

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

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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 DSP (Demand-Side Platform) 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 DSP (Demand-Side Platform) market covered in Chapter 5:

Datayu

Adobe

Tubemogul

Amobee

Oath Inc

SocioMatic

AdForm

Appnexus

Facebook Ads Manager

Mediamath

Trade Desk

Amazon (AAP)

Sizmek

Double Click

Criteo

Centro Inc

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

RTB

PPB

In Chapter 7, on the basis of applications, the DSP (Demand-Side Platform) 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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Figure South Africa DSP (Demand-Side Platform) Market Sales and Growth Rate
(2015-2020)

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