

Global AI Marketing Cloud Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/A46E07F4AE76EN.html>

Date: January 2026

Pages: 153

Price: US\$ 3,660.00 (Single User License)

ID: A46E07F4AE76EN

Abstracts

The global AI Marketing Cloud market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

An AI Marketing Cloud is a unified digital platform using Artificial Intelligence to automate, personalize, and optimize customer engagement across all channels, helping businesses predict needs, create content, segment audiences, and deliver tailored experiences at scale for better ROI.

United States market for AI Marketing Cloud is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI Marketing Cloud is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AI Marketing Cloud is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI Marketing Cloud players cover Salesforce, Adobe, Oracle, SAP, Zeta Global, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "AI Marketing Cloud Industry Forecast" looks at past sales and reviews total world AI Marketing Cloud sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Marketing Cloud sales for 2026 through 2032. With AI Marketing Cloud sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in

US\$ millions of the world AI Marketing Cloud industry.

This Insight Report provides a comprehensive analysis of the global AI Marketing Cloud landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Marketing Cloud portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI Marketing Cloud market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Marketing Cloud and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Marketing Cloud.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Marketing Cloud market by product type, application, key players and key regions and countries.

Segmentation by Type:

Public Cloud

Private Cloud

Hybrid Cloud

Segmentation by Function:

General-purpose

Industry-specific

Segmentation by Application:

E-commerce and Retail

FMCG

Finance

Automotive

Education and Training

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Salesforce

Adobe

Oracle

SAP

Zeta Global

Microsoft

Intuit Mailchimp

Zoho

Sprinklr

Braze

Klaviyo

Acoustic

Bloomreach

Iterable

ActiveCampaign

Treasure Data

inwise

Marketingforce

iFLYTEK

Tencent Cloud

Alibaba Cloud

360 AI

Convertlab

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global AI Marketing Cloud Market Size (2021-2032)
- 2.1.2 AI Marketing Cloud Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for AI Marketing Cloud by Country/Region (2021, 2025 & 2032)

2.2 AI Marketing Cloud Segment by Type

- 2.2.1 Public Cloud
- 2.2.2 Private Cloud
- 2.2.3 Hybrid Cloud
- 2.2.4 AI Marketing Cloud Market Size by Type
 - 2.2.4.1 AI Marketing Cloud Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global AI Marketing Cloud Market Size Market Share by Type (2021-2026)

2.3 AI Marketing Cloud Segment by Function

- 2.3.1 General-purpose
- 2.3.2 Industry-specific
- 2.3.3 AI Marketing Cloud Market Size by Function
 - 2.3.3.1 AI Marketing Cloud Market Size CAGR by Function (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global AI Marketing Cloud Market Size Market Share by Function (2021-2026)

2.4 AI Marketing Cloud Segment by Application

- 2.4.1 E-commerce and Retail
- 2.4.2 FMCG
- 2.4.3 Finance
- 2.4.4 Automotive

2.4.5 Education and Training

2.4.6 Others

2.4.7 AI Marketing Cloud Market Size by Application

2.4.7.1 AI Marketing Cloud Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.4.7.2 Global AI Marketing Cloud Market Size Market Share by Application (2021-2026)

3 AI MARKETING CLOUD MARKET SIZE BY PLAYER

3.1 AI Marketing Cloud Market Size Market Share by Player

3.1.1 Global AI Marketing Cloud Revenue by Player (2021-2026)

3.1.2 Global AI Marketing Cloud Revenue Market Share by Player (2021-2026)

3.2 Global AI Marketing Cloud Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 AI MARKETING CLOUD BY REGION

4.1 AI Marketing Cloud Market Size by Region (2021-2026)

4.2 Global AI Marketing Cloud Annual Revenue by Country/Region (2021-2026)

4.3 Americas AI Marketing Cloud Market Size Growth (2021-2026)

4.4 APAC AI Marketing Cloud Market Size Growth (2021-2026)

4.5 Europe AI Marketing Cloud Market Size Growth (2021-2026)

4.6 Middle East & Africa AI Marketing Cloud Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas AI Marketing Cloud Market Size by Country (2021-2026)

5.2 Americas AI Marketing Cloud Market Size by Type (2021-2026)

5.3 Americas AI Marketing Cloud Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

- 6.1 APAC AI Marketing Cloud Market Size by Region (2021-2026)
- 6.2 APAC AI Marketing Cloud Market Size by Type (2021-2026)
- 6.3 APAC AI Marketing Cloud Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe AI Marketing Cloud Market Size by Country (2021-2026)
- 7.2 Europe AI Marketing Cloud Market Size by Type (2021-2026)
- 7.3 Europe AI Marketing Cloud Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa AI Marketing Cloud by Region (2021-2026)
- 8.2 Middle East & Africa AI Marketing Cloud Market Size by Type (2021-2026)
- 8.3 Middle East & Africa AI Marketing Cloud Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL AI MARKETING CLOUD MARKET FORECAST

- 10.1 Global AI Marketing Cloud Forecast by Region (2027-2032)
 - 10.1.1 Global AI Marketing Cloud Forecast by Region (2027-2032)
 - 10.1.2 Americas AI Marketing Cloud Forecast
 - 10.1.3 APAC AI Marketing Cloud Forecast
 - 10.1.4 Europe AI Marketing Cloud Forecast
 - 10.1.5 Middle East & Africa AI Marketing Cloud Forecast
- 10.2 Americas AI Marketing Cloud Forecast by Country (2027-2032)
 - 10.2.1 United States Market AI Marketing Cloud Forecast
 - 10.2.2 Canada Market AI Marketing Cloud Forecast
 - 10.2.3 Mexico Market AI Marketing Cloud Forecast
 - 10.2.4 Brazil Market AI Marketing Cloud Forecast
- 10.3 APAC AI Marketing Cloud Forecast by Region (2027-2032)
 - 10.3.1 China AI Marketing Cloud Market Forecast
 - 10.3.2 Japan Market AI Marketing Cloud Forecast
 - 10.3.3 Korea Market AI Marketing Cloud Forecast
 - 10.3.4 Southeast Asia Market AI Marketing Cloud Forecast
 - 10.3.5 India Market AI Marketing Cloud Forecast
 - 10.3.6 Australia Market AI Marketing Cloud Forecast
- 10.4 Europe AI Marketing Cloud Forecast by Country (2027-2032)
 - 10.4.1 Germany Market AI Marketing Cloud Forecast
 - 10.4.2 France Market AI Marketing Cloud Forecast
 - 10.4.3 UK Market AI Marketing Cloud Forecast
 - 10.4.4 Italy Market AI Marketing Cloud Forecast
 - 10.4.5 Russia Market AI Marketing Cloud Forecast
- 10.5 Middle East & Africa AI Marketing Cloud Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market AI Marketing Cloud Forecast
 - 10.5.2 South Africa Market AI Marketing Cloud Forecast
 - 10.5.3 Israel Market AI Marketing Cloud Forecast
 - 10.5.4 Turkey Market AI Marketing Cloud Forecast
- 10.6 Global AI Marketing Cloud Forecast by Type (2027-2032)
- 10.7 Global AI Marketing Cloud Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market AI Marketing Cloud Forecast

11 KEY PLAYERS ANALYSIS

11.1 Salesforce

- 11.1.1 Salesforce Company Information
- 11.1.2 Salesforce AI Marketing Cloud Product Offered
- 11.1.3 Salesforce AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 Salesforce Main Business Overview
- 11.1.5 Salesforce Latest Developments
- 11.2 Adobe
 - 11.2.1 Adobe Company Information
 - 11.2.2 Adobe AI Marketing Cloud Product Offered
 - 11.2.3 Adobe AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 Adobe Main Business Overview
 - 11.2.5 Adobe Latest Developments
- 11.3 Oracle
 - 11.3.1 Oracle Company Information
 - 11.3.2 Oracle AI Marketing Cloud Product Offered
 - 11.3.3 Oracle AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.3.4 Oracle Main Business Overview
 - 11.3.5 Oracle Latest Developments
- 11.4 SAP
 - 11.4.1 SAP Company Information
 - 11.4.2 SAP AI Marketing Cloud Product Offered
 - 11.4.3 SAP AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.4.4 SAP Main Business Overview
 - 11.4.5 SAP Latest Developments
- 11.5 Zeta Global
 - 11.5.1 Zeta Global Company Information
 - 11.5.2 Zeta Global AI Marketing Cloud Product Offered
 - 11.5.3 Zeta Global AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 Zeta Global Main Business Overview
 - 11.5.5 Zeta Global Latest Developments
- 11.6 Microsoft
 - 11.6.1 Microsoft Company Information
 - 11.6.2 Microsoft AI Marketing Cloud Product Offered
 - 11.6.3 Microsoft AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)

- 11.6.4 Microsoft Main Business Overview
- 11.6.5 Microsoft Latest Developments
- 11.7 Intuit Mailchimp
 - 11.7.1 Intuit Mailchimp Company Information
 - 11.7.2 Intuit Mailchimp AI Marketing Cloud Product Offered
 - 11.7.3 Intuit Mailchimp AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Intuit Mailchimp Main Business Overview
 - 11.7.5 Intuit Mailchimp Latest Developments
- 11.8 Zoho
 - 11.8.1 Zoho Company Information
 - 11.8.2 Zoho AI Marketing Cloud Product Offered
 - 11.8.3 Zoho AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Zoho Main Business Overview
 - 11.8.5 Zoho Latest Developments
- 11.9 Sprinklr
 - 11.9.1 Sprinklr Company Information
 - 11.9.2 Sprinklr AI Marketing Cloud Product Offered
 - 11.9.3 Sprinklr AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Sprinklr Main Business Overview
 - 11.9.5 Sprinklr Latest Developments
- 11.10 Braze
 - 11.10.1 Braze Company Information
 - 11.10.2 Braze AI Marketing Cloud Product Offered
 - 11.10.3 Braze AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Braze Main Business Overview
 - 11.10.5 Braze Latest Developments
- 11.11 Klaviyo
 - 11.11.1 Klaviyo Company Information
 - 11.11.2 Klaviyo AI Marketing Cloud Product Offered
 - 11.11.3 Klaviyo AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Klaviyo Main Business Overview
 - 11.11.5 Klaviyo Latest Developments
- 11.12 Acoustic
 - 11.12.1 Acoustic Company Information

- 11.12.2 Acoustic AI Marketing Cloud Product Offered
- 11.12.3 Acoustic AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
- 11.12.4 Acoustic Main Business Overview
- 11.12.5 Acoustic Latest Developments
- 11.13 Bloomreach
 - 11.13.1 Bloomreach Company Information
 - 11.13.2 Bloomreach AI Marketing Cloud Product Offered
 - 11.13.3 Bloomreach AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Bloomreach Main Business Overview
 - 11.13.5 Bloomreach Latest Developments
- 11.14 Iterable
 - 11.14.1 Iterable Company Information
 - 11.14.2 Iterable AI Marketing Cloud Product Offered
 - 11.14.3 Iterable AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Iterable Main Business Overview
 - 11.14.5 Iterable Latest Developments
- 11.15 ActiveCampaign
 - 11.15.1 ActiveCampaign Company Information
 - 11.15.2 ActiveCampaign AI Marketing Cloud Product Offered
 - 11.15.3 ActiveCampaign AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 ActiveCampaign Main Business Overview
 - 11.15.5 ActiveCampaign Latest Developments
- 11.16 Treasure Data
 - 11.16.1 Treasure Data Company Information
 - 11.16.2 Treasure Data AI Marketing Cloud Product Offered
 - 11.16.3 Treasure Data AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Treasure Data Main Business Overview
 - 11.16.5 Treasure Data Latest Developments
- 11.17 inwise
 - 11.17.1 inwise Company Information
 - 11.17.2 inwise AI Marketing Cloud Product Offered
 - 11.17.3 inwise AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 inwise Main Business Overview

- 11.17.5 inwise Latest Developments
- 11.18 Marketingforce
 - 11.18.1 Marketingforce Company Information
 - 11.18.2 Marketingforce AI Marketing Cloud Product Offered
 - 11.18.3 Marketingforce AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Marketingforce Main Business Overview
 - 11.18.5 Marketingforce Latest Developments
- 11.19 iFLYTEK
 - 11.19.1 iFLYTEK Company Information
 - 11.19.2 iFLYTEK AI Marketing Cloud Product Offered
 - 11.19.3 iFLYTEK AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.19.4 iFLYTEK Main Business Overview
 - 11.19.5 iFLYTEK Latest Developments
- 11.20 Tencent Cloud
 - 11.20.1 Tencent Cloud Company Information
 - 11.20.2 Tencent Cloud AI Marketing Cloud Product Offered
 - 11.20.3 Tencent Cloud AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.20.4 Tencent Cloud Main Business Overview
 - 11.20.5 Tencent Cloud Latest Developments
- 11.21 Alibaba Cloud
 - 11.21.1 Alibaba Cloud Company Information
 - 11.21.2 Alibaba Cloud AI Marketing Cloud Product Offered
 - 11.21.3 Alibaba Cloud AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.21.4 Alibaba Cloud Main Business Overview
 - 11.21.5 Alibaba Cloud Latest Developments
- 11.22 360 AI
 - 11.22.1 360 AI Company Information
 - 11.22.2 360 AI AI Marketing Cloud Product Offered
 - 11.22.3 360 AI AI Marketing Cloud Revenue, Gross Margin and Market Share (2021-2026)
 - 11.22.4 360 AI Main Business Overview
 - 11.22.5 360 AI Latest Developments
- 11.23 Convertlab
 - 11.23.1 Convertlab Company Information
 - 11.23.2 Convertlab AI Marketing Cloud Product Offered

11.23.3 Convertlab AI Marketing Cloud Revenue, Gross Margin and Market Share
(2021-2026)

11.23.4 Convertlab Main Business Overview

11.23.5 Convertlab Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. AI Marketing Cloud Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. AI Marketing Cloud Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Public Cloud
- Table 4. Major Players of Private Cloud
- Table 5. Major Players of Hybrid Cloud
- Table 6. AI Marketing Cloud Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 7. Global AI Marketing Cloud Market Size by Type (2021-2026) & (\$ millions)
- Table 8. Global AI Marketing Cloud Market Size Market Share by Type (2021-2026)
- Table 9. Major Players of General-purpose
- Table 10. Major Players of Industry-specific
- Table 11. AI Marketing Cloud Market Size CAGR by Function (2021 VS 2025 VS 2032) & (\$ millions)
- Table 12. Global AI Marketing Cloud Market Size by Function (2021-2026) & (\$ millions)
- Table 13. Global AI Marketing Cloud Market Size Market Share by Function (2021-2026)
- Table 14. AI Marketing Cloud Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 15. Global AI Marketing Cloud Market Size by Application (2021-2026) & (\$ millions)
- Table 16. Global AI Marketing Cloud Market Size Market Share by Application (2021-2026)
- Table 17. Global AI Marketing Cloud Revenue by Player (2021-2026) & (\$ millions)
- Table 18. Global AI Marketing Cloud Revenue Market Share by Player (2021-2026)
- Table 19. AI Marketing Cloud Key Players Head office and Products Offered
- Table 20. AI Marketing Cloud Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 21. New Products and Potential Entrants
- Table 22. Mergers & Acquisitions, Expansion
- Table 23. Global AI Marketing Cloud Market Size by Region (2021-2026) & (\$ millions)
- Table 24. Global AI Marketing Cloud Market Size Market Share by Region (2021-2026)
- Table 25. Global AI Marketing Cloud Revenue by Country/Region (2021-2026) & (\$ millions)

Table 26. Global AI Marketing Cloud Revenue Market Share by Country/Region (2021-2026)

Table 27. Americas AI Marketing Cloud Market Size by Country (2021-2026) & (\$ millions)

Table 28. Americas AI Marketing Cloud Market Size Market Share by Country (2021-2026)

Table 29. Americas AI Marketing Cloud Market Size by Type (2021-2026) & (\$ millions)

Table 30. Americas AI Marketing Cloud Market Size Market Share by Type (2021-2026)

Table 31. Americas AI Marketing Cloud Market Size by Application (2021-2026) & (\$ millions)

Table 32. Americas AI Marketing Cloud Market Size Market Share by Application (2021-2026)

Table 33. APAC AI Marketing Cloud Market Size by Region (2021-2026) & (\$ millions)

Table 34. APAC AI Marketing Cloud Market Size Market Share by Region (2021-2026)

Table 35. APAC AI Marketing Cloud Market Size by Type (2021-2026) & (\$ millions)

Table 36. APAC AI Marketing Cloud Market Size by Application (2021-2026) & (\$ millions)

Table 37. Europe AI Marketing Cloud Market Size by Country (2021-2026) & (\$ millions)

Table 38. Europe AI Marketing Cloud Market Size Market Share by Country (2021-2026)

Table 39. Europe AI Marketing Cloud Market Size by Type (2021-2026) & (\$ millions)

Table 40. Europe AI Marketing Cloud Market Size by Application (2021-2026) & (\$ millions)

Table 41. Middle East & Africa AI Marketing Cloud Market Size by Region (2021-2026) & (\$ millions)

Table 42. Middle East & Africa AI Marketing Cloud Market Size by Type (2021-2026) & (\$ millions)

Table 43. Middle East & Africa AI Marketing Cloud Market Size by Application (2021-2026) & (\$ millions)

Table 44. Key Market Drivers & Growth Opportunities of AI Marketing Cloud

Table 45. Key Market Challenges & Risks of AI Marketing Cloud

Table 46. Key Industry Trends of AI Marketing Cloud

Table 47. Global AI Marketing Cloud Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 48. Global AI Marketing Cloud Market Size Market Share Forecast by Region (2027-2032)

Table 49. Global AI Marketing Cloud Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 50. Global AI Marketing Cloud Market Size Forecast by Application (2027-2032)

& (\$ millions)

Table 51. Salesforce Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 52. Salesforce AI Marketing Cloud Product Offered

Table 53. Salesforce AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 54. Salesforce Main Business

Table 55. Salesforce Latest Developments

Table 56. Adobe Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 57. Adobe AI Marketing Cloud Product Offered

Table 58. Adobe AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 59. Adobe Main Business

Table 60. Adobe Latest Developments

Table 61. Oracle Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 62. Oracle AI Marketing Cloud Product Offered

Table 63. Oracle AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 64. Oracle Main Business

Table 65. Oracle Latest Developments

Table 66. SAP Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 67. SAP AI Marketing Cloud Product Offered

Table 68. SAP AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. SAP Main Business

Table 70. SAP Latest Developments

Table 71. Zeta Global Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 72. Zeta Global AI Marketing Cloud Product Offered

Table 73. Zeta Global AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. Zeta Global Main Business

Table 75. Zeta Global Latest Developments

Table 76. Microsoft Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 77. Microsoft AI Marketing Cloud Product Offered

Table 78. Microsoft AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Microsoft Main Business

Table 80. Microsoft Latest Developments

Table 81. Intuit Mailchimp Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 82. Intuit Mailchimp AI Marketing Cloud Product Offered

Table 83. Intuit Mailchimp AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Intuit Mailchimp Main Business

Table 85. Intuit Mailchimp Latest Developments

Table 86. Zoho Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 87. Zoho AI Marketing Cloud Product Offered

Table 88. Zoho AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Zoho Main Business

Table 90. Zoho Latest Developments

Table 91. Sprinklr Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 92. Sprinklr AI Marketing Cloud Product Offered

Table 93. Sprinklr AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. Sprinklr Main Business

Table 95. Sprinklr Latest Developments

Table 96. Braze Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 97. Braze AI Marketing Cloud Product Offered

Table 98. Braze AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 99. Braze Main Business

Table 100. Braze Latest Developments

Table 101. Klaviyo Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 102. Klaviyo AI Marketing Cloud Product Offered

Table 103. Klaviyo AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. Klaviyo Main Business

Table 105. Klaviyo Latest Developments

Table 106. Acoustic Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 107. Acoustic AI Marketing Cloud Product Offered

Table 108. Acoustic AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. Acoustic Main Business

Table 110. Acoustic Latest Developments

Table 111. Bloomreach Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 112. Bloomreach AI Marketing Cloud Product Offered

Table 113. Bloomreach AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 114. Bloomreach Main Business

Table 115. Bloomreach Latest Developments

Table 116. Iterable Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 117. Iterable AI Marketing Cloud Product Offered

Table 118. Iterable AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 119. Iterable Main Business

Table 120. Iterable Latest Developments

Table 121. ActiveCampaign Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 122. ActiveCampaign AI Marketing Cloud Product Offered

Table 123. ActiveCampaign AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 124. ActiveCampaign Main Business

Table 125. ActiveCampaign Latest Developments

Table 126. Treasure Data Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 127. Treasure Data AI Marketing Cloud Product Offered

Table 128. Treasure Data AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. Treasure Data Main Business

Table 130. Treasure Data Latest Developments

Table 131. inwise Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 132. inwise AI Marketing Cloud Product Offered

Table 133. inwise AI Marketing Cloud Revenue (\$ million), Gross Margin and Market

Share (2021-2026)

Table 134. inwise Main Business

Table 135. inwise Latest Developments

Table 136. Marketingforce Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 137. Marketingforce AI Marketing Cloud Product Offered

Table 138. Marketingforce AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. Marketingforce Main Business

Table 140. Marketingforce Latest Developments

Table 141. iFLYTEK Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 142. iFLYTEK AI Marketing Cloud Product Offered

Table 143. iFLYTEK AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. iFLYTEK Main Business

Table 145. iFLYTEK Latest Developments

Table 146. Tencent Cloud Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 147. Tencent Cloud AI Marketing Cloud Product Offered

Table 148. Tencent Cloud AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Tencent Cloud Main Business

Table 150. Tencent Cloud Latest Developments

Table 151. Alibaba Cloud Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 152. Alibaba Cloud AI Marketing Cloud Product Offered

Table 153. Alibaba Cloud AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 154. Alibaba Cloud Main Business

Table 155. Alibaba Cloud Latest Developments

Table 156. 360 AI Details, Company Type, AI Marketing Cloud Area Served and Its Competitors

Table 157. 360 AI AI Marketing Cloud Product Offered

Table 158. 360 AI AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 159. 360 AI Main Business

Table 160. 360 AI Latest Developments

Table 161. Convertlab Details, Company Type, AI Marketing Cloud Area Served and Its

Competitors

Table 162. Convertlab AI Marketing Cloud Product Offered

Table 163. Convertlab AI Marketing Cloud Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 164. Convertlab Main Business

Table 165. Convertlab Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. AI Marketing Cloud Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global AI Marketing Cloud Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. AI Marketing Cloud Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. AI Marketing Cloud Sales Market Share by Country/Region (2025)
- Figure 8. AI Marketing Cloud Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global AI Marketing Cloud Market Size Market Share by Type in 2025
- Figure 10. Global AI Marketing Cloud Market Size Market Share by Function in 2025
- Figure 11. AI Marketing Cloud in E-commerce and Retail
- Figure 12. Global AI Marketing Cloud Market: E-commerce and Retail (2021-2026) & (\$ millions)
- Figure 13. AI Marketing Cloud in FMCG
- Figure 14. Global AI Marketing Cloud Market: FMCG (2021-2026) & (\$ millions)
- Figure 15. AI Marketing Cloud in Finance
- Figure 16. Global AI Marketing Cloud Market: Finance (2021-2026) & (\$ millions)
- Figure 17. AI Marketing Cloud in Automotive
- Figure 18. Global AI Marketing Cloud Market: Automotive (2021-2026) & (\$ millions)
- Figure 19. AI Marketing Cloud in Education and Training
- Figure 20. Global AI Marketing Cloud Market: Education and Training (2021-2026) & (\$ millions)
- Figure 21. AI Marketing Cloud in Others
- Figure 22. Global AI Marketing Cloud Market: Others (2021-2026) & (\$ millions)
- Figure 23. Global AI Marketing Cloud Market Size Market Share by Application in 2025
- Figure 24. Global AI Marketing Cloud Revenue Market Share by Player in 2025
- Figure 25. Global AI Marketing Cloud Market Size Market Share by Region (2021-2026)
- Figure 26. Americas AI Marketing Cloud Market Size 2021-2026 (\$ millions)
- Figure 27. APAC AI Marketing Cloud Market Size 2021-2026 (\$ millions)
- Figure 28. Europe AI Marketing Cloud Market Size 2021-2026 (\$ millions)
- Figure 29. Middle East & Africa AI Marketing Cloud Market Size 2021-2026 (\$ millions)
- Figure 30. Americas AI Marketing Cloud Value Market Share by Country in 2025
- Figure 31. United States AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 32. Canada AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 33. Mexico AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 34. Brazil AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 35. APAC AI Marketing Cloud Market Size Market Share by Region in 2025

Figure 36. APAC AI Marketing Cloud Market Size Market Share by Type (2021-2026)

Figure 37. APAC AI Marketing Cloud Market Size Market Share by Application (2021-2026)

Figure 38. China AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 39. Japan AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 40. South Korea AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 41. Southeast Asia AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 42. India AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 43. Australia AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 44. Europe AI Marketing Cloud Market Size Market Share by Country in 2025

Figure 45. Europe AI Marketing Cloud Market Size Market Share by Type (2021-2026)

Figure 46. Europe AI Marketing Cloud Market Size Market Share by Application (2021-2026)

Figure 47. Germany AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 48. France AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 49. UK AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 50. Italy AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 51. Russia AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 52. Middle East & Africa AI Marketing Cloud Market Size Market Share by Region (2021-2026)

Figure 53. Middle East & Africa AI Marketing Cloud Market Size Market Share by Type (2021-2026)

Figure 54. Middle East & Africa AI Marketing Cloud Market Size Market Share by Application (2021-2026)

Figure 55. Egypt AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 56. South Africa AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 57. Israel AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 58. Turkey AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 59. GCC Countries AI Marketing Cloud Market Size Growth 2021-2026 (\$ millions)

Figure 60. Americas AI Marketing Cloud Market Size 2027-2032 (\$ millions)

Figure 61. APAC AI Marketing Cloud Market Size 2027-2032 (\$ millions)

Figure 62. Europe AI Marketing Cloud Market Size 2027-2032 (\$ millions)

Figure 63. Middle East & Africa AI Marketing Cloud Market Size 2027-2032 (\$ millions)

- Figure 64. United States AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 65. Canada AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 66. Mexico AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 67. Brazil AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 68. China AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 69. Japan AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 70. Korea AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 71. Southeast Asia AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 72. India AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 73. Australia AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 74. Germany AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 75. France AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 76. UK AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 77. Italy AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 78. Russia AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 79. Egypt AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 80. South Africa AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 81. Israel AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 82. Turkey AI Marketing Cloud Market Size 2027-2032 (\$ millions)
- Figure 83. Global AI Marketing Cloud Market Size Market Share Forecast by Type (2027-2032)
- Figure 84. Global AI Marketing Cloud Market Size Market Share Forecast by Application (2027-2032)
- Figure 85. GCC Countries AI Marketing Cloud Market Size 2027-2032 (\$ millions)

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