

Global Digital Ad Intelligence Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Digital ad intelligence software monitors competitors' advertising campaigns as well as optimizes ad spend by providing ad revenue data. Companies use digital ad intelligence software to evaluate where competitors are advertising, the ad creatives their competitors are running, and how much their competitors are spending on their ads. Competitive intelligence is a main component of this type of software, as it can help businesses identify which ad creatives are performing best for their competitors (i.e., types of messaging, CTAs, ad sizes and images, etc.). Digital ad intelligence software can also track competitors' key performance indicators, like cost per impression (CPI) and click-through rate (CTR).

The global Digital Ad Intelligence Software market size is projected to grow from US\$ 971.4 million in 2023 to US\$ 1597.5 million in 2030; it is expected to grow at a CAGR of 7.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Digital Ad Intelligence Software Industry Forecast" looks at past sales and reviews total world Digital Ad Intelligence Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Digital Ad Intelligence Software sales for 2024 through 2030. With Digital Ad Intelligence Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Ad Intelligence Software industry.

This Insight Report provides a comprehensive analysis of the global Digital Ad Intelligence 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 Digital Ad Intelligence Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Ad Intelligence Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Ad Intelligence 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 Digital Ad Intelligence Software.

The future market trends of Digital Ad Intelligence Software are driven by the increasing demand for data-driven and personalized advertising, the proliferation of digital channels and devices, the growth of programmatic and video advertising, and the emergence of new technologies such as artificial intelligence and big data analytics. Some of the key trends that are expected to shape the market are:

The rise of ad-supported video services, such as YouTube, Hulu, and Peacock, which offer a large and engaged audience for advertisers, as well as rich data and analytics capabilities. According to Insider Intelligence, the US ad-supported video-on-demand (AVOD) market will grow from \$27.1 billion in 2020 to \$59.5 billion in 2025, at a CAGR of 17%.

The shift to upper-funnel ads, such as video, display, and social media, which aim to raise brand awareness and generate interest among potential customers, rather than lower-funnel ads, such as search, which focus on driving conversions and sales. According to Insider Intelligence, video ads will account for 40.9% of US digital ad spending in 2025, up from 33.8% in 2020, while search ads will decline from 41.5% to 34.8% in the same period.

The adoption of artificial intelligence and big data analytics, which enable advertisers to leverage large and complex data sets to optimize their ad campaigns, improve their targeting and segmentation, enhance their creatives and messaging, and measure their impact and attribution. According to Mordor Intelligence, the global market for artificial intelligence in digital marketing is expected to grow at a CAGR of 30.5% from 2020 to

2025.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Ad Intelligence Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud Based

On Premises

Segmentation by application

Large Enterprises

SMEs

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.

Pathmatics

Soomla

Similarweb

Adbeat

BIScience

WhatRunsWhere.com

Mobile Action

Numerator

SocialPeta

adjinn

Admetricks

App Annie

Apptica

Apptopia

BrandTotal

Kantar

Macaw.pro

Nielsen

Sensor Tower

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