 2025 & 2032
- Figure 12. Global Advertising Media Placement Management Services Consumption Value Market Share by Campaign Objective in 2025
- Figure 13. Brand Awareness Campaigns
- Figure 14. Performance/Conversion Campaigns
- Figure 15. Remarketing/Retargeting Campaigns
- Figure 16. Global Advertising Media Placement Management Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 17. Advertising Media Placement Management Services Consumption Value Market Share by Application in 2025
- Figure 18. Ads Setting Picture
- Figure 19. Data Analytics Picture
- Figure 20. Yield Management Picture
- Figure 21. Others Picture
- Figure 22. Global Advertising Media Placement Management Services Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 23. Global Advertising Media Placement Management Services Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 24. Global Market Advertising Media Placement Management Services Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 25. Global Advertising Media Placement Management Services Consumption Value Market Share by Region (2021-2032)

Figure 26. Global Advertising Media Placement Management Services Consumption Value Market Share by Region in 2025

Figure 27. North America Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 28. Europe Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 29. Asia-Pacific Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 30. South America Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 31. Middle East & Africa Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 32. Company Three Recent Developments and Future Plans

Figure 33. Global Advertising Media Placement Management Services Revenue Share by Players in 2025

Figure 34. Advertising Media Placement Management Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 35. Market Share of Advertising Media Placement Management Services by Player Revenue in 2025

Figure 36. Top 3 Advertising Media Placement Management Services Players Market Share in 2025

Figure 37. Top 6 Advertising Media Placement Management Services Players Market Share in 2025

Figure 38. Global Advertising Media Placement Management Services Consumption Value Share by Type (2021-2026)

Figure 39. Global Advertising Media Placement Management Services Market Share Forecast by Type (2027-2032)

Figure 40. Global Advertising Media Placement Management Services Consumption Value Share by Application (2021-2026)

Figure 41. Global Advertising Media Placement Management Services Market Share Forecast by Application (2027-2032)

Figure 42. North America Advertising Media Placement Management Services Consumption Value Market Share by Type (2021-2032)

Figure 43. North America Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2032)

Figure 44. North America Advertising Media Placement Management Services Consumption Value Market Share by Country (2021-2032)

Figure 45. United States Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 46. Canada Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 47. Mexico Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 48. Europe Advertising Media Placement Management Services Consumption Value Market Share by Type (2021-2032)

Figure 49. Europe Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2032)

Figure 50. Europe Advertising Media Placement Management Services Consumption Value Market Share by Country (2021-2032)

Figure 51. Germany Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 52. France Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 53. United Kingdom Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 54. Russia Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 55. Italy Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 56. Asia-Pacific Advertising Media Placement Management Services Consumption Value Market Share by Type (2021-2032)

Figure 57. Asia-Pacific Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2032)

Figure 58. Asia-Pacific Advertising Media Placement Management Services Consumption Value Market Share by Region (2021-2032)

Figure 59. China Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 62. India Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia Advertising Media Placement Management Services Consumption

Value (2021-2032) & (USD Million)

Figure 65. South America Advertising Media Placement Management Services Consumption Value Market Share by Type (2021-2032)

Figure 66. South America Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2032)

Figure 67. South America Advertising Media Placement Management Services Consumption Value Market Share by Country (2021-2032)

Figure 68. Brazil Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 69. Argentina Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 70. Middle East & Africa Advertising Media Placement Management Services Consumption Value Market Share by Type (2021-2032)

Figure 71. Middle East & Africa Advertising Media Placement Management Services Consumption Value Market Share by Application (2021-2032)

Figure 72. Middle East & Africa Advertising Media Placement Management Services Consumption Value Market Share by Country (2021-2032)

Figure 73. Turkey Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 74. Saudi Arabia Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 75. UAE Advertising Media Placement Management Services Consumption Value (2021-2032) & (USD Million)

Figure 76. Advertising Media Placement Management Services Market Drivers

Figure 77. Advertising Media Placement Management Services Market Restraints

Figure 78. Advertising Media Placement Management Services Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Advertising Media Placement Management Services Industrial Chain

Figure 81. Methodology

Figure 82. Research Process and Data Source

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