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Global Demand Side Platform (DSP) Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

LPI (LP Information)' newest research report, the “Demand Side Platform (DSP) Software Industry Forecast” looks at past sales and reviews total world Demand Side Platform (DSP) Software sales in 2022, providing a comprehensive analysis by region and market sector of projected Demand Side Platform (DSP) Software sales for 2023 through 2029. With Demand Side Platform (DSP) Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Demand Side Platform (DSP) Software industry.

This Insight Report provides a comprehensive analysis of the global Demand Side Platform (DSP) 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 Demand Side Platform (DSP) Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Demand Side Platform (DSP) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Demand Side Platform (DSP) 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 Demand Side Platform (DSP) Software.

The global Demand Side Platform (DSP) Software 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 Demand Side Platform (DSP) Software 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 Demand Side Platform (DSP) Software 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 Demand Side Platform (DSP) Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Demand Side Platform (DSP) Software players cover Double Click (Google), Facebook Ads Manager, Amazon DSP, Trade Desk, Mediamath, Adobe, Oath Inc, Centro Inc and Appnexus, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Demand Side Platform (DSP) Software market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

RTB

PPB

Segmentation by application

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- Retail
- Automotive
- Financial
- Telecom
- Others

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.

- Double Click (Google)
- Facebook Ads Manager
- Amazon DSP
- Trade Desk
- Mediamath
- Adobe

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Oath Inc

Centro Inc

Appnexus

Amobee

Dataxu

LiveRamp

Criteo

SocioMatic

Sizmek

AdForm

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