



## **FOR IMMEDIATE RELEASE**

### **TBR's inaugural *Ad Tech Vendor Benchmark* highlights how today's \$30B services-led market will reach \$100B by 2020, driven by SaaS**

**HAMPTON, N.H. (April 6, 2015)** — Technology Business Research Inc.'s (TBR) inaugural *Ad Tech Vendor Benchmark* highlights how advertising technology (ad tech) revenue is poised for 300% growth over the next five years as advertising shifts to digital formats. A fragmented market is transitioning rapidly from managed services to SaaS-led delivery models. End users are ramping up ad tech investments to maximize media performance, improve operational efficiencies and leverage big data. As a result, ad tech revenue will grow from \$30 billion in 2015 to \$100 billion by 2020.

“Marketers and agencies are shifting to ad tech to plan, execute and optimize multichannel digital campaigns,” said TBR Senior Analyst Seth Ulinski. “Increased digital ad spending, programmatic technologies and SaaS fuel ad tech market growth.”

TBR's *Ad Tech Vendor Benchmark* studies 20 key vendors, including Adobe, AppNexus, Criteo, Turn, Google and Rubicon. The benchmark segments vendors by demand-side platforms, ad exchanges, data management platforms and hybrid platforms. The benchmark also provides a geographic lens into vendor performance in the Americas, EMEA and APAC, a series of ad tech business metrics, and vendor alliances and acquisitions in the market. The report looks at vendor business models and performance to mark leaders and laggards in the field and helps clients make informed business decisions ranging from acquisitions and partnerships to new products in the ad tech market.

The *Ad Tech Vendor Benchmark* offers insights into the business performance of a high-growth market that is being leveraged by brand marketers, digital agencies, enterprise CRM systems and adjacent data-driven industries.

For more information about the *Ad Tech Vendor Benchmark* or to purchase the report, please contact Ulinski at 603.758.1830 or [seth.ulinski@tbri.com](mailto:seth.ulinski@tbri.com), or James McIlroy, vice president of sales, at 603.758.1813 or [mcilroy@tbri.com](mailto:mcilroy@tbri.com).

#### **ABOUT TBR**

Technology Business Research, Inc. is a leading independent technology market research and consulting firm specializing in the business and financial analyses of hardware, software, professional services, telecom and enterprise network vendors, and operators. Serving a global clientele, TBR provides timely



and accurate market research and business intelligence in a format that is uniquely tailored to clients' needs. TBR analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis.

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