

# Mobile Advertisements Serving Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/M76387DFAE73EN.html>

Date: January 2022

Pages: 68

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

ID: M76387DFAE73EN

## Abstracts

An ad server is an advertising software hosted on a server to manage online ad campaigns and used by publishers, advertisers, ad agencies, and ad networks. Ad server software defines what ad to display at what specific time frame and on what website or mobile app. There are multiple kinds of ad servers – open source ad server, self-hosted ad server, video ad server and more ad hoc ad server solutions.

This report contains market size and forecasts of Mobile Advertisements Serving in Global, including the following market information:

Global Mobile Advertisements Serving Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Mobile Advertisements Serving 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.

First Party Ad Servers Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Mobile Advertisements Serving include Google, Facebook, ironSource, Vungle, Unity Ads, AppLovin, AdColony, MoPub and AT & T (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 Mobile Advertisements Serving 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 Mobile Advertisements Serving Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Mobile Advertisements Serving Market Segment Percentages, by Type, 2021 (%)

First Party Ad Servers

Third Party Ad Servers

Global Mobile Advertisements Serving Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Mobile Advertisements Serving Market Segment Percentages, by Application, 2021 (%)

For Website

For APPs

PC Software

Global Mobile Advertisements Serving Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Mobile Advertisements Serving 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 Mobile Advertisements Serving revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Mobile Advertisements Serving revenues share in global market, 2021 (%)

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

Google

Facebook

ironSource

Vungle

Unity Ads

AppLovin

AdColony

MoPub

AT & T (AppNexus)

EvaDav

InMobi

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