

Demand Side Platform Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Demand side platform software is a digital software platform that allows brands and advertisers to create and manage programmatic advertising campaigns instead of traditional methods. With the introduction of the demand-side platform software market, it enables advertisers to manage and optimize campaigns digitally. By applying different targeting criteria, advertisers can reach audiences in the global market.

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

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

Global top five companies in 2021 (%)

The global Demand Side Platform 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.

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

The global key manufacturers of Demand Side Platform Software include Media Math, DoubleClick, Rubicon project, Gravity4, Criteo, Exact Drive, Amobee DSP, Rocket Fuel and Choozle and 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 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 Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premises

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

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

Retail

Automotive

Financial

Travel

Media and Entertainment

Telecommunication

Educations

Others

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

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

Key companies Demand Side Platform Software revenues share in global market, 2021

(%)

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

Media Math

DoubleClick

Rubicon project

Gravity4

Criteo

Exact Drive

Amobee DSP

Rocket Fuel

Choozle

Dataxu

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