

# DSP Advertising Demand Side Platform Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/D68C9E11217FEN.html>

Date: August 2022

Pages: 106

Price: US\$ 3,250.00 (Single User License)

ID: D68C9E11217FEN

## Abstracts

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

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

Global top five companies in 2021 (%)

The global DSP Advertising Demand Side Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

RTB (Real Time Bidding) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of DSP Advertising Demand Side Platform include Criteo, Double Click, Facebook Ads Manager, Adobe, Trade Desk, Amazon (AAP), Appnexus, Dataxu 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 DSP Advertising Demand Side Platform 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 DSP Advertising Demand Side Platform Market, by Type, 2017-2022, 2023-2028  
(\$ millions)

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

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

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

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

Retail

Automobile

Finance

Telecommunications

Others

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

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

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

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

Criteo

Double Click

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Dataxu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

AdForm

Amobee

Centro Inc

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 DSP Advertising Demand Side Platform Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global DSP Advertising Demand Side Platform 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 GLOBAL DSP ADVERTISING DEMAND SIDE PLATFORM OVERALL MARKET SIZE**

- 2.1 Global DSP Advertising Demand Side Platform Market Size: 2021 VS 2028
- 2.2 Global DSP Advertising Demand Side Platform Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### **3 COMPANY LANDSCAPE**

- 3.1 Top DSP Advertising Demand Side Platform Players in Global Market
- 3.2 Top Global DSP Advertising Demand Side Platform Companies Ranked by Revenue
- 3.3 Global DSP Advertising Demand Side Platform Revenue by Companies
- 3.4 Top 3 and Top 5 DSP Advertising Demand Side Platform Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies DSP Advertising Demand Side Platform Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 DSP Advertising Demand Side Platform Players in Global Market
  - 3.6.1 List of Global Tier 1 DSP Advertising Demand Side Platform Companies

3.6.2 List of Global Tier 2 and Tier 3 DSP Advertising Demand Side Platform Companies

## **4 MARKET SIGHTS BY PRODUCT**

### 4.1 Overview

4.1.1 by Type - Global DSP Advertising Demand Side Platform Market Size Markets, 2021 & 2028

4.1.2 RTB (Real Time Bidding)

4.1.3 PPB (Programmatic Premium Buying)

### 4.2 By Type - Global DSP Advertising Demand Side Platform Revenue & Forecasts

4.2.1 By Type - Global DSP Advertising Demand Side Platform Revenue, 2017-2022

4.2.2 By Type - Global DSP Advertising Demand Side Platform Revenue, 2023-2028

4.2.3 By Type - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

## **5 SIGHTS BY APPLICATION**

### 5.1 Overview

5.1.1 By Application - Global DSP Advertising Demand Side Platform Market Size, 2021 & 2028

5.1.2 Retail

5.1.3 Automobile

5.1.4 Finance

5.1.5 Telecommunications

5.1.6 Others

### 5.2 By Application - Global DSP Advertising Demand Side Platform Revenue & Forecasts

5.2.1 By Application - Global DSP Advertising Demand Side Platform Revenue, 2017-2022

5.2.2 By Application - Global DSP Advertising Demand Side Platform Revenue, 2023-2028

5.2.3 By Application - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

## **6 SIGHTS BY REGION**

6.1 By Region - Global DSP Advertising Demand Side Platform Market Size, 2021 & 2028

## 6.2 By Region - Global DSP Advertising Demand Side Platform Revenue & Forecasts

6.2.1 By Region - Global DSP Advertising Demand Side Platform Revenue, 2017-2022

6.2.2 By Region - Global DSP Advertising Demand Side Platform Revenue, 2023-2028

6.2.3 By Region - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

## 6.3 North America

6.3.1 By Country - North America DSP Advertising Demand Side Platform Revenue, 2017-2028

6.3.2 US DSP Advertising Demand Side Platform Market Size, 2017-2028

6.3.3 Canada DSP Advertising Demand Side Platform Market Size, 2017-2028

6.3.4 Mexico DSP Advertising Demand Side Platform Market Size, 2017-2028

## 6.4 Europe

6.4.1 By Country - Europe DSP Advertising Demand Side Platform Revenue, 2017-2028

6.4.2 Germany DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.3 France DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.4 U.K. DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.5 Italy DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.6 Russia DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.7 Nordic Countries DSP Advertising Demand Side Platform Market Size, 2017-2028

6.4.8 Benelux DSP Advertising Demand Side Platform Market Size, 2017-2028

## 6.5 Asia

6.5.1 By Region - Asia DSP Advertising Demand Side Platform Revenue, 2017-2028

6.5.2 China DSP Advertising Demand Side Platform Market Size, 2017-2028

6.5.3 Japan DSP Advertising Demand Side Platform Market Size, 2017-2028

6.5.4 South Korea DSP Advertising Demand Side Platform Market Size, 2017-2028

6.5.5 Southeast Asia DSP Advertising Demand Side Platform Market Size, 2017-2028

6.5.6 India DSP Advertising Demand Side Platform Market Size, 2017-2028

## 6.6 South America

6.6.1 By Country - South America DSP Advertising Demand Side Platform Revenue, 2017-2028

6.6.2 Brazil DSP Advertising Demand Side Platform Market Size, 2017-2028

6.6.3 Argentina DSP Advertising Demand Side Platform Market Size, 2017-2028

## 6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa DSP Advertising Demand Side Platform Revenue, 2017-2028

6.7.2 Turkey DSP Advertising Demand Side Platform Market Size, 2017-2028

6.7.3 Israel DSP Advertising Demand Side Platform Market Size, 2017-2028



- 6.7.4 Saudi Arabia DSP Advertising Demand Side Platform Market Size, 2017-2028
- 6.7.5 UAE DSP Advertising Demand Side Platform Market Size, 2017-2028

## **7 PLAYERS PROFILES**

### 7.1 Criteo

- 7.1.1 Criteo Corporate Summary
- 7.1.2 Criteo Business Overview
- 7.1.3 Criteo DSP Advertising Demand Side Platform Major Product Offerings
- 7.1.4 Criteo DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
- 7.1.5 Criteo Key News

### 7.2 Double Click

- 7.2.1 Double Click Corporate Summary
- 7.2.2 Double Click Business Overview
- 7.2.3 Double Click DSP Advertising Demand Side Platform Major Product Offerings
- 7.2.4 Double Click DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
- 7.2.5 Double Click Key News

### 7.3 Facebook Ads Manager

- 7.3.1 Facebook Ads Manager Corporate Summary
- 7.3.2 Facebook Ads Manager Business Overview
- 7.3.3 Facebook Ads Manager DSP Advertising Demand Side Platform Major Product Offerings
- 7.3.4 Facebook Ads Manager DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
- 7.3.5 Facebook Ads Manager Key News

### 7.4 Adobe

- 7.4.1 Adobe Corporate Summary
- 7.4.2 Adobe Business Overview
- 7.4.3 Adobe DSP Advertising Demand Side Platform Major Product Offerings
- 7.4.4 Adobe DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
- 7.4.5 Adobe Key News

### 7.5 Trade Desk

- 7.5.1 Trade Desk Corporate Summary
- 7.5.2 Trade Desk Business Overview
- 7.5.3 Trade Desk DSP Advertising Demand Side Platform Major Product Offerings
- 7.5.4 Trade Desk DSP Advertising Demand Side Platform Revenue in Global Market

(2017-2022)

7.5.5 Trade Desk Key News

7.6 Amazon (AAP)

7.6.1 Amazon (AAP) Corporate Summary

7.6.2 Amazon (AAP) Business Overview

7.6.3 Amazon (AAP) DSP Advertising Demand Side Platform Major Product Offerings

7.6.4 Amazon (AAP) DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)

7.6.5 Amazon (AAP) Key News

7.7 Appnexus

7.7.1 Appnexus Corporate Summary

7.7.2 Appnexus Business Overview

7.7.3 Appnexus DSP Advertising Demand Side Platform Major Product Offerings

7.7.4 Appnexus DSP Advertising Demand Side Platform Revenue in Global Market

(2017-2022)

7.7.5 Appnexus Key News

7.8 Dataxu

7.8.1 Dataxu Corporate Summary

7.8.2 Dataxu Business Overview

7.8.3 Dataxu DSP Advertising Demand Side Platform Major Product Offerings

7.8.4 Dataxu DSP Advertising Demand Side Platform Revenue in Global Market

(2017-2022)

7.8.5 Dataxu Key News

7.9 Mediamath

7.9.1 Mediamath Corporate Summary

7.9.2 Mediamath Business Overview

7.9.3 Mediamath DSP Advertising Demand Side Platform Major Product Offerings

7.9.4 Mediamath DSP Advertising Demand Side Platform Revenue in Global Market

(2017-2022)

7.9.5 Mediamath Key News

7.10 SocioMatic

7.10.1 SocioMatic Corporate Summary

7.10.2 SocioMatic Business Overview

7.10.3 SocioMatic DSP Advertising Demand Side Platform Major Product Offerings

7.10.4 SocioMatic DSP Advertising Demand Side Platform Revenue in Global Market

(2017-2022)

7.10.5 SocioMatic Key News

7.11 Sizmek

7.11.1 Sizmek Corporate Summary

- 7.11.2 Sizmek Business Overview
- 7.11.3 Sizmek DSP Advertising Demand Side Platform Major Product Offerings
- 7.11.4 Sizmek DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
- 7.11.5 Sizmek Key News
- 7.12 Tubemogul
  - 7.12.1 Tubemogul Corporate Summary
  - 7.12.2 Tubemogul Business Overview
  - 7.12.3 Tubemogul DSP Advertising Demand Side Platform Major Product Offerings
  - 7.12.4 Tubemogul DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
  - 7.12.5 Tubemogul Key News
- 7.13 Oath Inc
  - 7.13.1 Oath Inc Corporate Summary
  - 7.13.2 Oath Inc Business Overview
  - 7.13.3 Oath Inc DSP Advertising Demand Side Platform Major Product Offerings
  - 7.13.4 Oath Inc DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
  - 7.13.5 Oath Inc Key News
- 7.14 AdForm
  - 7.14.1 AdForm Corporate Summary
  - 7.14.2 AdForm Business Overview
  - 7.14.3 AdForm DSP Advertising Demand Side Platform Major Product Offerings
  - 7.14.4 AdForm DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
  - 7.14.5 AdForm Key News
- 7.15 Amobee
  - 7.15.1 Amobee Corporate Summary
  - 7.15.2 Amobee Business Overview
  - 7.15.3 Amobee DSP Advertising Demand Side Platform Major Product Offerings
  - 7.15.4 Amobee DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)
  - 7.15.5 Amobee Key News
- 7.16 Centro Inc
  - 7.16.1 Centro Inc Corporate Summary
  - 7.16.2 Centro Inc Business Overview
  - 7.16.3 Centro Inc DSP Advertising Demand Side Platform Major Product Offerings
  - 7.16.4 Centro Inc DSP Advertising Demand Side Platform Revenue in Global Market (2017-2022)

7.16.5 Centro Inc Key News

## **8 CONCLUSION**

## **9 APPENDIX**

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. DSP Advertising Demand Side Platform Market Opportunities & Trends in Global Market

Table 2. DSP Advertising Demand Side Platform Market Drivers in Global Market

Table 3. DSP Advertising Demand Side Platform Market Restraints in Global Market

Table 4. Key Players of DSP Advertising Demand Side Platform in Global Market

Table 5. Top DSP Advertising Demand Side Platform Players in Global Market, Ranking by Revenue (2021)

Table 6. Global DSP Advertising Demand Side Platform Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global DSP Advertising Demand Side Platform Revenue Share by Companies, 2017-2022

Table 8. Global Companies DSP Advertising Demand Side Platform Product Type

Table 9. List of Global Tier 1 DSP Advertising Demand Side Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 DSP Advertising Demand Side Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - DSP Advertising Demand Side Platform Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - DSP Advertising Demand Side Platform Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - DSP Advertising Demand Side Platform Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - DSP Advertising Demand Side Platform Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global DSP Advertising Demand Side Platform Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global DSP Advertising Demand Side Platform Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America DSP Advertising Demand Side Platform

Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America DSP Advertising Demand Side Platform

Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2023-2028

Table 30. Criteo Corporate Summary

Table 31. Criteo DSP Advertising Demand Side Platform Product Offerings

Table 32. Criteo DSP Advertising Demand Side Platform Revenue (US\$, Mn), (2017-2022)

Table 33. Double Click Corporate Summary

Table 34. Double Click DSP Advertising Demand Side Platform Product Offerings

Table 35. Double Click DSP Advertising Demand Side Platform Revenue (US\$, Mn), (2017-2022)

Table 36. Facebook Ads Manager Corporate Summary

Table 37. Facebook Ads Manager DSP Advertising Demand Side Platform Product Offerings

Table 38. Facebook Ads Manager DSP Advertising Demand Side Platform Revenue (US\$, Mn), (2017-2022)

Table 39. Adobe Corporate Summary

Table 40. Adobe DSP Advertising Demand Side Platform Product Offerings

Table 41. Adobe DSP Advertising Demand Side Platform Revenue (US\$, Mn), (2017-2022)

Table 42. Trade Desk Corporate Summary

Table 43. Trade Desk DSP Advertising Demand Side Platform Product Offerings

Table 44. Trade Desk DSP Advertising Demand Side Platform Revenue (US\$, Mn),

(2017-2022)

Table 45. Amazon (AAP) Corporate Summary

Table 46. Amazon (AAP) DSP Advertising Demand Side Platform Product Offerings

Table 47. Amazon (AAP) DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 48. Appnexus Corporate Summary

Table 49. Appnexus DSP Advertising Demand Side Platform Product Offerings

Table 50. Appnexus DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 51. Dataxu Corporate Summary

Table 52. Dataxu DSP Advertising Demand Side Platform Product Offerings

Table 53. Dataxu DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 54. Mediamath Corporate Summary

Table 55. Mediamath DSP Advertising Demand Side Platform Product Offerings

Table 56. Mediamath DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 57. SocioMatic Corporate Summary

Table 58. SocioMatic DSP Advertising Demand Side Platform Product Offerings

Table 59. SocioMatic DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 60. Sizmek Corporate Summary

Table 61. Sizmek DSP Advertising Demand Side Platform Product Offerings

Table 62. Sizmek DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 63. Tubemogul Corporate Summary

Table 64. Tubemogul DSP Advertising Demand Side Platform Product Offerings

Table 65. Tubemogul DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 66. Oath Inc Corporate Summary

Table 67. Oath Inc DSP Advertising Demand Side Platform Product Offerings

Table 68. Oath Inc DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 69. AdForm Corporate Summary

Table 70. AdForm DSP Advertising Demand Side Platform Product Offerings

Table 71. AdForm DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 72. Amobee Corporate Summary

Table 73. Amobee DSP Advertising Demand Side Platform Product Offerings

Table 74. Amobee DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)

Table 75. Centro Inc Corporate Summary

Table 76. Centro Inc DSP Advertising Demand Side Platform Product Offerings

Table 77. Centro Inc DSP Advertising Demand Side Platform Revenue (US\$, Mn),  
(2017-2022)



## List Of Figures

### LIST OF FIGURES

- Figure 1. DSP Advertising Demand Side Platform Segment by Type in 2021
- Figure 2. DSP Advertising Demand Side Platform Segment by Application in 2021
- Figure 3. Global DSP Advertising Demand Side Platform Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global DSP Advertising Demand Side Platform Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global DSP Advertising Demand Side Platform Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by DSP Advertising Demand Side Platform Revenue in 2021
- Figure 8. By Type - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028
- Figure 9. By Application - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028
- Figure 10. By Region - Global DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028
- Figure 11. By Country - North America DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028
- Figure 12. US DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028
- Figure 16. Germany DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 17. France DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

Figure 24. China DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 28. India DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

Figure 30. Brazil DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa DSP Advertising Demand Side Platform Revenue Market Share, 2017-2028

Figure 33. Turkey DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE DSP Advertising Demand Side Platform Revenue, (US\$, Mn), 2017-2028

Figure 37. Criteo DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Double Click DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Facebook Ads Manager DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Adobe DSP Advertising Demand Side Platform Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 41. Trade Desk DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Amazon (AAP) DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Appnexus DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Dataxu DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Mediamath DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. SocioMatic DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Sizmek DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Tubemogul DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Oath Inc DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. AdForm DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. Amobee DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Centro Inc DSP Advertising Demand Side Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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