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United States Ad Tech Market Status and Outlook 2024-2030 Report By Exactitude Consultancy

Global Ad Tech Market include Adobe Advertising Cloud, Amazon Advertising, AppNexus, Criteo

LUTON, BEDFORDSHIRE, UNITED KINGDOM, April 24, 2024 /EINPresswire.com/ -- The Market research report offers an elaborate study of the global Ad Tech Market to help players prepare themselves well to tackle future growth challenges and ensure continued business expansion. The report provides an up-to-date analysis of the current market scenario, including the latest trends and drivers influencing the Ad Tech market. The report includes comprehensive information on the market drivers, key trends and challenges, a deep analysis of technology trends, opportunities, value chains, future protocol, and strategies.

Ad Tech

> "
> The global Ad Tech market is driven by increasing digitalization and the need for targeted advertising, fostering demand for data-driven solutions."
> *Exactitude Consultancy*

The Ad Tech market report studies the role of the leading market players involved in the industry including their commercial overview, financial summary and SWOT analysis. Furthermore, the report includes actionable insights into the Market's prospects based on input from industry professionals to assist readers in establishing effective strategies.

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Market Dynamics

Driver: Proliferation of smartphones for greater mobile optimization and in-app advertising

The proliferation of smartphones, with their ubiquitous presence, has significantly bolstered the demand for AdTech solutions, particularly in the realm of mobile optimization and in-app advertising.

As users increasingly rely on their mobile devices for various activities, advertisers must adopt a mobile-first approach, optimizing content and ad campaigns to provide a seamless and responsive user experience on smartphones.

Simultaneously, in-app advertising has gained prominence, capitalizing on the high levels of user engagement within mobile applications. Advertisers are leveraging this contextually relevant advertising medium to reach and engage users, utilizing interactive ad formats and benefiting from the monetization opportunities it offers to app developers.

In this mobile-centric landscape, programmatic mobile advertising further enhances efficiency and precision, enabling data-driven targeting and cross-device tracking, ensuring that ads are delivered consistently and effectively across mobile devices and platforms.

There have been notable deals and investments in the in-app advertising space in recent years. For instance, in 2020, Unity Technologies acquired DeltaDNA, a player in real-time player management and game analytics, to enhance in-app advertising and personalization.

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In this section, we assess the competitive landscape of the Ad Tech Market, focusing on key players.

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Adobe Advertising Cloud, Amazon Advertising, AppNexus, Criteo, Facebook, Google, LinkedIn Marketing Solutions, Magnite, MediaMath, OpenX, Outbrain, Pinterest Ads, PubMatic, Roku, Snapchat Ads, Taboola, The Trade Desk, TikTok Ads, Twitter Ads, Verizon Media

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In August 2023, Meta acquired Kustomer, a customer relationship management (CRM) platform, for USD 1 billion. This acquisition is seen as a way for Meta to expand its advertising business to include more customer data.

In August 2023, Amazon Ads launched a Household Reach and Frequency measurement reporting capability, which allowed Streaming TV (STV) advertisers to measure the effectiveness of their STV campaigns more accurately and to plan and optimize their campaigns more effectively. With this release, advertisers can now access reach and frequency insights both at the viewer and household level.

In August 2023, Zeta launched a Snowflake Native App, Customer Growth Intelligence (CGI), on Snowflake Marketplace. This new offering enhances and extends the deep integration between the two companies, sharing a vision to reinvent how enterprises ingest, store, synthesize, surface, and activate consumer data to make complex solutions simpler for marketers.

In July 2023, Meta and Microsoft partnered to bring Meta's advertising platform to Microsoft's cloud computing platform, Azure. This partnership will allow Meta to reach a wider audience of advertisers and provide them with more data and insights.

In June 2023, Adobe unveiled Generative Recolor (beta), the first integration of Adobe Firefly in Adobe Illustrator, enabling designers to quickly experiment with colors using simple text prompts. The new release advances Adobe's vision of empowering creators of every skill level with Firefly as a creative co-pilot, bringing their visions to life at the speed of imagination.

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The competitive analysis reveals a dynamic landscape in the Ad Tech Market, with each key player adopting distinct strategies to secure their positions. Market leaders face pressure from agile newcomers, making innovation and adaptability key factors for sustained success.

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In this section, we provide a breakdown of the Ad Tech Market into segments based on different criteria, including the type of analysis, industry verticals, and geographic regions.

Ad Tech Market by Offering

DSPs

SSPs

Ad Networks

Ad Tech Market by Enterprise Size

Small and Medium Enterprise (SME)

Large Enterprise

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North America (United States, Mexico & Canada)

Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.)

Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.)

The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.

Asia-Pacific Expected to Witness Major Growth

China's economic growth and a rising tech-savvy population have resulted in higher penetration of internet consumption and mobile device penetration in recent years. Due to the increased proliferation of social media, the ad tech industry is growing rapidly in the country. China hosts several tech giants such as Baidu, Tencent, and Alibaba. The rising inclination toward video-based platforms has also increased the demand for various advertising formats in the region. The digital revolution and growing internet penetration are driving the ad tech market in India. The rise of online shopping and other digital services, as well as increasing demand for digital advertising, especially on search engines and social media platforms, have compelled businesses in the Indian ad tech industry to increase their advertisement spending.

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Estimate the current Ad Tech market size and predict future growth based on identified trends.
Offer an overview of key market players and assess their strategies, strengths, and weaknesses.
Analyze the impact of government regulations and incentives on the Ad Tech market's direction.
Share insights into consumer preferences and target demographics for the manufacturers.
Identify opportunities for new entrants and existing companies while highlighting industry risks and challenges.

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Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Ad Tech market

Chapter 2: Exclusive Summary - the basic information of the Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges & Opportunities of the Ad Tech

Chapter 4: Presenting the Market Factor Analysis, Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region

Chapter 6: Evaluating the leading manufacturers of the Ad Tech market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by Manufacturers with revenue share and sales by key countries in these various regions (2024-2030)

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

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Growing demand for surveillance across several verticals
Gradual decrease in cost of Ad Tech
Rapid development of high-performance Ad Tech

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 Ad Tech market:

The report provides an overview of every manufacturers and the products developed by each manufacturer along with the application scope of every product.

Data regarding the market share of every company, as well as sales figures concerning each firm, is stated in the report.

Details regarding the profit margins and price patterns have been inculcated in the report.

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Ad Tech Market Research Report:

Understanding the Market
Assessing Market Opportunities
Evaluating Market Challenges
Competitive Analysis
Consumer Insights
Market Forecasting
Risk Assessment
Decision Support
Information Dissemination
Benchmarking and Performance Evaluation
Policy and Regulatory Guidance
Educational and Research Purposes

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What is the present Ad Tech market size in terms of revenue and volume, and how much growth is expected during the forecast period?

Which are the key developments that are anticipated to stimulate Ad Tech market trends?

Which factors will trigger product demand and how much product consumption is estimated?

What are the upcoming business opportunities and restraints?

Which region will dominate the global Ad Tech market share?

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