

Latin America Programmatic Advertising - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Latin America Programmatic Advertising Market is expected to register a CAGR of 8.34% during the forecast period.

Key Highlights

- Programmatic Advertising is a highly automated form of advertising that makes the best use. One of the advantages of programmatic advertising is that it lets users buy and sell internet advertising stock by using a machine or a product, which propels the market growth.
- Consumers have been utilizing various connected platforms such as connected TV, smartphones, and many more for entertainment, news, and mainstream content as well as the internet. Agencies and brands have been implementing direct advertising as consumers respond to ads that are for brands that show their purpose.
- Further, the increase in the adoption of smartphones across the region is also a major contribution to the rise of programmatic advertisement across the region. Also, developments in programmatic that make things faster and less complicated will help empower service providers to develop a more streamlined approach to analyzing and sharing knowledge.
- The Covid-19 pandemic had a positive effect on the Programmatic Advertising Market in Latin America as businesses and organizations are switching to digital advertising methods in the wake of the global lockdown imposed in the region.

Latin America Programmatic Advertising Market Trends

Growth of Digital Media Advertisement Due to Increased Use of Data

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- Programmatic advertising refers to real-time bidding, which means multiple advertisers bidding for advertising at the same spot whenever an ad inventory is available using machine-to-machine automation of advertising and media transactions.
- Streaming is a medium that has gained the outright support of the community in Latin America. The SVOD (subscription video-on-demand) variant is the most popular kind. According to Sherlock Communications, the Latin American SVOD audience grew 40% between 2019 to 2021.
- With the increase in e-commerce across the region, brands and companies are adopting retail digital media advertising as a marketing strategy to reach their customers with the right message at the right time.
- With every interaction between the consumer and advertiser, there is a lot of data being generated. This generated data comprises customer interests, decisions, points of contact, activities relative to those moments of engagement, perceived needs, the key demographic and behavioral background, and many more. Such data serves as a robust platform to build insights about customers and create personalized marketing content.
- Advertisers, media agencies and media owners can utilize the data and audiences available to match data to campaign objectives, enhance creativity using audience data, optimise campaign performance using campaign data, gain insights and make decisions.

Mobile Programmatic Advertisements to Drive the Market Growth

- Mobile Programmatic Advertisement refers to the automated process of buying, selling, and displaying mobile ads. Mobile Ads include mobile banner ads, mobile video ads, mobile native ads, and many more.
- Mobile Programmatic necessitates cooperation between the Demand-side platform (DSP) and supply-side platform (SSP) and automates mobile programmatic advertising. Mobile Programmatic advertising will define the characteristics according to which the system needs to target audiences, such as geolocation, operational system, type of smartphone of your target audience, and many more.
- Mobile Programmatic Advertising provides precise targeting, which allows advertisers to reach their specific audience in real-time and dictate the right audience using certain metrics and demographics.
- Latin America is one of the fastest growing regions in terms of mobile penetration in the world. According to the GSMA, the number of unique mobile subscribers in Latin America is expected to reach nearly 450 million by the end of 2021 and increase to 485 million by 2025.
- The smartphone adoption rates are growing steadily, laying a firm basis for regional programmatic advertisement. Mobile video usage is rising in Latin America in countries such as Argentina, Brazil, Colombia, and Mexico. These countries have witnessed an increase in online video watching on mobile as people find entertainment, information, and inspiration through mobile video, and marketers leverage it to connect with the audience.

Latin America Programmatic Advertising Industry Overview

The Latin America Programmatic Advertising Market is moderately competitive. The market appears to be moderately concentrated, with players adopting key strategies like mergers, acquisitions, and service innovation. Some of the major players in the market are InMobi, Smartyads, Jampp, Bidmind, etc. Some of the recent developments are:

- July 2022: Entravision, a global advertising solutions, media, and technology company, announced that it had become the Authorized Sales Partner of Meta in Honduras and El Salvador. This expansion within Latin America will enable the company to provide companies with strategic support, creative expertise, and content development.
- July 2022: Globale Media, the AI-driven mobile advertising platform, has launched GMX - a programmatic self-serve cloud-based

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platform. GMX will offer advanced targeting such as gender-based, geo-fencing, age-based, campaign scheduling, device type, and many more. This tool gives advertisers complete control over their strategy and thereby helps them to generate revenue, create engaging experiences and connect with the audience.

Additional Benefits:

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

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