

Global Advertising Technology Service Solutions Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Advertising Technology Service Solutions market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Advertising technology (AdTech) is an umbrella term that refers to the tools and software advertisers use to reach audiences, run digital ad campaigns, and measure the effectiveness of digital ad campaigns. As the process of buying and selling digital ads has become more complex, ad tech has emerged to simplify the process. Common ad tech tools such as demand-side platforms are the integration of a set of technologies that allow advertisers to buy impressions and select audiences across numerous publisher sites. Now, ad technology enables advertisers and ad agencies to efficiently manage integrated ad campaigns. It also enables brands to get the most out of their budgets and helps maximize return on investment (ROI) on digital advertising. Ultimately, the ad tech environment enables advertisers to strategically plan and optimize their ad campaigns.

United States market for Advertising Technology Service Solutions is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Advertising Technology Service Solutions is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Advertising Technology Service Solutions is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through

2032.

Global key Advertising Technology Service Solutions players cover Adform, Adobe, AdRoll, Amazon (AWS), AT&T (WarnerMedia), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Advertising Technology Service Solutions Industry Forecast” looks at past sales and reviews total world Advertising Technology Service Solutions sales in 2025, providing a comprehensive analysis by region and market sector of projected Advertising Technology Service Solutions sales for 2026 through 2032. With Advertising Technology Service Solutions sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Advertising Technology Service Solutions industry.

This Insight Report provides a comprehensive analysis of the global Advertising Technology Service Solutions landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Advertising Technology Service Solutions portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Advertising Technology Service Solutions market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Advertising Technology Service Solutions 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 Service Solutions.

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

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

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

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 Service Solutions Market Size (2021-2032)
- 2.1.2 Advertising Technology Service Solutions Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Advertising Technology Service Solutions by Country/Region (2021, 2025 & 2032)

2.2 Advertising Technology Service Solutions Segment by Type

- 2.2.1 On-Premise
- 2.2.2 Cloud-Based
- 2.2.3 Advertising Technology Service Solutions Market Size by Type
 - 2.2.3.1 Advertising Technology Service Solutions Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

2.3 Advertising Technology Service Solutions Segment by Application

- 2.3.1 Ads Setting
- 2.3.2 Data Analytics
- 2.3.3 Yield Management
- 2.3.4 Others
- 2.3.5 Advertising Technology Service Solutions Market Size by Application
 - 2.3.5.1 Advertising Technology Service Solutions Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

3 ADVERTISING TECHNOLOGY SERVICE SOLUTIONS MARKET SIZE BY PLAYER

3.1 Advertising Technology Service Solutions Market Size Market Share by Player

3.1.1 Global Advertising Technology Service Solutions Revenue by Player
(2021-2026)

3.1.2 Global Advertising Technology Service Solutions Revenue Market Share by
Player (2021-2026)

3.2 Global Advertising Technology Service Solutions 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) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 ADVERTISING TECHNOLOGY SERVICE SOLUTIONS BY REGION

4.1 Advertising Technology Service Solutions Market Size by Region (2021-2026)

4.2 Global Advertising Technology Service Solutions Annual Revenue by
Country/Region (2021-2026)

4.3 Americas Advertising Technology Service Solutions Market Size Growth
(2021-2026)

4.4 APAC Advertising Technology Service Solutions Market Size Growth (2021-2026)

4.5 Europe Advertising Technology Service Solutions Market Size Growth (2021-2026)

4.6 Middle East & Africa Advertising Technology Service Solutions Market Size Growth
(2021-2026)

5 AMERICAS

5.1 Americas Advertising Technology Service Solutions Market Size by Country
(2021-2026)

5.2 Americas Advertising Technology Service Solutions Market Size by Type
(2021-2026)

5.3 Americas Advertising Technology Service Solutions Market Size by Application
(2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Advertising Technology Service Solutions Market Size by Region
(2021-2026)

6.2 APAC Advertising Technology Service Solutions Market Size by Type (2021-2026)

6.3 APAC Advertising Technology Service Solutions Market Size by Application
(2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Advertising Technology Service Solutions Market Size by Country
(2021-2026)

7.2 Europe Advertising Technology Service Solutions Market Size by Type (2021-2026)

7.3 Europe Advertising Technology Service Solutions Market Size by Application
(2021-2026)

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 Service Solutions by Region
(2021-2026)

8.2 Middle East & Africa Advertising Technology Service Solutions Market Size by Type
(2021-2026)

8.3 Middle East & Africa Advertising Technology Service Solutions Market Size by
Application (2021-2026)

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 SERVICE SOLUTIONS MARKET FORECAST

10.1 Global Advertising Technology Service Solutions Forecast by Region (2027-2032)

10.1.1 Global Advertising Technology Service Solutions Forecast by Region (2027-2032)

10.1.2 Americas Advertising Technology Service Solutions Forecast

10.1.3 APAC Advertising Technology Service Solutions Forecast

10.1.4 Europe Advertising Technology Service Solutions Forecast

10.1.5 Middle East & Africa Advertising Technology Service Solutions Forecast

10.2 Americas Advertising Technology Service Solutions Forecast by Country (2027-2032)

10.2.1 United States Market Advertising Technology Service Solutions Forecast

10.2.2 Canada Market Advertising Technology Service Solutions Forecast

10.2.3 Mexico Market Advertising Technology Service Solutions Forecast

10.2.4 Brazil Market Advertising Technology Service Solutions Forecast

10.3 APAC Advertising Technology Service Solutions Forecast by Region (2027-2032)

10.3.1 China Advertising Technology Service Solutions Market Forecast

10.3.2 Japan Market Advertising Technology Service Solutions Forecast

10.3.3 Korea Market Advertising Technology Service Solutions Forecast

10.3.4 Southeast Asia Market Advertising Technology Service Solutions Forecast

10.3.5 India Market Advertising Technology Service Solutions Forecast

10.3.6 Australia Market Advertising Technology Service Solutions Forecast

10.4 Europe Advertising Technology Service Solutions Forecast by Country (2027-2032)

10.4.1 Germany Market Advertising Technology Service Solutions Forecast

10.4.2 France Market Advertising Technology Service Solutions Forecast

10.4.3 UK Market Advertising Technology Service Solutions Forecast

10.4.4 Italy Market Advertising Technology Service Solutions Forecast

- 10.4.5 Russia Market Advertising Technology Service Solutions Forecast
- 10.5 Middle East & Africa Advertising Technology Service Solutions Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Advertising Technology Service Solutions Forecast
 - 10.5.2 South Africa Market Advertising Technology Service Solutions Forecast
 - 10.5.3 Israel Market Advertising Technology Service Solutions Forecast
 - 10.5.4 Turkey Market Advertising Technology Service Solutions Forecast
- 10.6 Global Advertising Technology Service Solutions Forecast by Type (2027-2032)
- 10.7 Global Advertising Technology Service Solutions Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Advertising Technology Service Solutions Forecast

11 KEY PLAYERS ANALYSIS

11.1 Adform

- 11.1.1 Adform Company Information
- 11.1.2 Adform Advertising Technology Service Solutions Product Offered
- 11.1.3 Adform Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 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 Service Solutions Product Offered
- 11.2.3 Adobe Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 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 Service Solutions Product Offered
- 11.3.3 AdRoll Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 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 Service Solutions Product Offered
- 11.4.3 Amazon (AWS) Advertising Technology Service Solutions Revenue, Gross

Margin and Market Share (2021-2026)

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 Service Solutions Product

Offered

11.5.3 AT&T (WarnerMedia) Advertising Technology Service Solutions Revenue,

Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

11.6.3 CAKE Advertising Technology Service Solutions Revenue, Gross Margin and
Market Share (2021-2026)

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 Service Solutions Product Offered

11.7.3 Choozle Advertising Technology Service Solutions Revenue, Gross Margin and
Market Share (2021-2026)

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 Service Solutions Product Offered

11.8.3 Criteo Advertising Technology Service Solutions Revenue, Gross Margin and
Market Share (2021-2026)

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 Service Solutions Product Offered

11.9.3 Google Advertising Technology Service Solutions Revenue, Gross Margin and
Market Share (2021-2026)

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 Service Solutions Product Offered

11.10.3 LiveIntent Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

11.11.3 Marin Software Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

11.12.3 MediaMath Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

11.13.3 Quantcast Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

11.14.3 Singapore Telecommunications (Amobee) Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)

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 Service Solutions Product Offered

- 11.15.3 Sovrn Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 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 Service Solutions Product Offered
 - 11.16.3 The Search Monitor Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Service Solutions Product Offered
 - 11.17.3 The Trade Desk Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Service Solutions Product Offered
 - 11.18.3 Verizon (Verizon Media) Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Service Solutions Product Offered
 - 11.19.3 Verve Advertising Technology Service Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Service Solutions Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Advertising Technology Service Solutions Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of On-Premise

Table 4. Major Players of Cloud-Based

Table 5. Advertising Technology Service Solutions Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Advertising Technology Service Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

Table 8. Advertising Technology Service Solutions Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 9. Global Advertising Technology Service Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 10. Global Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

Table 11. Global Advertising Technology Service Solutions Revenue by Player (2021-2026) & (\$ millions)

Table 12. Global Advertising Technology Service Solutions Revenue Market Share by Player (2021-2026)

Table 13. Advertising Technology Service Solutions Key Players Head office and Products Offered

Table 14. Advertising Technology Service Solutions Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Advertising Technology Service Solutions Market Size by Region (2021-2026) & (\$ millions)

Table 18. Global Advertising Technology Service Solutions Market Size Market Share by Region (2021-2026)

Table 19. Global Advertising Technology Service Solutions Revenue by Country/Region (2021-2026) & (\$ millions)

Table 20. Global Advertising Technology Service Solutions Revenue Market Share by

Country/Region (2021-2026)

Table 21. Americas Advertising Technology Service Solutions Market Size by Country (2021-2026) & (\$ millions)

Table 22. Americas Advertising Technology Service Solutions Market Size Market Share by Country (2021-2026)

Table 23. Americas Advertising Technology Service Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 24. Americas Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

Table 25. Americas Advertising Technology Service Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 26. Americas Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

Table 27. APAC Advertising Technology Service Solutions Market Size by Region (2021-2026) & (\$ millions)

Table 28. APAC Advertising Technology Service Solutions Market Size Market Share by Region (2021-2026)

Table 29. APAC Advertising Technology Service Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 30. APAC Advertising Technology Service Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 31. Europe Advertising Technology Service Solutions Market Size by Country (2021-2026) & (\$ millions)

Table 32. Europe Advertising Technology Service Solutions Market Size Market Share by Country (2021-2026)

Table 33. Europe Advertising Technology Service Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 34. Europe Advertising Technology Service Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 35. Middle East & Africa Advertising Technology Service Solutions Market Size by Region (2021-2026) & (\$ millions)

Table 36. Middle East & Africa Advertising Technology Service Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Advertising Technology Service Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 38. Key Market Drivers & Growth Opportunities of Advertising Technology Service Solutions

Table 39. Key Market Challenges & Risks of Advertising Technology Service Solutions

Table 40. Key Industry Trends of Advertising Technology Service Solutions

Table 41. Global Advertising Technology Service Solutions Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 42. Global Advertising Technology Service Solutions Market Size Market Share Forecast by Region (2027-2032)

Table 43. Global Advertising Technology Service Solutions Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 44. Global Advertising Technology Service Solutions Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 45. Adform Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 46. Adform Advertising Technology Service Solutions Product Offered

Table 47. Adform Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 48. Adform Main Business

Table 49. Adform Latest Developments

Table 50. Adobe Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 51. Adobe Advertising Technology Service Solutions Product Offered

Table 52. Adobe Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 53. Adobe Main Business

Table 54. Adobe Latest Developments

Table 55. AdRoll Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 56. AdRoll Advertising Technology Service Solutions Product Offered

Table 57. AdRoll Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 58. AdRoll Main Business

Table 59. AdRoll Latest Developments

Table 60. Amazon (AWS) Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 61. Amazon (AWS) Advertising Technology Service Solutions Product Offered

Table 62. Amazon (AWS) Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 63. Amazon (AWS) Main Business

Table 64. Amazon (AWS) Latest Developments

Table 65. AT&T (WarnerMedia) Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 66. AT&T (WarnerMedia) Advertising Technology Service Solutions Product

Offered

Table 67. AT&T (WarnerMedia) Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 68. AT&T (WarnerMedia) Main Business

Table 69. AT&T (WarnerMedia) Latest Developments

Table 70. CAKE Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 71. CAKE Advertising Technology Service Solutions Product Offered

Table 72. CAKE Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 73. CAKE Main Business

Table 74. CAKE Latest Developments

Table 75. Choozle Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 76. Choozle Advertising Technology Service Solutions Product Offered

Table 77. Choozle Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 78. Choozle Main Business

Table 79. Choozle Latest Developments

Table 80. Criteo Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 81. Criteo Advertising Technology Service Solutions Product Offered

Table 82. Criteo Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 83. Criteo Main Business

Table 84. Criteo Latest Developments

Table 85. Google Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 86. Google Advertising Technology Service Solutions Product Offered

Table 87. Google Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 88. Google Main Business

Table 89. Google Latest Developments

Table 90. LiveIntent Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 91. LiveIntent Advertising Technology Service Solutions Product Offered

Table 92. LiveIntent Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 93. LiveIntent Main Business

Table 94. LiveIntent Latest Developments

Table 95. Marin Software Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 96. Marin Software Advertising Technology Service Solutions Product Offered

Table 97. Marin Software Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 98. Marin Software Main Business

Table 99. Marin Software Latest Developments

Table 100. MediaMath Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 101. MediaMath Advertising Technology Service Solutions Product Offered

Table 102. MediaMath Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 103. MediaMath Main Business

Table 104. MediaMath Latest Developments

Table 105. Quantcast Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 106. Quantcast Advertising Technology Service Solutions Product Offered

Table 107. Quantcast Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 108. Quantcast Main Business

Table 109. Quantcast Latest Developments

Table 110. Singapore Telecommunications (Amobee) Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 111. Singapore Telecommunications (Amobee) Advertising Technology Service Solutions Product Offered

Table 112. Singapore Telecommunications (Amobee) Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 113. Singapore Telecommunications (Amobee) Main Business

Table 114. Singapore Telecommunications (Amobee) Latest Developments

Table 115. Sovrn Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 116. Sovrn Advertising Technology Service Solutions Product Offered

Table 117. Sovrn Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 118. Sovrn Main Business

Table 119. Sovrn Latest Developments

Table 120. The Search Monitor Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 121. The Search Monitor Advertising Technology Service Solutions Product Offered

Table 122. The Search Monitor Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 123. The Search Monitor Main Business

Table 124. The Search Monitor Latest Developments

Table 125. The Trade Desk Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 126. The Trade Desk Advertising Technology Service Solutions Product Offered

Table 127. The Trade Desk Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 128. The Trade Desk Main Business

Table 129. The Trade Desk Latest Developments

Table 130. Verizon (Verizon Media) Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 131. Verizon (Verizon Media) Advertising Technology Service Solutions Product Offered

Table 132. Verizon (Verizon Media) Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 133. Verizon (Verizon Media) Main Business

Table 134. Verizon (Verizon Media) Latest Developments

Table 135. Verve Details, Company Type, Advertising Technology Service Solutions Area Served and Its Competitors

Table 136. Verve Advertising Technology Service Solutions Product Offered

Table 137. Verve Advertising Technology Service Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 138. Verve Main Business

Table 139. Verve Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Advertising Technology Service Solutions Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Advertising Technology Service Solutions Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Advertising Technology Service Solutions Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Advertising Technology Service Solutions Sales Market Share by Country/Region (2025)
- Figure 8. Advertising Technology Service Solutions Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Advertising Technology Service Solutions Market Size Market Share by Type in 2025
- Figure 10. Advertising Technology Service Solutions in Ads Setting
- Figure 11. Global Advertising Technology Service Solutions Market: Ads Setting (2021-2026) & (\$ millions)
- Figure 12. Advertising Technology Service Solutions in Data Analytics
- Figure 13. Global Advertising Technology Service Solutions Market: Data Analytics (2021-2026) & (\$ millions)
- Figure 14. Advertising Technology Service Solutions in Yield Management
- Figure 15. Global Advertising Technology Service Solutions Market: Yield Management (2021-2026) & (\$ millions)
- Figure 16. Advertising Technology Service Solutions in Others
- Figure 17. Global Advertising Technology Service Solutions Market: Others (2021-2026) & (\$ millions)
- Figure 18. Global Advertising Technology Service Solutions Market Size Market Share by Application in 2025
- Figure 19. Global Advertising Technology Service Solutions Revenue Market Share by Player in 2025
- Figure 20. Global Advertising Technology Service Solutions Market Size Market Share by Region (2021-2026)
- Figure 21. Americas Advertising Technology Service Solutions Market Size 2021-2026 (\$ millions)
- Figure 22. APAC Advertising Technology Service Solutions Market Size 2021-2026 (\$

millions)

Figure 23. Europe Advertising Technology Service Solutions Market Size 2021-2026 (\$ millions)

Figure 24. Middle East & Africa Advertising Technology Service Solutions Market Size 2021-2026 (\$ millions)

Figure 25. Americas Advertising Technology Service Solutions Value Market Share by Country in 2025

Figure 26. United States Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 27. Canada Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 28. Mexico Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 29. Brazil Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 30. APAC Advertising Technology Service Solutions Market Size Market Share by Region in 2025

Figure 31. APAC Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

Figure 32. APAC Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

Figure 33. China Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 34. Japan Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 35. South Korea Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 36. Southeast Asia Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 37. India Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 38. Australia Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 39. Europe Advertising Technology Service Solutions Market Size Market Share by Country in 2025

Figure 40. Europe Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

Figure 41. Europe Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

Figure 42. Germany Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 43. France Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 44. UK Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 45. Italy Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 46. Russia Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Advertising Technology Service Solutions Market Size Market Share by Region (2021-2026)

Figure 48. Middle East & Africa Advertising Technology Service Solutions Market Size Market Share by Type (2021-2026)

Figure 49. Middle East & Africa Advertising Technology Service Solutions Market Size Market Share by Application (2021-2026)

Figure 50. Egypt Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 51. South Africa Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 52. Israel Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 53. Turkey Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 54. GCC Countries Advertising Technology Service Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 55. Americas Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 56. APAC Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 57. Europe Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 58. Middle East & Africa Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 59. United States Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 60. Canada Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 61. Mexico Advertising Technology Service Solutions Market Size 2027-2032 (\$

millions)

Figure 62. Brazil Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 63. China Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 64. Japan Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 65. Korea Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 66. Southeast Asia Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 67. India Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 68. Australia Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 69. Germany Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 70. France Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 71. UK Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 72. Italy Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 73. Russia Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 74. Egypt Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 75. South Africa Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 76. Israel Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 77. Turkey Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

Figure 78. Global Advertising Technology Service Solutions Market Size Market Share Forecast by Type (2027-2032)

Figure 79. Global Advertising Technology Service Solutions Market Size Market Share Forecast by Application (2027-2032)

Figure 80. GCC Countries Advertising Technology Service Solutions Market Size 2027-2032 (\$ millions)

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