

Demand Side Platform (DSP) Software Market - Global Outlook and Forecast 2022-2028

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Abstracts

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

This report contains market size and forecasts of Demand Side Platform (DSP) Software in Global, including the following market information:

Global Demand Side Platform (DSP) Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Demand Side Platform (DSP) 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.

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

The global key manufacturers of Demand Side Platform (DSP) Software include Double Click (Google), Facebook Ads Manager, Amazon DSP, Trade Desk, Mediamath, Adobe, Oath Inc, Centro Inc and Appnexus, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

Global Demand Side Platform (DSP) Software Market Segment Percentages, by Type, 2021 (%)

RTB

PPB

Global Demand Side Platform (DSP) Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Demand Side Platform (DSP) Software Market Segment Percentages, by Application, 2021 (%)

Retail

Automotive

Financial

Telecom

Others

Global Demand Side Platform (DSP) Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Demand Side Platform (DSP) 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 Demand Side Platform (DSP) Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Demand Side Platform (DSP) Software revenues share in global market, 2021 (%)

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

Double Click (Google)

Facebook Ads Manager

Amazon DSP

Trade Desk

Mediamath

Adobe

Oath Inc

Centro Inc

Appnexus

Amobee

Dataxu

LiveRamp

Criteo

SocioMatic

Sizmek

AdForm

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