

Advertising Platform Market, Global Outlook and Forecast 2022-2028

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Abstracts

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

Global Advertising Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Advertising 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 2022-2028.

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 Advertising Platform include Google, Microsoft Ads, Facebook (Meta), Apple Search Ads (ASA), Yahoo Ad Tech, Amazon Ads, Taboola, TikTok Ads and Snapchat Ads, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Advertising 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 Advertising Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Platform Market Segment Percentages, by Type, 2021 (%)

Cloud-based

Web-based

Global Advertising Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Platform Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

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

Global Advertising 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 Advertising Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Advertising Platform revenues share in global market, 2021 (%)

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

Google

Microsoft Ads

Facebook (Meta)

Apple Search Ads (ASA)

Yahoo Ad Tech

Amazon Ads

Taboola

TikTok Ads

Snapchat Ads

Twitter Business

Spotify Ads

Epom

LinkedIn Ads

Media.net

Telegram Ads

InMobi Audience Targeting

AdRoll

SXM Media

Perpetua

Primis

ClickAdu

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