

# Ad Serving & Retargeting Platform Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Ad serving and retargeting software is most commonly used by marketing departments. It involves displaying text or rich media ads on a website, and re-exposing viewers to customized ad materials. This can be either the company's own or another website that has auctioned off digital real estate (such as a blog or news site).

This report contains market size and forecasts of Ad Serving & Retargeting Platform in Global, including the following market information:

Global Ad Serving & Retargeting Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Ad Serving & Retargeting Platform 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 Serving & Retargeting Platform include Facebook, Google, Criteo, AdRoll, LinkedIn, Twitter, Marin Software, Terminus and OpenX, 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 Serving & Retargeting

Platform 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 Serving & Retargeting Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Ad Serving & Retargeting Platform Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Ad Serving & Retargeting Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Ad Serving & Retargeting Platform Market Segment Percentages, by Application, 2021 (%)

SMEs

Large Enterprises

Individuals

Global Ad Serving & Retargeting Platform Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Ad Serving & Retargeting Platform 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 Serving & Retargeting Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Ad Serving & Retargeting Platform revenues share in global market, 2021 (%)

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

Facebook

Google

Criteo

AdRoll

LinkedIn

Twitter

Marin Software

Terminus

OpenX

AppNexus

Acquisio

Kenshoo

Adobe

StackAdapt

Centro

Sprinklr

Sizmek

MediaMath

Quality Unit

The Trade Desk

MonetizeMore

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Ad Serving & Retargeting Platform Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global Ad Serving & Retargeting Platform Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### **2 GLOBAL AD SERVING & RETARGETING PLATFORM OVERALL MARKET SIZE**

- 2.1 Global Ad Serving & Retargeting Platform Market Size: 2021 VS 2028
- 2.2 Global Ad Serving & Retargeting Platform Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### **3 COMPANY LANDSCAPE**

- 3.1 Top Ad Serving & Retargeting Platform Players in Global Market
- 3.2 Top Global Ad Serving & Retargeting Platform Companies Ranked by Revenue
- 3.3 Global Ad Serving & Retargeting Platform Revenue by Companies
- 3.4 Top 3 and Top 5 Ad Serving & Retargeting Platform Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Ad Serving & Retargeting Platform Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Ad Serving & Retargeting Platform Players in Global Market
  - 3.6.1 List of Global Tier 1 Ad Serving & Retargeting Platform Companies
  - 3.6.2 List of Global Tier 2 and Tier 3 Ad Serving & Retargeting Platform Companies

### **4 MARKET SIGHTS BY PRODUCT**

#### 4.1 Overview

4.1.1 by Type - Global Ad Serving & Retargeting Platform Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based

4.1.3 On-Premises

4.2 By Type - Global Ad Serving & Retargeting Platform Revenue & Forecasts

4.2.1 By Type - Global Ad Serving & Retargeting Platform Revenue, 2017-2022

4.2.2 By Type - Global Ad Serving & Retargeting Platform Revenue, 2023-2028

4.2.3 By Type - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

### 5 SIGHTS BY APPLICATION

#### 5.1 Overview

5.1.1 By Application - Global Ad Serving & Retargeting Platform Market Size, 2021 & 2028

5.1.2 SMEs

5.1.3 Large Enterprises

5.1.4 Individuals

5.2 By Application - Global Ad Serving & Retargeting Platform Revenue & Forecasts

5.2.1 By Application - Global Ad Serving & Retargeting Platform Revenue, 2017-2022

5.2.2 By Application - Global Ad Serving & Retargeting Platform Revenue, 2023-2028

5.2.3 By Application - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

### 6 SIGHTS BY REGION

6.1 By Region - Global Ad Serving & Retargeting Platform Market Size, 2021 & 2028

6.2 By Region - Global Ad Serving & Retargeting Platform Revenue & Forecasts

6.2.1 By Region - Global Ad Serving & Retargeting Platform Revenue, 2017-2022

6.2.2 By Region - Global Ad Serving & Retargeting Platform Revenue, 2023-2028

6.2.3 By Region - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

#### 6.3 North America

6.3.1 By Country - North America Ad Serving & Retargeting Platform Revenue, 2017-2028

6.3.2 US Ad Serving & Retargeting Platform Market Size, 2017-2028

6.3.3 Canada Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.3.4 Mexico Ad Serving & Retargeting Platform Market Size, 2017-2028

### 6.4 Europe

#### 6.4.1 By Country - Europe Ad Serving & Retargeting Platform Revenue, 2017-2028

#### 6.4.2 Germany Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.3 France Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.4 U.K. Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.5 Italy Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.6 Russia Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.7 Nordic Countries Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.4.8 Benelux Ad Serving & Retargeting Platform Market Size, 2017-2028

### 6.5 Asia

#### 6.5.1 By Region - Asia Ad Serving & Retargeting Platform Revenue, 2017-2028

#### 6.5.2 China Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.5.3 Japan Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.5.4 South Korea Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.5.5 Southeast Asia Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.5.6 India Ad Serving & Retargeting Platform Market Size, 2017-2028

### 6.6 South America

#### 6.6.1 By Country - South America Ad Serving & Retargeting Platform Revenue, 2017-2028

#### 6.6.2 Brazil Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.6.3 Argentina Ad Serving & Retargeting Platform Market Size, 2017-2028

### 6.7 Middle East & Africa

#### 6.7.1 By Country - Middle East & Africa Ad Serving & Retargeting Platform Revenue, 2017-2028

#### 6.7.2 Turkey Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.7.3 Israel Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.7.4 Saudi Arabia Ad Serving & Retargeting Platform Market Size, 2017-2028

#### 6.7.5 UAE Ad Serving & Retargeting Platform Market Size, 2017-2028

## 7 PLAYERS PROFILES

### 7.1 Facebook

#### 7.1.1 Facebook Corporate Summary

#### 7.1.2 Facebook Business Overview

#### 7.1.3 Facebook Ad Serving & Retargeting Platform Major Product Offerings

#### 7.1.4 Facebook Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

#### 7.1.5 Facebook Key News



## 7.2 Google

### 7.2.1 Google Corporate Summary

### 7.2.2 Google Business Overview

### 7.2.3 Google Ad Serving & Retargeting Platform Major Product Offerings

### 7.2.4 Google Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

### 7.2.5 Google Key News

## 7.3 Criteo

### 7.3.1 Criteo Corporate Summary

### 7.3.2 Criteo Business Overview

### 7.3.3 Criteo Ad Serving & Retargeting Platform Major Product Offerings

### 7.3.4 Criteo Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

### 7.3.5 Criteo Key News

## 7.4 AdRoll

### 7.4.1 AdRoll Corporate Summary

### 7.4.2 AdRoll Business Overview

### 7.4.3 AdRoll Ad Serving & Retargeting Platform Major Product Offerings

### 7.4.4 AdRoll Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

### 7.4.5 AdRoll Key News

## 7.5 LinkedIn

### 7.5.1 LinkedIn Corporate Summary

### 7.5.2 LinkedIn Business Overview

### 7.5.3 LinkedIn Ad Serving & Retargeting Platform Major Product Offerings

### 7.5.4 LinkedIn Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

### 7.5.5 LinkedIn Key News

## 7.6 Twitter

### 7.6.1 Twitter Corporate Summary

### 7.6.2 Twitter Business Overview

### 7.6.3 Twitter Ad Serving & Retargeting Platform Major Product Offerings

### 7.6.4 Twitter Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

### 7.6.5 Twitter Key News

## 7.7 Marin Software

### 7.7.1 Marin Software Corporate Summary

### 7.7.2 Marin Software Business Overview

### 7.7.3 Marin Software Ad Serving & Retargeting Platform Major Product Offerings

### 7.7.4 Marin Software Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.7.5 Marin Software Key News

7.8 Terminus

7.8.1 Terminus Corporate Summary

7.8.2 Terminus Business Overview

7.8.3 Terminus Ad Serving & Retargeting Platform Major Product Offerings

7.8.4 Terminus Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.8.5 Terminus Key News

7.9 OpenX

7.9.1 OpenX Corporate Summary

7.9.2 OpenX Business Overview

7.9.3 OpenX Ad Serving & Retargeting Platform Major Product Offerings

7.9.4 OpenX Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.9.5 OpenX Key News

7.10 AppNexus

7.10.1 AppNexus Corporate Summary

7.10.2 AppNexus Business Overview

7.10.3 AppNexus Ad Serving & Retargeting Platform Major Product Offerings

7.10.4 AppNexus Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.10.5 AppNexus Key News

7.11 Acquisio

7.11.1 Acquisio Corporate Summary

7.11.2 Acquisio Business Overview

7.11.3 Acquisio Ad Serving & Retargeting Platform Major Product Offerings

7.11.4 Acquisio Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.11.5 Acquisio Key News

7.12 Kenshoo

7.12.1 Kenshoo Corporate Summary

7.12.2 Kenshoo Business Overview

7.12.3 Kenshoo Ad Serving & Retargeting Platform Major Product Offerings

7.12.4 Kenshoo Ad Serving & Retargeting Platform Revenue in Global Market

(2017-2022)

7.12.5 Kenshoo Key News

7.13 Adobe

7.13.1 Adobe Corporate Summary

- 7.13.2 Adobe Business Overview
- 7.13.3 Adobe Ad Serving & Retargeting Platform Major Product Offerings
- 7.13.4 Adobe Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)
- 7.13.5 Adobe Key News
- 7.14 StackAdapt
  - 7.14.1 StackAdapt Corporate Summary
  - 7.14.2 StackAdapt Business Overview
  - 7.14.3 StackAdapt Ad Serving & Retargeting Platform Major Product Offerings
  - 7.14.4 StackAdapt Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)
  - 7.14.5 StackAdapt Key News
- 7.15 Centro
  - 7.15.1 Centro Corporate Summary
  - 7.15.2 Centro Business Overview
  - 7.15.3 Centro Ad Serving & Retargeting Platform Major Product Offerings
  - 7.15.4 Centro Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)
  - 7.15.5 Centro Key News
- 7.16 Sprinklr
  - 7.16.1 Sprinklr Corporate Summary
  - 7.16.2 Sprinklr Business Overview
  - 7.16.3 Sprinklr Ad Serving & Retargeting Platform Major Product Offerings
  - 7.16.4 Sprinklr Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)
  - 7.16.5 Sprinklr Key News
- 7.17 Sizmek
  - 7.17.1 Sizmek Corporate Summary
  - 7.17.2 Sizmek Business Overview
  - 7.17.3 Sizmek Ad Serving & Retargeting Platform Major Product Offerings
  - 7.17.4 Sizmek Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)
  - 7.17.5 Sizmek Key News
- 7.18 MediaMath
  - 7.18.1 MediaMath Corporate Summary
  - 7.18.2 MediaMath Business Overview
  - 7.18.3 MediaMath Ad Serving & Retargeting Platform Major Product Offerings
  - 7.18.4 MediaMath Ad Serving & Retargeting Platform Revenue in Global Market  
(2017-2022)

#### 7.18.5 MediaMath Key News

### 7.19 Quality Unit

#### 7.19.1 Quality Unit Corporate Summary

#### 7.19.2 Quality Unit Business Overview

#### 7.19.3 Quality Unit Ad Serving & Retargeting Platform Major Product Offerings

#### 7.19.4 Quality Unit Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

#### 7.19.5 Quality Unit Key News

### 7.20 The Trade Desk

#### 7.20.1 The Trade Desk Corporate Summary

#### 7.20.2 The Trade Desk Business Overview

#### 7.20.3 The Trade Desk Ad Serving & Retargeting Platform Major Product Offerings

#### 7.20.4 The Trade Desk Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

#### 7.20.5 The Trade Desk Key News

### 7.21 MonetizeMore

#### 7.21.1 MonetizeMore Corporate Summary

#### 7.21.2 MonetizeMore Business Overview

#### 7.21.3 MonetizeMore Ad Serving & Retargeting Platform Major Product Offerings

#### 7.21.4 MonetizeMore Ad Serving & Retargeting Platform Revenue in Global Market (2017-2022)

#### 7.21.5 MonetizeMore Key News

## 8 CONCLUSION

## 9 APPENDIX

### 9.1 Note

### 9.2 Examples of Clients

### 9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Ad Serving & Retargeting Platform Market Opportunities & Trends in Global Market

Table 2. Ad Serving & Retargeting Platform Market Drivers in Global Market

Table 3. Ad Serving & Retargeting Platform Market Restraints in Global Market

Table 4. Key Players of Ad Serving & Retargeting Platform in Global Market

Table 5. Top Ad Serving & Retargeting Platform Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Ad Serving & Retargeting Platform Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Ad Serving & Retargeting Platform Revenue Share by Companies, 2017-2022

Table 8. Global Companies Ad Serving & Retargeting Platform Product Type

Table 9. List of Global Tier 1 Ad Serving & Retargeting Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Ad Serving & Retargeting Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Ad Serving & Retargeting Platform Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Ad Serving & Retargeting Platform Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Ad Serving & Retargeting Platform Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Ad Serving & Retargeting Platform Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Ad Serving & Retargeting Platform Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Ad Serving & Retargeting Platform Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Ad Serving & Retargeting Platform Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2023-2028

Table 30. Facebook Corporate Summary

Table 31. Facebook Ad Serving & Retargeting Platform Product Offerings

Table 32. Facebook Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 33. Google Corporate Summary

Table 34. Google Ad Serving & Retargeting Platform Product Offerings

Table 35. Google Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 36. Criteo Corporate Summary

Table 37. Criteo Ad Serving & Retargeting Platform Product Offerings

Table 38. Criteo Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 39. AdRoll Corporate Summary

Table 40. AdRoll Ad Serving & Retargeting Platform Product Offerings

Table 41. AdRoll Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 42. LinkedIn Corporate Summary

Table 43. LinkedIn Ad Serving & Retargeting Platform Product Offerings

Table 44. LinkedIn Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 45. Twitter Corporate Summary

Table 46. Twitter Ad Serving & Retargeting Platform Product Offerings

Table 47. Twitter Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 48. Marin Software Corporate Summary



Table 49. Marin Software Ad Serving & Retargeting Platform Product Offerings

Table 50. Marin Software Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 51. Terminus Corporate Summary

Table 52. Terminus Ad Serving & Retargeting Platform Product Offerings

Table 53. Terminus Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 54. OpenX Corporate Summary

Table 55. OpenX Ad Serving & Retargeting Platform Product Offerings

Table 56. OpenX Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 57. AppNexus Corporate Summary

Table 58. AppNexus Ad Serving & Retargeting Platform Product Offerings

Table 59. AppNexus Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 60. Acquisio Corporate Summary

Table 61. Acquisio Ad Serving & Retargeting Platform Product Offerings

Table 62. Acquisio Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 63. Kenshoo Corporate Summary

Table 64. Kenshoo Ad Serving & Retargeting Platform Product Offerings

Table 65. Kenshoo Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 66. Adobe Corporate Summary

Table 67. Adobe Ad Serving & Retargeting Platform Product Offerings

Table 68. Adobe Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 69. StackAdapt Corporate Summary

Table 70. StackAdapt Ad Serving & Retargeting Platform Product Offerings

Table 71. StackAdapt Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 72. Centro Corporate Summary

Table 73. Centro Ad Serving & Retargeting Platform Product Offerings

Table 74. Centro Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 75. Sprinklr Corporate Summary

Table 76. Sprinklr Ad Serving & Retargeting Platform Product Offerings

Table 77. Sprinklr Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 78. Sizmek Corporate Summary

Table 79. Sizmek Ad Serving & Retargeting Platform Product Offerings

Table 80. Sizmek Ad Serving & Retargeting Platform Revenue (US\$, Mn), (2017-2022)

Table 81. MediaMath Corporate Summary

Table 82. MediaMath Ad Serving & Retargeting Platform Product Offerings

Table 83. MediaMath Ad Serving & Retargeting Platform Revenue (US\$, Mn),  
(2017-2022)

Table 84. Quality Unit Corporate Summary

Table 85. Quality Unit Ad Serving & Retargeting Platform Product Offerings

Table 86. Quality Unit Ad Serving & Retargeting Platform Revenue (US\$, Mn),  
(2017-2022)

Table 87. The Trade Desk Corporate Summary

Table 88. The Trade Desk Ad Serving & Retargeting Platform Product Offerings

Table 89. The Trade Desk Ad Serving & Retargeting Platform Revenue (US\$, Mn),  
(2017-2022)

Table 90. MonetizeMore Corporate Summary

Table 91. MonetizeMore Ad Serving & Retargeting Platform Product Offerings

Table 92. MonetizeMore Ad Serving & Retargeting Platform Revenue (US\$, Mn),  
(2017-2022)



## List Of Figures

### LIST OF FIGURES

Figure 1. Ad Serving & Retargeting Platform Segment by Type in 2021

Figure 2. Ad Serving & Retargeting Platform Segment by Application in 2021

Figure 3. Global Ad Serving & Retargeting Platform Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Ad Serving & Retargeting Platform Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Ad Serving & Retargeting Platform Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Ad Serving & Retargeting Platform Revenue in 2021

Figure 8. By Type - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 9. By Application - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 10. By Region - Global Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 11. By Country - North America Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 12. US Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 16. Germany Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 17. France Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 24. China Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 28. India Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 30. Brazil Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Ad Serving & Retargeting Platform Revenue Market Share, 2017-2028

Figure 33. Turkey Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Ad Serving & Retargeting Platform Revenue, (US\$, Mn), 2017-2028

Figure 37. Facebook Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Google Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Criteo Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. AdRoll Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. LinkedIn Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Twitter Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Marin Software Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Terminus Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. OpenX Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. AppNexus Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Acquisio Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Kenshoo Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Adobe Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. StackAdapt Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. Centro Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Sprinklr Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 53. Sizmek Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. MediaMath Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. Quality Unit Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 56. The Trade Desk Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 57. MonetizeMore Ad Serving & Retargeting Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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