# Artificial Intelligence (AI) in Marketing Market to Reach USD 70 Billion by 2035 | Future of Marketing Lies in AI

AI in Marketing Market leverages data-driven insights to enhance customer engagement, personalize experiences, and boost campaign efficiency.

NEW YORK, NY, UNITED STATES, August 6, 2025 /EINPresswire.com/ -- The Artificial Intelligence (AI) in Marketing Market has emerged as a transformative force, reshaping how businesses engage with consumers, interpret data, and execute campaigns.

Artificial Intelligence (AI) in Marketing Market Share

As companies face increasing pressure to personalize customer experiences and optimize operational efficiency, AI tools have become indispensable across various marketing functions. The Artificial Intelligence (AI) in Marketing Market size is projected to grow USD 70 Billion by 2035, exhibiting a CAGR of 16.02% during the forecast period 2025 - 2035.
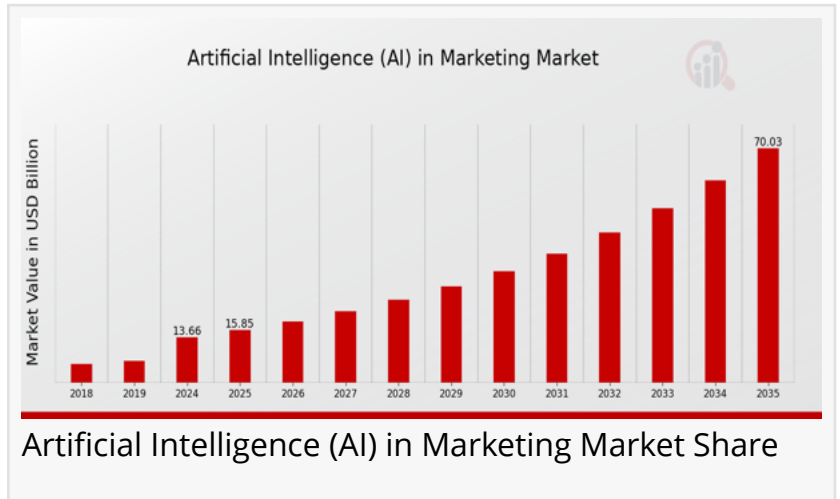
> " AI in marketing is not just automation—it's transformation, turning data into strategy, personalization into loyalty, and insights into growth."
>
> *Market Research Future*

These tools, ranging from chatbots and recommendation engines to predictive analytics and customer segmentation software, enable real-time decision-making and strategic targeting. The proliferation of digital platforms and increasing volumes of customer data have further accelerated the adoption of AI-powered solutions. Marketing teams now leverage AI to automate routine tasks, gain customer insights, and refine their communication strategies, resulting in improved customer engagement and campaign performance. The global AI in marketing market is witnessing robust growth, fueled by the integration of machine learning, natural language processing, and deep learning technologies. As more businesses across sectors invest in digital transformation initiatives, the role of AI in marketing is set to expand significantly, turning it into a cornerstone of modern marketing strategies.

Download Sample Report (Get Full Insights in PDF - 200 Pages) at -
https://www.marketresearchfuture.com/sample_request/6568

Several key factors are propelling the rapid expansion of the AI in Marketing Market. One of the primary drivers is the exponential growth in customer data generated through digital interactions across social media, websites, mobile applications, and e-commerce platforms. This data serves as the backbone for AI algorithms, enabling marketers to better understand consumer behavior and preferences. Additionally, the increasing demand for personalized marketing experiences has prompted organizations to adopt AI technologies that can tailor content and recommendations to individual users. Cost efficiency is another driving factor, as AI allows businesses to automate repetitive tasks such as email marketing, content scheduling, and customer responses, reducing the need for manual intervention.

Furthermore, advancements in machine learning algorithms and cloud computing infrastructure have made AI tools more accessible and scalable, encouraging small and medium-sized enterprises to embrace these technologies. The rising competition in digital marketing also pushes brands to adopt AI-driven insights and automation to gain a competitive edge. Collectively, these drivers underscore the strategic importance of AI in enhancing marketing productivity, precision, and customer satisfaction.

The AI in Marketing Market is populated by a blend of global tech giants, emerging startups, and specialized software vendors, all vying for a share of the rapidly growing industry. Among the most prominent players is Google LLC, whose AI-powered advertising tools and analytics capabilities through platforms like Google Ads and Google Analytics are widely used across industries. IBM Corporation is another key contributor, offering AI-driven marketing solutions via its Watson platform, which supports customer analytics and campaign optimization.

Salesforce.com, Inc. has made significant strides in this space through its Einstein AI engine, which is integrated into its CRM platform to provide predictive insights and marketing automation. Adobe Inc. is also a notable player with its Adobe Sensei AI platform, which powers various marketing and creative tools in the Adobe Experience Cloud. Amazon Web Services (AWS) offers machine learning services that support recommendation systems and customer engagement strategies. Additionally, niche companies such as Persado, Cortex, and Acrolinx are innovating AI applications in content creation, sentiment analysis, and customer journey optimization. These players are continuously enhancing their offerings through strategic acquisitions, product developments, and partnerships to maintain their competitive edge in a dynamic market.

The AI in Marketing Market can be segmented based on application, deployment mode, technology, and end-user industry. From an application standpoint, customer segmentation, predictive analytics, content generation, sales forecasting, and ad targeting are among the most prominent areas where AI is applied. Predictive analytics holds a particularly strong position due to its ability to anticipate customer behaviors and trends, enabling proactive marketing

strategies. In terms of deployment, cloud-based solutions dominate the market, offering scalability, cost-efficiency, and ease of integration.

On-premise deployment remains relevant in sectors with stringent data security requirements, such as finance and healthcare. When categorized by technology, machine learning stands out as the most widely adopted, followed by natural language processing and computer vision. These technologies power a range of marketing functions from chatbots and image recognition to sentiment analysis and automated content curation. Regarding end-user industries, retail and e-commerce are the leading adopters of AI marketing solutions, followed closely by media and entertainment, BFSI, and healthcare. These sectors rely heavily on consumer insights and personalized engagement, making AI a critical asset for driving growth and customer loyalty.

Recent years have witnessed a flurry of developments in the AI in Marketing Market, reflecting both technological progress and strategic business initiatives. Major tech firms have intensified their investment in AI capabilities, often through acquisitions of AI startups that specialize in niche marketing functions. For instance, Adobe's acquisition of Workfront has enhanced its AI-driven marketing workflow capabilities, while Salesforce's acquisition of Slack and other AI-driven platforms has improved its integrated marketing and communication tools. The growing importance of ethical AI and data privacy has also influenced the market, with companies investing in transparent and compliant AI models.

Browse In-depth Market Research Report (200 Pages, Charts, Tables, Figures) Artificial Intelligence (AI) in Marketing Market –
https://www.marketresearchfuture.com/reports/artificial-intelligence-marketing-market-6568

Another key development is the rise of generative AI technologies, such as OpenAI's GPT and Google's Gemini, which are increasingly being used for automated content creation, customer support, and campaign development. The integration of AI with augmented reality (AR) and virtual reality (VR) for immersive marketing experiences is also gaining momentum. Furthermore, the advent of no-code and low-code AI platforms is enabling marketers without technical expertise to deploy and manage AI tools efficiently. These developments collectively signal a maturing market that is poised for deeper integration of AI across all aspects of marketing.

As the landscape of digital marketing continues to evolve, the role of Artificial Intelligence is becoming more central and strategic. Businesses that successfully integrate AI technologies into their marketing operations stand to gain significant advantages in terms of efficiency, personalization, and customer engagement. However, this transformation also requires a thoughtful approach to data privacy, algorithmic transparency, and human-AI collaboration to ensure sustainable and responsible growth. The AI in Marketing Market, therefore, represents not only a technological evolution but also a shift in how brands understand and engage with their audiences in a digital-first world.

Top Trending Reports -

[Big Data Analytics Market](#)

[Data Catalog Market](#)

Enterprise Software Market -
https://www.marketresearchfuture.com/reports/enterprise-software-market-2442

Telematics Market -
https://www.marketresearchfuture.com/reports/telematics-market-1121

Cloud ERP Market -
https://www.marketresearchfuture.com/reports/cloud-erp-market-2756

Travel Management Software Market -
https://www.marketresearchfuture.com/reports/travel-management-software-market-5181

5G Market -
https://www.marketresearchfuture.com/reports/5g-market-2630

Analytics as a Service Market -
https://www.marketresearchfuture.com/reports/analytics-as-a-service-market-1206

About Market Research Future:

At Market Research Future (MRFR), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

Contact:

Market Research Future (Part of Wantstats Research and Media Private Limited)
99 Hudson Street, 5Th Floor
New York, NY 10013
United States of America
+1 628 258 0071 (US)

+44 2035 002 764 (UK)
Email: sales@marketresearchfuture.com
Website: https://www.marketresearchfuture.com

Sagar Kadam
Market Research Future
+1 628-258-0071
email us here
Visit us on social media:
LinkedIn
Facebook
X

This press release can be viewed online at: https://www.einpresswire.com/article/837194436