

The Future Unfolds: Generative AI in Marketing Outlook 2024

*The Business Research Company's
Generative AI In Marketing Global Market
Report 2024 – Market Size, Trends, And
Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The [generative AI in marketing market size](#) is poised for remarkable growth, anticipated to surge from \$2.70 billion in 2023 to \$3.64 billion in 2024,

showcasing a robust compound annual growth rate (CAGR) of 34.6%. This growth trajectory is attributed to advancements in AI algorithms, escalating data volumes, cost efficiencies, digitalization trends, and the burgeoning e-commerce landscape.



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Research Company

Generative AI In Marketing Global Market Report
2024 – Market Size, Trends, And Global Forecast
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Explosive Growth Driven by E-commerce and Digital Transformation

The generative AI in marketing sector is forecasted to expand significantly in the coming years, reaching an estimated value of \$12.08 billion by 2028, with a CAGR of 35.0%. Factors fueling this growth include the proliferation of content marketing, the ascent of influencer marketing strategies, personalized customer journey mapping, ethical

AI frameworks, and escalating demand for AI-generated content.

Explore the global generative AI in marketing market with a detailed sample report:
https://www.thebusinessresearchcompany.com/sample_request?id=15186&type=smp

Key Players and Market Dynamics

Leading entities in the generative AI in marketing domain, such as Alphabet Inc., Microsoft Corporation, and Amazon Web Services, are spearheading innovations in AI technology to amplify creative processes and campaign performance. These innovations empower marketers to deliver personalized experiences, enhance campaign effectiveness, and achieve superior return on investment (ROI).

In a notable development, AppsFlyer launched Creative Optimization in January 2023, an AI-powered solution aimed at refining marketing campaign creative processes. This solution leverages AI insights to optimize audience engagement, enabling collaborative synergy between performance marketing, creative, and business intelligence teams.

Major Trends and Innovations

Key trends shaping the generative AI in marketing landscape include AI-driven content creation, hyper-personalization strategies, integration of predictive analytics, enhanced creative collaboration facilitated by AI, and compliance solutions addressing regulatory standards. These trends underscore the industry's evolution towards more sophisticated and effective marketing methodologies.

[Generative AI In Marketing Market Segmentation](#)

The generative AI in marketing market is segmented based on:

- Component: Service, Software
- System Type: Text Models, Multimodal Models
- Application: Content Generation, SEO, Lead Nurturing, Reporting & Analytics, Social Media Marketing, Other Applications
- End-Use: Media & Entertainment, IT & Telecommunications, Healthcare, Automotive & Transportation, BFSI, Retail & E-commerce, Other Industries

Geographical Insights: Asia-Pacific to Lead Growth

North America dominated the generative AI in marketing market in 2023, with Asia-Pacific projected as the fastest-growing region in the forecast period. The comprehensive market report offers detailed insights into regional dynamics, emerging trends, and growth opportunities.

Access the complete report for an in-depth analysis of the global generative AI in marketing market:

<https://www.thebusinessresearchcompany.com/report/generative-ai-in-marketing-global-market-report>

Generative AI In Insurance Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Generative AI In Insurance Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on generative AI in insurance market size, generative AI in insurance market drivers and trends, generative AI in insurance market major

players, competitors' revenues, market positioning, and market growth across geographies. The generative AI in insurance market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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