

Global Programmatic Advertising Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Programmatic Advertising market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Programmatic Advertising market are covered in Chapter 9:

DataXu

Adobe Marketing Cloud

Choozle

AdReady

DoubleClick

Rubicon Project

Outbrain

Centro Inc.

PulsePoint Inc.

In Chapter 5 and Chapter 7.3, based on types, the Programmatic Advertising market from 2017 to 2027 is primarily split into:

Desktop Display

Desktop Video

Mobile Display

Mobile Video

In Chapter 6 and Chapter 7.4, based on applications, the Programmatic Advertising market from 2017 to 2027 covers:

Education

Travel

Finance

Retail

Media and Entertainment

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Programmatic Advertising market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Programmatic Advertising Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

Contents

1 PROGRAMMATIC ADVERTISING MARKET OVERVIEW

- 1.1 Product Overview and Scope of Programmatic Advertising Market
- 1.2 Programmatic Advertising Market Segment by Type
 - 1.2.1 Global Programmatic Advertising Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Programmatic Advertising Market Segment by Application
 - 1.3.1 Programmatic Advertising Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Programmatic Advertising Market, Region Wise (2017-2027)
 - 1.4.1 Global Programmatic Advertising Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
 - 1.4.2 United States Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.3 Europe Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.4 China Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.5 Japan Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.6 India Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.7 Southeast Asia Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.8 Latin America Programmatic Advertising Market Status and Prospect (2017-2027)
 - 1.4.9 Middle East and Africa Programmatic Advertising Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Programmatic Advertising (2017-2027)
 - 1.5.1 Global Programmatic Advertising Market Revenue Status and Outlook (2017-2027)
 - 1.5.2 Global Programmatic Advertising Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Programmatic Advertising Market

2 INDUSTRY OUTLOOK

- 2.1 Programmatic Advertising Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
 - 2.2.1 Analysis of Financial Barriers

- 2.2.2 Analysis of Technical Barriers
- 2.2.3 Analysis of Talent Barriers
- 2.2.4 Analysis of Brand Barrier
- 2.3 Programmatic Advertising Market Drivers Analysis
- 2.4 Programmatic Advertising Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Programmatic Advertising Industry Development Trends under COVID-19 Outbreak
 - 2.7.1 Global COVID-19 Status Overview
 - 2.7.2 Influence of COVID-19 Outbreak on Programmatic Advertising Industry Development

3 GLOBAL PROGRAMMATIC ADVERTISING MARKET LANDSCAPE BY PLAYER

- 3.1 Global Programmatic Advertising Sales Volume and Share by Player (2017-2022)
- 3.2 Global Programmatic Advertising Revenue and Market Share by Player (2017-2022)
- 3.3 Global Programmatic Advertising Average Price by Player (2017-2022)
- 3.4 Global Programmatic Advertising Gross Margin by Player (2017-2022)
- 3.5 Programmatic Advertising Market Competitive Situation and Trends
 - 3.5.1 Programmatic Advertising Market Concentration Rate
 - 3.5.2 Programmatic Advertising Market Share of Top 3 and Top 6 Players
 - 3.5.3 Mergers & Acquisitions, Expansion

4 GLOBAL PROGRAMMATIC ADVERTISING SALES VOLUME AND REVENUE REGION WISE (2017-2022)

- 4.1 Global Programmatic Advertising Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Programmatic Advertising Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.4.1 United States Programmatic Advertising Market Under COVID-19
- 4.5 Europe Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.5.1 Europe Programmatic Advertising Market Under COVID-19
- 4.6 China Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin

(2017-2022)

4.6.1 China Programmatic Advertising Market Under COVID-19

4.7 Japan Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Programmatic Advertising Market Under COVID-19

4.8 India Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Programmatic Advertising Market Under COVID-19

4.9 Southeast Asia Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Programmatic Advertising Market Under COVID-19

4.10 Latin America Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Programmatic Advertising Market Under COVID-19

4.11 Middle East and Africa Programmatic Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Programmatic Advertising Market Under COVID-19

5 GLOBAL PROGRAMMATIC ADVERTISING SALES VOLUME, REVENUE, PRICE TREND BY TYPE

5.1 Global Programmatic Advertising Sales Volume and Market Share by Type (2017-2022)

5.2 Global Programmatic Advertising Revenue and Market Share by Type (2017-2022)

5.3 Global Programmatic Advertising Price by Type (2017-2022)

5.4 Global Programmatic Advertising Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Programmatic Advertising Sales Volume, Revenue and Growth Rate of Desktop Display (2017-2022)

5.4.2 Global Programmatic Advertising Sales Volume, Revenue and Growth Rate of Desktop Video (2017-2022)

5.4.3 Global Programmatic Advertising Sales Volume, Revenue and Growth Rate of Mobile Display (2017-2022)

5.4.4 Global Programmatic Advertising Sales Volume, Revenue and Growth Rate of Mobile Video (2017-2022)

6 GLOBAL PROGRAMMATIC ADVERTISING MARKET ANALYSIS BY APPLICATION

6.1 Global Programmatic Advertising Consumption and Market Share by Application (2017-2022)

6.2 Global Programmatic Advertising Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Programmatic Advertising Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Programmatic Advertising Consumption and Growth Rate of Education (2017-2022)

6.3.2 Global Programmatic Advertising Consumption and Growth Rate of Travel (2017-2022)

6.3.3 Global Programmatic Advertising Consumption and Growth Rate of Finance (2017-2022)

6.3.4 Global Programmatic Advertising Consumption and Growth Rate of Retail (2017-2022)

6.3.5 Global Programmatic Advertising Consumption and Growth Rate of Media and Entertainment (2017-2022)

7 GLOBAL PROGRAMMATIC ADVERTISING MARKET FORECAST (2022-2027)

7.1 Global Programmatic Advertising Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Programmatic Advertising Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Programmatic Advertising Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Programmatic Advertising Price and Trend Forecast (2022-2027)

7.2 Global Programmatic Advertising Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Programmatic Advertising Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Programmatic Advertising Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Programmatic Advertising Revenue and Growth Rate of Desktop Display (2022-2027)

7.3.2 Global Programmatic Advertising Revenue and Growth Rate of Desktop Video (2022-2027)

7.3.3 Global Programmatic Advertising Revenue and Growth Rate of Mobile Display (2022-2027)

7.3.4 Global Programmatic Advertising Revenue and Growth Rate of Mobile Video (2022-2027)

7.4 Global Programmatic Advertising Consumption Forecast by Application (2022-2027)

7.4.1 Global Programmatic Advertising Consumption Value and Growth Rate of Education(2022-2027)

7.4.2 Global Programmatic Advertising Consumption Value and Growth Rate of Travel(2022-2027)

7.4.3 Global Programmatic Advertising Consumption Value and Growth Rate of Finance(2022-2027)

7.4.4 Global Programmatic Advertising Consumption Value and Growth Rate of Retail(2022-2027)

7.4.5 Global Programmatic Advertising Consumption Value and Growth Rate of Media and Entertainment(2022-2027)

7.5 Programmatic Advertising Market Forecast Under COVID-19

8 PROGRAMMATIC ADVERTISING MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

8.1 Programmatic Advertising Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Programmatic Advertising Analysis

8.6 Major Downstream Buyers of Programmatic Advertising Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Programmatic Advertising Industry

9 PLAYERS PROFILES

9.1 DataXu

9.1.1 DataXu Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Programmatic Advertising Product Profiles, Application and Specification

9.1.3 DataXu Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Adobe Marketing Cloud

9.2.1 Adobe Marketing Cloud Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Programmatic Advertising Product Profiles, Application and Specification

9.2.3 Adobe Marketing Cloud Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Choozle

9.3.1 Choozle Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Programmatic Advertising Product Profiles, Application and Specification

9.3.3 Choozle Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

9.4 AdReady

9.4.1 AdReady Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Programmatic Advertising Product Profiles, Application and Specification

9.4.3 AdReady Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

9.5 DoubleClick

9.5.1 DoubleClick Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Programmatic Advertising Product Profiles, Application and Specification

9.5.3 DoubleClick Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

9.6 Rubicon Project

9.6.1 Rubicon Project Basic Information, Manufacturing Base, Sales Region and

Competitors

9.6.2 Programmatic Advertising Product Profiles, Application and Specification

9.6.3 Rubicon Project Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

9.7 Outbrain

9.7.1 Outbrain Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Programmatic Advertising Product Profiles, Application and Specification

9.7.3 Outbrain Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

9.8 Centro Inc.

9.8.1 Centro Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Programmatic Advertising Product Profiles, Application and Specification

9.8.3 Centro Inc. Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

9.9 PulsePoint Inc.

9.9.1 PulsePoint Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Programmatic Advertising Product Profiles, Application and Specification

9.9.3 PulsePoint Inc. Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology

11.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Programmatic Advertising Product Picture

Table Global Programmatic Advertising Market Sales Volume and CAGR (%) Comparison by Type

Table Programmatic Advertising Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Programmatic Advertising Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Programmatic Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Programmatic Advertising Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Programmatic Advertising Industry Development

Table Global Programmatic Advertising Sales Volume by Player (2017-2022)

Table Global Programmatic Advertising Sales Volume Share by Player (2017-2022)

Figure Global Programmatic Advertising Sales Volume Share by Player in 2021

Table Programmatic Advertising Revenue (Million USD) by Player (2017-2022)

Table Programmatic Advertising Revenue Market Share by Player (2017-2022)

Table Programmatic Advertising Price by Player (2017-2022)

Table Programmatic Advertising Gross Margin by Player (2017-2022)
Table Mergers & Acquisitions, Expansion Plans
Table Global Programmatic Advertising Sales Volume, Region Wise (2017-2022)
Table Global Programmatic Advertising Sales Volume Market Share, Region Wise (2017-2022)
Figure Global Programmatic Advertising Sales Volume Market Share, Region Wise (2017-2022)
Figure Global Programmatic Advertising Sales Volume Market Share, Region Wise in 2021
Table Global Programmatic Advertising Revenue (Million USD), Region Wise (2017-2022)
Table Global Programmatic Advertising Revenue Market Share, Region Wise (2017-2022)
Figure Global Programmatic Advertising Revenue Market Share, Region Wise (2017-2022)
Figure Global Programmatic Advertising Revenue Market Share, Region Wise in 2021
Table Global Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table United States Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Europe Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table China Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Japan Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table India Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Southeast Asia Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Latin America Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Middle East and Africa Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Global Programmatic Advertising Sales Volume by Type (2017-2022)
Table Global Programmatic Advertising Sales Volume Market Share by Type (2017-2022)
Figure Global Programmatic Advertising Sales Volume Market Share by Type in 2021
Table Global Programmatic Advertising Revenue (Million USD) by Type (2017-2022)

Table Global Programmatic Advertising Revenue Market Share by Type (2017-2022)

Figure Global Programmatic Advertising Revenue Market Share by Type in 2021

Table Programmatic Advertising Price by Type (2017-2022)

Figure Global Programmatic Advertising Sales Volume and Growth Rate of Desktop Display (2017-2022)

Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Display (2017-2022)

Figure Global Programmatic Advertising Sales Volume and Growth Rate of Desktop Video (2017-2022)

Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Video (2017-2022)

Figure Global Programmatic Advertising Sales Volume and Growth Rate of Mobile Display (2017-2022)

Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Display (2017-2022)

Figure Global Programmatic Advertising Sales Volume and Growth Rate of Mobile Video (2017-2022)

Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Video (2017-2022)

Table Global Programmatic Advertising Consumption by Application (2017-2022)

Table Global Programmatic Advertising Consumption Market Share by Application (2017-2022)

Table Global Programmatic Advertising Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Programmatic Advertising Consumption Revenue Market Share by Application (2017-2022)

Table Global Programmatic Advertising Consumption and Growth Rate of Education (2017-2022)

Table Global Programmatic Advertising Consumption and Growth Rate of Travel (2017-2022)

Table Global Programmatic Advertising Consumption and Growth Rate of Finance (2017-2022)

Table Global Programmatic Advertising Consumption and Growth Rate of Retail (2017-2022)

Table Global Programmatic Advertising Consumption and Growth Rate of Media and Entertainment (2017-2022)

Figure Global Programmatic Advertising Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate

Forecast (2022-2027)

Figure Global Programmatic Advertising Price and Trend Forecast (2022-2027)

Figure USA Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Programmatic Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Programmatic Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Programmatic Advertising Market Sales Volume Forecast, by Type

Table Global Programmatic Advertising Sales Volume Market Share Forecast, by Type

Table Global Programmatic Advertising Market Revenue (Million USD) Forecast, by Type

Table Global Programmatic Advertising Revenue Market Share Forecast, by Type

Table Global Programmatic Advertising Price Forecast, by Type
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Display (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Display (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Video (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Desktop Video (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Display (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Display (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Video (2022-2027)
Figure Global Programmatic Advertising Revenue (Million USD) and Growth Rate of Mobile Video (2022-2027)
Table Global Programmatic Advertising Market Consumption Forecast, by Application
Table Global Programmatic Advertising Consumption Market Share Forecast, by Application
Table Global Programmatic Advertising Market Revenue (Million USD) Forecast, by Application
Table Global Programmatic Advertising Revenue Market Share Forecast, by Application
Figure Global Programmatic Advertising Consumption Value (Million USD) and Growth Rate of Education (2022-2027)
Figure Global Programmatic Advertising Consumption Value (Million USD) and Growth Rate of Travel (2022-2027)
Figure Global Programmatic Advertising Consumption Value (Million USD) and Growth Rate of Finance (2022-2027)
Figure Global Programmatic Advertising Consumption Value (Million USD) and Growth Rate of Retail (2022-2027)
Figure Global Programmatic Advertising Consumption Value (Million USD) and Growth Rate of Media and Entertainment (2022-2027)
Figure Programmatic Advertising Industrial Chain Analysis
Table Key Raw Materials Suppliers and Price Analysis
Figure Manufacturing Cost Structure Analysis
Table Alternative Product Analysis
Table Downstream Distributors
Table Downstream Buyers

Table DataXu Profile

Table DataXu Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure DataXu Programmatic Advertising Sales Volume and Growth Rate

Figure DataXu Revenue (Million USD) Market Share 2017-2022

Table Adobe Marketing Cloud Profile

Table Adobe Marketing Cloud Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Adobe Marketing Cloud Programmatic Advertising Sales Volume and Growth Rate

Figure Adobe Marketing Cloud Revenue (Million USD) Market Share 2017-2022

Table Choozle Profile

Table Choozle Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Choozle Programmatic Advertising Sales Volume and Growth Rate

Figure Choozle Revenue (Million USD) Market Share 2017-2022

Table AdReady Profile

Table AdReady Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure AdReady Programmatic Advertising Sales Volume and Growth Rate

Figure AdReady Revenue (Million USD) Market Share 2017-2022

Table DoubleClick Profile

Table DoubleClick Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure DoubleClick Programmatic Advertising Sales Volume and Growth Rate

Figure DoubleClick Revenue (Million USD) Market Share 2017-2022

Table Rubicon Project Profile

Table Rubicon Project Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Rubicon Project Programmatic Advertising Sales Volume and Growth Rate

Figure Rubicon Project Revenue (Million USD) Market Share 2017-2022

Table Outbrain Profile

Table Outbrain Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Outbrain Programmatic Advertising Sales Volume and Growth Rate

Figure Outbrain Revenue (Million USD) Market Share 2017-2022

Table Centro Inc. Profile

Table Centro Inc. Programmatic Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Centro Inc. Programmatic Advertising Sales Volume and Growth Rate

Figure Centro Inc. Revenue (Million USD) Market Share 2017-2022

Table PulsePoint Inc. Profile

Table PulsePoint Inc. Programmatic Advertising Sales Volume, Revenue (Million USD),
Price and Gross Margin (2017-2022)

Figure PulsePoint Inc. Programmatic Advertising Sales Volume and Growth Rate

Figure PulsePoint Inc. Revenue (Million USD) Market Share 2017-2022

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