

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

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 Software revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

The Trade Desk

AdRoll

Criteo

Google

MediaMath

4C Insights

InMobi

Amobee

Adform

IgnitionOne

Kenshoo

AppNexus

Quantcast

Centro

Xaxis

Sizmek

FlashTalking

Visto

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