

2020-2025 Global Advertising Management Platform Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Advertising Management Platform is a unified platform for collecting, organizing and activating from any source

Advertiser campaign management tools help advertisers serve and manage ads across a variety of ad channels. Digital channels include display, video, mobile, social and search

This report elaborates the market size, market characteristics, and market growth of the Advertising Management Platform industry, and breaks down according to the type, application, and consumption area of Advertising Management 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 Advertising Management 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 Advertising Management Platform market covered in Chapter 13:

Mixpo

Snapchat (Flite)

Marin Software

Flashtalking

Adobe

Google

Mediawide

SteelHouse

Celtra

Thunder

Bannersnack

Balihoo

Bannerflow

Adform

Bonzai

RhythmOne

Sizmek

In Chapter 6, on the basis of types, the Advertising Management Platform market from 2015 to 2025 is primarily split into:

Publishers and Brands

Marketers and Agencies

In Chapter 7, on the basis of applications, the Advertising Management Platform market from 2015 to 2025 covers:

Large Enterprises

SMEs

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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