

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

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Abstracts

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Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites. DSPs are typically managed by in-house marketing teams, advertising agencies, or agency trading desks that specialize in real-time advertising. By providing clarity into impressions and conversions, DSPs help advertisers spend their digital advertising budgets more effectively. DSPs are nearly always packaged into advertiser campaign management products that can manage ads across display, mobile, social, search, and video advertising channels. To purchase ads in real time, DSPs integrate with ad exchanges, which serve as a marketplace for ad inventory. Supply side platforms (or SSP) parallel DSPs. Publishers use SSPs to sell their advertising inventory in ad exchanges. Some DSPs can also integrate directly with SSPs to foster direct buys.

LPI (LP Information)' newest research report, the "Demand-Side Platform Systems Industry Forecast" looks at past sales and reviews total world Demand-Side Platform Systems sales in 2022, providing a comprehensive analysis by region and market sector of projected Demand-Side Platform Systems sales for 2023 through 2029. With Demand-Side Platform Systems 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 Systems industry.

This Insight Report provides a comprehensive analysis of the global Demand-Side Platform Systems 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 Systems 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 Systems market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Demand-Side Platform Systems 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 Systems.

The global Demand-Side Platform Systems market size is projected to grow from US\$ 10730 million in 2022 to US\$ 13680 million in 2029; it is expected to grow at a CAGR of 3.5% from 2023 to 2029.

The main DSP (Demand-Side Platform) players include Criteo, Double Click (Google), Facebook Ads Manager, Adobe, etc. The top four DSP (Demand-Side Platform) players account for approximately 35% of the total global market. North America is the largest consumer market for DSP (Demand-Side Platform) accounting for about 45%, followed by Asia-Pacific and Europe. In terms of Type, RTB is the largest segment, with a share about 67%. And in terms of Application, the largest application is Retail, followed by Automotive.

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

Market Segmentation:

Segmentation by type

Self-serve DSPs

Full-service DSPs

Segmentation by application

SMBs

Large Organizations

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.

Acuityads

Adobe Media Optimizer

Adform

Amazon A9

Brightroll

Centro Basis

Criteo

Google Marketing Platform (Dv360)

Index Exchange

Quantcast

The Trade Desk

Vertoz

Xandr (Formerly Appnexus)

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