

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

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Abstracts

Programmatic marketing is a way to target what types of audience you wish show your advertising to. Which can encompass segments across demographics such as age, gender, social standing, to geographic in certain areas of the country. As with Paid Search you can also limit the ads to times of day and frequency. You can decide which publishers you want your ads to show on. This way you are only paying for highly effective ads, delivered to the right people at the right time. Its a change from traditional ad buying. No longer a buyer agrees to run a certain number of ads with a publisher and is locked in to the contract.

Programmatic ad buying typically refers to the use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders. It's using machines to buy ads, basically. Based on the Programmatic Marketing or 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 or Advertising market covered in

Chapter 5:

Acquisio

Wordstream

Flashtalking

Sizmek

Adobe Media Optimizer

Yahoo Gemini

Quantcast Advertise

Facebook Business

Marin Software

Adwords

The Trade Desk

MediaMath

Choozle

DATA XU

In Chapter 6, on the basis of types, the Programmatic Marketing or 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 or 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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