

Ad Tech Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/AF3CB0FF5A81EN.html>

Date: March 2022

Pages: 63

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

ID: AF3CB0FF5A81EN

Abstracts

The term “Ad Tech,” which is short for advertising technology, broadly refers to different types of analytics and digital tools used in the context of advertising. Discussions about ad tech often revolve around the extensive and complex systems used to direct advertising to individuals and specific target audiences.

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

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

Global top five companies in 2021 (%)

The global Ad Tech 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.

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

The global key manufacturers of Ad Tech include Facebook, Google, Amazon, Verizon, AT&T and Comcast, Adobe, Salesforce, Oracle and The Trade Desk, 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 Tech 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 Tech Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Web-Based

Cloud-Based

On-Premise

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

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

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

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

Global Ad Tech 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 Tech revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

Facebook

Google

Amazon

Verizon

AT&T and Comcast

Adobe

Salesforce

Oracle

The Trade Desk

Criteo

Telaria

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Ad Tech Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Ad Tech 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 TECH OVERALL MARKET SIZE

- 2.1 Global Ad Tech Market Size: 2021 VS 2028
- 2.2 Global Ad Tech 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 Tech Players in Global Market
- 3.2 Top Global Ad Tech Companies Ranked by Revenue
- 3.3 Global Ad Tech Revenue by Companies
- 3.4 Top 3 and Top 5 Ad Tech Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Ad Tech Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Ad Tech Players in Global Market
 - 3.6.1 List of Global Tier 1 Ad Tech Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Ad Tech Companies

4 MARKET SIGHTS BY PRODUCT

- 4.1 Overview

- 4.1.1 by Type - Global Ad Tech Market Size Markets, 2021 & 2028
- 4.1.2 Web-Based
- 4.1.3 Cloud-Based
- 4.1.4 On-Premise
- 4.2 By Type - Global Ad Tech Revenue & Forecasts
 - 4.2.1 By Type - Global Ad Tech Revenue, 2017-2022
 - 4.2.2 By Type - Global Ad Tech Revenue, 2023-2028
 - 4.2.3 By Type - Global Ad Tech Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

- 5.1 Overview
 - 5.1.1 By Application - Global Ad Tech Market Size, 2021 & 2028
 - 5.1.2 Large Enterprises
 - 5.1.3 Small and Medium-sized Enterprises (SMEs)
- 5.2 By Application - Global Ad Tech Revenue & Forecasts
 - 5.2.1 By Application - Global Ad Tech Revenue, 2017-2022
 - 5.2.2 By Application - Global Ad Tech Revenue, 2023-2028
 - 5.2.3 By Application - Global Ad Tech Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

- 6.1 By Region - Global Ad Tech Market Size, 2021 & 2028
- 6.2 By Region - Global Ad Tech Revenue & Forecasts
 - 6.2.1 By Region - Global Ad Tech Revenue, 2017-2022
 - 6.2.2 By Region - Global Ad Tech Revenue, 2023-2028
 - 6.2.3 By Region - Global Ad Tech Revenue Market Share, 2017-2028
- 6.3 North America
 - 6.3.1 By Country - North America Ad Tech Revenue, 2017-2028
 - 6.3.2 US Ad Tech Market Size, 2017-2028
 - 6.3.3 Canada Ad Tech Market Size, 2017-2028
 - 6.3.4 Mexico Ad Tech Market Size, 2017-2028
- 6.4 Europe
 - 6.4.1 By Country - Europe Ad Tech Revenue, 2017-2028
 - 6.4.2 Germany Ad Tech Market Size, 2017-2028
 - 6.4.3 France Ad Tech Market Size, 2017-2028
 - 6.4.4 U.K. Ad Tech Market Size, 2017-2028
 - 6.4.5 Italy Ad Tech Market Size, 2017-2028
 - 6.4.6 Russia Ad Tech Market Size, 2017-2028

6.4.7 Nordic Countries Ad Tech Market Size, 2017-2028

6.4.8 Benelux Ad Tech Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Ad Tech Revenue, 2017-2028

6.5.2 China Ad Tech Market Size, 2017-2028

6.5.3 Japan Ad Tech Market Size, 2017-2028

6.5.4 South Korea Ad Tech Market Size, 2017-2028

6.5.5 Southeast Asia Ad Tech Market Size, 2017-2028

6.5.6 India Ad Tech Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Ad Tech Revenue, 2017-2028

6.6.2 Brazil Ad Tech Market Size, 2017-2028

6.6.3 Argentina Ad Tech Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Ad Tech Revenue, 2017-2028

6.7.2 Turkey Ad Tech Market Size, 2017-2028

6.7.3 Israel Ad Tech Market Size, 2017-2028

6.7.4 Saudi Arabia Ad Tech Market Size, 2017-2028

6.7.5 UAE Ad Tech 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 Tech Major Product Offerings

7.1.4 Facebook Ad Tech 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 Tech Major Product Offerings

7.2.4 Google Ad Tech Revenue in Global Market (2017-2022)

7.2.5 Google Key News

7.3 Amazon

7.3.1 Amazon Corporate Summary

7.3.2 Amazon Business Overview

7.3.3 Amazon Ad Tech Major Product Offerings

7.3.4 Amazon Ad Tech Revenue in Global Market (2017-2022)

7.3.5 Amazon Key News

7.4 Verizon

7.4.1 Verizon Corporate Summary

7.4.2 Verizon Business Overview

7.4.3 Verizon Ad Tech Major Product Offerings

7.4.4 Verizon Ad Tech Revenue in Global Market (2017-2022)

7.4.5 Verizon Key News

7.5 AT&T and Comcast

7.5.1 AT&T and Comcast Corporate Summary

7.5.2 AT&T and Comcast Business Overview

7.5.3 AT&T and Comcast Ad Tech Major Product Offerings

7.5.4 AT&T and Comcast Ad Tech Revenue in Global Market (2017-2022)

7.5.5 AT&T and Comcast Key News

7.6 Adobe

7.6.1 Adobe Corporate Summary

7.6.2 Adobe Business Overview

7.6.3 Adobe Ad Tech Major Product Offerings

7.6.4 Adobe Ad Tech Revenue in Global Market (2017-2022)

7.6.5 Adobe Key News

7.7 Salesforce

7.7.1 Salesforce Corporate Summary

7.7.2 Salesforce Business Overview

7.7.3 Salesforce Ad Tech Major Product Offerings

7.7.4 Salesforce Ad Tech Revenue in Global Market (2017-2022)

7.7.5 Salesforce Key News

7.8 Oracle

7.8.1 Oracle Corporate Summary

7.8.2 Oracle Business Overview

7.8.3 Oracle Ad Tech Major Product Offerings

7.8.4 Oracle Ad Tech Revenue in Global Market (2017-2022)

7.8.5 Oracle Key News

7.9 The Trade Desk

7.9.1 The Trade Desk Corporate Summary

7.9.2 The Trade Desk Business Overview

7.9.3 The Trade Desk Ad Tech Major Product Offerings

7.9.4 The Trade Desk Ad Tech Revenue in Global Market (2017-2022)

7.9.5 The Trade Desk Key News

7.10 Criteo

7.10.1 Criteo Corporate Summary

7.10.2 Criteo Business Overview

7.10.3 Criteo Ad Tech Major Product Offerings

7.10.4 Criteo Ad Tech Revenue in Global Market (2017-2022)

7.10.5 Criteo Key News

7.11 Telaria

7.11.1 Telaria Corporate Summary

7.11.2 Telaria Business Overview

7.11.3 Telaria Ad Tech Major Product Offerings

7.11.4 Telaria Ad Tech Revenue in Global Market (2017-2022)

7.11.5 Telaria 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 Tech Market Opportunities & Trends in Global Market

Table 2. Ad Tech Market Drivers in Global Market

Table 3. Ad Tech Market Restraints in Global Market

Table 4. Key Players of Ad Tech in Global Market

Table 5. Top Ad Tech Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Ad Tech Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Ad Tech Revenue Share by Companies, 2017-2022

Table 8. Global Companies Ad Tech Product Type

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

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

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

Table 12. By Type - Ad Tech Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Ad Tech Revenue in Global (US\$, Mn), 2023-2028

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

Table 15. By Application - Ad Tech Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Ad Tech Revenue in Global (US\$, Mn), 2023-2028

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

Table 18. By Region - Global Ad Tech Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Ad Tech Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Ad Tech Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Ad Tech Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Ad Tech Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Ad Tech Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Ad Tech Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Ad Tech Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Ad Tech Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Ad Tech Revenue, (US\$, Mn), 2023-2028

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

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

Table 30. Facebook Corporate Summary

Table 31. Facebook Ad Tech Product Offerings

Table 32. Facebook Ad Tech Revenue (US\$, Mn), (2017-2022)

Table 33. Google Corporate Summary

Table 34. Google Ad Tech Product Offerings
Table 35. Google Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 36. Amazon Corporate Summary
Table 37. Amazon Ad Tech Product Offerings
Table 38. Amazon Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 39. Verizon Corporate Summary
Table 40. Verizon Ad Tech Product Offerings
Table 41. Verizon Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 42. AT&T and Comcast Corporate Summary
Table 43. AT&T and Comcast Ad Tech Product Offerings
Table 44. AT&T and Comcast Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 45. Adobe Corporate Summary
Table 46. Adobe Ad Tech Product Offerings
Table 47. Adobe Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 48. Salesforce Corporate Summary
Table 49. Salesforce Ad Tech Product Offerings
Table 50. Salesforce Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 51. Oracle Corporate Summary
Table 52. Oracle Ad Tech Product Offerings
Table 53. Oracle Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 54. The Trade Desk Corporate Summary
Table 55. The Trade Desk Ad Tech Product Offerings
Table 56. The Trade Desk Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 57. Criteo Corporate Summary
Table 58. Criteo Ad Tech Product Offerings
Table 59. Criteo Ad Tech Revenue (US\$, Mn), (2017-2022)
Table 60. Telaria Corporate Summary
Table 61. Telaria Ad Tech Product Offerings
Table 62. Telaria Ad Tech Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Ad Tech Segment by Type in 2021
- Figure 2. Ad Tech Segment by Application in 2021
- Figure 3. Global Ad Tech Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Ad Tech Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Ad Tech Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Ad Tech Revenue in 2021
- Figure 8. By Type - Global Ad Tech Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Ad Tech Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Ad Tech Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Ad Tech Revenue Market Share, 2017-2028
- Figure 12. US Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Ad Tech Revenue Market Share, 2017-2028
- Figure 16. Germany Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Ad Tech Revenue Market Share, 2017-2028
- Figure 24. China Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 28. India Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Ad Tech Revenue Market Share, 2017-2028
- Figure 30. Brazil Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 31. Argentina Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 32. By Country - Middle East & Africa Ad Tech Revenue Market Share, 2017-2028
- Figure 33. Turkey Ad Tech Revenue, (US\$, Mn), 2017-2028
- Figure 34. Israel Ad Tech Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Ad Tech Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Ad Tech Revenue, (US\$, Mn), 2017-2028

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

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

Figure 39. Amazon Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Verizon Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. AT&T and Comcast Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Adobe Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Salesforce Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Oracle Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. The Trade Desk Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Criteo Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Telaria Ad Tech Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

Product name: Ad Tech Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/AF3CB0FF5A81EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF3CB0FF5A81EN.html>