

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

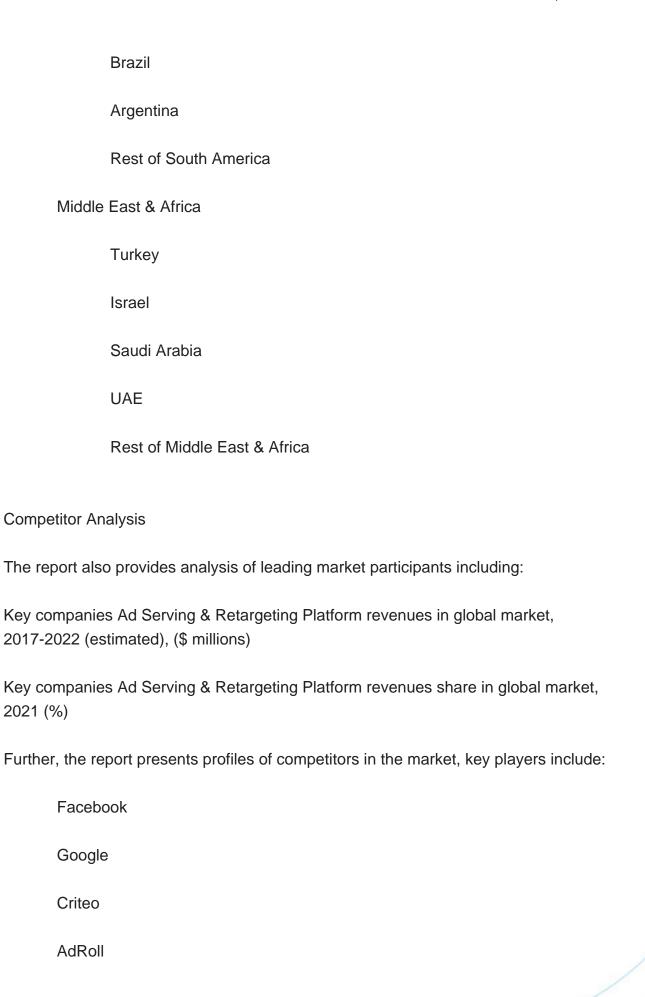
US



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		







LinkedIn

Twitter
Marin Software
Terminus
OpenX
AppNexus
Acquisio
Kenshoo
Adobe
StackAdapt
Centro
Sprinklr
Sizmek
MediaMath
Quality Unit
The Trade Desk
MonetizeMore



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



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