

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

<https://marketpublishers.com/r/G09FC3DC74A5EN.html>

Date: March 2023

Pages: 114

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

ID: G09FC3DC74A5EN

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

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Advertising Technology (Adtech) Platform Market Size 2018-2029
 - 2.1.2 Advertising Technology (Adtech) Platform Market Size CAGR by Region 2018 VS 2022 VS 2029
- 2.2 Advertising Technology (Adtech) Platform Segment by Type
 - 2.2.1 On-Premise
 - 2.2.2 Cloud-Based
- 2.3 Advertising Technology (Adtech) Platform Market Size by Type
 - 2.3.1 Advertising Technology (Adtech) Platform Market Size CAGR by Type (2018 VS 2022 VS 2029)
 - 2.3.2 Global Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)
- 2.4 Advertising Technology (Adtech) Platform Segment by Application
 - 2.4.1 Ads Setting
 - 2.4.2 Data Analytics
 - 2.4.3 Yield Management
 - 2.4.4 Others
- 2.5 Advertising Technology (Adtech) Platform Market Size by Application
 - 2.5.1 Advertising Technology (Adtech) Platform Market Size CAGR by Application (2018 VS 2022 VS 2029)
 - 2.5.2 Global Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

3 ADVERTISING TECHNOLOGY (ADTECH) PLATFORM MARKET SIZE BY

PLAYER

3.1 Advertising Technology (Adtech) Platform Market Size Market Share by Players

3.1.1 Global Advertising Technology (Adtech) Platform Revenue by Players (2018-2023)

3.1.2 Global Advertising Technology (Adtech) Platform Revenue Market Share by Players (2018-2023)

3.2 Global Advertising Technology (Adtech) Platform Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 ADVERTISING TECHNOLOGY (ADTECH) PLATFORM BY REGIONS

4.1 Advertising Technology (Adtech) Platform Market Size by Regions (2018-2023)

4.2 Americas Advertising Technology (Adtech) Platform Market Size Growth (2018-2023)

4.3 APAC Advertising Technology (Adtech) Platform Market Size Growth (2018-2023)

4.4 Europe Advertising Technology (Adtech) Platform Market Size Growth (2018-2023)

4.5 Middle East & Africa Advertising Technology (Adtech) Platform Market Size Growth (2018-2023)

5 AMERICAS

5.1 Americas Advertising Technology (Adtech) Platform Market Size by Country (2018-2023)

5.2 Americas Advertising Technology (Adtech) Platform Market Size by Type (2018-2023)

5.3 Americas Advertising Technology (Adtech) Platform Market Size by Application (2018-2023)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Advertising Technology (Adtech) Platform Market Size by Region
(2018-2023)

6.2 APAC Advertising Technology (Adtech) Platform Market Size by Type (2018-2023)

6.3 APAC Advertising Technology (Adtech) Platform Market Size by Application
(2018-2023)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Advertising Technology (Adtech) Platform by Country (2018-2023)

7.2 Europe Advertising Technology (Adtech) Platform Market Size by Type (2018-2023)

7.3 Europe Advertising Technology (Adtech) Platform Market Size by Application
(2018-2023)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Advertising Technology (Adtech) Platform by Region
(2018-2023)

8.2 Middle East & Africa Advertising Technology (Adtech) Platform Market Size by Type
(2018-2023)

8.3 Middle East & Africa Advertising Technology (Adtech) Platform Market Size by
Application (2018-2023)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL ADVERTISING TECHNOLOGY (ADTECH) PLATFORM MARKET FORECAST

10.1 Global Advertising Technology (Adtech) Platform Forecast by Regions (2024-2029)

10.1.1 Global Advertising Technology (Adtech) Platform Forecast by Regions (2024-2029)

10.1.2 Americas Advertising Technology (Adtech) Platform Forecast

10.1.3 APAC Advertising Technology (Adtech) Platform Forecast

10.1.4 Europe Advertising Technology (Adtech) Platform Forecast

10.1.5 Middle East & Africa Advertising Technology (Adtech) Platform Forecast

10.2 Americas Advertising Technology (Adtech) Platform Forecast by Country (2024-2029)

10.2.1 United States Advertising Technology (Adtech) Platform Market Forecast

10.2.2 Canada Advertising Technology (Adtech) Platform Market Forecast

10.2.3 Mexico Advertising Technology (Adtech) Platform Market Forecast

10.2.4 Brazil Advertising Technology (Adtech) Platform Market Forecast

10.3 APAC Advertising Technology (Adtech) Platform Forecast by Region (2024-2029)

10.3.1 China Advertising Technology (Adtech) Platform Market Forecast

10.3.2 Japan Advertising Technology (Adtech) Platform Market Forecast

10.3.3 Korea Advertising Technology (Adtech) Platform Market Forecast

10.3.4 Southeast Asia Advertising Technology (Adtech) Platform Market Forecast

10.3.5 India Advertising Technology (Adtech) Platform Market Forecast

10.3.6 Australia Advertising Technology (Adtech) Platform Market Forecast

10.4 Europe Advertising Technology (Adtech) Platform Forecast by Country (2024-2029)

10.4.1 Germany Advertising Technology (Adtech) Platform Market Forecast

10.4.2 France Advertising Technology (Adtech) Platform Market Forecast

10.4.3 UK Advertising Technology (Adtech) Platform Market Forecast

10.4.4 Italy Advertising Technology (Adtech) Platform Market Forecast

10.4.5 Russia Advertising Technology (Adtech) Platform Market Forecast

10.5 Middle East & Africa Advertising Technology (Adtech) Platform Forecast by Region (2024-2029)

- 10.5.1 Egypt Advertising Technology (Adtech) Platform Market Forecast
- 10.5.2 South Africa Advertising Technology (Adtech) Platform Market Forecast
- 10.5.3 Israel Advertising Technology (Adtech) Platform Market Forecast
- 10.5.4 Turkey Advertising Technology (Adtech) Platform Market Forecast
- 10.5.5 GCC Countries Advertising Technology (Adtech) Platform Market Forecast
- 10.6 Global Advertising Technology (Adtech) Platform Forecast by Type (2024-2029)
- 10.7 Global Advertising Technology (Adtech) Platform Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

11.1 Adform

- 11.1.1 Adform Company Information
- 11.1.2 Adform Advertising Technology (Adtech) Platform Product Offered
- 11.1.3 Adform Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
- 11.1.4 Adform Main Business Overview
- 11.1.5 Adform Latest Developments

11.2 Adobe

- 11.2.1 Adobe Company Information
- 11.2.2 Adobe Advertising Technology (Adtech) Platform Product Offered
- 11.2.3 Adobe Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
- 11.2.4 Adobe Main Business Overview
- 11.2.5 Adobe Latest Developments

11.3 AdRoll

- 11.3.1 AdRoll Company Information
- 11.3.2 AdRoll Advertising Technology (Adtech) Platform Product Offered
- 11.3.3 AdRoll Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
- 11.3.4 AdRoll Main Business Overview
- 11.3.5 AdRoll Latest Developments

11.4 Amazon (AWS)

- 11.4.1 Amazon (AWS) Company Information
- 11.4.2 Amazon (AWS) Advertising Technology (Adtech) Platform Product Offered
- 11.4.3 Amazon (AWS) Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
- 11.4.4 Amazon (AWS) Main Business Overview
- 11.4.5 Amazon (AWS) Latest Developments

11.5 AT&T (WarnerMedia)

11.5.1 AT&T (WarnerMedia) Company Information

11.5.2 AT&T (WarnerMedia) Advertising Technology (Adtech) Platform Product Offered

11.5.3 AT&T (WarnerMedia) Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.5.4 AT&T (WarnerMedia) Main Business Overview

11.5.5 AT&T (WarnerMedia) Latest Developments

11.6 CAKE

11.6.1 CAKE Company Information

11.6.2 CAKE Advertising Technology (Adtech) Platform Product Offered

11.6.3 CAKE Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.6.4 CAKE Main Business Overview

11.6.5 CAKE Latest Developments

11.7 Choozle

11.7.1 Choozle Company Information

11.7.2 Choozle Advertising Technology (Adtech) Platform Product Offered

11.7.3 Choozle Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.7.4 Choozle Main Business Overview

11.7.5 Choozle Latest Developments

11.8 Criteo

11.8.1 Criteo Company Information

11.8.2 Criteo Advertising Technology (Adtech) Platform Product Offered

11.8.3 Criteo Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.8.4 Criteo Main Business Overview

11.8.5 Criteo Latest Developments

11.9 Google

11.9.1 Google Company Information

11.9.2 Google Advertising Technology (Adtech) Platform Product Offered

11.9.3 Google Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.9.4 Google Main Business Overview

11.9.5 Google Latest Developments

11.10 LiveIntent

11.10.1 LiveIntent Company Information

11.10.2 LiveIntent Advertising Technology (Adtech) Platform Product Offered

11.10.3 LiveIntent Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.10.4 LiveIntent Main Business Overview

11.10.5 LiveIntent Latest Developments

11.11 Marin Software

11.11.1 Marin Software Company Information

11.11.2 Marin Software Advertising Technology (Adtech) Platform Product Offered

11.11.3 Marin Software Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.11.4 Marin Software Main Business Overview

11.11.5 Marin Software Latest Developments

11.12 MediaMath

11.12.1 MediaMath Company Information

11.12.2 MediaMath Advertising Technology (Adtech) Platform Product Offered

11.12.3 MediaMath Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.12.4 MediaMath Main Business Overview

11.12.5 MediaMath Latest Developments

11.13 Quantcast

11.13.1 Quantcast Company Information

11.13.2 Quantcast Advertising Technology (Adtech) Platform Product Offered

11.13.3 Quantcast Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.13.4 Quantcast Main Business Overview

11.13.5 Quantcast Latest Developments

11.14 Singapore Telecommunications (Amobee)

11.14.1 Singapore Telecommunications (Amobee) Company Information

11.14.2 Singapore Telecommunications (Amobee) Advertising Technology (Adtech) Platform Product Offered

11.14.3 Singapore Telecommunications (Amobee) Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.14.4 Singapore Telecommunications (Amobee) Main Business Overview

11.14.5 Singapore Telecommunications (Amobee) Latest Developments

11.15 Sovrn

11.15.1 Sovrn Company Information

11.15.2 Sovrn Advertising Technology (Adtech) Platform Product Offered

11.15.3 Sovrn Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)

11.15.4 Sovrn Main Business Overview

- 11.15.5 Sovrn Latest Developments
- 11.16 The Search Monitor
 - 11.16.1 The Search Monitor Company Information
 - 11.16.2 The Search Monitor Advertising Technology (Adtech) Platform Product Offered
 - 11.16.3 The Search Monitor Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
 - 11.16.4 The Search Monitor Main Business Overview
 - 11.16.5 The Search Monitor Latest Developments
- 11.17 The Trade Desk
 - 11.17.1 The Trade Desk Company Information
 - 11.17.2 The Trade Desk Advertising Technology (Adtech) Platform Product Offered
 - 11.17.3 The Trade Desk Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
 - 11.17.4 The Trade Desk Main Business Overview
 - 11.17.5 The Trade Desk Latest Developments
- 11.18 Verizon (Verizon Media)
 - 11.18.1 Verizon (Verizon Media) Company Information
 - 11.18.2 Verizon (Verizon Media) Advertising Technology (Adtech) Platform Product Offered
 - 11.18.3 Verizon (Verizon Media) Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
 - 11.18.4 Verizon (Verizon Media) Main Business Overview
 - 11.18.5 Verizon (Verizon Media) Latest Developments
- 11.19 Verve
 - 11.19.1 Verve Company Information
 - 11.19.2 Verve Advertising Technology (Adtech) Platform Product Offered
 - 11.19.3 Verve Advertising Technology (Adtech) Platform Revenue, Gross Margin and Market Share (2018-2023)
 - 11.19.4 Verve Main Business Overview
 - 11.19.5 Verve Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Advertising Technology (Adtech) Platform Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)

Table 2. Major Players of On-Premise

Table 3. Major Players of Cloud-Based

Table 4. Advertising Technology (Adtech) Platform Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)

Table 5. Global Advertising Technology (Adtech) Platform Market Size by Type (2018-2023) & (\$ Millions)

Table 6. Global Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Table 7. Advertising Technology (Adtech) Platform Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)

Table 8. Global Advertising Technology (Adtech) Platform Market Size by Application (2018-2023) & (\$ Millions)

Table 9. Global Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Table 10. Global Advertising Technology (Adtech) Platform Revenue by Players (2018-2023) & (\$ Millions)

Table 11. Global Advertising Technology (Adtech) Platform Revenue Market Share by Player (2018-2023)

Table 12. Advertising Technology (Adtech) Platform Key Players Head office and Products Offered

Table 13. Advertising Technology (Adtech) Platform Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Advertising Technology (Adtech) Platform Market Size by Regions 2018-2023 & (\$ Millions)

Table 17. Global Advertising Technology (Adtech) Platform Market Size Market Share by Regions (2018-2023)

Table 18. Global Advertising Technology (Adtech) Platform Revenue by Country/Region (2018-2023) & (\$ millions)

Table 19. Global Advertising Technology (Adtech) Platform Revenue Market Share by Country/Region (2018-2023)

Table 20. Americas Advertising Technology (Adtech) Platform Market Size by Country

(2018-2023) & (\$ Millions)

Table 21. Americas Advertising Technology (Adtech) Platform Market Size Market Share by Country (2018-2023)

Table 22. Americas Advertising Technology (Adtech) Platform Market Size by Type (2018-2023) & (\$ Millions)

Table 23. Americas Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Table 24. Americas Advertising Technology (Adtech) Platform Market Size by Application (2018-2023) & (\$ Millions)

Table 25. Americas Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Table 26. APAC Advertising Technology (Adtech) Platform Market Size by Region (2018-2023) & (\$ Millions)

Table 27. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Region (2018-2023)

Table 28. APAC Advertising Technology (Adtech) Platform Market Size by Type (2018-2023) & (\$ Millions)

Table 29. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Table 30. APAC Advertising Technology (Adtech) Platform Market Size by Application (2018-2023) & (\$ Millions)

Table 31. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Table 32. Europe Advertising Technology (Adtech) Platform Market Size by Country (2018-2023) & (\$ Millions)

Table 33. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Country (2018-2023)

Table 34. Europe Advertising Technology (Adtech) Platform Market Size by Type (2018-2023) & (\$ Millions)

Table 35. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Table 36. Europe Advertising Technology (Adtech) Platform Market Size by Application (2018-2023) & (\$ Millions)

Table 37. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Table 38. Middle East & Africa Advertising Technology (Adtech) Platform Market Size by Region (2018-2023) & (\$ Millions)

Table 39. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Region (2018-2023)

Table 40. Middle East & Africa Advertising Technology (Adtech) Platform Market Size by Type (2018-2023) & (\$ Millions)

Table 41. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Table 42. Middle East & Africa Advertising Technology (Adtech) Platform Market Size by Application (2018-2023) & (\$ Millions)

Table 43. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Table 44. Key Market Drivers & Growth Opportunities of Advertising Technology (Adtech) Platform

Table 45. Key Market Challenges & Risks of Advertising Technology (Adtech) Platform

Table 46. Key Industry Trends of Advertising Technology (Adtech) Platform

Table 47. Global Advertising Technology (Adtech) Platform Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 48. Global Advertising Technology (Adtech) Platform Market Size Market Share Forecast by Regions (2024-2029)

Table 49. Global Advertising Technology (Adtech) Platform Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 50. Global Advertising Technology (Adtech) Platform Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 51. Adform Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 52. Adform Advertising Technology (Adtech) Platform Product Offered

Table 53. Adform Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 54. Adform Main Business

Table 55. Adform Latest Developments

Table 56. Adobe Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 57. Adobe Advertising Technology (Adtech) Platform Product Offered

Table 58. Adobe Main Business

Table 59. Adobe Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 60. Adobe Latest Developments

Table 61. AdRoll Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 62. AdRoll Advertising Technology (Adtech) Platform Product Offered

Table 63. AdRoll Main Business

Table 64. AdRoll Advertising Technology (Adtech) Platform Revenue (\$ million), Gross

Margin and Market Share (2018-2023)

Table 65. AdRoll Latest Developments

Table 66. Amazon (AWS) Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 67. Amazon (AWS) Advertising Technology (Adtech) Platform Product Offered

Table 68. Amazon (AWS) Main Business

Table 69. Amazon (AWS) Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 70. Amazon (AWS) Latest Developments

Table 71. AT&T (WarnerMedia) Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 72. AT&T (WarnerMedia) Advertising Technology (Adtech) Platform Product Offered

Table 73. AT&T (WarnerMedia) Main Business

Table 74. AT&T (WarnerMedia) Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 75. AT&T (WarnerMedia) Latest Developments

Table 76. CAKE Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 77. CAKE Advertising Technology (Adtech) Platform Product Offered

Table 78. CAKE Main Business

Table 79. CAKE Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 80. CAKE Latest Developments

Table 81. Choozle Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 82. Choozle Advertising Technology (Adtech) Platform Product Offered

Table 83. Choozle Main Business

Table 84. Choozle Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 85. Choozle Latest Developments

Table 86. Criteo Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 87. Criteo Advertising Technology (Adtech) Platform Product Offered

Table 88. Criteo Main Business

Table 89. Criteo Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 90. Criteo Latest Developments

Table 91. Google Details, Company Type, Advertising Technology (Adtech) Platform

Area Served and Its Competitors

Table 92. Google Advertising Technology (Adtech) Platform Product Offered

Table 93. Google Main Business

Table 94. Google Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 95. Google Latest Developments

Table 96. LiveIntent Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 97. LiveIntent Advertising Technology (Adtech) Platform Product Offered

Table 98. LiveIntent Main Business

Table 99. LiveIntent Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 100. LiveIntent Latest Developments

Table 101. Marin Software Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 102. Marin Software Advertising Technology (Adtech) Platform Product Offered

Table 103. Marin Software Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 104. Marin Software Main Business

Table 105. Marin Software Latest Developments

Table 106. MediaMath Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 107. MediaMath Advertising Technology (Adtech) Platform Product Offered

Table 108. MediaMath Main Business

Table 109. MediaMath Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 110. MediaMath Latest Developments

Table 111. Quantcast Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 112. Quantcast Advertising Technology (Adtech) Platform Product Offered

Table 113. Quantcast Main Business

Table 114. Quantcast Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 115. Quantcast Latest Developments

Table 116. Singapore Telecommunications (Amobee) Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors

Table 117. Singapore Telecommunications (Amobee) Advertising Technology (Adtech) Platform Product Offered

Table 118. Singapore Telecommunications (Amobee) Main Business

Table 119. Singapore Telecommunications (Amobee) Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)
Table 120. Singapore Telecommunications (Amobee) Latest Developments
Table 121. Sovrn Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors
Table 122. Sovrn Advertising Technology (Adtech) Platform Product Offered
Table 123. Sovrn Main Business
Table 124. Sovrn Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)
Table 125. Sovrn Latest Developments
Table 126. The Search Monitor Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors
Table 127. The Search Monitor Advertising Technology (Adtech) Platform Product Offered
Table 128. The Search Monitor Main Business
Table 129. The Search Monitor Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)
Table 130. The Search Monitor Latest Developments
Table 131. The Trade Desk Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors
Table 132. The Trade Desk Advertising Technology (Adtech) Platform Product Offered
Table 133. The Trade Desk Main Business
Table 134. The Trade Desk Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)
Table 135. The Trade Desk Latest Developments
Table 136. Verizon (Verizon Media) Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors
Table 137. Verizon (Verizon Media) Advertising Technology (Adtech) Platform Product Offered
Table 138. Verizon (Verizon Media) Main Business
Table 139. Verizon (Verizon Media) Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)
Table 140. Verizon (Verizon Media) Latest Developments
Table 141. Verve Details, Company Type, Advertising Technology (Adtech) Platform Area Served and Its Competitors
Table 142. Verve Advertising Technology (Adtech) Platform Product Offered
Table 143. Verve Main Business
Table 144. Verve Advertising Technology (Adtech) Platform Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 145. Verve Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Advertising Technology (Adtech) Platform Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Advertising Technology (Adtech) Platform Market Size Growth Rate 2018-2029 (\$ Millions)
- Figure 6. Advertising Technology (Adtech) Platform Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)
- Figure 7. Advertising Technology (Adtech) Platform Sales Market Share by Country/Region (2022)
- Figure 8. Advertising Technology (Adtech) Platform Sales Market Share by Country/Region (2018, 2022 & 2029)
- Figure 9. Global Advertising Technology (Adtech) Platform Market Size Market Share by Type in 2022
- Figure 10. Advertising Technology (Adtech) Platform in Ads Setting
- Figure 11. Global Advertising Technology (Adtech) Platform Market: Ads Setting (2018-2023) & (\$ Millions)
- Figure 12. Advertising Technology (Adtech) Platform in Data Analytics
- Figure 13. Global Advertising Technology (Adtech) Platform Market: Data Analytics (2018-2023) & (\$ Millions)
- Figure 14. Advertising Technology (Adtech) Platform in Yield Management
- Figure 15. Global Advertising Technology (Adtech) Platform Market: Yield Management (2018-2023) & (\$ Millions)
- Figure 16. Advertising Technology (Adtech) Platform in Others
- Figure 17. Global Advertising Technology (Adtech) Platform Market: Others (2018-2023) & (\$ Millions)
- Figure 18. Global Advertising Technology (Adtech) Platform Market Size Market Share by Application in 2022
- Figure 19. Global Advertising Technology (Adtech) Platform Revenue Market Share by Player in 2022
- Figure 20. Global Advertising Technology (Adtech) Platform Market Size Market Share by Regions (2018-2023)
- Figure 21. Americas Advertising Technology (Adtech) Platform Market Size 2018-2023 (\$ Millions)
- Figure 22. APAC Advertising Technology (Adtech) Platform Market Size 2018-2023 (\$

Millions)

Figure 23. Europe Advertising Technology (Adtech) Platform Market Size 2018-2023 (\$ Millions)

Figure 24. Middle East & Africa Advertising Technology (Adtech) Platform Market Size 2018-2023 (\$ Millions)

Figure 25. Americas Advertising Technology (Adtech) Platform Value Market Share by Country in 2022

Figure 26. United States Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 27. Canada Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 28. Mexico Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 29. Brazil Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 30. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Region in 2022

Figure 31. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Type in 2022

Figure 32. APAC Advertising Technology (Adtech) Platform Market Size Market Share by Application in 2022

Figure 33. China Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 34. Japan Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 35. Korea Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 36. Southeast Asia Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 37. India Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 38. Australia Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 39. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Country in 2022

Figure 40. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Figure 41. Europe Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Figure 42. Germany Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 43. France Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 44. UK Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 45. Italy Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 46. Russia Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 47. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Region (2018-2023)

Figure 48. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Type (2018-2023)

Figure 49. Middle East & Africa Advertising Technology (Adtech) Platform Market Size Market Share by Application (2018-2023)

Figure 50. Egypt Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 51. South Africa Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 52. Israel Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 53. Turkey Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 54. GCC Country Advertising Technology (Adtech) Platform Market Size Growth 2018-2023 (\$ Millions)

Figure 55. Americas Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 56. APAC Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 57. Europe Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 58. Middle East & Africa Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 59. United States Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 60. Canada Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 61. Mexico Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$

Millions)

Figure 62. Brazil Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 63. China Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 64. Japan Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 65. Korea Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 66. Southeast Asia Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 67. India Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 68. Australia Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 69. Germany Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 70. France Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 71. UK Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 72. Italy Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 73. Russia Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 74. Spain Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 75. Egypt Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 76. South Africa Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 77. Israel Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 78. Turkey Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 79. GCC Countries Advertising Technology (Adtech) Platform Market Size 2024-2029 (\$ Millions)

Figure 80. Global Advertising Technology (Adtech) Platform Market Size Market Share Forecast by Type (2024-2029)

Figure 81. Global Advertising Technology (Adtech) Platform Market Size Market Share Forecast by Application (2024-2029)

I would like to order

Product name: Global Advertising Technology (Adtech) Platform Market Growth (Status and Outlook) 2023-2029

Product link: <https://marketpublishers.com/r/G09FC3DC74A5EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G09FC3DC74A5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

