

Creative Management Platforms Market in US - 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 US, including the following market information:

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

Top Five Competitors in US 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 US 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 US.

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

Total Market by Segment:

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

millions)

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

Publishers and Brands

Marketers and Agencies

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

US 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 US, by Players 2015-2020 (Estimated), (\$ millions)

Total Creative Management Platforms Market Competitors Revenues Share in US, 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

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Creative Management Platforms Market Definition
- 1.2 Market Segments
 - 1.2.1 Segment by Type
 - 1.2.2 Segment by Application
- 1.3 COVID-19 Impact: US Creative Management Platforms Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 US CREATIVE MANAGEMENT PLATFORMS OVERALL MARKET SIZE

- 2.1 US Creative Management Platforms Market Size: 2020 VS 2026
- 2.2 US Creative Management Platforms Revenue, Prospects & Forecasts: 2015-2026

3 COMPANY LANDSCAPE

- 3.1 Top Creative Management Platforms Players in US (including Foreign and Local Companies)
- 3.2 Top US Creative Management Platforms Companies Ranked by Revenue
- 3.3 US Creative Management Platforms Revenue by Companies (including Foreign and Local Companies)
- 3.4 Top 3 and Top 5 Creative Management Platforms Companies in US, by Revenue in 2019
- 3.5 US Manufacturers Creative Management Platforms Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Creative Management Platforms Players in US
 - 3.6.1 List of US Tier 1 Creative Management Platforms Companies
 - 3.6.2 List of US Tier 2 and Tier 3 Creative Management Platforms Companies

4 SIGHTS BY PRODUCT

- 4.1 Overview
 - 4.1.1 By Type - US Creative Management Platforms Market Size Markets, 2020 &

2026

4.1.2 Publishers and Brands

4.1.3 Marketers and Agencies

4.2 By Type - US Creative Management Platforms Revenue & Forecasts

4.2.1 By Type - US Creative Management Platforms Revenue, 2015-2020

4.2.2 By Type - US Creative Management Platforms Revenue, 2021-2026

4.2.3 By Type - US Creative Management Platforms Revenue Market Share, 2015-2026

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - US Creative Management Platforms Market Size, 2020 & 2026

5.1.2 Large Enterprises

5.1.3 SMEs

5.2 By Application - US Creative Management Platforms Revenue & Forecasts

5.2.1 By Application - US Creative Management Platforms Revenue, 2015-2020

5.2.2 By Application - US Creative Management Platforms Revenue, 2021-2026

5.2.3 By Application - US Creative Management Platforms Revenue Market Share, 2015-2026

6 PLAYERS PROFILES

6.1 Google

6.1.1 Google Corporate Summary

6.1.2 Google Business Overview

6.1.3 Google Creative Management Platforms Major Product Offerings

6.1.4 Google Revenue in US (2015-2020)

6.1.5 Google Key News

6.2 Celtra

6.2.1 Celtra Corporate Summary

6.2.2 Celtra Business Overview

6.2.3 Celtra Creative Management Platforms Major Product Offerings

6.2.4 Celtra Revenue in US (2015-2020)

6.2.5 Celtra Key News

6.3 Bannerflow

6.3.1 Bannerflow Corporate Summary

6.3.2 Bannerflow Business Overview

6.3.3 Bannerflow Creative Management Platforms Major Product Offerings

- 6.3.4 Bannerflow Revenue in US (2015-2020)
- 6.3.5 Bannerflow Key News
- 6.4 Adobe
 - 6.4.1 Adobe Corporate Summary
 - 6.4.2 Adobe Business Overview
 - 6.4.3 Adobe Creative Management Platforms Major Product Offerings
 - 6.4.4 Adobe Revenue in US (2015-2020)
 - 6.4.5 Adobe Key News
- 6.5 RhythmOne
 - 6.5.1 RhythmOne Corporate Summary
 - 6.5.2 RhythmOne Business Overview
 - 6.5.3 RhythmOne Creative Management Platforms Major Product Offerings
 - 6.5.4 RhythmOne Revenue in US (2015-2020)
 - 6.5.5 RhythmOne Key News
- 6.6 Sizmek
 - 6.6.1 Sizmek Corporate Summary
 - 6.6.2 Sizmek Business Overview
 - 6.6.3 Sizmek Creative Management Platforms Major Product Offerings
 - 6.6.4 Sizmek Revenue in US (2015-2020)
 - 6.6.5 Sizmek Key News
- 6.7 Adform
 - 6.6.1 Adform Corporate Summary
 - 6.6.2 Adform Business Overview
 - 6.6.3 Adform Creative Management Platforms Major Product Offerings
 - 6.4.4 Adform Revenue in US (2015-2020)
 - 6.7.5 Adform Key News
- 6.8 Thunder
 - 6.8.1 Thunder Corporate Summary
 - 6.8.2 Thunder Business Overview
 - 6.8.3 Thunder Creative Management Platforms Major Product Offerings
 - 6.8.4 Thunder Revenue in US (2015-2020)
 - 6.8.5 Thunder Key News
- 6.9 SteelHouse
 - 6.9.1 SteelHouse Corporate Summary
 - 6.9.2 SteelHouse Business Overview
 - 6.9.3 SteelHouse Creative Management Platforms Major Product Offerings
 - 6.9.4 SteelHouse Revenue in US (2015-2020)
 - 6.9.5 SteelHouse Key News
- 6.10 Flashtalking

- 6.10.1 Flashtalking Corporate Summary
- 6.10.2 Flashtalking Business Overview
- 6.10.3 Flashtalking Creative Management Platforms Major Product Offerings
- 6.10.4 Flashtalking Revenue in US (2015-2020)
- 6.10.5 Flashtalking Key News
- 6.11 Snapchat (Flite)
 - 6.11.1 Snapchat (Flite) Corporate Summary
 - 6.11.2 Snapchat (Flite) Creative Management Platforms Business Overview
 - 6.11.3 Snapchat (Flite) Creative Management Platforms Major Product Offerings
 - 6.11.4 Snapchat (Flite) Revenue in US (2015-2020)
 - 6.11.5 Snapchat (Flite) Key News
- 6.12 Mediawide
 - 6.12.1 Mediawide Corporate Summary
 - 6.12.2 Mediawide Creative Management Platforms Business Overview
 - 6.12.3 Mediawide Creative Management Platforms Major Product Offerings
 - 6.12.4 Mediawide Revenue in US (2015-2020)
 - 6.12.5 Mediawide Key News
- 6.13 Balihoo
 - 6.13.1 Balihoo Corporate Summary
 - 6.13.2 Balihoo Creative Management Platforms Business Overview
 - 6.13.3 Balihoo Creative Management Platforms Major Product Offerings
 - 6.13.4 Balihoo Revenue in US (2015-2020)
 - 6.13.5 Balihoo Key News
- 6.14 Netsertive (Mixpo)
 - 6.14.1 Netsertive (Mixpo) Corporate Summary
 - 6.14.2 Netsertive (Mixpo) Creative Management Platforms Business Overview
 - 6.14.3 Netsertive (Mixpo) Creative Management Platforms Major Product Offerings
 - 6.14.4 Netsertive (Mixpo) Revenue in US (2015-2020)
 - 6.14.5 Netsertive (Mixpo) Key News
- 6.15 Bannersnack
 - 6.15.1 Bannersnack Corporate Summary
 - 6.15.2 Bannersnack Creative Management Platforms Business Overview
 - 6.15.3 Bannersnack Creative Management Platforms Major Product Offerings
 - 6.15.4 Bannersnack Revenue in US (2015-2020)
 - 6.15.5 Bannersnack Key News
- 6.16 Bonzai
 - 6.16.1 Bonzai Corporate Summary
 - 6.16.2 Bonzai Creative Management Platforms Business Overview
 - 6.16.3 Bonzai Creative Management Platforms Major Product Offerings

6.16.4 Bonzai Revenue in US (2015-2020)

6.16.5 Bonzai Key News

7 KEY MARKET TRENDS & INFLUENCES 2021-2026

7.1 PESTLE Analysis for US Creative Management Platforms Market

7.2 Market Opportunities & Trends

7.3 Market Drivers

7.4 Market Restraints

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Key Players of Creative Management Platforms in US

Table 2. Top Players in US, Ranking by Revenue (2019)

Table 3. US Creative Management Platforms Revenue by Companies, (US\$, Mn), 2015-2020

Table 4. US Creative Management Platforms Revenue Share by Companies, 2015-2020

Table 5. US Creative Management Platforms Sales by Companies, (K Units), 2015-2020

Table 6. US Creative Management Platforms Sales Share by Companies, 2015-2020

Table 7. Key Manufacturers Creative Management Platforms Price (2015-2020) (US\$/Unit)

Table 8. US Manufacturers Creative Management Platforms Product Type

Table 9. List of US Tier 1 Creative Management Platforms Companies, Revenue (US\$, Mn) in 2019 and Market Share

Table 10. List of US Tier 2 and Tier 3 Creative Management Platforms Companies, Revenue (US\$, Mn) in 2019 and Market Share

Table 11. By Type - Creative Management Platforms Revenue in US (US\$, Mn), 2015-2020

Table 12. By Type - Creative Management Platforms Revenue in US (US\$, Mn), 2021-2026

Table 13. By Type - Creative Management Platforms Sales in US (K Units), 2015-2020

Table 14. By Type - Creative Management Platforms Sales in US (K Units), 2021-2026

Table 15. By Application - Creative Management Platforms Revenue in US, (US\$, Mn), 2015-2020

Table 16. By Application - Creative Management Platforms Revenue in US, (US\$, Mn), 2021-2026

Table 17. By Application - Creative Management Platforms Sales in US, (K Units), 2015-2020

Table 18. By Application - Creative Management Platforms Sales in US, (K Units), 2021-2026

Table 19. Google Corporate Summary

Table 20. Google Creative Management Platforms Product Offerings

Table 21. Google Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 22. Celtra Corporate Summary

Table 23. Celtra Creative Management Platforms Product Offerings

Table 24. Celtra Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 25. Bannerflow Corporate Summary

Table 26. Bannerflow Creative Management Platforms Product Offerings

Table 27. Bannerflow Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 28. Adobe Corporate Summary

Table 29. Adobe Creative Management Platforms Product Offerings

Table 30. Adobe Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 31. RhythmOne Corporate Summary

Table 32. RhythmOne Creative Management Platforms Product Offerings

Table 33. RhythmOne Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 34. Sizmek Corporate Summary

Table 35. Sizmek Creative Management Platforms Product Offerings

Table 36. Sizmek Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 37. Adform Corporate Summary

Table 38. Adform Creative Management Platforms Product Offerings

Table 39. Adform Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 40. Thunder Corporate Summary

Table 41. Thunder Creative Management Platforms Product Offerings

Table 42. Thunder Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 43. SteelHouse Corporate Summary

Table 44. SteelHouse Creative Management Platforms Product Offerings

Table 45. SteelHouse Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 46. Flashtalking Corporate Summary

Table 47. Flashtalking Creative Management Platforms Product Offerings

Table 48. Flashtalking Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 49. Snapchat (Flite) Corporate Summary

Table 50. Snapchat (Flite) Creative Management Platforms Product Offerings

Table 51. Snapchat (Flite) Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 52. Mediawide Corporate Summary

Table 53. Mediawide Creative Management Platforms Product Offerings

Table 54. Mediawide Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 55. BaliHoo Corporate Summary

Table 56. BaliHoo Creative Management Platforms Product Offerings

Table 57. BaliHoo Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 58. Netsertive (Mixpo) Corporate Summary

Table 59. Netsertive (Mixpo) Creative Management Platforms Product Offerings

Table 60. Netsertive (Mixpo) Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 61. Bannersnack Corporate Summary

Table 62. Bannersnack Creative Management Platforms Product Offerings

Table 63. Bannersnack Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

Table 64. Bonzai Corporate Summary

Table 65. Bonzai Creative Management Platforms Product Offerings

Table 66. Bonzai Creative Management Platforms Revenue (US\$, Mn), (2015-2020)

List Of Figures

LIST OF FIGURES

Figure 1. Creative Management Platforms Segment by Type

Figure 2. Creative Management Platforms Segment by Application

Figure 3. US Creative Management Platforms Market Overview: 2020

Figure 4. Key Caveats

Figure 5. Creative Management Platforms Market Size in US, (US\$, Mn): 2020 VS 2026

Figure 6. US Creative Management Platforms Revenue, 2015-2026 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Creative Management Platforms Revenue in 2019

Figure 8. By Type - US Creative Management Platforms Incremental Growth, (US\$, Mn), 2015-2026

Figure 9. By Type - US Creative Management Platforms Market Share, 2015-2026

Figure 10. By Application - Creative Management Platforms Revenue in US (US\$, Mn), 2020 & 2026

Figure 11. By Application - US Creative Management Platforms Market Share, 2015-2026

Figure 12. PEST Analysis for US Creative Management Platforms Market in 2020

Figure 13. Creative Management Platforms Market Opportunities & Trends in US

Figure 14. Creative Management Platforms Market Drivers in US

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