

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

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Abstracts

Programmatic advertising is the automatic purchase and sale of desktop displays, videos, FBX and mobile ads using real-time bidding.

Based on the Programmatic Display Advertising 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 Display Advertising market covered in Chapter 5:

Between Digital

AOL Inc.

Google Inc.

AppNexus Inc.

TubeMogul

Rubicon Project Inc.

Fluct

Adobe Systems Incorporated

DataXu Inc.

RadiumOne, Inc.

Sparcmedia

The Trade Desk

Turn Inc.

Connexity, Inc.

Centro, Inc.

Beeswax

Yahoo! Inc.

Adform

Rocket Fuel Inc.

IPONWEB Holding Limited

MediaMath Inc

Alpha Digital

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

Real Time Bidding

Private Marketplace

Automated Guaranteed

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

E-commerce Ads

Travel Ads

Game Ads

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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