

# Global Ad Serving & Retargeting Platform Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G5528C66CE9DEN.html>

Date: May 2024

Pages: 150

Price: US\$ 3,660.00 (Single User License)

ID: G5528C66CE9DEN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Retargeting is a form of online advertising. Retargeting is a cookie-based technology that Cookie-based retargeting tools track website visitors via pixels, which are added to a company's website using JavaScript; these cookies do not impact a website user's experience or a site's performance.

Retargeting software is designed to help companies serve display ads across the internet to users who have previously visited their website.

The global Ad Serving & Retargeting Platform market size is projected to grow from US\$ 1515.4 million in 2023 to US\$ 3650.4 million in 2030; it is expected to grow at a CAGR of 13.4% from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Ad Serving & Retargeting Platform 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 Serving & Retargeting Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Ad Serving & Retargeting Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Ad Serving & Retargeting Platform 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 Serving & Retargeting Platform.

Americas is the largest Retargeting Software market with about 52% market share. Europe is follower, accounting for about 31% market share.

The key players are AdRoll, Jabmo, Outbrain, SteelHouse, Justuno, Criteo, Mailchimp, ReTargeter, OptiMonk, Marin Software, Retargeting, Match2One etc. Top 5 companies occupied about 76% market share.

This report presents a comprehensive overview, market shares, and growth opportunities of Ad Serving & Retargeting Platform market by product type, application, key players and key regions and countries.

#### Segmentation by type

Cloud-Based

On-Premises

#### Segmentation by application

SMEs

Large Enterprises

Individuals

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.

Facebook

Google

Criteo

AdRoll

LinkedIn

Twitter

Marin Software

Terminus

OpenX

AppNexus

Acquisio

Kenshoo

Adobe

StackAdapt

Centro

Sprinklr

Sizmek

MediaMath

Quality Unit

The Trade Desk

MonetizeMore

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