

DIGITAL & TRENDS

Programmatic advertising in the United States

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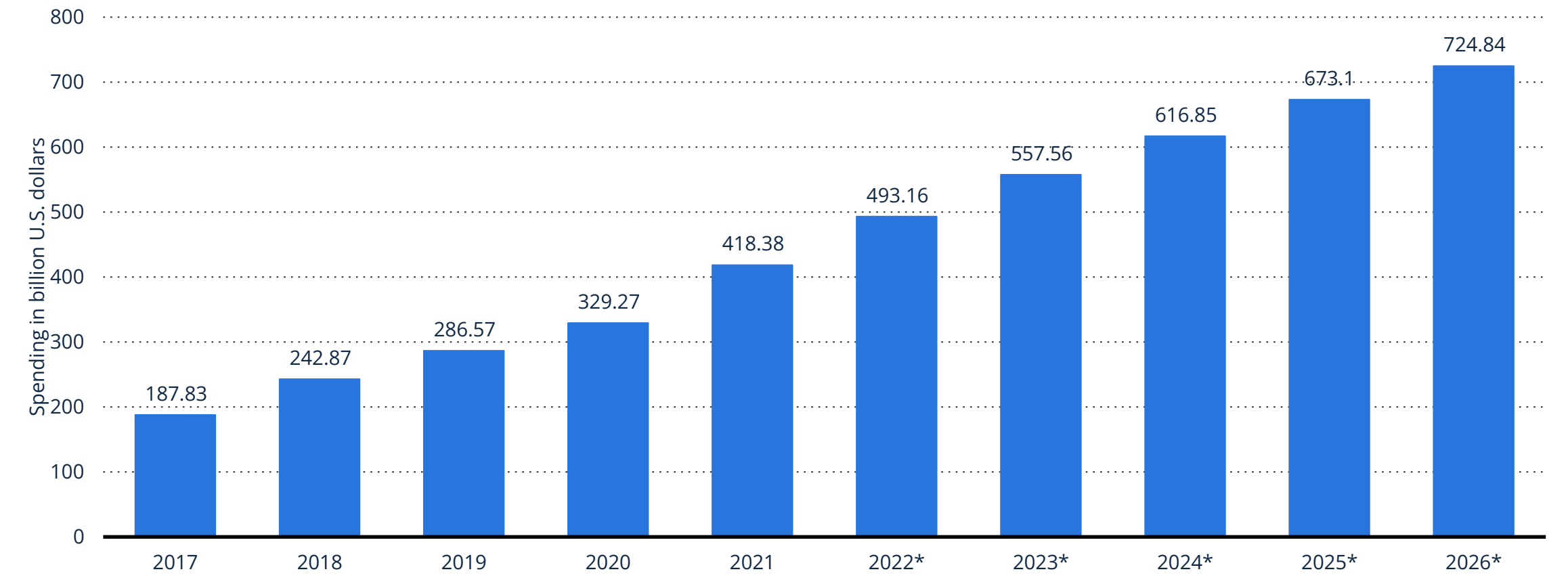
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CHAPTER 01

Overview

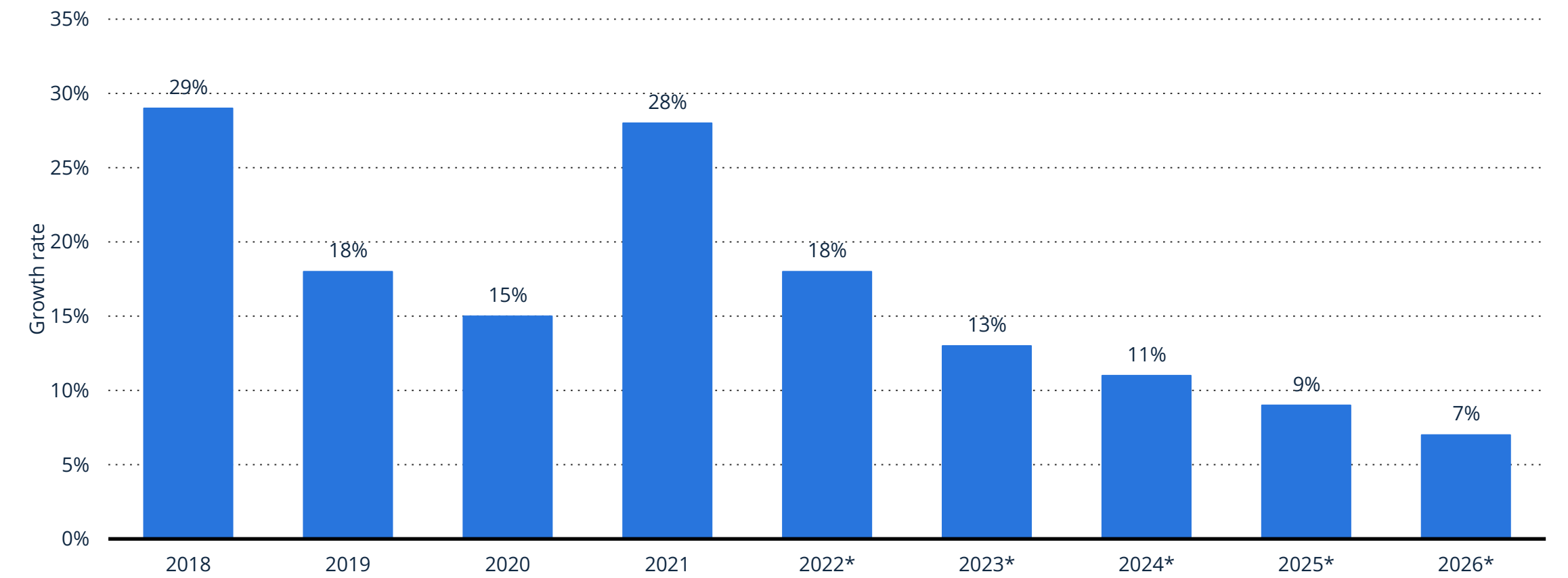
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Programmatic ad spend worldwide 2017-2026



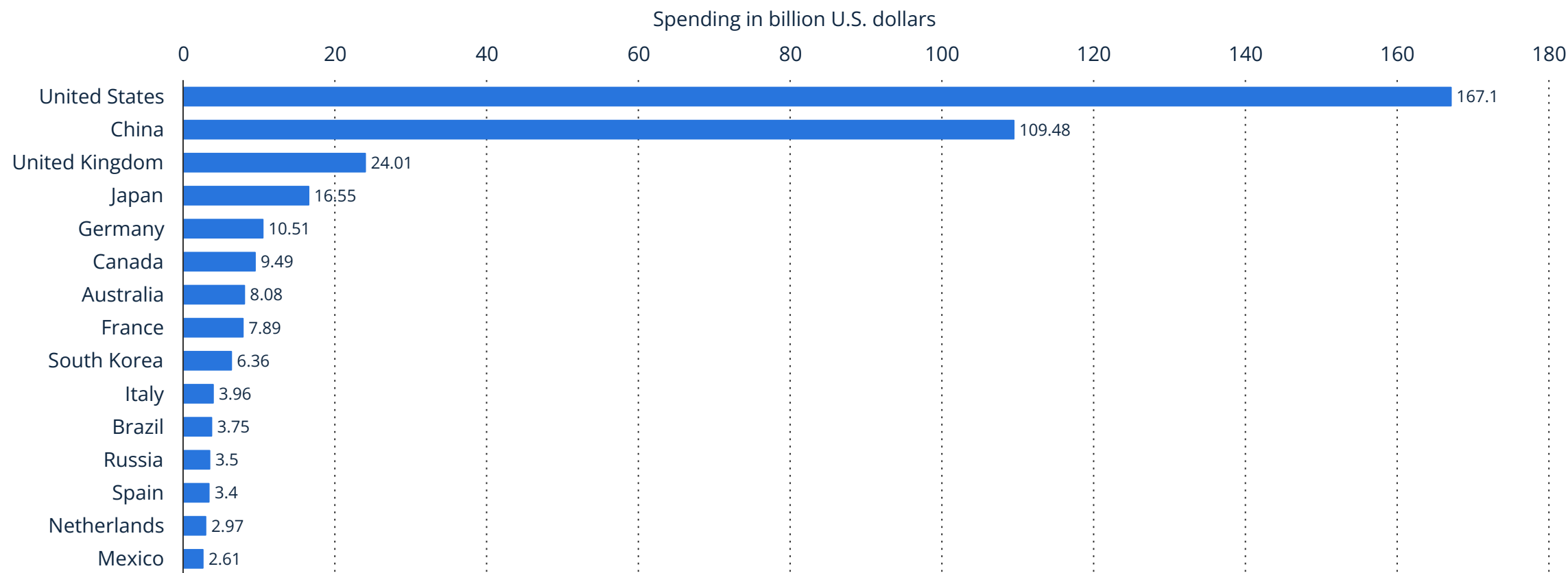
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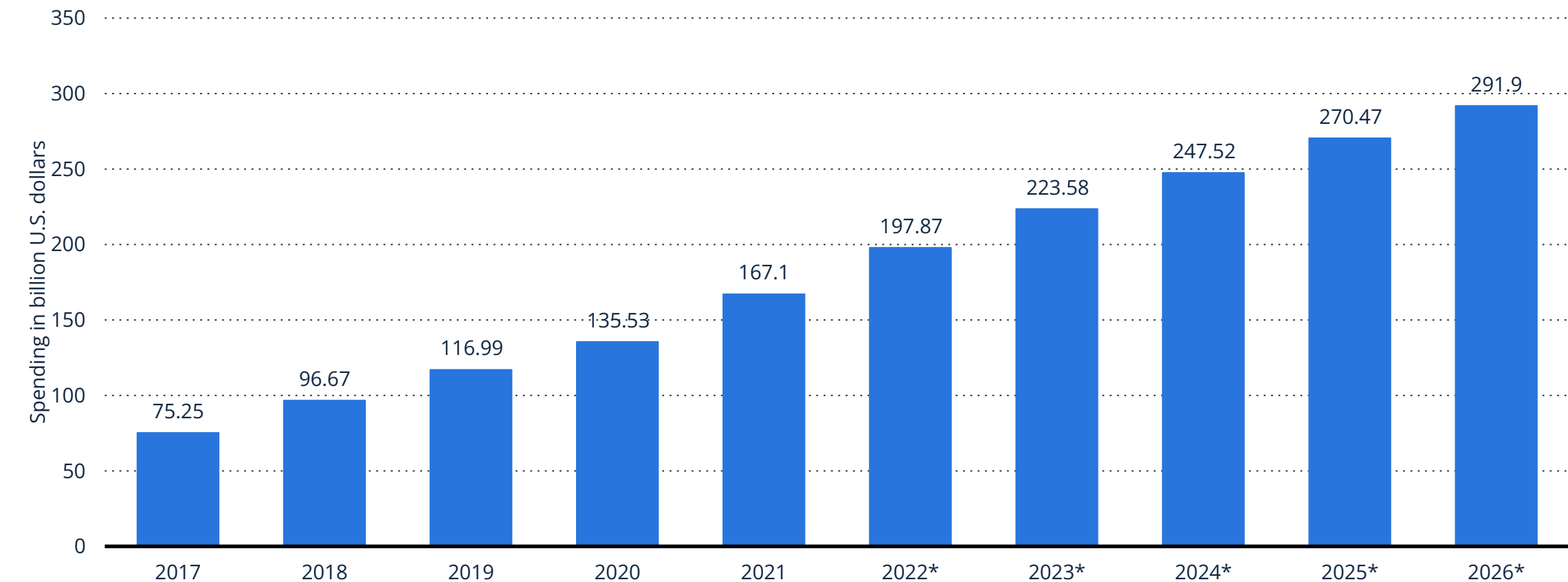
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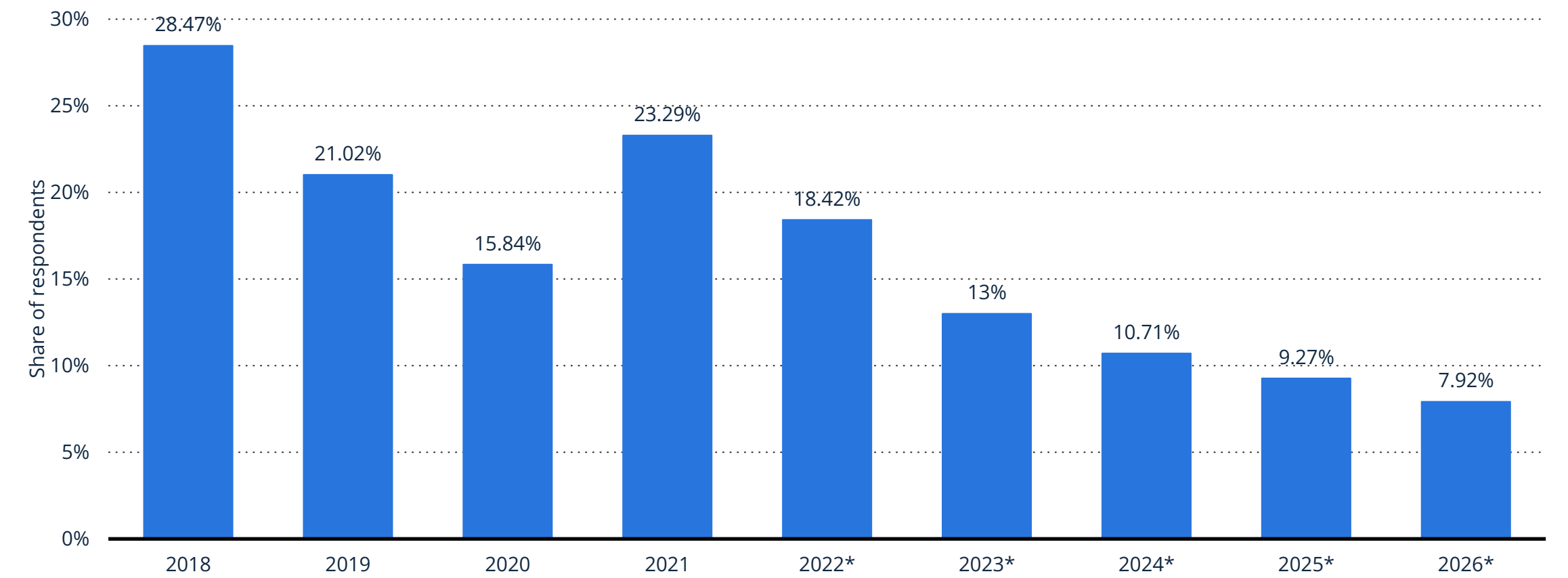
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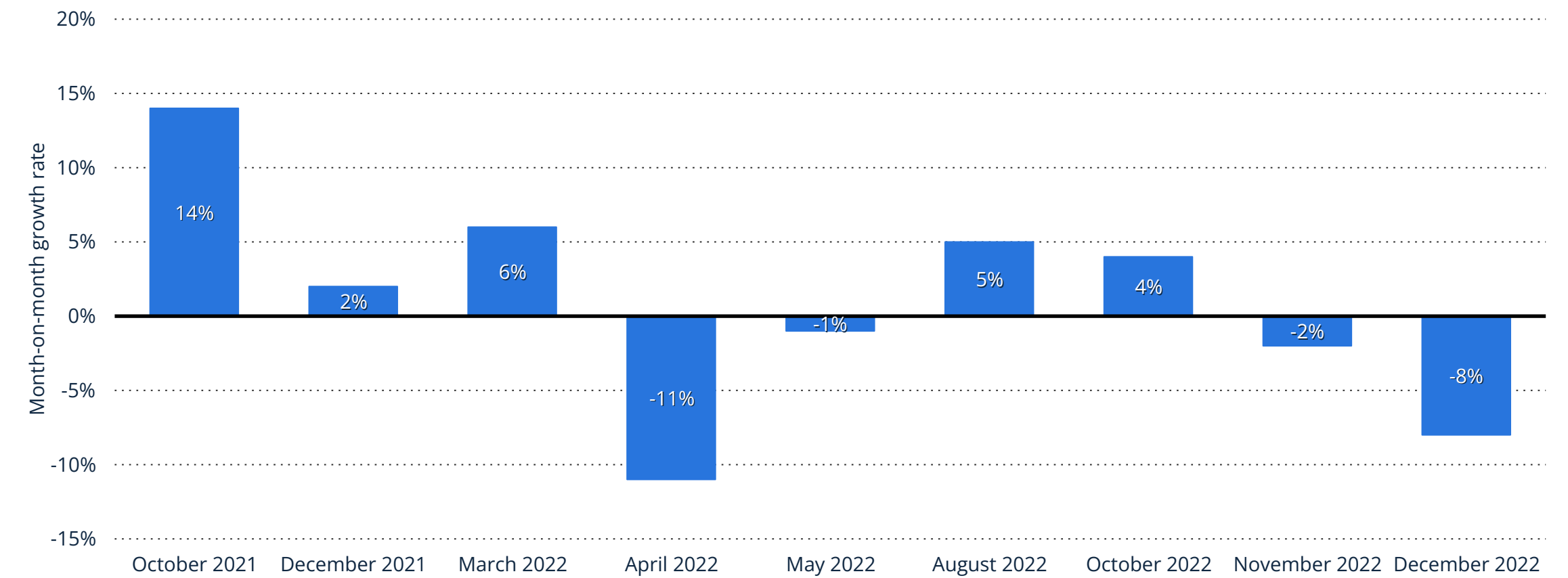
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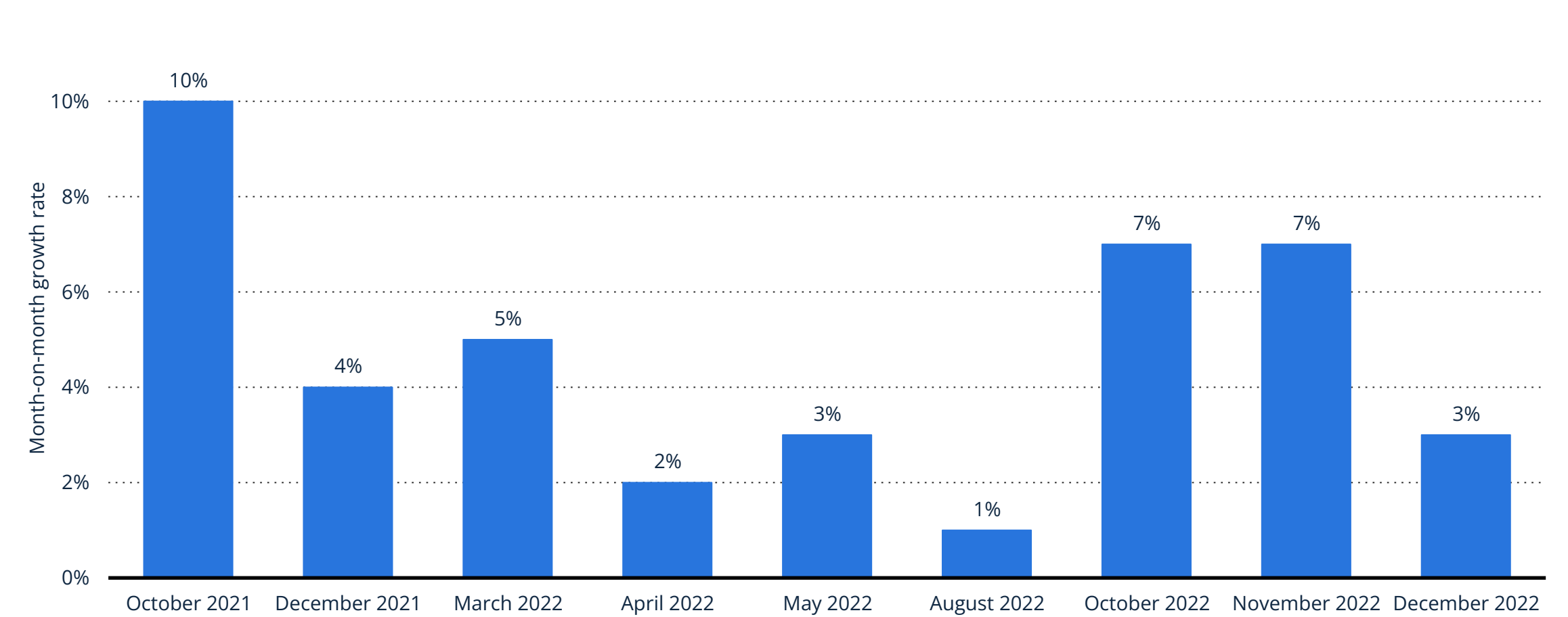
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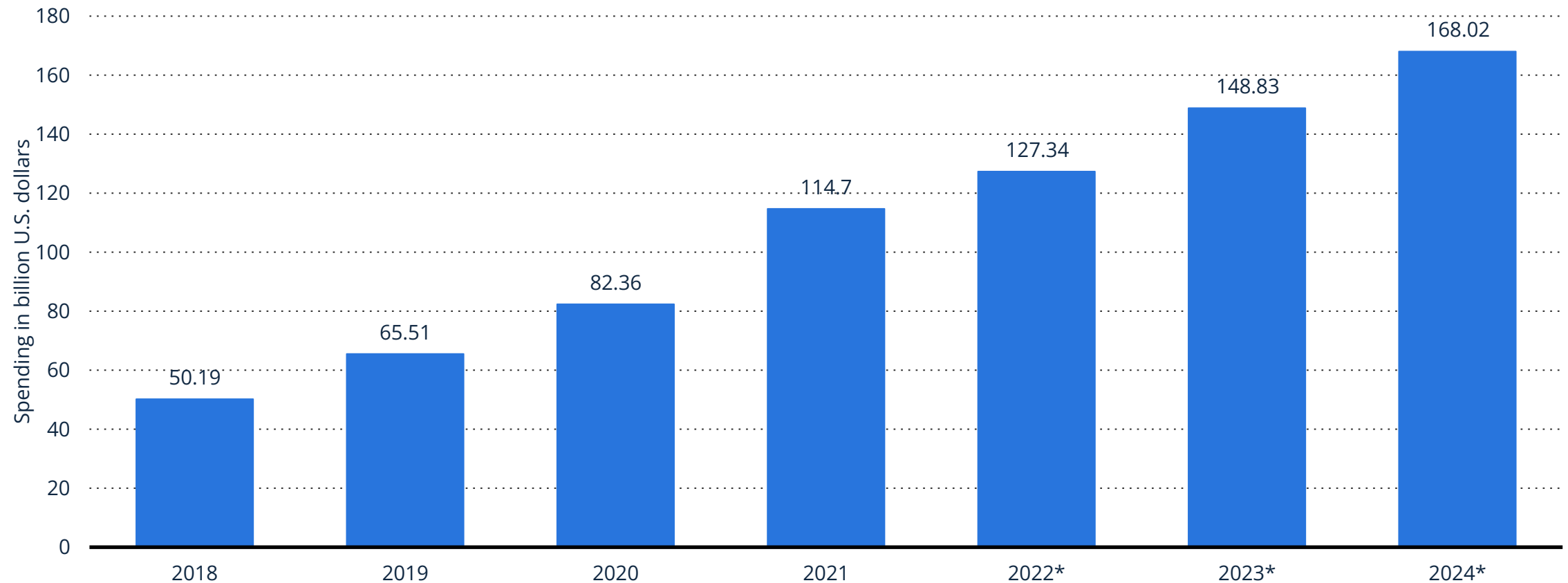


CHAPTER 02

Display

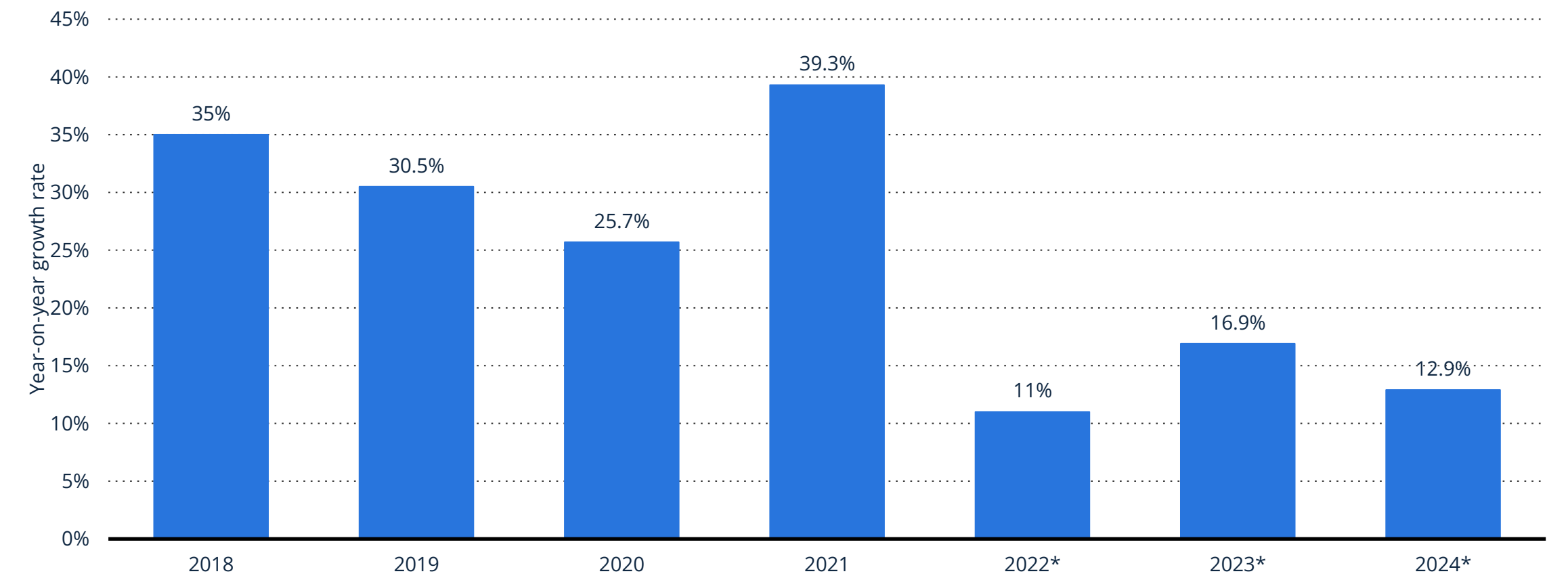
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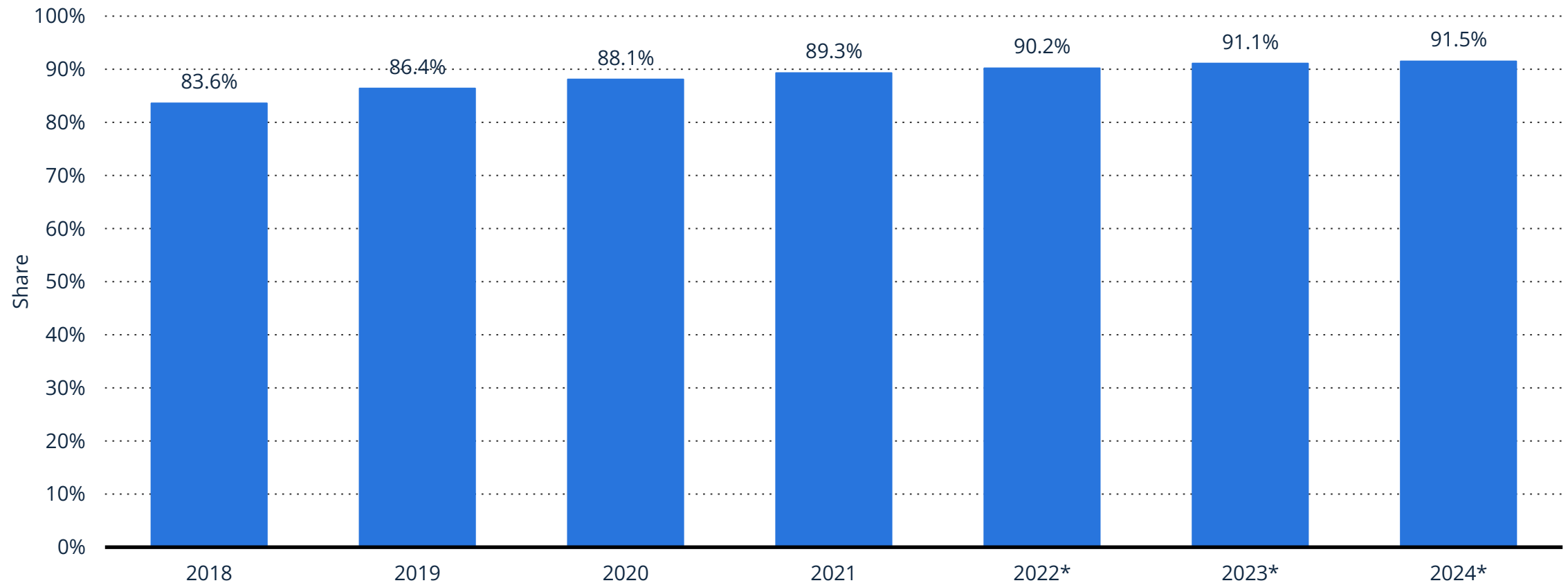
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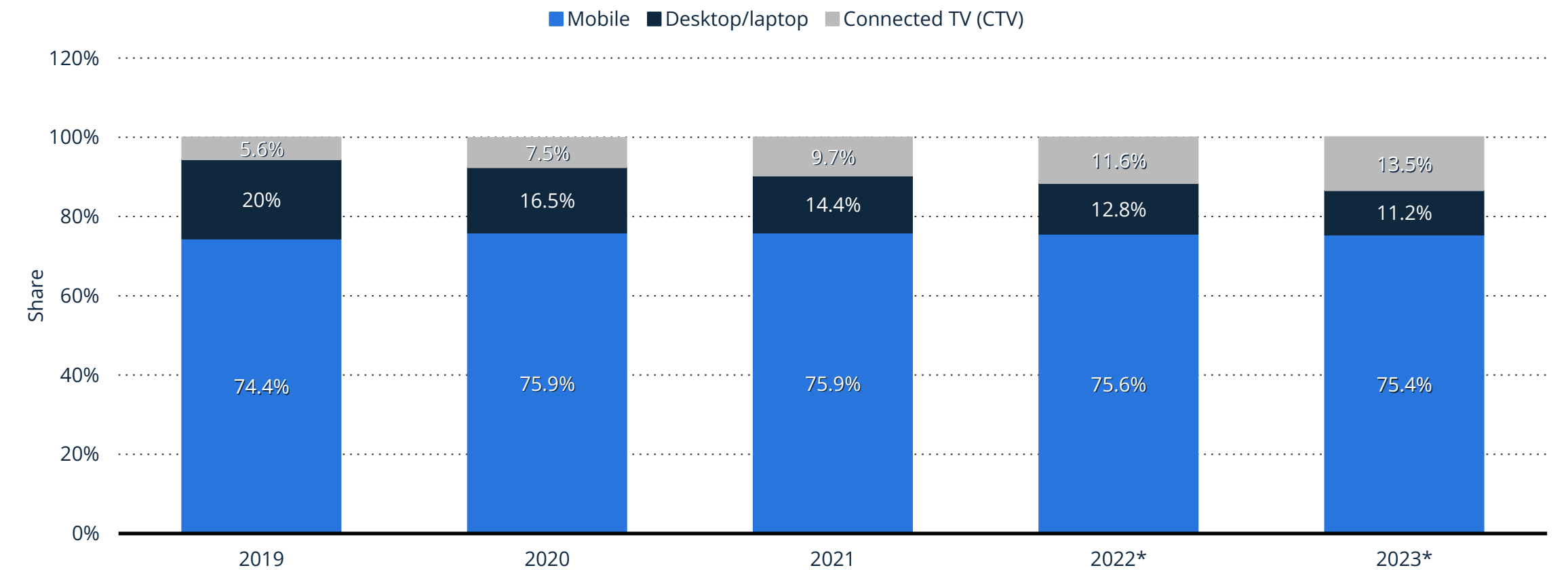
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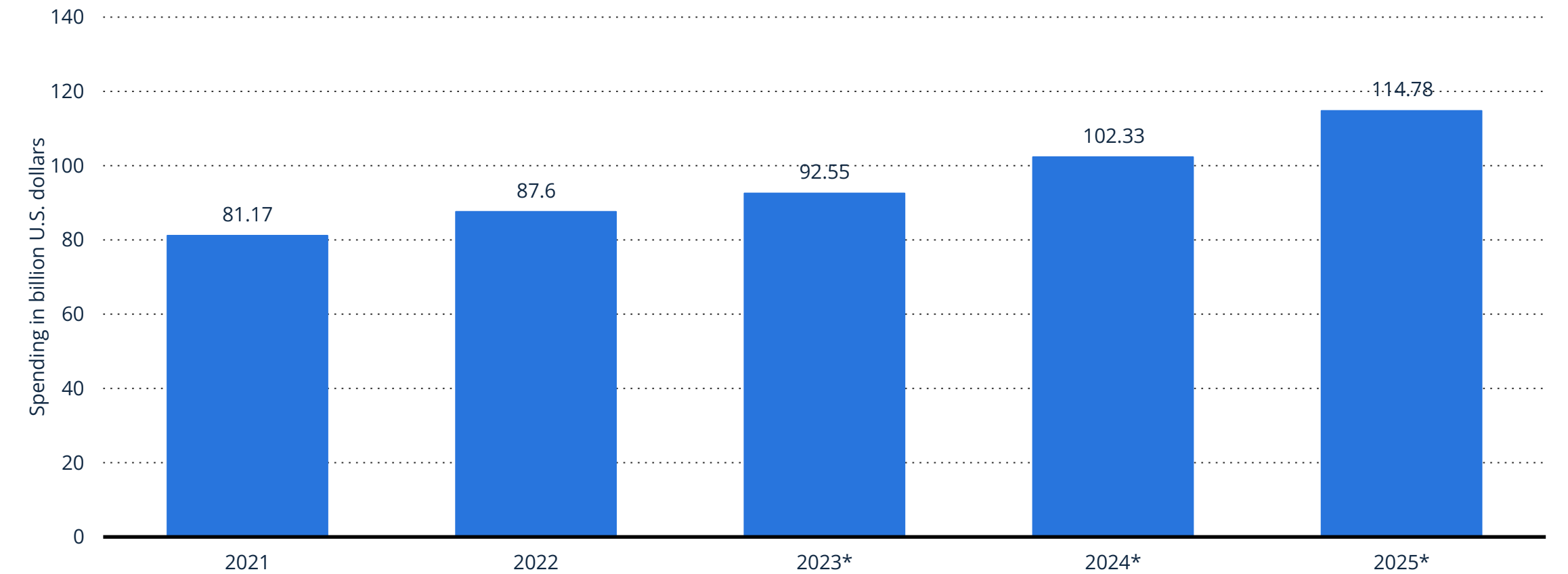
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Walled garden programmatic display advertising spending in the U.S. 2021-2025

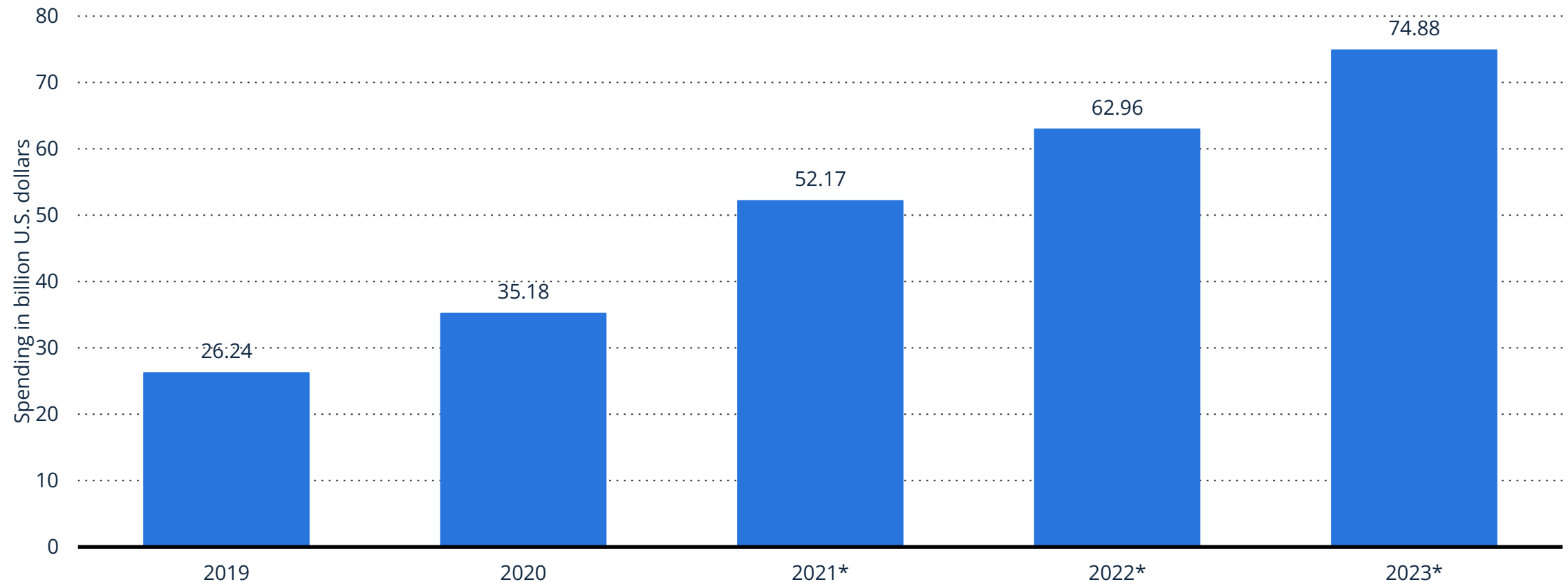


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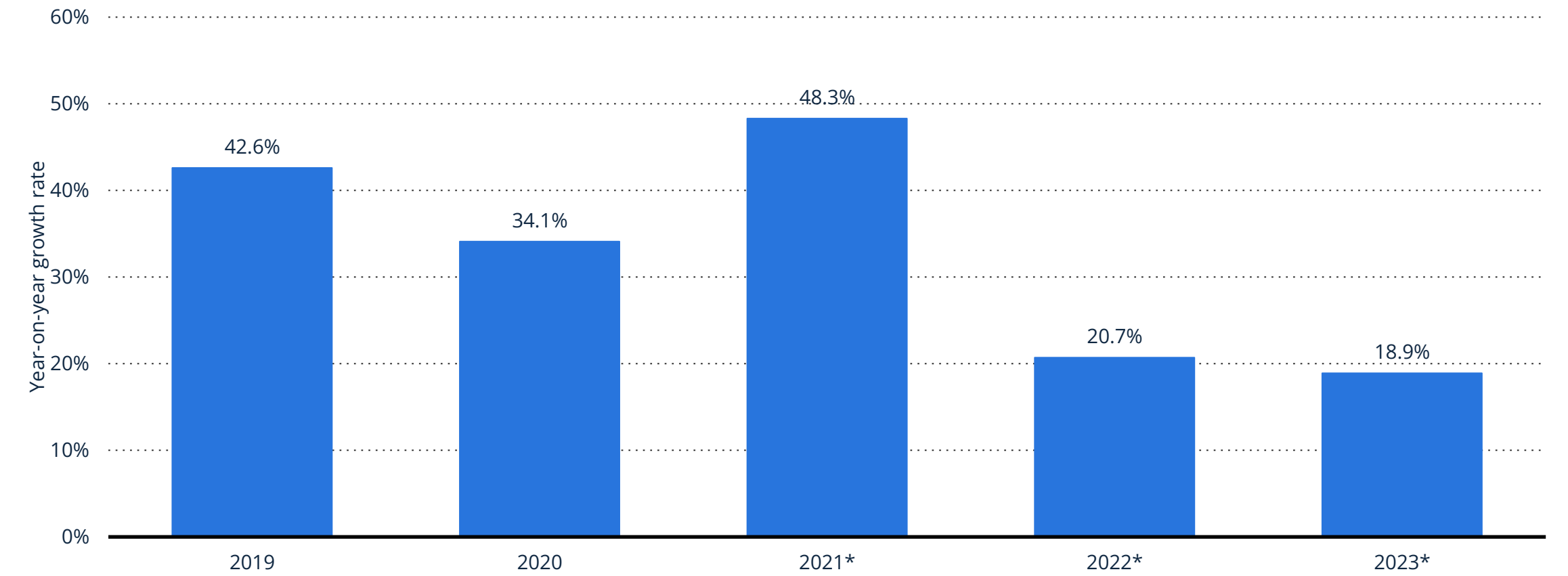
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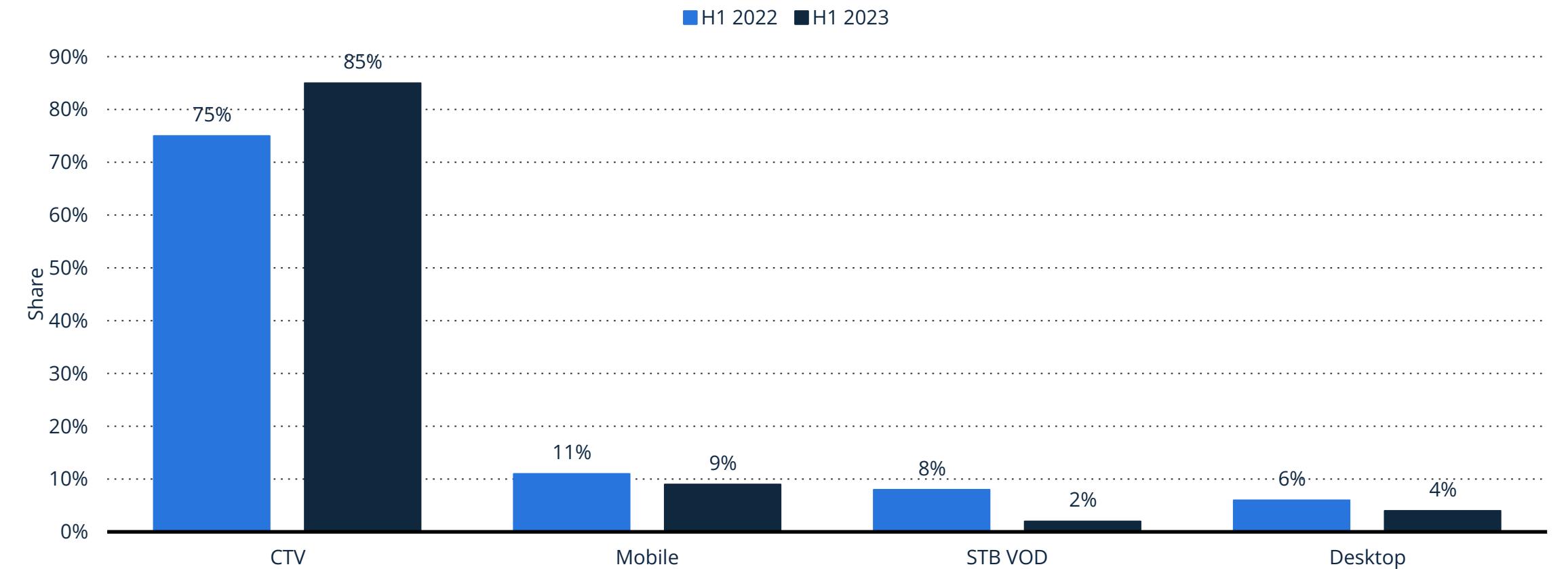
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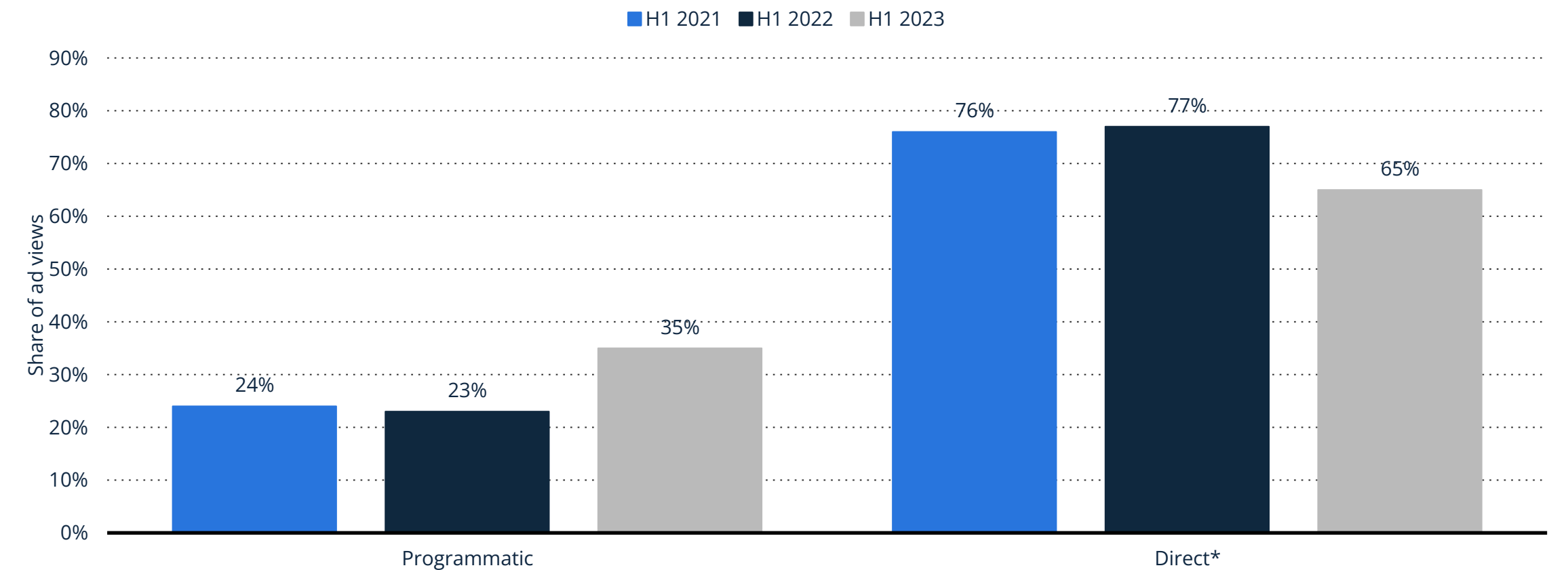
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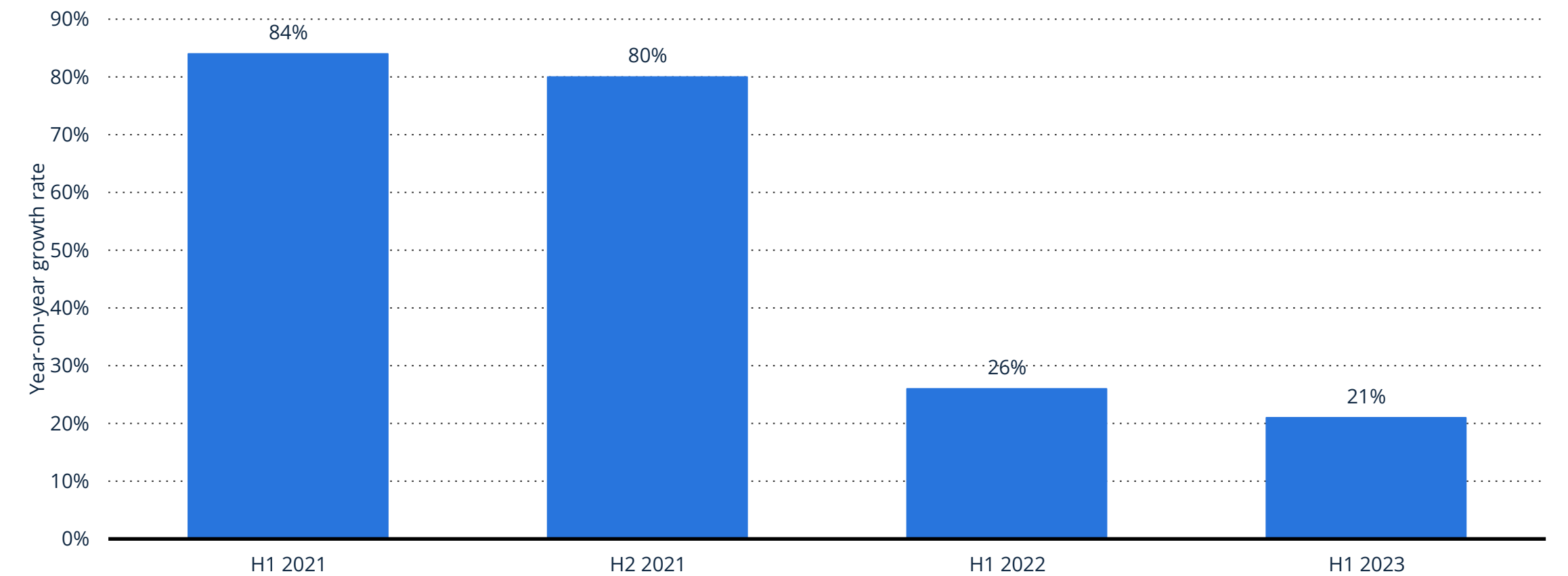
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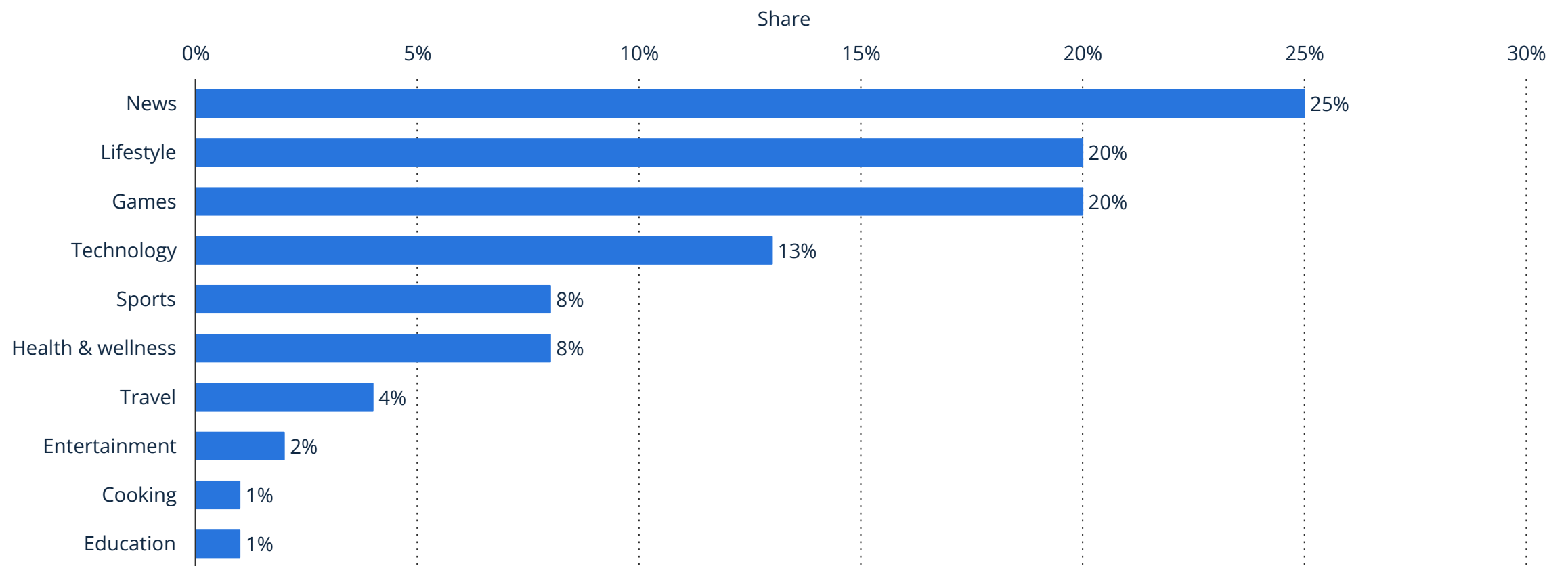
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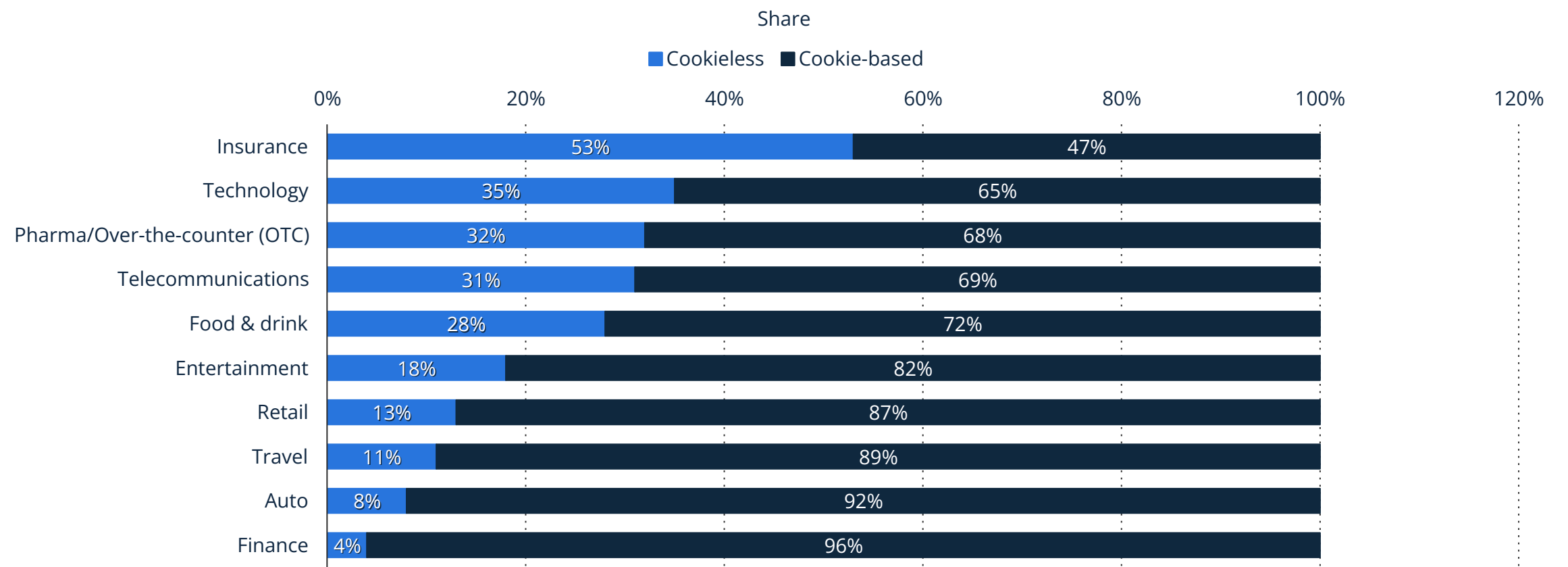
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Cookie-based vs cookieless programmatic ad spend in the U.S. 2022, by industry



CHAPTER 04

Connected TV

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