

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

<https://marketpublishers.com/r/G960E70A0128EN.html>

Date: March 2022

Pages: 118

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

ID: G960E70A0128EN

Abstracts

Programmatic marketing/advertising can be confusing, especially for an outsider or someone new to the channel.

Based on the Programmatic Marketing and 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 Marketing and Advertising market covered in Chapter 5:

Flashtalking

Sizmek

Quantcast Advertise

DATA XU

Facebook Business
Yahoo Gemini
The Trade Desk
Acquisio
Adwords
MediaMath
Marin Software
Choozle
Adobe Media Optimizer
Wordstream

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

Programmatic RTB
Programmatic Direct

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

Marketing and Advertising
Health, Wellness and Fitness
Construction
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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