

Global Programmatic Marketing/Advertising Market 2022 by Company, Regions, Type and Application, Forecast to 2028

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Abstracts

The Programmatic Marketing/Advertising market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

According to our (Global Info Research) latest study, due to COVID-19 pandemic, the global Programmatic Marketing/Advertising market size is estimated to be worth US\$ million in 2021 and is forecast to a readjusted size of USD million by 2028 with a CAGR of % during review period. Retail accounting for % of the Programmatic Marketing/Advertising global market in 2021, is projected to value USD million by 2028, growing at a % CAGR in next six years. While Cloud based segment is altered to a % CAGR between 2022 and 2028.

Global key companies of Programmatic Marketing/Advertising include FACEBOOK BUSINESS, ADWORDS, WORDSTREAM, SIZMEK, and MARIN SOFTWARE, etc. In terms of revenue, the global top four players hold a share over % in 2021.

Market segmentation

Programmatic Marketing/Advertising market is split by Type and by Application. For the period 2017-2028, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Cloud based

On Premise

Market segment by Application, can be divided into

Retail

Recreation

Banking

Transportation

Other

Market segment by players, 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, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia, and Rest of Asia-Pacific)

South America (Brazil, Argentina, 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 12 chapters:

Chapter 1, to describe Programmatic Marketing/Advertising product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top players of Programmatic Marketing/Advertising, with revenue, gross margin and global market share of Programmatic Marketing/Advertising from 2019 to 2022.

Chapter 3, the Programmatic Marketing/Advertising 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 application, with revenue and growth rate by Type, application, from 2017 to 2028.

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 2017 to 2022. and Programmatic Marketing/Advertising market forecast, by regions, type and application, with revenue, from 2023 to 2028.

Chapter 11 and 12, to describe Programmatic Marketing/Advertising research findings and conclusion, appendix and data source.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Programmatic Marketing/Advertising

1.2 Classification of Programmatic Marketing/Advertising by Type

1.2.1 Overview: Global Programmatic Marketing/Advertising Market Size by Type: 2017 Versus 2021 Versus 2028

1.2.2 Global Programmatic Marketing/Advertising Revenue Market Share by Type in 2021

1.2.3 Cloud based

1.2.4 On Premise

1.3 Global Programmatic Marketing/Advertising Market by Application

1.3.1 Overview: Global Programmatic Marketing/Advertising Market Size by Application: 2017 Versus 2021 Versus 2028

1.3.2 Retail

1.3.3 Recreation

1.3.4 Banking

1.3.5 Transportation

1.3.6 Other

1.4 Global Programmatic Marketing/Advertising Market Size & Forecast

1.5 Global Programmatic Marketing/Advertising Market Size and Forecast by Region

1.5.1 Global Programmatic Marketing/Advertising Market Size by Region: 2017 VS 2021 VS 2028

1.5.2 Global Programmatic Marketing/Advertising Market Size by Region, (2017-2022)

1.5.3 North America Programmatic Marketing/Advertising Market Size and Prospect (2017-2028)

1.5.4 Europe Programmatic Marketing/Advertising Market Size and Prospect (2017-2028)

1.5.5 Asia-Pacific Programmatic Marketing/Advertising Market Size and Prospect (2017-2028)

1.5.6 South America Programmatic Marketing/Advertising Market Size and Prospect (2017-2028)

1.5.7 Middle East and Africa Programmatic Marketing/Advertising Market Size and Prospect (2017-2028)

1.6 Market Drivers, Restraints and Trends

1.6.1 Programmatic Marketing/Advertising Market Drivers

1.6.2 Programmatic Marketing/Advertising Market Restraints

1.6.3 Programmatic Marketing/Advertising Trends Analysis

2 COMPANY PROFILES

2.1 FACEBOOK BUSINESS

2.1.1 FACEBOOK BUSINESS Details

2.1.2 FACEBOOK BUSINESS Major Business

2.1.3 FACEBOOK BUSINESS Programmatic Marketing/Advertising Product and Solutions

2.1.4 FACEBOOK BUSINESS Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.1.5 FACEBOOK BUSINESS Recent Developments and Future Plans

2.2 ADWORDS

2.2.1 ADWORDS Details

2.2.2 ADWORDS Major Business

2.2.3 ADWORDS Programmatic Marketing/Advertising Product and Solutions

2.2.4 ADWORDS Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.2.5 ADWORDS Recent Developments and Future Plans

2.3 WORDSTREAM

2.3.1 WORDSTREAM Details

2.3.2 WORDSTREAM Major Business

2.3.3 WORDSTREAM Programmatic Marketing/Advertising Product and Solutions

2.3.4 WORDSTREAM Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.3.5 WORDSTREAM Recent Developments and Future Plans

2.4 SIZMEK

2.4.1 SIZMEK Details

2.4.2 SIZMEK Major Business

2.4.3 SIZMEK Programmatic Marketing/Advertising Product and Solutions

2.4.4 SIZMEK Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.4.5 SIZMEK Recent Developments and Future Plans

2.5 MARIN SOFTWARE

2.5.1 MARIN SOFTWARE Details

2.5.2 MARIN SOFTWARE Major Business

2.5.3 MARIN SOFTWARE Programmatic Marketing/Advertising Product and Solutions

2.5.4 MARIN SOFTWARE Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.5.5 MARIN SOFTWARE Recent Developments and Future Plans

2.6 DATAXU

2.6.1 DATAXU Details

2.6.2 DATAXU Major Business

2.6.3 DATAXU Programmatic Marketing/Advertising Product and Solutions

2.6.4 DATAXU Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.6.5 DATAXU Recent Developments and Future Plans

2.7 Yahoo Gemini

2.7.1 Yahoo Gemini Details

2.7.2 Yahoo Gemini Major Business

2.7.3 Yahoo Gemini Programmatic Marketing/Advertising Product and Solutions

2.7.4 Yahoo Gemini Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.7.5 Yahoo Gemini Recent Developments and Future Plans

2.8 MediaMath

2.8.1 MediaMath Details

2.8.2 MediaMath Major Business

2.8.3 MediaMath Programmatic Marketing/Advertising Product and Solutions

2.8.4 MediaMath Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.8.5 MediaMath Recent Developments and Future Plans

2.9 Adobe Media Optimizer

2.9.1 Adobe Media Optimizer Details

2.9.2 Adobe Media Optimizer Major Business

2.9.3 Adobe Media Optimizer Programmatic Marketing/Advertising Product and Solutions

2.9.4 Adobe Media Optimizer Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.9.5 Adobe Media Optimizer Recent Developments and Future Plans

2.10 Quantcast Advertise

2.10.1 Quantcast Advertise Details

2.10.2 Quantcast Advertise Major Business

2.10.3 Quantcast Advertise Programmatic Marketing/Advertising Product and Solutions

2.10.4 Quantcast Advertise Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)

2.10.5 Quantcast Advertise Recent Developments and Future Plans

2.11 Choozle

2.11.1 Choozle Details

- 2.11.2 Choozle Major Business
- 2.11.3 Choozle Programmatic Marketing/Advertising Product and Solutions
- 2.11.4 Choozle Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)
- 2.11.5 Choozle Recent Developments and Future Plans
- 2.12 Acquisio
 - 2.12.1 Acquisio Details
 - 2.12.2 Acquisio Major Business
 - 2.12.3 Acquisio Programmatic Marketing/Advertising Product and Solutions
 - 2.12.4 Acquisio Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)
 - 2.12.5 Acquisio Recent Developments and Future Plans
- 2.13 The Trade Desk
 - 2.13.1 The Trade Desk Details
 - 2.13.2 The Trade Desk Major Business
 - 2.13.3 The Trade Desk Programmatic Marketing/Advertising Product and Solutions
 - 2.13.4 The Trade Desk Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)
 - 2.13.5 The Trade Desk Recent Developments and Future Plans
- 2.14 Flashtalking
 - 2.14.1 Flashtalking Details
 - 2.14.2 Flashtalking Major Business
 - 2.14.3 Flashtalking Programmatic Marketing/Advertising Product and Solutions
 - 2.14.4 Flashtalking Programmatic Marketing/Advertising Revenue, Gross Margin and Market Share (2019, 2020, 2021, and 2022)
 - 2.14.5 Flashtalking Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Programmatic Marketing/Advertising Revenue and Share by Players (2019, 2020, 2021, and 2022)
- 3.2 Market Concentration Rate
 - 3.2.1 Top 3 Programmatic Marketing/Advertising Players Market Share in 2021
 - 3.2.2 Top 10 Programmatic Marketing/Advertising Players Market Share in 2021
 - 3.2.3 Market Competition Trend
- 3.3 Programmatic Marketing/Advertising Players Head Office, Products and Services Provided
- 3.4 Programmatic Marketing/Advertising Mergers & Acquisitions
- 3.5 Programmatic Marketing/Advertising New Entrants and Expansion Plans

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Programmatic Marketing/Advertising Revenue and Market Share by Type (2017-2022)

4.2 Global Programmatic Marketing/Advertising Market Forecast by Type (2023-2028)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Programmatic Marketing/Advertising Revenue Market Share by Application (2017-2022)

5.2 Global Programmatic Marketing/Advertising Market Forecast by Application (2023-2028)

6 NORTH AMERICA BY COUNTRY, BY TYPE, AND BY APPLICATION

6.1 North America Programmatic Marketing/Advertising Revenue by Type (2017-2028)

6.2 North America Programmatic Marketing/Advertising Revenue by Application (2017-2028)

6.3 North America Programmatic Marketing/Advertising Market Size by Country

6.3.1 North America Programmatic Marketing/Advertising Revenue by Country (2017-2028)

6.3.2 United States Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

6.3.3 Canada Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

6.3.4 Mexico Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

7 EUROPE BY COUNTRY, BY TYPE, AND BY APPLICATION

7.1 Europe Programmatic Marketing/Advertising Revenue by Type (2017-2028)

7.2 Europe Programmatic Marketing/Advertising Revenue by Application (2017-2028)

7.3 Europe Programmatic Marketing/Advertising Market Size by Country

7.3.1 Europe Programmatic Marketing/Advertising Revenue by Country (2017-2028)

7.3.2 Germany Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

7.3.3 France Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

7.3.4 United Kingdom Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

7.3.5 Russia Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

7.3.6 Italy Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8 ASIA-PACIFIC BY REGION, BY TYPE, AND BY APPLICATION

8.1 Asia-Pacific Programmatic Marketing/Advertising Revenue by Type (2017-2028)

8.2 Asia-Pacific Programmatic Marketing/Advertising Revenue by Application (2017-2028)

8.3 Asia-Pacific Programmatic Marketing/Advertising Market Size by Region

8.3.1 Asia-Pacific Programmatic Marketing/Advertising Revenue by Region (2017-2028)

8.3.2 China Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8.3.3 Japan Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8.3.4 South Korea Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8.3.5 India Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8.3.6 Southeast Asia Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

8.3.7 Australia Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

9 SOUTH AMERICA BY COUNTRY, BY TYPE, AND BY APPLICATION

9.1 South America Programmatic Marketing/Advertising Revenue by Type (2017-2028)

9.2 South America Programmatic Marketing/Advertising Revenue by Application (2017-2028)

9.3 South America Programmatic Marketing/Advertising Market Size by Country

9.3.1 South America Programmatic Marketing/Advertising Revenue by Country (2017-2028)

9.3.2 Brazil Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

9.3.3 Argentina Programmatic Marketing/Advertising Market Size and Forecast (2017-2028)

10 MIDDLE EAST & AFRICA BY COUNTRY, BY TYPE, AND BY APPLICATION

10.1 Middle East & Africa Programmatic Marketing/Advertising Revenue by Type
(2017-2028)

10.2 Middle East & Africa Programmatic Marketing/Advertising Revenue by Application
(2017-2028)

10.3 Middle East & Africa Programmatic Marketing/Advertising Market Size by Country

10.3.1 Middle East & Africa Programmatic Marketing/Advertising Revenue by Country
(2017-2028)

10.3.2 Turkey Programmatic Marketing/Advertising Market Size and Forecast
(2017-2028)

10.3.3 Saudi Arabia Programmatic Marketing/Advertising Market Size and Forecast
(2017-2028)

10.3.4 UAE Programmatic Marketing/Advertising Market Size and Forecast
(2017-2028)

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Programmatic Marketing/Advertising Revenue by Type, (USD Million), 2017 VS 2021 VS 2028

Table 2. Global Programmatic Marketing/Advertising Revenue by Application, (USD Million), 2017 VS 2021 VS 2028

Table 3. Global Market Programmatic Marketing/Advertising Revenue (Million USD) Comparison by Region (2017 VS 2021 VS 2028)

Table 4. Global Programmatic Marketing/Advertising Revenue (USD Million) by Region (2017-2022)

Table 5. Global Programmatic Marketing/Advertising Revenue Market Share by Region (2023-2028)

Table 6. FACEBOOK BUSINESS Corporate Information, Head Office, and Major Competitors

Table 7. FACEBOOK BUSINESS Major Business

Table 8. FACEBOOK BUSINESS Programmatic Marketing/Advertising Product and Solutions

Table 9. FACEBOOK BUSINESS Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 10. ADWORDS Corporate Information, Head Office, and Major Competitors

Table 11. ADWORDS Major Business

Table 12. ADWORDS Programmatic Marketing/Advertising Product and Solutions

Table 13. ADWORDS Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 14. WORDSTREAM Corporate Information, Head Office, and Major Competitors

Table 15. WORDSTREAM Major Business

Table 16. WORDSTREAM Programmatic Marketing/Advertising Product and Solutions

Table 17. WORDSTREAM Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 18. SIZMEK Corporate Information, Head Office, and Major Competitors

Table 19. SIZMEK Major Business

Table 20. SIZMEK Programmatic Marketing/Advertising Product and Solutions

Table 21. SIZMEK Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 22. MARIN SOFTWARE Corporate Information, Head Office, and Major Competitors

Table 23. MARIN SOFTWARE Major Business

Table 24. MARIN SOFTWARE Programmatic Marketing/Advertising Product and Solutions

Table 25. MARIN SOFTWARE Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 26. DATA XU Corporate Information, Head Office, and Major Competitors

Table 27. DATA XU Major Business

Table 28. DATA XU Programmatic Marketing/Advertising Product and Solutions

Table 29. DATA XU Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 30. Yahoo Gemini Corporate Information, Head Office, and Major Competitors

Table 31. Yahoo Gemini Major Business

Table 32. Yahoo Gemini Programmatic Marketing/Advertising Product and Solutions

Table 33. Yahoo Gemini Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 34. MediaMath Corporate Information, Head Office, and Major Competitors

Table 35. MediaMath Major Business

Table 36. MediaMath Programmatic Marketing/Advertising Product and Solutions

Table 37. MediaMath Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 38. Adobe Media Optimizer Corporate Information, Head Office, and Major Competitors

Table 39. Adobe Media Optimizer Major Business

Table 40. Adobe Media Optimizer Programmatic Marketing/Advertising Product and Solutions

Table 41. Adobe Media Optimizer Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 42. Quantcast Advertise Corporate Information, Head Office, and Major Competitors

Table 43. Quantcast Advertise Major Business

Table 44. Quantcast Advertise Programmatic Marketing/Advertising Product and Solutions

Table 45. Quantcast Advertise Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 46. Choozle Corporate Information, Head Office, and Major Competitors

Table 47. Choozle Major Business

Table 48. Choozle Programmatic Marketing/Advertising Product and Solutions

Table 49. Choozle Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 50. Acquisio Corporate Information, Head Office, and Major Competitors

Table 51. Acquisio Major Business

Table 52. Acquisio Programmatic Marketing/Advertising Product and Solutions

Table 53. Acquisio Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 54. The Trade Desk Corporate Information, Head Office, and Major Competitors

Table 55. The Trade Desk Major Business

Table 56. The Trade Desk Programmatic Marketing/Advertising Product and Solutions

Table 57. The Trade Desk Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 58. Flashtalking Corporate Information, Head Office, and Major Competitors

Table 59. Flashtalking Major Business

Table 60. Flashtalking Programmatic Marketing/Advertising Product and Solutions

Table 61. Flashtalking Programmatic Marketing/Advertising Revenue (USD Million), Gross Margin and Market Share (2019, 2020, 2021, and 2022)

Table 62. Global Programmatic Marketing/Advertising Revenue (USD Million) by Players (2019, 2020, 2021, and 2022)

Table 63. Global Programmatic Marketing/Advertising Revenue Share by Players (2019, 2020, 2021, and 2022)

Table 64. Breakdown of Programmatic Marketing/Advertising by Company Type (Tier 1, Tier 2 and Tier 3)

Table 65. Programmatic Marketing/Advertising Players Head Office, Products and Services Provided

Table 66. Programmatic Marketing/Advertising Mergers & Acquisitions in the Past Five Years

Table 67. Programmatic Marketing/Advertising New Entrants and Expansion Plans

Table 68. Global Programmatic Marketing/Advertising Revenue (USD Million) by Type (2017-2022)

Table 69. Global Programmatic Marketing/Advertising Revenue Share by Type (2017-2022)

Table 70. Global Programmatic Marketing/Advertising Revenue Forecast by Type (2023-2028)

Table 71. Global Programmatic Marketing/Advertising Revenue by Application (2017-2022)

Table 72. Global Programmatic Marketing/Advertising Revenue Forecast by Application (2023-2028)

Table 73. North America Programmatic Marketing/Advertising Revenue by Type (2017-2022) & (USD Million)

Table 74. North America Programmatic Marketing/Advertising Revenue by Type (2023-2028) & (USD Million)

Table 75. North America Programmatic Marketing/Advertising Revenue by Application (2017-2022) & (USD Million)

Table 76. North America Programmatic Marketing/Advertising Revenue by Application (2023-2028) & (USD Million)

Table 77. North America Programmatic Marketing/Advertising Revenue by Country (2017-2022) & (USD Million)

Table 78. North America Programmatic Marketing/Advertising Revenue by Country (2023-2028) & (USD Million)

Table 79. Europe Programmatic Marketing/Advertising Revenue by Type (2017-2022) & (USD Million)

Table 80. Europe Programmatic Marketing/Advertising Revenue by Type (2023-2028) & (USD Million)

Table 81. Europe Programmatic Marketing/Advertising Revenue by Application (2017-2022) & (USD Million)

Table 82. Europe Programmatic Marketing/Advertising Revenue by Application (2023-2028) & (USD Million)

Table 83. Europe Programmatic Marketing/Advertising Revenue by Country (2017-2022) & (USD Million)

Table 84. Europe Programmatic Marketing/Advertising Revenue by Country (2023-2028) & (USD Million)

Table 85. Asia-Pacific Programmatic Marketing/Advertising Revenue by Type (2017-2022) & (USD Million)

Table 86. Asia-Pacific Programmatic Marketing/Advertising Revenue by Type (2023-2028) & (USD Million)

Table 87. Asia-Pacific Programmatic Marketing/Advertising Revenue by Application (2017-2022) & (USD Million)

Table 88. Asia-Pacific Programmatic Marketing/Advertising Revenue by Application (2023-2028) & (USD Million)

Table 89. Asia-Pacific Programmatic Marketing/Advertising Revenue by Region (2017-2022) & (USD Million)

Table 90. Asia-Pacific Programmatic Marketing/Advertising Revenue by Region (2023-2028) & (USD Million)

Table 91. South America Programmatic Marketing/Advertising Revenue by Type (2017-2022) & (USD Million)

Table 92. South America Programmatic Marketing/Advertising Revenue by Type (2023-2028) & (USD Million)

Table 93. South America Programmatic Marketing/Advertising Revenue by Application (2017-2022) & (USD Million)

Table 94. South America Programmatic Marketing/Advertising Revenue by Application

(2023-2028) & (USD Million)

Table 95. South America Programmatic Marketing/Advertising Revenue by Country (2017-2022) & (USD Million)

Table 96. South America Programmatic Marketing/Advertising Revenue by Country (2023-2028) & (USD Million)

Table 97. Middle East & Africa Programmatic Marketing/Advertising Revenue by Type (2017-2022) & (USD Million)

Table 98. Middle East & Africa Programmatic Marketing/Advertising Revenue by Type (2023-2028) & (USD Million)

Table 99. Middle East & Africa Programmatic Marketing/Advertising Revenue by Application (2017-2022) & (USD Million)

Table 100. Middle East & Africa Programmatic Marketing/Advertising Revenue by Application (2023-2028) & (USD Million)

Table 101. Middle East & Africa Programmatic Marketing/Advertising Revenue by Country (2017-2022) & (USD Million)

Table 102. Middle East & Africa Programmatic Marketing/Advertising Revenue by Country (2023-2028) & (USD Million)

List Of Figures

LIST OF FIGURES

s

- Figure 1. Programmatic Marketing/Advertising Picture
- Figure 2. Global Programmatic Marketing/Advertising Revenue Market Share by Type in 2021
- Figure 3. Cloud based
- Figure 4. On Premise
- Figure 5. Programmatic Marketing/Advertising Revenue Market Share by Application in 2021
- Figure 6. Retail Picture
- Figure 7. Recreation Picture
- Figure 8. Banking Picture
- Figure 9. Transportation Picture
- Figure 10. Other Picture
- Figure 11. Global Programmatic Marketing/Advertising Market Size, (USD Million): 2017 VS 2021 VS 2028
- Figure 12. Global Programmatic Marketing/Advertising Revenue and Forecast (2017-2028) & (USD Million)
- Figure 13. Global Programmatic Marketing/Advertising Revenue Market Share by Region (2017-2028)
- Figure 14. Global Programmatic Marketing/Advertising Revenue Market Share by Region in 2021
- Figure 15. North America Programmatic Marketing/Advertising Revenue (USD Million) and Growth Rate (2017-2028)
- Figure 16. Europe Programmatic Marketing/Advertising Revenue (USD Million) and Growth Rate (2017-2028)
- Figure 17. Asia-Pacific Programmatic Marketing/Advertising Revenue (USD Million) and Growth Rate (2017-2028)
- Figure 18. South America Programmatic Marketing/Advertising Revenue (USD Million) and Growth Rate (2017-2028)
- Figure 19. Middle East and Africa Programmatic Marketing/Advertising Revenue (USD Million) and Growth Rate (2017-2028)
- Figure 20. Programmatic Marketing/Advertising Market Drivers
- Figure 21. Programmatic Marketing/Advertising Market Restraints
- Figure 22. Programmatic Marketing/Advertising Market Trends
- Figure 23. FACEBOOK BUSINESS Recent Developments and Future Plans
- Figure 24. ADWORDS Recent Developments and Future Plans

- Figure 25. WORDSTREAM Recent Developments and Future Plans
- Figure 26. SIZMEK Recent Developments and Future Plans
- Figure 27. MARIN SOFTWARE Recent Developments and Future Plans
- Figure 28. DATAXU Recent Developments and Future Plans
- Figure 29. Yahoo Gemini Recent Developments and Future Plans
- Figure 30. MediaMath Recent Developments and Future Plans
- Figure 31. Adobe Media Optimizer Recent Developments and Future Plans
- Figure 32. Quantcast Advertise Recent Developments and Future Plans
- Figure 33. Choozle Recent Developments and Future Plans
- Figure 34. Acquisio Recent Developments and Future Plans
- Figure 35. The Trade Desk Recent Developments and Future Plans
- Figure 36. Flashtalking Recent Developments and Future Plans
- Figure 37. Global Programmatic Marketing/Advertising Revenue Share by Players in 2021
- Figure 38. Programmatic Marketing/Advertising Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2021
- Figure 39. Global Top 3 Players Programmatic Marketing/Advertising Revenue Market Share in 2021
- Figure 40. Global Top 10 Players Programmatic Marketing/Advertising Revenue Market Share in 2021
- Figure 41. Key Players Market Share Trend (Top 3 Market Share: 2020 VS 2021 VS 2022)
- Figure 42. Global Programmatic Marketing/Advertising Revenue Share by Type in 2021
- Figure 43. Global Programmatic Marketing/Advertising Market Share Forecast by Type (2023-2028)
- Figure 44. Global Programmatic Marketing/Advertising Revenue Share by Application in 2021
- Figure 45. Global Programmatic Marketing/Advertising Market Share Forecast by Application (2023-2028)
- Figure 46. North America Programmatic Marketing/Advertising Sales Market Share by Type (2017-2028)
- Figure 47. North America Programmatic Marketing/Advertising Sales Market Share by Application (2017-2028)
- Figure 48. North America Programmatic Marketing/Advertising Revenue Market Share by Country (2017-2028)
- Figure 49. United States Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)
- Figure 50. Canada Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 51. Mexico Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 52. Europe Programmatic Marketing/Advertising Sales Market Share by Type (2017-2028)

Figure 53. Europe Programmatic Marketing/Advertising Sales Market Share by Application (2017-2028)

Figure 54. Europe Programmatic Marketing/Advertising Revenue Market Share by Country (2017-2028)

Figure 55. Germany Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 56. France Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 57. United Kingdom Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 58. Russia Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 59. Italy Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 60. Asia-Pacific Programmatic Marketing/Advertising Sales Market Share by Type (2017-2028)

Figure 61. Asia-Pacific Programmatic Marketing/Advertising Sales Market Share by Application (2017-2028)

Figure 62. Asia-Pacific Programmatic Marketing/Advertising Revenue Market Share by Region (2017-2028)

Figure 63. China Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 64. Japan Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 65. South Korea Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 66. India Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 67. Southeast Asia Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 68. Australia Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 69. South America Programmatic Marketing/Advertising Sales Market Share by Type (2017-2028)

Figure 70. South America Programmatic Marketing/Advertising Sales Market Share by

Application (2017-2028)

Figure 71. South America Programmatic Marketing/Advertising Revenue Market Share by Country (2017-2028)

Figure 72. Brazil Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 73. Argentina Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 74. Middle East and Africa Programmatic Marketing/Advertising Sales Market Share by Type (2017-2028)

Figure 75. Middle East and Africa Programmatic Marketing/Advertising Sales Market Share by Application (2017-2028)

Figure 76. Middle East and Africa Programmatic Marketing/Advertising Revenue Market Share by Country (2017-2028)

Figure 77. Turkey Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 78. Saudi Arabia Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 79. UAE Programmatic Marketing/Advertising Revenue and Growth Rate (2017-2028) & (USD Million)

Figure 80. Methodology

Figure 81. Research Process and Data Source

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