

# 2020-2025 Global Ad Serving and Retargeting Platform Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

This report elaborates the market size, market characteristics, and market growth of the Ad Serving and Retargeting Platform industry, and breaks down according to the type, application, and consumption area of Ad Serving and Retargeting Platform. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Ad Serving and Retargeting Platform in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Ad Serving and Retargeting Platform market covered in

Chapter 13:

Marin Software

DoubleClick

OpenX

Sizmek

Acquisio

Twitter

Facebook

TubeMogul

Criteo

Google

Terminus

## StackAdapt

In Chapter 6, on the basis of types, the Ad Serving and Retargeting Platform market from 2015 to 2025 is primarily split into:

- Self-service Approach
- Managed Service Approach

In Chapter 7, on the basis of applications, the Ad Serving and Retargeting Platform market from 2015 to 2025 covers:

- SME (Small and Medium Enterprises)
- Large Enterprise

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

- United States
- Europe
- China
- Japan
- India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

- North America (Covered in Chapter 8)
  - United States
  - Canada
  - Mexico
- Europe (Covered in Chapter 9)
  - Germany
  - UK
  - France
  - Italy
  - Spain
  - Others
- Asia-Pacific (Covered in Chapter 10)
  - China
  - Japan
  - India
  - South Korea
  - Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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