

Global Mobile Advertisements Serving Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/G7F5499DAFF1EN.html>

Date: February 2023

Pages: 100

Price: US\$ 3,660.00 (Single User License)

ID: G7F5499DAFF1EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

An ad server is an advertising software hosted on a server to manage online ad campaigns and used by publishers, advertisers, ad agencies, and ad networks. Ad server software defines what ad to display at what specific time frame and on what website or mobile app. There are multiple kinds of ad servers – open source ad server, self-hosted ad server, video ad server and more ad hoc ad server solutions.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Advertisements Serving 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 Mobile Advertisements Serving.

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

Global key Mobile Advertisements Serving players cover Google, Facebook, ironSource, Vungle, Unity Ads, AppLovin, AdColony, MoPub and AT & T (AppNexus), 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 Mobile Advertisements Serving market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

First Party Ad Servers

Third Party Ad Servers

Segmentation by application

For Website

For APPs

PC Software

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.

Google

Facebook

ironSource

Vungle

Unity Ads

AppLovin

AdColony

MoPub

AT & T (AppNexus)

EvaDav

InMobi

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Figure 79. Global Mobile Advertisements Serving Market Size Market Share Forecast by Application (2024-2029)

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