

Global Programmatic Advertisement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Global Programmatic Advertisement Market is expected to register a CAGR of 10.75% during the forecast period.

Key Highlights

- Advertisers expect better performance and capabilities from the advertising technology they use. Content publishers and brand owners may utilise programmatic advertising to locate and apply the relevant messages to improve the value and effectiveness of a viewer's digital out-of-home advertising experience.
- Before programmatic ad buying, ad agencies negotiated and offered digital ad slots, which media buyers subsequently purchased through a time-consuming and expensive procedure. By removing pointless steps from the process and giving some human responsibilities to robots, programmatic advertising improves the efficiency and cost-effectiveness of the ad purchasing system.
- The automated purchasing, selling, and delivery of Digital Out-of-Home (DOOH) advertising space is referred to as programmatic DOOH. As with other internet advertising, programmatic DOOH automates the sale and distribution of ad material. Buyers can use programmatic transactions to create precise conditions that, if satisfied, will result in the purchase of a DOOH advertising slot.
- Moreover, the use of automation and machine learning technology to purchase and show digital advertisements to segmented audiences in real-time is projected to climb drastically over the next three years, according to research conducted in 2021 from ALFI, an AI enterprise SaaS advertising platform.
- Programmatic advertising provide various benefits, including real-time insights into the effectiveness of ad campaigns, enhanced targeting capabilities, increased transparency on ad inventory, improved budget usage, and effective ad fraud management, all of which helps to drive the market. On the other hand, a lack of understanding of programmatic advertising expenditure is expected to hamper industry growth during the projection period.
- When the first wave of COVID-19 hit in March, according to an IAB analysis, brands cut spending by up to 30% overnight, with

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one in four suspending activity completely. Many expected that the consequences will be far worse than the financial crisis of 2008. As approached to the end of 2020, the majority of businesses have cut, or in some cases, ceased, their advertising expenditures.

Programmatic Advertisement Market Trends

Increased Penetration of Smart Phones Drives the Market

- People are always multitasking, on the go, streaming media, watching Videos, utilizing applications, and surfing the web in today's mobile entertainment and content environment. This has generated a one-of-a-kind opportunity for Real-Time Bidding (RTB) mobile advertising and a sense of urgency.
- Only advertisers with the correct targeting tools and abilities delivered advertising in the most focused way, resulting in greater sales, with bids fulfilled in milliseconds. Advertisers are using RTB to be present at the exact time when a potential client is ready to purchase a mobile, where immediate reigns supreme.
- In January 2022, a United States-based Machine Learning company reported its strategy stating in the 2020s, mobile advertising will be one of the most effective ways for marketers to reach their target audiences.
- Further added, however, because the market is worldwide and competition is fierce, advertisers must achieve the maximum possible return on ad expenditure to remain viable. As a result, the industry is increasingly relying on real-time bidding also known as mobile RTB to acquire and convert the most important segments.
- As per GSMA Mobile Economy Report 2021, globally unique mobile subscribers account for 5.3 billion and 4.2 billion subscribed for mobile internet. Further, 75% smart phone connections were reported and the adoption of smartphones tend to grow which makes smartphones as target for programmatic advertisement firms.

North America Holds Major Share

- As per the Internet Advertising Revenue Report 2021, digital advertising in the United States grew at a rapid pace. The sector has been able to profit from the rebound of marketing budgets throughout the year (after a decrease in Q2 of 2020) as well as the flood of isolated consumers who relied on digital media as their primary connection throughout the epidemic.
- Overall, digital ad revenue grew 35.4% year over year, the fastest rate of growth since 2006. As the digital market as a whole has grown, so have digital ad revenues. According to a report commissioned by IAB from Harvard Business School, the internet economy has risen seven times faster than the US economy over the last four years, accounting for 12% of US GDP.
- Advertising expenditures committed to digital media are growing in sync with consumer time spent and attention on digital media channels, particularly across the digital video (including CTV/OTT), digital audio, social media, and search. Advertisers also looked for ways to reach out to consumers who, boosted by government stimulus packages and a recovering economy, upped their spending in 2021.
- An other growth driver in 2021 was surely the emergence of new firms. According to the Census Bureau, the year 2021 had the biggest increase in business growth in history, with 5.4 million new enterprises being established. To recruit new clients and provide continued products and services, these businesses rely on the ad-supported internet.

Programmatic Advertisement Industry Overview

One of the most popular ways to execute ad campaigns is through programmatic advertising. However, the programmatic

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advertising industry is complicated, and programmatic advertising is enclosed in uncertainty. Marketers are still skeptical about programmatic advertising and the ecosystem that surrounds it.

- March 2022- Hivestack, prominent independent programmatic digital out of home (DOOH) ad tech company, announced a strategic global partnership with MediaMath. Through this partnership, MediaMath's Demand Side Platform (DSP) will be integrated into Hivestack's Supply Side Platform (SSP), following OpenRTB standards, which will allow for MediaMath and its advertisers to access Hivestack's premium global DOOH inventory through RTB transactions via open exchange.
- May 2022 - PubMatic announced the launch of Connect, a comprehensive and fully integrated platform to enable media buyers to seamlessly connect with their target audiences across the open internet. The solution enables brands and media buyers to activate a portfolio approach to addressability to improve ad relevance while respecting consumer privacy, well ahead of the ecosystem's transition away from the third-party cookie.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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