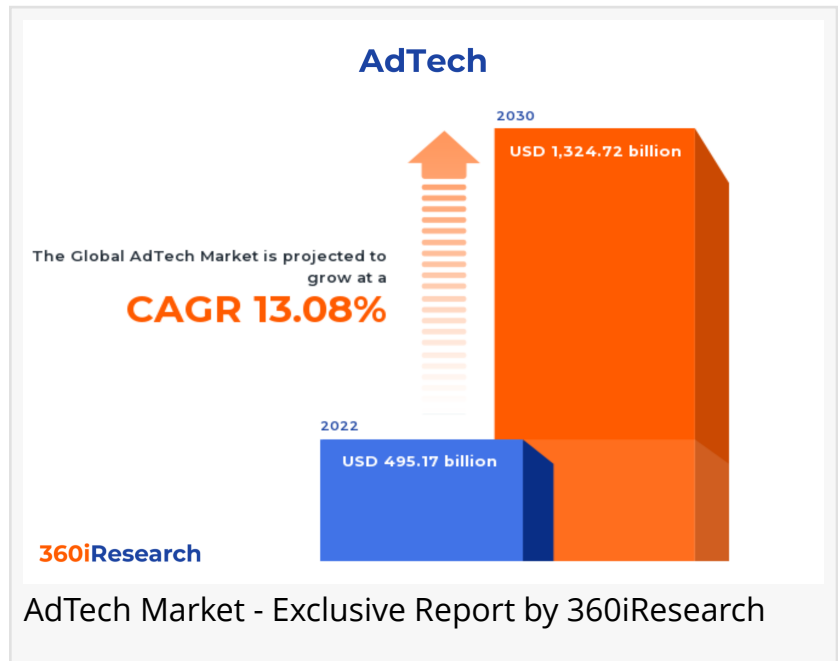# AdTech Market worth $1,324.72 billion by 2030, growing at a CAGR of 13.08% - Exclusive Report by 360iResearch

The Global AdTech Market to grow from USD 495.17 billion in 2022 to USD 1,324.72 billion by 2030, at a CAGR of 13.08%.

PUNE, MAHARASHTRA, INDIA , December 8, 2023 /EINPresswire.com/ -- The "AdTech Market by Offering (Services, Solutions), Advertising Type (Display Advertising, Email Advertising, Mobile Advertising), Advertising Media, Deployment Mode, Vertical - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

AdTech Market - Exclusive Report by 360iResearch

The Global AdTech Market to grow from USD 495.17 billion in 2022 to USD 1,324.72 billion by 2030, at a CAGR of 13.08%.

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AdTech, or Advertising Technology, directs the use of technological tools, platforms, and solutions designed to automate, optimize, and enhance the various processes involved in the planning, creation, execution, and analysis of advertising campaigns. It contains various digital tools and strategies to improve advertisements' targeting, delivery, and performance across different online channels. AdTech involves the integration of advanced technologies, including artificial intelligence, data analytics, machine learning, and automation, to make advertising more efficient, data-driven, and measurable. The primary goal is to deliver more relevant and personalized advertising experiences to target audiences while maximizing the return on investment for advertisers. The AdTech market has experienced significant growth driven by the surge in adoption of AI Converging in Adtech and increasing utilization of smartphones for

greater mobile optimization and in-app advertising. This upward growth of the market is then supported by a rise in the trend among small and large businesses to use social media promotions. However, stringent privacy regulations, security concerns, and the presence of Ad-blocking bypass solutions pose a challenge to the AdTech market by limiting the reach of digital advertising. On the other hand, emerging technologies and developments across advertising industries and the rapid growth of multimedia content on the internet create an opportunity for the AdTech market to grow in the coming years.

Vertical: High adoption of Adtech technology in the media & entertainment sector
In banking, financial services, and insurance (BFSI), AdTech is vital in offering targeted, personalized digital advertising to boost customer engagement and loyalty. Food & beverage businesses utilize AdTech to target consumers based on dietary habits and locality preferences. AdTech healthcare & life sciences solutions facilitate targeted public health campaigns and personalized patient experiences. In manufacturing, AdTech provides tools for manufacturers to accurately target decision-makers using behavioral data. The media & entertainment sector utilizes AdTech for revenue generation from their digital content. Retailers and e-commerce companies leverage AdTech to optimize their return on advertising investment. AdTech plays a crucial role in the telecom industry by empowering companies to deliver personalized and effective advertising, optimize customer acquisition and retention efforts, and create a strong brand presence in the competitive market. AdTech delivers strategic insights to transportation & logistics businesses, improving efficiency and cost-effectiveness. AdTech helps travel & Hospitality companies target prospective travelers with personalised ads.

Offering: Potential utilization of AdTech solutions to address specific ad technology issues
Managed services in AdTech involve outsourcing specific advertising functions to third-party experts. Professional services in AdTech involve specialized expertise to help businesses with strategic planning, technical implementation, and overall campaign execution. Support and maintenance services ensure the smooth operation of AdTech systems, which includes troubleshooting, bug fixes, and regular updates to keep the technology up to date. System integration and implementation services in AdTech involve integrating different advertising technologies, platforms, or solutions to work seamlessly together. Training and consulting services in AdTech help businesses understand and make the most of their advertising technology investments. Given the importance of data in AdTech, data management services involve collecting, processing, and leveraging data for targeted advertising campaigns. Creative services in AdTech focus on developing visually appealing and compelling ad creatives. Solutions encompass a range of products or tools designed to address specific ad technology issues or needs. Software solutions primarily include platforms for programmatic advertising, data management, attribution modeling, and other vital features for contemporary advertising. Hardware solutions can touch on advanced servers, storage systems, and other physical components vital for the robustness and security of AdTech platforms. Moreover, Ad analytics & attribution platforms provide insights into the performance of advertising campaigns. They track user interactions, analyze attribution models, and offer data-driven insights to optimize ad spend. Ad exchanges are digital marketplaces that facilitate the buying and selling of advertising

inventory. Ad verification & brand safety solutions focus on ensuring that ads are displayed in brand-safe environments and verifying the quality and legitimacy of ad impressions. Data management platform (DMP) collects, organizes, and activates audience data to enhance targeting and personalization in advertising campaigns.

Deployment Mode: Penetration of On-Premise deployment mode providing optimal data security and customization

Cloud-based AdTech is a software-as-a-service (SaaS) model with significant cost advantages due to its pay-as-you-go pricing model. Cloud services allow businesses to access, analyze, and manage their digital ad campaigns through the Internet, eliminating the need for on-site infrastructure and maintenance. On-premise AdTech solutions refer to deploying ad tech software on the company's servers. Businesses that prioritize data security and customization may prefer this deployment model. On-premise solutions are divided into such subcategories as Data Management Platforms (DMPs) and Supply Side Platforms (SSPs). Both cloud and on-premise deployment modes have their advantages. Cloud-based solutions offer scalability, cost-effectiveness, and flexibility, ideal for businesses prioritizing budget control and requiring quick scaling. On the other hand, on-premise solutions provide optimal data security and customization, catering to organizations with specific IT requirements and those that handle sensitive data. Recent trends show a growing inclination towards cloud-based solutions due to their inherent advantages and increased reliability of cloud technologies.

Advertising Type: Search advertising provides a highly personalized avenue for lead conversion

Display advertising involves using visual elements to promote a product or service. Engaging and persuasive graphics, animations, videos, and text capture the audience's attention across different digital platforms. Email advertising is a cost-effective method that sends promotional messages directly to consumers' inboxes. It excels in personalizing communications and fostering customer relationship management. Mobile advertising is designed exclusively for mobile devices and includes formats like in-app, mobile search, and SMS advertising. Native advertising guides to ads that match the look and sense of the platform they occur on. Providers such as Outbrain and Taboola help businesses seamlessly blend promotional content with the medium. Native advertising is ideal for companies aiming to provide a non-disruptive ad experience. Programmatic advertising automates buying and selling online ad spaces using data-driven software. This type is centered around efficiency and precision, making it suitable for businesses seeking real-time bidding and targeting. With search advertising, businesses can feature their ads on search engine results pages. Search advertising is best for businesses that want to improve visibility and drive skilled traffic to their website.

Regional Insights:

The Americas region, particularly North America, has witnessed a rise in mobile advertising spending as smartphone penetration increased, and advertisers are focusing on optimizing campaigns for mobile platforms to reach users on the go. According to CEIC Data, in 2022, in the U.S., the number of mobile subscribers was 372,682,000, from 361,664,000 in 2021. Programmatic advertising is prominent in the AdTech landscape in the Americas as automated

data-driven ad buying and selling is a significant trend in the region. Stringent data privacy regulations, particularly in Europe, continued to shape AdTech practices, and advertisers and technology providers adapted strategies to comply with laws such as the General Data Protection Regulation (GDPR). In the Middle East, the AdTech market is driven by increasing digital transformation and a growing online population. In Africa, countries including South Africa, Kenya, and Nigeria are witnessing increased interest in programmatic advertising and mobile-centric solutions. However, in the Middle East and Africa, challenges such as limited internet access in some areas contribute to a varied landscape. The APAc AdTech market is characterized by rapid technological adoption, particularly in mobile advertising, digital marketing, and eCommerce. Localized strategies are crucial in APAC due to linguistic and cultural diversity. Video advertising is prominent in the region, fueled by the popularity of online consumption.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the AdTech Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the AdTech Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the AdTech Market, highlighting leading vendors and their innovative profiles. These include Adform A/S, Adobe Inc., Affle International Pte Ltd., Amazon.com, Inc., Basis Global Technologies, Inc., Celtra Inc., Criteo SA, Demandbase Inc., DoubleVerify, Inc., Google LLC, InMobi Technology Services Private Limited, Innovid, LLC, Magnite, Inc., Mediaocean LLC, Meta Platforms, Inc., Microsoft Corporation, NextRoll Inc., Nexxen Group, Nickelytics, Oracle Corporation,, Quantcast International Limited, Smart AdServer SAS, Trade Desk, Inc., and Zeta Global Corp..

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Market Segmentation & Coverage:

This research report categorizes the AdTech Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Offering, market is studied across Services and Solutions. The Services is further studied across Managed Services, Professional Services, Support & Maintenance, System Integration & Implementation, and Training & Consulting. The Solutions is further studied across Ad Analytics & Attribution Platforms, Ad Creative & Production Tools, Ad Exchange Platform, Ad Networks, Ad Verification & Brand Safety, Agency Trading Desks (ATD), Data Management Platform (DMP), Demand-Side Platform (DSP), and Supply-Side Platform (SSP). The Services is projected to witness significant market share during forecast period.

Based on Advertising Type, market is studied across Display Advertising, Email Advertising, Mobile Advertising, Native Advertising, Programmatic Advertising, and Search Advertising. The Programmatic Advertising is projected to witness significant market share during forecast period.

Based on Advertising Media, market is studied across Billboards, Digital Advertising, Magazines, Mobile Advertising, Newspapers, Outdoor Advertising, Posters, Print Advertising, Public Signs, Radio Advertising, Search Engine Advertising, Social Media Advertising, and Television Advertising. The Outdoor Advertising is projected to witness significant market share during forecast period.

Based on Deployment Mode, market is studied across Cloud and On-premise. The Cloud is projected to witness significant market share during forecast period.

Based on Vertical, market is studied across BFSI, Food & Beverages, Healthcare & Life Sciences, Manufacturing, Media & Entertainment, Retail & eCommerce, Telecom, Transportation & Logistics, and Travel & Hospitality. The Healthcare & Life Sciences is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 36.59% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. AdTech Market, by Offering
7. AdTech Market, by Advertising Type
8. AdTech Market, by Advertising Media
9. AdTech Market, by Deployment Mode
10. AdTech Market, by Vertical
11. Americas AdTech Market
12. Asia-Pacific AdTech Market
13. Europe, Middle East & Africa AdTech Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:
1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:
1. What is the market size and forecast of the AdTech Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the AdTech Market?
3. What is the competitive strategic window for opportunities in the AdTech Market?
4. What are the technology trends and regulatory frameworks in the AdTech Market?
5. What is the market share of the leading vendors in the AdTech Market?
6. What modes and strategic moves are considered suitable for entering the AdTech Market?

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