

Global AI-driven Marketing Platform Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global AI-driven Marketing Platform market size was valued at US\$ 669 million in 2025 and is forecast to a readjusted size of US\$ 1475 million by 2032 with a CAGR of 11.9% during review period.

AI-driven marketing platforms are marketing solutions based on artificial intelligence technology. They aim to help businesses achieve precise marketing, improve user interaction, and optimize ad placement through data analysis, machine learning, and natural language processing. The platform utilizes massive amounts of data for in-depth analysis, automatically generating customer profiles, predicting behavior, and providing personalized recommendations to improve marketing effectiveness and ROI. AI-driven marketing platforms support multi-channel marketing, such as social media, email, and search engine optimization (SEO), and are widely used in e-commerce, finance, and retail industries. The widespread adoption of such platforms is driven by the increasing demand for precise marketing from businesses. Simultaneously, with the maturity of artificial intelligence technology, AI marketing platforms are gradually replacing traditional marketing methods, becoming an important tool for enterprise digital transformation. Through intelligent data processing and real-time adjustments, the platform helps businesses efficiently manage customer relationships, optimize marketing processes, reduce marketing costs, and enhance customer experience. With the continuous development of data privacy policies and AI technology, the application of AI-driven marketing platforms will further expand, especially in areas such as personalized, automated, and cross-platform marketing, where the market potential is enormous.

This report is a detailed and comprehensive analysis for global AI-driven Marketing Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global AI-driven Marketing Platform market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI-driven Marketing Platform market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI-driven Marketing Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI-driven Marketing Platform market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI-driven Marketing Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global AI-driven Marketing Platform market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include StackAdapt, Jasper AI, WPP, Blaze AI, HubSpot, Tecent, Sprinklr, Optimizely, Adobe, Alkami, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

AI-driven Marketing Platform market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Data Insight Layer

Content Generation Layer

Process Execution Layer

Market segment by Data Source

Social Media Data Platform

Transaction Data Platform

Market segment by Number of Users

Number of Users:

Number of Users: 500-5000

Number of Users: > 5000

Market segment by Application

E-commerce

Finance

Retail

Others

Market segment by players, this report covers

StackAdapt

Jasper AI

WPP

Blaze AI

HubSpot

Tecent

Sprinklr

Optimizely

Adobe

Alkami

CodeComplete

Fujitsu

Volcengine

Cognitiv

Sprout Social

Cyber??Agent

Emplifi

Canto

Omnisend

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI-driven Marketing Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI-driven Marketing Platform, with revenue, gross margin, and global market share of AI-driven Marketing Platform from 2021 to 2026.

Chapter 3, the AI-driven Marketing Platform competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and AI-driven Marketing Platform market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI-driven Marketing Platform.

Chapter 13, to describe AI-driven Marketing Platform research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of AI-driven Marketing Platform by Type

1.3.1 Overview: Global AI-driven Marketing Platform Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global AI-driven Marketing Platform Consumption Value Market Share by Type in 2025

1.3.3 Data Insight Layer

1.3.4 Content Generation Layer

1.3.5 Process Execution Layer

1.4 Classification of AI-driven Marketing Platform by Data Source

1.4.1 Overview: Global AI-driven Marketing Platform Market Size by Data Source: 2021 Versus 2025 Versus 2032

1.4.2 Global AI-driven Marketing Platform Consumption Value Market Share by Data Source in 2025

1.4.3 Social Media Data Platform

1.4.4 Transaction Data Platform

1.5 Classification of AI-driven Marketing Platform by Number of Users

1.5.1 Overview: Global AI-driven Marketing Platform Market Size by Number of Users: 2021 Versus 2025 Versus 2032

1.5.2 Global AI-driven Marketing Platform Consumption Value Market Share by Number of Users in 2025

1.5.3 Number of Users:

5000

1.6 Global AI-driven Marketing Platform Market by Application

1.6.1 Overview: Global AI-driven Marketing Platform Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 E-commerce

1.6.3 Finance

1.6.4 Retail

1.6.5 Others

1.7 Global AI-driven Marketing Platform Market Size & Forecast

1.8 Global AI-driven Marketing Platform Market Size and Forecast by Region

1.8.1 Global AI-driven Marketing Platform Market Size by Region: 2021 VS 2025 VS 2032

- 1.8.2 Global AI-driven Marketing Platform Market Size by Region, (2021-2032)
- 1.8.3 North America AI-driven Marketing Platform Market Size and Prospect (2021-2032)
- 1.8.4 Europe AI-driven Marketing Platform Market Size and Prospect (2021-2032)
- 1.8.5 Asia-Pacific AI-driven Marketing Platform Market Size and Prospect (2021-2032)
- 1.8.6 South America AI-driven Marketing Platform Market Size and Prospect (2021-2032)
- 1.8.7 Middle East & Africa AI-driven Marketing Platform Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 StackAdapt

- 2.1.1 StackAdapt Details
- 2.1.2 StackAdapt Major Business
- 2.1.3 StackAdapt AI-driven Marketing Platform Product and Solutions
- 2.1.4 StackAdapt AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 StackAdapt Recent Developments and Future Plans

2.2 Jasper AI

- 2.2.1 Jasper AI Details
- 2.2.2 Jasper AI Major Business
- 2.2.3 Jasper AI AI-driven Marketing Platform Product and Solutions
- 2.2.4 Jasper AI AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 2.2.5 Jasper AI Recent Developments and Future Plans

2.3 WPP

- 2.3.1 WPP Details
- 2.3.2 WPP Major Business
- 2.3.3 WPP AI-driven Marketing Platform Product and Solutions
- 2.3.4 WPP AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 2.3.5 WPP Recent Developments and Future Plans

2.4 Blaze AI

- 2.4.1 Blaze AI Details
- 2.4.2 Blaze AI Major Business
- 2.4.3 Blaze AI AI-driven Marketing Platform Product and Solutions
- 2.4.4 Blaze AI AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

- 2.4.5 Blaze AI Recent Developments and Future Plans
- 2.5 HubSpot
 - 2.5.1 HubSpot Details
 - 2.5.2 HubSpot Major Business
 - 2.5.3 HubSpot AI-driven Marketing Platform Product and Solutions
 - 2.5.4 HubSpot AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 HubSpot Recent Developments and Future Plans
- 2.6 Tecent
 - 2.6.1 Tecent Details
 - 2.6.2 Tecent Major Business
 - 2.6.3 Tecent AI-driven Marketing Platform Product and Solutions
 - 2.6.4 Tecent AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Tecent Recent Developments and Future Plans
- 2.7 Sprinklr
 - 2.7.1 Sprinklr Details
 - 2.7.2 Sprinklr Major Business
 - 2.7.3 Sprinklr AI-driven Marketing Platform Product and Solutions
 - 2.7.4 Sprinklr AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 Sprinklr Recent Developments and Future Plans
- 2.8 Optimizely
 - 2.8.1 Optimizely Details
 - 2.8.2 Optimizely Major Business
 - 2.8.3 Optimizely AI-driven Marketing Platform Product and Solutions
 - 2.8.4 Optimizely AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Optimizely Recent Developments and Future Plans
- 2.9 Adobe
 - 2.9.1 Adobe Details
 - 2.9.2 Adobe Major Business
 - 2.9.3 Adobe AI-driven Marketing Platform Product and Solutions
 - 2.9.4 Adobe AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Adobe Recent Developments and Future Plans
- 2.10 Alkami
 - 2.10.1 Alkami Details
 - 2.10.2 Alkami Major Business

- 2.10.3 Alkami AI-driven Marketing Platform Product and Solutions
- 2.10.4 Alkami AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 2.10.5 Alkami Recent Developments and Future Plans
- 2.11 CodeComplete
 - 2.11.1 CodeComplete Details
 - 2.11.2 CodeComplete Major Business
 - 2.11.3 CodeComplete AI-driven Marketing Platform Product and Solutions
 - 2.11.4 CodeComplete AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 CodeComplete Recent Developments and Future Plans
- 2.12 Fujitsu
 - 2.12.1 Fujitsu Details
 - 2.12.2 Fujitsu Major Business
 - 2.12.3 Fujitsu AI-driven Marketing Platform Product and Solutions
 - 2.12.4 Fujitsu AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.12.5 Fujitsu Recent Developments and Future Plans
- 2.13 Volcengine
 - 2.13.1 Volcengine Details
 - 2.13.2 Volcengine Major Business
 - 2.13.3 Volcengine AI-driven Marketing Platform Product and Solutions
 - 2.13.4 Volcengine AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 Volcengine Recent Developments and Future Plans
- 2.14 Cognitiv
 - 2.14.1 Cognitiv Details
 - 2.14.2 Cognitiv Major Business
 - 2.14.3 Cognitiv AI-driven Marketing Platform Product and Solutions
 - 2.14.4 Cognitiv AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Cognitiv Recent Developments and Future Plans
- 2.15 Sprout Social
 - 2.15.1 Sprout Social Details
 - 2.15.2 Sprout Social Major Business
 - 2.15.3 Sprout Social AI-driven Marketing Platform Product and Solutions
 - 2.15.4 Sprout Social AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 Sprout Social Recent Developments and Future Plans

2.16 Cyber??Agent

2.16.1 Cyber??Agent Details

2.16.2 Cyber??Agent Major Business

2.16.3 Cyber??Agent AI-driven Marketing Platform Product and Solutions

2.16.4 Cyber??Agent AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Cyber??Agent Recent Developments and Future Plans

2.17 Emplifi

2.17.1 Emplifi Details

2.17.2 Emplifi Major Business

2.17.3 Emplifi AI-driven Marketing Platform Product and Solutions

2.17.4 Emplifi AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Emplifi Recent Developments and Future Plans

2.18 Canto

2.18.1 Canto Details

2.18.2 Canto Major Business

2.18.3 Canto AI-driven Marketing Platform Product and Solutions

2.18.4 Canto AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Canto Recent Developments and Future Plans

2.19 Omnisend

2.19.1 Omnisend Details

2.19.2 Omnisend Major Business

2.19.3 Omnisend AI-driven Marketing Platform Product and Solutions

2.19.4 Omnisend AI-driven Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Omnisend Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global AI-driven Marketing Platform Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of AI-driven Marketing Platform by Company Revenue

3.2.2 Top 3 AI-driven Marketing Platform Players Market Share in 2025

3.2.3 Top 6 AI-driven Marketing Platform Players Market Share in 2025

3.3 AI-driven Marketing Platform Market: Overall Company Footprint Analysis

3.3.1 AI-driven Marketing Platform Market: Region Footprint

3.3.2 AI-driven Marketing Platform Market: Company Product Type Footprint

- 3.3.3 AI-driven Marketing Platform Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global AI-driven Marketing Platform Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global AI-driven Marketing Platform Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2026)
- 5.2 Global AI-driven Marketing Platform Market Forecast by Application (2027-2032)

6 NORTH AMERICA

- 6.1 North America AI-driven Marketing Platform Consumption Value by Type (2021-2032)
- 6.2 North America AI-driven Marketing Platform Market Size by Application (2021-2032)
- 6.3 North America AI-driven Marketing Platform Market Size by Country
 - 6.3.1 North America AI-driven Marketing Platform Consumption Value by Country (2021-2032)
 - 6.3.2 United States AI-driven Marketing Platform Market Size and Forecast (2021-2032)
 - 6.3.3 Canada AI-driven Marketing Platform Market Size and Forecast (2021-2032)
 - 6.3.4 Mexico AI-driven Marketing Platform Market Size and Forecast (2021-2032)

7 EUROPE

- 7.1 Europe AI-driven Marketing Platform Consumption Value by Type (2021-2032)
- 7.2 Europe AI-driven Marketing Platform Consumption Value by Application (2021-2032)
- 7.3 Europe AI-driven Marketing Platform Market Size by Country
 - 7.3.1 Europe AI-driven Marketing Platform Consumption Value by Country (2021-2032)
 - 7.3.2 Germany AI-driven Marketing Platform Market Size and Forecast (2021-2032)
 - 7.3.3 France AI-driven Marketing Platform Market Size and Forecast (2021-2032)

7.3.4 United Kingdom AI-driven Marketing Platform Market Size and Forecast (2021-2032)

7.3.5 Russia AI-driven Marketing Platform Market Size and Forecast (2021-2032)

7.3.6 Italy AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific AI-driven Marketing Platform Consumption Value by Type (2021-2032)

8.2 Asia-Pacific AI-driven Marketing Platform Consumption Value by Application (2021-2032)

8.3 Asia-Pacific AI-driven Marketing Platform Market Size by Region

8.3.1 Asia-Pacific AI-driven Marketing Platform Consumption Value by Region (2021-2032)

8.3.2 China AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8.3.3 Japan AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8.3.4 South Korea AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8.3.5 India AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia AI-driven Marketing Platform Market Size and Forecast (2021-2032)

8.3.7 Australia AI-driven Marketing Platform Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America AI-driven Marketing Platform Consumption Value by Type (2021-2032)

9.2 South America AI-driven Marketing Platform Consumption Value by Application (2021-2032)

9.3 South America AI-driven Marketing Platform Market Size by Country

9.3.1 South America AI-driven Marketing Platform Consumption Value by Country (2021-2032)

9.3.2 Brazil AI-driven Marketing Platform Market Size and Forecast (2021-2032)

9.3.3 Argentina AI-driven Marketing Platform Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa AI-driven Marketing Platform Consumption Value by Type (2021-2032)

10.2 Middle East & Africa AI-driven Marketing Platform Consumption Value by Application (2021-2032)

10.3 Middle East & Africa AI-driven Marketing Platform Market Size by Country

10.3.1 Middle East & Africa AI-driven Marketing Platform Consumption Value by Country (2021-2032)

10.3.2 Turkey AI-driven Marketing Platform Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia AI-driven Marketing Platform Market Size and Forecast (2021-2032)

10.3.4 UAE AI-driven Marketing Platform Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 AI-driven Marketing Platform Market Drivers

11.2 AI-driven Marketing Platform Market Restraints

11.3 AI-driven Marketing Platform Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 AI-driven Marketing Platform Industry Chain

12.2 AI-driven Marketing Platform Upstream Analysis

12.3 AI-driven Marketing Platform Midstream Analysis

12.4 AI-driven Marketing Platform Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global AI-driven Marketing Platform Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global AI-driven Marketing Platform Consumption Value by Data Source, (USD Million), 2021 & 2025 & 2032

Table 3. Global AI-driven Marketing Platform Consumption Value by Number of Users, (USD Million), 2021 & 2025 & 2032

Table 4. Global AI-driven Marketing Platform Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global AI-driven Marketing Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global AI-driven Marketing Platform Consumption Value by Region (2027-2032) & (USD Million)

Table 7. StackAdapt Company Information, Head Office, and Major Competitors

Table 8. StackAdapt Major Business

Table 9. StackAdapt AI-driven Marketing Platform Product and Solutions

Table 10. StackAdapt AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. StackAdapt Recent Developments and Future Plans

Table 12. Jasper AI Company Information, Head Office, and Major Competitors

Table 13. Jasper AI Major Business

Table 14. Jasper AI AI-driven Marketing Platform Product and Solutions

Table 15. Jasper AI AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Jasper AI Recent Developments and Future Plans

Table 17. WPP Company Information, Head Office, and Major Competitors

Table 18. WPP Major Business

Table 19. WPP AI-driven Marketing Platform Product and Solutions

Table 20. WPP AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Blaze AI Company Information, Head Office, and Major Competitors

Table 22. Blaze AI Major Business

Table 23. Blaze AI AI-driven Marketing Platform Product and Solutions

Table 24. Blaze AI AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Blaze AI Recent Developments and Future Plans

Table 26. HubSpot Company Information, Head Office, and Major Competitors

Table 27. HubSpot Major Business

Table 28. HubSpot AI-driven Marketing Platform Product and Solutions

Table 29. HubSpot AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. HubSpot Recent Developments and Future Plans

Table 31. Tectent Company Information, Head Office, and Major Competitors

Table 32. Tectent Major Business

Table 33. Tectent AI-driven Marketing Platform Product and Solutions

Table 34. Tectent AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Tectent Recent Developments and Future Plans

Table 36. Sprinklr Company Information, Head Office, and Major Competitors

Table 37. Sprinklr Major Business

Table 38. Sprinklr AI-driven Marketing Platform Product and Solutions

Table 39. Sprinklr AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Sprinklr Recent Developments and Future Plans

Table 41. Optimizely Company Information, Head Office, and Major Competitors

Table 42. Optimizely Major Business

Table 43. Optimizely AI-driven Marketing Platform Product and Solutions

Table 44. Optimizely AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Optimizely Recent Developments and Future Plans

Table 46. Adobe Company Information, Head Office, and Major Competitors

Table 47. Adobe Major Business

Table 48. Adobe AI-driven Marketing Platform Product and Solutions

Table 49. Adobe AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Adobe Recent Developments and Future Plans

Table 51. Alkami Company Information, Head Office, and Major Competitors

Table 52. Alkami Major Business

Table 53. Alkami AI-driven Marketing Platform Product and Solutions

Table 54. Alkami AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Alkami Recent Developments and Future Plans

Table 56. CodeComplete Company Information, Head Office, and Major Competitors

Table 57. CodeComplete Major Business

Table 58. CodeComplete AI-driven Marketing Platform Product and Solutions

Table 59. CodeComplete AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. CodeComplete Recent Developments and Future Plans

Table 61. Fujitsu Company Information, Head Office, and Major Competitors

Table 62. Fujitsu Major Business

Table 63. Fujitsu AI-driven Marketing Platform Product and Solutions

Table 64. Fujitsu AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Fujitsu Recent Developments and Future Plans

Table 66. Volcengine Company Information, Head Office, and Major Competitors

Table 67. Volcengine Major Business

Table 68. Volcengine AI-driven Marketing Platform Product and Solutions

Table 69. Volcengine AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Volcengine Recent Developments and Future Plans

Table 71. Cognitiv Company Information, Head Office, and Major Competitors

Table 72. Cognitiv Major Business

Table 73. Cognitiv AI-driven Marketing Platform Product and Solutions

Table 74. Cognitiv AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Cognitiv Recent Developments and Future Plans

Table 76. Sprout Social Company Information, Head Office, and Major Competitors

Table 77. Sprout Social Major Business

Table 78. Sprout Social AI-driven Marketing Platform Product and Solutions

Table 79. Sprout Social AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Sprout Social Recent Developments and Future Plans

Table 81. Cyber??Agent Company Information, Head Office, and Major Competitors

Table 82. Cyber??Agent Major Business

Table 83. Cyber??Agent AI-driven Marketing Platform Product and Solutions

Table 84. Cyber??Agent AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Cyber??Agent Recent Developments and Future Plans

Table 86. Emplifi Company Information, Head Office, and Major Competitors

Table 87. Emplifi Major Business

Table 88. Emplifi AI-driven Marketing Platform Product and Solutions

Table 89. Emplifi AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Emplifi Recent Developments and Future Plans

- Table 91. Canto Company Information, Head Office, and Major Competitors
- Table 92. Canto Major Business
- Table 93. Canto AI-driven Marketing Platform Product and Solutions
- Table 94. Canto AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. Canto Recent Developments and Future Plans
- Table 96. Omnisend Company Information, Head Office, and Major Competitors
- Table 97. Omnisend Major Business
- Table 98. Omnisend AI-driven Marketing Platform Product and Solutions
- Table 99. Omnisend AI-driven Marketing Platform Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 100. Omnisend Recent Developments and Future Plans
- Table 101. Global AI-driven Marketing Platform Revenue (USD Million) by Players (2021-2026)
- Table 102. Global AI-driven Marketing Platform Revenue Share by Players (2021-2026)
- Table 103. Breakdown of AI-driven Marketing Platform by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 104. Market Position of Players in AI-driven Marketing Platform, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 105. Head Office of Key AI-driven Marketing Platform Players
- Table 106. AI-driven Marketing Platform Market: Company Product Type Footprint
- Table 107. AI-driven Marketing Platform Market: Company Product Application Footprint
- Table 108. AI-driven Marketing Platform New Market Entrants and Barriers to Market Entry
- Table 109. AI-driven Marketing Platform Mergers, Acquisition, Agreements, and Collaborations
- Table 110. Global AI-driven Marketing Platform Consumption Value (USD Million) by Type (2021-2026)
- Table 111. Global AI-driven Marketing Platform Consumption Value Share by Type (2021-2026)
- Table 112. Global AI-driven Marketing Platform Consumption Value Forecast by Type (2027-2032)
- Table 113. Global AI-driven Marketing Platform Consumption Value by Application (2021-2026)
- Table 114. Global AI-driven Marketing Platform Consumption Value Forecast by Application (2027-2032)
- Table 115. North America AI-driven Marketing Platform Consumption Value by Type (2021-2026) & (USD Million)
- Table 116. North America AI-driven Marketing Platform Consumption Value by Type

(2027-2032) & (USD Million)

Table 117. North America AI-driven Marketing Platform Consumption Value by Application (2021-2026) & (USD Million)

Table 118. North America AI-driven Marketing Platform Consumption Value by Application (2027-2032) & (USD Million)

Table 119. North America AI-driven Marketing Platform Consumption Value by Country (2021-2026) & (USD Million)

Table 120. North America AI-driven Marketing Platform Consumption Value by Country (2027-2032) & (USD Million)

Table 121. Europe AI-driven Marketing Platform Consumption Value by Type (2021-2026) & (USD Million)

Table 122. Europe AI-driven Marketing Platform Consumption Value by Type (2027-2032) & (USD Million)

Table 123. Europe AI-driven Marketing Platform Consumption Value by Application (2021-2026) & (USD Million)

Table 124. Europe AI-driven Marketing Platform Consumption Value by Application (2027-2032) & (USD Million)

Table 125. Europe AI-driven Marketing Platform Consumption Value by Country (2021-2026) & (USD Million)

Table 126. Europe AI-driven Marketing Platform Consumption Value by Country (2027-2032) & (USD Million)

Table 127. Asia-Pacific AI-driven Marketing Platform Consumption Value by Type (2021-2026) & (USD Million)

Table 128. Asia-Pacific AI-driven Marketing Platform Consumption Value by Type (2027-2032) & (USD Million)

Table 129. Asia-Pacific AI-driven Marketing Platform Consumption Value by Application (2021-2026) & (USD Million)

Table 130. Asia-Pacific AI-driven Marketing Platform Consumption Value by Application (2027-2032) & (USD Million)

Table 131. Asia-Pacific AI-driven Marketing Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 132. Asia-Pacific AI-driven Marketing Platform Consumption Value by Region (2027-2032) & (USD Million)

Table 133. South America AI-driven Marketing Platform Consumption Value by Type (2021-2026) & (USD Million)

Table 134. South America AI-driven Marketing Platform Consumption Value by Type (2027-2032) & (USD Million)

Table 135. South America AI-driven Marketing Platform Consumption Value by Application (2021-2026) & (USD Million)

Table 136. South America AI-driven Marketing Platform Consumption Value by Application (2027-2032) & (USD Million)

Table 137. South America AI-driven Marketing Platform Consumption Value by Country (2021-2026) & (USD Million)

Table 138. South America AI-driven Marketing Platform Consumption Value by Country (2027-2032) & (USD Million)

Table 139. Middle East & Africa AI-driven Marketing Platform Consumption Value by Type (2021-2026) & (USD Million)

Table 140. Middle East & Africa AI-driven Marketing Platform Consumption Value by Type (2027-2032) & (USD Million)

Table 141. Middle East & Africa AI-driven Marketing Platform Consumption Value by Application (2021-2026) & (USD Million)

Table 142. Middle East & Africa AI-driven Marketing Platform Consumption Value by Application (2027-2032) & (USD Million)

Table 143. Middle East & Africa AI-driven Marketing Platform Consumption Value by Country (2021-2026) & (USD Million)

Table 144. Middle East & Africa AI-driven Marketing Platform Consumption Value by Country (2027-2032) & (USD Million)

Table 145. Global Key Players of AI-driven Marketing Platform Upstream (Raw Materials)

Table 146. Global AI-driven Marketing Platform Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. AI-driven Marketing Platform Picture

Figure 2. Global AI-driven Marketing Platform Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global AI-driven Marketing Platform Consumption Value Market Share by Type in 2025

Figure 4. Data Insight Layer

Figure 5. Content Generation Layer

Figure 6. Process Execution Layer

Figure 7. Global AI-driven Marketing Platform Consumption Value by Data Source, (USD Million), 2021 & 2025 & 2032

Figure 8. Global AI-driven Marketing Platform Consumption Value Market Share by Data Source in 2025

Figure 9. Social Media Data Platform

Figure 10. Transaction Data Platform

Figure 11. Global AI-driven Marketing Platform Consumption Value by Number of Users, (USD Million), 2021 & 2025 & 2032

Figure 12. Global AI-driven Marketing Platform Consumption Value Market Share by Number of Users in 2025

Figure 13. Number of Users: Figure 14. Number of Users: 500-5000

Figure 15. Number of Users: > 5000

Figure 16. Global AI-driven Marketing Platform Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. AI-driven Marketing Platform Consumption Value Market Share by Application in 2025

Figure 18. E-commerce Picture

Figure 19. Finance Picture

Figure 20. Retail Picture

Figure 21. Others Picture

Figure 22. Global AI-driven Marketing Platform Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 23. Global AI-driven Marketing Platform Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 24. Global Market AI-driven Marketing Platform Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 25. Global AI-driven Marketing Platform Consumption Value Market Share by

Region (2021-2032)

Figure 26. Global AI-driven Marketing Platform Consumption Value Market Share by Region in 2025

Figure 27. North America AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 28. Europe AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 29. Asia-Pacific AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 30. South America AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 31. Middle East & Africa AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 32. Company Three Recent Developments and Future Plans

Figure 33. Global AI-driven Marketing Platform Revenue Share by Players in 2025

Figure 34. AI-driven Marketing Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 35. Market Share of AI-driven Marketing Platform by Player Revenue in 2025

Figure 36. Top 3 AI-driven Marketing Platform Players Market Share in 2025

Figure 37. Top 6 AI-driven Marketing Platform Players Market Share in 2025

Figure 38. Global AI-driven Marketing Platform Consumption Value Share by Type (2021-2026)

Figure 39. Global AI-driven Marketing Platform Market Share Forecast by Type (2027-2032)

Figure 40. Global AI-driven Marketing Platform Consumption Value Share by Application (2021-2026)

Figure 41. Global AI-driven Marketing Platform Market Share Forecast by Application (2027-2032)

Figure 42. North America AI-driven Marketing Platform Consumption Value Market Share by Type (2021-2032)

Figure 43. North America AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2032)

Figure 44. North America AI-driven Marketing Platform Consumption Value Market Share by Country (2021-2032)

Figure 45. United States AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 46. Canada AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 47. Mexico AI-driven Marketing Platform Consumption Value (2021-2032) &

(USD Million)

Figure 48. Europe AI-driven Marketing Platform Consumption Value Market Share by Type (2021-2032)

Figure 49. Europe AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2032)

Figure 50. Europe AI-driven Marketing Platform Consumption Value Market Share by Country (2021-2032)

Figure 51. Germany AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 52. France AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 53. United Kingdom AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 54. Russia AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 55. Italy AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 56. Asia-Pacific AI-driven Marketing Platform Consumption Value Market Share by Type (2021-2032)

Figure 57. Asia-Pacific AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2032)

Figure 58. Asia-Pacific AI-driven Marketing Platform Consumption Value Market Share by Region (2021-2032)

Figure 59. China AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 62. India AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 65. South America AI-driven Marketing Platform Consumption Value Market Share by Type (2021-2032)

Figure 66. South America AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2032)

Figure 67. South America AI-driven Marketing Platform Consumption Value Market Share by Country (2021-2032)

Figure 68. Brazil AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 69. Argentina AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 70. Middle East & Africa AI-driven Marketing Platform Consumption Value Market Share by Type (2021-2032)

Figure 71. Middle East & Africa AI-driven Marketing Platform Consumption Value Market Share by Application (2021-2032)

Figure 72. Middle East & Africa AI-driven Marketing Platform Consumption Value Market Share by Country (2021-2032)

Figure 73. Turkey AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 74. Saudi Arabia AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 75. UAE AI-driven Marketing Platform Consumption Value (2021-2032) & (USD Million)

Figure 76. AI-driven Marketing Platform Market Drivers

Figure 77. AI-driven Marketing Platform Market Restraints

Figure 78. AI-driven Marketing Platform Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. AI-driven Marketing Platform Industrial Chain

Figure 81. Methodology

Figure 82. Research Process and Data Source

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