

Programmatic Marketing and Advertising Market - Global Outlook and Forecast 2022-2028

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Abstracts

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

Global Programmatic Marketing and Advertising Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Programmatic Marketing and Advertising 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 Programmatic Marketing and Advertising include Marin Software, MediaMath, Wordstream, Choozle, Flashtalking, Adwords, Acquisio, DATAXU and Sizmek, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

Global Programmatic Marketing and Advertising Market Segment Percentages, by
Type, 2021 (%)

RTB

Programmatic

Global Programmatic Marketing and Advertising Market, by Application, 2017-2022,
2023-2028 (\$ millions)

Global Programmatic Marketing and Advertising Market Segment Percentages, by
Application, 2021 (%)

Emerging Industries

Traditional Industries

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

Global Programmatic Marketing and Advertising 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 Programmatic Marketing and Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Programmatic Marketing and Advertising revenues share in global market, 2021 (%)

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

Marin Software

MediaMath

Wordstream

Choozle

Flashtalking

Adwords

Acquisio

DATAxU

Sizmek

The Trade Desk

Yahoo Gemini

Quantcast Advertise

Adobe Media Optimizer

Facebook Business

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