

Global Programmatic Display Advertising Platform Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Programmatic advertising helps automate the decision-making process of media buying by targeting specific audiences.

Digiday defines it as:

“The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations, and manual insertion orders. It’s using machines to buy ads, basically.”

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

This Insight Report provides a comprehensive analysis of the global Programmatic Display Advertising Platform 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 Programmatic Display Advertising Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Programmatic Display

Advertising Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Programmatic Display Advertising Platform 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 Programmatic Display Advertising Platform.

The global Programmatic Display Advertising Platform 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 Programmatic Display Advertising Platform 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 Programmatic Display Advertising Platform 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 Programmatic Display Advertising Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Programmatic Display Advertising Platform players cover FACEBOOK BUSINESS, ADWORDS, WORDSTREAM, SIZMEK, MARIN SOFTWARE, DATAKU, 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 Programmatic Display Advertising Platform 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 BUSINESS

ADWORDS

WORDSTREAM

SIZMEK

MARIN SOFTWARE

DATA XU

Yahoo Gemini

MediaMath

Adobe Media Optimizer

Quantcast Advertise

Choozle

Acquisio

The Trade Desk

Flashtalking

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