

# Global Performance Marketing Platform Supply, Demand and Key Producers, 2023-2029

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## Abstracts

The global Performance Marketing Platform market size is expected to reach \$ 5477.8 million by 2029, rising at a market growth of 11.0% CAGR during the forecast period (2023-2029).

The performance marketing platform market is experiencing several notable trends. Here are some key trends shaping the market:

- Growing Demand for Data-Driven Marketing:** As businesses increasingly rely on data to drive marketing decisions, the demand for performance marketing platforms is rising. These platforms provide advanced analytics and reporting capabilities, allowing marketers to track and optimize the performance of their campaigns in real-time. The ability to measure and attribute marketing efforts to specific outcomes is becoming crucial for businesses to achieve their marketing goals.
- Rise of Influencer Marketing:** Influencer marketing has gained significant traction in recent years, with businesses leveraging the reach and influence of social media personalities to promote their products or services. Performance marketing platforms are adapting to this trend by offering features that facilitate influencer collaborations, track performance, and provide transparent reporting on campaign outcomes.

This report studies the global Performance Marketing Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Performance Marketing Platform, 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 Performance Marketing Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Performance Marketing Platform total market, 2018-2029, (USD Million)

Global Performance Marketing Platform total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Performance Marketing Platform total market, key domestic companies and share, (USD Million)

Global Performance Marketing Platform revenue by player and market share 2018-2023, (USD Million)

Global Performance Marketing Platform total market by Type, CAGR, 2018-2029, (USD Million)

Global Performance Marketing Platform total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global Performance Marketing Platform 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 Refersion, Post Affiliate Pro, Tapfiliate, LeadDyno, CJ Affiliate, ShareASale, Awin and Impact, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Performance Marketing Platform 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 Performance Marketing Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Performance Marketing Platform Market, Segmentation by Type

Cloud Based

On-premises

## Global Performance Marketing Platform Market, Segmentation by Application

Individual

Enterprise

Others

## Companies Profiled:

Refersion

Post Affiliate Pro

Tapiliate

LeadDyno

CJ Affiliate

ShareASale

Awin

Impact

## Key Questions Answered

1. How big is the global Performance Marketing Platform market?
2. What is the demand of the global Performance Marketing Platform market?
3. What is the year over year growth of the global Performance Marketing Platform market?
4. What is the total value of the global Performance Marketing Platform market?
5. Who are the major players in the global Performance Marketing Platform market?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Performance Marketing Platform Introduction
- 1.2 World Performance Marketing Platform Market Size & Forecast (2018 & 2022 & 2029)
- 1.3 World Performance Marketing Platform Total Market by Region (by Headquarter Location)
  - 1.3.1 World Performance Marketing Platform Market Size by Region (2018-2029), (by Headquarter Location)
  - 1.3.2 United States Performance Marketing Platform Market Size (2018-2029)
  - 1.3.3 China Performance Marketing Platform Market Size (2018-2029)
  - 1.3.4 Europe Performance Marketing Platform Market Size (2018-2029)
  - 1.3.5 Japan Performance Marketing Platform Market Size (2018-2029)
  - 1.3.6 South Korea Performance Marketing Platform Market Size (2018-2029)
  - 1.3.7 ASEAN Performance Marketing Platform Market Size (2018-2029)
  - 1.3.8 India Performance Marketing Platform Market Size (2018-2029)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Performance Marketing Platform Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Performance Marketing Platform Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Performance Marketing Platform Consumption Value (2018-2029)
- 2.2 World Performance Marketing Platform Consumption Value by Region
  - 2.2.1 World Performance Marketing Platform Consumption Value by Region (2018-2023)
  - 2.2.2 World Performance Marketing Platform Consumption Value Forecast by Region (2024-2029)
- 2.3 United States Performance Marketing Platform Consumption Value (2018-2029)
- 2.4 China Performance Marketing Platform Consumption Value (2018-2029)
- 2.5 Europe Performance Marketing Platform Consumption Value (2018-2029)
- 2.6 Japan Performance Marketing Platform Consumption Value (2018-2029)
- 2.7 South Korea Performance Marketing Platform Consumption Value (2018-2029)
- 2.8 ASEAN Performance Marketing Platform Consumption Value (2018-2029)
- 2.9 India Performance Marketing Platform Consumption Value (2018-2029)

### **3 WORLD PERFORMANCE MARKETING PLATFORM COMPANIES COMPETITIVE ANALYSIS**

- 3.1 World Performance Marketing Platform Revenue by Player (2018-2023)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global Performance Marketing Platform Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for Performance Marketing Platform in 2022
  - 3.2.3 Global Concentration Ratios (CR8) for Performance Marketing Platform in 2022
- 3.3 Performance Marketing Platform Company Evaluation Quadrant
- 3.4 Performance Marketing Platform Market: Overall Company Footprint Analysis
  - 3.4.1 Performance Marketing Platform Market: Region Footprint
  - 3.4.2 Performance Marketing Platform Market: Company Product Type Footprint
  - 3.4.3 Performance Marketing Platform Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers, Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF THE WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Performance Marketing Platform Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Performance Marketing Platform Market Size Comparison (2018 & 2022 & 2029) (by Headquarter Location)
  - 4.1.2 United States VS China: Performance Marketing Platform Revenue Market Share Comparison (2018 & 2022 & 2029)
- 4.2 United States Based Companies VS China Based Companies: Performance Marketing Platform Consumption Value Comparison
  - 4.2.1 United States VS China: Performance Marketing Platform Consumption Value Comparison (2018 & 2022 & 2029)
  - 4.2.2 United States VS China: Performance Marketing Platform Consumption Value Market Share Comparison (2018 & 2022 & 2029)
- 4.3 United States Based Performance Marketing Platform Companies and Market Share, 2018-2023
  - 4.3.1 United States Based Performance Marketing Platform Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies Performance Marketing Platform Revenue,

(2018-2023)

4.4 China Based Companies Performance Marketing Platform Revenue and Market Share, 2018-2023

4.4.1 China Based Performance Marketing Platform Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Performance Marketing Platform Revenue, (2018-2023)

4.5 Rest of World Based Performance Marketing Platform Companies and Market Share, 2018-2023

4.5.1 Rest of World Based Performance Marketing Platform Companies, Headquarters (States, Country)

4.5.2 Rest of World Based Companies Performance Marketing Platform Revenue, (2018-2023)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Performance Marketing Platform Market Size Overview by Type: 2018 VS 2022 VS 2029

5.2 Segment Introduction by Type

5.2.1 Cloud Based

5.2.2 On-premises

5.3 Market Segment by Type

5.3.1 World Performance Marketing Platform Market Size by Type (2018-2023)

5.3.2 World Performance Marketing Platform Market Size by Type (2024-2029)

5.3.3 World Performance Marketing Platform Market Size Market Share by Type (2018-2029)

## **6 MARKET ANALYSIS BY APPLICATION**

6.1 World Performance Marketing Platform Market Size Overview by Application: 2018 VS 2022 VS 2029

6.2 Segment Introduction by Application

6.2.1 Individual

6.2.2 Enterprise

6.2.3 Others

6.3 Market Segment by Application

6.3.1 World Performance Marketing Platform Market Size by Application (2018-2023)

6.3.2 World Performance Marketing Platform Market Size by Application (2024-2029)

6.3.3 World Performance Marketing Platform Market Size by Application (2018-2029)

## 7 COMPANY PROFILES

### 7.1 Refersion

7.1.1 Refersion Details

7.1.2 Refersion Major Business

7.1.3 Refersion Performance Marketing Platform Product and Services

7.1.4 Refersion Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.1.5 Refersion Recent Developments/Updates

7.1.6 Refersion Competitive Strengths & Weaknesses

### 7.2 Post Affiliate Pro

7.2.1 Post Affiliate Pro Details

7.2.2 Post Affiliate Pro Major Business

7.2.3 Post Affiliate Pro Performance Marketing Platform Product and Services

7.2.4 Post Affiliate Pro Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.2.5 Post Affiliate Pro Recent Developments/Updates

7.2.6 Post Affiliate Pro Competitive Strengths & Weaknesses

### 7.3 Tapaffiliate

7.3.1 Tapaffiliate Details

7.3.2 Tapaffiliate Major Business

7.3.3 Tapaffiliate Performance Marketing Platform Product and Services

7.3.4 Tapaffiliate Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.3.5 Tapaffiliate Recent Developments/Updates

7.3.6 Tapaffiliate Competitive Strengths & Weaknesses

### 7.4 LeadDyno

7.4.1 LeadDyno Details

7.4.2 LeadDyno Major Business

7.4.3 LeadDyno Performance Marketing Platform Product and Services

7.4.4 LeadDyno Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.4.5 LeadDyno Recent Developments/Updates

7.4.6 LeadDyno Competitive Strengths & Weaknesses

### 7.5 CJ Affiliate

7.5.1 CJ Affiliate Details

7.5.2 CJ Affiliate Major Business

7.5.3 CJ Affiliate Performance Marketing Platform Product and Services



7.5.4 CJ Affiliate Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.5.5 CJ Affiliate Recent Developments/Updates

7.5.6 CJ Affiliate Competitive Strengths & Weaknesses

7.6 ShareASale

7.6.1 ShareASale Details

7.6.2 ShareASale Major Business

7.6.3 ShareASale Performance Marketing Platform Product and Services

7.6.4 ShareASale Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.6.5 ShareASale Recent Developments/Updates

7.6.6 ShareASale Competitive Strengths & Weaknesses

7.7 Awin

7.7.1 Awin Details

7.7.2 Awin Major Business

7.7.3 Awin Performance Marketing Platform Product and Services

7.7.4 Awin Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.7.5 Awin Recent Developments/Updates

7.7.6 Awin Competitive Strengths & Weaknesses

7.8 Impact

7.8.1 Impact Details

7.8.2 Impact Major Business

7.8.3 Impact Performance Marketing Platform Product and Services

7.8.4 Impact Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023)

7.8.5 Impact Recent Developments/Updates

7.8.6 Impact Competitive Strengths & Weaknesses

## **8 INDUSTRY CHAIN ANALYSIS**

8.1 Performance Marketing Platform Industry Chain

8.2 Performance Marketing Platform Upstream Analysis

8.3 Performance Marketing Platform Midstream Analysis

8.4 Performance Marketing Platform Downstream Analysis

## **9 RESEARCH FINDINGS AND CONCLUSION**

## **10 APPENDIX**

10.1 Methodology

10.2 Research Process and Data Source

10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Performance Marketing Platform Revenue by Region (2018, 2022 and 2029) & (USD Million), (by Headquarter Location)

Table 2. World Performance Marketing Platform Revenue by Region (2018-2023) & (USD Million), (by Headquarter Location)

Table 3. World Performance Marketing Platform Revenue by Region (2024-2029) & (USD Million), (by Headquarter Location)

Table 4. World Performance Marketing Platform Revenue Market Share by Region (2018-2023), (by Headquarter Location)

Table 5. World Performance Marketing Platform Revenue Market Share by Region (2024-2029), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Performance Marketing Platform Consumption Value Growth Rate Forecast by Region (2018 & 2022 & 2029) & (USD Million)

Table 8. World Performance Marketing Platform Consumption Value by Region (2018-2023) & (USD Million)

Table 9. World Performance Marketing Platform Consumption Value Forecast by Region (2024-2029) & (USD Million)

Table 10. World Performance Marketing Platform Revenue by Player (2018-2023) & (USD Million)

Table 11. Revenue Market Share of Key Performance Marketing Platform Players in 2022

Table 12. World Performance Marketing Platform Industry Rank of Major Player, Based on Revenue in 2022

Table 13. Global Performance Marketing Platform Company Evaluation Quadrant

Table 14. Head Office of Key Performance Marketing Platform Player

Table 15. Performance Marketing Platform Market: Company Product Type Footprint

Table 16. Performance Marketing Platform Market: Company Product Application Footprint

Table 17. Performance Marketing Platform Mergers & Acquisitions Activity

Table 18. United States VS China Performance Marketing Platform Market Size Comparison, (2018 & 2022 & 2029) & (USD Million)

Table 19. United States VS China Performance Marketing Platform Consumption Value Comparison, (2018 & 2022 & 2029) & (USD Million)

Table 20. United States Based Performance Marketing Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies Performance Marketing Platform Revenue, (2018-2023) & (USD Million)

Table 22. United States Based Companies Performance Marketing Platform Revenue Market Share (2018-2023)

Table 23. China Based Performance Marketing Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies Performance Marketing Platform Revenue, (2018-2023) & (USD Million)

Table 25. China Based Companies Performance Marketing Platform Revenue Market Share (2018-2023)

Table 26. Rest of World Based Performance Marketing Platform Companies, Headquarters (States, Country)

Table 27. Rest of World Based Companies Performance Marketing Platform Revenue, (2018-2023) & (USD Million)

Table 28. Rest of World Based Companies Performance Marketing Platform Revenue Market Share (2018-2023)

Table 29. World Performance Marketing Platform Market Size by Type, (USD Million), 2018 & 2022 & 2029

Table 30. World Performance Marketing Platform Market Size by Type (2018-2023) & (USD Million)

Table 31. World Performance Marketing Platform Market Size by Type (2024-2029) & (USD Million)

Table 32. World Performance Marketing Platform Market Size by Application, (USD Million), 2018 & 2022 & 2029

Table 33. World Performance Marketing Platform Market Size by Application (2018-2023) & (USD Million)

Table 34. World Performance Marketing Platform Market Size by Application (2024-2029) & (USD Million)

Table 35. Refersion Basic Information, Area Served and Competitors

Table 36. Refersion Major Business

Table 37. Refersion Performance Marketing Platform Product and Services

Table 38. Refersion Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 39. Refersion Recent Developments/Updates

Table 40. Refersion Competitive Strengths & Weaknesses

Table 41. Post Affiliate Pro Basic Information, Area Served and Competitors

Table 42. Post Affiliate Pro Major Business

Table 43. Post Affiliate Pro Performance Marketing Platform Product and Services

Table 44. Post Affiliate Pro Performance Marketing Platform Revenue, Gross Margin

and Market Share (2018-2023) & (USD Million)

Table 45. Post Affiliate Pro Recent Developments/Updates

Table 46. Post Affiliate Pro Competitive Strengths & Weaknesses

Table 47. Tapiliate Basic Information, Area Served and Competitors

Table 48. Tapiliate Major Business

Table 49. Tapiliate Performance Marketing Platform Product and Services

Table 50. Tapiliate Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 51. Tapiliate Recent Developments/Updates

Table 52. Tapiliate Competitive Strengths & Weaknesses

Table 53. LeadDyno Basic Information, Area Served and Competitors

Table 54. LeadDyno Major Business

Table 55. LeadDyno Performance Marketing Platform Product and Services

Table 56. LeadDyno Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 57. LeadDyno Recent Developments/Updates

Table 58. LeadDyno Competitive Strengths & Weaknesses

Table 59. CJ Affiliate Basic Information, Area Served and Competitors

Table 60. CJ Affiliate Major Business

Table 61. CJ Affiliate Performance Marketing Platform Product and Services

Table 62. CJ Affiliate Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 63. CJ Affiliate Recent Developments/Updates

Table 64. CJ Affiliate Competitive Strengths & Weaknesses

Table 65. ShareASale Basic Information, Area Served and Competitors

Table 66. ShareASale Major Business

Table 67. ShareASale Performance Marketing Platform Product and Services

Table 68. ShareASale Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 69. ShareASale Recent Developments/Updates

Table 70. ShareASale Competitive Strengths & Weaknesses

Table 71. Awin Basic Information, Area Served and Competitors

Table 72. Awin Major Business

Table 73. Awin Performance Marketing Platform Product and Services

Table 74. Awin Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 75. Awin Recent Developments/Updates

Table 76. Impact Basic Information, Area Served and Competitors

Table 77. Impact Major Business

Table 78. Impact Performance Marketing Platform Product and Services

Table 79. Impact Performance Marketing Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 80. Global Key Players of Performance Marketing Platform Upstream (Raw Materials)

Table 81. Performance Marketing Platform Typical Customers

## **LIST OF FIGURE**

Figure 1. Performance Marketing Platform Picture

Figure 2. World Performance Marketing Platform Total Market Size: 2018 & 2022 & 2029, (USD Million)

Figure 3. World Performance Marketing Platform Total Market Size (2018-2029) & (USD Million)

Figure 4. World Performance Marketing Platform Revenue Market Share by Region (2018, 2022 and 2029) & (USD Million) , (by Headquarter Location)

Figure 5. World Performance Marketing Platform Revenue Market Share by Region (2018-2029), (by Headquarter Location)

Figure 6. United States Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 7. China Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 8. Europe Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 9. Japan Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 10. South Korea Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 11. ASEAN Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 12. India Based Company Performance Marketing Platform Revenue (2018-2029) & (USD Million)

Figure 13. Performance Marketing Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 16. World Performance Marketing Platform Consumption Value Market Share by Region (2018-2029)

Figure 17. United States Performance Marketing Platform Consumption Value



(2018-2029) & (USD Million)

Figure 18. China Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 19. Europe Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 20. Japan Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 21. South Korea Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 22. ASEAN Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 23. India Performance Marketing Platform Consumption Value (2018-2029) & (USD Million)

Figure 24. Producer Shipments of Performance Marketing Platform by Player Revenue (\$MM) and Market Share (%): 2022

Figure 25. Global Four-firm Concentration Ratios (CR4) for Performance Marketing Platform Markets in 2022

Figure 26. Global Four-firm Concentration Ratios (CR8) for Performance Marketing Platform Markets in 2022

Figure 27. United States VS China: Performance Marketing Platform Revenue Market Share Comparison (2018 & 2022 & 2029)

Figure 28. United States VS China: Performance Marketing Platform Consumption Value Market Share Comparison (2018 & 2022 & 2029)

Figure 29. World Performance Marketing Platform Market Size by Type, (USD Million), 2018 & 2022 & 2029

Figure 30. World Performance Marketing Platform Market Size Market Share by Type in 2022

Figure 31. Cloud Based

Figure 32. On-premises

Figure 33. World Performance Marketing Platform Market Size Market Share by Type (2018-2029)

Figure 34. World Performance Marketing Platform Market Size by Application, (USD Million), 2018 & 2022 & 2029

Figure 35. World Performance Marketing Platform Market Size Market Share by Application in 2022

Figure 36. Individual

Figure 37. Enterprise

Figure 38. Others

Figure 39. Performance Marketing Platform Industrial Chain

Figure 40. Methodology

Figure 41. Research Process and Data Source



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