

2020-2025 Global Demand Side Platform (DSP) Software Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

A demand-side platform is a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads. Historically digital ads were bought and sold by human ad buyers and salespeople, who are expensive and unreliable. DSPs help make that process cheaper and more efficient by removing humans from parts of the process, as well as the need to negotiate ad rates and to manually fax ad insertion orders.

This report elaborates the market size, market characteristics, and market growth of the Demand Side Platform (DSP) Software industry, and breaks down according to the type, application, and consumption area of Demand Side Platform (DSP) Software. 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 Demand Side Platform (DSP) Software 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 Demand Side Platform (DSP) Software market covered in Chapter 13:

Choozle

Rocket Fuel

ExactDrive
AppNexus Console
Rubicon Project
Criteo
dataxu
Amobee DSP
DoubleClick
Gravity4
MediaMath
IgnitionOne Platform

In Chapter 6, on the basis of types, the Demand Side Platform (DSP) Software market from 2015 to 2025 is primarily split into:

Cloud-based
On-premises

In Chapter 7, on the basis of applications, the Demand Side Platform (DSP) Software market from 2015 to 2025 covers:

Small Business
Medium Business
Large Enterprises

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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