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Data Management Platform (DMP) Market Research Report – Forecast up to 2030

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Description:

Market Overview

An intelligent form of a data warehouse is commonly known as a data management platform. The main function of a data management platform is to collect data from various sources like social networks, CRM, mobile web, mobile apps, and various other sources and deliver it to various users like publishers, marketers, and ad agencies. The use of a data management platform also enables the users to identify the conversion points and flexibility to suit the data in the most effective way. It helps in providing detailed information about their customer so that they can strategize accordingly.

Moreover, the Data Management Platform market is expected to reach approximately USD 4.8 billion by the end of 2030 with approximately 11.20% CAGR during the forecasted period from 2022-2030.

COVID 19 Analysis

With the growing wave of the global pandemic of COVID 19 businesses have pushed the economies towards forced recession. The growing outbreak of the global pandemic has pinned down the individual to fight between the financial crises along with health concerns. The lockdown has resulted in the shut down of various manufacturing units which results in declining sales revenue. Although this pandemic situation resulted in more use of the internet and related items. The data management platform (DMP) market shows positive growth during this pandemic situation.

Moreover, the data management platform market is expected to grow many folds in the coming years by strategizing its policy according to the need of its customers. Sales revenue of the data management platform market is expected to increase significantly by the end of the forecasted period.

Market Dynamics

Drivers

The demand for the data management platform market is increasing rapidly in the global market owing to the increasing need for detailed information about customers that drives the market demand for the data management platform market. It will help various publishers, marketers, and ad agencies to strategize policies that will result in higher customer retention. The use of a data management platform in strategizing a higher conversion rate is another factor that boosts its growth.

Opportunities

The rise in demand for data management platform (DMP) market all across the globe. The increasing internet usage and online customers provide various growth opportunities for the data management platform (DMP) market. Also, the growth in technological advancement and increase in information seekers provide growth opportunities for the data management platform (DMP) market. The flexibility of information usage procured from the data management platforms is another additional advantage.

Restraints

Although the data management platform (DMP) market is growing tremendously in the global market some factors restrict its growth. That data management platform cannot work independently. It requires connection to various technologies. Also, the use of a data management platform requires skilled personnel knowing CSS, HTML, and JavaScript. Hence lack of a skilled workforce hampers the growth of the data management platform market in the global market. Lack of awareness is another factor that restricts the growth of the data management platform market in the global market.

Value Chain Analysis

The data management platform market is increasing rapidly in the global market owing to various benefits associated with it. It provides various features like data transfer, data analysis, data classification, data collection, and scalability. These features enable users to fetch information about their clients anywhere and anytime. It also provides some advanced features like audience analytics, campaign analysis, media integration, audience segmentation, tag management, and many others.

Market Segmentation

The data management platform (DMP) market has been divided into the global market based on data type, data source, and end-users.

Based on the Data Type

The market for data management platform (DMP) has been divided in the global market based on data type into first-

party data, second-party data, and third party data. The largest market share in the global market has been held by first-party data owing to its source of collection. The data collection is done either from the potential customers or from the existing customers. Moreover, the third-party data market share is also growing continuously.

Based on the Data source

The market for data management platform (DMP) has been divided in the global market based on data sources into social networks, POS networks, CRM data, mobile apps, mobile web, web analytics tools, and others. A significant share in terms of data collection is largely done using POS data, Social networks, mobile apps, Social networks, web analytics tools.

Based on the End-users

The market for data management platform (DMP) has been divided in the global market based on end-users into publishers, marketers, and ad agencies.

Regional Analysis

The market for data management platform (DMP) has been divided into the global market based on the region into Asia-Pacific region, European region, North American region, Latin American region, and the Middle East and African region. The largest market share in the data management platform (DMP) market is held by the North American region owing to an increase in internet usage and an increase in the number of online customers.

The second-largest market share in the data management platform (DMP) market is held by the Asia-Pacific region owing to the presence of various well-established key players all across this region. The presence of various favorable micro-economic factors also boosts the growth in the Asia-Pacific region.

The third-largest market share in the data management platform (DMP) market is held by the European region owing to the presence of various giant countries like the UK, Germany, France, Italy. The government of these countries is spending a huge sum of money on the development of digital infrastructure.

The Middle East and African region and Latin American region also show rapid growth in the data management platform (DMP) market. An increase in the growth of the advertising industry coupled with the media industry boosts the growth of data management platforms in these regions.

Competitive Landscape

The most prominent major key players in the data management platform (DMP) market in the global market are mentioned below:

- Oracle Corporation (US)
- Adobe Systems Inc. (US)
- KBM Group LLC (US)
- Rocket Fuel, Inc. (US)
- Krux Digital Inc. (US)
- Lotame Solutions Inc. (US)
- Turn Inc. (US)
- Neustar, Inc. (US)
- SAS Institute (US)
- SAP SE (Germany)
- Cloudera Inc. (US)
- Informatica (US)

These major key players use various strategies to sustain their market position in the data management platform market in the global market by collaborating, by going for mergers, and acquisitions, establishing a partnership, setting up a new joint venture, developing a new product line, innovation in the existing product, developing a new production process, and many others to expand their customer base in the untapped market of the data management platform all across the globe.

Recent Developments

- In September 2019, new inventions have been added to the portfolio of data management platforms by the Oracle Corporation. It includes automated protection of customer data, enabling accessibility to developers, expansion of Exadata portfolio, and Autonomous Database capabilities.
- In February 2019, the IBM cloud integration platform has been launched by IBM for providing a hybrid cloud offering. It will help in managing the on-premises environment and cloud applications, integrating, and migrating.
- In October 2019, the first intelligent digital mesh platform has been announced by Aapi Inc. It will help in creating fabric integration among people, data, logic, and apps.
- KBM Group LLC has been investing huge funds in the research and development department to gain an upper edge over its competitors.

Report Overview

This global data management platform (DMP) market research report consists of the following elements mentioned below:

- Market Overview
- COVID 19 Analysis
- Market Dynamics
- Value Chain Analysis
- Market Segmentation
- Regional Analysis
- Competitive Analysis
- Recent Developments

This global data management platform market research report contains factors that drive the growth of the data management platform market in the global market along with the factors that restrict the growth of the data management platform market in the global market. The opportunities available for the growth of the data management platform market during the forecasted period are mentioned. The impact of COVID 19 on the sales revenue of the data management platform market all across the globe is mentioned. The future growth rate of the data management platform market during the forecasted period is estimated and mentioned.

Intended Audience

Telecommunication companies, advertising agencies, media agencies, cloud service providers, database providers, IT enablers, Software Developers, Research firms, retailers, and many

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