

# **Global Programmatic Advertising Platform Market Development Strategy Pre and Post COVID-19, by Corporate Strategy Analysis, Landscape, Type, Application, and Leading 20 Countries**

<https://marketpublishers.com/r/GAC44F971F97EN.html>

Date: June 2022

Pages: 109

Price: US\$ 4,000.00 (Single User License)

ID: GAC44F971F97EN

## **Abstracts**

Programmatic advertising is a system that automates the processes and transactions involved with purchasing and dynamically placing ads on websites or apps.

Programmatic advertising platform is the online platform for programmatic advertising, which can be divided into real time bidding, private marketplace, automated guaranteed, etc.

The Programmatic Advertising Platform market revenue was xx Million USD in 2016, grew to xx Million USD in 2020, and will reach xx Million USD in 2026, with a CAGR of xx during 2020-2026.

Global Programmatic Advertising Platform Market Development Strategy Pre and Post COVID-19, by Corporate Strategy Analysis, Landscape, Type, Application, and Leading 20 Countries covers and analyzes the potential of the global Programmatic Advertising Platform industry, providing statistical information about market dynamics, growth factors, major challenges, PEST analysis and market entry strategy Analysis, opportunities and forecasts. The biggest highlight of the report is to provide companies in the industry with a strategic analysis of the impact of COVID-19. At the same time, this report analyzed the market of leading 20 countries and introduce the market potential of these countries.

Major Players in Programmatic Advertising Platform market are:

Rubicon Project Inc.

IPONWEB Holding Limited

Yahoo! Inc.

Internet Advertising Bureau

## Adobe Systems Incorporated

The Trade Desk

SmartyAds

MediaMath Inc.

Google Inc.

Centro, Inc.

SpotX

Turn Inc.

Jellyfish UK

Fat Media

Rocket Fuel Inc.

Adform

AppNexus Inc.

NewBase UK

DataXu Inc.

AOL Inc.

Connexity, Inc

RadiumOne, Inc.

Adroll.com

NewBase UK

Admedo

Most important types of Programmatic Advertising Platform products covered in this report are:

Real Time Bidding

Private Marketplace

Automated Guaranteed

Others

Most widely used downstream fields of Programmatic Advertising Platform market covered in this report are:

SMBs

Large Enterprises

Top countries data covered in this report:

United States

Canada

Germany

UK

France  
Italy  
Spain  
Russia  
China  
Japan  
South Korea  
Australia  
Thailand  
Brazil  
Argentina  
Chile  
South Africa  
Egypt  
UAE  
Saudi Arabia

Chapter 1 is the basis of the entire report. In this chapter, we define the market concept and market scope of Programmatic Advertising Platform, including product classification, application areas, and the entire report covered area.

Chapter 2 is the core idea of the whole report. In this chapter, we provide a detailed introduction to our research methods and data sources.

Chapter 3 focuses on analyzing the current competitive situation in the Programmatic Advertising Platform market and provides basic information, market data, product introductions, etc. of leading companies in the industry. At the same time, Chapter 3 includes the highlighted analysis--Strategies for Company to Deal with the Impact of COVID-19.

Chapter 4 provides breakdown data of different types of products, as well as market forecasts.

Different application fields have different usage and development prospects of products. Therefore, Chapter 5 provides subdivision data of different application fields and market forecasts.

Chapter 6 includes detailed data of major regions of the world, including detailed data of major regions of the world. North America, Asia Pacific, Europe, South America, Middle

East and Africa.

Chapters 7-26 focus on the regional market. We have selected the most representative 20 countries from 197 countries in the world and conducted a detailed analysis and overview of the market development of these countries.

Chapter 27 focuses on market qualitative analysis, providing market driving factor analysis, market development constraints, PEST analysis, industry trends under COVID-19, market entry strategy analysis, etc.

Key Points:

Define, describe and forecast Programmatic Advertising Platform product market by type, application, end user and region.

Provide enterprise external environment analysis and PEST analysis.

Provide strategies for company to deal with the impact of COVID-19.

Provide market dynamic analysis, including market driving factors, market development constraints.

Provide market entry strategy analysis for new players or players who are ready to enter the market, including market segment definition, client analysis, distribution model, product messaging and positioning, and price strategy analysis.

Keep up with international market trends and provide analysis of the impact of the COVID-19 epidemic on major regions of the world.

Analyze the market opportunities of stakeholders and provide market leaders with details of the competitive landscape.

Years considered for this report:

Historical Years: 2016-2020

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2021-2026

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