

2020-2025 Global Programmatic Marketing or Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Programmatic marketing is a way to target what types of audience you wish show your advertising to. Which can encompass segments across demographics such as age, gender, social standing, to geographic in certain areas of the country. As with Paid Search you can also limit the ads to times of day and frequency. You can decide which publishers you want your ads to show on. This way you are only paying for highly effective ads, delivered to the right people at the right time. Its a change from traditional ad buying. No longer a buyer agrees to run a certain number of ads with a publisher and is locked in to the contract.

Programmatic ad buying typically refers to the use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders. It's using machines to buy ads, basically.

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

Marin Software
Wordstream
Acquisio
Adwords
Adobe Media Optimizer
Quantcast Advertise
Choozle
The Trade Desk
Yahoo Gemini
DATA XU
Sizmek
Flashtalking
Facebook Business
MediaMath

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

Programmatic RTB
Programmatic Direct

In Chapter 7, on the basis of applications, the Programmatic Marketing or Advertising market from 2015 to 2025 covers:

Marketing and Advertising
Health, Wellness and Fitness
Construction
Others

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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