

Real-Time Bidding Market Size to Expand at a CAGR of 23.41% during 2022-2027

The global real-time bidding market size reached US\$ 10.1 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 36.2 Billion by 2027.

SHERIDAN, WYOMING, UNITED STATES, November 22, 2022 /EINPresswire.com/ -- According to the latest report by IMARC Group “Real-Time Bidding Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027”, The global [real-time bidding market size](#) reached US\$ 10.1 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 36.2 Billion by 2027, exhibiting a growth rate (CAGR) of 23.41% during 2022-2027.

Real-time bidding (RTB) refers to the server-to-server buying process that allows ad space on websites to be bought and sold on a per-impression basis. Once the buyer wins an auction, the RTB process takes place programmatically through real-time sales that instantly displays his/her advertisement on the publisher’s website. Real-time bidding processes hundreds of thousands of ad opportunities in milliseconds using a number of platforms and systems, such as ad-servers, data management platforms, and third-party data providers, within the display advertising ecosystem.

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Over the years, there has been a rapid increase in the number of internet users across the globe. This, along with the expanding social media platforms, has prompted consumers to spend time surfing the internet through smartphones, computers and laptops. As a result of the increasing online activity, advertisers are investing in RTB video ads to engage the target audience, which, in turn, is creating a positive impact on the industry. Besides this, the RTB system enables advertisers to manage and optimize their ads on multiple networks in a cost-effective way and helps in enhancing their campaign efficiency and brand awareness. Some of the other factors bolstering the growth of the market include the development of advanced technologies and new updates, and the integration of digital marketing, [artificial intelligence](#) (AI) and machine learning (ML) techniques with the bidding software.

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

- Adobe Inc.
- AppNexus
- Criteo
- Facebook Inc.
- Google LLC
- Match2One AB
- MediaMath Inc.
- MoPub
- PubMatic Inc.
- Salesforce Inc.
- Smaato Inc.
- The Rubicon Project Inc.
- Verizon Media
- WPP PLC
- YANDEX LLC

Breakup by Auction Type:

- Open Auction
- Invitation-Auction

Breakup by Advertisement Format:

- Video
- Image

Breakup by Application:

- Media & Entertainment
- Retail and E-commerce
- Games
- Travel & Luxury
- Mobile Applications
- Others

Breakup by Device:

Mobile
Desktop
Others

Market Breakup by Region:

North America (United States, Canada)
Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
Latin America (Brazil, Mexico, Others)
Middle East and Africa

Get a PDF Sample for more detailed market insights: <http://bit.ly/3vwHq69>

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

If you want latest primary and secondary data (2022-2027) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours of receiving full payment.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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