

Global Demand Side Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising Industry Forecast" looks at past sales and reviews total world Demand Side Platforms (DSP) For Programmatic Advertising sales in 2022, providing a comprehensive analysis by region and market sector of projected Demand Side Platforms (DSP) For Programmatic Advertising sales for 2023 through 2029. With Demand Side Platforms (DSP) For Programmatic Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Demand Side Platforms (DSP) For Programmatic Advertising industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Demand Side Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising.

The global Demand Side Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising 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 Platforms (DSP) For Programmatic Advertising players cover Facebook Ads Manager, Rocket Fuel, MediaMath, Amazon (AAP), DoubleClick, LiveRamp, Choozle, TubeMogul and BrightRoll, 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 Platforms (DSP) For Programmatic Advertising market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud based

On Premise

Segmentation by application

Retail

Recreation

Banking

Transportation

Other

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.

Facebook Ads Manager

Rocket Fuel

MediaMath

Amazon (AAP)

DoubleClick

LiveRamp

Choozle

TubeMogul

BrightRoll

AppNexus

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