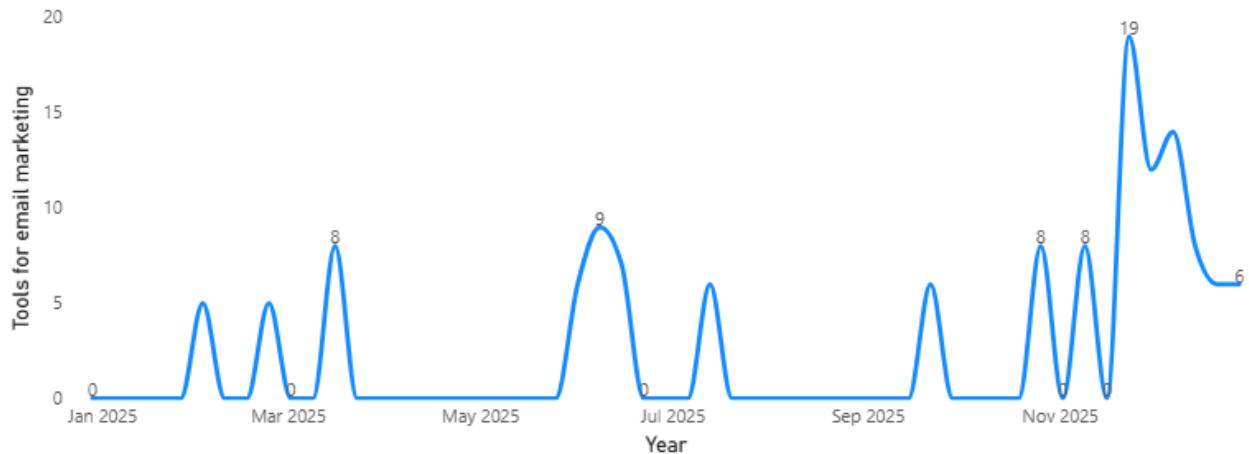


## Interest In Tools for email marketing



# AI for Business: A Search Trend Analysis

The analysis of search trends related to Artificial Intelligence (AI) in the business sector reveals a compelling upward trajectory, signifying a substantial and escalating integration of AI technologies across diverse industrial landscapes.

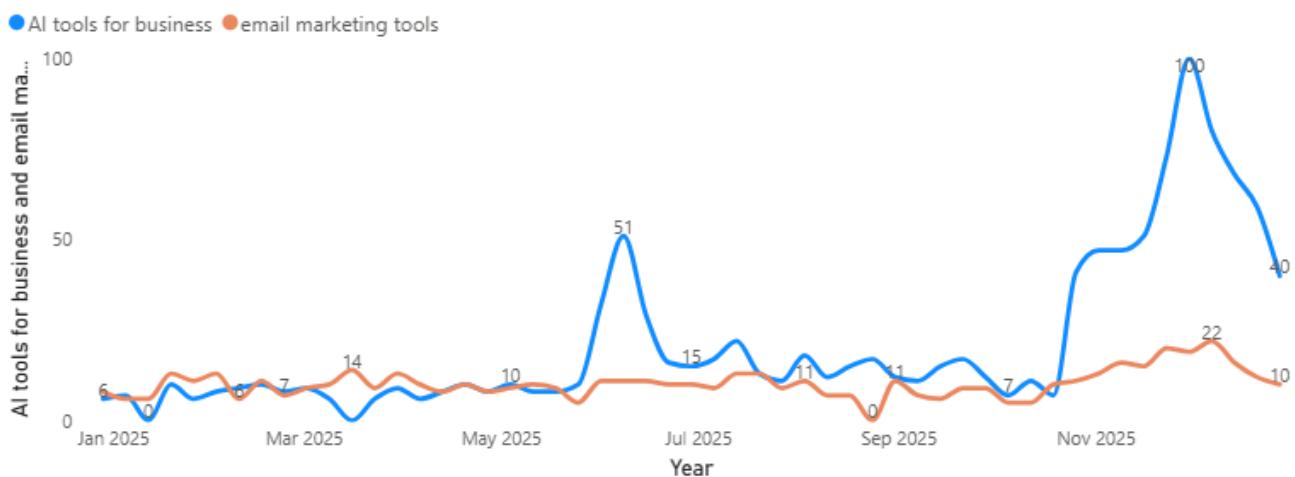
Although the general level of interest maintains a steady, high presence, it is noteworthy that there are distinct periods where spikes in interest occur. These heightened periods of interest are primarily instigated by a confluence of factors.

The introduction of significant new AI products to the market, prominent announcements regarding the adoption of AI solutions by major enterprises, and an amplification of media coverage surrounding AI advancements and their implications for the business world.

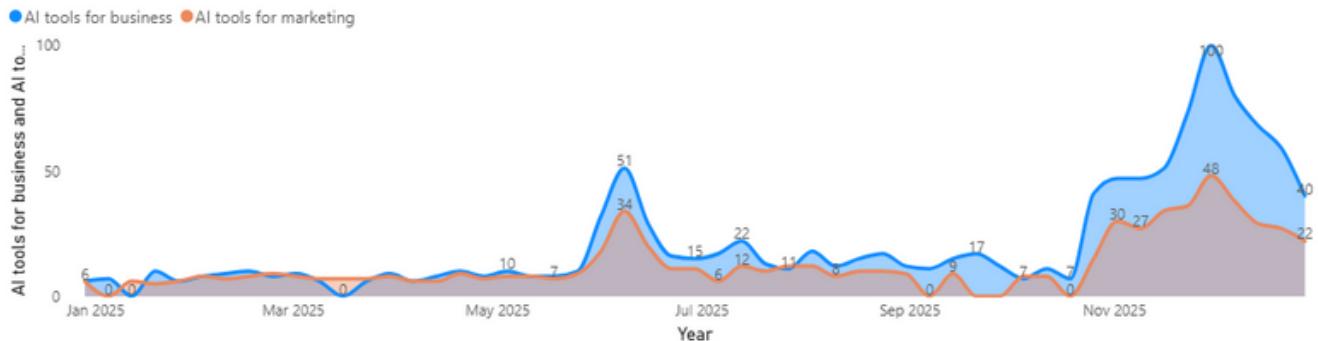
Additional spikes in AI search trends are commonly observed during the third and fourth quarters (Q3-Q4).

This surge is attributed to several key factors: businesses are actively planning technology investments, looking to utilize any remaining budgets, and responding to year-end vendor promotions.

## Comparison of AI Tools & Email Marketing Tools Interest



### Interest In AI tools for Business and AI tools for marketing



# Overall Search Interest Analysis

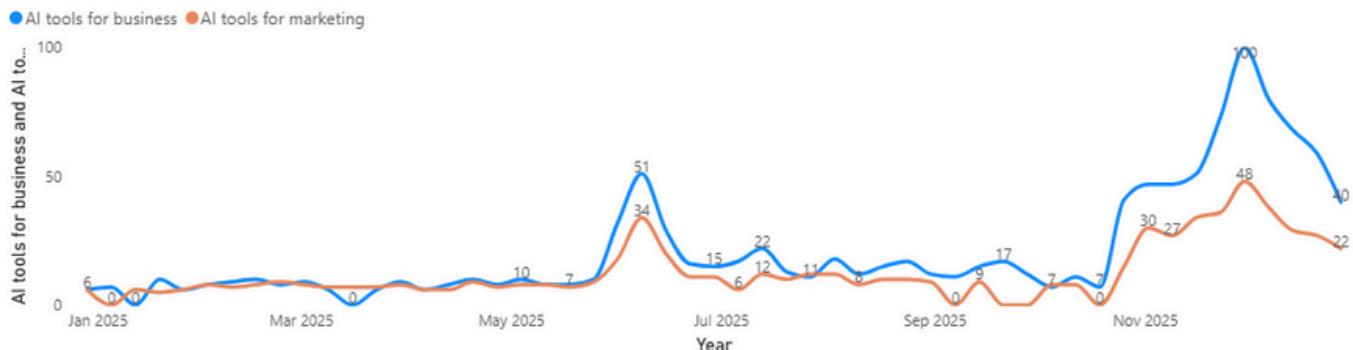
- AI Tools for Business
  - The trajectory shows a generally upward trend after Q2 throughout 2025, with noticeable fluctuations. High search interest was seen in Q4.
  - Interest in AI tools for business consistently remains higher than in email marketing tools, indicating stronger market curiosity and adoption.
  - AI tools for marketing also show growth, though slightly behind business-focused AI tools.

- Email Marketing Tools
  - The trajectory is relatively flat to slightly downward, with occasional small spikes.
  - Compared to AI tools, email marketing tools are seeing lower sustained interest, suggesting that traditional SaaS email marketing is being dominated by AI-driven solutions.

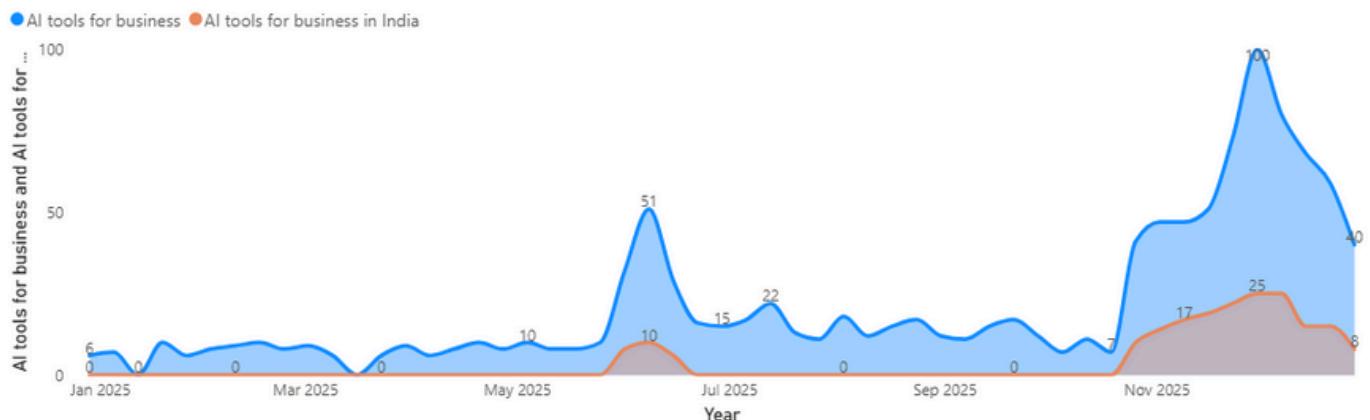
Additional spikes in AI search trends are commonly observed during the third and fourth quarters (Q3-Q4).

THIS SURGE IS ATTRIBUTED TO SEVERAL KEY FACTORS: BUSINESSES ARE ACTIVELY PLANNING TECHNOLOGY INVESTMENTS, LOOKING TO UTILIZE ANY REMAINING BUDGETS, AND RESPONDING TO YEAR-END VENDOR PROMOTIONS.

### Interest In AI tools for Business & AI tools for marketing



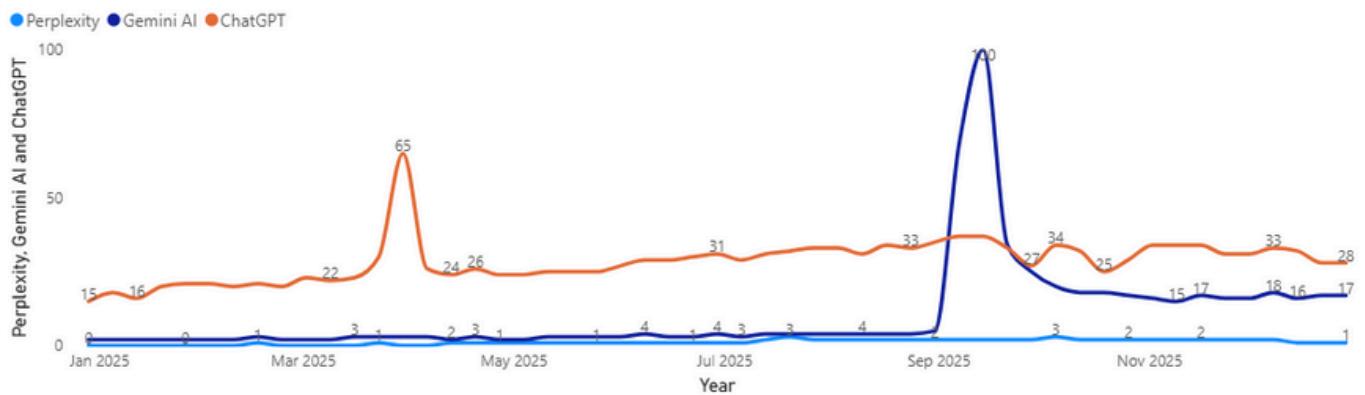
## AI tools for business & AI tools for business in India



# Peak Periods of Interest

- January 2025: The trajectory is relatively flat to slightly downward during Q1.
- Mid-Year (May–July 2025)
- Noticeable spikes in AI tools for business and email marketing.
- Possible reasons: Major AI product announcements (e.g., Gemini AI updates, ChatGPT enterprise features).
- Major AI product announcements (e.g., Gemini AI updates, ChatGPT enterprise features).
- Industry conferences (Google I/O, Microsoft Build, etc.) where AI tools are showcased.
- Increased adoption discussions in business media.
- September–November 2025 Another surge in interest, particularly for AI tools.
- Likely linked to Q4 planning cycles, where businesses explore AI for marketing automation.
- Likely tied to new year launches, product updates, and industry forecasts that drive curiosity in AI adoption strategies.

## Interest In Perplexity, Gemini AI & ChatGPT



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