

Global Media Planning Software Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G1894221A5A4EN.html>

Date: December 2021

Pages: 106

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

ID: G1894221A5A4EN

Abstracts

Media planning software is a type of software used by advertisers and agencies to get a complete overview and helps manage their campaign plans, marketing activities, and annual summaries in a faster and smarter digital way.

Based on the Media Planning 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 Media Planning Software market covered in Chapter 5:

remags

Quintiq (Dassault Systemes)

SAP

Centro

Mediatool

HeyOrca

SQAD

Bionic (NextMark)

BluHorn

Strata

Telmar

comScore

In Chapter 6, on the basis of types, the Media Planning Software market from 2015 to 2025 is primarily split into:

On-Premise

Cloud-Based

In Chapter 7, on the basis of applications, the Media Planning Software market from 2015 to 2025 covers:

SMBs

Large Business

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition and Market Characteristics
- 1.2 Global Media Planning Software Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

2. MARKET DYNAMICS

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
 - 2.4.1 Short-term Impact
 - 2.4.2 Long-term Impact

3 ASSOCIATED INDUSTRY ASSESSMENT

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
 - 3.2.1 Suppliers of Raw Materials
 - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

4 MARKET COMPETITIVE LANDSCAPE

- 4.1 Industry Leading Players
- 4.2 Industry News
 - 4.2.1 Key Product Launch News
 - 4.2.2 M&A and Expansion Plans

5 ANALYSIS OF LEADING COMPANIES

- 5.1 remags
 - 5.1.1 remags Company Profile

- 5.1.2 remags Business Overview
- 5.1.3 remags Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 remags Media Planning Software Products Introduction
- 5.2 Quintiq (Dassault Systemes)
 - 5.2.1 Quintiq (Dassault Systemes) Company Profile
 - 5.2.2 Quintiq (Dassault Systemes) Business Overview
 - 5.2.3 Quintiq (Dassault Systemes) Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.2.4 Quintiq (Dassault Systemes) Media Planning Software Products Introduction
- 5.3 SAP
 - 5.3.1 SAP Company Profile
 - 5.3.2 SAP Business Overview
 - 5.3.3 SAP Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.3.4 SAP Media Planning Software Products Introduction
- 5.4 Centro
 - 5.4.1 Centro Company Profile
 - 5.4.2 Centro Business Overview
 - 5.4.3 Centro Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.4.4 Centro Media Planning Software Products Introduction
- 5.5 Mediatool
 - 5.5.1 Mediatool Company Profile
 - 5.5.2 Mediatool Business Overview
 - 5.5.3 Mediatool Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.5.4 Mediatool Media Planning Software Products Introduction
- 5.6 HeyOrca
 - 5.6.1 HeyOrca Company Profile
 - 5.6.2 HeyOrca Business Overview
 - 5.6.3 HeyOrca Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.6.4 HeyOrca Media Planning Software Products Introduction
- 5.7 SQAD
 - 5.7.1 SQAD Company Profile
 - 5.7.2 SQAD Business Overview
 - 5.7.3 SQAD Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

- 5.7.4 SQAD Media Planning Software Products Introduction
- 5.8 Bionic (NextMark)
 - 5.8.1 Bionic (NextMark) Company Profile
 - 5.8.2 Bionic (NextMark) Business Overview
 - 5.8.3 Bionic (NextMark) Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.8.4 Bionic (NextMark) Media Planning Software Products Introduction
- 5.9 BluHorn
 - 5.9.1 BluHorn Company Profile
 - 5.9.2 BluHorn Business Overview
 - 5.9.3 BluHorn Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.9.4 BluHorn Media Planning Software Products Introduction
- 5.10 Strata
 - 5.10.1 Strata Company Profile
 - 5.10.2 Strata Business Overview
 - 5.10.3 Strata Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.10.4 Strata Media Planning Software Products Introduction
- 5.11 Telmar
 - 5.11.1 Telmar Company Profile
 - 5.11.2 Telmar Business Overview
 - 5.11.3 Telmar Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.11.4 Telmar Media Planning Software Products Introduction
- 5.12 comScore
 - 5.12.1 comScore Company Profile
 - 5.12.2 comScore Business Overview
 - 5.12.3 comScore Media Planning Software Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.12.4 comScore Media Planning Software Products Introduction

6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES

- 6.1 Global Media Planning Software Sales, Revenue and Market Share by Types (2015-2020)
 - 6.1.1 Global Media Planning Software Sales and Market Share by Types (2015-2020)
 - 6.1.2 Global Media Planning Software Revenue and Market Share by Types (2015-2020)

- 6.1.3 Global Media Planning Software Price by Types (2015-2020)
- 6.2 Global Media Planning Software Market Forecast by Types (2020-2025)
 - 6.2.1 Global Media Planning Software Market Forecast Sales and Market Share by Types (2020-2025)
 - 6.2.2 Global Media Planning Software Market Forecast Revenue and Market Share by Types (2020-2025)
- 6.3 Global Media Planning Software Sales, Price and Growth Rate by Types (2015-2020)
 - 6.3.1 Global Media Planning Software Sales, Price and Growth Rate of On-Premise
 - 6.3.2 Global Media Planning Software Sales, Price and Growth Rate of Cloud-Based
- 6.4 Global Media Planning Software Market Revenue and Sales Forecast, by Types (2020-2025)
 - 6.4.1 On-Premise Market Revenue and Sales Forecast (2020-2025)
 - 6.4.2 Cloud-Based Market Revenue and Sales Forecast (2020-2025)

7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS

- 7.1 Global Media Planning Software Sales, Revenue and Market Share by Applications (2015-2020)
 - 7.1.1 Global Media Planning Software Sales and Market Share by Applications (2015-2020)
 - 7.1.2 Global Media Planning Software Revenue and Market Share by Applications (2015-2020)
- 7.2 Global Media Planning Software Market Forecast by Applications (2020-2025)
 - 7.2.1 Global Media Planning Software Market Forecast Sales and Market Share by Applications (2020-2025)
 - 7.2.2 Global Media Planning Software Market Forecast Revenue and Market Share by Applications (2020-2025)
- 7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)
 - 7.3.1 Global Media Planning Software Revenue, Sales and Growth Rate of SMBs (2015-2020)
 - 7.3.2 Global Media Planning Software Revenue, Sales and Growth Rate of Large Business (2015-2020)
- 7.4 Global Media Planning Software Market Revenue and Sales Forecast, by Applications (2020-2025)
 - 7.4.1 SMBs Market Revenue and Sales Forecast (2020-2025)
 - 7.4.2 Large Business Market Revenue and Sales Forecast (2020-2025)

8 MARKET ANALYSIS AND FORECAST, BY REGIONS

- 8.1 Global Media Planning Software Sales by Regions (2015-2020)
- 8.2 Global Media Planning Software Market Revenue by Regions (2015-2020)
- 8.3 Global Media Planning Software Market Forecast by Regions (2020-2025)

9 NORTH AMERICA MEDIA PLANNING SOFTWARE MARKET ANALYSIS

- 9.1 Market Overview and Prospect Analysis
- 9.2 North America Media Planning Software Market Sales and Growth Rate (2015-2020)
- 9.3 North America Media Planning Software Market Revenue and Growth Rate (2015-2020)
- 9.4 North America Media Planning Software Market Forecast
- 9.5 The Influence of COVID-19 on North America Market
- 9.6 North America Media Planning Software Market Analysis by Country
 - 9.6.1 U.S. Media Planning Software Sales and Growth Rate
 - 9.6.2 Canada Media Planning Software Sales and Growth Rate
 - 9.6.3 Mexico Media Planning Software Sales and Growth Rate

10 EUROPE MEDIA PLANNING SOFTWARE MARKET ANALYSIS

- 10.1 Market Overview and Prospect Analysis
- 10.2 Europe Media Planning Software Market Sales and Growth Rate (2015-2020)
- 10.3 Europe Media Planning Software Market Revenue and Growth Rate (2015-2020)
- 10.4 Europe Media Planning Software Market Forecast
- 10.5 The Influence of COVID-19 on Europe Market
- 10.6 Europe Media Planning Software Market Analysis by Country
 - 10.6.1 Germany Media Planning Software Sales and Growth Rate
 - 10.6.2 United Kingdom Media Planning Software Sales and Growth Rate
 - 10.6.3 France Media Planning Software Sales and Growth Rate
 - 10.6.4 Italy Media Planning Software Sales and Growth Rate
 - 10.6.5 Spain Media Planning Software Sales and Growth Rate
 - 10.6.6 Russia Media Planning Software Sales and Growth Rate

11 ASIA-PACIFIC MEDIA PLANNING SOFTWARE MARKET ANALYSIS

- 11.1 Market Overview and Prospect Analysis
- 11.2 Asia-Pacific Media Planning Software Market Sales and Growth Rate (2015-2020)
- 11.3 Asia-Pacific Media Planning Software Market Revenue and Growth Rate

(2015-2020)

11.4 Asia-Pacific Media Planning Software Market Forecast

11.5 The Influence of COVID-19 on Asia Pacific Market

11.6 Asia-Pacific Media Planning Software Market Analysis by Country

11.6.1 China Media Planning Software Sales and Growth Rate

11.6.2 Japan Media Planning Software Sales and Growth Rate

11.6.3 South Korea Media Planning Software Sales and Growth Rate

11.6.4 Australia Media Planning Software Sales and Growth Rate

11.6.5 India Media Planning Software Sales and Growth Rate

12 SOUTH AMERICA MEDIA PLANNING SOFTWARE MARKET ANALYSIS

12.1 Market Overview and Prospect Analysis

12.2 South America Media Planning Software Market Sales and Growth Rate

(2015-2020)

12.3 South America Media Planning Software Market Revenue and Growth Rate

(2015-2020)

12.4 South America Media Planning Software Market Forecast

12.5 The Influence of COVID-19 on South America Market

12.6 South America Media Planning Software Market Analysis by Country

12.6.1 Brazil Media Planning Software Sales and Growth Rate

12.6.2 Argentina Media Planning Software Sales and Growth Rate

12.6.3 Columbia Media Planning Software Sales and Growth Rate

13 MIDDLE EAST AND AFRICA MEDIA PLANNING SOFTWARE MARKET ANALYSIS

13.1 Market Overview and Prospect Analysis

13.2 Middle East and Africa Media Planning Software Market Sales and Growth Rate

(2015-2020)

13.3 Middle East and Africa Media Planning Software Market Revenue and Growth Rate (2015-2020)

13.4 Middle East and Africa Media Planning Software Market Forecast

13.5 The Influence of COVID-19 on Middle East and Africa Market

13.6 Middle East and Africa Media Planning Software Market Analysis by Country

13.6.1 UAE Media Planning Software Sales and Growth Rate

13.6.2 Egypt Media Planning Software Sales and Growth Rate

13.6.3 South Africa Media Planning Software Sales and Growth Rate

14 CONCLUSIONS AND RECOMMENDATIONS

14.1 Key Market Findings and Prospects

14.2 Advice for Investors

15 APPENDIX

15.1 Methodology

15.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global Media Planning Software Market Size and Growth Rate 2015-2025

Table Media Planning Software Key Market Segments

Figure Global Media Planning Software Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Media Planning Software Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of Media Planning Software

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table remags Company Profile

Table remags Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure remags Production and Growth Rate

Figure remags Market Revenue (\$) Market Share 2015-2020

Table Quintiq (Dassault Systemes) Company Profile

Table Quintiq (Dassault Systemes) Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Quintiq (Dassault Systemes) Production and Growth Rate

Figure Quintiq (Dassault Systemes) Market Revenue (\$) Market Share 2015-2020

Table SAP Company Profile

Table SAP Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure SAP Production and Growth Rate

Figure SAP Market Revenue (\$) Market Share 2015-2020

Table Centro Company Profile

Table Centro Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Centro Production and Growth Rate

Figure Centro Market Revenue (\$) Market Share 2015-2020

Table Mediatool Company Profile

Table Mediatool Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin

(2015-2020)

Figure Mediatool Production and Growth Rate

Figure Mediatool Market Revenue (\$) Market Share 2015-2020

Table HeyOrca Company Profile

Table HeyOrca Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure HeyOrca Production and Growth Rate

Figure HeyOrca Market Revenue (\$) Market Share 2015-2020

Table SQAD Company Profile

Table SQAD Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure SQAD Production and Growth Rate

Figure SQAD Market Revenue (\$) Market Share 2015-2020

Table Bionic (NextMark) Company Profile

Table Bionic (NextMark) Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Bionic (NextMark) Production and Growth Rate

Figure Bionic (NextMark) Market Revenue (\$) Market Share 2015-2020

Table BluHorn Company Profile

Table BluHorn Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure BluHorn Production and Growth Rate

Figure BluHorn Market Revenue (\$) Market Share 2015-2020

Table Strata Company Profile

Table Strata Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Strata Production and Growth Rate

Figure Strata Market Revenue (\$) Market Share 2015-2020

Table Telmar Company Profile

Table Telmar Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Telmar Production and Growth Rate

Figure Telmar Market Revenue (\$) Market Share 2015-2020

Table comScore Company Profile

Table comScore Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure comScore Production and Growth Rate

Figure comScore Market Revenue (\$) Market Share 2015-2020

Table Global Media Planning Software Sales by Types (2015-2020)

Table Global Media Planning Software Sales Share by Types (2015-2020)
Table Global Media Planning Software Revenue (\$) by Types (2015-2020)
Table Global Media Planning Software Revenue Share by Types (2015-2020)
Table Global Media Planning Software Price (\$) by Types (2015-2020)
Table Global Media Planning Software Market Forecast Sales by Types (2020-2025)
Table Global Media Planning Software Market Forecast Sales Share by Types (2020-2025)
Table Global Media Planning Software Market Forecast Revenue (\$) by Types (2020-2025)
Table Global Media Planning Software Market Forecast Revenue Share by Types (2020-2025)
Figure Global On-Premise Sales and Growth Rate (2015-2020)
Figure Global On-Premise Price (2015-2020)
Figure Global Cloud-Based Sales and Growth Rate (2015-2020)
Figure Global Cloud-Based Price (2015-2020)
Figure Global Media Planning Software Market Revenue (\$) and Growth Rate Forecast of On-Premise (2020-2025)
Figure Global Media Planning Software Sales and Growth Rate Forecast of On-Premise (2020-2025)
Figure Global Media Planning Software Market Revenue (\$) and Growth Rate Forecast of Cloud-Based (2020-2025)
Figure Global Media Planning Software Sales and Growth Rate Forecast of Cloud-Based (2020-2025)
Table Global Media Planning Software Sales by Applications (2015-2020)
Table Global Media Planning Software Sales Share by Applications (2015-2020)
Table Global Media Planning Software Revenue (\$) by Applications (2015-2020)
Table Global Media Planning Software Revenue Share by Applications (2015-2020)
Table Global Media Planning Software Market Forecast Sales by Applications (2020-2025)
Table Global Media Planning Software Market Forecast Sales Share by Applications (2020-2025)
Table Global Media Planning Software Market Forecast Revenue (\$) by Applications (2020-2025)
Table Global Media Planning Software Market Forecast Revenue Share by Applications (2020-2025)
Figure Global SMBs Sales and Growth Rate (2015-2020)
Figure Global SMBs Price (2015-2020)
Figure Global Large Business Sales and Growth Rate (2015-2020)
Figure Global Large Business Price (2015-2020)

Figure Global Media Planning Software Market Revenue (\$) and Growth Rate Forecast of SMBs (2020-2025)

Figure Global Media Planning Software Sales and Growth Rate Forecast of SMBs (2020-2025)

Figure Global Media Planning Software Market Revenue (\$) and Growth Rate Forecast of Large Business (2020-2025)

Figure Global Media Planning Software Sales and Growth Rate Forecast of Large Business (2020-2025)

Figure Global Media Planning Software Sales and Growth Rate (2015-2020)

Table Global Media Planning Software Sales by Regions (2015-2020)

Table Global Media Planning Software Sales Market Share by Regions (2015-2020)

Figure Global Media Planning Software Sales Market Share by Regions in 2019

Figure Global Media Planning Software Revenue and Growth Rate (2015-2020)

Table Global Media Planning Software Revenue by Regions (2015-2020)

Table Global Media Planning Software Revenue Market Share by Regions (2015-2020)

Figure Global Media Planning Software Revenue Market Share by Regions in 2019

Table Global Media Planning Software Market Forecast Sales by Regions (2020-2025)

Table Global Media Planning Software Market Forecast Sales Share by Regions (2020-2025)

Table Global Media Planning Software Market Forecast Revenue (\$) by Regions (2020-2025)

Table Global Media Planning Software Market Forecast Revenue Share by Regions (2020-2025)

Figure North America Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure North America Media Planning Software Market Revenue and Growth Rate (2015-2020)

Figure North America Media Planning Software Market Forecast Sales (2020-2025)

Figure North America Media Planning Software Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure Canada Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure Mexico Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure Europe Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure Europe Media Planning Software Market Revenue and Growth Rate (2015-2020)

Figure Europe Media Planning Software Market Forecast Sales (2020-2025)

Figure Europe Media Planning Software Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure United Kingdom Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure France Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Italy Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Spain Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Russia Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Asia-Pacific Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Asia-Pacific Media Planning Software Market Revenue and Growth Rate (2015-2020)
Figure Asia-Pacific Media Planning Software Market Forecast Sales (2020-2025)
Figure Asia-Pacific Media Planning Software Market Forecast Revenue (\$) (2020-2025)
Figure Asia Pacific COVID-19 Status
Figure China Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Japan Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure South Korea Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Australia Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure India Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure South America Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure South America Media Planning Software Market Revenue and Growth Rate (2015-2020)
Figure South America Media Planning Software Market Forecast Sales (2020-2025)
Figure South America Media Planning Software Market Forecast Revenue (\$) (2020-2025)
Figure Brazil Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Argentina Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Columbia Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Middle East and Africa Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure Middle East and Africa Media Planning Software Market Revenue and Growth Rate (2015-2020)
Figure Middle East and Africa Media Planning Software Market Forecast Sales (2020-2025)
Figure Middle East and Africa Media Planning Software Market Forecast Revenue (\$) (2020-2025)
Figure UAE Media Planning Software Market Sales and Growth Rate (2015-2020)

Figure Egypt Media Planning Software Market Sales and Growth Rate (2015-2020)
Figure South Africa Media Planning Software Market Sales and Growth Rate
(2015-2020)

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