

# Global Programmatic Marketing/Advertising Market Professional Survey 2019 by Manufacturers, Regions, Types and Applications, Forecast to 2024

<https://marketpublishers.com/r/G735E25E0A9CEN.html>

Date: March 2020

Pages: 150

Price: US\$ 2,600.00 (Single User License)

ID: G735E25E0A9CEN

## Abstracts

In this report, we analyze the Programmatic Marketing/Advertising industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Programmatic Marketing/Advertising based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Programmatic Marketing/Advertising industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Programmatic Marketing/Advertising market include:

FACEBOOK BUSINESS

ADWORDS

WORDSTREAM

SIZMEK

MARIN SOFTWARE

DATA XU

Yahoo Gemini

MediaMath

Adobe Media Optimizer

Quantcast Advertise

Choozle

Acquisio

The Trade Desk

Flashtalking

Market segmentation, by product types:

Programmatic RTB

Programmatic Direct

Market segmentation, by applications:

Marketing and Advertising

Health, Wellness and Fitness

Construction

Others

Market segmentation, by regions:

North America

Europe

Asia Pacific

Middle East & Africa

Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of Programmatic Marketing/Advertising?
2. Who are the global key manufacturers of Programmatic Marketing/Advertising industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Programmatic Marketing/Advertising? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Programmatic Marketing/Advertising? What is the manufacturing process of Programmatic Marketing/Advertising?
5. Economic impact on Programmatic Marketing/Advertising industry and development trend of Programmatic Marketing/Advertising industry.
6. What will the Programmatic Marketing/Advertising market size and the growth rate be in 2024?
7. What are the key factors driving the global Programmatic Marketing/Advertising

industry?

8. What are the key market trends impacting the growth of the Programmatic Marketing/Advertising market?

9. What are the Programmatic Marketing/Advertising market challenges to market growth?

10. What are the Programmatic Marketing/Advertising market opportunities and threats faced by the vendors in the global Programmatic Marketing/Advertising market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Programmatic Marketing/Advertising market.
2. To provide insights about factors affecting the market growth. To analyze the Programmatic Marketing/Advertising market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Programmatic Marketing/Advertising market.

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