

Global Programmatic Advertising Market Forecast 2023-2032 – Market Size, Drivers, Trends, And Competitors

The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032

LONDON, GREATER LONDON, UK,
August 29, 2023 /EINPresswire.com/ --

The Business Research Company's
"Programmatic Advertising Global

Market Report 2023" is a comprehensive source of information that covers every facet of the market. As per TBRC's market forecast, [the programmatic advertising market size](#) is predicted to reach \$19.12 billion in 2027 at a CAGR of 21.2%.



The Business
Research Company

Programmatic Advertising Global Market Report 2023

The [growth in the programmatic advertising market](#) is due to the increasing growth of the mobile industry. North America region is expected to hold the largest programmatic advertising market share. Major players in the programmatic advertising market include Adobe, AdReady, AdRoll, Magnite Inc., Baidu Inc., Basis Technologies, Choozle, DoubleClick, Tencent Holdings Ltd., Yahoo.

Programmatic Advertising Market Segments

- By Media Type: Audio Ads, DOOH, Digital Display, Social Ads, Video Ads
- By Device: Mobile, Desktop
- By Enterprise Size: SMBs, Large Enterprises
- By End User: Education, Media And Entertainment, Retail, Travel
- By Geography: The global programmatic advertising market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Learn More On The Market By Requesting A Free Sample (Includes Graphs And Tables):

<https://www.thebusinessresearchcompany.com/sample.aspx?id=6894&type=smp>

The programmatic advertising refers to the use of automated technology for buying and selling the advertising spaces. Programmatic advertising aims to improve both advertising efficiency and targeting accuracy. Machine learning and AI optimization are used to replace human negotiations.

Read More On The Programmatic Advertising Global Market Report At:

<https://www.thebusinessresearchcompany.com/report/programmatic-advertising-global-market-report>

The Table Of Content For The Market Report Include:

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