OnAudience.com

Global Data Market Size

2017–2021

November 2020

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Foreword

Piotr Prajsnar
CEO
CloudTechnologies

It is our third report about global data and programmatic market size, and this edition was one of the hardest to prepare due to the coronavirus pandemic. Market forecasts for ad spend have changed several times since the lockdown. However, one trend is stable in the pandemic year – users from all around the world moved many of their daily activities to the Internet. Marketers see this trend and move their budgets from traditional to online media.

This is one of the main reasons why both programmatic and digital markets are growing on almost all 27 markets worldwide analyzed by us. The US is the world's largest data market and is still far ahead of other markets. In 2020 the US data market will reach almost $25 B.

I am excited to present to you the results of our analysis. Check how the digital ad industry is growing and how the demand for high-quality data is increasing across the world.

Maciej Sawa
CEO
OnAudience.com

Marketers will spend over $41 B on data this year (almost 20% YoY). Global programmatic market will grow at a double-digit rate to reach over $129 B. We also need to emphasize that this is a year of the coronavirus pandemic, in which budgets were cut or paused. What will the next year bring for the digital advertising industry? It is really hard to forecast, but the trend of moving to digital is strong and it lets digital marketers to be rather optimistic about the future of the online ad industry.

I am proud to present to you the third edition of our "Global Data Market Size" report. This time we present estimates and forecasts for data, display, and programmatic markets globally and for specific countries. All the calculations were prepared for a five-year period: 2017–2021. That perspective can clearly show that the digital ad business will be growing all over the world at least at a double-digit growth rate. The trend of investing in data about consumers is stable and we can be sure that the digital ad industry will adapt to any changes that are going to happen in the following years.

Introduction

What is the value of the global data market?

The report shows a fast growing tendency of the data market that concerns the analyzed five years. In 2020, the value of the global data market will exceed $41 B. This year the growth rate will slow down, because of the coronavirus pandemic and it will reach almost 20% YoY. We're expecting a rebound next year when the global data market will grow by over 26%.

The rapid growth of display, programmatic, and data markets is strongly connected with digitization, with everyday life activities being moved to virtual environments. The value of the digital display advertising market will reach over $177 B this year. The programmatic market is expected to exceed $129 B and it needs high-quality data to reach the right target groups. This year, nearly 70% of all digital media will be traded programmatically, according to Zenith[1].

What includes this report?

This report includes estimates and a growth rate for worldwide data, display, and programmatic spending in 27 markets that generates about 90% of the global programmatic spend. The study contains projections for the global data market and for specific countries.

"Global Data Market Size" report is run by OnAudience.com, a part of the Cloud Technologies Group, and it includes estimates for a five-year period: 2017–2021.

[1] Programmatic adspend to exceed US$100bn for the first time in 2019, Zenithmedia.com, 2019.

Impact of the coronavirus pandemic on the digital ad market

Digital advertising market in the year of the COVID-19 pandemic

The coronavirus pandemic drastically changed forecasts for advertising markets across the globe. Marketing budgets were paused or cancelled because of the pandemic and overall lockdowns. Customers moved their activities to the digital world. Traditional media such as TV, radio, and pressnoticed a significant drop in the selling of ad space.

The COVID-19 pandemic caused turbulence in the forecasting of data and digital markets. eMarketer estimated that global ad spend will decline by 4.9% this year, while the pre-pandemic forecast was 7.0% growth[2]. Zenith estimates that the advertising market will shrink 9.1% this year[3]. If we take a look at the world's largest data and programmatic market – the US - we can see that forecasts made in October are more optimistic than the ones made earlier this year. eMarketer's study shows that digital display spend will grow by almost 10% this year (summer prediction: 6.2% growth), and overall digital ad spend will grow by 7.5%[4].

In all these predictions we can see a strong trend that is – advertisers are moving to digital very quickly. The IAB study shows that while traditional media will notice a big drop, the digital advertising market will grow by 6%[5]. eMarketer estimates that the digital advertising market will slightly increase – by 2.4%. Presently Zenith forecasts that digital advertising will account for 51.0% of global ad spend in 2020, up from the 49.5% it forecasts in December.

Our report allows marketers to look deeper into digital advertising environments. We analyze parts of the digital ad market – display, programmatic, and data market. Those parts are growing fast on most of the analyzed markets - at a double digit rate. Precise forecasting is extremely hard nowadays, but the trend of expanding digital advertising markets is clear and we can see it on almost every market from 27 countries analyzed in this report.

[2] **Global Digital Ad Spending Update Q2 2020**, eMarketer, 2020.
[3] **Coronavirus crisis accelerates shift to digital advertising**, Zenithmedia.com, 2020.
[4] **EMarketer Revises Its Digital Ad Spend Forecast Upward**, AdExchanger.com, 2020.
[5] **2020/21 COVID Impact on Advertising**, IAB.com, 2020.

Data privacy and cookieless targeting solutions

Data privacy regulations and digital advertising market

Data privacy is one of the most important topics in digital advertising. Two years after the introduction of GDPR, the discussion about those regulations is still alive. In 2020, similar regulations called CCPA took effect in the United States. Both marketers and consumers agree that privacy and transparency is crucial for processing data.

Together with the privacy acts, the largest tech companies work on solutions aimed to guarantee users' privacy. Apple announced changes in marketing consent on iOS, and Google is going to block third-party cookies in Chrome. Simultaneously, Google is working on an alternative solution that will replace cookies. There are also other solutions on the digital market that help to target users without using cookies. It's important to mention the Unified ID 2.0 initiative, the popularity of which is growing fast. It is a solution that can act as a replacement for third party cookies and companies such as The Trade Desk, LiveRamp and Criteo cooperate to implement this identification technology to help marketers target online users[6].

What is the impact of those privacy and tech issues on the digital ad market? If we look at the reports and forecasts, we can say that marketers are rather optimistic about development of the digital advertising market. Zenith estimates that spend for digital ads will account for 51% of global ad spend this year and it will increase to nearly 55% in 2022[7]. eMarketer's study shows that in the programmatic advertising model, based on audience data, marketers will spend over 86% of all digital ad dollars[8].

Dynamic development in digital is also clearly visible in this report. Digital is an increasing part of the global advertising market and in the following years, it will be the largest part of the whole ad industry.

[6] Criteo To Collabo On Unified ID 2.0, AdExchanger.com, 2020.
[7] Coronavirus crisis accelerates shift to digital advertising, Zenithmedia.com, 2020.
[8] US Programmatic Digital Display Ad Spending, eMarketer, 2019.

Moving to an ecosystem built on trust and transparency

Zara Erismann
MD Publisher EU
LiveRamp

Fifty-six percent of consumers want more control over how their personal data is used, according to GroupM's Consumer Trust In Digital Marketing report, published in March 2020.

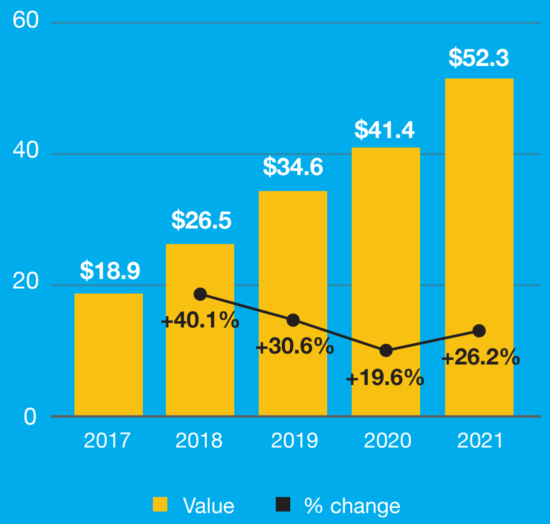
Regulations put consumer consent front and centre. Apple's decision to make its mobile ad identifier and location tracker opt-in will dramatically increase user control, while the deprecation of third-party cookies will curtail the current practice of cross-domain user tracking that doesn't prioritise the individual.

These are the forcing functions the industry needs to finally fix its trust problem, pushing publishers and brands, instead, to enter into meaningful first-party relationships based on trust.

To gain these relationships, to drive user authentication, both publishers and brands will need to work hard to offer meaningful value to consumers. Signals like email addresses, provided in return for access to content or newsletters, can be translated for building a better-quality picture than the signals previously inferred from methods like cookies. The reward will be stronger revenue models for publishers and better targeting measurement capabilities for advertisers.

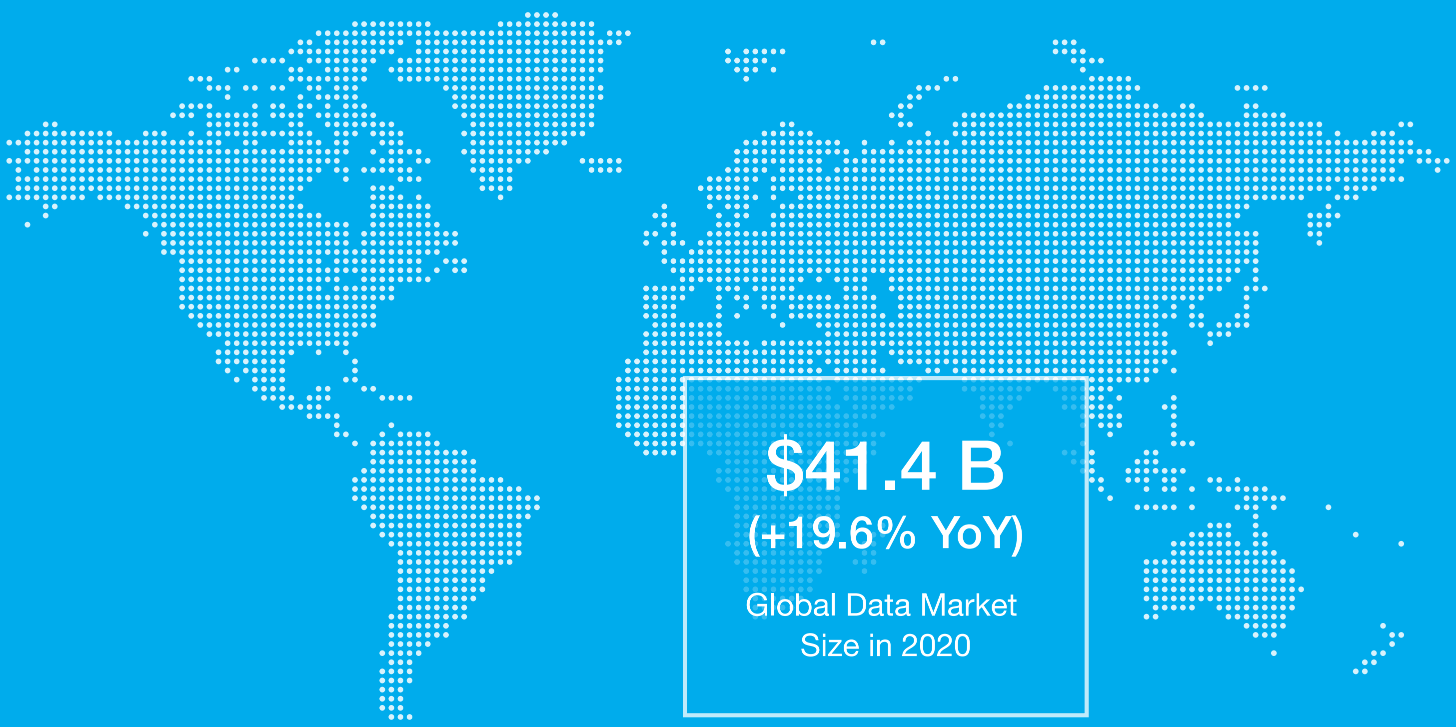
Global Data Market 2017–2021

Global Data Market Growth
2017–2021 (billions)



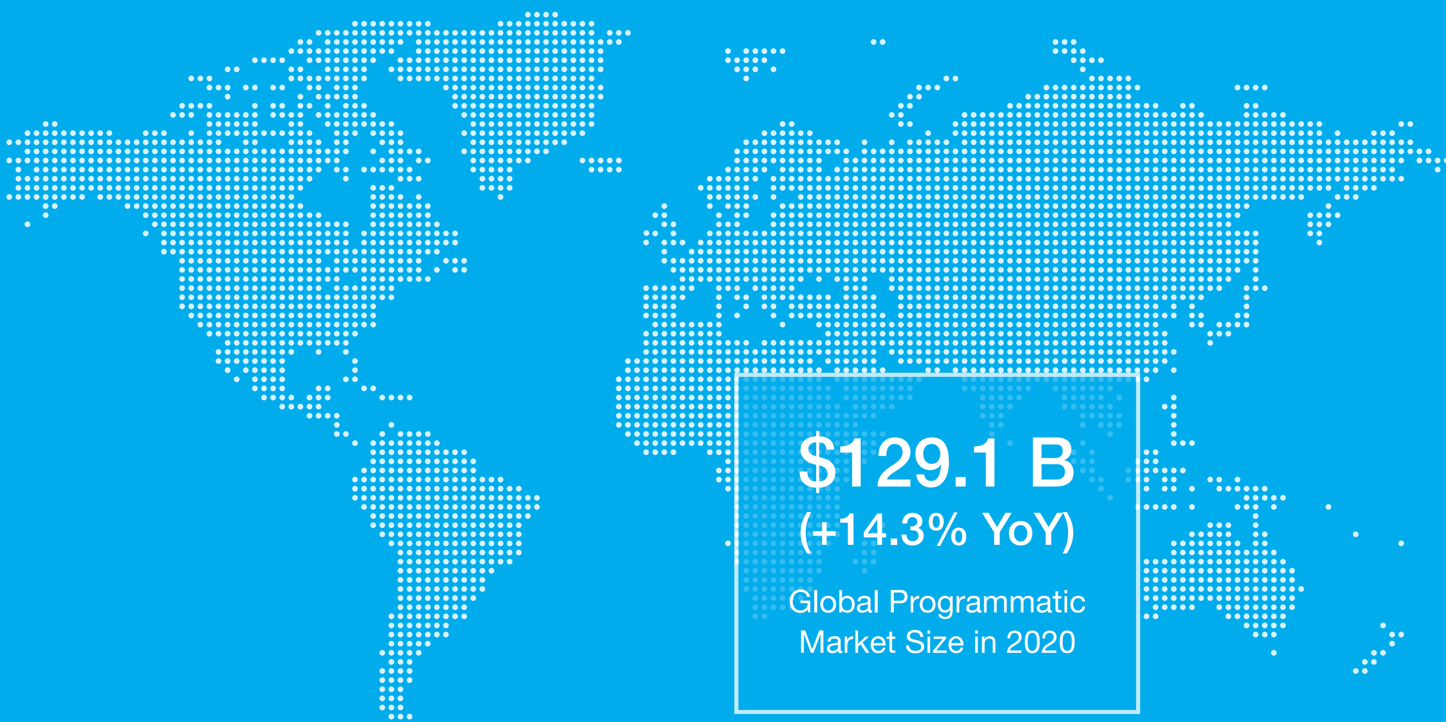
Demand for data is increasing globally. Marketers need high-quality anonymous information about users to create and deliver personalized messages. Programmatic, which dominates the digital advertising industry, is based on audience data. That is why the global data market grows year by year at a double-digit rate.

In 2017, the value of the global data market reached $18.9 B. In 2021, it's value will rise more than two times to hit $52.3 B and the growth rate won't slow down – it will reach 26.2% YoY.

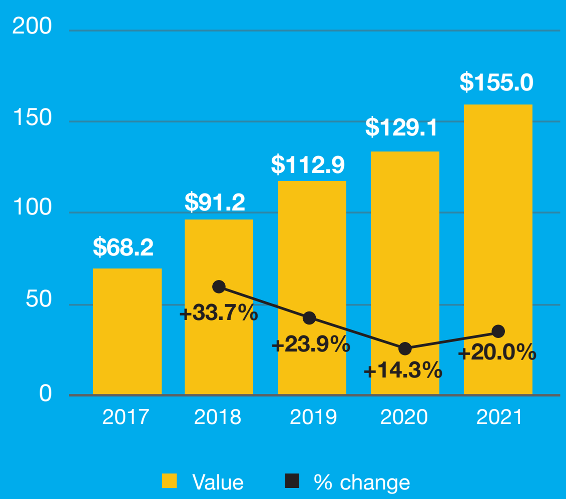


$41.4 B
(+19.6% YoY)
Global Data Market Size in 2020

Global Programmatic Market
2017–2021



Global programmatic market growth
2017–2021 (billions)



Programmatic is the dominating advertising model in the digital ad industry. 72.9% of digital display ad dollars will be transacted programmatically this year. Spendings on programmatic ads are growing quickly all over the world.

During the five-year period, the programmatic market will grow at a double-digit rate every year. In 2020, when the programmatic market will reach $129.1 B, the dynamic will be slower, mainly because of the coronavirus pandemic. Next year the growth rate will rebound and hit 20.0% YoY.

Global Data Market

Key insights

USA

World's largest data market in 2020: **$24.7 B**

It will keep its 1st position in 2021 with an estimated value of **$30.6 B (+24.1% YoY)**.

EUROPE

European data market size in 2020: **$6.3 B**

European data market size is growing fast and it will reach **$7.6 B** in 2021 **(+22.1% YoY)**.

UK

The largest data market in Europe in 2020: **$3.1 B**

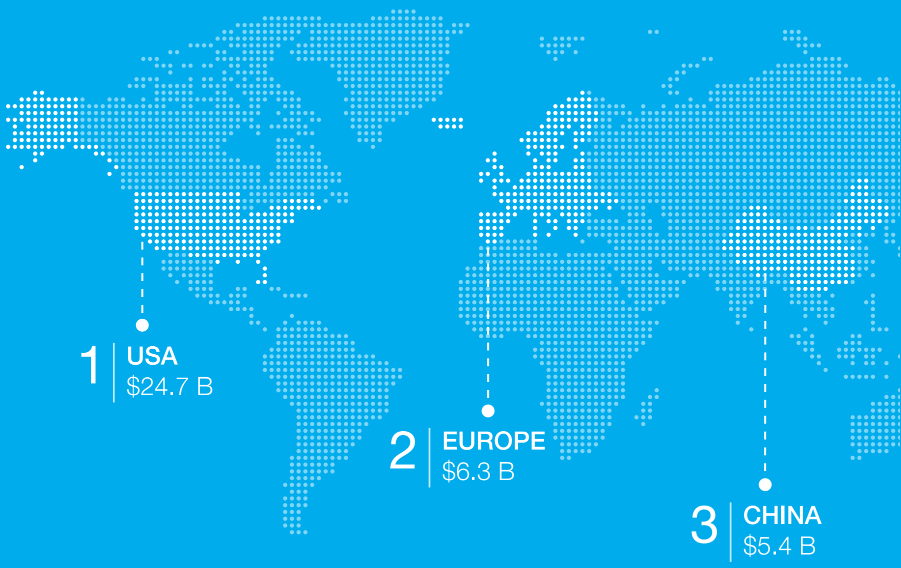
The UK data market is the world's third largest and in 2021 its value will reach **$3.6 B (+17.1% YoY)**.

CHINA

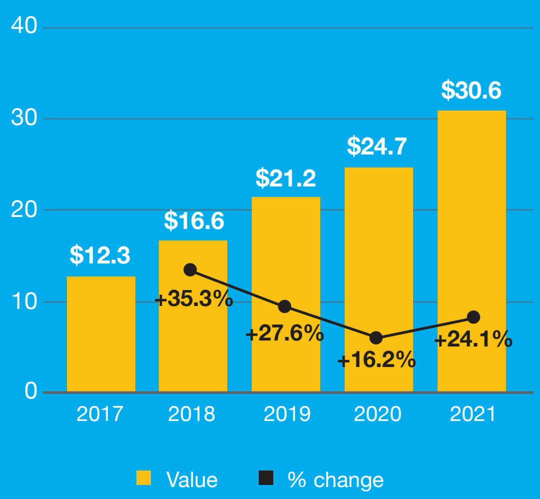
The highest growth in world's top data markets in 2020: **32.3%**

In **2021** China data market value will exceed **$7.3 B** and it will hold the position of the 2nd largest data market in the world.

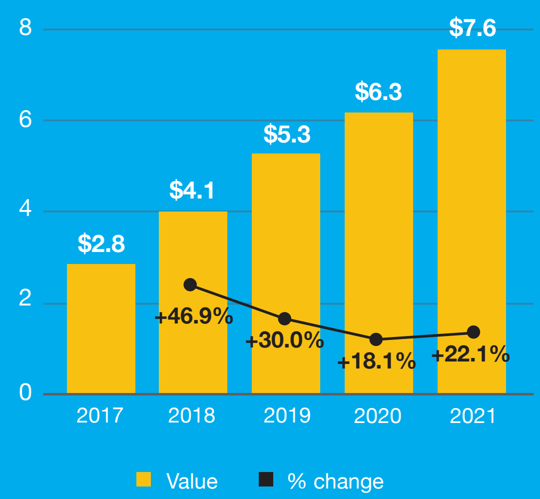
The world's largest data markets 2020



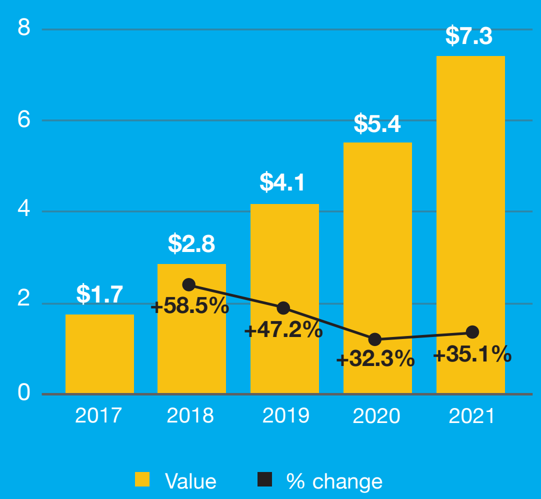
Data market size in USA
2017–2021 (billions)



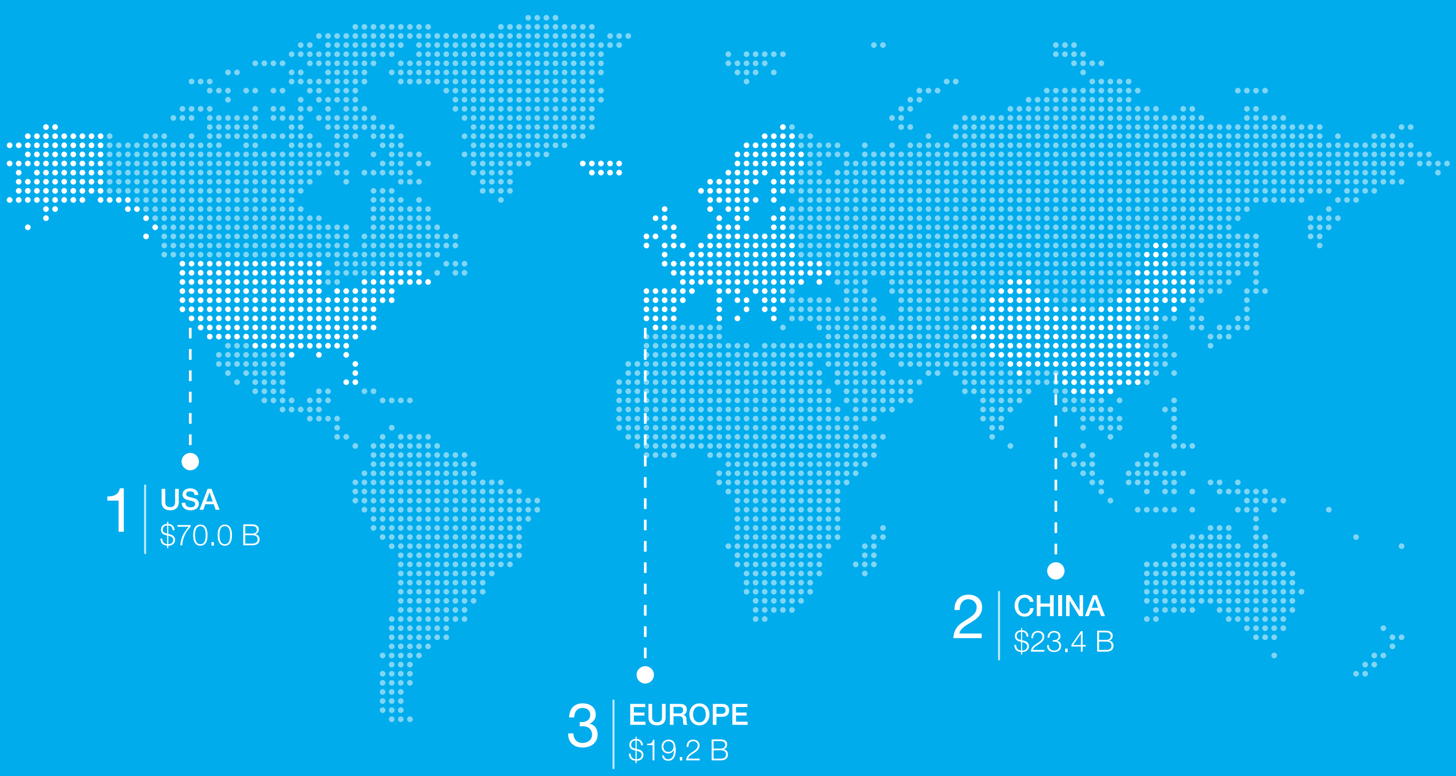
Data market size in Europe
2017–2021 (billions)



Data market size in China
2017–2021 (billions)



The world's largest programmatic markets 2020



Values and growth rates of the world's largest programmatic markets
2017–2021

	2017	2018		2019		2020		2021	
Country	Value	Value	Change	Value	Change	Value	Change	Value	Change
USA	$38.8	$50.9	31.1%	$62.4	22.5%	$70.0	12.3%	$83.3	19.0%
China	$10.7	$14.2	33.0%	$17.2	21.0%	$19.2	11.6%	$22.4	16.5%
Europe	$10.7	$15.2	41.6%	$19.7	29.7%	$23.4	19.1%	$28.8	22.9%

Values in billions

Reaching out to the right audience in compliance with data privacy

Mark Williams
Director, EMEA
– PubMatic Audience
+ Data Solutions

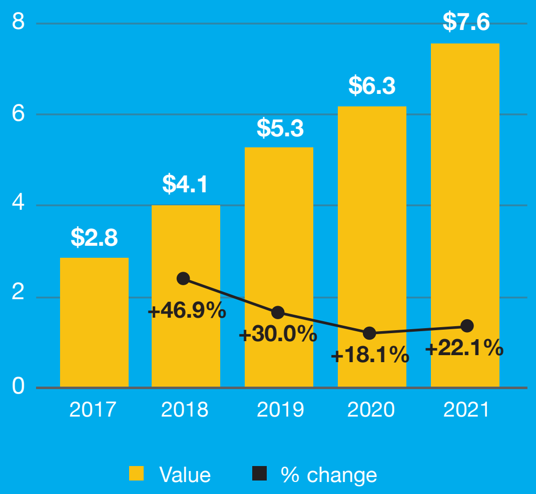
PubMatic

As a result of the changes in media consumption habits, data regulation changes, and new technology and platforms, advertisers have more opportunities to reach audiences than ever before.

As we move into the next era of digital advertising, we need to continue to build technologies that enable brands and agencies to compare and contrast different data sets without necessarily having control of the data itself. While publishers must be enabled to remain in control and be the ultimate guardians of their data, it is this publisher-owned, first-party, loyal audience data that provides new revenue sources outside traditional advertising formats both online and offline. Publishers look to evolve their activation and measurement solutions without being reliant on device-based IDs, and it is likely data is a driver of their programmatic investments and strategies.

The European data market size

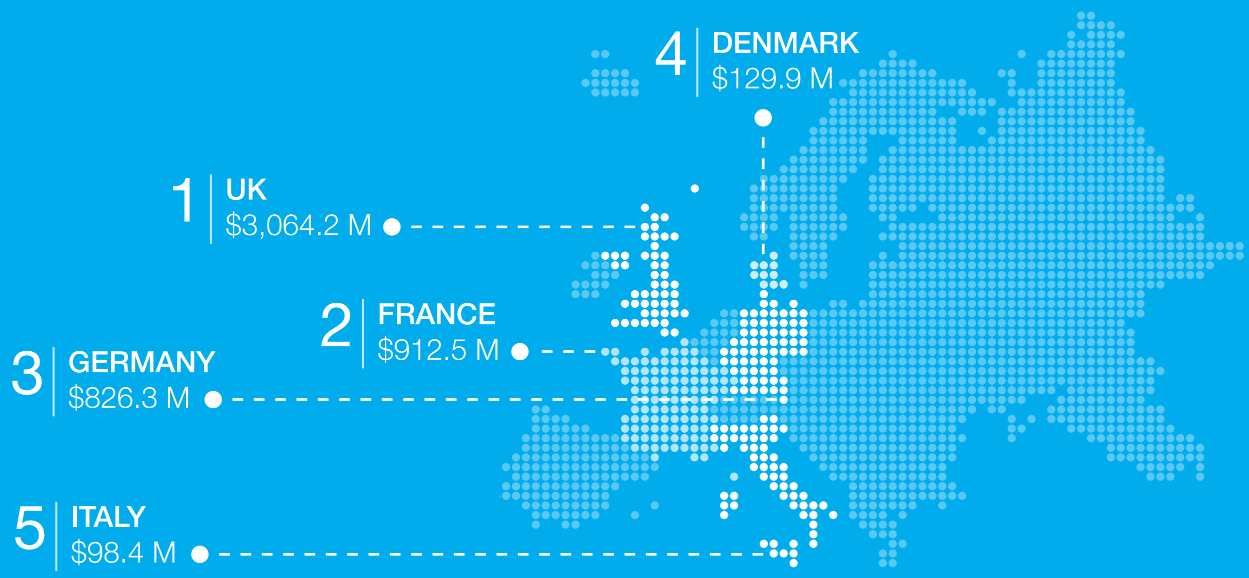
Data market size in Europe
2017–2021 (billions)



The European data market is the second largest in the world and will reach $6.3 B this year. The growth rate will slow down, but in 2021 it will rebound to 22.1% YoY and an estimated value of $7.6 B.

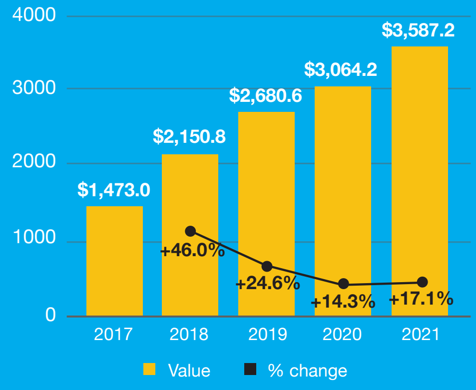
The largest data market in Europe is the UK with an estimated value of $3.1 B in 2020, which is nearly a half of all data spent in Europe.

The largest data markets in Europe 2020

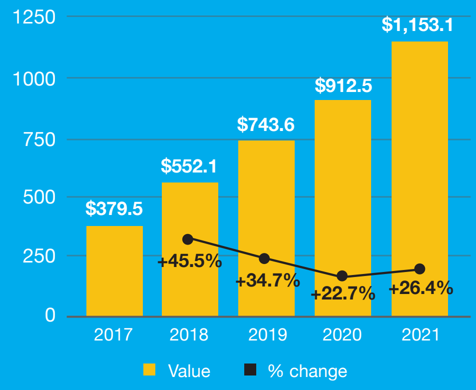


The largest data markets in Europe 2017–2021

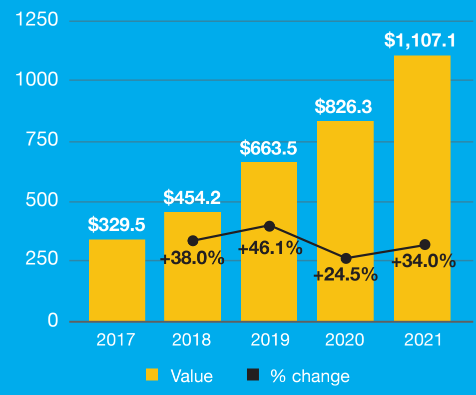
Data market size in UK
2017–2021 (millions)



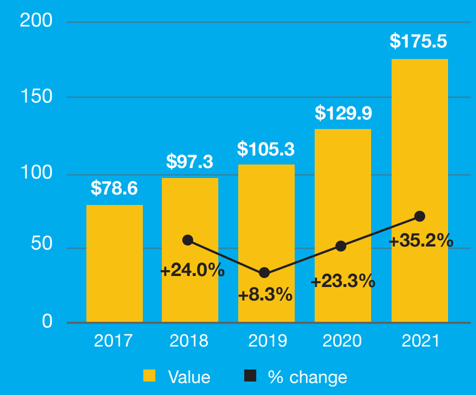
Data market size in France
2017–2021 (millions)



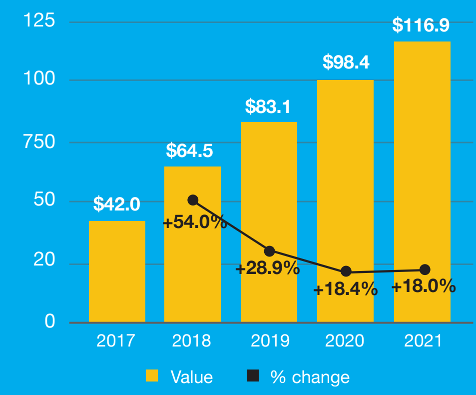
Data market size in Germany
2017–2021 (millions)



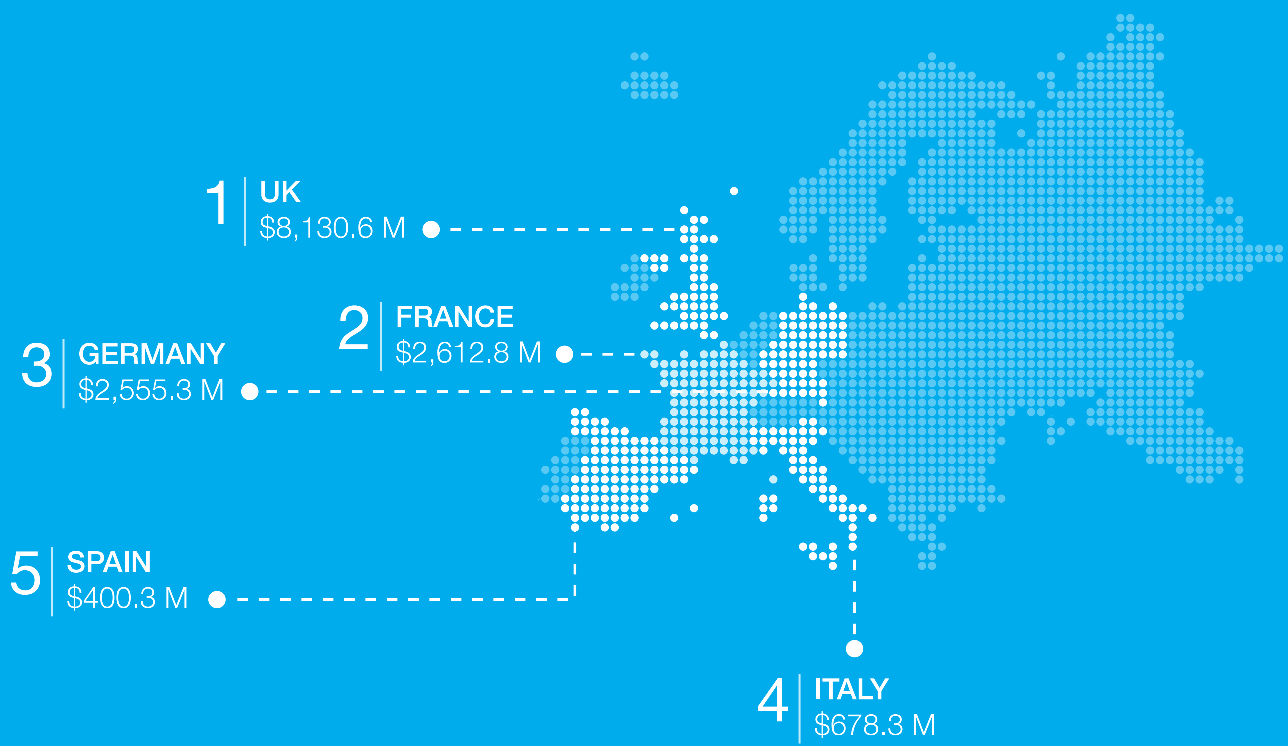
Data market size in Denmark
2017–2021 (millions)



Data market size in Italy
2017–2021 (millions)



The largest programmatic markets in Europe 2020



The largest programmatic markets in Europe 2017–2021

	2017	2018		2019		2020		2021	
Country	Value	Value	Change	Value	Change	Value	Change	Value	Change
UK	$4,660.7	$6,231.1	34.0%	$7,382.4	18.5%	$8,130.6	10.1%	$9,285.7	14.2%
France	$1,324.4	$1,820.3	37.4%	$2,267.3	24.6%	$2,612.8	15.2%	$3,123.5	19.5%
Germany	$1,454.3	$1,778.1	22.0%	$2,261.8	27.2%	$2,555.3	13.0%	$3,086.0	20.8%
Italy	$392.9	$521.0	33.0%	$615.5	18.1%	$678.3	10.2%	$769.9	13.5%
Spain	$175.9	$300.1	71.0%	$353.8	17.9%	$400.3	13.1%	$479.2	19.7%

Values in millions

Global data spend

2017–2021

Global data spend
2017–2021

	2017	2018		2019		2020		2021	
Country	Value	Value	Change	Value	Change	Value	Change	Value	Change
Australia	$97.0	$259.7	167.6%	$347.4	33.8%	$482.2	38.8%	$639.5	32.6%
Austria	$8.5	$12.4	45.2%	$17.4	41.1%	$22.4	28.5%	$29.5	31.8%
Bulgaria	$0.1	$0.1	-8.1%	$0.1	112.5%	$0.2	55.3%	$0.3	58.1%
Canada	$468.0	$605.1	29.3%	$721.4	19.2%	$824.6	14.3%	$1,021.2	23.8%
China	$1,749.3	$2,772.4	58.5%	$4,081.7	47.2%	$5,399.7	32.3%	$7,295.1	35.1%
Colombia	$0.1	$0.1	48.9%	$0.1	11.1%	$0.2	66.1%	$0.3	38.2%
Denmark	$78.6	$97.3	23.8%	$105.3	8.3%	$129.9	23.3%	$175.5	35.2%
Finland	$13.7	$29.7	116.5%	$45.4	53.1%	$68.5	50.7%	$81.3	18.8%
France	$379.5	$552.1	45.5%	$743.6	34.7%	$912.5	22.7%	$1,153.1	26.4%
Germany	$329.5	$454.2	37.8%	$663.5	46.1%	$826.3	24.5%	$1,107.1	34.0%
Hungary	$0.2	$0.3	77.5%	$0.5	82.1%	$0.9	80.4%	$1.7	91.6%
India	$4.6	$6.8	48.9%	$12.1	78.3%	$27.7	129.0%	$58.5	111.5%
Italy	$42.0	$64.5	53.7%	$83.1	28.9%	$98.4	18.4%	$116.9	18.8%
Netherlands	$48.2	$55.2	14.5%	$62.4	13.0%	$64.0	2.5%	$70.3	9.9%
New Zealand	$6.9	$12.8	86.5%	$17.6	36.9%	$20.6	17.3%	$27.2	31.8%
Norway	$7.3	$8.3	14.8%	$10.8	29.2%	$11.9	10.8%	$16.0	34.4%
Poland	$14.0	$20.3	44.4%	$27.4	35.0%	$32.1	17.5%	$39.3	22.4%
Romania	$1.1	$1.4	26.4%	$4.0	182.4%	$4.0	0.7%	$4.1	2.7%
Russia	$120.2	$191.0	58.9%	$268.4	40.5%	$332.8	24.0%	$405.1	21.7%
Serbia	$2.3	$4.1	76.6%	$5.3	28.5%	$6.3	19.1%	$7.7	22.4%
Slovakia	$0.7	$1.3	84.9%	$2.7	101.1%	$3.5	32.0%	$4.5	28.1%
Spain	$14.3	$35.2	147.2%	$45.2	28.2%	$55.9	23.6%	$72.3	29.5%
Sweden	$33.7	$45.8	35.9%	$72.1	57.6%	$88.6	22.8%	$101.2	14.2%
Swtitzerland	$6.2	$19.0	207.9%	$32.8	73.1%	$46.8	42.7%	$64.8	38.5%
Turkey	$22.5	$69.8	210.5%	$85.6	22.7%	$85.2	-0.5%	$111.2	30.5%
United Kingdom	$1,473.0	$2,150.8	46.0%	$2,680.6	24.6%	$3,064.2	14.3%	$3,587.2	17.1%
USA	$12,297.1	$16,633.2	35.3%	$21,225.1	27.6%	$24,665.9	16.2%	$30,606.1	24.1%
GLOBAL	$18,909.9	$26,499.9	40.1%	$34,611.6	30.6%	$41,400.9	19.6%	$52,257.0	26.2%

Values in millions

Global programmatic ad spend

2017–2021

Global programmatic ad spend
2017–2021

	2017	2018		2019		2020		2021	
Country	Value	Value	Change	Value	Change	Value	Change	Value	Change
Australia	$733.4	$1,280.7	74.6%	$1,539.3	20.2%	$1,811.9	17.7%	$2,142.1	18.2%
Austria	$82.8	$106.0	28.0%	$128.6	21.3%	$146.6	14.0%	$174.0	18.7%
Bulgaria	$1.9	$1.9	-0.4%	$2.9	54.9%	$3.7	26.1%	$4.8	30.5%
Canada	$1,677.3	$2,072.7	23.6%	$2,375.0	14.6%	$2,593.2	9.2%	$2,999.5	15.7%
China	$10,709.5	$15,168.8	41.6%	$19,672.5	29.7%	$23,429.2	19.1%	$28,787.3	22.9%
Colombia	$4.8	$6.4	33.4%	$7.1	11.6%	$9.3	30.1%	$11.3	22.1%
Denmark	$274.9	$320.2	16.5%	$341.6	6.7%	$380.9	11.5%	$460.0	20.8%
Finland	$95.6	$152.3	59.4%	$201.0	32.0%	$253.8	26.3%	$293.0	15.4%
France	$1,324.4	$1,820.3	37.4%	$2,267.3	24.6%	$2,612.8	15.2%	$3,123.5	19.5%
Germany	$1,454.3	$1,778.1	22.3%	$2,261.8	27.2%	$2,555.3	13.0%	$3,086.0	20.8%
Hungary	$6.9	$9.9	42.9%	$14.2	43.6%	$19.4	37.1%	$28.2	45.3%
India	$87.1	$121.4	39.4%	$185.2	52.6%	$303.0	63.6%	$473.3	56.2%
Italy	$392.9	$521.0	32.6%	$615.5	18.1%	$678.3	10.2%	$769.9	13.5%
Netherlands	$307.2	$339.5	10.5%	$372.8	9.8%	$375.0	0.6%	$403.9	7.7%
New Zealand	$55.4	$79.1	42.7%	$96.1	21.5%	$104.9	9.1%	$124.5	18.7%
Norway	$89.4	$104.1	16.5%	$123.4	18.5%	$132.2	7.1%	$160.3	21.3%
Poland	$126.0	$162.5	29.0%	$195.7	20.4%	$216.2	10.4%	$250.1	15.7%
Romania	$10.3	$12.5	22.1%	$22.8	82.4%	$23.6	3.3%	$25.4	7.7%
Russia	$547.1	$757.1	38.4%	$962.7	27.2%	$1,103.5	14.6%	$1,288.8	16.8%
Serbia	$11.9	$17.6	47.0%	$21.8	23.9%	$24.6	12.9%	$29.0	18.1%
Slovakia	$12.7	$18.0	42.0%	$26.1	45.2%	$29.8	14.0%	$34.6	16.1%
Spain	$175.9	$300.1	70.6%	$353.8	17.9%	$400.3	13.1%	$479.2	19.7%
Sweden	$226.3	$277.7	22.7%	$359.8	29.6%	$399.3	11.0%	$444.6	11.3%
Swtitzerland	$58.1	$104.0	79.0%	$143.0	37.5%	$173.0	21.0%	$211.9	22.5%
Turkey	$134.9	$255.3	89.3%	$303.0	18.7%	$313.0	3.3%	$383.2	22.4%
United Kingdom	$4,660.7	$6,231.1	33.7%	$7,382.4	18.5%	$8,130.6	10.1%	$9,285.7	14.2%
USA	$38,841.2	$50,907.2	31.1%	$62,356.5	22.5%	$70,035.6	12.3%	$83,311.7	19.0%
GLOBAL	$68,203.4	$91,173.1	33.7%	$112,936.4	23.9%	$129,126.6	14.3%	$154,977.8	20.0%

Values in millions

Global display ad spend

2017–2021

Global display ad spend
2017–2021

	2017	2018		2019		2020		2021	
Country	Value	Value	Change	Value	Change	Value	Change	Value	Change
Australia	$2,263.0	$2,560.5	13.1%	$2,798.5	9.3%	$2,828.6	1.1%	$3,060.0	8.2%
Austria	$329.1	$368.7	12.0%	$389.2	5.6%	$399.0	2.5%	$437.3	9.6%
Bulgaria	$24.8	$26.6	7.3%	$30.4	14.4%	$31.6	3.8%	$34.9	10.5%
Canada	$2,453.7	$2,878.3	17.3%	$3,208.0	11.5%	$3,388.3	5.6%	$3,757.6	10.9%
China	$26,764.0	$33,643.5	25.7%	$38,903.5	15.6%	$42,239.1	8.6%	$48,449.1	14.7%
Colombia	$109.2	$129.7	18.7%	$147.1	13.5%	$151.9	3.2%	$168.2	10.8%
Denmark	$392.4	$427.3	8.9%	$454.4	6.4%	$464.2	2.1%	$514.3	10.8%
Finland	$272.2	$317.1	16.5%	$365.0	15.1%	$391.0	7.1%	$450.2	15.1%
France	$1,886.9	$2,433.0	28.9%	$2,836.6	16.6%	$3,108.4	9.6%	$3,608.6	16.1%
Germany	$2,620.3	$2,822.0	7.7%	$3,163.5	12.1%	$3,283.6	3.8%	$3,668.7	11.7%
Hungary	$125.4	$143.2	14.2%	$164.1	14.6%	$172.9	5.4%	$195.6	13.1%
India	$680.2	$880.7	29.5%	$1,164.0	32.2%	$1,378.4	18.4%	$1,632.5	18.4%
Italy	$1,501.7	$1,706.6	13.6%	$1,870.5	9.6%	$1,943.1	3.9%	$2,163.4	11.3%
Netherlands	$799.2	$846.2	5.9%	$913.9	8.0%	$913.6	0.0%	$989.8	8.3%
New Zealand	$182.3	$197.8	8.5%	$215.9	9.2%	$221.8	2.8%	$243.3	9.7%
Norway	$448.8	$526.8	17.4%	$580.0	10.1%	$607.9	4.8%	$682.7	12.3%
Poland	$461.6	$528.2	14.4%	$574.5	8.8%	$604.2	5.2%	$677.8	12.2%
Romania	$38.4	$45.1	17.3%	$53.7	19.2%	$57.7	7.3%	$66.9	16.0%
Russia	$1,016.3	$1,216.7	19.7%	$1,417.1	16.5%	$1,520.2	7.3%	$1,748.6	15.0%
Serbia	$24.9	$30.2	21.5%	$36.6	21.0%	$39.7	8.5%	$46.4	17.0%
Slovakia	$91.9	$99.5	8.3%	$105.6	6.2%	$105.4	-0.2%	$113.9	8.1%
Spain	$886.2	$1,035.9	16.9%	$1,136.3	9.7%	$1,191.8	4.9%	$1,354.1	13.6%
Sweden	$620.9	$682.9	10.0%	$736.4	7.8%	$748.3	1.6%	$833.4	11.4%
Swtitzerland	$223.8	$231.2	3.3%	$255.8	10.6%	$265.9	3.9%	$295.5	11.1%
Turkey	$330.2	$378.5	14.6%	$440.1	16.3%	$478.1	8.6%	$563.3	17.8%
United Kingdom	$6,019.7	$7,318.0	21.6%	$8,342.1	14.0%	$8,964.1	7.5%	$10,251.4	14.4%
USA	$50,079.5	$63,159.9	26.1%	$75,166.9	19.0%	$82,625.3	9.9%	$96,720.3	17.1%
GLOBAL	$111,414.3	$138,140.3	24.0%	$161,873.3	17.2%	$177,183.6	9.5%	$206,087.1	16.3%

Values in millions

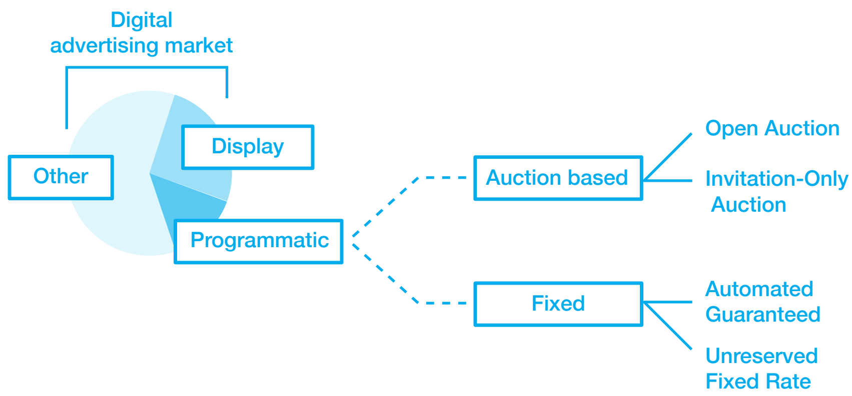
Methodology and sources

Methodology

In the “Global Data Market Size” report we analyzed data from the world’s most important markets that generates about 90% of the global programmatic ad spend. We made estimates of market value for which there was available independent data about the online advertising industry. We also used our own data, know-how, and we based our activities on many years of business experience. Our statistical model includes digital ad spend, programmatic market share, and data usage. It also takes into account the dynamics of the specific markets and includes forecasts of values for the future periods.

The programmatic spend

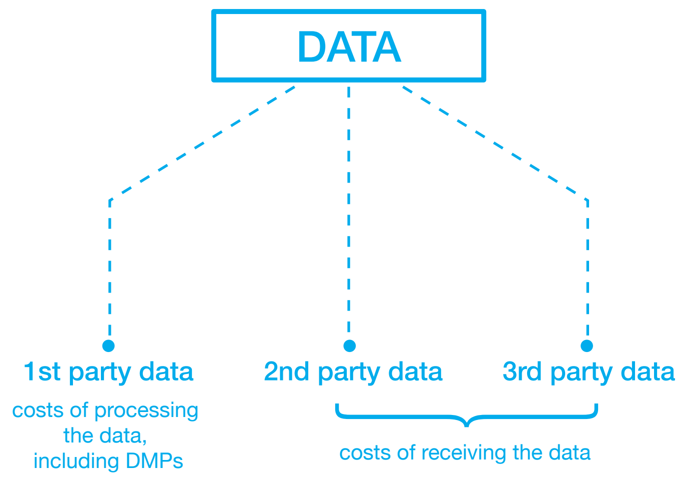
In this report, the programmatic market is treated as a part of the display ad market (not including video etc.), which is a part of the whole digital ad market. We treat the programmatic market widely, so it includes various models of automated media buying (including RTB and non-RTB).



Methodology and sources

Global data spend

Our estimation of data market values includes spend for data that is mainly used for targeting audiences in programmatic advertising. It contains spend for the 1st, 2nd, and 3rd party data as well as costs of processing data (including the costs of DMPs).



About OnAudience.com

Big Data tools and services for digital marketing

OnAudience.com successfully converts Big Data into revenues for advertisers and publishers, offering services and products that effectively enrich and monetize data.

Our company provides over 50 billion anonymous user profiles (the number of profiles is calculated as the product of the total amount of unique users and segments to which they were assigned) from over 200 markets globally, which are mostly used for targeting the right audiences in programmatic campaigns.

Anonymous data collected and processed by OnAudience.com enables marketers and firms to run personalized online campaigns and develop Business Intelligence solutions (Data Enrichment).

We are a part of the Cloud Technologies Group which specializes in Big Data Marketing and provides solutions for data monetization. The company has unique competencies in optimizing online campaigns based on automated media buying (Programmatic Buying, Real-Time Bidding).

Cloud Technologies Group

Cloud Technologies is one of the world's biggest data tech companies that delivers solutions for businesses and the digital advertising industry. It develops and provides tech stack based on AI algorithms for all companies from its capital group.

Cloud Technologies is the fastest growing tech company in Europe, according to Deloitte Technology Fast 500 EMEA, Deloitte Technology Fast 50 CE and Financial Times 1000: Europe's Fastest Growing Companies.

CloudTechnologies

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