+44 20 8123 2220
info@marketpublishers.com

Global DSP (Demand-Side Platform) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/G149CE1D683CEN.html
Date: January 2024
Pages: 129
Price: US$ 3,480.00 (Single User License)
ID: G149CE1D683CEN

Abstracts

According to our (Global Info Research) latest study, the global DSP (Demand-Side Platform) market size was valued at USD 11290 million in 2023 and is forecast to a readjusted size of USD 42760 million by 2030 with a CAGR of 21.0% during review period.

Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites. DSPs are typically managed by in-house marketing teams, advertising agencies, or agency trading desks that specialize in real-time advertising. By providing clarity into impressions and conversions, DSPs help advertisers spend their digital advertising budgets more effectively. DSPs are nearly always packaged into advertiser campaign management products that can manage ads across display, mobile, social, search, and video advertising channels. To purchase ads in real time, DSPs integrate with ad exchanges, which serve as a marketplace for ad inventory. Supply side platforms (or SSP) parallel DSPs. Publishers use SSPs to sell their advertising inventory in ad exchanges. Some DSPs can also integrate directly with SSPs to foster direct buys.

The main DSP (Demand-Side Platform) players include Criteo, Double Click (Google), Facebook Ads Manager, Adobe, etc. The top four DSP (Demand-Side Platform) players account for approximately 35% of the total global market. North America is the largest consumer market for DSP (Demand-Side Platform) accounting for about 45%, followed by Asia-Pacific and Europe. In terms of Type, RTB is the largest segment, with a share about 67%. And in terms of Application, the largest application is Retail, followed by

+44 20 8123 2220
info@marketpublishers.com

Automotive.

The Global Info Research report includes an overview of the development of the DSP (Demand-Side Platform) industry chain, the market status of Retail (RTB, PPB), Automotive (RTB, PPB), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of DSP (Demand-Side Platform).

Regionally, the report analyzes the DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) 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., RTB, PPB).

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 DSP (Demand-Side Platform) market.

Regional Analysis: The report involves examining the DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) market. This may

+44 20 8123 2220
info@marketpublishers.com

include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to DSP (Demand-Side Platform):

Company Analysis: Report covers individual DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Automotive).

Technology Analysis: Report covers specific technologies relevant to DSP (Demand-Side Platform). It assesses the current state, advancements, and potential future developments in DSP (Demand-Side Platform) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the DSP (Demand-Side Platform) 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

DSP (Demand-Side Platform) 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

RTB

PPB

+44 20 8123 2220
info@marketpublishers.com

Market segment by Application

- Retail
- Automotive
- Financial
- Telecom
- Others

Market segment by players, this report covers

- Criteo
- Double Click (Google)
- Facebook Ads Manager
- Adobe
- Trade Desk
- Amazon (AAP)
- Appnexus
- Roku
- Mediamath
- SocioMatic
- Zeta Global
- Verizon Media

AdForm

Amobee

Centro Inc

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 DSP (Demand-Side Platform) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of DSP (Demand-Side Platform), with revenue, gross margin and global market share of DSP (Demand-Side Platform) from 2019 to 2024.

Chapter 3, the DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) market forecast, by regions, type and application, with

+44 20 8123 2220
info@marketpublishers.com

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 DSP (Demand-Side Platform).

Chapter 13, to describe DSP (Demand-Side Platform) research findings and conclusion.

+44 20 8123 2220
info@marketpublishers.com

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of DSP (Demand-Side Platform)
1.2 Market Estimation Caveats and Base Year
1.3 Classification of DSP (Demand-Side Platform) by Type
  1.3.1 Overview: Global DSP (Demand-Side Platform) Market Size by Type: 2019 Versus 2023 Versus 2030
  1.3.2 Global DSP (Demand-Side Platform) Consumption Value Market Share by Type in 2023
  1.3.3 RTB
  1.3.4 PPB
1.4 Global DSP (Demand-Side Platform) Market by Application
  1.4.1 Overview: Global DSP (Demand-Side Platform) Market Size by Application: 2019 Versus 2023 Versus 2030
  1.4.2 Retail
  1.4.3 Automotive
  1.4.4 Financial
  1.4.5 Telecom
  1.4.6 Others
1.5 Global DSP (Demand-Side Platform) Market Size & Forecast
1.6 Global DSP (Demand-Side Platform) Market Size and Forecast by Region
  1.6.1 Global DSP (Demand-Side Platform) Market Size by Region: 2019 VS 2023 VS 2030
  1.6.2 Global DSP (Demand-Side Platform) Market Size by Region, (2019-2030)
  1.6.3 North America DSP (Demand-Side Platform) Market Size and Prospect (2019-2030)
  1.6.4 Europe DSP (Demand-Side Platform) Market Size and Prospect (2019-2030)
  1.6.5 Asia-Pacific DSP (Demand-Side Platform) Market Size and Prospect (2019-2030)
  1.6.6 South America DSP (Demand-Side Platform) Market Size and Prospect (2019-2030)
  1.6.7 Middle East and Africa DSP (Demand-Side Platform) Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

2.1 Criteo

+44 20 8123 2220
info@marketpublishers.com

2.1.1 Criteo Details
2.1.2 Criteo Major Business
2.1.3 Criteo DSP (Demand-Side Platform) Product and Solutions
2.1.4 Criteo DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.1.5 Criteo Recent Developments and Future Plans
2.2 Double Click (Google)
2.2.1 Double Click (Google) Details
2.2.2 Double Click (Google) Major Business
2.2.3 Double Click (Google) DSP (Demand-Side Platform) Product and Solutions
2.2.4 Double Click (Google) DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.2.5 Double Click (Google) Recent Developments and Future Plans
2.3 Facebook Ads Manager
2.3.1 Facebook Ads Manager Details
2.3.2 Facebook Ads Manager Major Business
2.3.3 Facebook Ads Manager DSP (Demand-Side Platform) Product and Solutions
2.3.4 Facebook Ads Manager DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.3.5 Facebook Ads Manager Recent Developments and Future Plans
2.4 Adobe
2.4.1 Adobe Details
2.4.2 Adobe Major Business
2.4.3 Adobe DSP (Demand-Side Platform) Product and Solutions
2.4.4 Adobe DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.4.5 Adobe Recent Developments and Future Plans
2.5 Trade Desk
2.5.1 Trade Desk Details
2.5.2 Trade Desk Major Business
2.5.3 Trade Desk DSP (Demand-Side Platform) Product and Solutions
2.5.4 Trade Desk DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.5.5 Trade Desk Recent Developments and Future Plans
2.6 Amazon (AAP)
2.6.1 Amazon (AAP) Details
2.6.2 Amazon (AAP) Major Business
2.6.3 Amazon (AAP) DSP (Demand-Side Platform) Product and Solutions
2.6.4 Amazon (AAP) DSP (Demand-Side Platform) Revenue, Gross Margin and

+44 20 8123 2220
info@marketpublishers.com

Market Share (2019-2024)
2.6.5 Amazon (AAP) Recent Developments and Future Plans
2.7 Appnexus
2.7.1 Appnexus Details
2.7.2 Appnexus Major Business
2.7.3 Appnexus DSP (Demand-Side Platform) Product and Solutions
2.7.4 Appnexus DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.7.5 Appnexus Recent Developments and Future Plans
2.8 Roku
2.8.1 Roku Details
2.8.2 Roku Major Business
2.8.3 Roku DSP (Demand-Side Platform) Product and Solutions
2.8.4 Roku DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.8.5 Roku Recent Developments and Future Plans
2.9 Mediamath
2.9.1 Mediamath Details
2.9.2 Mediamath Major Business
2.9.3 Mediamath DSP (Demand-Side Platform) Product and Solutions
2.9.4 Mediamath DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.9.5 Mediamath Recent Developments and Future Plans
2.10 SocioMatic
2.10.1 SocioMatic Details
2.10.2 SocioMatic Major Business
2.10.3 SocioMatic DSP (Demand-Side Platform) Product and Solutions
2.10.4 SocioMatic DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.10.5 SocioMatic Recent Developments and Future Plans
2.11 Zeta Global
2.11.1 Zeta Global Details
2.11.2 Zeta Global Major Business
2.11.3 Zeta Global DSP (Demand-Side Platform) Product and Solutions
2.11.4 Zeta Global DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.11.5 Zeta Global Recent Developments and Future Plans
2.12 Verizon Media
2.12.1 Verizon Media Details

+44 20 8123 2220
info@marketpublishers.com

2.12.2 Verizon Media Major Business
2.12.3 Verizon Media DSP (Demand-Side Platform) Product and Solutions
2.12.4 Verizon Media DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.12.5 Verizon Media Recent Developments and Future Plans
2.13 AdForm
2.13.1 AdForm Details
2.13.2 AdForm Major Business
2.13.3 AdForm DSP (Demand-Side Platform) Product and Solutions
2.13.4 AdForm DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.13.5 AdForm Recent Developments and Future Plans
2.14 Amobee
2.14.1 Amobee Details
2.14.2 Amobee Major Business
2.14.3 Amobee DSP (Demand-Side Platform) Product and Solutions
2.14.4 Amobee DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.14.5 Amobee Recent Developments and Future Plans
2.15 Centro Inc
2.15.1 Centro Inc Details
2.15.2 Centro Inc Major Business
2.15.3 Centro Inc DSP (Demand-Side Platform) Product and Solutions
2.15.4 Centro Inc DSP (Demand-Side Platform) Revenue, Gross Margin and Market Share (2019-2024)
2.15.5 Centro Inc Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global DSP (Demand-Side Platform) Revenue and Share by Players (2019-2024)
3.2 Market Share Analysis (2023)
3.2.1 Market Share of DSP (Demand-Side Platform) by Company Revenue
3.2.2 Top 3 DSP (Demand-Side Platform) Players Market Share in 2023
3.2.3 Top 6 DSP (Demand-Side Platform) Players Market Share in 2023
3.3 DSP (Demand-Side Platform) Market: Overall Company Footprint Analysis
3.3.1 DSP (Demand-Side Platform) Market: Region Footprint
3.3.2 DSP (Demand-Side Platform) Market: Company Product Type Footprint
3.3.3 DSP (Demand-Side Platform) Market: Company Product Application Footprint
3.4 New Market Entrants and Barriers to Market Entry

+44 20 8123 2220
info@marketpublishers.com

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global DSP (Demand-Side Platform) Consumption Value and Market Share by Type (2019-2024)
4.2 Global DSP (Demand-Side Platform) Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2024)
5.2 Global DSP (Demand-Side Platform) Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America DSP (Demand-Side Platform) Consumption Value by Type (2019-2030)
6.2 North America DSP (Demand-Side Platform) Consumption Value by Application (2019-2030)
6.3 North America DSP (Demand-Side Platform) Market Size by Country
  6.3.1 North America DSP (Demand-Side Platform) Consumption Value by Country (2019-2030)
  6.3.2 United States DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
  6.3.3 Canada DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
  6.3.4 Mexico DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe DSP (Demand-Side Platform) Consumption Value by Type (2019-2030)
7.2 Europe DSP (Demand-Side Platform) Consumption Value by Application (2019-2030)
7.3 Europe DSP (Demand-Side Platform) Market Size by Country
  7.3.1 Europe DSP (Demand-Side Platform) Consumption Value by Country (2019-2030)
  7.3.2 Germany DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
  7.3.3 France DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
  7.3.4 United Kingdom DSP (Demand-Side Platform) Market Size and Forecast

+44 20 8123 2220
info@marketpublishers.com

(2019-2030)
7.3.5 Russia DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
7.3.6 Italy DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Type (2019-2030)
8.2 Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Application (2019-2030)
8.3 Asia-Pacific DSP (Demand-Side Platform) Market Size by Region
8.3.1 Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Region (2019-2030)
8.3.2 China DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
8.3.3 Japan DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
8.3.4 South Korea DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
8.3.5 India DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
8.3.6 Southeast Asia DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
8.3.7 Australia DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America DSP (Demand-Side Platform) Consumption Value by Type (2019-2030)
9.2 South America DSP (Demand-Side Platform) Consumption Value by Application (2019-2030)
9.3 South America DSP (Demand-Side Platform) Market Size by Country
9.3.1 South America DSP (Demand-Side Platform) Consumption Value by Country (2019-2030)
9.3.2 Brazil DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
9.3.3 Argentina DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Type (2019-2030)
10.2 Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Application (2019-2030)

+44 20 8123 2220
info@marketpublishers.com

10.3 Middle East & Africa DSP (Demand-Side Platform) Market Size by Country
10.3.1 Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Country (2019-2030)
10.3.2 Turkey DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
10.3.3 Saudi Arabia DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)
10.3.4 UAE DSP (Demand-Side Platform) Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 DSP (Demand-Side Platform) Market Drivers
11.2 DSP (Demand-Side Platform) Market Restraints
11.3 DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) Industry Chain
12.2 DSP (Demand-Side Platform) Upstream Analysis
12.3 DSP (Demand-Side Platform) Midstream Analysis
12.4 DSP (Demand-Side Platform) Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology
14.2 Research Process and Data Source
14.3 Disclaimer

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Global DSP (Demand-Side Platform) Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
Table 2. Global DSP (Demand-Side Platform) Consumption Value by Application, (USD Million), 2019 & 2023 & 2030
Table 3. Global DSP (Demand-Side Platform) Consumption Value by Region (2019-2024) & (USD Million)
Table 4. Global DSP (Demand-Side Platform) Consumption Value by Region (2025-2030) & (USD Million)
Table 5. Criteo Company Information, Head Office, and Major Competitors
Table 6. Criteo Major Business
Table 7. Criteo DSP (Demand-Side Platform) Product and Solutions
Table 8. Criteo DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 9. Criteo Recent Developments and Future Plans
Table 10. Double Click (Google) Company Information, Head Office, and Major Competitors
Table 11. Double Click (Google) Major Business
Table 12. Double Click (Google) DSP (Demand-Side Platform) Product and Solutions
Table 13. Double Click (Google) DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 14. Double Click (Google) Recent Developments and Future Plans
Table 15. Facebook Ads Manager Company Information, Head Office, and Major Competitors
Table 16. Facebook Ads Manager Major Business
Table 17. Facebook Ads Manager DSP (Demand-Side Platform) Product and Solutions
Table 18. Facebook Ads Manager DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 19. Facebook Ads Manager Recent Developments and Future Plans
Table 20. Adobe Company Information, Head Office, and Major Competitors
Table 21. Adobe Major Business
Table 22. Adobe DSP (Demand-Side Platform) Product and Solutions
Table 23. Adobe DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 24. Adobe Recent Developments and Future Plans
Table 25. Trade Desk Company Information, Head Office, and Major Competitors

+44 20 8123 2220
info@marketpublishers.com

Table 26. Trade Desk Major Business
Table 27. Trade Desk DSP (Demand-Side Platform) Product and Solutions
Table 28. Trade Desk DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 29. Trade Desk Recent Developments and Future Plans
Table 30. Amazon (AAP) Company Information, Head Office, and Major Competitors
Table 31. Amazon (AAP) Major Business
Table 32. Amazon (AAP) DSP (Demand-Side Platform) Product and Solutions
Table 33. Amazon (AAP) DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 34. Amazon (AAP) Recent Developments and Future Plans
Table 35. Appnexus Company Information, Head Office, and Major Competitors
Table 36. Appnexus Major Business
Table 37. Appnexus DSP (Demand-Side Platform) Product and Solutions
Table 38. Appnexus DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 39. Appnexus Recent Developments and Future Plans
Table 40. Roku Company Information, Head Office, and Major Competitors
Table 41. Roku Major Business
Table 42. Roku DSP (Demand-Side Platform) Product and Solutions
Table 43. Roku DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 44. Roku Recent Developments and Future Plans
Table 45. Mediamath Company Information, Head Office, and Major Competitors
Table 46. Mediamath Major Business
Table 47. Mediamath DSP (Demand-Side Platform) Product and Solutions
Table 48. Mediamath DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 49. Mediamath Recent Developments and Future Plans
Table 50. SocioMatic Company Information, Head Office, and Major Competitors
Table 51. SocioMatic Major Business
Table 52. SocioMatic DSP (Demand-Side Platform) Product and Solutions
Table 53. SocioMatic DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 54. SocioMatic Recent Developments and Future Plans
Table 55. Zeta Global Company Information, Head Office, and Major Competitors
Table 56. Zeta Global Major Business
Table 57. Zeta Global DSP (Demand-Side Platform) Product and Solutions
Table 58. Zeta Global DSP (Demand-Side Platform) Revenue (USD Million), Gross

+44 20 8123 2220
info@marketpublishers.com

Margin and Market Share (2019-2024)
Table 59. Zeta Global Recent Developments and Future Plans
Table 60. Verizon Media Company Information, Head Office, and Major Competitors
Table 61. Verizon Media Major Business
Table 62. Verizon Media DSP (Demand-Side Platform) Product and Solutions
Table 63. Verizon Media DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 64. Verizon Media Recent Developments and Future Plans
Table 65. AdForm Company Information, Head Office, and Major Competitors
Table 66. AdForm Major Business
Table 67. AdForm DSP (Demand-Side Platform) Product and Solutions
Table 68. AdForm DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 69. AdForm Recent Developments and Future Plans
Table 70. Amobee Company Information, Head Office, and Major Competitors
Table 71. Amobee Major Business
Table 72. Amobee DSP (Demand-Side Platform) Product and Solutions
Table 73. Amobee DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 74. Amobee Recent Developments and Future Plans
Table 75. Centro Inc Company Information, Head Office, and Major Competitors
Table 76. Centro Inc Major Business
Table 77. Centro Inc DSP (Demand-Side Platform) Product and Solutions
Table 78. Centro Inc DSP (Demand-Side Platform) Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 79. Centro Inc Recent Developments and Future Plans
Table 80. Global DSP (Demand-Side Platform) Revenue (USD Million) by Players (2019-2024)
Table 81. Global DSP (Demand-Side Platform) Revenue Share by Players (2019-2024)
Table 82. Breakdown of DSP (Demand-Side Platform) by Company Type (Tier 1, Tier 2, and Tier 3)
Table 83. Market Position of Players in DSP (Demand-Side Platform), (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023
Table 84. Head Office of Key DSP (Demand-Side Platform) Players
Table 85. DSP (Demand-Side Platform) Market: Company Product Type Footprint
Table 86. DSP (Demand-Side Platform) Market: Company Product Application Footprint
Table 87. DSP (Demand-Side Platform) New Market Entrants and Barriers to Market Entry
Table 88. DSP (Demand-Side Platform) Mergers, Acquisition, Agreements, and

+44 20 8123 2220
info@marketpublishers.com

Collaborations
Table 89. Global DSP (Demand-Side Platform) Consumption Value (USD Million) by Type (2019-2024)
Table 90. Global DSP (Demand-Side Platform) Consumption Value Share by Type (2019-2024)
Table 91. Global DSP (Demand-Side Platform) Consumption Value Forecast by Type (2025-2030)
Table 92. Global DSP (Demand-Side Platform) Consumption Value by Application (2019-2024)
Table 93. Global DSP (Demand-Side Platform) Consumption Value Forecast by Application (2025-2030)
Table 94. North America DSP (Demand-Side Platform) Consumption Value by Type (2019-2024) & (USD Million)
Table 95. North America DSP (Demand-Side Platform) Consumption Value by Type (2025-2030) & (USD Million)
Table 96. North America DSP (Demand-Side Platform) Consumption Value by Application (2019-2024) & (USD Million)
Table 97. North America DSP (Demand-Side Platform) Consumption Value by Application (2025-2030) & (USD Million)
Table 98. North America DSP (Demand-Side Platform) Consumption Value by Country (2019-2024) & (USD Million)
Table 99. North America DSP (Demand-Side Platform) Consumption Value by Country (2025-2030) & (USD Million)
Table 100. Europe DSP (Demand-Side Platform) Consumption Value by Type (2019-2024) & (USD Million)
Table 101. Europe DSP (Demand-Side Platform) Consumption Value by Type (2025-2030) & (USD Million)
Table 102. Europe DSP (Demand-Side Platform) Consumption Value by Application (2019-2024) & (USD Million)
Table 103. Europe DSP (Demand-Side Platform) Consumption Value by Application (2025-2030) & (USD Million)
Table 104. Europe DSP (Demand-Side Platform) Consumption Value by Country (2019-2024) & (USD Million)
Table 105. Europe DSP (Demand-Side Platform) Consumption Value by Country (2025-2030) & (USD Million)
Table 106. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Type (2019-2024) & (USD Million)
Table 107. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Type (2025-2030) & (USD Million)

+44 20 8123 2220
info@marketpublishers.com

Table 108. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Application (2019-2024) & (USD Million)
Table 109. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Application (2025-2030) & (USD Million)
Table 110. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Region (2019-2024) & (USD Million)
Table 111. Asia-Pacific DSP (Demand-Side Platform) Consumption Value by Region (2025-2030) & (USD Million)
Table 112. South America DSP (Demand-Side Platform) Consumption Value by Type (2019-2024) & (USD Million)
Table 113. South America DSP (Demand-Side Platform) Consumption Value by Type (2025-2030) & (USD Million)
Table 114. South America DSP (Demand-Side Platform) Consumption Value by Application (2019-2024) & (USD Million)
Table 115. South America DSP (Demand-Side Platform) Consumption Value by Application (2025-2030) & (USD Million)
Table 116. South America DSP (Demand-Side Platform) Consumption Value by Country (2019-2024) & (USD Million)
Table 117. South America DSP (Demand-Side Platform) Consumption Value by Country (2025-2030) & (USD Million)
Table 118. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Type (2019-2024) & (USD Million)
Table 119. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Type (2025-2030) & (USD Million)
Table 120. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Application (2019-2024) & (USD Million)
Table 121. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Application (2025-2030) & (USD Million)
Table 122. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Country (2019-2024) & (USD Million)
Table 123. Middle East & Africa DSP (Demand-Side Platform) Consumption Value by Country (2025-2030) & (USD Million)
Table 124. DSP (Demand-Side Platform) Raw Material
Table 125. Key Suppliers of DSP (Demand-Side Platform) Raw Materials

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1. DSP (Demand-Side Platform) Picture
Figure 2. Global DSP (Demand-Side Platform) Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
Figure 3. Global DSP (Demand-Side Platform) Consumption Value Market Share by Type in 2023
Figure 4. RTB
Figure 5. PPB
Figure 6. Global DSP (Demand-Side Platform) Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
Figure 7. DSP (Demand-Side Platform) Consumption Value Market Share by Application in 2023
Figure 8. Retail Picture
Figure 9. Automotive Picture
Figure 10. Financial Picture
Figure 11. Telecom Picture
Figure 12. Others Picture
Figure 13. Global DSP (Demand-Side Platform) Consumption Value, (USD Million): 2019 & 2023 & 2030
Figure 14. Global DSP (Demand-Side Platform) Consumption Value and Forecast (2019-2030) & (USD Million)
Figure 15. Global Market DSP (Demand-Side Platform) Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)
Figure 16. Global DSP (Demand-Side Platform) Consumption Value Market Share by Region (2019-2030)
Figure 17. Global DSP (Demand-Side Platform) Consumption Value Market Share by Region in 2023
Figure 18. North America DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 19. Europe DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 20. Asia-Pacific DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 21. South America DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 22. Middle East and Africa DSP (Demand-Side Platform) Consumption Value

+44 20 8123 2220
info@marketpublishers.com

(2019-2030) & (USD Million)
Figure 23. Global DSP (Demand-Side Platform) Revenue Share by Players in 2023
Figure 24. DSP (Demand-Side Platform) Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023
Figure 25. Global Top 3 Players DSP (Demand-Side Platform) Market Share in 2023
Figure 26. Global Top 6 Players DSP (Demand-Side Platform) Market Share in 2023
Figure 27. Global DSP (Demand-Side Platform) Consumption Value Share by Type (2019-2024)
Figure 28. Global DSP (Demand-Side Platform) Market Share Forecast by Type (2025-2030)
Figure 29. Global DSP (Demand-Side Platform) Consumption Value Share by Application (2019-2024)
Figure 30. Global DSP (Demand-Side Platform) Market Share Forecast by Application (2025-2030)
Figure 31. North America DSP (Demand-Side Platform) Consumption Value Market Share by Type (2019-2030)
Figure 32. North America DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2030)
Figure 33. North America DSP (Demand-Side Platform) Consumption Value Market Share by Country (2019-2030)
Figure 34. United States DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 35. Canada DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 36. Mexico DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 37. Europe DSP (Demand-Side Platform) Consumption Value Market Share by Type (2019-2030)
Figure 38. Europe DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2030)
Figure 39. Europe DSP (Demand-Side Platform) Consumption Value Market Share by Country (2019-2030)
Figure 40. Germany DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 41. France DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 42. United Kingdom DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 43. Russia DSP (Demand-Side Platform) Consumption Value (2019-2030) &

(USD Million)
Figure 44. Italy DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 45. Asia-Pacific DSP (Demand-Side Platform) Consumption Value Market Share by Type (2019-2030)
Figure 46. Asia-Pacific DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2030)
Figure 47. Asia-Pacific DSP (Demand-Side Platform) Consumption Value Market Share by Region (2019-2030)
Figure 48. China DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 49. Japan DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 50. South Korea DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 51. India DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 52. Southeast Asia DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 53. Australia DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 54. South America DSP (Demand-Side Platform) Consumption Value Market Share by Type (2019-2030)
Figure 55. South America DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2030)
Figure 56. South America DSP (Demand-Side Platform) Consumption Value Market Share by Country (2019-2030)
Figure 57. Brazil DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 58. Argentina DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 59. Middle East and Africa DSP (Demand-Side Platform) Consumption Value Market Share by Type (2019-2030)
Figure 60. Middle East and Africa DSP (Demand-Side Platform) Consumption Value Market Share by Application (2019-2030)
Figure 61. Middle East and Africa DSP (Demand-Side Platform) Consumption Value Market Share by Country (2019-2030)
Figure 62. Turkey DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)

+44 20 8123 2220
info@marketpublishers.com

Figure 63. Saudi Arabia DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 64. UAE DSP (Demand-Side Platform) Consumption Value (2019-2030) & (USD Million)
Figure 65. DSP (Demand-Side Platform) Market Drivers
Figure 66. DSP (Demand-Side Platform) Market Restraints
Figure 67. DSP (Demand-Side Platform) Market Trends
Figure 68. Porters Five Forces Analysis
Figure 69. Manufacturing Cost Structure Analysis of DSP (Demand-Side Platform) in 2023
Figure 70. Manufacturing Process Analysis of DSP (Demand-Side Platform)
Figure 71. DSP (Demand-Side Platform) Industrial Chain
Figure 72. Methodology
Figure 73. Research Process and Data Source

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global DSP (Demand-Side Platform) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

Product link: https://marketpublishers.com/r/G149CE1D683CEN.html

Price: US$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G149CE1D683CEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com