

2020-2025 Global Demand Side Platforms (DSP) For Programmatic Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites.

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

DoubleClick

Amazon (AAP)

TubeMogul

Oath DSP

DataXu

Choozle

DoubleClick Bid Manager

AudienceScience

MediaMath

Adobe Media Optimizer DSP

LiveRamp

Facebook Ads Manager

Rocket Fuel

AppNexus

BrightRoll

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

Do it yourself / Self-service

Full Service / Managed

In Chapter 7, on the basis of applications, the Demand Side Platforms (DSP) For Programmatic Advertising market from 2015 to 2025 covers:

Advertisers

Agencies

Ad networks

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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