

# Global Data Management Platform (DMP) Software Market Size, Status and Forecast 2020-2026

<https://marketpublishers.com/r/G064AF4B9ACEEN.html>

Date: August 2020

Pages: 128

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

ID: G064AF4B9ACEEN

## Abstracts

This report focuses on the global Data Management Platform (DMP) Software status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Data Management Platform (DMP) Software development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

Google

Salesforce

Oracle

Clearbit

SAS Institute

OnAudience

OpenPrise

Pegasystems

Dobility

Nielsen Company

Lotame Solutions

MediaMath

Dataxu

Adobe

Signal

Market segment by Type, the product can be split into

On-premise

Cloud-based

Market segment by Application, split into

Individual

Enterprise

Others

Market segment by Regions/Countries, this report covers

North America

Europe

China

Japan

Southeast Asia

India

Central & South America

The study objectives of this report are:

To analyze global Data Management Platform (DMP) Software status, future forecast, growth opportunity, key market and key players.

To present the Data Management Platform (DMP) Software development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by type, market and key regions.

In this study, the years considered to estimate the market size of Data Management Platform (DMP) Software are as follows:

History Year: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Year 2020 to 2026

For the data information by region, company, type and application, 2019 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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