

Real-Time Bidding Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global real-time bidding market size reached US\$ 12.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 43.8 Billion by 2028, exhibiting a growth rate (CAGR) of 22.5% during 2023-2028.

Real-time bidding (RTB) refers to the process of buying and selling online advertisements, impressions or views through live, automated auctions. It is a crucial component of programmatic buying, where once the buyer wins an auction, his/her advertisement is instantly displayed on the publisher's website. Instead of inventory-centric and bulk buying, real-time bidding mimics the functioning of the stock exchange and uses computer-based algorithms to make the trade in milliseconds. It enhances the effectiveness of advertising campaigns by analyzing demographics and behavioral data obtained from the internet, thus aiding in improved attribution accuracy, and greater transparency and profit margins, while reducing media wastage and overall costs.

Real-Time Bidding Market Trends:

The key factors driving the growth of the market include the proliferation of various social media platforms and the rapidly increasing number of internet users across the globe. The thriving e-commerce and retail industries are also providing a boost to the market. Consumers are increasingly spending time surfing the internet and watching online content through smartphones, computers and laptops. This has encouraged the advertisers to invest in RTB video ads, as they are proving to be a powerful tool to engage the target audience. Additionally, increasing service adoption by businesses to display personalized ads to individual users according to their online activity is also creating a positive impact on the market. Advertisers can buy and sell individual page views in real-time to enhance their campaign efficiency and brand awareness.

Moreover, the integration of digital marketing, machine learning (ML) and artificial intelligence (AI) techniques with the bidding software is projected to drive the market further. Other factors, such as significant growth and advancements in the media and entertainment industry, along with the rising trend of digital marketing, are also creating a positive outlook for the market.

IMARC Group's latest report provides a deep insight into the global real-time bidding market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the real-time bidding market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global real-time bidding market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on auction type, advertisement format, application and device.

Breakup by Auction Type:

- Open Auction
- Invitation-Auction

Breakup by Advertisement Format:

- Video
- Image

Breakup by Application:

- Media & Entertainment
- Retail and E-commerce
- Games
- Travel & Luxury
- Mobile Applications
- Others

Breakup by Device:

Mobile
Desktop
Others

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Argentina
Colombia
Chile
Peru
Others
Middle East and Africa
Turkey
Saudi Arabia
Iran

United Arab Emirates
Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Adobe Inc., AppNexus Inc., Criteo SA, Facebook Inc., Google LLC, Match2One AB, MediaMath, Inc., MoPub/ Twitter, Inc., PubMatic, Inc., Salesforce.com, inc., Smaato, Inc., The Rubicon Project, Inc., Verizon Media, WPP plc, Yandex Europe AG.

Key Questions Answered in This Report

1. What was the size of the global real-time bidding market in 2022?
2. What is the expected growth rate of the global real-time bidding market during 2023-2028?
3. What are the key factors driving the global real-time bidding market?
4. What has been the impact of COVID-19 on the global real-time bidding market?
5. What is the breakup of the global real-time bidding market based on the auction type?
6. What is the breakup of the global real-time bidding market based on the advertisement format?
7. What is the breakup of the global real-time bidding market based on application?
8. What is the breakup of the global real-time bidding market based on the device?
9. What are the key regions in the global real-time bidding market?
10. Who are the key players/companies in the global real-time bidding market?

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