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Global Digital Advertising Intelligence Software Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Digital Advertising Intelligence Software market size is predicted to grow from US$ 902 million in 2025 to US$ 1342 million in 2031; it is expected to grow at a CAGR of 6.8% from 2025 to 2031.

Digital advertising intelligence software monitors competitor advertising campaigns and optimizes advertising spend by providing advertising revenue data. Companies use advertising intelligence software to assess where competitors' ads are placed, what ad creatives competitors are running, and how much competitors are spending on advertising.

United States market for Digital Advertising Intelligence Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Digital Advertising Intelligence Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Digital Advertising Intelligence Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Digital Advertising Intelligence Software players cover Similarweb (Admetricks), System1, Vendasta, BIScience (AdClarity), Sensor Tower (Pathmatics, data.ai), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Digital Advertising Intelligence

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Software Industry Forecast" looks at past sales and reviews total world Digital Advertising Intelligence Software sales in 2024, providing a comprehensive analysis by region and market sector of projected Digital Advertising Intelligence Software sales for 2025 through 2031. With Digital Advertising 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 Advertising Intelligence Software industry.

This Insight Report provides a comprehensive analysis of the global Digital Advertising 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 analyses the strategies of leading global companies with a focus on Digital Advertising 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 Advertising Intelligence Software market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Advertising 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

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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

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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.

Similarweb (Admetricks)

System1

Vendasta

BIScience (AdClarity)

Sensor Tower (Pathmatics, data.ai)

Nielsen

Kantar Media

GrowByData

PowerAdSpy

SocialPeta

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Adwisely

Apptopia

MediaRadar

Klue

AppTweak

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