

Digital Advertising Platforms Market, Global Outlook and Forecast 2022-2028

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Abstracts

Digital Advertising is publicizing on sites or applications through pennants or other advertisement positions made of content, pictures, blaze, video, and sound. The fundamental reason for show publicizing is to convey general ads and brand messages to site guests.

This report contains market size and forecasts of Digital Advertising Platforms in Global, including the following market information:

Global Digital Advertising Platforms Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Digital Advertising Platforms 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.

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

The global key manufacturers of Digital Advertising Platforms include Kenshoo, Adobe, Facebook, Twitter, LinkedIn, Sizmek, Yahoo!, Choozle and MediaMath, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital Advertising Platforms 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 Digital Advertising Platforms Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Digital Advertising Platforms Market Segment Percentages, by Type, 2021 (%)

Search Advertising Software

Display Advertising Software

Mobile Advertising Software

Social Advertising Software

Video Advertising Software

Cross-Channel Advertising Software

Global Digital Advertising Platforms Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Digital Advertising Platforms Market Segment Percentages, by Application, 2021 (%)

Industrial

Commercial

Education

Others

Global Digital Advertising Platforms Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Digital Advertising Platforms 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 Digital Advertising Platforms revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Digital Advertising Platforms revenues share in global market, 2021 (%)

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

Kenshoo

Adobe

Facebook

Twitter

LinkedIn

Sizmek

Yahoo!

Choozle

MediaMath

AdRoll

Rocket Fuel

Rubicon Project

Google (Alphabet)

ONE by AOL

OpenX

Oath Inc.(BrightRoll)

InMobi Technologies

Sovrn Holdings

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