

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

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Abstracts

Creative Management Platform (CMP) is a type of software that can combine a variety of display advertising tools into one cohesive, cloud-based platform. It employs dynamic creative optimization (DCO) to automate the optimization of ad content by differentiating users and tailoring the creative.

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

Mediawide

Google

Balihoo

Snapchat (Flite)

Flashtalking

Adobe
Adform
Bonzai
Celtra
Sizmek
SteelHouse
Netsertive (Mixpo)
Thunder
Bannerflow
RhythmOne
Bannersnack

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

Publishers and Brands
Marketers and Agencies

In Chapter 7, on the basis of applications, the Creative Management Platforms 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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