



# Artificial Intelligence in Marketing Market: Global Industry Analysis and Forecast 2023 – 2029



INTROSPECTIVE MARKET RESEARCH

**The Global market for Artificial Intelligence in Marketing estimated at USD 22.57 Billion in the year 2021, is projected to reach a revised size of USD 93.81 Billion by 2028, growing at a CAGR of 26.8% over the analysis period 2022-2028.**

Artificial intelligence (AI) is the ability to interpret knowledge in a way that is close to how humans think about learning, making choices, and solving problems. The importance of incorporating Artificial intelligence into business processes is now being recognized by businesses. AI will benefit businesses in a variety of ways, including changing the way they interact with consumers, innovate and communicate their processes, and analyse the sales process. Companies can experiment with Artificial intelligence technology to have high computational capabilities in the vast volume of data generated thanks to advances in advanced algorithms.

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The latest research on the Artificial Intelligence in Marketing market provides a comprehensive overview of the market for the years 2022 to 2028. It gives a comprehensive picture of the

global Artificial Intelligence in Marketing industry, considering all significant industry trends, market dynamics, competitive landscape, and market analysis tools such as Porter's five forces analysis, Industry Value chain analysis, and PESTEL analysis of the Artificial Intelligence in Marketing market. **Moreover, the report includes significant chapters such as Patent Analysis, Regulatory Framework, Technology Roadmap, BCG Matrix, Heat Map Analysis, Price Trend Analysis, and Investment Analysis which help to understand the market direction and movement in the current and upcoming years.** The report is designed to help readers find information and make decisions that will help them grow their businesses. The study is written with a specific goal in mind: to give business insights and consultancy to help customers make smart business decisions and achieve long-term success in their particular market areas.

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#### **Key Industry Players in Artificial Intelligence in Marketing Market:**

- Intel Corporation
- Welltok
- Inc
- Nvidia Corporation
- Google Inc
- IBM Corporation
- Microsoft Corporation

**Are Concerned about the possibility of an economic recession and unsure how to adapt to the current social and economic climate?** Considering the current economic situation, it is crucial to conduct market research to evaluate the forthcoming opportunities and threats. Introspective Market Research is here to assist you in overcoming these threats and seizing the opportunities that will soon become available. Do not be concerned about the market study and analysis; we will assist you by providing the most up-to-date market research reports at the most affordable prices.

#### **The Report Will Contains A Crucial Chapter:**

- Patent Analysis
- Regulatory Framework
- Technology Roadmap
- BCG Matrix
- Heat Map Analysis

- Price Trend Analysis
- Investment Analysis
- Company Profiling and Competitive Positioning
- Industry Value Chain Analysis
- Market Dynamics and Factors
- Porter's Five Forces Analysis
- Pestle Analysis
- SWOT Analysis

**Segmentation Analysis Includes,  
By Component:**

- Software
- Hardware
- Services

**By Technology:**

- Machine Learning
- Context-Aware Computing
- Natural Language Processing
- Computer Vision

**By Application:**

- Search Advertising
- Social Media Advertising
- Dynamic Pricing
- Virtual Assistant
- Content Curation
- Sales & Marketing Automation
- Other Applications

An in-depth study of the Artificial Intelligence in Marketing industry for the years 2022–2028 is provided in the latest research. North America, Europe, Asia-Pacific, South America, the Middle East, and Africa are only some of the regions included in the report's segmented and regional analyses. The research also includes key insights including market trends and potential opportunities based on these major insights. All these quantitative data, such as market size and revenue forecasts, and qualitative data, such as customers' values, needs, and buying inclinations, are integral parts of any thorough market analysis. Over the forecast period, the Artificial Intelligence in Marketing market will be analyzed using some different

market analysis tools, including Porter's five forces analysis, Industry Value chain analysis, PESTEL analysis, patent analysis, regulatory framework analysis, technology roadmap analysis, price trend analysis, and investment analysis. Chapters including "Company Profiling," "Competitive Positioning," "BCG Matrix," and "Heat Map Analysis" provide insights into the thoughts and strategies of important competitors in the Artificial Intelligence in Marketing business and make up "The Competitive Landscape."

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#### **Key Reasons to Purchase:**

- To gain insightful analyses of the market and have comprehensive understanding of the global Artificial Intelligence in Marketing Market and its commercial landscape.
- Assess the production processes, major issues, and solutions to mitigate the development risk.
- To understand the most affecting driving and restraining forces in the Artificial Intelligence in Marketing Market and its impact in the global market.
- Learn about the Artificial Intelligence in Marketing Market strategies that are being adopted by leading respective organizations.

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**Contact us:**

Introspective Market Research

3001 S King Drive,

Chicago, Illinois

60616 USA

Ph no: +1-773-382-1049

[Linkedin](#) | [Twitter](#) | [Facebook](#)

Email: [sales@introspectivemarketresearch.com](mailto:sales@introspectivemarketresearch.com)