

# **Covid-19 Impact on Global Advertising Management Platform Market Size, Status and Forecast 2020-2026**

<https://marketpublishers.com/r/C1717F73C5A7EN.html>

Date: July 2020

Pages: 131

Price: US\$ 3,900.00 (Single User License)

ID: C1717F73C5A7EN

## **Abstracts**

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Advertising Management Platform market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Advertising Management Platform industry.

Based on our recent survey, we have several different scenarios about the Advertising Management Platform YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Advertising Management Platform will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Advertising Management Platform market to help players in achieving a strong market position.

Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Advertising Management Platform market in terms of revenue.

Players, stakeholders, and other participants in the global Advertising Management Platform market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

### Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Advertising Management Platform market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

### Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Advertising Management Platform market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Advertising Management Platform market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Advertising Management Platform market.

The following players are covered in this report:

Google

Celtra

Bannerflow

Adobe

RhythmOne

Sizmek

Adform

Thunder

SteelHouse

Flashtalking

Snapchat (Flite)

Mediawide

Balihoo

Mixpo

Bannersnack

Bonzai

Marin Software

## Advertising Management Platform Breakdown Data by Type

Publishers and Brands

Marketers and Agencies

## Advertising Management Platform Breakdown Data by Application

Large Enterprises

SMEs

## Contents

### 1 REPORT OVERVIEW

1.1 Study Scope

1.2 Key Market Segments

1.3 Players Covered: Ranking by Advertising Management Platform Revenue

1.4 Market Analysis by Type

1.4.1 Global Advertising Management Platform Market Size Growth Rate by Type: 2020 VS 2026

1.4.2 Publishers and Brands

1.4.3 Marketers and Agencies

1.5 Market by Application

1.5.1 Global Advertising Management Platform Market Share by Application: 2020 VS 2026

1.5.2 Large Enterprises

1.5.3 SMEs

1.6 Coronavirus Disease 2019 (Covid-19): Advertising Management Platform Industry Impact

1.6.1 How the Covid-19 is Affecting the Advertising Management Platform Industry

1.6.1.1 Advertising Management Platform Business Impact Assessment - Covid-19

1.6.1.2 Supply Chain Challenges

1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products

1.6.2 Market Trends and Advertising Management Platform Potential Opportunities in the COVID-19 Landscape

1.6.3 Measures / Proposal against Covid-19

1.6.3.1 Government Measures to Combat Covid-19 Impact

1.6.3.2 Proposal for Advertising Management Platform Players to Combat Covid-19 Impact

1.7 Study Objectives

1.8 Years Considered

### 2 GLOBAL GROWTH TRENDS BY REGIONS

2.1 Advertising Management Platform Market Perspective (2015-2026)

2.2 Advertising Management Platform Growth Trends by Regions

2.2.1 Advertising Management Platform Market Size by Regions: 2015 VS 2020 VS 2026

2.2.2 Advertising Management Platform Historic Market Share by Regions

(2015-2020)

2.2.3 Advertising Management Platform Forecasted Market Size by Regions

(2021-2026)

2.3 Industry Trends and Growth Strategy

2.3.1 Market Top Trends

2.3.2 Market Drivers

2.3.3 Market Challenges

2.3.4 Porter's Five Forces Analysis

2.3.5 Advertising Management Platform Market Growth Strategy

2.3.6 Primary Interviews with Key Advertising Management Platform Players (Opinion Leaders)

### **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

3.1 Global Top Advertising Management Platform Players by Market Size

3.1.1 Global Top Advertising Management Platform Players by Revenue (2015-2020)

3.1.2 Global Advertising Management Platform Revenue Market Share by Players (2015-2020)

3.1.3 Global Advertising Management Platform Market Share by Company Type (Tier 1, Tier 2 and Tier 3)

3.2 Global Advertising Management Platform Market Concentration Ratio

3.2.1 Global Advertising Management Platform Market Concentration Ratio (CR5 and HHI)

3.2.2 Global Top 10 and Top 5 Companies by Advertising Management Platform Revenue in 2019

3.3 Advertising Management Platform Key Players Head office and Area Served

3.4 Key Players Advertising Management Platform Product Solution and Service

3.5 Date of Enter into Advertising Management Platform Market

3.6 Mergers & Acquisitions, Expansion Plans

### **4 BREAKDOWN DATA BY TYPE (2015-2026)**

4.1 Global Advertising Management Platform Historic Market Size by Type (2015-2020)

4.2 Global Advertising Management Platform Forecasted Market Size by Type (2021-2026)

### **5 ADVERTISING MANAGEMENT PLATFORM BREAKDOWN DATA BY APPLICATION (2015-2026)**

- 5.1 Global Advertising Management Platform Market Size by Application (2015-2020)
- 5.2 Global Advertising Management Platform Forecasted Market Size by Application (2021-2026)

## **6 NORTH AMERICA**

- 6.1 North America Advertising Management Platform Market Size (2015-2020)
- 6.2 Advertising Management Platform Key Players in North America (2019-2020)
- 6.3 North America Advertising Management Platform Market Size by Type (2015-2020)
- 6.4 North America Advertising Management Platform Market Size by Application (2015-2020)

## **7 EUROPE**

- 7.1 Europe Advertising Management Platform Market Size (2015-2020)
- 7.2 Advertising Management Platform Key Players in Europe (2019-2020)
- 7.3 Europe Advertising Management Platform Market Size by Type (2015-2020)
- 7.4 Europe Advertising Management Platform Market Size by Application (2015-2020)

## **8 CHINA**

- 8.1 China Advertising Management Platform Market Size (2015-2020)
- 8.2 Advertising Management Platform Key Players in China (2019-2020)
- 8.3 China Advertising Management Platform Market Size by Type (2015-2020)
- 8.4 China Advertising Management Platform Market Size by Application (2015-2020)

## **9 JAPAN**

- 9.1 Japan Advertising Management Platform Market Size (2015-2020)
- 9.2 Advertising Management Platform Key Players in Japan (2019-2020)
- 9.3 Japan Advertising Management Platform Market Size by Type (2015-2020)
- 9.4 Japan Advertising Management Platform Market Size by Application (2015-2020)

## **10 SOUTHEAST ASIA**

- 10.1 Southeast Asia Advertising Management Platform Market Size (2015-2020)
- 10.2 Advertising Management Platform Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Advertising Management Platform Market Size by Type (2015-2020)

## 10.4 Southeast Asia Advertising Management Platform Market Size by Application (2015-2020)

## 11 INDIA

### 11.1 India Advertising Management Platform Market Size (2015-2020)

### 11.2 Advertising Management Platform Key Players in India (2019-2020)

### 11.3 India Advertising Management Platform Market Size by Type (2015-2020)

### 11.4 India Advertising Management Platform Market Size by Application (2015-2020)

## 12 CENTRAL & SOUTH AMERICA

### 12.1 Central & South America Advertising Management Platform Market Size (2015-2020)

### 12.2 Advertising Management Platform Key Players in Central & South America (2019-2020)

### 12.3 Central & South America Advertising Management Platform Market Size by Type (2015-2020)

### 12.4 Central & South America Advertising Management Platform Market Size by Application (2015-2020)

## 13 KEY PLAYERS PROFILES

### 13.1 Google

#### 13.1.1 Google Company Details

#### 13.1.2 Google Business Overview and Its Total Revenue

#### 13.1.3 Google Advertising Management Platform Introduction

#### 13.1.4 Google Revenue in Advertising Management Platform Business (2015-2020))

#### 13.1.5 Google Recent Development

### 13.2 Celtra

#### 13.2.1 Celtra Company Details

#### 13.2.2 Celtra Business Overview and Its Total Revenue

#### 13.2.3 Celtra Advertising Management Platform Introduction

#### 13.2.4 Celtra Revenue in Advertising Management Platform Business (2015-2020)

#### 13.2.5 Celtra Recent Development

### 13.3 Bannerflow

#### 13.3.1 Bannerflow Company Details

#### 13.3.2 Bannerflow Business Overview and Its Total Revenue

#### 13.3.3 Bannerflow Advertising Management Platform Introduction



- 13.3.4 Bannerflow Revenue in Advertising Management Platform Business (2015-2020)
  - 13.3.5 Bannerflow Recent Development
- 13.4 Adobe
  - 13.4.1 Adobe Company Details
  - 13.4.2 Adobe Business Overview and Its Total Revenue
  - 13.4.3 Adobe Advertising Management Platform Introduction
  - 13.4.4 Adobe Revenue in Advertising Management Platform Business (2015-2020)
  - 13.4.5 Adobe Recent Development
- 13.5 RhythmOne
  - 13.5.1 RhythmOne Company Details
  - 13.5.2 RhythmOne Business Overview and Its Total Revenue
  - 13.5.3 RhythmOne Advertising Management Platform Introduction
  - 13.5.4 RhythmOne Revenue in Advertising Management Platform Business (2015-2020)
  - 13.5.5 RhythmOne Recent Development
- 13.6 Sizmek
  - 13.6.1 Sizmek Company Details
  - 13.6.2 Sizmek Business Overview and Its Total Revenue
  - 13.6.3 Sizmek Advertising Management Platform Introduction
  - 13.6.4 Sizmek Revenue in Advertising Management Platform Business (2015-2020)
  - 13.6.5 Sizmek Recent Development
- 13.7 Adform
  - 13.7.1 Adform Company Details
  - 13.7.2 Adform Business Overview and Its Total Revenue
  - 13.7.3 Adform Advertising Management Platform Introduction
  - 13.7.4 Adform Revenue in Advertising Management Platform Business (2015-2020)
  - 13.7.5 Adform Recent Development
- 13.8 Thunder
  - 13.8.1 Thunder Company Details
  - 13.8.2 Thunder Business Overview and Its Total Revenue
  - 13.8.3 Thunder Advertising Management Platform Introduction
  - 13.8.4 Thunder Revenue in Advertising Management Platform Business (2015-2020)
  - 13.8.5 Thunder Recent Development
- 13.9 SteelHouse
  - 13.9.1 SteelHouse Company Details
  - 13.9.2 SteelHouse Business Overview and Its Total Revenue
  - 13.9.3 SteelHouse Advertising Management Platform Introduction
  - 13.9.4 SteelHouse Revenue in Advertising Management Platform Business

(2015-2020)

13.9.5 SteelHouse Recent Development

13.10 Flashtalking

13.10.1 Flashtalking Company Details

13.10.2 Flashtalking Business Overview and Its Total Revenue

13.10.3 Flashtalking Advertising Management Platform Introduction

13.10.4 Flashtalking Revenue in Advertising Management Platform Business

(2015-2020)

13.10.5 Flashtalking Recent Development

13.11 Snapchat (Flite)

10.11.1 Snapchat (Flite) Company Details

10.11.2 Snapchat (Flite) Business Overview and Its Total Revenue

10.11.3 Snapchat (Flite) Advertising Management Platform Introduction

10.11.4 Snapchat (Flite) Revenue in Advertising Management Platform Business

(2015-2020)

10.11.5 Snapchat (Flite) Recent Development

13.12 Mediawide

10.12.1 Mediawide Company Details

10.12.2 Mediawide Business Overview and Its Total Revenue

10.12.3 Mediawide Advertising Management Platform Introduction

10.12.4 Mediawide Revenue in Advertising Management Platform Business

(2015-2020)

10.12.5 Mediawide Recent Development

13.13 Balihoo

10.13.1 Balihoo Company Details

10.13.2 Balihoo Business Overview and Its Total Revenue

10.13.3 Balihoo Advertising Management Platform Introduction

10.13.4 Balihoo Revenue in Advertising Management Platform Business (2015-2020)

10.13.5 Balihoo Recent Development

13.14 Mixpo

10.14.1 Mixpo Company Details

10.14.2 Mixpo Business Overview and Its Total Revenue

10.14.3 Mixpo Advertising Management Platform Introduction

10.14.4 Mixpo Revenue in Advertising Management Platform Business (2015-2020)

10.14.5 Mixpo Recent Development

13.15 Bannersnack

10.15.1 Bannersnack Company Details

10.15.2 Bannersnack Business Overview and Its Total Revenue

10.15.3 Bannersnack Advertising Management Platform Introduction

10.15.4 Bannersnack Revenue in Advertising Management Platform Business  
(2015-2020)

10.15.5 Bannersnack Recent Development

13.16 Bonzai

10.16.1 Bonzai Company Details

10.16.2 Bonzai Business Overview and Its Total Revenue

10.16.3 Bonzai Advertising Management Platform Introduction

10.16.4 Bonzai Revenue in Advertising Management Platform Business (2015-2020)

10.16.5 Bonzai Recent Development

13.17 Marin Software

10.17.1 Marin Software Company Details

10.17.2 Marin Software Business Overview and Its Total Revenue

10.17.3 Marin Software Advertising Management Platform Introduction

10.17.4 Marin Software Revenue in Advertising Management Platform Business  
(2015-2020)

10.17.5 Marin Software Recent Development

## **14 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **15 APPENDIX**

15.1 Research Methodology

15.1.1 Methodology/Research Approach

15.1.2 Data Source

15.2 Disclaimer

15.3 Author Details

## List Of Tables

### LIST OF TABLES

- Table 1. Advertising Management Platform Key Market Segments
- Table 2. Key Players Covered: Ranking by Advertising Management Platform Revenue
- Table 3. Ranking of Global Top Advertising Management Platform Manufacturers by Revenue (US\$ Million) in 2019
- Table 4. Global Advertising Management Platform Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026
- Table 5. Key Players of Publishers and Brands
- Table 6. Key Players of Marketers and Agencies
- Table 7. COVID-19 Impact Global Market: (Four Advertising Management Platform Market Size Forecast Scenarios)
- Table 8. Opportunities and Trends for Advertising Management Platform Players in the COVID-19 Landscape
- Table 9. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis
- Table 10. Key Regions/Countries Measures against Covid-19 Impact
- Table 11. Proposal for Advertising Management Platform Players to Combat Covid-19 Impact
- Table 12. Global Advertising Management Platform Market Size Growth by Application (US\$ Million): 2020 VS 2026
- Table 13. Global Advertising Management Platform Market Size by Regions (US\$ Million): 2020 VS 2026
- Table 14. Global Advertising Management Platform Market Size by Regions (2015-2020) (US\$ Million)
- Table 15. Global Advertising Management Platform Market Share by Regions (2015-2020)
- Table 16. Global Advertising Management Platform Forecasted Market Size by Regions (2021-2026) (US\$ Million)
- Table 17. Global Advertising Management Platform Market Share by Regions (2021-2026)
- Table 18. Market Top Trends
- Table 19. Key Drivers: Impact Analysis
- Table 20. Key Challenges
- Table 21. Advertising Management Platform Market Growth Strategy
- Table 22. Main Points Interviewed from Key Advertising Management Platform Players
- Table 23. Global Advertising Management Platform Revenue by Players (2015-2020) (Million US\$)

- Table 24. Global Advertising Management Platform Market Share by Players (2015-2020)
- Table 25. Global Top Advertising Management Platform Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Advertising Management Platform as of 2019)
- Table 26. Global Advertising Management Platform by Players Market Concentration Ratio (CR5 and HHI)
- Table 27. Key Players Headquarters and Area Served
- Table 28. Key Players Advertising Management Platform Product Solution and Service
- Table 29. Date of Enter into Advertising Management Platform Market
- Table 30. Mergers & Acquisitions, Expansion Plans
- Table 31. Global Advertising Management Platform Market Size by Type (2015-2020) (Million US\$)
- Table 32. Global Advertising Management Platform Market Size Share by Type (2015-2020)
- Table 33. Global Advertising Management Platform Revenue Market Share by Type (2021-2026)
- Table 34. Global Advertising Management Platform Market Size Share by Application (2015-2020)
- Table 35. Global Advertising Management Platform Market Size by Application (2015-2020) (Million US\$)
- Table 36. Global Advertising Management Platform Market Size Share by Application (2021-2026)
- Table 37. North America Key Players Advertising Management Platform Revenue (2019-2020) (Million US\$)
- Table 38. North America Key Players Advertising Management Platform Market Share (2019-2020)
- Table 39. North America Advertising Management Platform Market Size by Type (2015-2020) (Million US\$)
- Table 40. North America Advertising Management Platform Market Share by Type (2015-2020)
- Table 41. North America Advertising Management Platform Market Size by Application (2015-2020) (Million US\$)
- Table 42. North America Advertising Management Platform Market Share by Application (2015-2020)
- Table 43. Europe Key Players Advertising Management Platform Revenue (2019-2020) (Million US\$)
- Table 44. Europe Key Players Advertising Management Platform Market Share (2019-2020)

Table 45. Europe Advertising Management Platform Market Size by Type (2015-2020)  
(Million US\$)

Table 46. Europe Advertising Management Platform Market Share by Type (2015-2020)

Table 47. Europe Advertising Management Platform Market Size by Application  
(2015-2020) (Million US\$)

Table 48. Europe Advertising Management Platform Market Share by Application  
(2015-2020)

Table 49. China Key Players Advertising Management Platform Revenue (2019-2020)  
(Million US\$)

Table 50. China Key Players Advertising Management Platform Market Share  
(2019-2020)

Table 51. China Advertising Management Platform Market Size by Type (2015-2020)  
(Million US\$)

Table 52. China Advertising Management Platform Market Share by Type (2015-2020)

Table 53. China Advertising Management Platform Market Size by Application  
(2015-2020) (Million US\$)

Table 54. China Advertising Management Platform Market Share by Application  
(2015-2020)

Table 55. Japan Key Players Advertising Management Platform Revenue (2019-2020)  
(Million US\$)

Table 56. Japan Key Players Advertising Management Platform Market Share  
(2019-2020)

Table 57. Japan Advertising Management Platform Market Size by Type (2015-2020)  
(Million US\$)

Table 58. Japan Advertising Management Platform Market Share by Type (2015-2020)

Table 59. Japan Advertising Management Platform Market Size by Application  
(2015-2020) (Million US\$)

Table 60. Japan Advertising Management Platform Market Share by Application  
(2015-2020)

Table 61. Southeast Asia Key Players Advertising Management Platform Revenue  
(2019-2020) (Million US\$)

Table 62. Southeast Asia Key Players Advertising Management Platform Market Share  
(2019-2020)

Table 63. Southeast Asia Advertising Management Platform Market Size by Type  
(2015-2020) (Million US\$)

Table 64. Southeast Asia Advertising Management Platform Market Share by Type  
(2015-2020)

Table 65. Southeast Asia Advertising Management Platform Market Size by Application  
(2015-2020) (Million US\$)



Table 66. Southeast Asia Advertising Management Platform Market Share by Application (2015-2020)

Table 67. India Key Players Advertising Management Platform Revenue (2019-2020) (Million US\$)

Table 68. India Key Players Advertising Management Platform Market Share (2019-2020)

Table 69. India Advertising Management Platform Market Size by Type (2015-2020) (Million US\$)

Table 70. India Advertising Management Platform Market Share by Type (2015-2020)

Table 71. India Advertising Management Platform Market Size by Application (2015-2020) (Million US\$)

Table 72. India Advertising Management Platform Market Share by Application (2015-2020)

Table 73. Central & South America Key Players Advertising Management Platform Revenue (2019-2020) (Million US\$)

Table 74. Central & South America Key Players Advertising Management Platform Market Share (2019-2020)

Table 75. Central & South America Advertising Management Platform Market Size by Type (2015-2020) (Million US\$)

Table 76. Central & South America Advertising Management Platform Market Share by Type (2015-2020)

Table 77. Central & South America Advertising Management Platform Market Size by Application (2015-2020) (Million US\$)

Table 78. Central & South America Advertising Management Platform Market Share by Application (2015-2020)

Table 79. Google Company Details

Table 80. Google Business Overview

Table 81. Google Product

Table 82. Google Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)

Table 83. Google Recent Development

Table 84. Celtra Company Details

Table 85. Celtra Business Overview

Table 86. Celtra Product

Table 87. Celtra Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)

Table 88. Celtra Recent Development

Table 89. Bannerflow Company Details

Table 90. Bannerflow Business Overview

- Table 91. Bannerflow Product
- Table 92. Bannerflow Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 93. Bannerflow Recent Development
- Table 94. Adobe Company Details
- Table 95. Adobe Business Overview
- Table 96. Adobe Product
- Table 97. Adobe Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 98. Adobe Recent Development
- Table 99. RhythmOne Company Details
- Table 100. RhythmOne Business Overview
- Table 101. RhythmOne Product
- Table 102. RhythmOne Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 103. RhythmOne Recent Development
- Table 104. Sizmek Company Details
- Table 105. Sizmek Business Overview
- Table 106. Sizmek Product
- Table 107. Sizmek Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 108. Sizmek Recent Development
- Table 109. Adform Company Details
- Table 110. Adform Business Overview
- Table 111. Adform Product
- Table 112. Adform Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 113. Adform Recent Development
- Table 114. Thunder Business Overview
- Table 115. Thunder Product
- Table 116. Thunder Company Details
- Table 117. Thunder Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 118. Thunder Recent Development
- Table 119. SteelHouse Company Details
- Table 120. SteelHouse Business Overview
- Table 121. SteelHouse Product
- Table 122. SteelHouse Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)



- Table 123. SteelHouse Recent Development
- Table 124. Flashtalking Company Details
- Table 125. Flashtalking Business Overview
- Table 126. Flashtalking Product
- Table 127. Flashtalking Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 128. Flashtalking Recent Development
- Table 129. Snapchat (Flite) Company Details
- Table 130. Snapchat (Flite) Business Overview
- Table 131. Snapchat (Flite) Product
- Table 132. Snapchat (Flite) Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 133. Snapchat (Flite) Recent Development
- Table 134. Mediawide Company Details
- Table 135. Mediawide Business Overview
- Table 136. Mediawide Product
- Table 137. Mediawide Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 138. Mediawide Recent Development
- Table 139. Baliwoo Company Details
- Table 140. Baliwoo Business Overview
- Table 141. Baliwoo Product
- Table 142. Baliwoo Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 143. Baliwoo Recent Development
- Table 144. Mixpo Company Details
- Table 145. Mixpo Business Overview
- Table 146. Mixpo Product
- Table 147. Mixpo Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 148. Mixpo Recent Development
- Table 149. Bannersnack Company Details
- Table 150. Bannersnack Business Overview
- Table 151. Bannersnack Product
- Table 152. Bannersnack Revenue in Advertising Management Platform Business (2015-2020) (Million US\$)
- Table 153. Bannersnack Recent Development
- Table 154. Bonzai Company Details
- Table 155. Bonzai Business Overview

Table 156. Bonzai Product

Table 157. Bonzai Revenue in Advertising Management Platform Business (2015-2020)  
(Million US\$)

Table 158. Bonzai Recent Development

Table 159. Marin Software Company Details

Table 160. Marin Software Business Overview

Table 161. Marin Software Product

Table 162. Marin Software Revenue in Advertising Management Platform Business  
(2015-2020) (Million US\$)

Table 163. Marin Software Recent Development

Table 164. Research Programs/Design for This Report

Table 165. Key Data Information from Secondary Sources

Table 166. Key Data Information from Primary Sources

## List Of Figures

### LIST OF FIGURES

Figure 1. Global Advertising Management Platform Market Share by Type: 2020 VS 2026

Figure 2. Publishers and Brands Features

Figure 3. Marketers and Agencies Features

Figure 4. Global Advertising Management Platform Market Share by Application: 2020 VS 2026

Figure 5. Large Enterprises Case Studies

Figure 6. SMEs Case Studies

Figure 7. Advertising Management Platform Report Years Considered

Figure 8. Global Advertising Management Platform Market Size YoY Growth 2015-2026 (US\$ Million)

Figure 9. Global Advertising Management Platform Market Share by Regions: 2020 VS 2026

Figure 10. Global Advertising Management Platform Market Share by Regions (2021-2026)

Figure 11. Porter's Five Forces Analysis

Figure 12. Global Advertising Management Platform Market Share by Players in 2019

Figure 13. Global Top Advertising Management Platform Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Advertising Management Platform as of 2019)

Figure 14. The Top 10 and 5 Players Market Share by Advertising Management Platform Revenue in 2019

Figure 15. North America Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 16. Europe Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 17. China Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 18. Japan Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 19. Southeast Asia Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 20. India Advertising Management Platform Market Size YoY Growth (2015-2020) (Million US\$)

Figure 21. Central & South America Advertising Management Platform Market Size YoY

Growth (2015-2020) (Million US\$)

Figure 22. Google Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 23. Google Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 24. Celtra Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 25. Celtra Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 26. Bannerflow Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 27. Bannerflow Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 28. Adobe Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 29. Adobe Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 30. RhythmOne Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 31. RhythmOne Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 32. Sizmek Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. Sizmek Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 34. Adform Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Adform Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 36. Thunder Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. Thunder Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 38. SteelHouse Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. SteelHouse Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 40. Flashtalking Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. Flashtalking Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 42. Snapchat (Flite) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. Snapchat (Flite) Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 44. Mediawide Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. Mediawide Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 46. Baliwoo Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. Baliwoo Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Business (2015-2020)

Figure 48. Mixpo Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. Mixpo Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 50. Bannersnack Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. Bannersnack Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 52. Bonzai Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 53. Bonzai Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 54. Marin Software Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 55. Marin Software Revenue Growth Rate in Advertising Management Platform Business (2015-2020)

Figure 56. Bottom-up and Top-down Approaches for This Report

Figure 57. Data Triangulation

Figure 58. Key Executives Interviewed

## I would like to order

Product name: Covid-19 Impact on Global Advertising Management Platform Market Size, Status and Forecast 2020-2026

Product link: <https://marketpublishers.com/r/C1717F73C5A7EN.html>

Price: US\$ 3,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C1717F73C5A7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

