

Global Digital Advertising Platforms Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Digital Advertising is publicizing on sites or applications through pennants or other advertisement positions made of content, pictures, blaze, video, and sound. The fundamental reason for show publicizing is to convey general ads and brand messages to site guests.

SCOPE OF THE REPORT:

The global Digital Advertising Platforms market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Digital Advertising Platforms.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Digital Advertising Platforms market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Digital Advertising Platforms market by product type and applications/end industries.

Market Segment by Companies, this report covers

Kenshoo

Adobe

Facebook

Twitter

LinkedIn

Sizmek

Yahoo!

Choozle

MediaMath

AdRoll

Rocket Fuel

Rubicon Project

Google (Alphabet)

ONE by AOL

OpenX

Oath Inc.(BrightRoll)

InMobi Technologies

Sovrn Holdings

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Search Advertising Software

Display Advertising Software

Mobile Advertising Software

Social Advertising Software

Video Advertising Software

Cross-Channel Advertising Software

Market Segment by Applications, can be divided into

Industrial

Commercial

Education

Others

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