

Global Digital Ad Platforms Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Display advertising products allow advertisers to buy, manage, and place display advertisements on websites, including banner, overlay, and rich media ads.

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

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

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

The global Digital Ad Platforms 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 Digital Ad Platforms 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 Digital Ad Platforms 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 Digital Ad Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Digital Ad Platforms players cover Criteo Dynamic Retargeting, DoubleClick Digital Marketing, AdRoll, Sizmek, Celtra, Marin Software, Yahoo Gemini, MediaMath and Adobe Media Optimizer, 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 Digital Ad Platforms 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.

Criteo Dynamic Retargeting

DoubleClick Digital Marketing

AdRoll

Sizmek

Celtra

Marin Software

Yahoo Gemini

MediaMath

Adobe Media Optimizer

Quantcast Advertise

Choozle

Acquisio

The Trade Desk

Flashtalking

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