

Global Programmatic Marketing/Advertising Market Size, Status and Forecast 2020-2026

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Abstracts

This report focuses on the global Programmatic Marketing/Advertising status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Programmatic Marketing/Advertising development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

FACEBOOK BUSINESS

ADWORDS

WORDSTREAM

SIZMEK

MARIN SOFTWARE

DATA XU

Yahoo Gemini

MediaMath

Adobe Media Optimizer

Quantcast Advertise

Choozle

Acquisio

The Trade Desk

Flashtalking

Market segment by Type, the product can be split into

Programmatic RTB

Programmatic Direct

Market segment by Application, split into

Marketing and Advertising

Health, Wellness and Fitness

Construction

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 Programmatic Marketing/Advertising status, future forecast, growth opportunity, key market and key players.

To present the Programmatic Marketing/Advertising 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 Programmatic Marketing/Advertising 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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