

# Global Advertising Technology (Adtech) Platform Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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

The global Advertising Technology (Adtech) Platform market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Advertising Technology (Adtech) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Advertising Technology (Adtech) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Advertising Technology (Adtech) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Advertising Technology (Adtech) Platform players cover Adform, Adobe, AdRoll, Amazon (AWS), AT&T (WarnerMedia), CAKE, Choozle, Criteo and Google, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

LPI (LP Information)' newest research report, the "Advertising Technology (Adtech) Platform Industry Forecast" looks at past sales and reviews total world Advertising Technology (Adtech) Platform sales in 2022, providing a comprehensive analysis by

region and market sector of projected Advertising Technology (Adtech) Platform sales for 2023 through 2029. With Advertising Technology (Adtech) Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Advertising Technology (Adtech) Platform industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Advertising Technology (Adtech) 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 Advertising Technology (Adtech) Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Advertising Technology (Adtech) Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

On-Premise

Cloud-Based

Segmentation by application

Ads Setting

Data Analytics

Yield Management

Others

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.

Adform

Adobe

AdRoll

Amazon (AWS)

AT&T (WarnerMedia)

CAKE

Choozle

Criteo

Google

LiveIntent

Marin Software

MediaMath

Quantcast

Singapore Telecommunications (Amobee)

Sovrn

The Search Monitor

The Trade Desk

Verizon (Verizon Media)

Verve

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