

Global Demand Side Platform (DSP) Software Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Demand Side Platform (DSP) Software market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Demand Side Platform (DSP) Software market covered in Chapter 5:

IgnitionOne Platform

Criteo
MediaMath
dataxu
Rubicon Project
ExactDrive
Choozle
Gravity4
Rocket Fuel
Amobee DSP
DoubleClick
AppNexus Console

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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