

Global Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G53BB93EA45AEN.html>

Date: May 2022

Pages: 115

Price: US\$ 3,500.00 (Single User License)

ID: G53BB93EA45AEN

Abstracts

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

Based on the Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side 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 Platforms (DSP) for Programmatic Advertising from the Mobile Side market covered in Chapter 5:

Clickagy

Emerse

Turn

The Trade Desk

AlephD

Brandscreen

Accuen

AppNexus

bRealtime

ExactDrive

Visible Measures

X Plus One

DataXu

Adnico

MicroAd

MediaMath

Triggit

Invite Media

Efficient Frontier

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

Self-service DSPS

Full-service DSPS

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

Retail

Automotive

Financial

Telecom

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 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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