

Global Programmatic Marketing & Advertising Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/G4F5C147C1E1EN.html>

Date: February 2023

Pages: 104

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

ID: G4F5C147C1E1EN

Abstracts

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

Programmatic marketing/advertising can be confusing, especially for an outsider or someone new to the channel. However, it is growing significantly and considered to be the future of online advertising. Therefore, it is important to have an understanding, even if brief, of Programmatic Buying, Selling and Advertising.

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

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

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

The global Programmatic Marketing & Advertising 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 Marketing & Advertising 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 Marketing & Advertising 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 Marketing & Advertising 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 Marketing & Advertising players cover FACEBOOK BUSINESS, ADWORDS, WORDSTREAM, SIZMEK, MARIN SOFTWARE, DATAXU, 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 Marketing & Advertising 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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