

Global Artificial Intelligence (AI) In Marketing Market Size study & Forecast, by Component (Software, Services) by Application (Social Media Advertising, Search Engine Marketing, Virtual Assistant, Content Curation, Sales & Marketing Automation, Analytics Platform, Others), by Technology (Machine Learning, Natural Language Processing, Computer Vision, Others), by End User Industry (BFSI, Retail, Consumer Goods, Media & Entertainment, IT & Telecommunications, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Artificial Intelligence (AI) In Marketing Market is valued approximately at USD 12.64 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 26.6% over the forecast period 2023-2030. The artificial intelligence (AI) in marketing market refers to the use of advanced technologies, such as machine learning, natural language processing, and predictive analytics, to enhance and automate marketing activities and processes. It involves the application of AI algorithms and models to analyze customer data, predict consumer behavior, personalize marketing campaigns, optimize customer experiences, and improve overall marketing effectiveness, ultimately enabling businesses to make data-driven decisions and drive customer engagement and conversions. The Artificial Intelligence (AI) In Marketing Market is being driven by factors such as increasing investment in AI technology, rising spending on digital marketing and increasing adoption of AI on digital platforms for giving customize experience to customers.

Artificial Intelligence (AI) In Marketing involves the use of machine learning, data analysis, natural language processing, and other AI tools to automate tasks, gain insights from data, personalize marketing campaigns, improve customer targeting, and enhance overall marketing effectiveness. According to NetBase Quid via AI Index Report, Annual global corporate investment in artificial intelligence in 2020 was, USD 125.15 billion and in 2021 was USD 176.47. Further, the increasing investment in digital advertising activities has provided a fertile ground for the integration of AI technologies in marketing. AI's ability to analyze data, automate processes, and deliver personalized experiences has driven its adoption and growth in the marketing industry. According to Statista, in year 2021 the global spending on digital advertisement stood at USD 522.5 billion which is projected to reach at USD 835.82 billion by year 2026. Thus rising spending on digital marketing is driving the market growth. Along with that increasing adoption of AI on digital platforms for giving customize experience to customers such as logical suggestion on e-commerce platforms for instance, Google Responsive Search Ads is a text ad format within Google Ads, an online advertising platform by Google. It allows advertisers to create dynamic ads with multiple headlines and descriptions for optimal customization. This feature empowers entrepreneurs to tailor their ads based on location, budget constraints, and other relevant factors. Thus, increasing investment in AI technology and increasing adoption of AI on digital platforms are fueling the market growth. In addition to increasing adoption of marketing automation and increasing trend of advanced analytics & predictive modeling in marketing is create lucrative opportunities for the market growth. However, the data privacy and security concerns may hinders the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Artificial Intelligence (AI) In Marketing Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the robust network of technology companies, startups, research institutions, and venture capital funding. This conducive environment fosters the development and adoption of AI technologies, including in the marketing sector. Asia Pacific is considered as the fastest growing region during the forecasted period due to rapid technology advancement and increasing business awareness and adoption of AI-powered marketing solutions are key factors influencing growth in this region.

Major market player included in this report are:

Amazon.com, Inc.

Baidu, Inc.

Google LLC

Intel Corporation
International Business Machines Corporation
Microsoft Corporation
NVIDIA Corporation
Oracle Corporation
Salesforce, Inc.
Twitter, Inc.

Recent Developments in the Market:

In February 2023, Bain & Company and OpenAI have partnered to help businesses harness the power of AI. The Coca-Cola Company intends to leverage this collaboration to develop personalized advertising content through OpenAI's ChatGPT and DALL-E platforms.

Global Artificial Intelligence (AI) In Marketing Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Component, Application, Technology, End User Industry, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

By Application:

Social Media Advertising
Search Engine Marketing
Virtual Assistant
Content Curation
Sales & Marketing Automation
Analytics Platform
Others

By Technology:

Machine Learning
Natural Language Processing
Computer Vision
Others

By End User Industry:

BFSI
Retail
Consumer Goods
Media & Entertainment
IT & Telecommunications
Others

By Region:**North America**

U.S.
Canada

Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific

China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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