

Data Management Platform (DMP) Software Market - Global Outlook and Forecast 2022-2028

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Abstracts

Data management platforms (DMPs) are central hubs that store and analyze all of a company's customer, audience, and marketing data.

This report contains market size and forecasts of Data Management Platform (DMP) Software in Global, including the following market information:

Global Data Management Platform (DMP) Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Data Management Platform (DMP) 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.

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

The global key manufacturers of Data Management Platform (DMP) Software include Google, Salesforce, Oracle, Clearbit, SAS Institute, OnAudience, OpenPrise, Pegasystems and Dobility, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Data Management

Platform (DMP) 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 Data Management Platform (DMP) Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Data Management Platform (DMP) Software Market Segment Percentages, by Type, 2021 (%)

On-premise

Cloud-based

Global Data Management Platform (DMP) Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Data Management Platform (DMP) Software Market Segment Percentages, by Application, 2021 (%)

Individual

Enterprise

Others

Global Data Management Platform (DMP) Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Data Management Platform (DMP) 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 Data Management Platform (DMP) Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Data Management Platform (DMP) Software revenues share in global market, 2021 (%)

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

Google

Salesforce

Oracle

Clearbit

SAS Institute

OnAudience

OpenPrise

Pegasystems

Dobility

Nielsen Company

Lotame Solutions

MediaMath

Dataxu

Adobe

Signal

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