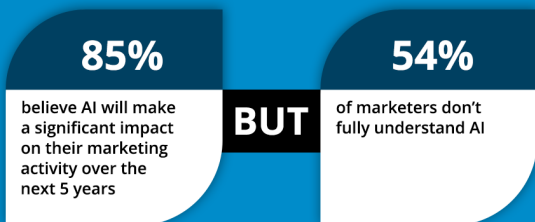


## FUTURE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN MARKETING



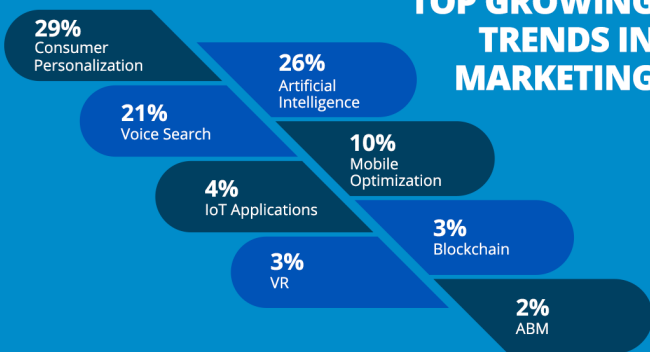
- Meltwater

Source - Accenture report

By 2035, AI will add **\$14 trillion additional revenue and increase profitability by 38%**.

It could boost total economic growth in the UAE and Saudi Arabia by **\$397 billion**.

### TOP GROWING TRENDS IN MARKETING



The top 3 responses totalling **75% are AI applications**.

AI is more pervasive than the respondents realized.

Source: Brightedge

## SPENDING ON AI AND ML IS GROWING EXPONENTIALLY

International Data Corporation (IDC) forecasts it will grow from

**\$12 Billion (2017)**

**\$57.6 Billion (2021)**

### COMPANIES WANT TO USE AI FOR

**51%**

Customer Service

**34%**

Competitive Intelligence

**34%**

Media Planning

### MARKETERS WANT TO USE AI FOR

**29%**

Personalisation & Marketing Communications

**22%**

Data Analytics

**10%**

Content Research & Creation

Source - Meltwater