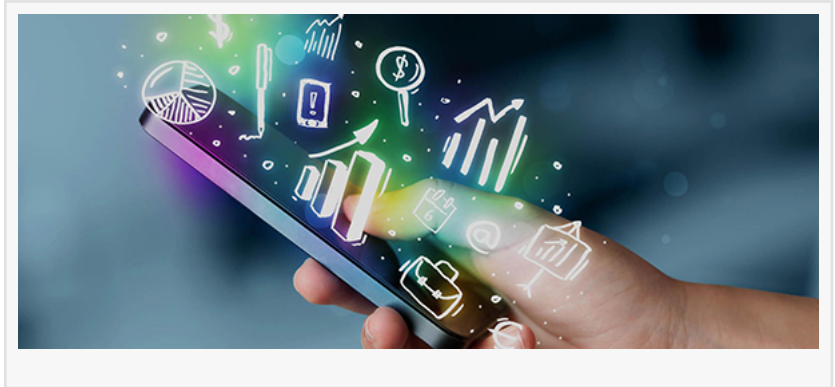


Native Advertising Software Market - Global Industry Analysis, Size, Share, Trends, Growth and Forecast 2019 - 2024

Wiseguyreports.Com Publish Market Research Report On-"Native Advertising Software Market 2019 Global Analysis, Size, Share, Trends and Growth, Forecast 2024"

PUNE, INDIA, November 7, 2019
/EINPresswire.com/ --

[Native Advertising Software Market 2019](#)



Market Overview

As an advertising alternative that has high potential to go viral than banners, and is more transparent than print, native advertising has quickly attained high traction in the marketing world. Modern native advertising software policies focus on the concept of designing an advertisement that effectively blends in with surroundings. Rather than being the primary focus of the content, and potentially disrupting consumers, native advertising software approach delivers content in the context of the existing customer experience. Native advertising tools are highly valuable, as the improved quality and scalability of this concept enable marketers to effectively fill the gap between traditional banner adverts and brand publishing.

The following Key Companies covered in this report

StackAdapt
Nativo
Sharethrough
TripleLift
Nominal Technology
plista
PowerInbox
PowerLinks
AdMachine
Ligatus
Maximus
Outbrain.com

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Though native advertising software tools are still gaining popularity, these advanced tools have now been adopted by numerous organizations, both small and big. Native advertising performs well against the conventional banner ads. Native advertising software enables advertisers to purchase adverts that are formatted in accordance with the website's content. Advanced native advertising software provides marketers with the proficiency to design ads that more accurately

adhere to clients' media consumption habits. Native advertising software offers several services that help organizations in formatting ads to match the content on a particular website.

Native advertising policies generally fit into modern business content marketing strategy, enabling organizations to design and promote the sponsored content at high scale. Native advertising software further enables organisations to access sources of native advertising inventory, such as native advertising networks and the public as a management solution. Native advertising software solutions are commonly used by in-house marketing companies or digital marketing/advertising organization. Numerous native advertising platforms are compound solutions that include advanced publisher ad management native advertising features. These tools help in designing creative ads that can grab the attention of a wider customer base.

Market Segmentation

The global native advertising software market can be analyzed on the basis of the following segments-

Based on product types, native advertising software market can be segmented into-

Cloud-based

Web-based

Web-based native advertising software solutions are easy to implement and operate. Also, these software solutions provide functionality and access to a broad range of audiences, which makes them more popular among clients. Cloud-based native advertising solutions can be scaled and customized as per the client's demand. Also, these solutions are cost-effective and require minimum maintenance and installation cost. This factor encourages a large number of advertising agencies to adopt cloud-based native advertising software. Native advertising is critical for every organization working on ad designing projects. Native advertising software can be effectively utilized by all large enterprises and SMEs.

Regional Analysis

North America, Europe, South America, and the Middle East and Africa are the major regions responsible for driving the growth of the native advertising software market. North America and the Asia Pacific are prominent markets for native advertising software. The growth of these regional markets can be attributed to the growing number of advertising industries, rising inclination towards modern advertising approaches, and increased spending on ad designing and promotions. Technological advancement in the advertising industry is another factor that is expected to drive the product demand in these regions. Advertising agencies, operating in European and South American regions, are focusing on improving their advertising approach by adopting advanced tools and solutions that can help them develop creative and efficient adds. This factor is further expected to drive the demand for native advertising software.

Industry News

StackAdapt, the number one Programmatic Advertising Platform, is getting high popularity all over the world. The software is aimed at assisting brands to accelerate consumer engagement and acquisition. This advanced tool ranks the highest in client satisfaction and performance. StackAdapt is one of the fastest-prospering organizations in Canada that have ranked 6th in Deloitte's Technology Fast 50 ranking. This programmatic advertising platform offers a broad range of specialized tools for crafting creative adverts.

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