

Global Programmatic Marketing and Advertising Market Report 2019, Competitive Landscape, Trends and Opportunities

<https://marketpublishers.com/r/GB95B966EBA2EN.html>

Date: June 2019

Pages: 117

Price: US\$ 2,950.00 (Single User License)

ID: GB95B966EBA2EN

Abstracts

The Programmatic Marketing and Advertising market has witnessed growth from USD XX million to USD XX million from 2014 to 2019. With the CAGR of X.X%, this market is estimated to reach USD XX million in 2026.

The report mainly studies the size, recent trends and development status of the Programmatic Marketing and Advertising market, as well as investment opportunities, government policy, market dynamics (drivers, restraints, opportunities), supply chain and competitive landscape. Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Porter's Five Forces Analysis (potential entrants, suppliers, substitutes, buyers, industry competitors) provides crucial information for knowing the Programmatic Marketing and Advertising market.

Major players in the global Programmatic Marketing and Advertising market include:

Facebook Business

Acquisio

Quantcast Advertise

Wordstream

Sizmek

Choozle

The Trade Desk

Adwords

Yahoo Gemini

MediaMath

Adobe Media Optimizer

DATA XU

Marin Software

Flashtalking

On the basis of types, the Programmatic Marketing and Advertising market is primarily split into:

Programmatic RTB

Programmatic Direct

On the basis of applications, the market covers:

Marketing and Advertising

Health, Wellness and Fitness

Construction

Others

Geographically, the report includes the research on production, consumption, revenue, market share and growth rate, and forecast (2014-2026) of the following regions:

United States

Europe (Germany, UK, France, Italy, Spain, Russia, Poland)

China

Japan

India

Southeast Asia (Malaysia, Singapore, Philippines, Indonesia, Thailand, Vietnam)

Central and South America (Brazil, Mexico, Colombia)

Middle East and Africa (Saudi Arabia, United Arab Emirates, Turkey, Egypt, South Africa, Nigeria)

Other Regions

Chapter 1 provides an overview of Programmatic Marketing and Advertising market, containing global revenue, global production, sales, and CAGR. The forecast and analysis of Programmatic Marketing and Advertising market by type, application, and region are also presented in this chapter.

Chapter 2 is about the market landscape and major players. It provides competitive situation and market concentration status along with the basic information of these players.

Chapter 3 provides a full-scale analysis of major players in Programmatic Marketing and Advertising industry. The basic information, as well as the profiles, applications and

specifications of products market performance along with Business Overview are offered.

Chapter 4 gives a worldwide view of Programmatic Marketing and Advertising market. It includes production, market share revenue, price, and the growth rate by type.

Chapter 5 focuses on the application of Programmatic Marketing and Advertising, by analyzing the consumption and its growth rate of each application.

Chapter 6 is about production, consumption, export, and import of Programmatic Marketing and Advertising in each region.

Chapter 7 pays attention to the production, revenue, price and gross margin of Programmatic Marketing and Advertising in markets of different regions. The analysis on production, revenue, price and gross margin of the global market is covered in this part.

Chapter 8 concentrates on manufacturing analysis, including key raw material analysis, cost structure analysis and process analysis, making up a comprehensive analysis of manufacturing cost.

Chapter 9 introduces the industrial chain of Programmatic Marketing and Advertising. Industrial chain analysis, raw material sources and downstream buyers are analyzed in this chapter.

Chapter 10 provides clear insights into market dynamics.

Chapter 11 prospects the whole Programmatic Marketing and Advertising market, including the global production and revenue forecast, regional forecast. It also foresees the Programmatic Marketing and Advertising market by type and application.

Chapter 12 concludes the research findings and refines all the highlights of the study.

Chapter 13 introduces the research methodology and sources of research data for your understanding.

Years considered for this report:

Historical Years: 2014-2018

Base Year: 2019

Estimated Year: 2019
Forecast Period: 2019-2026

Contents

1 PROGRAMMATIC MARKETING AND ADVERTISING MARKET OVERVIEW

- 1.1 Product Overview and Scope of Programmatic Marketing and Advertising
- 1.2 Programmatic Marketing and Advertising Segment by Type
 - 1.2.1 Global Programmatic Marketing and Advertising Production and CAGR (%) Comparison by Type (2014-2026)
 - 1.2.2 The Market Profile of Programmatic RTB
 - 1.2.3 The Market Profile of Programmatic Direct
- 1.3 Global Programmatic Marketing and Advertising Segment by Application
 - 1.3.1 Programmatic Marketing and Advertising Consumption (Sales) Comparison by Application (2014-2026)
 - 1.3.2 The Market Profile of Marketing and Advertising
 - 1.3.3 The Market Profile of Health, Wellness and Fitness
 - 1.3.4 The Market Profile of Construction
 - 1.3.5 The Market Profile of Others
- 1.4 Global Programmatic Marketing and Advertising Market by Region (2014-2026)
 - 1.4.1 Global Programmatic Marketing and Advertising Market Size (Value) and CAGR (%) Comparison by Region (2014-2026)
 - 1.4.2 United States Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3 Europe Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.1 Germany Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.2 UK Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.3 France Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.4 Italy Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.5 Spain Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.6 Russia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.3.7 Poland Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)
 - 1.4.4 China Programmatic Marketing and Advertising Market Status and Prospect

(2014-2026)

1.4.5 Japan Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.6 India Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7 Southeast Asia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.1 Malaysia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.2 Singapore Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.3 Philippines Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.4 Indonesia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.5 Thailand Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.7.6 Vietnam Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.8 Central and South America Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.8.1 Brazil Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.8.2 Mexico Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.8.3 Colombia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9 Middle East and Africa Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.1 Saudi Arabia Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.2 United Arab Emirates Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.3 Turkey Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.4 Egypt Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.5 South Africa Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.4.9.6 Nigeria Programmatic Marketing and Advertising Market Status and Prospect (2014-2026)

1.5 Global Market Size (Value) of Programmatic Marketing and Advertising (2014-2026)

1.5.1 Global Programmatic Marketing and Advertising Revenue Status and Outlook (2014-2026)

1.5.2 Global Programmatic Marketing and Advertising Production Status and Outlook (2014-2026)

2 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING MARKET LANDSCAPE BY PLAYER

2.1 Global Programmatic Marketing and Advertising Production and Share by Player (2014-2019)

2.2 Global Programmatic Marketing and Advertising Revenue and Market Share by Player (2014-2019)

2.3 Global Programmatic Marketing and Advertising Average Price by Player (2014-2019)

2.4 Programmatic Marketing and Advertising Manufacturing Base Distribution, Sales Area and Product Type by Player

2.5 Programmatic Marketing and Advertising Market Competitive Situation and Trends

2.5.1 Programmatic Marketing and Advertising Market Concentration Rate

2.5.2 Programmatic Marketing and Advertising Market Share of Top 3 and Top 6 Players

2.5.3 Mergers & Acquisitions, Expansion

3 PLAYERS PROFILES

3.1 Facebook Business

3.1.1 Facebook Business Basic Information, Manufacturing Base, Sales Area and Competitors

3.1.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.1.3 Facebook Business Programmatic Marketing and Advertising Market Performance (2014-2019)

3.1.4 Facebook Business Business Overview

3.2 Acquisio

3.2.1 Acquisio Basic Information, Manufacturing Base, Sales Area and Competitors

3.2.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.2.3 Acquisio Programmatic Marketing and Advertising Market Performance (2014-2019)

3.2.4 Acquisio Business Overview

3.3 Quantcast Advertise

3.3.1 Quantcast Advertise Basic Information, Manufacturing Base, Sales Area and Competitors

3.3.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.3.3 Quantcast Advertise Programmatic Marketing and Advertising Market Performance (2014-2019)

3.3.4 Quantcast Advertise Business Overview

3.4 Wordstream

3.4.1 Wordstream Basic Information, Manufacturing Base, Sales Area and Competitors

3.4.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.4.3 Wordstream Programmatic Marketing and Advertising Market Performance (2014-2019)

3.4.4 Wordstream Business Overview

3.5 Sizmek

3.5.1 Sizmek Basic Information, Manufacturing Base, Sales Area and Competitors

3.5.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.5.3 Sizmek Programmatic Marketing and Advertising Market Performance (2014-2019)

3.5.4 Sizmek Business Overview

3.6 Choozle

3.6.1 Choozle Basic Information, Manufacturing Base, Sales Area and Competitors

3.6.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.6.3 Choozle Programmatic Marketing and Advertising Market Performance (2014-2019)

3.6.4 Choozle Business Overview

3.7 The Trade Desk

3.7.1 The Trade Desk Basic Information, Manufacturing Base, Sales Area and Competitors

3.7.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.7.3 The Trade Desk Programmatic Marketing and Advertising Market Performance

(2014-2019)

3.7.4 The Trade Desk Business Overview

3.8 Adwords

3.8.1 Adwords Basic Information, Manufacturing Base, Sales Area and Competitors

3.8.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.8.3 Adwords Programmatic Marketing and Advertising Market Performance

(2014-2019)

3.8.4 Adwords Business Overview

3.9 Yahoo Gemini

3.9.1 Yahoo Gemini Basic Information, Manufacturing Base, Sales Area and Competitors

3.9.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.9.3 Yahoo Gemini Programmatic Marketing and Advertising Market Performance

(2014-2019)

3.9.4 Yahoo Gemini Business Overview

3.10 MediaMath

3.10.1 MediaMath Basic Information, Manufacturing Base, Sales Area and Competitors

3.10.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.10.3 MediaMath Programmatic Marketing and Advertising Market Performance

(2014-2019)

3.10.4 MediaMath Business Overview

3.11 Adobe Media Optimizer

3.11.1 Adobe Media Optimizer Basic Information, Manufacturing Base, Sales Area and Competitors

3.11.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.11.3 Adobe Media Optimizer Programmatic Marketing and Advertising Market Performance (2014-2019)

3.11.4 Adobe Media Optimizer Business Overview

3.12 DATA XU

3.12.1 DATA XU Basic Information, Manufacturing Base, Sales Area and Competitors

3.12.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.12.3 DATA XU Programmatic Marketing and Advertising Market Performance

(2014-2019)

3.12.4 DATA XU Business Overview

3.13 Marin Software

3.13.1 Marin Software Basic Information, Manufacturing Base, Sales Area and Competitors

3.13.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.13.3 Marin Software Programmatic Marketing and Advertising Market Performance (2014-2019)

3.13.4 Marin Software Business Overview

3.14 Flashtalking

3.14.1 Flashtalking Basic Information, Manufacturing Base, Sales Area and Competitors

3.14.2 Programmatic Marketing and Advertising Product Profiles, Application and Specification

3.14.3 Flashtalking Programmatic Marketing and Advertising Market Performance (2014-2019)

3.14.4 Flashtalking Business Overview

4 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

4.1 Global Programmatic Marketing and Advertising Production and Market Share by Type (2014-2019)

4.2 Global Programmatic Marketing and Advertising Revenue and Market Share by Type (2014-2019)

4.3 Global Programmatic Marketing and Advertising Price by Type (2014-2019)

4.4 Global Programmatic Marketing and Advertising Production Growth Rate by Type (2014-2019)

4.4.1 Global Programmatic Marketing and Advertising Production Growth Rate of Programmatic RTB (2014-2019)

4.4.2 Global Programmatic Marketing and Advertising Production Growth Rate of Programmatic Direct (2014-2019)

5 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING MARKET ANALYSIS BY APPLICATION

5.1 Global Programmatic Marketing and Advertising Consumption and Market Share by Application (2014-2019)

5.2 Global Programmatic Marketing and Advertising Consumption Growth Rate by

Application (2014-2019)

5.2.1 Global Programmatic Marketing and Advertising Consumption Growth Rate of Marketing and Advertising (2014-2019)

5.2.2 Global Programmatic Marketing and Advertising Consumption Growth Rate of Health, Wellness and Fitness (2014-2019)

5.2.3 Global Programmatic Marketing and Advertising Consumption Growth Rate of Construction (2014-2019)

5.2.4 Global Programmatic Marketing and Advertising Consumption Growth Rate of Others (2014-2019)

6 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING PRODUCTION, CONSUMPTION, EXPORT, IMPORT BY REGION (2014-2019)

6.1 Global Programmatic Marketing and Advertising Consumption by Region (2014-2019)

6.2 United States Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.3 Europe Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.4 China Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.5 Japan Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.6 India Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.7 Southeast Asia Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.8 Central and South America Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

6.9 Middle East and Africa Programmatic Marketing and Advertising Production, Consumption, Export, Import (2014-2019)

7 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING PRODUCTION, REVENUE (VALUE) BY REGION (2014-2019)

7.1 Global Programmatic Marketing and Advertising Production and Market Share by Region (2014-2019)

7.2 Global Programmatic Marketing and Advertising Revenue (Value) and Market Share by Region (2014-2019)

7.3 Global Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.4 United States Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.5 Europe Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.6 China Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.7 Japan Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.8 India Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.9 Southeast Asia Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.10 Central and South America Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

7.11 Middle East and Africa Programmatic Marketing and Advertising Production, Revenue, Price and Gross Margin (2014-2019)

8 PROGRAMMATIC MARKETING AND ADVERTISING MANUFACTURING ANALYSIS

8.1 Programmatic Marketing and Advertising Key Raw Materials Analysis

8.1.1 Key Raw Materials Introduction

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

8.2 Manufacturing Cost Analysis

8.2.1 Labor Cost Analysis

8.2.2 Manufacturing Cost Structure Analysis

8.3 Manufacturing Process Analysis of Programmatic Marketing and Advertising

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

9.1 Programmatic Marketing and Advertising Industrial Chain Analysis

9.2 Raw Materials Sources of Programmatic Marketing and Advertising Major Players in 2018

9.3 Downstream Buyers

10 MARKET DYNAMICS

10.1 Drivers

10.2 Restraints

10.3 Opportunities

10.3.1 Advances in Innovation and Technology for Programmatic Marketing and Advertising

10.3.2 Increased Demand in Emerging Markets

10.4 Challenges

10.4.1 The Performance of Alternative Product Type is Getting Better and Better

10.4.2 Price Variance Caused by Fluctuations in Raw Material Prices

10.5 Porter's Five Forces Analysis

10.5.1 Threat of New Entrants

10.5.2 Threat of Substitutes

10.5.3 Bargaining Power of Suppliers

10.5.4 Bargaining Power of Buyers

10.5.5 Intensity of Competitive Rivalry

11 GLOBAL PROGRAMMATIC MARKETING AND ADVERTISING MARKET FORECAST (2019-2026)

11.1 Global Programmatic Marketing and Advertising Production, Revenue Forecast (2019-2026)

11.1.1 Global Programmatic Marketing and Advertising Production and Growth Rate Forecast (2019-2026)

11.1.2 Global Programmatic Marketing and Advertising Revenue and Growth Rate Forecast (2019-2026)

11.1.3 Global Programmatic Marketing and Advertising Price and Trend Forecast (2019-2026)

11.2 Global Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast by Region (2019-2026)

11.2.1 United States Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.2 Europe Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.3 China Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.4 Japan Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.5 India Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.6 Southeast Asia Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.7 Central and South America Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.2.8 Middle East and Africa Programmatic Marketing and Advertising Production, Consumption, Export and Import Forecast (2019-2026)

11.3 Global Programmatic Marketing and Advertising Production, Revenue and Price Forecast by Type (2019-2026)

11.4 Global Programmatic Marketing and Advertising Consumption Forecast by Application (2019-2026)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Data Source

I would like to order

Product name: Global Programmatic Marketing and Advertising Market Report 2019, Competitive Landscape, Trends and Opportunities

Product link: <https://marketpublishers.com/r/GB95B966EBA2EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB95B966EBA2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

