



AI – POWERED MARKETING WORKS WITH ITS WAYS

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ABSTRACT

Artificial intelligence (AI) technologies are used in marketing to automatically make decisions based on data collection, analysis, and further observations of audience or economic trends that could have an impact on marketing efforts. In digital marketing campaigns where speed is crucial, AI is frequently deployed. Artificial intelligence (AI) has recently emerged as a trend in a variety of industries: business, medicine, the automotive industry, and education. AI is now used in marketing. The paper's goal is to investigate how extensively AI works in marketing, AI marketing use cases and explain the uses and benefits of AI in Marketing. Chatbots, targeted and predictive content, content creation, and photo recognition technology are four major developments in AI that have the potential to improve the customer experience. Each of these can help give more pertinent and tailored content while also improving customer assistance and service. It examines how marketing uses machine learning models to automate, enhance, and add to the process of transforming data into actions and interactions with the aim of forecasting behaviours, anticipating needs, and hyper-personalizing.

KEYWORDS: *Artificial intelligence, digital marketing, Deep learning, Integrated machine learning and forecasting behaviour.*