

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

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Abstracts

Programmatic advertising is a highly automated form of digital advertising. It involves buying and selling of online advertising inventory via a software or a machine. There are no human negotiations or manual insertions involved. It makes use of machine algorithms to buy ads online. It helps in automating the decision-making process of selecting the source of media and buying the media for advertising purpose as it helps in focusing on the target market.

SCOPE OF THE REPORT:

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

Programmatic advertising is growing rapidly and will continue to grow during the forecast period. Due to increasing use of mobile phones, banner ads are decreasing and mobile videos are gaining traction. During the forecast period, mobile videos will witness rapid growth and will grow at highest CAGR.

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

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

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

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

Market Segment by Companies, this report covers

Rubicon Project

Adroll

Adobe Marketing Cloud

DoubleClick

Choozle

AdReady

DataXu

Centro

PulsePoint

Outbrain

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

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

Market Segment by Type, covers

Desktop Banners

Desktop Videos

Mobile Banners

Mobile Videos

Market Segment by Applications, can be divided into

Education

Travel

Finance

Retail

Media and Entertainment

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