

COVID-19 Outbreak-Global Programmatic Marketing or Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Programmatic Marketing or Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation

and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Programmatic Marketing or Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Programmatic Marketing or Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Programmatic Marketing or Advertising market covered in Chapter 12:

DATA XU
Yahoo Gemini
MediaMath
FACEBOOK BUSINESS
Acquisio
ADWORDS
MARIN SOFTWARE
WORDSTREAM
Flashtalking
Choozle
The Trade Desk
Quantcast Advertise
Adobe Media Optimizer
SIZMEK

In Chapter 4 and 14.1, 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 5 and 14.2, 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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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