

Global Programmatic Advertising Platform Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/GA48930755EBEN.html>

Date: November 2021

Pages: 118

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

ID: GA48930755EBEN

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.

Based on the Programmatic Advertising 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 Programmatic Advertising Platform market covered in Chapter

5:

Connexity, Inc
SmartyAds
Rocket Fuel Inc.
AppNexus Inc.
IPONWEB Holding Limited
DataXu Inc.
Fat Media
MediaMath Inc.
NewBase UK
Admedo
Google Inc.
Adform
AOL Inc.
Internet Advertising Bureau
RadiumOne, Inc.
NewBase UK
Rubicon Project Inc.
Jellyfish UK
Turn Inc.
SpotX
Adobe Systems Incorporated
Yahoo! Inc.
Adroll.com
Centro, Inc.
The Trade Desk

In Chapter 6, on the basis of types, the Programmatic Advertising Platform market from 2015 to 2025 is primarily split into:

Real Time Bidding
Private Marketplace
Automated Guaranteed
Others

In Chapter 7, on the basis of applications, the Programmatic Advertising Platform market from 2015 to 2025 covers:

SMBs

Large Enterprises

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 Programmatic Advertising Platform 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 Connexity, Inc
 - 5.1.1 Connexity, Inc Company Profile

- 5.1.2 Connexity, Inc Business Overview
- 5.1.3 Connexity, Inc Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Connexity, Inc Programmatic Advertising Platform Products Introduction
- 5.2 SmartyAds
 - 5.2.1 SmartyAds Company Profile
 - 5.2.2 SmartyAds Business Overview
 - 5.2.3 SmartyAds Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.2.4 SmartyAds Programmatic Advertising Platform Products Introduction
- 5.3 Rocket Fuel Inc.
 - 5.3.1 Rocket Fuel Inc. Company Profile
 - 5.3.2 Rocket Fuel Inc. Business Overview
 - 5.3.3 Rocket Fuel Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.3.4 Rocket Fuel Inc. Programmatic Advertising Platform Products Introduction
- 5.4 AppNexus Inc.
 - 5.4.1 AppNexus Inc. Company Profile
 - 5.4.2 AppNexus Inc. Business Overview
 - 5.4.3 AppNexus Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.4.4 AppNexus Inc. Programmatic Advertising Platform Products Introduction
- 5.5 IPONWEB Holding Limited
 - 5.5.1 IPONWEB Holding Limited Company Profile
 - 5.5.2 IPONWEB Holding Limited Business Overview
 - 5.5.3 IPONWEB Holding Limited Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.5.4 IPONWEB Holding Limited Programmatic Advertising Platform Products Introduction
- 5.6 DataXu Inc.
 - 5.6.1 DataXu Inc. Company Profile
 - 5.6.2 DataXu Inc. Business Overview
 - 5.6.3 DataXu Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.6.4 DataXu Inc. Programmatic Advertising Platform Products Introduction
- 5.7 Fat Media
 - 5.7.1 Fat Media Company Profile
 - 5.7.2 Fat Media Business Overview
 - 5.7.3 Fat Media Programmatic Advertising Platform Sales, Revenue, Average Selling

Price and Gross Margin (2015-2020)

5.7.4 Fat Media Programmatic Advertising Platform Products Introduction

5.8 MediaMath Inc.

5.8.1 MediaMath Inc. Company Profile

5.8.2 MediaMath Inc. Business Overview

5.8.3 MediaMath Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.8.4 MediaMath Inc. Programmatic Advertising Platform Products Introduction

5.9 NewBase UK

5.9.1 NewBase UK Company Profile

5.9.2 NewBase UK Business Overview

5.9.3 NewBase UK Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.9.4 NewBase UK Programmatic Advertising Platform Products Introduction

5.10 Admedo

5.10.1 Admedo Company Profile

5.10.2 Admedo Business Overview

5.10.3 Admedo Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.10.4 Admedo Programmatic Advertising Platform Products Introduction

5.11 Google Inc.

5.11.1 Google Inc. Company Profile

5.11.2 Google Inc. Business Overview

5.11.3 Google Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.11.4 Google Inc. Programmatic Advertising Platform Products Introduction

5.12 Adform

5.12.1 Adform Company Profile

5.12.2 Adform Business Overview

5.12.3 Adform Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.12.4 Adform Programmatic Advertising Platform Products Introduction

5.13 AOL Inc.

5.13.1 AOL Inc. Company Profile

5.13.2 AOL Inc. Business Overview

5.13.3 AOL Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.13.4 AOL Inc. Programmatic Advertising Platform Products Introduction

5.14 Internet Advertising Bureau

- 5.14.1 Internet Advertising Bureau Company Profile
- 5.14.2 Internet Advertising Bureau Business Overview
- 5.14.3 Internet Advertising Bureau Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.14.4 Internet Advertising Bureau Programmatic Advertising Platform Products Introduction
- 5.15 RadiumOne, Inc.
 - 5.15.1 RadiumOne, Inc. Company Profile
 - 5.15.2 RadiumOne, Inc. Business Overview
 - 5.15.3 RadiumOne, Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.15.4 RadiumOne, Inc. Programmatic Advertising Platform Products Introduction
- 5.16 NewBase UK
 - 5.16.1 NewBase UK Company Profile
 - 5.16.2 NewBase UK Business Overview
 - 5.16.3 NewBase UK Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.16.4 NewBase UK Programmatic Advertising Platform Products Introduction
- 5.17 Rubicon Project Inc.
 - 5.17.1 Rubicon Project Inc. Company Profile
 - 5.17.2 Rubicon Project Inc. Business Overview
 - 5.17.3 Rubicon Project Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.17.4 Rubicon Project Inc. Programmatic Advertising Platform Products Introduction
- 5.18 Jellyfish UK
 - 5.18.1 Jellyfish UK Company Profile
 - 5.18.2 Jellyfish UK Business Overview
 - 5.18.3 Jellyfish UK Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.18.4 Jellyfish UK Programmatic Advertising Platform Products Introduction
- 5.19 Turn Inc.
 - 5.19.1 Turn Inc. Company Profile
 - 5.19.2 Turn Inc. Business Overview
 - 5.19.3 Turn Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.19.4 Turn Inc. Programmatic Advertising Platform Products Introduction
- 5.20 SpotX
 - 5.20.1 SpotX Company Profile
 - 5.20.2 SpotX Business Overview

5.20.3 SpotX Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.20.4 SpotX Programmatic Advertising Platform Products Introduction

5.21 Adobe Systems Incorporated

5.21.1 Adobe Systems Incorporated Company Profile

5.21.2 Adobe Systems Incorporated Business Overview

5.21.3 Adobe Systems Incorporated Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.21.4 Adobe Systems Incorporated Programmatic Advertising Platform Products Introduction

5.22 Yahoo! Inc.

5.22.1 Yahoo! Inc. Company Profile

5.22.2 Yahoo! Inc. Business Overview

5.22.3 Yahoo! Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.22.4 Yahoo! Inc. Programmatic Advertising Platform Products Introduction

5.23 Adroll.com

5.23.1 Adroll.com Company Profile

5.23.2 Adroll.com Business Overview

5.23.3 Adroll.com Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.23.4 Adroll.com Programmatic Advertising Platform Products Introduction

5.24 Centro, Inc.

5.24.1 Centro, Inc. Company Profile

5.24.2 Centro, Inc. Business Overview

5.24.3 Centro, Inc. Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.24.4 Centro, Inc. Programmatic Advertising Platform Products Introduction

5.25 The Trade Desk

5.25.1 The Trade Desk Company Profile

5.25.2 The Trade Desk Business Overview

5.25.3 The Trade Desk Programmatic Advertising Platform Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.25.4 The Trade Desk Programmatic Advertising Platform Products Introduction

6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES

6.1 Global Programmatic Advertising Platform Sales, Revenue and Market Share by Types (2015-2020)

6.1.1 Global Programmatic Advertising Platform Sales and Market Share by Types (2015-2020)

6.1.2 Global Programmatic Advertising Platform Revenue and Market Share by Types (2015-2020)

6.1.3 Global Programmatic Advertising Platform Price by Types (2015-2020)

6.2 Global Programmatic Advertising Platform Market Forecast by Types (2020-2025)

6.2.1 Global Programmatic Advertising Platform Market Forecast Sales and Market Share by Types (2020-2025)

6.2.2 Global Programmatic Advertising Platform Market Forecast Revenue and Market Share by Types (2020-2025)

6.3 Global Programmatic Advertising Platform Sales, Price and Growth Rate by Types (2015-2020)

6.3.1 Global Programmatic Advertising Platform Sales, Price and Growth Rate of Real Time Bidding

6.3.2 Global Programmatic Advertising Platform Sales, Price and Growth Rate of Private Marketplace

6.3.3 Global Programmatic Advertising Platform Sales, Price and Growth Rate of Automated Guaranteed

6.3.4 Global Programmatic Advertising Platform Sales, Price and Growth Rate of Others

6.4 Global Programmatic Advertising Platform Market Revenue and Sales Forecast, by Types (2020-2025)

6.4.1 Real Time Bidding Market Revenue and Sales Forecast (2020-2025)

6.4.2 Private Marketplace Market Revenue and Sales Forecast (2020-2025)

6.4.3 Automated Guaranteed Market Revenue and Sales Forecast (2020-2025)

6.4.4 Others Market Revenue and Sales Forecast (2020-2025)

7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS

7.1 Global Programmatic Advertising Platform Sales, Revenue and Market Share by Applications (2015-2020)

7.1.1 Global Programmatic Advertising Platform Sales and Market Share by Applications (2015-2020)

7.1.2 Global Programmatic Advertising Platform Revenue and Market Share by Applications (2015-2020)

7.2 Global Programmatic Advertising Platform Market Forecast by Applications (2020-2025)

7.2.1 Global Programmatic Advertising Platform Market Forecast Sales and Market Share by Applications (2020-2025)

7.2.2 Global Programmatic Advertising Platform 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 Programmatic Advertising Platform Revenue, Sales and Growth Rate of SMBs (2015-2020)

7.3.2 Global Programmatic Advertising Platform Revenue, Sales and Growth Rate of Large Enterprises (2015-2020)

7.4 Global Programmatic Advertising Platform Market Revenue and Sales Forecast, by Applications (2020-2025)

7.4.1 SMBs Market Revenue and Sales Forecast (2020-2025)

7.4.2 Large Enterprises Market Revenue and Sales Forecast (2020-2025)

8 MARKET ANALYSIS AND FORECAST, BY REGIONS

8.1 Global Programmatic Advertising Platform Sales by Regions (2015-2020)

8.2 Global Programmatic Advertising Platform Market Revenue by Regions (2015-2020)

8.3 Global Programmatic Advertising Platform Market Forecast by Regions (2020-2025)

9 NORTH AMERICA PROGRAMMATIC ADVERTISING PLATFORM MARKET ANALYSIS

9.1 Market Overview and Prospect Analysis

9.2 North America Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

9.3 North America Programmatic Advertising Platform Market Revenue and Growth Rate (2015-2020)

9.4 North America Programmatic Advertising Platform Market Forecast

9.5 The Influence of COVID-19 on North America Market

9.6 North America Programmatic Advertising Platform Market Analysis by Country

9.6.1 U.S. Programmatic Advertising Platform Sales and Growth Rate

9.6.2 Canada Programmatic Advertising Platform Sales and Growth Rate

9.6.3 Mexico Programmatic Advertising Platform Sales and Growth Rate

10 EUROPE PROGRAMMATIC ADVERTISING PLATFORM MARKET ANALYSIS

10.1 Market Overview and Prospect Analysis

10.2 Europe Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

10.3 Europe Programmatic Advertising Platform Market Revenue and Growth Rate

(2015-2020)

10.4 Europe Programmatic Advertising Platform Market Forecast

10.5 The Influence of COVID-19 on Europe Market

10.6 Europe Programmatic Advertising Platform Market Analysis by Country

10.6.1 Germany Programmatic Advertising Platform Sales and Growth Rate

10.6.2 United Kingdom Programmatic Advertising Platform Sales and Growth Rate

10.6.3 France Programmatic Advertising Platform Sales and Growth Rate

10.6.4 Italy Programmatic Advertising Platform Sales and Growth Rate

10.6.5 Spain Programmatic Advertising Platform Sales and Growth Rate

10.6.6 Russia Programmatic Advertising Platform Sales and Growth Rate

11 ASIA-PACIFIC PROGRAMMATIC ADVERTISING PLATFORM MARKET ANALYSIS

11.1 Market Overview and Prospect Analysis

11.2 Asia-Pacific Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

11.3 Asia-Pacific Programmatic Advertising Platform Market Revenue and Growth Rate

(2015-2020)

11.4 Asia-Pacific Programmatic Advertising Platform Market Forecast

11.5 The Influence of COVID-19 on Asia Pacific Market

11.6 Asia-Pacific Programmatic Advertising Platform Market Analysis by Country

11.6.1 China Programmatic Advertising Platform Sales and Growth Rate

11.6.2 Japan Programmatic Advertising Platform Sales and Growth Rate

11.6.3 South Korea Programmatic Advertising Platform Sales and Growth Rate

11.6.4 Australia Programmatic Advertising Platform Sales and Growth Rate

11.6.5 India Programmatic Advertising Platform Sales and Growth Rate

12 SOUTH AMERICA PROGRAMMATIC ADVERTISING PLATFORM MARKET ANALYSIS

12.1 Market Overview and Prospect Analysis

12.2 South America Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

12.3 South America Programmatic Advertising Platform Market Revenue and Growth

Rate (2015-2020)

12.4 South America Programmatic Advertising Platform Market Forecast

12.5 The Influence of COVID-19 on South America Market

12.6 South America Programmatic Advertising Platform Market Analysis by Country

- 12.6.1 Brazil Programmatic Advertising Platform Sales and Growth Rate
- 12.6.2 Argentina Programmatic Advertising Platform Sales and Growth Rate
- 12.6.3 Columbia Programmatic Advertising Platform Sales and Growth Rate

13 MIDDLE EAST AND AFRICA PROGRAMMATIC ADVERTISING PLATFORM MARKET ANALYSIS

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa Programmatic Advertising Platform Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa Programmatic Advertising Platform Market Forecast
- 13.5 The Influence of COVID-19 on Middle East and Africa Market
- 13.6 Middle East and Africa Programmatic Advertising Platform Market Analysis by Country
 - 13.6.1 UAE Programmatic Advertising Platform Sales and Growth Rate
 - 13.6.2 Egypt Programmatic Advertising Platform Sales and Growth Rate
 - 13.6.3 South Africa Programmatic Advertising Platform 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 Programmatic Advertising Platform Market Size and Growth Rate 2015-2025

Table Programmatic Advertising Platform Key Market Segments

Figure Global Programmatic Advertising Platform Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Programmatic Advertising Platform 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 Programmatic Advertising Platform

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Connexity, Inc Company Profile

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

Figure Connexity, Inc Production and Growth Rate

Figure Connexity, Inc Market Revenue (\$) Market Share 2015-2020

Table SmartyAds Company Profile

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

Figure SmartyAds Production and Growth Rate

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

Table Rocket Fuel Inc. Company Profile

Table Rocket Fuel Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Rocket Fuel Inc. Production and Growth Rate

Figure Rocket Fuel Inc. Market Revenue (\$) Market Share 2015-2020

Table AppNexus Inc. Company Profile

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

Figure AppNexus Inc. Production and Growth Rate

Figure AppNexus Inc. Market Revenue (\$) Market Share 2015-2020

Table IPONWEB Holding Limited Company Profile

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

Figure IPONWEB Holding Limited Production and Growth Rate

Figure IPONWEB Holding Limited Market Revenue (\$) Market Share 2015-2020

Table DataXu Inc. Company Profile

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

Figure DataXu Inc. Production and Growth Rate

Figure DataXu Inc. Market Revenue (\$) Market Share 2015-2020

Table Fat Media Company Profile

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

Figure Fat Media Production and Growth Rate

Figure Fat Media Market Revenue (\$) Market Share 2015-2020

Table MediaMath Inc. Company Profile

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

Figure MediaMath Inc. Production and Growth Rate

Figure MediaMath Inc. Market Revenue (\$) Market Share 2015-2020

Table NewBase UK Company Profile

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

Figure NewBase UK Production and Growth Rate

Figure NewBase UK Market Revenue (\$) Market Share 2015-2020

Table Admedo Company Profile

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

Figure Admedo Production and Growth Rate

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

Table Google Inc. Company Profile

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

Figure Google Inc. Production and Growth Rate

Figure Google Inc. Market Revenue (\$) Market Share 2015-2020

Table Adform Company Profile

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

Figure Adform Production and Growth Rate

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

Table AOL Inc. Company Profile

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

Figure AOL Inc. Production and Growth Rate

Figure AOL Inc. Market Revenue (\$) Market Share 2015-2020

Table Internet Advertising Bureau Company Profile

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

Figure Internet Advertising Bureau Production and Growth Rate

Figure Internet Advertising Bureau Market Revenue (\$) Market Share 2015-2020

Table RadiumOne, Inc. Company Profile

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

Figure RadiumOne, Inc. Production and Growth Rate

Figure RadiumOne, Inc. Market Revenue (\$) Market Share 2015-2020

Table NewBase UK Company Profile

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

Figure NewBase UK Production and Growth Rate

Figure NewBase UK Market Revenue (\$) Market Share 2015-2020

Table Rubicon Project Inc. Company Profile

Table Rubicon Project Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Rubicon Project Inc. Production and Growth Rate

Figure Rubicon Project Inc. Market Revenue (\$) Market Share 2015-2020

Table Jellyfish UK Company Profile

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

Figure Jellyfish UK Production and Growth Rate

Figure Jellyfish UK Market Revenue (\$) Market Share 2015-2020

Table Turn Inc. Company Profile

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

Figure Turn Inc. Production and Growth Rate

Figure Turn Inc. Market Revenue (\$) Market Share 2015-2020

Table SpotX Company Profile

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

Figure SpotX Production and Growth Rate
Figure SpotX Market Revenue (\$) Market Share 2015-2020
Table Adobe Systems Incorporated Company Profile
Table Adobe Systems Incorporated Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)
Figure Adobe Systems Incorporated Production and Growth Rate
Figure Adobe Systems Incorporated Market Revenue (\$) Market Share 2015-2020
Table Yahoo! Inc. Company Profile
Table Yahoo! Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)
Figure Yahoo! Inc. Production and Growth Rate
Figure Yahoo! Inc. Market Revenue (\$) Market Share 2015-2020
Table Adroll.com Company Profile
Table Adroll.com Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)
Figure Adroll.com Production and Growth Rate
Figure Adroll.com Market Revenue (\$) Market Share 2015-2020
Table Centro, Inc. Company Profile
Table Centro, Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)
Figure Centro, Inc. Production and Growth Rate
Figure Centro, Inc. Market Revenue (\$) Market Share 2015-2020
Table The Trade Desk Company Profile
Table The Trade Desk Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)
Figure The Trade Desk Production and Growth Rate
Figure The Trade Desk Market Revenue (\$) Market Share 2015-2020
Table Global Programmatic Advertising Platform Sales by Types (2015-2020)
Table Global Programmatic Advertising Platform Sales Share by Types (2015-2020)
Table Global Programmatic Advertising Platform Revenue (\$) by Types (2015-2020)
Table Global Programmatic Advertising Platform Revenue Share by Types (2015-2020)
Table Global Programmatic Advertising Platform Price (\$) by Types (2015-2020)
Table Global Programmatic Advertising Platform Market Forecast Sales by Types (2020-2025)
Table Global Programmatic Advertising Platform Market Forecast Sales Share by Types (2020-2025)
Table Global Programmatic Advertising Platform Market Forecast Revenue (\$) by Types (2020-2025)
Table Global Programmatic Advertising Platform Market Forecast Revenue Share by

Types (2020-2025)

Figure Global Real Time Bidding Sales and Growth Rate (2015-2020)

Figure Global Real Time Bidding Price (2015-2020)

Figure Global Private Marketplace Sales and Growth Rate (2015-2020)

Figure Global Private Marketplace Price (2015-2020)

Figure Global Automated Guaranteed Sales and Growth Rate (2015-2020)

Figure Global Automated Guaranteed Price (2015-2020)

Figure Global Others Sales and Growth Rate (2015-2020)

Figure Global Others Price (2015-2020)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate

Forecast of Real Time Bidding (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of Real Time Bidding (2020-2025)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate Forecast of Private Marketplace (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of Private Marketplace (2020-2025)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate Forecast of Automated Guaranteed (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of Automated Guaranteed (2020-2025)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate Forecast of Others (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of Others (2020-2025)

Table Global Programmatic Advertising Platform Sales by Applications (2015-2020)

Table Global Programmatic Advertising Platform Sales Share by Applications (2015-2020)

Table Global Programmatic Advertising Platform Revenue (\$) by Applications (2015-2020)

Table Global Programmatic Advertising Platform Revenue Share by Applications (2015-2020)

Table Global Programmatic Advertising Platform Market Forecast Sales by Applications (2020-2025)

Table Global Programmatic Advertising Platform Market Forecast Sales Share by Applications (2020-2025)

Table Global Programmatic Advertising Platform Market Forecast Revenue (\$) by Applications (2020-2025)

Table Global Programmatic Advertising Platform 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 Enterprises Sales and Growth Rate (2015-2020)

Figure Global Large Enterprises Price (2015-2020)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate

Forecast of SMBs (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of SMBs (2020-2025)

Figure Global Programmatic Advertising Platform Market Revenue (\$) and Growth Rate Forecast of Large Enterprises (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate Forecast of Large Enterprises (2020-2025)

Figure Global Programmatic Advertising Platform Sales and Growth Rate (2015-2020)

Table Global Programmatic Advertising Platform Sales by Regions (2015-2020)

Table Global Programmatic Advertising Platform Sales Market Share by Regions (2015-2020)

Figure Global Programmatic Advertising Platform Sales Market Share by Regions in 2019

Figure Global Programmatic Advertising Platform Revenue and Growth Rate (2015-2020)

Table Global Programmatic Advertising Platform Revenue by Regions (2015-2020)

Table Global Programmatic Advertising Platform Revenue Market Share by Regions (2015-2020)

Figure Global Programmatic Advertising Platform Revenue Market Share by Regions in 2019

Table Global Programmatic Advertising Platform Market Forecast Sales by Regions (2020-2025)

Table Global Programmatic Advertising Platform Market Forecast Sales Share by Regions (2020-2025)

Table Global Programmatic Advertising Platform Market Forecast Revenue (\$) by Regions (2020-2025)

Table Global Programmatic Advertising Platform Market Forecast Revenue Share by Regions (2020-2025)

Figure North America Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure North America Programmatic Advertising Platform Market Revenue and Growth Rate (2015-2020)

Figure North America Programmatic Advertising Platform Market Forecast Sales

(2020-2025)

Figure North America Programmatic Advertising Platform Market Forecast Revenue (\$)

(2020-2025)

Figure North America COVID-19 Status

Figure U.S. Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Canada Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Mexico Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Europe Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Europe Programmatic Advertising Platform Market Revenue and Growth Rate

(2015-2020)

Figure Europe Programmatic Advertising Platform Market Forecast Sales (2020-2025)

Figure Europe Programmatic Advertising Platform Market Forecast Revenue (\$)

(2020-2025)

Figure Europe COVID-19 Status

Figure Germany Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure United Kingdom Programmatic Advertising Platform Market Sales and Growth

Rate (2015-2020)

Figure France Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Italy Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Spain Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Russia Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Asia-Pacific Programmatic Advertising Platform Market Sales and Growth Rate

(2015-2020)

Figure Asia-Pacific Programmatic Advertising Platform Market Revenue and Growth

Rate (2015-2020)

Figure Asia-Pacific Programmatic Advertising Platform Market Forecast Sales

(2020-2025)

Figure Asia-Pacific Programmatic Advertising Platform Market Forecast Revenue (\$)

(2020-2025)

Figure Asia Pacific COVID-19 Status

Figure China Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Japan Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure South Korea Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Australia Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure India Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure South America Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure South America Programmatic Advertising Platform Market Revenue and Growth Rate (2015-2020)

Figure South America Programmatic Advertising Platform Market Forecast Sales (2020-2025)

Figure South America Programmatic Advertising Platform Market Forecast Revenue (\$) (2020-2025)

Figure Brazil Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Argentina Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Columbia Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Programmatic Advertising Platform Market Revenue and Growth Rate (2015-2020)

Figure Middle East and Africa Programmatic Advertising Platform Market Forecast Sales (2020-2025)

Figure Middle East and Africa Programmatic Advertising Platform Market Forecast Revenue (\$) (2020-2025)

Figure UAE Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure Egypt Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

Figure South Africa Programmatic Advertising Platform Market Sales and Growth Rate (2015-2020)

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