

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

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## Abstracts

Programmatic advertising helps automate the decision-making process of media buying by targeting specific audiences.

Digiday defines it as:

?The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations, and manual insertion orders. It?s using machines to buy ads, basically.?

### SCOPE OF THE REPORT:

The global Programmatic Display Advertising Platform 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 Display Advertising Platform.

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%.

This report studies the Programmatic Display Advertising Platform 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 Display Advertising Platform market by product type and applications/end industries.

Market Segment by Companies, this report covers

FACEBOOK BUSINESS

ADWORDS

WORDSTREAM

SIZMEK

MARIN SOFTWARE

DATA XU

Yahoo Gemini

MediaMath

Adobe Media Optimizer

Quantcast Advertise

Choozle

Acquisio

The Trade Desk

Flashtalking

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

Cloud based

On Premise

Market Segment by Applications, can be divided into

Programmatic RTB

Programmatic Direct

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