

Thatware is Blending SEO with AI

ThatWare: A New Horizon to the AI Based SEO Landscape Round the Globe

kolkata, West bengal Sep 7, 2022 ([IssueWire.com](https://www.issuewire.com)) - With Globalization, the target set of Business is shifting towards digital transformation enormously. Reports suggest that the use of Artificial Intelligence is making search engines smarter in ranking websites over the web. Thus, competitive digital marketing strategies with innovative AI and Machine Learning integration can raise the business stats in all aspects. Round the globe Thatware and the enthusiastic team harness the new trend of Digital Marketing. It is being praised for giving diversity and an analytic roadmap to overcome the strategic loopholes.

We are clocking to the new era of marketing. The world's bigger organizations have shifted their traditional marketing trend to Digital Marketing. Global market for Digital Advertising and [professional SEO companies](#) is estimated at US\$350 Billion in the year 2020 and is projected to reach a revised size of US\$786.2 Billion by 2026, growing at a CAGR of 13.9% over the analysis period. It is foreseen that this would go up to a CAGR of 19.1% from 2022 to 2030. Thus there's a huge opportunity coming in market exposure for Corporates, Medium Businesses & Small Medium Businesses.

The rise of applicable AI has been described as the 4th industrial revolution. Data science actively includes fields of study such as text mining & data mining which can later be used for Business Intelligence for market and competitive research. Based on the above point if business intelligence is used in market and competitive research then one can get a clue on the sales model, concept model, loop-holes, SWOT, etc. in a more tuned way. This will definitely help businesses to prosper especially when a particular niche is in a competitive atmosphere.

[Thatware](#) welcomes all business owners to try our Advanced SEO services.

Thatware LLP is recognized as the leading company in digital marketing for

- Clutch in 2019, 2020, 2021, 2022.
- Indian Icon Business Award – Digital Agency
- India Business Award – Digital Marketing
- One of the top 25 fastest growing companies in India by The CEO magazine.
- Stevie International Business Award

Thatware already has a team of in-house experts as well as vertical executives from the UK, US, and Australia. In fact, our vertical reach sustains and prevails across more than 43 countries all over the world including the tier 1 countries as well. However, with the growing demand for AI-based digital marketing, the market for this segment is expanding rapidly across the world and we felt a need to have a wider presence globally. We are opening dedicated offices in Melbourne by February 2020 and in NYC by June 2020. Other cities where we will have a dedicated physical presence by next year include San Antonio and London,

The team also plays major roles in Social Media optimization with their full engagement in day-to-day ad and promotion analysis which makes them different and one of a kind in this niche. The way they handle

the data and gives them a shape in the business funnel is a unique trend set for the segment ensuring 25% year-on-year growth.

Active work on most of the clients' projects by combining AI with marketing strategies, its clientele inventory is worth 453 Million dollars in market value and its clients enjoy sales funnel growth by 6.53 times from the market's average.

This new trend would definitely change the marketing structure and gear the world into a complete AI approach resulting in exponential growth in business worldwide. As Dave Water says "Predicting the future isn't magic. It's Artificial Intelligence."

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