

Programmatic Advertising Market Size, Share & Trends Analysis Report By Auction (Real-Time Bidding (RTB), Private Marketplace (PMP)), By Ad Format, By Channel, By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Programmatic Advertising Market Growth & Trends

The global programmatic advertising market size is anticipated to reach USD 2,753.03 billion by 2030, according to a new report by Grand View Research, Inc. It is anticipated to expand at a CAGR of 22.8% from 2024 to 2030. The global programmatic advertising industry is experiencing significant growth, driven by technological advancements, the digitalization of consumer behavior, increased digital ad spending, the rise of social media, advancements in technology, the growth of the mobile industry, and the potential of 5G technology.

The shift from traditional to digital advertising has been a significant driver of growth for the market. This shift is largely driven by the rising number of internet users worldwide, expanding the digital audience and making digital platforms more attractive for advertisers. In addition, the increasing time consumers spend on digital media platforms, such as social media, streaming services, and online news portals, has led advertisers to allocate more budget to digital channels where programmatic advertising plays a crucial role. The efficiency, reach, and measurable impact of digital advertising compared to traditional methods make it a preferred choice for marketers.

Moreover, personalization has become a key component in modern advertising, with

consumers expecting tailored experiences that match their interests and preferences. Programmatic advertising excels in delivering personalized content through mechanisms such as behavioral targeting, dynamic creative optimization (DCO), and segmentation. By analyzing user behavior data, such as browsing history and past purchases, programmatic platforms can deliver highly relevant ads to individual users. DCO technology allows for the automatic creation and adjustment of ad content based on user data, ensuring that each user sees a version of the ad that is most likely to engage them.

However, ad fraud remains a persistent problem in the programmatic advertising industry. Fraudulent activities such as fake clicks, bot traffic, and domain spoofing can lead to significant financial losses for advertisers and undermine the effectiveness of campaigns. In addition, concerns about brand safety and ensuring that ads do not appear alongside inappropriate or harmful content are prevalent. These issues necessitate the use of advanced fraud detection and prevention tools, as well as strict monitoring and verification processes, which can increase operational costs and complexity for advertisers and publishers.

In June 2023, MediaMath announced a strategic partnership with Waev Data. This collaboration aims to improve the scalability of seller-defined audiences and offer enhanced targeting capabilities to advertisers. The partnership leverages MediaMath's comprehensive suite of advertising tools and Waev Data's expertise in audience data management to empower advertisers to finely tailor their campaigns to specific audiences, thereby optimizing engagement and outcomes.

Programmatic Advertising Market Report Highlights

The real-time bidding (RTB) segment held the largest market share of 42.0% in 2023. This is attributed to its efficiency, cost-effectiveness, advanced targeting capabilities, scalability, data-driven insights, and ability to deliver highly relevant ads. RTB enables advertisers to access a vast inventory of ad impressions across multiple platforms and publishers. This extensive reach allows for scalable campaigns that can target a global audience. The scalability of RTB makes it suitable for both large-scale national campaigns and smaller, more localized efforts.

In terms of ad format, the image segment is projected to register the fastest CAGR of 24.6% over the forecast period. The rise of social media platforms, where visual content is predominant, has significantly boosted the demand for

image ads. Social media advertising heavily relies on visually appealing content to engage users, and programmatic image ads are well-suited for this environment. The integration of image ads in social media feeds and stories has further accelerated their growth.

The mobile & tablets segment dominated the market in 2023 in terms of revenue. There has been a significant rise in the use of mobile devices worldwide. Smartphones and tablets have become integral to daily life, with people using them for various activities such as browsing the internet, social media, shopping, and more. This high engagement provides fertile ground for programmatic advertising, as it allows advertisers to reach a highly active and engaged audience. In addition, advertisers are increasingly adopting mobile-first strategies, prioritizing mobile platforms for their advertising campaigns.

The media & entertainment segment is projected to register the fastest CAGR of 26.3%. The media & entertainment industry is quick to adopt advanced technologies that enhance the user experience. Technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are being integrated into digital advertising strategies to create more immersive and interactive ad experiences. These innovations attract more advertisers to programmatic platforms, fueling the growth of the segment. In addition, programmatic advertising enables media and entertainment companies to expand their reach and deliver personalized content to a broad audience. By leveraging data and analytics, advertisers can segment audiences based on their preferences and behaviors, ensuring that ads are relevant and engaging.

North America, led by the U.S., dominated the market in 2023 in terms of revenue share. North America boasts robust technological infrastructure, including high-speed internet and widespread access to digital devices. This foundation supports the seamless execution of programmatic advertising campaigns, facilitating real-time bidding and personalized targeting at scale. North America remains a hub of innovation in digital advertising technologies. Companies based in the region continually invest in research and development to enhance programmatic advertising algorithms, data analytics capabilities, and ad tech platforms.

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