

# Global Programmatic Marketing or Advertising Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

<https://marketpublishers.com/r/GB5B6BB62829EN.html>

Date: May 2023

Pages: 119

Price: US\$ 3,250.00 (Single User License)

ID: GB5B6BB62829EN

## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Programmatic Marketing or Advertising market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Programmatic Marketing or Advertising market are covered in Chapter 9:

AppNexus Inc.

Rocket Fuel Inc.

Roku

AOL Inc. (Verizon Communications Inc.)

MediaMath Inc.

Rubicon Project Inc.  
Adobe Systems Incorporated

In Chapter 5 and Chapter 7.3, based on types, the Programmatic Marketing or Advertising market from 2017 to 2027 is primarily split into:

Real Time Bidding  
Private Marketplace  
Automated Guaranteed

In Chapter 6 and Chapter 7.4, based on applications, the Programmatic Marketing or Advertising market from 2017 to 2027 covers:

Education  
Healthcare  
Travel  
Finance  
Retail  
Media and Entertainment

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan  
India  
Southeast Asia  
Latin America  
Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Programmatic Marketing or Advertising market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Programmatic Marketing or Advertising Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the

industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 PROGRAMMATIC MARKETING OR ADVERTISING MARKET OVERVIEW

1.1 Product Overview and Scope of Programmatic Marketing or Advertising Market

1.2 Programmatic Marketing or Advertising Market Segment by Type

1.2.1 Global Programmatic Marketing or Advertising Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)

1.3 Global Programmatic Marketing or Advertising Market Segment by Application

1.3.1 Programmatic Marketing or Advertising Market Consumption (Sales Volume) Comparison by Application (2017-2027)

1.4 Global Programmatic Marketing or Advertising Market, Region Wise (2017-2027)

1.4.1 Global Programmatic Marketing or Advertising Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)

1.4.2 United States Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.3 Europe Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.4 China Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.5 Japan Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.6 India Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.7 Southeast Asia Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.8 Latin America Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.4.9 Middle East and Africa Programmatic Marketing or Advertising Market Status and Prospect (2017-2027)

1.5 Global Market Size of Programmatic Marketing or Advertising (2017-2027)

1.5.1 Global Programmatic Marketing or Advertising Market Revenue Status and Outlook (2017-2027)

1.5.2 Global Programmatic Marketing or Advertising Market Sales Volume Status and Outlook (2017-2027)

1.6 Global Macroeconomic Analysis

1.7 The impact of the Russia-Ukraine war on the Programmatic Marketing or Advertising Market

## **2 INDUSTRY OUTLOOK**

2.1 Programmatic Marketing or Advertising Industry Technology Status and Trends

2.2 Industry Entry Barriers

2.2.1 Analysis of Financial Barriers

2.2.2 Analysis of Technical Barriers

2.2.3 Analysis of Talent Barriers

2.2.4 Analysis of Brand Barrier

2.3 Programmatic Marketing or Advertising Market Drivers Analysis

2.4 Programmatic Marketing or Advertising Market Challenges Analysis

2.5 Emerging Market Trends

2.6 Consumer Preference Analysis

2.7 Programmatic Marketing or Advertising Industry Development Trends under COVID-19 Outbreak

2.7.1 Global COVID-19 Status Overview

2.7.2 Influence of COVID-19 Outbreak on Programmatic Marketing or Advertising Industry Development

## **3 GLOBAL PROGRAMMATIC MARKETING OR ADVERTISING MARKET LANDSCAPE BY PLAYER**

3.1 Global Programmatic Marketing or Advertising Sales Volume and Share by Player (2017-2022)

3.2 Global Programmatic Marketing or Advertising Revenue and Market Share by Player (2017-2022)

3.3 Global Programmatic Marketing or Advertising Average Price by Player (2017-2022)

3.4 Global Programmatic Marketing or Advertising Gross Margin by Player (2017-2022)

3.5 Programmatic Marketing or Advertising Market Competitive Situation and Trends

3.5.1 Programmatic Marketing or Advertising Market Concentration Rate

3.5.2 Programmatic Marketing or Advertising Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

## **4 GLOBAL PROGRAMMATIC MARKETING OR ADVERTISING SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

4.1 Global Programmatic Marketing or Advertising Sales Volume and Market Share, Region Wise (2017-2022)

4.2 Global Programmatic Marketing or Advertising Revenue and Market Share, Region Wise (2017-2022)



4.3 Global Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4 United States Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4.1 United States Programmatic Marketing or Advertising Market Under COVID-19

4.5 Europe Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.5.1 Europe Programmatic Marketing or Advertising Market Under COVID-19

4.6 China Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.6.1 China Programmatic Marketing or Advertising Market Under COVID-19

4.7 Japan Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Programmatic Marketing or Advertising Market Under COVID-19

4.8 India Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Programmatic Marketing or Advertising Market Under COVID-19

4.9 Southeast Asia Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Programmatic Marketing or Advertising Market Under COVID-19

4.10 Latin America Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Programmatic Marketing or Advertising Market Under COVID-19

4.11 Middle East and Africa Programmatic Marketing or Advertising Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Programmatic Marketing or Advertising Market Under COVID-19

## **5 GLOBAL PROGRAMMATIC MARKETING OR ADVERTISING SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global Programmatic Marketing or Advertising Sales Volume and Market Share by Type (2017-2022)

5.2 Global Programmatic Marketing or Advertising Revenue and Market Share by Type (2017-2022)

5.3 Global Programmatic Marketing or Advertising Price by Type (2017-2022)

5.4 Global Programmatic Marketing or Advertising Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Programmatic Marketing or Advertising Sales Volume, Revenue and



Growth Rate of Real Time Bidding (2017-2022)

5.4.2 Global Programmatic Marketing or Advertising Sales Volume, Revenue and Growth Rate of Private Marketplace (2017-2022)

5.4.3 Global Programmatic Marketing or Advertising Sales Volume, Revenue and Growth Rate of Automated Guaranteed (2017-2022)

## **6 GLOBAL PROGRAMMATIC MARKETING OR ADVERTISING MARKET ANALYSIS BY APPLICATION**

6.1 Global Programmatic Marketing or Advertising Consumption and Market Share by Application (2017-2022)

6.2 Global Programmatic Marketing or Advertising Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Programmatic Marketing or Advertising Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Education (2017-2022)

6.3.2 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Healthcare (2017-2022)

6.3.3 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Travel (2017-2022)

6.3.4 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Finance (2017-2022)

6.3.5 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Retail (2017-2022)

6.3.6 Global Programmatic Marketing or Advertising Consumption and Growth Rate of Media and Entertainment (2017-2022)

## **7 GLOBAL PROGRAMMATIC MARKETING OR ADVERTISING MARKET FORECAST (2022-2027)**

7.1 Global Programmatic Marketing or Advertising Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Programmatic Marketing or Advertising Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Programmatic Marketing or Advertising Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Programmatic Marketing or Advertising Price and Trend Forecast (2022-2027)

## 7.2 Global Programmatic Marketing or Advertising Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Programmatic Marketing or Advertising Sales Volume and Revenue Forecast (2022-2027)

## 7.3 Global Programmatic Marketing or Advertising Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Programmatic Marketing or Advertising Revenue and Growth Rate of Real Time Bidding (2022-2027)

7.3.2 Global Programmatic Marketing or Advertising Revenue and Growth Rate of Private Marketplace (2022-2027)

7.3.3 Global Programmatic Marketing or Advertising Revenue and Growth Rate of Automated Guaranteed (2022-2027)

## 7.4 Global Programmatic Marketing or Advertising Consumption Forecast by Application (2022-2027)

7.4.1 Global Programmatic Marketing or Advertising Consumption Value and Growth Rate of Education(2022-2027)

7.4.2 Global Programmatic Marketing or Advertising Consumption Value and Growth Rate of Healthcare(2022-2027)

7.4.3 Global Programmatic Marketing or Advertising Consumption Value and Growth Rate of Travel(2022-2027)

7.4.4 Global Programmatic Marketing or Advertising Consumption Value and Growth Rate of Finance(2022-2027)

7.4.5 Global Programmatic Marketing or Advertising Consumption Value and Growth Rate of Retail(2022-2027)

7.4.6 Global Programmatic Marketing or Advertising Consumption Value and Growth

Rate of Media and Entertainment(2022-2027)

7.5 Programmatic Marketing or Advertising Market Forecast Under COVID-19

## **8 PROGRAMMATIC MARKETING OR ADVERTISING MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Programmatic Marketing or Advertising Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Programmatic Marketing or Advertising Analysis

8.6 Major Downstream Buyers of Programmatic Marketing or Advertising Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Programmatic Marketing or Advertising Industry

## **9 PLAYERS PROFILES**

9.1 AppNexus Inc.

9.1.1 AppNexus Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.1.3 AppNexus Inc. Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Rocket Fuel Inc.

9.2.1 Rocket Fuel Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.2.3 Rocket Fuel Inc. Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Roku

9.3.1 Roku Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Programmatic Marketing or Advertising Product Profiles, Application and

## Specification

9.3.3 Roku Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

## 9.4 AOL Inc. (Verizon Communications Inc.)

9.4.1 AOL Inc. (Verizon Communications Inc.) Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.4.3 AOL Inc. (Verizon Communications Inc.) Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

## 9.5 MediaMath Inc.

9.5.1 MediaMath Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.5.3 MediaMath Inc. Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

## 9.6 Rubicon Project Inc.

9.6.1 Rubicon Project Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.6.3 Rubicon Project Inc. Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

## 9.7 Adobe Systems Incorporated

9.7.1 Adobe Systems Incorporated Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Programmatic Marketing or Advertising Product Profiles, Application and Specification

9.7.3 Adobe Systems Incorporated Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

## 10 RESEARCH FINDINGS AND CONCLUSION

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Programmatic Marketing or Advertising Product Picture

Table Global Programmatic Marketing or Advertising Market Sales Volume and CAGR (%) Comparison by Type

Table Programmatic Marketing or Advertising Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Programmatic Marketing or Advertising Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Programmatic Marketing or Advertising Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Programmatic Marketing or Advertising Industry Development

Table Global Programmatic Marketing or Advertising Sales Volume by Player (2017-2022)

Table Global Programmatic Marketing or Advertising Sales Volume Share by Player (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume Share by Player in 2021

Table Programmatic Marketing or Advertising Revenue (Million USD) by Player (2017-2022)

Table Programmatic Marketing or Advertising Revenue Market Share by Player (2017-2022)

Table Programmatic Marketing or Advertising Price by Player (2017-2022)

Table Programmatic Marketing or Advertising Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Programmatic Marketing or Advertising Sales Volume, Region Wise (2017-2022)

Table Global Programmatic Marketing or Advertising Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume Market Share, Region Wise in 2021

Table Global Programmatic Marketing or Advertising Revenue (Million USD), Region Wise (2017-2022)

Table Global Programmatic Marketing or Advertising Revenue Market Share, Region Wise (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue Market Share, Region Wise (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue Market Share, Region Wise in 2021

Table Global Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)



Table Middle East and Africa Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Programmatic Marketing or Advertising Sales Volume by Type (2017-2022)

Table Global Programmatic Marketing or Advertising Sales Volume Market Share by Type (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume Market Share by Type in 2021

Table Global Programmatic Marketing or Advertising Revenue (Million USD) by Type (2017-2022)

Table Global Programmatic Marketing or Advertising Revenue Market Share by Type (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue Market Share by Type in 2021

Table Programmatic Marketing or Advertising Price by Type (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume and Growth Rate of Real Time Bidding (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Real Time Bidding (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume and Growth Rate of Private Marketplace (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Private Marketplace (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume and Growth Rate of Automated Guaranteed (2017-2022)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Automated Guaranteed (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption by Application (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption Market Share by Application (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption Revenue Market Share by Application (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Education (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Healthcare (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Travel (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Finance (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Retail (2017-2022)

Table Global Programmatic Marketing or Advertising Consumption and Growth Rate of Media and Entertainment (2017-2022)

Figure Global Programmatic Marketing or Advertising Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Programmatic Marketing or Advertising Price and Trend Forecast (2022-2027)

Figure USA Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Programmatic Marketing or Advertising Market Sales Volume and

Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Programmatic Marketing or Advertising Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Programmatic Marketing or Advertising Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Programmatic Marketing or Advertising Market Sales Volume Forecast, by Type

Table Global Programmatic Marketing or Advertising Sales Volume Market Share Forecast, by Type

Table Global Programmatic Marketing or Advertising Market Revenue (Million USD) Forecast, by Type

Table Global Programmatic Marketing or Advertising Revenue Market Share Forecast, by Type

Table Global Programmatic Marketing or Advertising Price Forecast, by Type

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Real Time Bidding (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Real Time Bidding (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Private Marketplace (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Private Marketplace (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Automated Guaranteed (2022-2027)

Figure Global Programmatic Marketing or Advertising Revenue (Million USD) and Growth Rate of Automated Guaranteed (2022-2027)

Table Global Programmatic Marketing or Advertising Market Consumption Forecast, by Application

Table Global Programmatic Marketing or Advertising Consumption Market Share Forecast, by Application

Table Global Programmatic Marketing or Advertising Market Revenue (Million USD) Forecast, by Application

Table Global Programmatic Marketing or Advertising Revenue Market Share Forecast, by Application

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD) and Growth Rate of Education (2022-2027)

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD)

and Growth Rate of Healthcare (2022-2027)

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD) and Growth Rate of Travel (2022-2027)

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD) and Growth Rate of Finance (2022-2027)

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD) and Growth Rate of Retail (2022-2027)

Figure Global Programmatic Marketing or Advertising Consumption Value (Million USD) and Growth Rate of Media and Entertainment (2022-2027)

Figure Programmatic Marketing or Advertising Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table AppNexus Inc. Profile

Table AppNexus Inc. Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure AppNexus Inc. Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure AppNexus Inc. Revenue (Million USD) Market Share 2017-2022

Table Rocket Fuel Inc. Profile

Table Rocket Fuel Inc. Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Rocket Fuel Inc. Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure Rocket Fuel Inc. Revenue (Million USD) Market Share 2017-2022

Table Roku Profile

Table Roku Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Roku Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure Roku Revenue (Million USD) Market Share 2017-2022

Table AOL Inc. (Verizon Communications Inc.) Profile

Table AOL Inc. (Verizon Communications Inc.) Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure AOL Inc. (Verizon Communications Inc.) Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure AOL Inc. (Verizon Communications Inc.) Revenue (Million USD) Market Share 2017-2022

Table MediaMath Inc. Profile

Table MediaMath Inc. Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure MediaMath Inc. Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure MediaMath Inc. Revenue (Million USD) Market Share 2017-2022

Table Rubicon Project Inc. Profile

Table Rubicon Project Inc. Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Rubicon Project Inc. Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure Rubicon Project Inc. Revenue (Million USD) Market Share 2017-2022

Table Adobe Systems Incorporated Profile

Table Adobe Systems Incorporated Programmatic Marketing or Advertising Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Adobe Systems Incorporated Programmatic Marketing or Advertising Sales Volume and Growth Rate

Figure Adobe Systems Incorporated Revenue (Million USD) Market Share 2017-2022

## I would like to order

Product name: Global Programmatic Marketing or Advertising Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

Product link: <https://marketpublishers.com/r/GB5B6BB62829EN.html>

Price: US\$ 3,250.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB5B6BB62829EN.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

