

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

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Abstracts

Programmatic marketing/advertising can be confusing, especially for an outsider or someone new to the channel. However, it is growing significantly and considered to be the future of online advertising. Therefore, it is important to have an understanding, even if brief, of Programmatic Buying, Selling and Advertising.

SCOPE OF THE REPORT:

The global Programmatic Marketing/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 Marketing/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%.

This report studies the Programmatic Marketing/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 Marketing/Advertising 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

Programmatic RTB

Programmatic Direct

Market Segment by Applications, can be divided into

Marketing and Advertising

Health, Wellness and Fitness

Construction

Others

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