

# **2020-2025 Global Artificial Intelligence based Personalization Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)**

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## **Abstracts**

Artificial intelligence (AI), sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and other animals. In computer science AI research is defined as the study of 'intelligent agents': any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals.

Personalization is no longer just about using data to learn about your customers and deliver relevant content. As channels and devices evolve, personalization is also about using your data to deliver experiences that every customer finds engaging.

This report elaborates the market size, market characteristics, and market growth of the Artificial Intelligence based Personalization industry, and breaks down according to the type, application, and consumption area of Artificial Intelligence based Personalization. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Artificial Intelligence based Personalization in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Artificial Intelligence based Personalization market covered in Chapter 13:

Amazon.com

## Check Point Software Technologies

Amazon.com

Oracle

Symantec

Accenture

Cisco

Alphabet

Microsoft

Apple

IBM

In Chapter 6, on the basis of types, the Artificial Intelligence based Personalization market from 2015 to 2025 is primarily split into:

Website Personalization

Display Ads Personalization

Social Media Personalization

E-mail Personalization

In Chapter 7, on the basis of applications, the Artificial Intelligence based Personalization market from 2015 to 2025 covers:

Travel

Retail

Media and Entertainment

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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