Effective Ai-Based Analysis of Practical Data Collection Applications

Samartha. G. Naik, Kailash Patidar
Department of Computer Science and Engineering
Dr. A.P.J. Abdul Kalam University, Indore – 452016
Corresponding Author :- Samartha.G.Naik

Abstract-The advertising industry is ripe for the use of AI. It's useful for developing more complex algorithms, enhancing data management in software, and expanding the availability of information and data. With the advent of AI, communication between companies and their customers is evolving. A lot rides on the specifics of the website and the industry in which this technology is used. For the first time, businesses can cater to their customers' immediate wants and requirements thanks to marketing. With the data collected and algorithms developed by AI, they can swiftly identify what material to target customers with and which channel to use at what time. When artificial intelligence is utilized to customize a user's experience, the user relaxes and is more likely to make a purchase. Competitors advertising results and client expectations may be analyzed using AI technologies as well. Machine learning is a branch of artificial intelligence that lets machines learns to evaluate and understand data on their own. Further, ML aids humans in effectively resolving difficulties. As more data is input into the algorithm, it learns and becomes more efficient and accurate. Scopus, Google Scholar, Research Gate, and other databases are mined for papers about the use of AI to the marketing industry. Then, the papers were read, and a central idea was formulated. This report makes an effort to summarize the impact of AI on advertising. We take a close look at how AI is being put to use in several marketing subfields and how that's changing the marketing landscape overall. At last, the most important marketing uses of AI have been identified and examined.

Keywords: Artificial Intelligence (AI), Applications, Customer, Data analysis, Decision Marketing.

Introduction

Artificial Intelligence (AI) will be an essential component of each and every business enterprise that exists around the globe. The current environment of AI has undergone significant shifts, which are reflected in new trends in AI-driven automation. It is obvious in the form of rethought ideas, interests, and investments in the field of artificial intelligence being adopted by businesses. This technology is advanced enough to distinguish both people and things, which has significant repercussions for a variety of commercial applications. Facial recognition may be used for security purposes to differentiate between persons. On the other hand, object detection can be utilized to differentiate between and analyze photographs. AI processes human photos in the same way as cookies, which paves the way for more tailored service based on the preferences of individual clients. Some companies are exploring the use of face recognition technology in order to assess the emotional state of their clients and, as a consequence, provide them with more relevant product suggestions. Within the realm of digital marketing, AI is largely concerned with user retention and lead conversion. Through the utilization of clever AI chat bots, intelligent email marketing, interactive web design, and several other digital marketing services, it is able to point users in the route that is most congruent with the objectives of the company. The effect that AI has on digital marketing may be determined by a few different elements. A subfield of artificial intelligence known as machine learning examines computer programmers that have access to data and make autonomous use of it to learn. It gathers information from a wide variety of sources, such as social media accounts, menus, online reviews, and websites. Following that, AI utilizes the information to develop and provide content that is pertinent to the viewer. An in-depth, online research of eateries and the patrons that frequent them is made possible by AI software. Businesses are able to make greater use of the data at their disposal and reach out to potential clients with appealing advertising at more convenient times thanks to the use of AI into their marketing strategies.

Artificial intelligence (AI) in advertising on social media and other digital platforms like Facebook and Instagram creates a far more positive experience for the consumer. These platforms extensively examine users' information before guiding them to offerings relevant to their wants. Marketers may also use AI to help them spot and anticipate trends. As a result, the firm is able to keep its digital advertising budget in check and know that its money is being put to good use. Computer vision refers to a computer's capacity to identify things in pictures. The analysis of medical images, identifying people in the public, and keeping tabs on their safety are only some of the applications. With the right integration of AI and computer vision, robots will be able to foresee the future and respond appropriately to unforeseen developments.

Artificial intelligence has made it easier to create customer profiles and gain insight into the customer's journey. It facilitates rapid and seamless delivery of high-value, tailored content to diverse customer personas across the entire marketing funnel. Artificial intelligence (AI) applications in digital marketing may use past data to predict what types of content will draw users back to a website. By analyzing which characteristics are shared by customers that churn on a regular basis, AI can predict which ones will cause them to cancel their subscription. These metrics provide invaluable insight for marketers as they plot future strategies and put into action techniques designed to keep customers coming back. Applications of artificial intelligence in digital marketing may filter through internet's billions of data points to reveal exactly what's important for businesses. It will detail things like the optimal posting time, subject line use, the optimal selling price, and more. Successful marketers always know what's happening in their industry. It streamlines processes and frees up mental space for original thought. And it's a win-win for the consumers who profit from it, too. In this study, we looked at how artificial intelligence (AI) may help the business world of marketing. We quickly go through how AI is being used in advertising across a few different industries. In addition to exploring these AI-driven marketing revolutions, the report also delves into others. At the end, the report highlights the most significant applications of AI in advertising and explores them in detail.

Artificial Intelligence

Artificial intelligence (AI) is a field of computer science that aims to train computers to understand and behave like humans. Artificial intelligence has taken the information we supplied and built a new intelligent computer that can reason, respond, and carry out tasks much like a human. Robotics, speech and image identification, natural language processing, problem solving, and so on are only some of the highly technical and specialized tasks that AI can perform. Artificial intelligence (AI) is a set of technologies that can mimic human intelligence in order to complete specific jobs. These technologies may be applied to regular business procedures and exhibit human-level learning, action, and performance capabilities. It allows robots to make decisions that would normally need human intellect, allowing us to save both time and money. A primary goal of artificial intelligence is to enable robots to do complex human-like tasks. As a result, it opens up extraordinary possibilities for many sectors. Nearly every sector, when asked how they feel about the advent of AI, either expresses fear or excitement. AI develops robots and tools that mimic human intelligence and behaviour. This innovation is being heralded as the "next phase" in the industrial revolution. Many people now think that AI and ML provide the answers to the world's most pressing challenges. In addition, AI might help anticipate issues. New technologies, entire sectors, and ecosystems are now within reach thanks to AI. In a word, artificial intelligence (AI) is the simulation of human intellect in machines. This might involve things like learning, thinking, and, most crucially, self-correction. Artificial intelligence is capable of analysis, comprehension, and decision making. It takes into account previously collected user information in order to forecast consumer trends and predict user actions in the marketplace. It's a form of data forecasting that's used by businesses all around the world to improve their sales and marketing tactics. Today, ML is used in the vast majority of AI-based marketing applications, from generating personalized product recommendations to aiding in the discovery of the most effective promotion

channels, forecasting churn rate or customer life time value, and constructing superior customer groups.

Understanding the Different Kinds of Artificial Intelligence

The primary focus of artificial intelligence (AI) is the simulation and execution of cognitive processes including learning new skills and adjusting to novel environments and difficulties. As such, artificial intelligence (AI) is a subfield of computer science and engineering that seeks to recreate a wide variety of problems and cognitive tasks normally performed by humans. However, creating a reliable AI model is difficult because of the complexity and variety of real-world circumstances and data. Thus, to comprehend the subject of the strength of AI and its application in solving a wide range of problems in the current Fourth Industrial Revolution, we investigate a number of different forms of AI, including analytical, functional, interactive, textual, and visual (Figure 1). Here, we outline the parameters of each group with respect to both digital and physical services.
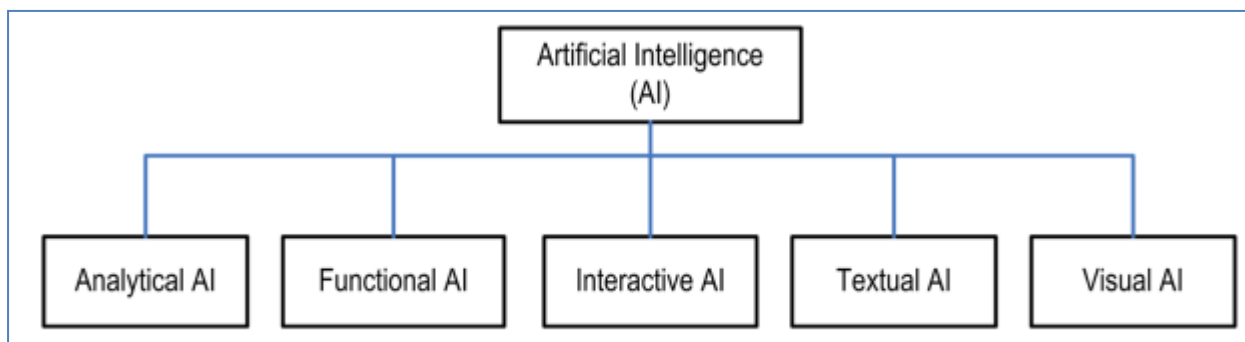

Figure 1 Various Types of Artificial Intelligence (AI) Considering the Variations of Real-World Issues

- **Analytical AI:** Analytics is the practice of discovering, understanding, and conveying insights from data. Thus, Analytical AI tries to identify new insights, patterns, and correlations or dependencies in data and to aid in data-driven decision-making. Therefore, in the realm of today's business intelligence, it becomes a vital aspect of AI that may give insights to an organization and make ideas or recommendations through its analytical processing power. An analytical AI model may be constructed using a number of machine learning and deep learning strategies to address a specific problem in the real world. For instance, a data-driven analytic model can be utilized for the purpose of conducting a company risk assessment.

- **Functional AI:** Similar to analytical AI, functional AI sifts through large data sets in search of relationships and patterns. Alternatively, functional AI is used to carry out tasks rather than provide advice. Robotics and Internet of Things (IoT) applications are two areas that might benefit from a fully fledged AI model for instant decision making.

- **Interactive AI:** Artificial intelligence that can interact with humans enables automated, yet human-like, communication in many areas of our life, most notably the business world. For instance, a chatbot or smart personal assistant might benefit from an interactive AI model. Machine learning, frequent pattern mining, reasoning, and AI heuristic search are just a few examples of the methods that may be used to construct an interactive AI model.

- **Textual AI:** Businesses may benefit from text recognition, speech-to-text conversion, machine translation, and content development with the help of textual AI, which often encompasses textual analytics or natural language processing. Using textual AI, a business may better support its own knowledge base, which in turn can better serve its customers by, for example, responding to their questions.

- **Visual AI:** Visual AI is often competent to detect, categorize, and sorting things, as well as transforming photos and videos into insights. Accordingly, visual AI may be thought of as a subfield of computer science that teaches computers to acquire knowledge via observation

of visual data and pictures in the same way that people do. In the context of computer vision and augmented reality, this type of AI is frequently employed.

There are many issues in the actual world that might be solved by each of the many forms of AI. However, as briefly discussed in "Potential AI techniques," a variety of AI techniques and their combinations, such as machine learning, deep learning, advanced analytics, knowledge discovery, reasoning, searching, and relevant others, can be used to provide solutions while taking the intended applications into account. Analytical AI that employs ML and DL approaches can play a pivotal role in the field of AI-powered computing and system design because most real-world problems require such sophisticated analytics to deliver an intelligent and clever solution in line with modern demands.

Literature Review

S. Shanthi et al (2022), Brain tumor categorization is a major area of study in the field of medical imaging. Researchers in the field of computer vision have devised many strategies to address the issue of poor accuracy in categorization, which is important because of the practical implications of a lack of it. In this study, we propose using an OHDNN, or automatically optimized hybrid deep neural network, to detect and monitor malignant brain tumors. The suggested method comprises two parts, including pre-processing and brain tumor categorization. First, the photos are built from raw data, and then the acquired images undergo pre-processing actions including image improvement and noise reduction. The photos are then sent to the classification phase after being preprocessed. In this study, we employ OHDNN for the classification procedure. Convolutional neural networks and long short-term memory come together to form the HDNN (CNN-LSTM). In this case, the convolutional neural network (CNN) classifier is utilized to create the feature map, while the LSTM classifier is employed for the actual classification. Furthermore, the parameter included in the classifiers is randomly chosen using the adaptive rider optimization (ARO) technique to increase the performance of the CNN-LSTM classifier. In the lab, we use an MRI image

collection for analysis. Based on testing data, the suggested method has achieved a maximum accuracy of 97.5%.

Iqbal H. Sarker et al (2022), Artificial intelligence (AI) has the potential to incorporate human behaviour and intellect into machines or systems, making it a cutting-edge technology in the era of the Fourth Industrial Revolution (Industry 4.0 or 4IR). This means that model-based AI is essential for developing automated, intelligent, and smart systems to meet current demands. Analytical, functional, interactive, textual, and visual forms of AI, among others, can be used to increase an app's intelligence and capabilities in order to better address real-world problems. However, because to the ever-changing nature of real-world problems and data, creating an accurate artificial intelligence model is no easy feat. In this article, we provide a 360-degree perspective on "AI-based Modeling," outlining the concepts and capabilities of possible AI approaches that can play a significant role in the development of intelligent and smart systems across a wide range of practical application domains. In addition, we stress and underline the research concerns that fall within the purview of our investigation. This study aims to give a high-level introduction to AI-based modeling for the benefit of academics, practitioners, and decision-makers in a wide range of settings and fields.

Research Methodology

The primary objective of this study is to analyze the ways in which ML and AI are used to enhance business strategies by developing taxonomy of applications used to address certain issues in the field of marketing. We have initially collected a significant number of use cases, following a rigorous search procedure. As there was a wide variety of uses to choose from, we settled on these four criteria.

- Real-world use cases from established businesses,
- With access to relevant case references,
- From scholarly or professional literature, and
- With some background on ML implementations.

We looked at a lot of articles using Scopus and Google Scholar. Since the majority of the relevant content will naturally fall into one or more of these

categories, the resulting taxonomy gives a systematic description of the topic under investigation. We opted for this method to determine the taxonomic classifications we would employ. We compiled details regarding the data needs, technology platforms, and algorithms utilized, as well as the commercial value created for the firm, for each use case that met the four selection criteria outlined above. We iterated through each application's detailed description, deciding which preexisting categories best captured its core characteristics, and assigning applications to those categories. For the first stage of our preparations, we used broad categories based on our knowledge and the results of past research. We began by classifying each use case according to categories established by prior researchers in related studies or by utilizing widely accepted frameworks such as the 4Ps of marketing. After each cycle, we reevaluated the category definitions to see if they might be refined to better reflect the papers' overall substance. We used spreadsheet software to keep track of the mapping between the categories and the use cases, and we iterated through the process of redefining the categories and modifying each instance to fit into the most appropriate category. Coding iterations ceased after authors agreed upon the reliability of the mapping, yielding useful classifications of machine learning's marketing uses. In Figure 2, we see the many different major marketing subsets for AI projects. AI-based systems have been a prime target in a variety of marketing contexts, particularly in the areas of pricing, strategy and planning, product,

promotion, and place management. Aspects of marketing for AI applications that have been identified as crucial include targeting and positioning, circumstances, and thinking models in relation to product design and end-user demands. Artificial intelligence (AI) is used by marketers to boost demand from customers. Integrating apps that make use of AI results in a pleasant user experience for customers. It records the date and time of each purchase, as well as the location. Using this information, it can develop one-of-a-kind advertisements for each of its clients. These alerts are designed to increase a user's average purchase amount when they visit a nearby store by providing them with helpful hints and exclusive deals. By taking a holistic approach to automating the business's systems, the marketing department helps the organization stand out from the competition. One of the benefits of using AI in marketing is the increased autonomy in decision making and the ability to more closely monitor and control individual clients. To enhance the recommendations made to clients by ML systems, data is essential. When you purchase or sell online advertising using programmatic media bidding, the process is completely automated. Inheriting the characteristics of ML, these computer models then take advantage of audience data to provide ads that are more likely to appeal to the purchasers they are trying to reach. The employment of AI algorithms and ML to aid models decreases the likelihood of mistakes, increases the usefulness of audience data, and allows for the scalability of display advertising.
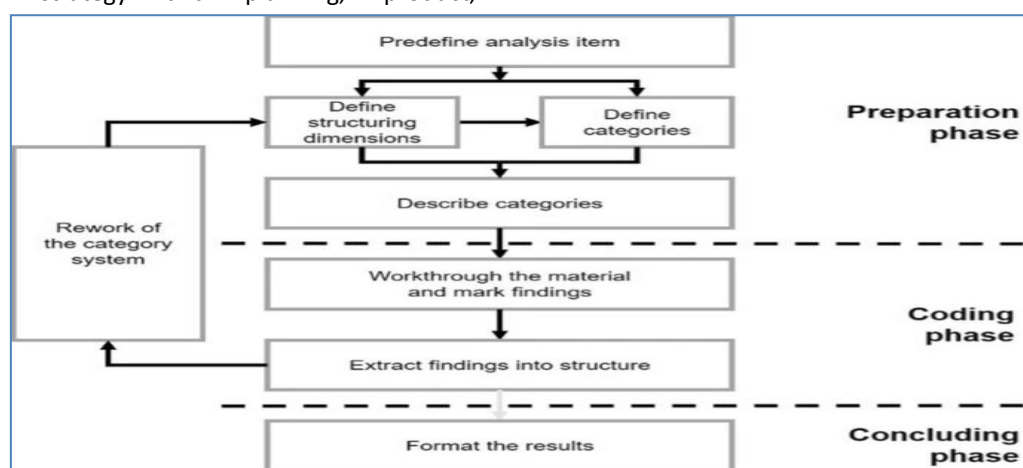

Figure 2 Schematic Representation of a SCA Procedure

Commercials that speak directly to a person's interests or problems tend to have a greater impact. Marketers may increase their chances of success by focusing their efforts on the subsets of consumers who are most likely to act favorably in response to the advertisements they see. Using the digital super intelligence provided by AI models and algorithms, marketers may achieve this goal. Ad targeting is a type of focused marketing that can benefit from the use of AI by advertisers. It can retarget leads with a greater conversion rate by using machine learning to tell the difference between buying, real conversion, and exploring behaviour. Facial recognition software is only one of several impressive AI-driven solutions that can be used to keep tabs on consumers' in-store activity and associate photos with their social media accounts. These cutting-edge tools take personalization to a whole new level by pairing with AI-driven smart alerts to instantly broadcast personalized discount offers and warm greetings to each visitor. When paired with reliable results from market studies, AI becomes a powerful instrument. Because of this, businesses are able to accomplish a great deal. An integral part of this common application is the categorization of intended recipients. To put it simply, AI is quicker and more efficient than humans at this. Businesses that put more time and energy into researching their target markets are more likely to make attractive offers to members of that market. Many established business executives have been prompted to make the leap to a more cutting-edge and productive profession because to the rapid proliferation of new technologies, the most beneficial of which is artificial intelligence. Having access to AI will give businesses a leg up in a number of areas where they compete. Marketers may gain a clearer picture of who should be targeted and who should be left out of a certain campaign. Customers will be more effectively matched with products they are more likely to purchase, and unnecessary or out-of-stock items will be kept out of the shopping cart.

Research Design
Artificial intelligence (AI) is a fascinating and cutting-edge technology that may enhance a company's existing content strategy. Natural language processing (NLP), machine learning (ML), deep learning (DL), computer vision (CV), and many more fall under the umbrella of this technology. As a result of its analytical capabilities and the tools it provides, ML has a profound effect on the current state of digital marketing. Therefore, it helps marketing departments carry out requirements assessments. Using AI technologies allows businesses to devote more resources to other areas of digital marketing. There will be far-reaching effects from the rapid development of AI. Because of this, it is recommended to use AI in digital marketing to encourage creativity and boost output in the future. Using AI, marketers can learn more about their target demographic, discover which product categories are most likely to convert them into buyers, and optimize the customer experience at every touch point along the way. By carefully analyzing consumer data and learning what consumers genuinely want, marketers can boost ROI without wasting money on inefficient efforts. They won't need to waste time on ads that do nothing except annoy their target audience.

Figure 3 AI and Strategic Marketing Decisions

There are several ways in which artificial intelligence (AI) will facilitate individualized marketing. Businesses are increasingly turning to AI in order to customize their offerings in response to consumers' preferences, including websites, emails, social media postings, videos, and more. Automating tasks that used to need human intelligence is a key focus of artificial intelligence research and development. Significant efficiency gains are possible as a result of a reduction in the quantity of human labour resources needed to carry out a project or the amount of time an individual needs devote to doing mundane tasks. Marketing campaigns use AI in many sectors, such as the financial sector, the public sector, healthcare, the entertainment sector, the retail sector, and many more. Campaign success, client satisfaction, and the effectiveness of marketing operations are only few of the results that might be expected from various use cases. Marketers are incorporating AI into programmatic advertising to solve a number of problems. Bidding on real-time ad space that is relevant to target viewers is facilitated by ML on programmatic marketplaces. Mistakes in marketing processes might potentially be reduced with the help of AI. AI can perform specialized tasks more effectively than humans so long as there is supervision and guidance. Since AI

can greatly accelerate the process of marketing campaigns while simultaneously reducing expenditures and improving efficiency, it is a safe bet that it will provide a better ROI. Technology like this can undertake tactical data analysis and make judgments based on campaign and consumer context using ML much more quickly than people. This allows workers to devote more time to strategic initiatives that will ultimately direct AI-driven advertising. Better media decisions may be made in real time with the use of real-time analytics, rather of having to wait until the end of a campaign. When it comes to forecasting customers and enhancing the customer journey by combining data from many sources, artificial intelligence for marketing is unrivalled. There are now more effective means of doing this thanks to developments in AI, which firms may take advantage of. This innovation can revolutionize how businesses acquire, nurture, and convert leads by facilitating the creation of more effective marketing strategies and improving the customer journey. In the marketing world, AI is used to classify customers into subsets defined by their interests. AI content creation regulates the creation of machine-generated content and the use of personalization tools to streamline the customer experience. By using AI to determine

how long each piece of content should be, we can better engage visitors and remain at the forefront of their minds by providing timely, valuable information and demonstrating our knowledge in our field. Among the many possible applications of this information is improved message personalization and individualized product recommendation. Personalizing a website's or app's services and content is the first step in generating tailored marketing campaigns and building significant customer interaction, and AI applications in marketing make this possible. Artificial intelligence chat bots employ ML to gradually grow and learn over time. User interaction with them is enhanced by their size, flexibility, and intelligence. Companies can profit from implementing chat bots since they are efficient data collecting tools that reduce the need for human labour and other barriers to entry. Businesses may quickly increase profits and maintain competitiveness by using dynamic pricing modules to set the most suitable prices for their goods and services. Their dynamic pricing modules, managed by AI, allow businesses to set fair prices for their services, even for limited time periods. As far as marketing uses of AI go, this is one of the more successful examples. Artificial intelligence is important in marketing especially for retargeting strategies. AI uses ML and deep learning algorithms to continuously analyze customer behaviour and purchase data in order to identify trends.

Results And Discussion

Artificial intelligence is able to rapidly amass massive volumes of data because to iterative processing and algorithms that allow software to learn from patterns. There are significant operational differences across the various AI specializations. The field of research known as "machine learning" (ML) focuses on how computers may learn new information and abilities, as well as how to restructure previously acquired information, in order to achieve better results in a variety of situations. Since people's preferences and fashions tend to shift often, AI may become useful. Although aspects like as personality are likely to remain consistent, demographics and other changes might cause modest adjustments to be made to customer personas over time. All of this may be far less complicated to arrange if AI automation is used. To ensure current and future customers are being provided with timely, relevant, and individualized material, marketing departments may adapt to the ever-shifting trends and fads. Marketing and sales teams now have the ideal "enabler" in the form of AI. A huge amount of data is processed and used by it. It streamlines the process of developing analytical models, unearths previously unseen ideas, and fine-tunes predetermined actions by employing cognitive reasoning. In order to develop a comprehensive picture of the customer in real time, ML allows marketers to include all relevant data. It uses algorithms and automated cognitive processes to tackle difficult problems involving large amounts of data. Machine learning (ML) aids in the identification of patterns, trends, and insights and then automatically acts on these to provide hyper-specific marketing initiatives. Furthermore, it optimizes sales efforts by forecasting which leads are most likely to convert, speeding up the sales process overall. When applied to business, AI has the potential to sift through mountains of data, provide valuable insights about customers, and facilitate speedy, well-informed decision making. With the help of artificial intelligence, big data, the internet of things, and the human mind, marketing might reach previously unimagined heights. With the help of AI, organizations can now gather data, analyze it in greater depth, and act on the results. For a marketer looking to advance their career, AI may be the greatest possible financial outlay. As the backbone of AI in advertising, deep learning is vital. As a subfield of machine learning, it is focused with developing artificial neural networks as a model for problem solving. Algorithms based on deep learning "train" computers to comprehend things like human input, written language, visuals, and audio. When asked questions or given a problem, the computer uses its extensive knowledge to return accurate and useful responses and options. Brands may better meet the needs of their customers by using deep learning and AI to generate timely, hyper-relevant content and advertisements.
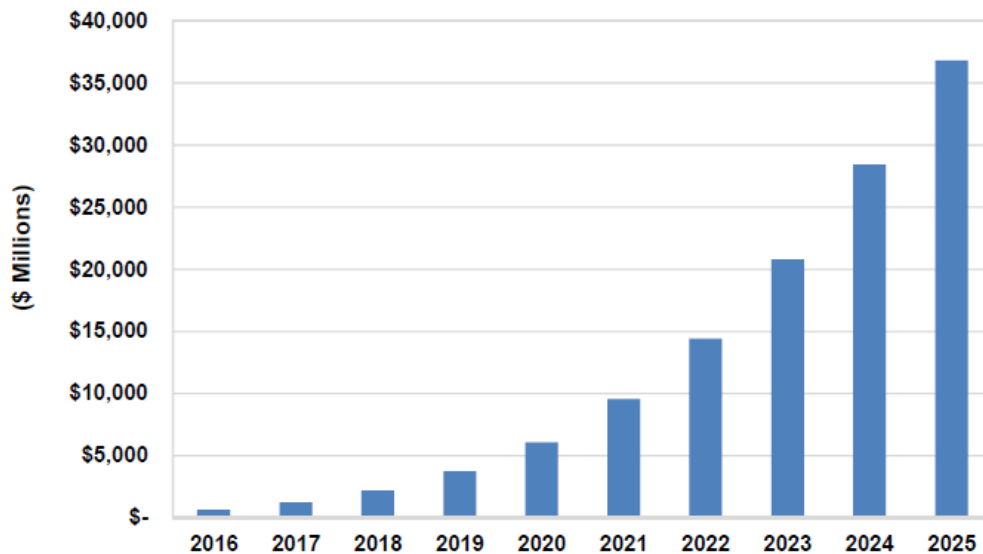
Figure 4. Artificial Intelligence Revenue, World Markets: 2016 - 2025.

The marketing department's responsibility includes ensuring that customers' information is handled legally and ethically. In the realm of artificial intelligence, this presents a difficulty. Unless the technologies are specifically designed to adhere to certain legal criteria, they may exceed what is acceptable when utilizing client data for personalization. The use of AI in advertising is on the rise, but not without major challenges. Artificial intelligence is built to process large datasets and perform a wide range of calculations. When used as parts of AI, ML and deep learning need powerful computers with lots of memory and processing power to handle enormous amounts of data quickly. For many in the IT community, academics, and students, AI is no longer a novel idea. Still, only a small fraction of the population is aware of AI's advantages. Not everyone is equally skilled in artificial intelligence. Such proficiency gaps are widening rather than closing. Despite just a modest rise in interest in AI, data science courses with a focus on AI development have become increasingly widespread. More smart people will be required, though, if every company is to enter the artificial intelligence market. Artificial intelligence (AI) is still a relatively new technology for many people. Having confidence in AI will be challenging for them. To put it another way, people are cautious to trust if they do not know how AI systems arrive at their conclusions. Imagine AIs aren't given access to relevant, timely, and accurate data for training. If that happens, the

instrument will be less useful since it will make judgments that aren't in line with user preferences. The ways in which corporations can use their customers' data are coming under increasing scrutiny from both consumers and regulators.

Conclusion

Artificial intelligence (AI) is a powerful asset for any marketing campaign. Two primary branches of AI have been identified: symbolic intelligence and instinctive intelligence. Efficiency gains from fewer human mistakes have been attributed to AI. Artificial intelligence (AI) has been utilized in marketing as a recommendation tool, with various applications designed to propose things to clients based on their browsing and purchasing habits. Artificial intelligence has also contributed significantly to the field of personalization by assisting marketers in identifying the types of items that would appeal to specific demographics of consumers. Wasteful marketing efforts may result from sending the same message to a large group of individuals without first determining whether or not they are interested in receiving it. The advent of AI, with its plethora of useful tools, has solved this problem by making it possible to predict which audiences will be most interested in a given topic. Further, AI has helped develop a more sophisticated channel of interaction between businesses and their customers. Data science has made it simple for businesses to have

a deeper familiarity with their clientele. AI has made it much easier for businesses to anticipate and cater to their consumers' interests, which was previously a major challenge. However, thanks to AI, data availability has increased, simplifying market research efforts. Automation and improved content quality are two further ways in which AI has benefited the economy. Many organisations, like Starbucks, Alibaba Sephrons, and Campbell's, have upgraded their advertising with the use of AI channels including facial recognition, email marketing, chat bots, demand forecasting, and predictive analysis. While artificial intelligence (AI) offers many benefits, it also poses hazards to the marketing business, such as the potential for human jobs to be eliminated due to automation. There is a larger probability of consumer discontent with a system that is disjointed and prone to faults.

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