



# Supply Side Platform (SSP) Market Share Report

Q4 2024



INDIA



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## ABOUT THIS REPORT

This Pixelate SSP Market Share report ranks programmatic advertising Sell Side Platforms (SSPs) by their estimated market share for ads delivered on a given platform. The Q4 2024 report (derived from data from December 2024) provides an estimated market share based on Pixelate's proprietary technology and methodology, applied to the billions of impressions we see across our customer base. Pixelate's datasets consist predominantly of buy-side open auction programmatic traffic sources.



# Key Takeaways: SSP Market Share Q4 2024

Dec. 2024; based on market share excluding Invalid Traffic (IVT, including ad fraud), as measured by Pixalate



Pixalate's full Q4 2024 India SSP market share rankings analyzed 350+ web sellers and 250+ mobile app sellers.



Google Ad Exchange

**Google AdExchange** maintains the top spot for India web traffic in Q4 2024 with 64% market share.

**INMOBI**

**InMobi** is No. 1 in India mobile app traffic on Apple App Store apps in Q4 2024 with 43% market share.



Google Ad Exchange

**Google AdExchange** jumps to No. 1 in India mobile app traffic on Google Play Store apps in Q4 2024 with 61% market share.



# WEB SSP Market Share

*SSPs selling programmatic ads  
on desktop and mobile web traffic*

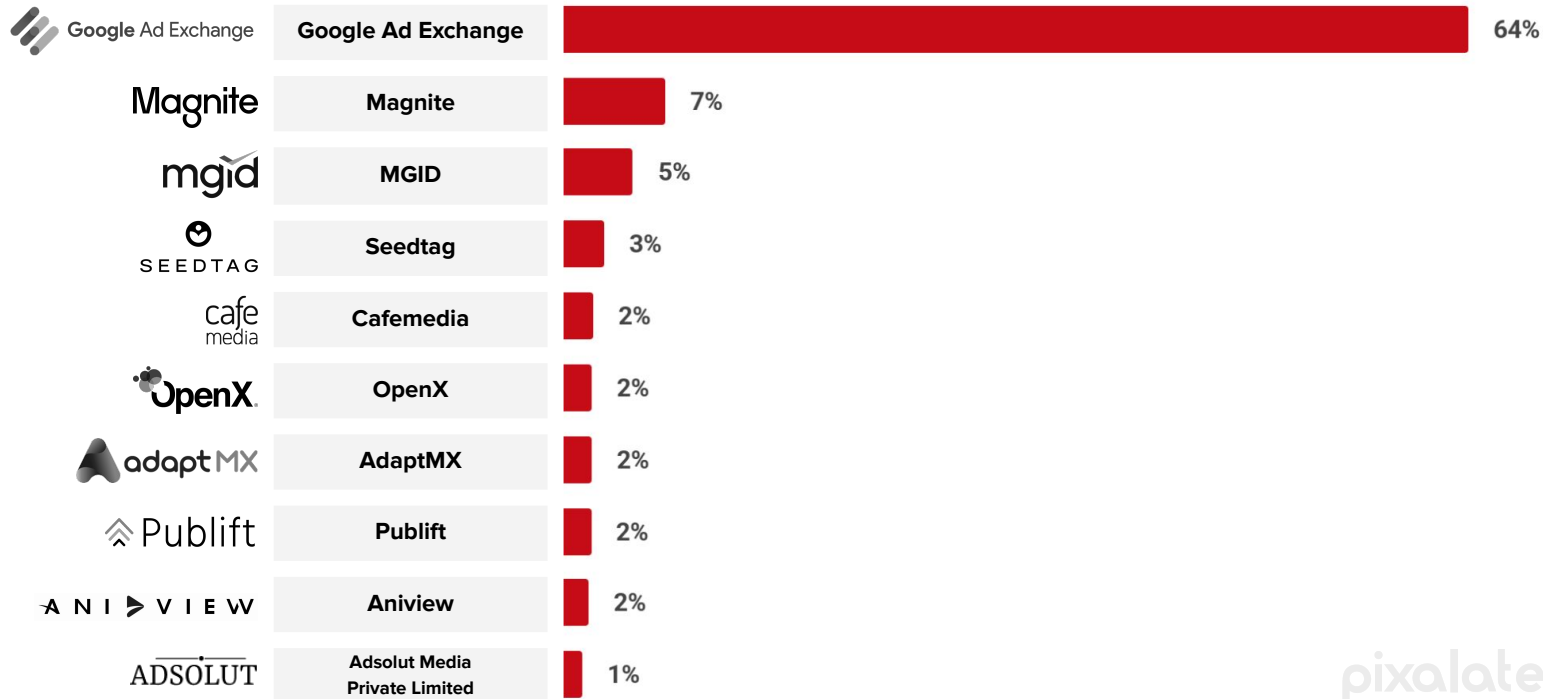
**Q4 2024**

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# Largest Web SSPs in India

Dec. 2024; based on market share excluding Invalid Traffic (IVT, including ad fraud), as measured by Pixelate



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# MOBILE SSP Market Share

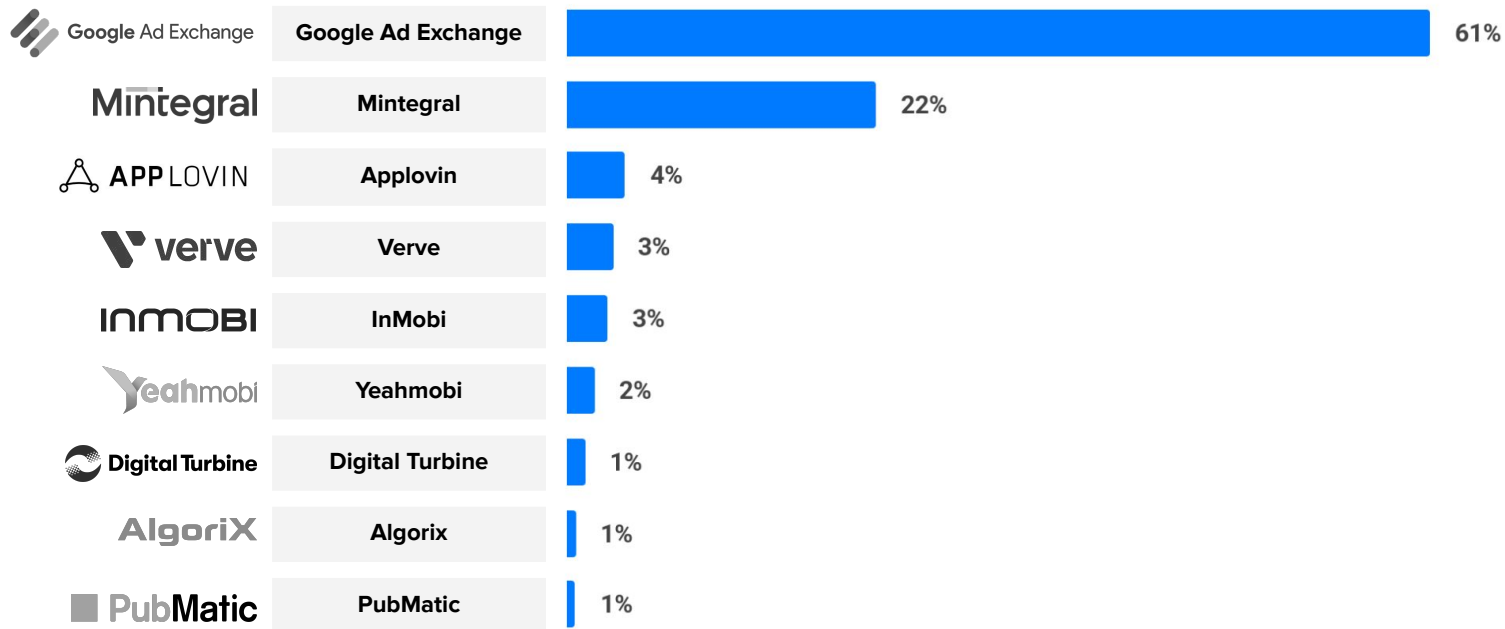
*SSPs selling programmatic ads  
on Apple App Store and Google Play Store app traffic*

**Q4 2024**

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# Largest SSPs in the Google Play Store - India

Dec. 2024; based on market share excluding Invalid Traffic (IVT, including ad fraud), as measured by Pixalate

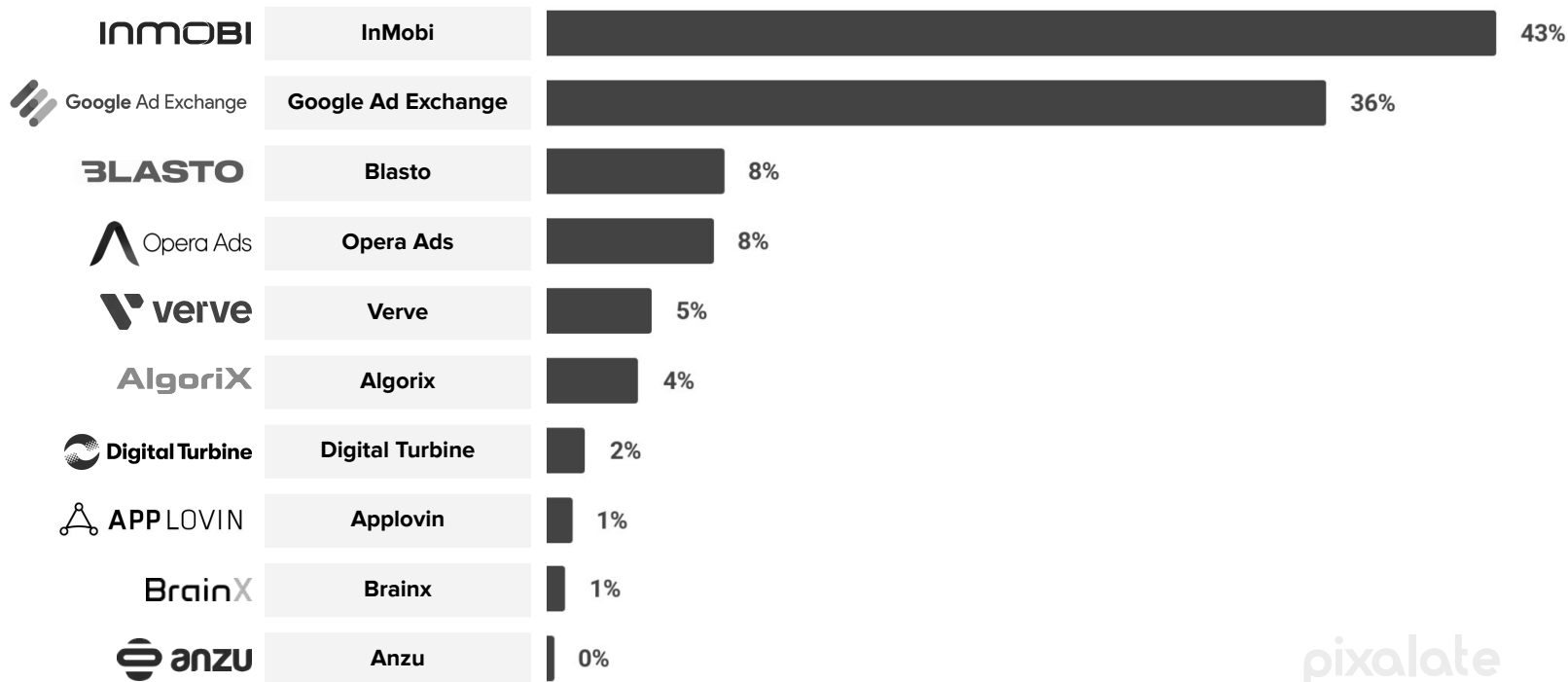


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# Largest SSPs in the Apple App Store - India

Dec. 2024; based on market share excluding Invalid Traffic (IVT, including ad fraud), as measured by Pixelate



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*\*Pixelate's SCO mapping technology identifies instances where multiple sellers should receive market share credit for the same impression (i.e., reselling). This can result in a country's total SSP market share exceeding 100%.*







# FAQS

SSP Market Share Report - Q4 2024

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# FAQS

## HOW DOES AN SSP GET RANKED?

Pixelate analyzes data gathered from billions of programmatic advertising transactions. Sellers identified by this data are scored, and if traffic exceeds predetermined thresholds, they are ranked against other platforms, based on the number of impressions we process associated with those SSPs. We exclude impressions marked as IVT in ranking the sellers. We also exclude countries which do not meet a minimum threshold of impressions to provide a reasonable breakdown of market share.

## WHERE DO YOU GET YOUR DATA?

Pixelate analyzes advertising data from multiple sources across the entire advertising stack, including ad agencies and DSPs, to SSPs, exchanges, and publishers. Pixelate also parses the OpenRTB SupplyChainObject (SCO) where available, giving market share credit to all sellers within an impressions supply chain.

## ARE THE DATA SOURCES ALL YOUR CLIENTS?

Many of our clients deploy our data analytics solution in order to gain valuable insights about the advertising opportunities and impressions trafficked by them or to them. While client-specific data is restricted for use to that customer only, we use aggregated data sets to create our ratings.

## I'VE HEARD THAT ONE COMPANY HAS HIGHER QUALITY INVENTORY THAN ANOTHER, BUT THE RANKINGS DON'T REFLECT THIS. WHY NOT?

This report does not judge the “quality” of inventory of the SSPs. This report is purely based on the (IVT-free) impressions marked as associated with the various SSPs. Please refer to the Seller Trust Index for a qualitative analysis of the sellers.

## DEFINITIONS:

### INVALID TRAFFIC

As used herein, and per the [MRC](#), “Invalid Traffic’ is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts. Among the reasons why ad traffic may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent traffic.”

### SSP MARKET SHARE

Pixelate defines “SSP Market Share” as the percentage of impressions associated with a given SSP out of all impressions within a country for a given platform. For example, if 100 total impressions were measured in Germany, and 10 of them were sold by Google AdExchange, then Google AdExchange would have a 10% market share. Pixelate’s SCO mapping technology identifies instances where multiple sellers should receive market share credit for the same impression (i.e., reselling). This can result in a country’s total SSP market share exceeding 100%.

# DISCLAIMER

The content of this report reflects Pixalate’s opinions with respect to the factors that Pixalate believes can be useful to the digital media industry. Any data shared is grounded in Pixalate’s proprietary technology and analytics, which Pixalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pixalate’s opinions are just that, opinions, which means that they are neither facts nor guarantees.

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# ABOUT PIXALATE

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Pixalate is the market-leading fraud protection, privacy, and compliance analytics platform for Connected TV (CTV) and Mobile Advertising. We work 24/7 to guard your reputation and grow your media value. Pixalate offers the only system of coordinated solutions across display, app, video, and CTV for better detection and elimination of ad fraud. Pixalate is an MRC-accredited service for the detection and filtration of sophisticated invalid traffic (SIVT) across desktop and mobile web, mobile in-app, and CTV advertising.

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