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Global AI Audience Targeting Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Audience Targeting Software market size is predicted to grow from US$ 101 million in 2025 to US$ 138 million in 2032; it is expected to grow at a CAGR of 4.6% from 2026 to 2032.

AI audience targeting software is a digital tool that leverages artificial intelligence to deeply analyze massive amounts of data, accurately identifying and targeting target audiences. Its core approach is to leverage machine learning and deep learning algorithms to mine and analyze multi-dimensional consumer data, including demographics, interests, behaviors, and purchase history. Functionally, it generates realistic, interactive audience profiles based on input ideal audience descriptions. It also supports direct interaction with generated audiences to uncover their preferences, pain points, and motivations. AI audience targeting software can achieve compliant audience targeting, helping companies improve marketing precision, reduce customer acquisition costs, and achieve efficient conversions.

United States market for AI Audience Targeting Software 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 Audience Targeting Software 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 Audience Targeting Software 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 Audience Targeting Software players cover AdRoll, Albert AI, Appier, Audience Builder, Dstillery, etc. In terms of revenue, the global two largest companies

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occupied for a share nearly % in 2025.

Report Scope

LPI (LP Information)' newest research report, the “AI Audience Targeting Software Industry Forecast” looks at past sales and reviews total world AI Audience Targeting Software sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Audience Targeting Software sales for 2026 through 2032. With AI Audience Targeting Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Audience Targeting Software industry.

This Insight Report provides a comprehensive analysis of the global AI Audience Targeting Software 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 Audience Targeting Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI Audience Targeting Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Audience Targeting Software 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 Audience Targeting Software.

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

Market Segmentation

Segmentation by Type:

Machine Learning Software

Deep Learning Software

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Natural Language Processing (NLP) Software

Others

Segmentation by Application:

Advertising

E-commerce

Market Research

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

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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.

AdRoll

Albert AI

Appier

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Audience Builder

Dstillery

Enhencer

Insight7

Mixpanel

MNTN Matched

Pixis

Proxima

Sojern

StackAdapt

Untitled

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