

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

<https://marketpublishers.com/r/GB6D8E3EB3A9EN.html>

Date: June 2026

Pages: 173

Price: US\$ 3,480.00 (Single User License)

ID: GB6D8E3EB3A9EN

## Abstracts

According to our (Global Info Research) latest study, the global Media Placement Optimization Services market size was valued at US\$ 30663 million in 2025 and is forecast to a readjusted size of US\$ 47427 million by 2032 with a CAGR of 6.3% during review period.

Media Placement Optimization Services refer to professional services and platform-enabled solutions that help advertisers plan media strategies, allocate budgets, purchase media inventory, manage paid media campaigns, optimize bids, target audiences, test creatives, control frequency, measure campaign outcomes, attribute performance, and continuously improve media investment efficiency across channels. The scope focuses on service activities and technology-enabled offerings that directly influence media placement efficiency and advertising return, including media agency services, performance media management, programmatic buying platforms, managed DSP services, retail media optimization, cross-border advertising services, mobile user acquisition, CTV/OTT/DOOH media activation, and AI-enabled campaign optimization solutions. Core capabilities typically include cross-channel planning, audience segmentation, algorithmic bidding, media mix modeling, multi-touch attribution, incrementality testing, first-party data activation, privacy-compliant data collaboration, and real-time campaign optimization. The service is primarily used by brands, retailers, e-commerce companies, app developers, game publishers, financial institutions, automotive companies, healthcare advertisers, B2B marketers, and other organizations seeking measurable media performance and commercial growth.

This report is a detailed and comprehensive analysis for global Media Placement Optimization 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 Media Placement Optimization Services market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Media Placement Optimization 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 Media Placement Optimization 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 Media Placement Optimization 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 Omnicom Group, WPP Media, Publicis Media, The Trade Desk, dentsu, CyberAgent, Criteo, Hakuhodo DY Holdings, Zeta Global, Havas Media Network, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

## Market segmentation

Media Placement Optimization 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

Agency-managed Service

Platform-managed Service

### Market segment by Media Channel

Search Advertising

Social Advertising

Others

### Market segment by Application

Retail

Automotive

Healthcare

Others

### Market segment by players, this report covers

Omnicom Group

WPP Media

Publicis Media

The Trade Desk

dentsu

CyberAgent

Criteo

Hakuhodo DY Holdings

Zeta Global

Havas Media Network

BlueFocus

Horizon Media

Cheil Worldwide

StackAdapt

Tinuiti

Mobvista

Mediaplus

PMG

INNOCEAN

Viant Technology

Brainlabs

Jellyfish

ADK Marketing Solutions

Septeni

Hylink

Quantcast

Basis Technologies

Appier

ADA

Meetsocial

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 Media Placement Optimization Services product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Media Placement Optimization 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 Media Placement Optimization 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 Media Placement Optimization Services.

Chapter 13, to describe Media Placement Optimization 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 Media Placement Optimization Services by Type

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

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

1.3.3 Agency-managed Service

1.3.4 Platform-managed Service

1.4 Classification of Media Placement Optimization Services by Media Channel

1.4.1 Overview: Global Media Placement Optimization Services Market Size by Media Channel: 2021 Versus 2025 Versus 2032

1.4.2 Global Media Placement Optimization Services Consumption Value Market Share by Media Channel in 2025

1.4.3 Search Advertising

1.4.4 Social Advertising

1.4.5 Others

1.5 Global Media Placement Optimization Services Market by Application

1.5.1 Overview: Global Media Placement Optimization Services Market Size by Application: 2021 Versus 2025 Versus 2032

1.5.2 Retail

1.5.3 Automotive

1.5.4 Healthcare

1.5.5 Others

1.6 Global Media Placement Optimization Services Market Size & Forecast

1.7 Global Media Placement Optimization Services Market Size and Forecast by Region

1.7.1 Global Media Placement Optimization Services Market Size by Region: 2021 VS 2025 VS 2032

1.7.2 Global Media Placement Optimization Services Market Size by Region, (2021-2032)

1.7.3 North America Media Placement Optimization Services Market Size and Prospect (2021-2032)

1.7.4 Europe Media Placement Optimization Services Market Size and Prospect (2021-2032)

1.7.5 Asia-Pacific Media Placement Optimization Services Market Size and Prospect

(2021-2032)

1.7.6 South America Media Placement Optimization Services Market Size and Prospect (2021-2032)

1.7.7 Middle East & Africa Media Placement Optimization Services Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

### 2.1 Omnicom Group

2.1.1 Omnicom Group Details

2.1.2 Omnicom Group Major Business

2.1.3 Omnicom Group Media Placement Optimization Services Product and Solutions

2.1.4 Omnicom Group Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Omnicom Group Recent Developments and Future Plans

### 2.2 WPP Media

2.2.1 WPP Media Details

2.2.2 WPP Media Major Business

2.2.3 WPP Media Media Placement Optimization Services Product and Solutions

2.2.4 WPP Media Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 WPP Media Recent Developments and Future Plans

### 2.3 Publicis Media

2.3.1 Publicis Media Details

2.3.2 Publicis Media Major Business

2.3.3 Publicis Media Media Placement Optimization Services Product and Solutions

2.3.4 Publicis Media Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Publicis Media Recent Developments and Future Plans

### 2.4 The Trade Desk

2.4.1 The Trade Desk Details

2.4.2 The Trade Desk Major Business

2.4.3 The Trade Desk Media Placement Optimization Services Product and Solutions

2.4.4 The Trade Desk Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 The Trade Desk Recent Developments and Future Plans

### 2.5 dentsu

2.5.1 dentsu Details

2.5.2 dentsu Major Business

- 2.5.3 dentsu Media Placement Optimization Services Product and Solutions
- 2.5.4 dentsu Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.5.5 dentsu Recent Developments and Future Plans
- 2.6 CyberAgent
  - 2.6.1 CyberAgent Details
  - 2.6.2 CyberAgent Major Business
  - 2.6.3 CyberAgent Media Placement Optimization Services Product and Solutions
  - 2.6.4 CyberAgent Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 CyberAgent Recent Developments and Future Plans
- 2.7 Criteo
  - 2.7.1 Criteo Details
  - 2.7.2 Criteo Major Business
  - 2.7.3 Criteo Media Placement Optimization Services Product and Solutions
  - 2.7.4 Criteo Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 Criteo Recent Developments and Future Plans
- 2.8 Hakuhodo DY Holdings
  - 2.8.1 Hakuhodo DY Holdings Details
  - 2.8.2 Hakuhodo DY Holdings Major Business
  - 2.8.3 Hakuhodo DY Holdings Media Placement Optimization Services Product and Solutions
  - 2.8.4 Hakuhodo DY Holdings Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 Hakuhodo DY Holdings Recent Developments and Future Plans
- 2.9 Zeta Global
  - 2.9.1 Zeta Global Details
  - 2.9.2 Zeta Global Major Business
  - 2.9.3 Zeta Global Media Placement Optimization Services Product and Solutions
  - 2.9.4 Zeta Global Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.9.5 Zeta Global Recent Developments and Future Plans
- 2.10 Havas Media Network
  - 2.10.1 Havas Media Network Details
  - 2.10.2 Havas Media Network Major Business
  - 2.10.3 Havas Media Network Media Placement Optimization Services Product and Solutions
  - 2.10.4 Havas Media Network Media Placement Optimization Services Revenue, Gross

## Margin and Market Share (2021-2026)

### 2.10.5 Havas Media Network Recent Developments and Future Plans

## 2.11 BlueFocus

### 2.11.1 BlueFocus Details

### 2.11.2 BlueFocus Major Business

### 2.11.3 BlueFocus Media Placement Optimization Services Product and Solutions

### 2.11.4 BlueFocus Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.11.5 BlueFocus Recent Developments and Future Plans

## 2.12 Horizon Media

### 2.12.1 Horizon Media Details

### 2.12.2 Horizon Media Major Business

### 2.12.3 Horizon Media Media Placement Optimization Services Product and Solutions

### 2.12.4 Horizon Media Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.12.5 Horizon Media Recent Developments and Future Plans

## 2.13 Cheil Worldwide

### 2.13.1 Cheil Worldwide Details

### 2.13.2 Cheil Worldwide Major Business

### 2.13.3 Cheil Worldwide Media Placement Optimization Services Product and Solutions

### 2.13.4 Cheil Worldwide Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.13.5 Cheil Worldwide Recent Developments and Future Plans

## 2.14 StackAdapt

### 2.14.1 StackAdapt Details

### 2.14.2 StackAdapt Major Business

### 2.14.3 StackAdapt Media Placement Optimization Services Product and Solutions

### 2.14.4 StackAdapt Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.14.5 StackAdapt Recent Developments and Future Plans

## 2.15 Tinuiti

### 2.15.1 Tinuiti Details

### 2.15.2 Tinuiti Major Business

### 2.15.3 Tinuiti Media Placement Optimization Services Product and Solutions

### 2.15.4 Tinuiti Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.15.5 Tinuiti Recent Developments and Future Plans

## 2.16 Mobvista

### 2.16.1 Mobvista Details

- 2.16.2 Mobvista Major Business
- 2.16.3 Mobvista Media Placement Optimization Services Product and Solutions
- 2.16.4 Mobvista Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.16.5 Mobvista Recent Developments and Future Plans
- 2.17 Mediaplus
  - 2.17.1 Mediaplus Details
  - 2.17.2 Mediaplus Major Business
  - 2.17.3 Mediaplus Media Placement Optimization Services Product and Solutions
  - 2.17.4 Mediaplus Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.17.5 Mediaplus Recent Developments and Future Plans
- 2.18 PMG
  - 2.18.1 PMG Details
  - 2.18.2 PMG Major Business
  - 2.18.3 PMG Media Placement Optimization Services Product and Solutions
  - 2.18.4 PMG Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.18.5 PMG Recent Developments and Future Plans
- 2.19 INNOCEAN
  - 2.19.1 INNOCEAN Details
  - 2.19.2 INNOCEAN Major Business
  - 2.19.3 INNOCEAN Media Placement Optimization Services Product and Solutions
  - 2.19.4 INNOCEAN Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.19.5 INNOCEAN Recent Developments and Future Plans
- 2.20 Viant Technology
  - 2.20.1 Viant Technology Details
  - 2.20.2 Viant Technology Major Business
  - 2.20.3 Viant Technology Media Placement Optimization Services Product and Solutions
  - 2.20.4 Viant Technology Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.20.5 Viant Technology Recent Developments and Future Plans
- 2.21 Brainlabs
  - 2.21.1 Brainlabs Details
  - 2.21.2 Brainlabs Major Business
  - 2.21.3 Brainlabs Media Placement Optimization Services Product and Solutions
  - 2.21.4 Brainlabs Media Placement Optimization Services Revenue, Gross Margin and

## Market Share (2021-2026)

### 2.21.5 Brainlabs Recent Developments and Future Plans

## 2.22 Jellyfish

### 2.22.1 Jellyfish Details

### 2.22.2 Jellyfish Major Business

### 2.22.3 Jellyfish Media Placement Optimization Services Product and Solutions

## 2.22.4 Jellyfish Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.22.5 Jellyfish Recent Developments and Future Plans

## 2.23 ADK Marketing Solutions

### 2.23.1 ADK Marketing Solutions Details

### 2.23.2 ADK Marketing Solutions Major Business

## 2.23.3 ADK Marketing Solutions Media Placement Optimization Services Product and Solutions

## 2.23.4 ADK Marketing Solutions Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.23.5 ADK Marketing Solutions Recent Developments and Future Plans

## 2.24 Septeni

### 2.24.1 Septeni Details

### 2.24.2 Septeni Major Business

### 2.24.3 Septeni Media Placement Optimization Services Product and Solutions

## 2.24.4 Septeni Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.24.5 Septeni Recent Developments and Future Plans

## 2.25 Hylink

### 2.25.1 Hylink Details

### 2.25.2 Hylink Major Business

### 2.25.3 Hylink Media Placement Optimization Services Product and Solutions

## 2.25.4 Hylink Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.25.5 Hylink Recent Developments and Future Plans

## 2.26 Quantcast

### 2.26.1 Quantcast Details

### 2.26.2 Quantcast Major Business

### 2.26.3 Quantcast Media Placement Optimization Services Product and Solutions

## 2.26.4 Quantcast Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)

### 2.26.5 Quantcast Recent Developments and Future Plans

## 2.27 Basis Technologies

- 2.27.1 Basis Technologies Details
- 2.27.2 Basis Technologies Major Business
- 2.27.3 Basis Technologies Media Placement Optimization Services Product and Solutions
- 2.27.4 Basis Technologies Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.27.5 Basis Technologies Recent Developments and Future Plans
- 2.28 Appier
  - 2.28.1 Appier Details
  - 2.28.2 Appier Major Business
  - 2.28.3 Appier Media Placement Optimization Services Product and Solutions
  - 2.28.4 Appier Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.28.5 Appier Recent Developments and Future Plans
- 2.29 ADA
  - 2.29.1 ADA Details
  - 2.29.2 ADA Major Business
  - 2.29.3 ADA Media Placement Optimization Services Product and Solutions
  - 2.29.4 ADA Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.29.5 ADA Recent Developments and Future Plans
- 2.30 Meetsocial
  - 2.30.1 Meetsocial Details
  - 2.30.2 Meetsocial Major Business
  - 2.30.3 Meetsocial Media Placement Optimization Services Product and Solutions
  - 2.30.4 Meetsocial Media Placement Optimization Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.30.5 Meetsocial Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

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

3.3.1 Media Placement Optimization Services Market: Region Footprint

3.3.2 Media Placement Optimization Services Market: Company Product Type  
Footprint

3.3.3 Media Placement Optimization 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 Media Placement Optimization Services Consumption Value and Market  
Share by Type (2021-2026)

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

## **5 MARKET SIZE SEGMENT BY APPLICATION**

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

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

## **6 NORTH AMERICA**

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

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

6.3 North America Media Placement Optimization Services Market Size by Country

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

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

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

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

## **7 EUROPE**

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

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

7.3 Europe Media Placement Optimization Services Market Size by Country

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

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

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

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

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

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

## **8 ASIA-PACIFIC**

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

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

8.3 Asia-Pacific Media Placement Optimization Services Market Size by Region

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

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

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

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

8.3.5 India Media Placement Optimization Services Market Size and Forecast (2021-2032)

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

8.3.7 Australia Media Placement Optimization Services Market Size and Forecast

(2021-2032)

## **9 SOUTH AMERICA**

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

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

9.3 South America Media Placement Optimization Services Market Size by Country

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

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

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

## **10 MIDDLE EAST & AFRICA**

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

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

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

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

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

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

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

## **11 MARKET DYNAMICS**

11.1 Media Placement Optimization Services Market Drivers

11.2 Media Placement Optimization Services Market Restraints

11.3 Media Placement Optimization 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 Media Placement Optimization Services Industry Chain
- 12.2 Media Placement Optimization Services Upstream Analysis
- 12.3 Media Placement Optimization Services Midstream Analysis
- 12.4 Media Placement Optimization 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 Media Placement Optimization Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Media Placement Optimization Services Consumption Value by Media Channel, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Media Placement Optimization Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Media Placement Optimization Services Consumption Value by Region (2021-2026) & (USD Million)
- Table 5. Global Media Placement Optimization Services Consumption Value by Region (2027-2032) & (USD Million)
- Table 6. Omnicom Group Company Information, Head Office, and Major Competitors
- Table 7. Omnicom Group Major Business
- Table 8. Omnicom Group Media Placement Optimization Services Product and Solutions
- Table 9. Omnicom Group Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 10. Omnicom Group Recent Developments and Future Plans
- Table 11. WPP Media Company Information, Head Office, and Major Competitors
- Table 12. WPP Media Major Business
- Table 13. WPP Media Media Placement Optimization Services Product and Solutions
- Table 14. WPP Media Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 15. WPP Media Recent Developments and Future Plans
- Table 16. Publicis Media Company Information, Head Office, and Major Competitors
- Table 17. Publicis Media Major Business
- Table 18. Publicis Media Media Placement Optimization Services Product and Solutions
- Table 19. Publicis Media Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 20. The Trade Desk Company Information, Head Office, and Major Competitors
- Table 21. The Trade Desk Major Business
- Table 22. The Trade Desk Media Placement Optimization Services Product and Solutions
- Table 23. The Trade Desk Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 24. The Trade Desk Recent Developments and Future Plans

- Table 25. dentsu Company Information, Head Office, and Major Competitors
- Table 26. dentsu Major Business
- Table 27. dentsu Media Placement Optimization Services Product and Solutions
- Table 28. dentsu Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 29. dentsu Recent Developments and Future Plans
- Table 30. CyberAgent Company Information, Head Office, and Major Competitors
- Table 31. CyberAgent Major Business
- Table 32. CyberAgent Media Placement Optimization Services Product and Solutions
- Table 33. CyberAgent Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 34. CyberAgent Recent Developments and Future Plans
- Table 35. Criteo Company Information, Head Office, and Major Competitors
- Table 36. Criteo Major Business
- Table 37. Criteo Media Placement Optimization Services Product and Solutions
- Table 38. Criteo Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 39. Criteo Recent Developments and Future Plans
- Table 40. Hakuhodo DY Holdings Company Information, Head Office, and Major Competitors
- Table 41. Hakuhodo DY Holdings Major Business
- Table 42. Hakuhodo DY Holdings Media Placement Optimization Services Product and Solutions
- Table 43. Hakuhodo DY Holdings Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 44. Hakuhodo DY Holdings Recent Developments and Future Plans
- Table 45. Zeta Global Company Information, Head Office, and Major Competitors
- Table 46. Zeta Global Major Business
- Table 47. Zeta Global Media Placement Optimization Services Product and Solutions
- Table 48. Zeta Global Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 49. Zeta Global Recent Developments and Future Plans
- Table 50. Havas Media Network Company Information, Head Office, and Major Competitors
- Table 51. Havas Media Network Major Business
- Table 52. Havas Media Network Media Placement Optimization Services Product and Solutions
- Table 53. Havas Media Network Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 54. Havas Media Network Recent Developments and Future Plans
- Table 55. BlueFocus Company Information, Head Office, and Major Competitors
- Table 56. BlueFocus Major Business
- Table 57. BlueFocus Media Placement Optimization Services Product and Solutions
- Table 58. BlueFocus Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 59. BlueFocus Recent Developments and Future Plans
- Table 60. Horizon Media Company Information, Head Office, and Major Competitors
- Table 61. Horizon Media Major Business
- Table 62. Horizon Media Media Placement Optimization Services Product and Solutions
- Table 63. Horizon Media Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 64. Horizon Media Recent Developments and Future Plans
- Table 65. Cheil Worldwide Company Information, Head Office, and Major Competitors
- Table 66. Cheil Worldwide Major Business
- Table 67. Cheil Worldwide Media Placement Optimization Services Product and Solutions
- Table 68. Cheil Worldwide Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 69. Cheil Worldwide Recent Developments and Future Plans
- Table 70. StackAdapt Company Information, Head Office, and Major Competitors
- Table 71. StackAdapt Major Business
- Table 72. StackAdapt Media Placement Optimization Services Product and Solutions
- Table 73. StackAdapt Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 74. StackAdapt Recent Developments and Future Plans
- Table 75. Tinuiti Company Information, Head Office, and Major Competitors
- Table 76. Tinuiti Major Business
- Table 77. Tinuiti Media Placement Optimization Services Product and Solutions
- Table 78. Tinuiti Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Tinuiti Recent Developments and Future Plans
- Table 80. Mobvista Company Information, Head Office, and Major Competitors
- Table 81. Mobvista Major Business
- Table 82. Mobvista Media Placement Optimization Services Product and Solutions
- Table 83. Mobvista Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 84. Mobvista Recent Developments and Future Plans
- Table 85. Mediaplus Company Information, Head Office, and Major Competitors

Table 86. Mediaplus Major Business

Table 87. Mediaplus Media Placement Optimization Services Product and Solutions

Table 88. Mediaplus Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Mediaplus Recent Developments and Future Plans

Table 90. PMG Company Information, Head Office, and Major Competitors

Table 91. PMG Major Business

Table 92. PMG Media Placement Optimization Services Product and Solutions

Table 93. PMG Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 94. PMG Recent Developments and Future Plans

Table 95. INNOCEAN Company Information, Head Office, and Major Competitors

Table 96. INNOCEAN Major Business

Table 97. INNOCEAN Media Placement Optimization Services Product and Solutions

Table 98. INNOCEAN Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 99. INNOCEAN Recent Developments and Future Plans

Table 100. Viant Technology Company Information, Head Office, and Major Competitors

Table 101. Viant Technology Major Business

Table 102. Viant Technology Media Placement Optimization Services Product and Solutions

Table 103. Viant Technology Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 104. Viant Technology Recent Developments and Future Plans

Table 105. Brainlabs Company Information, Head Office, and Major Competitors

Table 106. Brainlabs Major Business

Table 107. Brainlabs Media Placement Optimization Services Product and Solutions

Table 108. Brainlabs Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Brainlabs Recent Developments and Future Plans

Table 110. Jellyfish Company Information, Head Office, and Major Competitors

Table 111. Jellyfish Major Business

Table 112. Jellyfish Media Placement Optimization Services Product and Solutions

Table 113. Jellyfish Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. Jellyfish Recent Developments and Future Plans

Table 115. ADK Marketing Solutions Company Information, Head Office, and Major Competitors

- Table 116. ADK Marketing Solutions Major Business
- Table 117. ADK Marketing Solutions Media Placement Optimization Services Product and Solutions
- Table 118. ADK Marketing Solutions Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 119. ADK Marketing Solutions Recent Developments and Future Plans
- Table 120. Septeni Company Information, Head Office, and Major Competitors
- Table 121. Septeni Major Business
- Table 122. Septeni Media Placement Optimization Services Product and Solutions
- Table 123. Septeni Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 124. Septeni Recent Developments and Future Plans
- Table 125. Hylink Company Information, Head Office, and Major Competitors
- Table 126. Hylink Major Business
- Table 127. Hylink Media Placement Optimization Services Product and Solutions
- Table 128. Hylink Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 129. Hylink Recent Developments and Future Plans
- Table 130. Quantcast Company Information, Head Office, and Major Competitors
- Table 131. Quantcast Major Business
- Table 132. Quantcast Media Placement Optimization Services Product and Solutions
- Table 133. Quantcast Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 134. Quantcast Recent Developments and Future Plans
- Table 135. Basis Technologies Company Information, Head Office, and Major Competitors
- Table 136. Basis Technologies Major Business
- Table 137. Basis Technologies Media Placement Optimization Services Product and Solutions
- Table 138. Basis Technologies Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Basis Technologies Recent Developments and Future Plans
- Table 140. Appier Company Information, Head Office, and Major Competitors
- Table 141. Appier Major Business
- Table 142. Appier Media Placement Optimization Services Product and Solutions
- Table 143. Appier Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 144. Appier Recent Developments and Future Plans
- Table 145. ADA Company Information, Head Office, and Major Competitors

Table 146. ADA Major Business

Table 147. ADA Media Placement Optimization Services Product and Solutions

Table 148. ADA Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 149. ADA Recent Developments and Future Plans

Table 150. Meetsocial Company Information, Head Office, and Major Competitors

Table 151. Meetsocial Major Business

Table 152. Meetsocial Media Placement Optimization Services Product and Solutions

Table 153. Meetsocial Media Placement Optimization Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 154. Meetsocial Recent Developments and Future Plans

Table 155. Global Media Placement Optimization Services Revenue (USD Million) by Players (2021-2026)

Table 156. Global Media Placement Optimization Services Revenue Share by Players (2021-2026)

Table 157. Breakdown of Media Placement Optimization Services by Company Type (Tier 1, Tier 2, and Tier 3)

Table 158. Market Position of Players in Media Placement Optimization Services, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 159. Head Office of Key Media Placement Optimization Services Players

Table 160. Media Placement Optimization Services Market: Company Product Type Footprint

Table 161. Media Placement Optimization Services Market: Company Product Application Footprint

Table 162. Media Placement Optimization Services New Market Entrants and Barriers to Market Entry

Table 163. Media Placement Optimization Services Mergers, Acquisition, Agreements, and Collaborations

Table 164. Global Media Placement Optimization Services Consumption Value (USD Million) by Type (2021-2026)

Table 165. Global Media Placement Optimization Services Consumption Value Share by Type (2021-2026)

Table 166. Global Media Placement Optimization Services Consumption Value Forecast by Type (2027-2032)

Table 167. Global Media Placement Optimization Services Consumption Value by Application (2021-2026)

Table 168. Global Media Placement Optimization Services Consumption Value Forecast by Application (2027-2032)

Table 169. North America Media Placement Optimization Services Consumption Value

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

Table 170. North America Media Placement Optimization Services Consumption Value by Type (2027-2032) & (USD Million)

Table 171. North America Media Placement Optimization Services Consumption Value by Application (2021-2026) & (USD Million)

Table 172. North America Media Placement Optimization Services Consumption Value by Application (2027-2032) & (USD Million)

Table 173. North America Media Placement Optimization Services Consumption Value by Country (2021-2026) & (USD Million)

Table 174. North America Media Placement Optimization Services Consumption Value by Country (2027-2032) & (USD Million)

Table 175. Europe Media Placement Optimization Services Consumption Value by Type (2021-2026) & (USD Million)

Table 176. Europe Media Placement Optimization Services Consumption Value by Type (2027-2032) & (USD Million)

Table 177. Europe Media Placement Optimization Services Consumption Value by Application (2021-2026) & (USD Million)

Table 178. Europe Media Placement Optimization Services Consumption Value by Application (2027-2032) & (USD Million)

Table 179. Europe Media Placement Optimization Services Consumption Value by Country (2021-2026) & (USD Million)

Table 180. Europe Media Placement Optimization Services Consumption Value by Country (2027-2032) & (USD Million)

Table 181. Asia-Pacific Media Placement Optimization Services Consumption Value by Type (2021-2026) & (USD Million)

Table 182. Asia-Pacific Media Placement Optimization Services Consumption Value by Type (2027-2032) & (USD Million)

Table 183. Asia-Pacific Media Placement Optimization Services Consumption Value by Application (2021-2026) & (USD Million)

Table 184. Asia-Pacific Media Placement Optimization Services Consumption Value by Application (2027-2032) & (USD Million)

Table 185. Asia-Pacific Media Placement Optimization Services Consumption Value by Region (2021-2026) & (USD Million)

Table 186. Asia-Pacific Media Placement Optimization Services Consumption Value by Region (2027-2032) & (USD Million)

Table 187. South America Media Placement Optimization Services Consumption Value by Type (2021-2026) & (USD Million)

Table 188. South America Media Placement Optimization Services Consumption Value by Type (2027-2032) & (USD Million)

Table 189. South America Media Placement Optimization Services Consumption Value by Application (2021-2026) & (USD Million)

Table 190. South America Media Placement Optimization Services Consumption Value by Application (2027-2032) & (USD Million)

Table 191. South America Media Placement Optimization Services Consumption Value by Country (2021-2026) & (USD Million)

Table 192. South America Media Placement Optimization Services Consumption Value by Country (2027-2032) & (USD Million)

Table 193. Middle East & Africa Media Placement Optimization Services Consumption Value by Type (2021-2026) & (USD Million)

Table 194. Middle East & Africa Media Placement Optimization Services Consumption Value by Type (2027-2032) & (USD Million)

Table 195. Middle East & Africa Media Placement Optimization Services Consumption Value by Application (2021-2026) & (USD Million)

Table 196. Middle East & Africa Media Placement Optimization Services Consumption Value by Application (2027-2032) & (USD Million)

Table 197. Middle East & Africa Media Placement Optimization Services Consumption Value by Country (2021-2026) & (USD Million)

Table 198. Middle East & Africa Media Placement Optimization Services Consumption Value by Country (2027-2032) & (USD Million)

Table 199. Global Key Players of Media Placement Optimization Services Upstream (Raw Materials)

Table 200. Global Media Placement Optimization Services Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Media Placement Optimization Services Picture

Figure 2. Global Media Placement Optimization Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Media Placement Optimization Services Consumption Value Market Share by Type in 2025

Figure 4. Agency-managed Service

Figure 5. Platform-managed Service

Figure 6. Global Media Placement Optimization Services Consumption Value by Media Channel, (USD Million), 2021 & 2025 & 2032

Figure 7. Global Media Placement Optimization Services Consumption Value Market Share by Media Channel in 2025

Figure 8. Search Advertising

Figure 9. Social Advertising

Figure 10. Others

Figure 11. Global Media Placement Optimization Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 12. Media Placement Optimization Services Consumption Value Market Share by Application in 2025

Figure 13. Retail Picture

Figure 14. Automotive Picture

Figure 15. Healthcare Picture

Figure 16. Others Picture

Figure 17. Global Media Placement Optimization Services Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 18. Global Media Placement Optimization Services Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 19. Global Market Media Placement Optimization Services Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 20. Global Media Placement Optimization Services Consumption Value Market Share by Region (2021-2032)

Figure 21. Global Media Placement Optimization Services Consumption Value Market Share by Region in 2025

Figure 22. North America Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 23. Europe Media Placement Optimization Services Consumption Value

(2021-2032) & (USD Million)

Figure 24. Asia-Pacific Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 25. South America Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 26. Middle East & Africa Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 27. Company Three Recent Developments and Future Plans

Figure 28. Global Media Placement Optimization Services Revenue Share by Players in 2025

Figure 29. Media Placement Optimization Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 30. Market Share of Media Placement Optimization Services by Player Revenue in 2025

Figure 31. Top 3 Media Placement Optimization Services Players Market Share in 2025

Figure 32. Top 6 Media Placement Optimization Services Players Market Share in 2025

Figure 33. Global Media Placement Optimization Services Consumption Value Share by Type (2021-2026)

Figure 34. Global Media Placement Optimization Services Market Share Forecast by Type (2027-2032)

Figure 35. Global Media Placement Optimization Services Consumption Value Share by Application (2021-2026)

Figure 36. Global Media Placement Optimization Services Market Share Forecast by Application (2027-2032)

Figure 37. North America Media Placement Optimization Services Consumption Value Market Share by Type (2021-2032)

Figure 38. North America Media Placement Optimization Services Consumption Value Market Share by Application (2021-2032)

Figure 39. North America Media Placement Optimization Services Consumption Value Market Share by Country (2021-2032)

Figure 40. United States Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 41. Canada Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 42. Mexico Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 43. Europe Media Placement Optimization Services Consumption Value Market Share by Type (2021-2032)

Figure 44. Europe Media Placement Optimization Services Consumption Value Market

Share by Application (2021-2032)

Figure 45. Europe Media Placement Optimization Services Consumption Value Market Share by Country (2021-2032)

Figure 46. Germany Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 47. France Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 48. United Kingdom Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 49. Russia Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 50. Italy Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 51. Asia-Pacific Media Placement Optimization Services Consumption Value Market Share by Type (2021-2032)

Figure 52. Asia-Pacific Media Placement Optimization Services Consumption Value Market Share by Application (2021-2032)

Figure 53. Asia-Pacific Media Placement Optimization Services Consumption Value Market Share by Region (2021-2032)

Figure 54. China Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 55. Japan Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 56. South Korea Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 57. India Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 58. Southeast Asia Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 59. Australia Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 60. South America Media Placement Optimization Services Consumption Value Market Share by Type (2021-2032)

Figure 61. South America Media Placement Optimization Services Consumption Value Market Share by Application (2021-2032)

Figure 62. South America Media Placement Optimization Services Consumption Value Market Share by Country (2021-2032)

Figure 63. Brazil Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 64. Argentina Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 65. Middle East & Africa Media Placement Optimization Services Consumption Value Market Share by Type (2021-2032)

Figure 66. Middle East & Africa Media Placement Optimization Services Consumption Value Market Share by Application (2021-2032)

Figure 67. Middle East & Africa Media Placement Optimization Services Consumption Value Market Share by Country (2021-2032)

Figure 68. Turkey Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 69. Saudi Arabia Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 70. UAE Media Placement Optimization Services Consumption Value (2021-2032) & (USD Million)

Figure 71. Media Placement Optimization Services Market Drivers

Figure 72. Media Placement Optimization Services Market Restraints

Figure 73. Media Placement Optimization Services Market Trends

Figure 74. Porters Five Forces Analysis

Figure 75. Media Placement Optimization Services Industrial Chain

Figure 76. Methodology

Figure 77. Research Process and Data Source

## I would like to order

Product name: Global Media Placement Optimization Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

Product link: <https://marketpublishers.com/r/GB6D8E3EB3A9EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB6D8E3EB3A9EN.html>