

Global Sell Side Platform Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Sell Side Platform is software that puts up ads through an automated system. It allows publishers to make money from their websites by creating and selling ad inventory to marketers on an impression-by-impression, or visitor-by-visitor, basis

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sell Side 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 Sell Side Platform.

The global Sell Side 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 Sell Side 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 Sell Side 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 Sell Side 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 Sell Side Platform players cover Google Ad Manager, AerServ, AppNexus, MoPub, BounceX, OpenX, RhythOne, Rubicon Project and PubMatic, 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 Sell Side Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud Based

Web Based

Segmentation by application

Large Enterprises

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

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 Ad Manager

AerServ

AppNexus

MoPub

BounceX

OpenX

RhthymOne

Rubicon Project

PubMatic

ONE by AOL

Insticator

360 Polaris

Smart AdServer

Operative.One

AdBook

Admixer.SSP

SmartyAds

Naviga Ad

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