

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

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Abstracts

The global AI-driven Marketing Platform market size is predicted to grow from US\$ 636 million in 2025 to US\$ 1459 million in 2032; it is expected to grow at a CAGR of 12.7% from 2026 to 2032.

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.

United States market for AI-driven Marketing Platform 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-driven Marketing Platform 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-driven Marketing Platform 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-driven Marketing Platform players cover StackAdapt, Jasper AI, WPP, Blaze AI, HubSpot, 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-driven Marketing Platform Industry Forecast' looks at past sales and reviews total world AI-driven Marketing Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected AI-driven Marketing Platform sales for 2026 through 2032. With AI-driven Marketing Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI-driven Marketing Platform industry.

This Insight Report provides a comprehensive analysis of the global AI-driven Marketing Platform 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-driven Marketing Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI-driven Marketing Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-driven Marketing Platform 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-driven Marketing Platform.

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

Segmentation by Type:

Data Insight Layer

Content Generation Layer

Process Execution Layer

Segmentation by Data Source:

Social Media Data Platform

Transaction Data Platform

Segmentation by Number of Users:

Number of Users:

Number of Users: 500-5000

Number of Users: > 5000

Segmentation by Application:

E-commerce

Finance

Retail

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.

StackAdapt

Jasper AI

WPP

Blaze AI

HubSpot

Tecent

Sprinklr

Optimizely

Adobe

Alkami

CodeComplete

Fujitsu

Volcengine

Cognitiv

Sprout Social

Cyber??Agent

Emplifi

Canto

Omnisend

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