

Programmatic Advertising Spending 2017 Global Market Expected to Grow at CAGR 20.56% and Forecast to 2021

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WiseGuyReports.Com Publish a New Market Research Report On – “Programmatic Advertising Spending 2017 Global Market Expected to Grow at CAGR 20.56% and Forecast to 2021”.

The analysts forecast the global programmatic advertising spending market to grow at a CAGR of 20.56% during the period 2016-2020.

[Programmatic advertising aids](#) advertisers to target a specific audience based on their advertising pattern. The process takes no more than 0.2 seconds. When a user clicks on a URL, a publisher’s content loads in the browser. The publisher may find information of the user in its data management software. The publisher sends the available information to its ad server and requests to know whether there is an available ad campaign that can target the user. If there is a campaign that matches the user’s profile, an ad is displayed within 0.05 seconds of the user opening the publisher’s content.

If no campaign targets a user’s profile, the server seeks to match the impression programmatically by requesting response from traders, ad networks, and supply side platforms. If the impression is not cleared, the server may seek to erase the impression in a direct programmatic way through private exchanges. Even then, if the impression is not cleared, the request is forwarded to an open ad exchange, aiming to achieve liquidity. Open ad-exchange sends a bid request containing information about the user’s browser, website URL, and ad type to multiple bidders that include traders, ad networks, and demand-side platforms.

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Covered in this report

The report covers the present scenario and the growth prospects of the global programmatic



advertising market for 2016-2020. To calculate the market size, the report considers the revenue generated from the sales of programmatic online advertisements.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Programmatic Advertising Spending Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- ONE by AOL
- BrightRoll
- SpotXchange
- Tremor Video

Other prominent vendors

- Adconion Media Group
- AppNexus
- Convertro
- Criteo
- Dárriens Media Exchange
- Facebook
- Google
- Kontera
- LiveRail
- Microsoft
- Platform One
- Rocket Fuel
- Rubicon Project
- StickyADS.tv
- TobeMogul

Market driver

- Growth in video RTB
- For a full, detailed list, view our report

Market challenge

- Lack of quality inventory
- For a full, detailed list, view our report

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Market trend

- Rapid growth in APAC and South America
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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