

Global Supply Side Platform (SSP) Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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

This Insight Report provides a comprehensive analysis of the global Supply Side Platform (SSP) 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 analyzes the strategies of leading global companies with a focus on Supply Side Platform (SSP) Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Supply Side Platform (SSP) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Supply Side Platform (SSP) 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 Supply Side Platform (SSP) Software.

The global Supply Side Platform (SSP) Software 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 Supply Side Platform (SSP) Software 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 Supply Side Platform (SSP) Software 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 Supply Side Platform (SSP) Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Supply Side Platform (SSP) Software players cover AerServ, AppNexus, BounceX, BrightRoll, DoubleClick for Publishers, Google Ad Manager, Insticator, LiveRail and MoPub, 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 Supply Side Platform (SSP) Software 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.

AerServ

AppNexus

BounceX

BrightRoll

DoubleClick for Publishers

Google Ad Manager

Insticator

LiveRail

MoPub

ONE by AOL

OpenX

PubMatic

RhythmOne

Rubicon Project

SmartyAds

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