

AdTech Market by Offering (Software Tools/Platform (DSPs, SSPs, DMPs, Ad exchange, Ad networks), Services), Marketing Channel (Mobile Apps, Website, Social Media), Advertising type (Programmatic, Search, Display), Vertical and Region - Global Forecast to 2030

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Report description:

The AdTech market is projected to grow from USD 579.4 billion in 2023 to USD 1,496.2 billion by 2030, at a compound annual growth rate (CAGR) of 14.5% during the forecast period. The market is anticipated to grow due to the proliferation of smartphones for greater mobile optimization and in-app advertising.

By mode of interface, mobile AdTech software to register for the larger market size during forecast period

The solution segment by mode of interface includes desktop Adtech software and mobile Adtech Software. Advertisers focus on creating responsive and engaging mobile ads that seamlessly integrate into apps, mobile websites, and social media platforms. Advancements in mobile AdTech include innovative ad formats, such as interactive and video advertising, and location-based targeting to deliver hyper-localized content. Mobile AdTech solutions are adapting to the evolving digital landscape, embracing technology, and enhancing user engagement while adhering to privacy and compliance regulations.

By advertising media, the digital advertising segment to register fastest-growing CAGR during the forecast period

Digital advertising within the AdTech market has become integral to modern marketing strategies. It involves using digital channels, such as websites, social media, search engines, and mobile apps, to promote products, services, or brands. In digital advertising, AdTech tools and platforms are employed to create, target, deliver, and optimize ad campaigns to reach specific audiences. The widespread adoption of the internet and mobile devices has expanded the digital advertising landscape, providing access to a vast and diverse online audience.

North America to witness the largest market size during the forecast period

North America is experiencing significant technological growth in the AdTech market, driven by various factors shaping the

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advertising and marketing sector landscape. The ongoing shift from traditional to digital advertising also contributes to market growth, as companies increasingly allocate their budgets to online channels. In the wake of data privacy concerns, both the US and Canada have implemented regulations, such as GDPR and CCPA, influencing the way AdTech companies collect and handle user data, emphasizing the importance of compliance and transparency in the industry

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AdTech market.

-□By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

-□By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Managers: 25%

-□By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, and Middle East and Africa- 5%, Latin America-5%

The report includes the study of key players offering AdTech solutions. It profiles major vendors in the AdTech market. The major players in the AdTech market include Meta (US), Google (US), Amazon (US), Adobe (US), Yahoo (US), Zeta (US), Microsoft (US), Celtra (US), Basis Technologies (US), Luna (US), NextRoll (US), Quantcast (US), Criteo (France), Affle (India), InMobi (India), Demandbase (US), The Trade Desk (US), Adform (Denmark), Equativ (France), Tremor International (Israel), Innovid (US), Mediaocean (US), DoubleVerify (US), Magnite (US), Copy.ai (US), Nickelytics (US), C Wire (Switzerland), Cavai (Norway), Titan Digital (US), Glimpse Protocol (UK), StackAdapt (Canada), Cosmose AI (Singapore), Vidsy (UK), and Linkby (Australia).

Research Coverage

The AdTech market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred AdTech providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall AdTech market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Proliferation of smartphones for greater mobile optimization and in-app advertising, increasing demand for data-informed marketing strategies and growing popularity of audio streaming and podcasts for advertising), restraints (Stringent privacy regulations and security concerns and inaccurate data quality and accuracy), opportunities (Enabling AI and ML technologies for hyper-personalized user experience, focus on voice-activated ads and conversational advertising and widespread adoption of AR and VR technologies for more interactive and immersive ad experiences), and challenges (Presence of Ad-Blocking Bypass Solutions and lack of standardized viewability metrics).

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AdTech market

- Market Development: Comprehensive information about lucrative markets - the report analyses the AdTech market across varied regions

- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AdTech market

- Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like include Meta (US), Google (US), Amazon (US), Adobe (US), Yahoo (US), Zeta (US), among others in the AdTech market strategies. The report also helps stakeholders understand the AdTech market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

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