

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

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Abstracts

The ad tech market as the technology for managing advertisements across channels, including search, display, video, mobile and social, with functions for targeting, campaign design, bid-management, analysis, optimization and automation of digital advertising.

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

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

Global top five companies in 2021 (%)

The global Ad Tech 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 Tech Software include The Trade Desk, AdRoll, Criteo, Google, MediaMath, 4C Insights, InMobi, Amobee and Adform, 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 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 Tech Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premises

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

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

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

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

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

North America

US

Canada

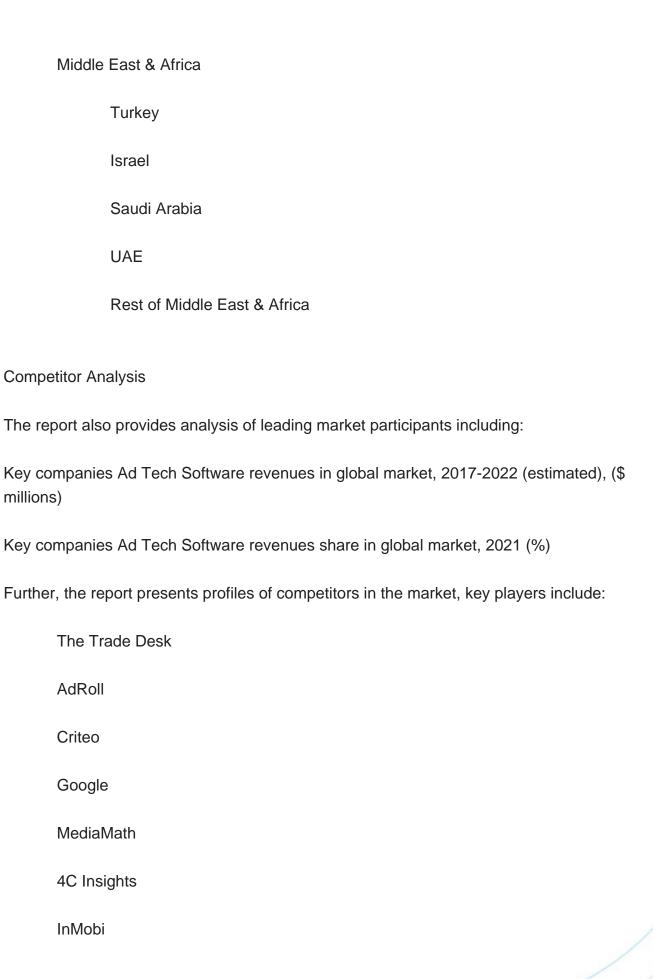
Mexico



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









Amobee
Adform
IgnitionOne
Kenshoo
AppNexus
Quantcast
Centro
Xaxis
Sizmek
FlashTalking
Visto



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