

Global Ad Intelligence Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Digital ad intelligence software monitors competitors' advertising campaigns as well as optimizes ad spend by providing ad revenue data. Companies use digital ad intelligence software to evaluate where competitors are advertising, the ad creatives their competitors are running, and how much their competitors are spending on their ads.

Competitive intelligence is a main component of this type of software, as it can help businesses identify which ad creatives are performing best for their competitors (i.e., types of messaging, CTAs, ad sizes and images, etc.). Digital ad intelligence software can also track competitors' key performance indicators, like cost per impression (CPI) and click-through rate (CTR).

The global Ad Intelligence Software market size is projected to grow from US\$ 6459.4 million in 2023 to US\$ 13060 million in 2030; it is expected to grow at a CAGR of 10.6% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Ad Intelligence Software Industry Forecast" looks at past sales and reviews total world Ad Intelligence Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Ad Intelligence Software sales for 2024 through 2030. With Ad Intelligence Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Ad Intelligence Software industry.

This Insight Report provides a comprehensive analysis of the global Ad Intelligence Software landscape and highlights key trends related to product segmentation,

company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Ad Intelligence Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Ad Intelligence Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Ad Intelligence Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Ad Intelligence Software.

Some of the future market trends of Ad Intelligence Software are:

Increasing adoption of artificial intelligence (AI) and machine learning (ML): AI and ML can enhance the capabilities of Ad Intelligence Software by providing smart features such as natural language processing (NLP), speech recognition, computer vision, predictive analytics, sentiment analysis chatbots virtual assistants (VAs) etc. These features can help users to automate tasks improve communication generate insights personalize experiences optimize campaigns etc.

Growing demand for cross-channel and cross-device measurement: As consumers use multiple channels and devices to access online content and advertisements, there is a need for Ad Intelligence Software that can measure the impact of advertising across different touchpoints. This will require Ad Intelligence Software that can track attribute and report on the customer journey across web mobile social media email video connected TV (CTV) etc.

Rising use of blockchain technology: Blockchain technology can provide a secure and transparent platform for online advertising transactions. Blockchain technology can help Ad Intelligence Software to verify the authenticity of ads prevent ad fraud protect user privacy reduce intermediaries increase efficiency lower costs etc.

This report presents a comprehensive overview, market shares, and growth opportunities of Ad Intelligence Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud Based

On Premises

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Pathmatics

SOOMLA

SimilarWeb

Adbeat

BIScience

MobileAction

WhatRunsWhere

App Annie

Apptica.com

Nielsen

Numerator

Sensor Tower

SocialPeta

Moat Analytics

Google Analytics

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