

# Advertising Technology Services Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Advertising technology (AdTech) is an umbrella term that refers to the tools and software advertisers use to reach audiences, run digital ad campaigns, and measure the effectiveness of digital ad campaigns. As the process of buying and selling digital ads has become more complex, ad tech has emerged to simplify the process. Common ad tech tools such as demand-side platforms are the integration of a set of technologies that allow advertisers to buy impressions and select audiences across numerous publisher sites. Now, ad technology enables advertisers and ad agencies to efficiently manage integrated ad campaigns. It also enables brands to get the most out of their budgets and helps maximize return on investment (ROI) on digital advertising. Ultimately, the ad tech environment enables advertisers to strategically plan and optimize their ad campaigns.

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

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

Global top five companies in 2021 (%)

The global Advertising Technology Services 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.

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

The global key manufacturers of Advertising Technology Services include Adform, Adobe, AdRoll, Amazon (AWS), AT&T (WarnerMedia), CAKE, Choozle, Criteo and Google, 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 Technology Services 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 Technology Services Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

On-Premise

Cloud-Based

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

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

Ads Setting

Data Analytics

Yield Management

Others

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

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

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

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

Adform

Adobe

AdRoll

Amazon (AWS)

AT&T (WarnerMedia)

CAKE

Choozle

Criteo

Google

LiveIntent

Marin Software

MediaMath

Quantcast

Singapore Telecommunications (Amobee)

Sovrn

The Search Monitor

The Trade Desk

Verizon (Verizon Media)

Verve

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