

Ad Intelligence Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Digital ad intelligence software monitors competitors' advertising campaigns as well as optimizes ad spend by providing ad revenue data. Companies use digital ad intelligence software to evaluate where competitors are advertising, the ad creatives their competitors are running, and how much their competitors are spending on their ads.

Competitive intelligence is a main component of this type of software, as it can help businesses identify which ad creatives are performing best for their competitors (i.e., types of messaging, CTAs, ad sizes and images, etc.). Digital ad intelligence software can also track competitors' key performance indicators, like cost per impression (CPI) and click-through rate (CTR).

This report contains market size and forecasts of Ad Intelligence Software in Global, including the following market information:

Global Ad Intelligence Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Ad Intelligence Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Ad Intelligence Software include Pathmatics, SOOMLA, SimilarWeb, Adbeat, BIScience, MobileAction, WhatRunsWhere, App Annie and Apptica.com, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Ad Intelligence Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Ad Intelligence Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Ad Intelligence Software Market Segment Percentages, by Type, 2021 (%)

Cloud Based

On Premises

Global Ad Intelligence Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Ad Intelligence Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

Global Ad Intelligence Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Ad Intelligence Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Ad Intelligence Software revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Ad Intelligence Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Pathmatics

SOOMLA

SimilarWeb

Adbeat

BIScience

MobileAction

WhatRunsWhere

App Annie

Apptica.com

Nielsen

Numerator

Sensor Tower

SocialPeta

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