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Global Digital Advertising Technology Services Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Digital Advertising Technology Services market size is expected to reach $ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

Advertising technology (AdTech) is an umbrella term that refers to the tools and software advertisers use to reach audiences, run digital ad campaigns, and measure the effectiveness of digital ad campaigns. As the process of buying and selling digital ads has become more complex, ad tech has emerged to simplify the process. Common ad tech tools such as demand-side platforms are the integration of a set of technologies that allow advertisers to buy impressions and select audiences across numerous publisher sites. Now, ad technology enables advertisers and ad agencies to efficiently manage integrated ad campaigns. It also enables brands to get the most out of their budgets and helps maximize return on investment (ROI) on digital advertising. Ultimately, the ad tech environment enables advertisers to strategically plan and optimize their ad campaigns.

This report studies the global Digital Advertising Technology Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Advertising Technology Services, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Advertising Technology Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

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Global Digital Advertising Technology Services total market, 2018-2029, (USD Million)

Global Digital Advertising Technology Services total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Digital Advertising Technology Services total market, key domestic companies and share, (USD Million)

Global Digital Advertising Technology Services revenue by player and market share 2018-2023, (USD Million)

Global Digital Advertising Technology Services total market by Type, CAGR, 2018-2029, (USD Million)

Global Digital Advertising Technology Services total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Digital Advertising Technology 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 and Google, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Digital Advertising Technology Services 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Digital Advertising Technology Services Market, By Region:

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United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Advertising Technology Services Market, Segmentation by Type

On-Premise

Cloud-Based

Global Digital Advertising Technology Services Market, Segmentation by Application

Ads Setting

Data Analytics

Yield Management

Others

Companies Profiled:

Adform

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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

Key Questions Answered

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1. How big is the global Digital Advertising Technology Services market?

2. What is the demand of the global Digital Advertising Technology Services market?

3. What is the year over year growth of the global Digital Advertising Technology Services market?

4. What is the total value of the global Digital Advertising Technology Services market?

5. Who are the major players in the global Digital Advertising Technology Services market?

6. What are the growth factors driving the market demand?

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