Global AdTech Market Size to Exceed US$ 825.98 Billion by 2028 | CAGR Of 9.22% | IMARC Group

The report has segmented the AdTech market on the basis of solution, advertising type, platform, enterprise size, industry vertical and region.

ST. BROOKLYN, NY, USA, March 28, 2023 /EINPresswire.com/ -- According to IMARC Group's latest report, titled"𝖠𝖽𝖳𝖾𝖼𝗁 𝖬𝖺𝗋𝗄𝖾𝗍: 𝖦𝗅𝗈𝖻𝖺𝗅 𝖨𝗇𝖽𝗎𝗌𝗍𝗋𝗒 𝖳𝗋𝖾𝗇𝖽𝗌, 𝖲𝗁𝖺𝗋𝖾, 𝖲𝗂𝗓𝖾, 𝖦𝗋𝗈𝗐𝗍𝗁, 𝖮𝗉𝗉𝗈𝗋𝗍𝗎𝗇𝗂𝗍𝗒 𝖺𝗇𝖽 𝖥𝗈𝗋𝖾𝖼𝖺𝗌𝗍 𝟤𝟢𝟤𝟥-𝟤𝟢𝟤𝟪", The global [AdTech market size](#) reached US$ 470.85 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 825.98 Billion by 2028, exhibiting a growth rate (CAGR) of 9.22% during 2023-2028.

The AdTech Market to reach US$ 825.98 Billion by 2028, exhibiting a growth rate (CAGR) of 9.22% during 2023-2028.

AdTech Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

www.imarcgroup.com   Sales@imarcgroup.com   +1-631-791-1145

Advertising technology, commonly referred to as AdTech, encompasses a suite of tools and software utilized by advertisers to connect effectively with their target audiences and measure the success of digital advertising campaigns. These include demand-side platforms, supply-side platforms, agency trading desks, ad servers, and ad networks as standard technologies that enable advertisers to purchase ad impressions and select specific audiences across multiple publisher sites. Additionally, AdTech involves a search engine marketing (SEM) platform, which plays a critical role in increasing website visibility within search engine results pages (SERPs). Consequently, brands, agencies, and advertisers extensively utilize the solution to seamlessly manage integrated campaigns and maximize their return on investment (ROI) in digital advertising.

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AdTech Market Trends:

The global Advertising Technology market is experiencing significant growth, driven by the increasing product demand among small and medium-sized enterprises (SMEs) to expand their business operations and connect with clients overseas. Additionally, the rising product utilization to optimize productivity and streamline the ad buying and planning process is propelling the market growth. Besides this, the increasing employment of programmatic advertising and the surging adoption of digital marketing methods are contributing to the market growth. Furthermore, the rising utilization of privacy-compliant and transparent advertisement practices to keep confidential client information secure is supporting the advertising technology market growth. In line with this, key market players are incorporating emerging technologies, such as virtual reality (VR), artificial intelligence (AI), and the internet of things (IoT), with AdTech services to generate personalized ads based on the interests of the targeted customer, which, in turn, is favoring the market growth.

AdTech Market 2023-2028 Competitive Analysis and Segmentation:

Competitive Landscape with Key Players:

The competitive landscape of the AdTech 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.
- Amazon.com Inc.
- Criteo
- Google LLC (Alphabet Inc.)
- Meta Platforms Inc.
- Microsoft Corporation
- Oracle Corporation
- The Trade Desk Inc.

Key Market Segmentation:

The report has segmented the market into the following categories:

Breakup by Solution:

- Demand-Side Platforms (DSPs)
- Supply-Side Platforms (SSPs)
- Ad Networks
- Data Management Platforms (DMPs)
- Others

Breakup by Advertising Type:

• Programmatic Advertising
• Search Advertising
• Display Advertising
• Mobile Advertising
• Email Marketing
• Native Advertising
• Others

Breakup by Platform:

• Mobile
• Web
• Others

Breakup by Enterprise Size:

• Small and Medium-sized Enterprises (SMEs)
• Large Enterprises

Breakup by Industry Vertical:

• Media and Entertainment
• BFSI
• Education
• Retail and Consumer Goods
• IT and Telecom
• Healthcare
• Others

Breakup by Region:

• North America
o United States
o Canada
• Europe
o Germany
o France
o United Kingdom
o Italy
o Spain

o Others
• Asia Pacific
o China
o Japan
o India
o South Korea
o Australia
o Indonesia
o Others
• Latin America
o Brazil
o Mexico
o Others
• Middle East and Africa

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Key Highlights of the Report:
• Market Performance (2017-2022)
• Market Outlook (2023-2028)
• Market Trends
• Market Drivers and Success Factors
• Impact of COVID-19
• Value Chain Analysis
• Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

Other Reports by IMARC Group:

Healthcare Rcm Outsourcing Market:

US Healthcare Advertising Market:

About Us:

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.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

Elena Anderson
IMARC Services Private Limited
+1 6317911145
email us here

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