

2015-2027 Global Retargeting Software Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

<https://marketpublishers.com/r/20E9C22641B2EN.html>

Date: May 2020

Pages: 113

Price: US\$ 3,460.00 (Single User License)

ID: 20E9C22641B2EN

Abstracts

The worldwide market for Retargeting Software is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered

Twitter

Google

ReTargeter

Criteo

NowSpots, Inc

Outbrain

Facebook

OpenX

Instagram

AdRoll

Sitescout

Major Types Covered

Cloud-Based

On-Premises

Major Applications Covered

Buyer Persona Retargeting

Account-Based Retargeting

Cross-Channel Retargeting

Email Retargeting

Top Countries Data Covered in This Report

United States

Canada

Germany

UK

France

Italy

Spain

Russia

Netherlands

Turkey

Switzerland

Sweden

Poland

Belgium

China

Japan

South Korea

Australia

India

Taiwan

Indonesia

Thailand

Philippines

Malaysia

Brazil

Mexico

Argentina

Columbia

Chile

Saudi Arabia

UAE
Egypt
Nigeria
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

Contents

1 INTRODUCTION

- 1.1 Objective of the Study
- 1.2 Definition of the Market
- 1.3 Market Scope
 - 1.3.1 Market Segment by Type, Application and Marketing Channel
 - 1.3.2 Major Regions Covered (North America, Europe, Asia Pacific, Mid East & Africa)
- 1.4 Years Considered for the Study (2015-2027)
- 1.5 Currency Considered (U.S. Dollar)
- 1.6 Stakeholders

2 KEY FINDINGS OF THE STUDY

3 MARKET DYNAMICS

- 3.1 Driving Factors for this Market
- 3.2 Factors Challenging the Market
- 3.3 Opportunities of the Global Retargeting Software Market (Regions, Growing/Emerging Downstream Market Analysis)
- 3.4 Technological and Market Developments in the Retargeting Software Market
- 3.5 Industry News by Region
- 3.6 Regulatory Scenario by Region/Country
- 3.7 Market Investment Scenario Strategic Recommendations Analysis

4 VALUE CHAIN OF THE RETARGETING SOFTWARE MARKET

- 4.1 Value Chain Status
- 4.2 Upstream Raw Material Analysis
- 4.3 Midstream Major Company Analysis (by Manufacturing Base, by Product Type)
- 4.4 Distributors/Traders
- 4.5 Downstream Major Customer Analysis (by Region)

5 GLOBAL RETARGETING SOFTWARE MARKET-SEGMENTATION BY TYPE

- 5.1 Cloud-Based
- 5.2 On-Premises

6 GLOBAL RETARGETING SOFTWARE MARKET-SEGMENTATION BY APPLICATION

- 6.1 Buyer Persona Retargeting
- 6.2 Account-Based Retargeting
- 6.3 Cross-Channel Retargeting
- 6.4 Email Retargeting

7 GLOBAL RETARGETING SOFTWARE MARKET-SEGMENTATION BY MARKETING CHANNEL

- 7.1 Traditional Marketing Channel (Offline)
- 7.2 Online Channel

8 COMPETITIVE INTELLIGENCE – COMPANY PROFILES

- 8.1 Twitter
 - 8.1.1 Twitter Profile
 - 8.1.2 Twitter Sales, Growth Rate and Global Market Share from 2015-2020
 - 8.1.3 Twitter Product/Solution Launches and Enhancements Analysis
 - 8.1.4 Twitter Business Overview/Recent Development/Acquisitions
- 8.2 Google
 - 8.2.1 Google Profile
 - 8.2.2 Google Sales, Growth Rate and Global Market Share from 2015-2020
 - 8.2.3 Google Product/Solution Launches and Enhancements Analysis
 - 8.2.4 Google Business Overview/Recent Development/Acquisitions
- 8.3 ReTargeter
 - 8.3.1 ReTargeter Profile
 - 8.3.2 ReTargeter Sales, Growth Rate and Global Market Share from 2015-2020
 - 8.3.3 ReTargeter Product/Solution Launches and Enhancements Analysis
 - 8.3.4 ReTargeter Business Overview/Recent Development/Acquisitions
- 8.4 Criteo
 - 8.4.1 Criteo Profile
 - 8.4.2 Criteo Sales, Growth Rate and Global Market Share from 2015-2020
 - 8.4.3 Criteo Product/Solution Launches and Enhancements Analysis
 - 8.4.4 Criteo Business Overview/Recent Development/Acquisitions
- 8.5 NowSpots, Inc
 - 8.5.1 NowSpots, Inc Profile
 - 8.5.2 NowSpots, Inc Sales, Growth Rate and Global Market Share from 2015-2020

8.5.3 NowSpots, Inc Product/Solution Launches and Enhancements Analysis

8.5.4 NowSpots, Inc Business Overview/Recent Development/Acquisitions

8.6 Outbrain

8.6.1 Outbrain Profile

8.6.2 Outbrain Sales, Growth Rate and Global Market Share from 2015-2020

8.6.3 Outbrain Product/Solution Launches and Enhancements Analysis

8.6.4 Outbrain Business Overview/Recent Development/Acquisitions

8.7 Facebook

8.7.1 Facebook Profile

8.7.2 Facebook Sales, Growth Rate and Global Market Share from 2015-2020

8.7.3 Facebook Product/Solution Launches and Enhancements Analysis

8.7.4 Facebook Business Overview/Recent Development/Acquisitions

8.8 OpenX

8.8.1 OpenX Profile

8.8.2 OpenX Sales, Growth Rate and Global Market Share from 2015-2020

8.8.3 OpenX Product/Solution Launches and Enhancements Analysis

8.8.4 OpenX Business Overview/Recent Development/Acquisitions

8.9 Instagram

8.9.1 Instagram Profile

8.9.2 Instagram Sales, Growth Rate and Global Market Share from 2015-2020

8.9.3 Instagram Product/Solution Launches and Enhancements Analysis

8.9.4 Instagram Business Overview/Recent Development/Acquisitions

8.10 AdRoll

8.10.1 AdRoll Profile

8.10.2 AdRoll Sales, Growth Rate and Global Market Share from 2015-2020

8.10.3 AdRoll Product/Solution Launches and Enhancements Analysis

8.10.4 AdRoll Business Overview/Recent Development/Acquisitions

8.11 Sitescout

8.11.1 Sitescout Profile

8.11.2 Sitescout Sales, Growth Rate and Global Market Share from 2015-2020

8.11.3 Sitescout Product/Solution Launches and Enhancements Analysis

8.11.4 Sitescout Business Overview/Recent Development/Acquisitions

9 GLOBAL RETARGETING SOFTWARE MARKET-SEGMENTATION BY GEOGRAPHY

10 NORTH AMERICA

10.1 North America Retargeting Software Production, Ex-factory Price, Revenue, Gross

Margin (%) and Gross Analysis from 2015-2020

10.2 North America Retargeting Software Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

10.3 North America Retargeting Software Production Analysis from 2015-2020

10.4 North America Retargeting Software Consumption Analysis from 2015-2020

10.5 North America Retargeting Software Import and Export from 2015-2020

10.6 North America Retargeting Software Value, Production and Market Share by Type (2015-2020)

10.7 North America Retargeting Software Consumption, Value and Market Share by Application (2015-2020)

10.8 North America Retargeting Software by Country (United States, Canada)

10.8.1 North America Retargeting Software Sales by Country (2015-2020)

10.8.2 North America Retargeting Software Consumption Value by Country (2015-2020)

10.9 North America Retargeting Software Market PEST Analysis

11 EUROPE

11.1 Europe Retargeting Software Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

11.2 Europe Retargeting Software Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

11.3 Europe Retargeting Software Production Analysis from 2015-2020

11.4 Europe Retargeting Software Consumption Analysis from 2015-2020

11.5 Europe Retargeting Software Import and Export from 2015-2020

11.6 Europe Retargeting Software Value, Production and Market Share by Type (2015-2020)

11.7 Europe Retargeting Software Consumption, Value and Market Share by Application (2015-2020)

11.8 Europe Retargeting Software by Country (Germany, UK, France, Italy, Spain, Russia, Netherlands, Turkey, Switzerland, Sweden, Poland, Belgium)

11.8.1 Europe Retargeting Software Sales by Country (2015-2020)

11.8.2 Europe Retargeting Software Consumption Value by Country (2015-2020)

11.9 Europe Retargeting Software Market PEST Analysis

12 ASIA-PACIFIC

12.1 Asia-Pacific Retargeting Software Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

- 12.2 Asia-Pacific Retargeting Software Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020
- 12.3 Asia-Pacific Retargeting Software Production Analysis from 2015-2020
- 12.4 Asia-Pacific Retargeting Software Consumption Analysis from 2015-2020
- 12.5 Asia-Pacific Retargeting Software Import and Export from 2015-2020
- 12.6 Asia-Pacific Retargeting Software Value, Production and Market Share by Type (2015-2020)
- 12.7 Asia-Pacific Retargeting Software Consumption, Value and Market Share by Application (2015-2020)
- 12.8 Asia-Pacific Retargeting Software by Country (China, Japan, South Korea, Australia, India, Taiwan, Indonesia, Thailand, Philippines, Malaysia)
 - 12.8.1 Asia-Pacific Retargeting Software Sales by Country (2015-2020)
 - 12.8.2 Asia-Pacific Retargeting Software Consumption Value by Country (2015-2020)
- 12.9 Asia-Pacific Retargeting Software Market PEST Analysis

13 LATIN AMERICA

- 13.1 Latin America Retargeting Software Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020
- 13.2 Latin America Retargeting Software Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020
- 13.3 Latin America Retargeting Software Production Analysis from 2015-2020
- 13.4 Latin America Retargeting Software Consumption Analysis from 2015-2020
- 13.5 Latin America Retargeting Software Import and Export from 2015-2020
- 13.6 Latin America Retargeting Software Value, Production and Market Share by Type (2015-2020)
- 13.7 Latin America Retargeting Software Consumption, Value and Market Share by Application (2015-2020)
- 13.8 Latin America Retargeting Software by Country (Brazil, Mexico, Argentina, Columbia, Chile)
 - 13.8.1 Latin America Retargeting Software Sales by Country (2015-2020)
 - 13.8.2 Latin America Retargeting Software Consumption Value by Country (2015-2020)
- 13.9 Latin America Retargeting Software Market PEST Analysis

14 MIDDLE EAST & AFRICA

- 14.1 Middle East & Africa Retargeting Software Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

- 14.2 Middle East & Africa Retargeting Software Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020
- 14.3 Middle East & Africa Retargeting Software Production Analysis from 2015-2020
- 14.4 Middle East & Africa Retargeting Software Consumption Analysis from 2015-2020
- 14.5 Middle East & Africa Retargeting Software Import and Export from 2015-2020
- 14.6 Middle East & Africa Retargeting Software Value, Production and Market Share by Type (2015-2020)
- 14.7 Middle East & Africa Retargeting Software Consumption, Value and Market Share by Application (2015-2020)
- 14.8 Middle East & Africa Retargeting Software by Country (Saudi Arabia, UAE, Egypt, Nigeria, South Africa)
 - 14.8.1 Middle East & Africa Retargeting Software Sales by Country (2015-2020)
 - 14.8.2 Middle East & Africa Retargeting Software Consumption Value by Country (2015-2020)
- 14.9 Middle East & Africa Retargeting Software Market PEST Analysis

15 FUTURE FORECAST OF THE GLOBAL RETARGETING SOFTWARE MARKET FROM 2020-2027

- 15.1 Future Forecast of the Global Retargeting Software Market from 2020-2027 Segment by Region
- 15.2 Global Retargeting Software Production and Growth Rate Forecast by Type (2020-2027)
- 15.3 Global Retargeting Software Consumption and Growth Rate Forecast by Application (2020-2027)

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Global Retargeting Software Market Value (\$) and Growth Rate of Retargeting Software from 2015-2027

Global Retargeting Software Production and Growth Rate Segment by Product Type from 2015-2027

Global Retargeting Software Consumption and Growth Rate Segment by Application from 2015-2027

Figure Retargeting Software Picture

Table Product Specifications of Retargeting Software

Table Driving Factors for this Market

Table Industry News of Retargeting Software Market

Figure Value Chain Status of Retargeting Software

Table Midstream Major Company Analysis (by Manufacturing Base, by Product Type)

Table Distributors/Traders

Table Downstream Major Customer Analysis (by Region, by Preference)

Table Global Retargeting Software Production and Growth Rate Segment by Product Type from 2015-2020

Table Global Retargeting Software Value (\$) and Growth Rate Segment by Product Type from 2015-2020

Figure Cloud-Based of Retargeting Software

Figure On-Premises of Retargeting Software

Table Global Retargeting Software Consumption and Growth Rate Segment by Application from 2015-2020

Table Global Retargeting Software Value (\$) and Growth Rate Segment by Application from 2015-2020

Figure Buyer Persona Retargeting of Retargeting Software

Figure Account-Based Retargeting of Retargeting Software

Figure Cross-Channel Retargeting of Retargeting Software

Figure Email Retargeting of Retargeting Software

Table Global Retargeting Software Consumption and Growth Rate Segment by Marketing Channel from 2015-2020

Table Global Retargeting Software Value (\$) and Growth Rate Segment by Marketing Channel from 2015-2020

Figure Traditional Marketing Channel (Offline) of Retargeting Software

Figure Online Channel of Retargeting Software

Table Twitter Profile (Company Name, Plants Distribution, Sales Region)

Figure Twitter Sales and Growth Rate from 2015-2020

Figure Twitter Revenue (\$) and Global Market Share from 2015-2020

Table Twitter Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Google Profile (Company Name, Plants Distribution, Sales Region)

Figure Google Sales and Growth Rate from 2015-2020

Figure Google Revenue (\$) and Global Market Share from 2015-2020

Table Google Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table ReTargeter Profile (Company Name, Plants Distribution, Sales Region)

Figure ReTargeter Sales and Growth Rate from 2015-2020

Figure ReTargeter Revenue (\$) and Global Market Share from 2015-2020

Table ReTargeter Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Criteo Profile (Company Name, Plants Distribution, Sales Region)

Figure Criteo Sales and Growth Rate from 2015-2020

Figure Criteo Revenue (\$) and Global Market Share from 2015-2020

Table Criteo Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table NowSpots, Inc Profile (Company Name, Plants Distribution, Sales Region)

Figure NowSpots, Inc Sales and Growth Rate from 2015-2020

Figure NowSpots, Inc Revenue (\$) and Global Market Share from 2015-2020

Table NowSpots, Inc Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Outbrain Profile (Company Name, Plants Distribution, Sales Region)

Figure Outbrain Sales and Growth Rate from 2015-2020

Figure Outbrain Revenue (\$) and Global Market Share from 2015-2020

Table Outbrain Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Facebook Profile (Company Name, Plants Distribution, Sales Region)

Figure Facebook Sales and Growth Rate from 2015-2020

Figure Facebook Revenue (\$) and Global Market Share from 2015-2020

Table Facebook Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table OpenX Profile (Company Name, Plants Distribution, Sales Region)

Figure OpenX Sales and Growth Rate from 2015-2020

Figure OpenX Revenue (\$) and Global Market Share from 2015-2020

Table OpenX Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Instagram Profile (Company Name, Plants Distribution, Sales Region)

Figure Instagram Sales and Growth Rate from 2015-2020

Figure Instagram Revenue (\$) and Global Market Share from 2015-2020

Table Instagram Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table AdRoll Profile (Company Name, Plants Distribution, Sales Region)

Figure AdRoll Sales and Growth Rate from 2015-2020

Figure AdRoll Revenue (\$) and Global Market Share from 2015-2020

Table AdRoll Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Sitescout Profile (Company Name, Plants Distribution, Sales Region)

Figure Sitescout Sales and Growth Rate from 2015-2020

Figure Sitescout Revenue (\$) and Global Market Share from 2015-2020

Table Sitescout Retargeting Software Sales, Price, Revenue, Gross Margin (2015-2020)

Table Global Retargeting Software Production Value (\$) by Region from 2015-2020

Table Global Retargeting Software Production Value Share by Region from 2015-2020

Table Global Retargeting Software Production by Region from 2015-2020

Table Global Retargeting Software Consumption Value (\$) by Region from 2015-2020

Table Global Retargeting Software Consumption by Region from 2015-2020

Table North America Retargeting Software Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table North America Retargeting Software Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table North America Retargeting Software Import and Export from 2015-2020

Table North America Retargeting Software Value (\$) by Type (2015-2020)

Table North America Retargeting Software Production by Type (2015-2020)

Table North America Retargeting Software Consumption by Application (2015-2020)

Table North America Retargeting Software Consumption by Country (2015-2020)

Table North America Retargeting Software Consumption Value (\$) by Country (2015-2020)

Figure North America Retargeting Software Market PEST Analysis

Table Europe Retargeting Software Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Europe Retargeting Software Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Europe Retargeting Software Import and Export from 2015-2020

Table Europe Retargeting Software Value (\$) by Type (2015-2020)

Table Europe Retargeting Software Production by Type (2015-2020)

Table Europe Retargeting Software Consumption by Application (2015-2020)

Table Europe Retargeting Software Consumption by Country (2015-2020)

Table Europe Retargeting Software Consumption Value (\$) by Country (2015-2020)

Figure Europe Retargeting Software Market PEST Analysis

Table Asia-Pacific Retargeting Software Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Asia-Pacific Retargeting Software Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Asia-Pacific Retargeting Software Import and Export from 2015-2020

Table Asia-Pacific Retargeting Software Value (\$) by Type (2015-2020)

Table Asia-Pacific Retargeting Software Production by Type (2015-2020)

Table Asia-Pacific Retargeting Software Consumption by Application (2015-2020)

Table Asia-Pacific Retargeting Software Consumption by Country (2015-2020)

Table Asia-Pacific Retargeting Software Consumption Value (\$) by Country (2015-2020)

Figure Asia-Pacific Retargeting Software Market PEST Analysis

Table Latin America Retargeting Software Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Latin America Retargeting Software Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Latin America Retargeting Software Import and Export from 2015-2020

Table Latin America Retargeting Software Value (\$) by Type (2015-2020)

Table Latin America Retargeting Software Production by Type (2015-2020)

Table Latin America Retargeting Software Consumption by Application (2015-2020)

Table Latin America Retargeting Software Consumption by Country (2015-2020)

Table Latin America Retargeting Software Consumption Value (\$) by Country (2015-2020)

Figure Latin America Retargeting Software Market PEST Analysis

Table Middle East & Africa Retargeting Software Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Middle East & Africa Retargeting Software Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Middle East & Africa Retargeting Software Import and Export from 2015-2020

Table Middle East & Africa Retargeting Software Value (\$) by Type (2015-2020)

Table Middle East & Africa Retargeting Software Production by Type (2015-2020)

Table Middle East & Africa Retargeting Software Consumption by Application (2015-2020)

Table Middle East & Africa Retargeting Software Consumption by Country (2015-2020)

Table Middle East & Africa Retargeting Software Consumption Value (\$) by Country (2015-2020)

Figure Middle East & Africa Retargeting Software Market PEST Analysis

Table Global Retargeting Software Value (\$) and Growth Rate Forecast by Region (2020-2027)

Table Global Retargeting Software Production and Growth Rate Forecast by Region (2020-2027)

Table Global Retargeting Software Consumption and Growth Rate Forecast by Region
(2020-2027)

Table Global Retargeting Software Production and Growth Rate Forecast by Type
(2020-2027)

Table Global Retargeting Software Consumption and Growth Rate Forecast by
Application (2020-2027)

I would like to order

Product name: 2015-2027 Global Retargeting Software Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

Product link: <https://marketpublishers.com/r/20E9C22641B2EN.html>

Price: US\$ 3,460.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/20E9C22641B2EN.html>