

Creative Management Platforms Market in Malaysia - Industry Outlook and Forecast 2020-2026

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Abstracts

Creative Management Platform (CMP) is a type of software that can combine a variety of display advertising tools into one cohesive, cloud-based platform. It employs dynamic creative optimization (DCO) to automate the optimization of ad content by differentiating users and tailoring the creative.

This report contains market size and forecasts of Creative Management Platforms in Malaysia, including the following market information:

Malaysia Creative Management Platforms Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Top Five Competitors in Malaysia Creative Management Platforms Market 2019 (%)

The global Creative Management Platforms market was valued at 812.3 million in 2019 and is projected to reach US\$ 1272 million by 2026, at a CAGR of 11.9% during the forecast period. While the Creative Management Platforms market size in Malaysia was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

COVID-19 pandemic has big impact on Creative Management Platforms businesses, with lots of challenges and uncertainty faced by many players of Creative Management Platforms in Malaysia.

This report also analyses and evaluates the COVID-19 impact on Creative Management Platforms market size in 2020 and the next few years in Malaysia

Total Market by Segment:

Malaysia Creative Management Platforms Market, By Type, 2015-2020, 2021-2026 (\$

millions)

Malaysia Creative Management Platforms Market Segment Percentages, By Type, 2019 (%)

Publishers and Brands

Marketers and Agencies

Malaysia Creative Management Platforms Market, By Application, 2015-2020, 2021-2026 (\$ millions)

Malaysia Creative Management Platforms Market Segment Percentages, By Application, 2019 (%)

Large Enterprises

SMEs

Competitor Analysis

The report also provides analysis of leading market participants including:

Total Creative Management Platforms Market Competitors Revenues in Malaysia, by Players 2015-2020 (Estimated), (\$ millions)

Total Creative Management Platforms Market Competitors Revenues Share in Malaysia, by Players 2019 (%)

Further, the report presents profiles of competitors in the market, including the following:

Google

Celtra

Bannerflow

Adobe

RhythmOne

Sizmek

Adform

Thunder

SteelHouse

Flashtalking

Snapchat (Flite)

Mediawide

Balihoo

Netsertive (Mixpo)

Bannersnack

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