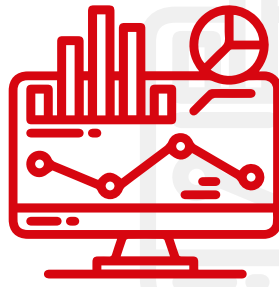


# 5 Technology Trends for SMART MARKETERS



B2B Marketers are familiar with marketing technology in terms of CRMs, RPAs, Bots, MAPs etc. However, the technology sphere is really vast and rapidly evolving. This makes it tough for the marketers to keep tabs on technology trends such as predictive intelligence, data fabric, AI, ML, NLP etc.

**Analytics and Big Data to Continue to Rule**

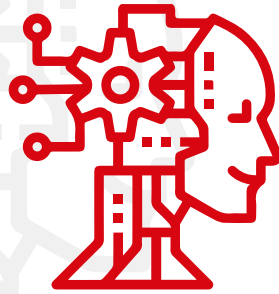


**\$274B**

is the Analytics & Big Data revenue expected to be generated by the year 2024 (Source: Statista)

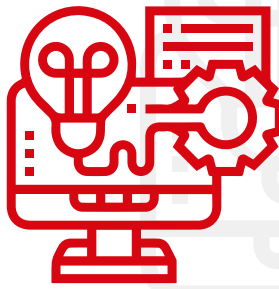
**42%**

is the expected CAGR for Artificial Intelligence (AI) till the year 2027 (Source: Ground View Research)



**Artificial Intelligence to Further Grow**

**Machine Learning Will Continue To Evolve**



**\$20.83B**

projected market size for Machine Learning (ML) by the year 2024 (Source: Finance Online, Forbes)

**75B**

is the estimated number of connected devices in the world by the year 2025 (Source: Statista, MTA)



**Rise of Connected Devices**

**Virtual Reality to Get Real**



**500M**

Virtual Reality (VR) to be sold by 2025 (Source: Forbes)  
Time to step into the Metaverse marketing.

## Marketing Innovation & Technology Trends for You

We at Datamatics Business Solutions assess, analyze, and benchmark marketing & technology disruptions across all industries. If you're looking to get ahead of the curve and drive innovation, we have a comprehensive suite of solutions to help you do so.