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

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Abstracts

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Advertising Intelligence Software is a tool used by businesses and marketers to analyze digital advertising campaigns. It collects and interprets data on various aspects of advertising, including competitor strategies, ad performance, and market trends across different platforms. This software provides detailed insights into audience demographics and behavior, tracks ROI and conversion rates, and evaluates the effectiveness of ad creatives. The benefits of ad intelligence software include the ability to develop more informed advertising strategies, gaining a competitive edge by understanding competitors' tactics, and optimizing ad spending for better ROI. It allows for a deeper understanding of the target audience, leading to more effective and targeted advertising. Utilizing this software aids in data-driven decision-making, enhancing the creativity and engagement of ad content, and allows for continuous performance tracking and optimization of campaigns. Ad intelligence software is crucial for businesses aiming to maximize the impact and efficiency of their digital advertising efforts.

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

LPI (LP Information)' newest research report, the “Advertising Intelligence Software Industry Forecast” looks at past sales and reviews total world Advertising Intelligence Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Advertising Intelligence Software sales for 2024 through 2030. With Advertising Intelligence Software sales broken down by region, market sector and sub-

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sector, this report provides a detailed analysis in US$ millions of the world Advertising Intelligence Software industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Advertising 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 Advertising Intelligence Software.

United States market for Advertising Intelligence Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Advertising Intelligence Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Advertising Intelligence Software is estimated to increase from US$ million in 2023 to US$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Advertising Intelligence Software players cover AdClarity, Adwisely, SocialPeta, Poltio and data.ai, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

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

Segmentation by type

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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

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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.

AdClarity

Adwisely

SocialPeta

Poltio

data.ai

Pathmatics by Sensor Tower

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MediaRadar

Numerator Insights

Admetricks

Apptopia

Klue

Kantar Advertising Insights

SimilarWeb

Adbeat

AdMobiSpy

AdQuality by IronSource

Anstrex

PowerAdSpy

iSpionage

Moat by Oracle

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