

# Global AI Marketing Tool 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 Marketing Tool market size was valued at US\$ 18105 million in 2025 and is forecast to a readjusted size of US\$ 70493 million by 2032 with a CAGR of 20.8% during review period.

AI Marketing Tool is a collection of digital tools that empower the entire marketing journey for businesses, based on artificial intelligence technologies such as machine learning, natural language processing, computer vision, and big data analytics. Its core function is to automatically uncover user needs, optimize marketing decisions, and improve marketing efficiency and conversion rates through algorithms. It covers key marketing aspects such as market insights, content creation, user reach, campaign optimization, customer management, and performance analysis. It can replace or assist manual labor in completing repetitive, data-intensive marketing tasks and is widely used in industries such as e-commerce, education, finance, and FMCG, adapting to the marketing needs of different To C and To B business models.

Based on user profiles and behavioral data, the tool's personalized outreach capabilities continue to improve, enabling precise content recommendations, product pushes, and customized marketing scripts. Simultaneously, it designs differentiated marketing plans for different stages of the user lifecycle (potential customers, new customers, returning customers, and churned customers), enhancing user engagement and repurchase rates through intelligent trigger mechanisms (such as push notifications triggered by user browsing behavior and benefit reminders triggered by member birthdays).

With the rapid development of Natural Language Processing (NLP) and generative AI technologies, the tool has expanded from text generation to multimodal content creation, including text, images, videos, audio, and digital humans. It supports one-click

generation of marketing copy, poster materials, short video scripts, and live-streaming scripts. Furthermore, content generation is more aligned with the tone of different platforms (such as Xiaohongshu product recommendation copy, Douyin short video scripts, and WeChat official account long articles), lowering the barrier and cost for businesses to create content.

With increasingly stringent global data privacy regulations, tools are enhancing their privacy computing, data anonymization, and compliance detection capabilities to achieve precise marketing without compromising user privacy data. For example, they employ federated learning technology to train user profiles even when data from multiple parties is not shared, thus mitigating data compliance risks. Additionally, the tools include a built-in advertising compliance detection module that automatically identifies prohibited words and expressions in marketing content, ensuring the legality and compliance of marketing activities.

This report is a detailed and comprehensive analysis for global AI Marketing Tool 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 Marketing Tool market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global AI Marketing Tool 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 Marketing Tool

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 Marketing Tool 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 HubSpot, Salesforce, Amazon, Improvado, Adobe, Grammarly, MarketMuse, Jasper, Google, Copy.ai, etc.

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

### **Market segmentation**

AI Marketing Tool 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

Cloud-based

Web-based

Market segment by Model

To C

To B

## Market segment by User

SMEs

Large Enterprises

## Market segment by Application

E-commerce

Education

Finance

Fast-moving Consumer Goods

Others

## Market segment by players, this report covers

HubSpot

Salesforce

Amazon

Improvado

Adobe

Grammarly

MarketMuse

Jasper

Google

Copy.ai

Jasper.ai

Chatfuel

MobileMonkey

ManyChat

GrowthBar

Surfer SEO

Frase.io

Smartly.io

Emplifi.io

Writesonic

Canva

FullStory

Zapier

Synthesia

Albert.ai

Headlime

Userbot.ai

Browse AI

Algolia

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 Marketing Tool product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the AI Marketing Tool 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 Marketing Tool 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 Marketing

Tool.

Chapter 13, to describe AI Marketing Tool 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 Marketing Tool by Type
  - 1.3.1 Overview: Global AI Marketing Tool Market Size by Type: 2021 Versus 2025 Versus 2032
  - 1.3.2 Global AI Marketing Tool Consumption Value Market Share by Type in 2025
  - 1.3.3 Cloud-based
  - 1.3.4 Web-based
- 1.4 Classification of AI Marketing Tool by Model
  - 1.4.1 Overview: Global AI Marketing Tool Market Size by Model: 2021 Versus 2025 Versus 2032
  - 1.4.2 Global AI Marketing Tool Consumption Value Market Share by Model in 2025
  - 1.4.3 To C
  - 1.4.4 To B
- 1.5 Classification of AI Marketing Tool by User
  - 1.5.1 Overview: Global AI Marketing Tool Market Size by User: 2021 Versus 2025 Versus 2032
  - 1.5.2 Global AI Marketing Tool Consumption Value Market Share by User in 2025
  - 1.5.3 SMEs
  - 1.5.4 Large Enterprises
- 1.6 Global AI Marketing Tool Market by Application
  - 1.6.1 Overview: Global AI Marketing Tool Market Size by Application: 2021 Versus 2025 Versus 2032
  - 1.6.2 E-commerce
  - 1.6.3 Education
  - 1.6.4 Finance
  - 1.6.5 Fast-moving Consumer Goods
  - 1.6.6 Others
- 1.7 Global AI Marketing Tool Market Size & Forecast
- 1.8 Global AI Marketing Tool Market Size and Forecast by Region
  - 1.8.1 Global AI Marketing Tool Market Size by Region: 2021 VS 2025 VS 2032
  - 1.8.2 Global AI Marketing Tool Market Size by Region, (2021-2032)
  - 1.8.3 North America AI Marketing Tool Market Size and Prospect (2021-2032)
  - 1.8.4 Europe AI Marketing Tool Market Size and Prospect (2021-2032)
  - 1.8.5 Asia-Pacific AI Marketing Tool Market Size and Prospect (2021-2032)

1.8.6 South America AI Marketing Tool Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa AI Marketing Tool Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

### **2.1 HubSpot**

2.1.1 HubSpot Details

2.1.2 HubSpot Major Business

2.1.3 HubSpot AI Marketing Tool Product and Solutions

2.1.4 HubSpot AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 HubSpot Recent Developments and Future Plans

### **2.2 Salesforce**

2.2.1 Salesforce Details

2.2.2 Salesforce Major Business

2.2.3 Salesforce AI Marketing Tool Product and Solutions

2.2.4 Salesforce AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Salesforce Recent Developments and Future Plans

### **2.3 Amazon**

2.3.1 Amazon Details

2.3.2 Amazon Major Business

2.3.3 Amazon AI Marketing Tool Product and Solutions

2.3.4 Amazon AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Amazon Recent Developments and Future Plans

### **2.4 Improvado**

2.4.1 Improvado Details

2.4.2 Improvado Major Business

2.4.3 Improvado AI Marketing Tool Product and Solutions

2.4.4 Improvado AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Improvado Recent Developments and Future Plans

### **2.5 Adobe**

2.5.1 Adobe Details

2.5.2 Adobe Major Business

2.5.3 Adobe AI Marketing Tool Product and Solutions

2.5.4 Adobe AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Adobe Recent Developments and Future Plans

## 2.6 Grammarly

### 2.6.1 Grammarly Details

### 2.6.2 Grammarly Major Business

### 2.6.3 Grammarly AI Marketing Tool Product and Solutions

### 2.6.4 Grammarly AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

### 2.6.5 Grammarly Recent Developments and Future Plans

## 2.7 MarketMuse

### 2.7.1 MarketMuse Details

### 2.7.2 MarketMuse Major Business

### 2.7.3 MarketMuse AI Marketing Tool Product and Solutions

### 2.7.4 MarketMuse AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

### 2.7.5 MarketMuse Recent Developments and Future Plans

## 2.8 Jasper

### 2.8.1 Jasper Details

### 2.8.2 Jasper Major Business

### 2.8.3 Jasper AI Marketing Tool Product and Solutions

### 2.8.4 Jasper AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

### 2.8.5 Jasper Recent Developments and Future Plans

## 2.9 Google

### 2.9.1 Google Details

### 2.9.2 Google Major Business

### 2.9.3 Google AI Marketing Tool Product and Solutions

### 2.9.4 Google AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

### 2.9.5 Google Recent Developments and Future Plans

## 2.10 Copy.ai

### 2.10.1 Copy.ai Details

### 2.10.2 Copy.ai Major Business

### 2.10.3 Copy.ai AI Marketing Tool Product and Solutions

### 2.10.4 Copy.ai AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

### 2.10.5 Copy.ai Recent Developments and Future Plans

## 2.11 Jasper.ai

### 2.11.1 Jasper.ai Details

### 2.11.2 Jasper.ai Major Business

### 2.11.3 Jasper.ai AI Marketing Tool Product and Solutions

### 2.11.4 Jasper.ai AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.11.5 Jasper.ai Recent Developments and Future Plans

2.12 Chatfuel

2.12.1 Chatfuel Details

2.12.2 Chatfuel Major Business

2.12.3 Chatfuel AI Marketing Tool Product and Solutions

2.12.4 Chatfuel AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.12.5 Chatfuel Recent Developments and Future Plans

2.13 MobileMonkey

2.13.1 MobileMonkey Details

2.13.2 MobileMonkey Major Business

2.13.3 MobileMonkey AI Marketing Tool Product and Solutions

2.13.4 MobileMonkey AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.13.5 MobileMonkey Recent Developments and Future Plans

2.14 ManyChat

2.14.1 ManyChat Details

2.14.2 ManyChat Major Business

2.14.3 ManyChat AI Marketing Tool Product and Solutions

2.14.4 ManyChat AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.14.5 ManyChat Recent Developments and Future Plans

2.15 GrowthBar

2.15.1 GrowthBar Details

2.15.2 GrowthBar Major Business

2.15.3 GrowthBar AI Marketing Tool Product and Solutions

2.15.4 GrowthBar AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.15.5 GrowthBar Recent Developments and Future Plans

2.16 Surfer SEO

2.16.1 Surfer SEO Details

2.16.2 Surfer SEO Major Business

2.16.3 Surfer SEO AI Marketing Tool Product and Solutions

2.16.4 Surfer SEO AI Marketing Tool Revenue, Gross Margin and Market Share

(2021-2026)

2.16.5 Surfer SEO Recent Developments and Future Plans

2.17 Frase.io

2.17.1 Frase.io Details

- 2.17.2 Frase.io Major Business
- 2.17.3 Frase.io AI Marketing Tool Product and Solutions
- 2.17.4 Frase.io AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
- 2.17.5 Frase.io Recent Developments and Future Plans
- 2.18 Smartly.io
  - 2.18.1 Smartly.io Details
  - 2.18.2 Smartly.io Major Business
  - 2.18.3 Smartly.io AI Marketing Tool Product and Solutions
  - 2.18.4 Smartly.io AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.18.5 Smartly.io Recent Developments and Future Plans
- 2.19 Emplifi.io
  - 2.19.1 Emplifi.io Details
  - 2.19.2 Emplifi.io Major Business
  - 2.19.3 Emplifi.io AI Marketing Tool Product and Solutions
  - 2.19.4 Emplifi.io AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.19.5 Emplifi.io Recent Developments and Future Plans
- 2.20 Writesonic
  - 2.20.1 Writesonic Details
  - 2.20.2 Writesonic Major Business
  - 2.20.3 Writesonic AI Marketing Tool Product and Solutions
  - 2.20.4 Writesonic AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.20.5 Writesonic Recent Developments and Future Plans
- 2.21 Canva
  - 2.21.1 Canva Details
  - 2.21.2 Canva Major Business
  - 2.21.3 Canva AI Marketing Tool Product and Solutions
  - 2.21.4 Canva AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.21.5 Canva Recent Developments and Future Plans
- 2.22 FullStory
  - 2.22.1 FullStory Details
  - 2.22.2 FullStory Major Business
  - 2.22.3 FullStory AI Marketing Tool Product and Solutions
  - 2.22.4 FullStory AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)

- 2.22.5 FullStory Recent Developments and Future Plans
- 2.23 Zapier
  - 2.23.1 Zapier Details
  - 2.23.2 Zapier Major Business
  - 2.23.3 Zapier AI Marketing Tool Product and Solutions
  - 2.23.4 Zapier AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.23.5 Zapier Recent Developments and Future Plans
- 2.24 Synthesia
  - 2.24.1 Synthesia Details
  - 2.24.2 Synthesia Major Business
  - 2.24.3 Synthesia AI Marketing Tool Product and Solutions
  - 2.24.4 Synthesia AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.24.5 Synthesia Recent Developments and Future Plans
- 2.25 Albert.ai
  - 2.25.1 Albert.ai Details
  - 2.25.2 Albert.ai Major Business
  - 2.25.3 Albert.ai AI Marketing Tool Product and Solutions
  - 2.25.4 Albert.ai AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.25.5 Albert.ai Recent Developments and Future Plans
- 2.26 Headlime
  - 2.26.1 Headlime Details
  - 2.26.2 Headlime Major Business
  - 2.26.3 Headlime AI Marketing Tool Product and Solutions
  - 2.26.4 Headlime AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.26.5 Headlime Recent Developments and Future Plans
- 2.27 Userbot.ai
  - 2.27.1 Userbot.ai Details
  - 2.27.2 Userbot.ai Major Business
  - 2.27.3 Userbot.ai AI Marketing Tool Product and Solutions
  - 2.27.4 Userbot.ai AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.27.5 Userbot.ai Recent Developments and Future Plans
- 2.28 Browse AI
  - 2.28.1 Browse AI Details
  - 2.28.2 Browse AI Major Business

- 2.28.3 Browse AI AI Marketing Tool Product and Solutions
- 2.28.4 Browse AI AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
- 2.28.5 Browse AI Recent Developments and Future Plans
- 2.29 Algolia
  - 2.29.1 Algolia Details
  - 2.29.2 Algolia Major Business
  - 2.29.3 Algolia AI Marketing Tool Product and Solutions
  - 2.29.4 Algolia AI Marketing Tool Revenue, Gross Margin and Market Share (2021-2026)
  - 2.29.5 Algolia Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global AI Marketing Tool Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of AI Marketing Tool by Company Revenue
  - 3.2.2 Top 3 AI Marketing Tool Players Market Share in 2025
  - 3.2.3 Top 6 AI Marketing Tool Players Market Share in 2025
- 3.3 AI Marketing Tool Market: Overall Company Footprint Analysis
  - 3.3.1 AI Marketing Tool Market: Region Footprint
  - 3.3.2 AI Marketing Tool Market: Company Product Type Footprint
  - 3.3.3 AI Marketing Tool 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 Marketing Tool Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global AI Marketing Tool Market Forecast by Type (2027-2032)

### **5 MARKET SIZE SEGMENT BY APPLICATION**

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

### **6 NORTH AMERICA**

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

## **7 EUROPE**

- 7.1 Europe AI Marketing Tool Consumption Value by Type (2021-2032)
- 7.2 Europe AI Marketing Tool Consumption Value by Application (2021-2032)
- 7.3 Europe AI Marketing Tool Market Size by Country
  - 7.3.1 Europe AI Marketing Tool Consumption Value by Country (2021-2032)
  - 7.3.2 Germany AI Marketing Tool Market Size and Forecast (2021-2032)
  - 7.3.3 France AI Marketing Tool Market Size and Forecast (2021-2032)
  - 7.3.4 United Kingdom AI Marketing Tool Market Size and Forecast (2021-2032)
  - 7.3.5 Russia AI Marketing Tool Market Size and Forecast (2021-2032)
  - 7.3.6 Italy AI Marketing Tool Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

- 8.1 Asia-Pacific AI Marketing Tool Consumption Value by Type (2021-2032)
- 8.2 Asia-Pacific AI Marketing Tool Consumption Value by Application (2021-2032)
- 8.3 Asia-Pacific AI Marketing Tool Market Size by Region
  - 8.3.1 Asia-Pacific AI Marketing Tool Consumption Value by Region (2021-2032)
  - 8.3.2 China AI Marketing Tool Market Size and Forecast (2021-2032)
  - 8.3.3 Japan AI Marketing Tool Market Size and Forecast (2021-2032)
  - 8.3.4 South Korea AI Marketing Tool Market Size and Forecast (2021-2032)
  - 8.3.5 India AI Marketing Tool Market Size and Forecast (2021-2032)
  - 8.3.6 Southeast Asia AI Marketing Tool Market Size and Forecast (2021-2032)
  - 8.3.7 Australia AI Marketing Tool Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

- 9.1 South America AI Marketing Tool Consumption Value by Type (2021-2032)
- 9.2 South America AI Marketing Tool Consumption Value by Application (2021-2032)
- 9.3 South America AI Marketing Tool Market Size by Country

- 9.3.1 South America AI Marketing Tool Consumption Value by Country (2021-2032)
- 9.3.2 Brazil AI Marketing Tool Market Size and Forecast (2021-2032)
- 9.3.3 Argentina AI Marketing Tool Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

- 10.1 Middle East & Africa AI Marketing Tool Consumption Value by Type (2021-2032)
- 10.2 Middle East & Africa AI Marketing Tool Consumption Value by Application (2021-2032)
- 10.3 Middle East & Africa AI Marketing Tool Market Size by Country
  - 10.3.1 Middle East & Africa AI Marketing Tool Consumption Value by Country (2021-2032)
  - 10.3.2 Turkey AI Marketing Tool Market Size and Forecast (2021-2032)
  - 10.3.3 Saudi Arabia AI Marketing Tool Market Size and Forecast (2021-2032)
  - 10.3.4 UAE AI Marketing Tool Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

- 11.1 AI Marketing Tool Market Drivers
- 11.2 AI Marketing Tool Market Restraints
- 11.3 AI Marketing Tool 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 Marketing Tool Industry Chain
- 12.2 AI Marketing Tool Upstream Analysis
- 12.3 AI Marketing Tool Midstream Analysis
- 12.4 AI Marketing Tool 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 Marketing Tool Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global AI Marketing Tool Consumption Value by Model, (USD Million), 2021 & 2025 & 2032

Table 3. Global AI Marketing Tool Consumption Value by User, (USD Million), 2021 & 2025 & 2032

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

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

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

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

Table 8. HubSpot Major Business

Table 9. HubSpot AI Marketing Tool Product and Solutions

Table 10. HubSpot AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. HubSpot Recent Developments and Future Plans

Table 12. Salesforce Company Information, Head Office, and Major Competitors

Table 13. Salesforce Major Business

Table 14. Salesforce AI Marketing Tool Product and Solutions

Table 15. Salesforce AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Salesforce Recent Developments and Future Plans

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

Table 18. Amazon Major Business

Table 19. Amazon AI Marketing Tool Product and Solutions

Table 20. Amazon AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Improvado Company Information, Head Office, and Major Competitors

Table 22. Improvado Major Business

Table 23. Improvado AI Marketing Tool Product and Solutions

Table 24. Improvado AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Improvado Recent Developments and Future Plans

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

Table 27. Adobe Major Business

Table 28. Adobe AI Marketing Tool Product and Solutions

Table 29. Adobe AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. Adobe Recent Developments and Future Plans

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

Table 32. Grammarly Major Business

Table 33. Grammarly AI Marketing Tool Product and Solutions

Table 34. Grammarly AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Grammarly Recent Developments and Future Plans

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

Table 37. MarketMuse Major Business

Table 38. MarketMuse AI Marketing Tool Product and Solutions

Table 39. MarketMuse AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. MarketMuse Recent Developments and Future Plans

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

Table 42. Jasper Major Business

Table 43. Jasper AI Marketing Tool Product and Solutions

Table 44. Jasper AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Jasper Recent Developments and Future Plans

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

Table 47. Google Major Business

Table 48. Google AI Marketing Tool Product and Solutions

Table 49. Google AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Google Recent Developments and Future Plans

Table 51. Copy.ai Company Information, Head Office, and Major Competitors

Table 52. Copy.ai Major Business

Table 53. Copy.ai AI Marketing Tool Product and Solutions

Table 54. Copy.ai AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Copy.ai Recent Developments and Future Plans

Table 56. Jasper.ai Company Information, Head Office, and Major Competitors

Table 57. Jasper.ai Major Business

Table 58. Jasper.ai AI Marketing Tool Product and Solutions

Table 59. Jasper.ai AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Jasper.ai Recent Developments and Future Plans

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

Table 62. Chatfuel Major Business

Table 63. Chatfuel AI Marketing Tool Product and Solutions

Table 64. Chatfuel AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Chatfuel Recent Developments and Future Plans

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

Table 67. MobileMonkey Major Business

Table 68. MobileMonkey AI Marketing Tool Product and Solutions

Table 69. MobileMonkey AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. MobileMonkey Recent Developments and Future Plans

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

Table 72. ManyChat Major Business

Table 73. ManyChat AI Marketing Tool Product and Solutions

Table 74. ManyChat AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. ManyChat Recent Developments and Future Plans

Table 76. GrowthBar Company Information, Head Office, and Major Competitors

Table 77. GrowthBar Major Business

Table 78. GrowthBar AI Marketing Tool Product and Solutions

Table 79. GrowthBar AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. GrowthBar Recent Developments and Future Plans

Table 81. Surfer SEO Company Information, Head Office, and Major Competitors

Table 82. Surfer SEO Major Business

Table 83. Surfer SEO AI Marketing Tool Product and Solutions

Table 84. Surfer SEO AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Surfer SEO Recent Developments and Future Plans

Table 86. Frase.io Company Information, Head Office, and Major Competitors

Table 87. Frase.io Major Business

Table 88. Frase.io AI Marketing Tool Product and Solutions

Table 89. Frase.io AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Frase.io Recent Developments and Future Plans

- Table 91. Smartly.io Company Information, Head Office, and Major Competitors
- Table 92. Smartly.io Major Business
- Table 93. Smartly.io AI Marketing Tool Product and Solutions
- Table 94. Smartly.io AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. Smartly.io Recent Developments and Future Plans
- Table 96. Emplifi.io Company Information, Head Office, and Major Competitors
- Table 97. Emplifi.io Major Business
- Table 98. Emplifi.io AI Marketing Tool Product and Solutions
- Table 99. Emplifi.io AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 100. Emplifi.io Recent Developments and Future Plans
- Table 101. Writesonic Company Information, Head Office, and Major Competitors
- Table 102. Writesonic Major Business
- Table 103. Writesonic AI Marketing Tool Product and Solutions
- Table 104. Writesonic AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 105. Writesonic Recent Developments and Future Plans
- Table 106. Canva Company Information, Head Office, and Major Competitors
- Table 107. Canva Major Business
- Table 108. Canva AI Marketing Tool Product and Solutions
- Table 109. Canva AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 110. Canva Recent Developments and Future Plans
- Table 111. FullStory Company Information, Head Office, and Major Competitors
- Table 112. FullStory Major Business
- Table 113. FullStory AI Marketing Tool Product and Solutions
- Table 114. FullStory AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. FullStory Recent Developments and Future Plans
- Table 116. Zapier Company Information, Head Office, and Major Competitors
- Table 117. Zapier Major Business
- Table 118. Zapier AI Marketing Tool Product and Solutions
- Table 119. Zapier AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 120. Zapier Recent Developments and Future Plans
- Table 121. Synthesia Company Information, Head Office, and Major Competitors
- Table 122. Synthesia Major Business
- Table 123. Synthesia AI Marketing Tool Product and Solutions

Table 124. Synthesia AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 125. Synthesia Recent Developments and Future Plans

Table 126. Albert.ai Company Information, Head Office, and Major Competitors

Table 127. Albert.ai Major Business

Table 128. Albert.ai AI Marketing Tool Product and Solutions

Table 129. Albert.ai AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 130. Albert.ai Recent Developments and Future Plans

Table 131. Headlime Company Information, Head Office, and Major Competitors

Table 132. Headlime Major Business

Table 133. Headlime AI Marketing Tool Product and Solutions

Table 134. Headlime AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 135. Headlime Recent Developments and Future Plans

Table 136. Userbot.ai Company Information, Head Office, and Major Competitors

Table 137. Userbot.ai Major Business

Table 138. Userbot.ai AI Marketing Tool Product and Solutions

Table 139. Userbot.ai AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 140. Userbot.ai Recent Developments and Future Plans

Table 141. Browse AI Company Information, Head Office, and Major Competitors

Table 142. Browse AI Major Business

Table 143. Browse AI AI Marketing Tool Product and Solutions

Table 144. Browse AI AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Browse AI Recent Developments and Future Plans

Table 146. Algolia Company Information, Head Office, and Major Competitors

Table 147. Algolia Major Business

Table 148. Algolia AI Marketing Tool Product and Solutions

Table 149. Algolia AI Marketing Tool Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 150. Algolia Recent Developments and Future Plans

Table 151. Global AI Marketing Tool Revenue (USD Million) by Players (2021-2026)

Table 152. Global AI Marketing Tool Revenue Share by Players (2021-2026)

Table 153. Breakdown of AI Marketing Tool by Company Type (Tier 1, Tier 2, and Tier 3)

Table 154. Market Position of Players in AI Marketing Tool, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 155. Head Office of Key AI Marketing Tool Players

Table 156. AI Marketing Tool Market: Company Product Type Footprint

Table 157. AI Marketing Tool Market: Company Product Application Footprint

Table 158. AI Marketing Tool New Market Entrants and Barriers to Market Entry

Table 159. AI Marketing Tool Mergers, Acquisition, Agreements, and Collaborations

Table 160. Global AI Marketing Tool Consumption Value (USD Million) by Type (2021-2026)

Table 161. Global AI Marketing Tool Consumption Value Share by Type (2021-2026)

Table 162. Global AI Marketing Tool Consumption Value Forecast by Type (2027-2032)

Table 163. Global AI Marketing Tool Consumption Value by Application (2021-2026)

Table 164. Global AI Marketing Tool Consumption Value Forecast by Application (2027-2032)

Table 165. North America AI Marketing Tool Consumption Value by Type (2021-2026) & (USD Million)

Table 166. North America AI Marketing Tool Consumption Value by Type (2027-2032) & (USD Million)

Table 167. North America AI Marketing Tool Consumption Value by Application (2021-2026) & (USD Million)

Table 168. North America AI Marketing Tool Consumption Value by Application (2027-2032) & (USD Million)

Table 169. North America AI Marketing Tool Consumption Value by Country (2021-2026) & (USD Million)

Table 170. North America AI Marketing Tool Consumption Value by Country (2027-2032) & (USD Million)

Table 171. Europe AI Marketing Tool Consumption Value by Type (2021-2026) & (USD Million)

Table 172. Europe AI Marketing Tool Consumption Value by Type (2027-2032) & (USD Million)

Table 173. Europe AI Marketing Tool Consumption Value by Application (2021-2026) & (USD Million)

Table 174. Europe AI Marketing Tool Consumption Value by Application (2027-2032) & (USD Million)

Table 175. Europe AI Marketing Tool Consumption Value by Country (2021-2026) & (USD Million)

Table 176. Europe AI Marketing Tool Consumption Value by Country (2027-2032) & (USD Million)

Table 177. Asia-Pacific AI Marketing Tool Consumption Value by Type (2021-2026) & (USD Million)

Table 178. Asia-Pacific AI Marketing Tool Consumption Value by Type (2027-2032) &

(USD Million)

Table 179. Asia-Pacific AI Marketing Tool Consumption Value by Application (2021-2026) & (USD Million)

Table 180. Asia-Pacific AI Marketing Tool Consumption Value by Application (2027-2032) & (USD Million)

Table 181. Asia-Pacific AI Marketing Tool Consumption Value by Region (2021-2026) & (USD Million)

Table 182. Asia-Pacific AI Marketing Tool Consumption Value by Region (2027-2032) & (USD Million)

Table 183. South America AI Marketing Tool Consumption Value by Type (2021-2026) & (USD Million)

Table 184. South America AI Marketing Tool Consumption Value by Type (2027-2032) & (USD Million)

Table 185. South America AI Marketing Tool Consumption Value by Application (2021-2026) & (USD Million)

Table 186. South America AI Marketing Tool Consumption Value by Application (2027-2032) & (USD Million)

Table 187. South America AI Marketing Tool Consumption Value by Country (2021-2026) & (USD Million)

Table 188. South America AI Marketing Tool Consumption Value by Country (2027-2032) & (USD Million)

Table 189. Middle East & Africa AI Marketing Tool Consumption Value by Type (2021-2026) & (USD Million)

Table 190. Middle East & Africa AI Marketing Tool Consumption Value by Type (2027-2032) & (USD Million)

Table 191. Middle East & Africa AI Marketing Tool Consumption Value by Application (2021-2026) & (USD Million)

Table 192. Middle East & Africa AI Marketing Tool Consumption Value by Application (2027-2032) & (USD Million)

Table 193. Middle East & Africa AI Marketing Tool Consumption Value by Country (2021-2026) & (USD Million)

Table 194. Middle East & Africa AI Marketing Tool Consumption Value by Country (2027-2032) & (USD Million)

Table 195. Global Key Players of AI Marketing Tool Upstream (Raw Materials)

Table 196. Global AI Marketing Tool Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. AI Marketing Tool Picture

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

Figure 3. Global AI Marketing Tool Consumption Value Market Share by Type in 2025

Figure 4. Cloud-based

Figure 5. Web-based

Figure 6. Global AI Marketing Tool Consumption Value by Model, (USD Million), 2021 & 2025 & 2032

Figure 7. Global AI Marketing Tool Consumption Value Market Share by Model in 2025

Figure 8. To C

Figure 9. To B

Figure 10. Global AI Marketing Tool Consumption Value by User, (USD Million), 2021 & 2025 & 2032

Figure 11. Global AI Marketing Tool Consumption Value Market Share by User in 2025

Figure 12. SMEs

Figure 13. Large Enterprises

Figure 14. Global AI Marketing Tool Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 15. AI Marketing Tool Consumption Value Market Share by Application in 2025

Figure 16. E-commerce Picture

Figure 17. Education Picture

Figure 18. Finance Picture

Figure 19. Fast-moving Consumer Goods Picture

Figure 20. Others Picture

Figure 21. Global AI Marketing Tool Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 22. Global AI Marketing Tool Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 23. Global Market AI Marketing Tool Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 24. Global AI Marketing Tool Consumption Value Market Share by Region (2021-2032)

Figure 25. Global AI Marketing Tool Consumption Value Market Share by Region in 2025

Figure 26. North America AI Marketing Tool Consumption Value (2021-2032) & (USD

Million)

Figure 27. Europe AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 28. Asia-Pacific AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 29. South America AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 30. Middle East & Africa AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 31. Company Three Recent Developments and Future Plans

Figure 32. Global AI Marketing Tool Revenue Share by Players in 2025

Figure 33. AI Marketing Tool Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 34. Market Share of AI Marketing Tool by Player Revenue in 2025

Figure 35. Top 3 AI Marketing Tool Players Market Share in 2025

Figure 36. Top 6 AI Marketing Tool Players Market Share in 2025

Figure 37. Global AI Marketing Tool Consumption Value Share by Type (2021-2026)

Figure 38. Global AI Marketing Tool Market Share Forecast by Type (2027-2032)

Figure 39. Global AI Marketing Tool Consumption Value Share by Application (2021-2026)

Figure 40. Global AI Marketing Tool Market Share Forecast by Application (2027-2032)

Figure 41. North America AI Marketing Tool Consumption Value Market Share by Type (2021-2032)

Figure 42. North America AI Marketing Tool Consumption Value Market Share by Application (2021-2032)

Figure 43. North America AI Marketing Tool Consumption Value Market Share by Country (2021-2032)

Figure 44. United States AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 45. Canada AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 46. Mexico AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 47. Europe AI Marketing Tool Consumption Value Market Share by Type (2021-2032)

Figure 48. Europe AI Marketing Tool Consumption Value Market Share by Application (2021-2032)

Figure 49. Europe AI Marketing Tool Consumption Value Market Share by Country (2021-2032)

Figure 50. Germany AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 51. France AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 52. United Kingdom AI Marketing Tool Consumption Value (2021-2032) & (USD

Million)

Figure 53. Russia AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 54. Italy AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 55. Asia-Pacific AI Marketing Tool Consumption Value Market Share by Type (2021-2032)

Figure 56. Asia-Pacific AI Marketing Tool Consumption Value Market Share by Application (2021-2032)

Figure 57. Asia-Pacific AI Marketing Tool Consumption Value Market Share by Region (2021-2032)

Figure 58. China AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 59. Japan AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 60. South Korea AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 61. India AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 62. Southeast Asia AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 63. Australia AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 64. South America AI Marketing Tool Consumption Value Market Share by Type (2021-2032)

Figure 65. South America AI Marketing Tool Consumption Value Market Share by Application (2021-2032)

Figure 66. South America AI Marketing Tool Consumption Value Market Share by Country (2021-2032)

Figure 67. Brazil AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 68. Argentina AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 69. Middle East & Africa AI Marketing Tool Consumption Value Market Share by Type (2021-2032)

Figure 70. Middle East & Africa AI Marketing Tool Consumption Value Market Share by Application (2021-2032)

Figure 71. Middle East & Africa AI Marketing Tool Consumption Value Market Share by Country (2021-2032)

Figure 72. Turkey AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 73. Saudi Arabia AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 74. UAE AI Marketing Tool Consumption Value (2021-2032) & (USD Million)

Figure 75. AI Marketing Tool Market Drivers

Figure 76. AI Marketing Tool Market Restraints

Figure 77. AI Marketing Tool Market Trends

- Figure 78. Porters Five Forces Analysis
- Figure 79. AI Marketing Tool Industrial Chain
- Figure 80. Methodology
- Figure 81. Research Process and Data Source

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