

Retargeting Software Market in India - Industry Outlook and Forecast 2020-2026

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Abstracts

Retargeting is a form of online advertising. Retargeting is a cookie-based technology that Cookie-based retargeting tools track website visitors via pixels, which are added to a company's website using JavaScript; these cookies do not impact a website user's experience or a site's performance.

Retargeting software is designed to help companies serve display ads across the internet to users who have previously visited their website.

This report contains market size and forecasts of Retargeting Software in India, including the following market information:

India Retargeting Software Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Top Five Competitors in India Retargeting Software Market 2019 (%)

The global Retargeting Software market was valued at 1285.9 million in 2019 and is projected to reach US\$ 2090.6 million by 2026, at a CAGR of 12.9% during the forecast period. While the Retargeting Software market size in India was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

COVID-19 pandemic has big impact on Retargeting Software businesses, with lots of challenges and uncertainty faced by many players of Retargeting Software in India. This report also analyses and evaluates the COVID-19 impact on Retargeting Software market size in 2020 and the next few years in India

Total Market by Segment:

India Retargeting Software Market, By Type, 2015-2020, 2021-2026 (\$ millions)

India Retargeting Software Market Segment Percentages, By Type, 2019 (%)

Cloud Based

On Premises

Retargeting Software are mainly classified into the following types: Cloud Based and On Premises. Cloud Based is the most widely used type which takes up about 92% of the total sales in 2018.

India Retargeting Software Market, By Application, 2015-2020, 2021-2026 (\$ millions)

India Retargeting Software Market Segment Percentages, By Application, 2019 (%)

Large Enterprises

SMEs

Retargeting Software have wide range of applications, such as Large Enterprises and SMEs. SMEs was the most widely used area which took up about 51% of the global total in 2018, and at the same time, SMEs mark a higher growth rate than that of for large enterprises.

Competitor Analysis

The report also provides analysis of leading market participants including:

Total Retargeting Software Market Competitors Revenues in India, by Players
2015-2020 (Estimated), (\$ millions)

Total Retargeting Software Market Competitors Revenues Share in India, by Players
2019 (%)

Further, the report presents profiles of competitors in the market, including the following:

AdRoll

Jabmo

Outbrain

SteelHouse

Justuno

Criteo

Mailchimp

ReTargeter

OptiMonk

Marin Software

Retargeting

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