

Global Supply Side Platform (SSP) Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Supply Side Platform (SSP) is software that puts up ads through an automated system. It allows publishers to make money from their websites by creating and selling ad inventory to marketers on an impression-by-impression, or visitor-by-visitor, basis

Scope of the Report:

The global Supply Side Platform (SSP) Software 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 Supply Side Platform (SSP) Software.

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 Supply Side Platform (SSP) Software 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 Supply Side Platform (SSP) Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

SmartyAds

OpenX

DoubleClick for Publishers

Rubicon Project

PubMatic

BrightRoll

AppNexus Publisher Suite

LiveRail

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

Web Based

Market Segment by Applications, can be divided into

Large Enterprises

SMEs

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