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Artificial Intelligence: A Paradigm Shift in Marketing

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Abstract: Purpose: While highlighting the importance of Artificial Intelligence (AI) in marketing, the present study aims to explore some of the darker sides of its application to business and marketing. Also, the recent trends and developments associated with the use of AI in marketing are examined.
Methodology: Following an exploratory research design, the present study referred to secondary data to explore the role and trends of AI in marketing.
Findings: This paper reveals some recent trends and developments driven by AI technology in the domain of marketing. Moreover, possible challenges and future directions are also discussed.
Originality/Value: The study contributes to the rapidly expanding literature related to AI by exploring its role in the world of marketing. Finally, implications for researchers and practitioners conclude the article.
Keywords: Artificial Intelligence, Marketing, Recent trends, Exploratory study

I. INTRODUCTION

A. *Artificial Intelligence*

Advancements in technology have revolutionised the operations of business organisations. Disruptive technologies like big data analytics, Internet of Things, artificial intelligence, and blockchain have transformed how businesses work. Artificial intelligence (AI) is the most recent technological disruptor and has enormous marketing transformation potential (Verma et al., 2021). AI is the "science of making machines smart." Through AI, machines can be educated to behave in human-like ways. They can be empowered to see, hear, speak, move, and write. If such machines could educate themselves to get better at seeing, hearing, speaking, moving, and writing without the help of humans, they'd be termed AI (Scholz, 2020; Shayman, 2019). In other words, Artificial Intelligence is an umbrella term (from the field of computer science) that consists of unique (but related) technologies with real human capabilities like image recognition, voice recognition, semantic search, machine learning techniques, knowledge visualisation, and many more (Davenport and Ronanki, 2018). Artificial Intelligence is the theory, creation, and development of computer systems/technologies that can perform/mimic tasks requiring human intelligence (Pfeiffer, nd). The reason for calling it 'artificial' was its creation. It does not exist naturally; humans developed it, hence named 'artificial'. Alexa, a voice assistant, is an excellent illustration of AI. Alexa hears your words, processes them using AI algorithms, and then responds and takes action. Alexa collects data from each encounter with a consumer to better the next one. As a result, Alexa's query answers improved by 12 percentage points (to 73 per cent accuracy) in December 2018 compared to July of that year.

B. *Artificial Intelligence Marketing*

Marketers are excited and bang on for the latest development in technologies like artificial intelligence. At a very high pace, AI is transforming the field of marketing. AI Marketing is a technique developed to collect, filter, analyse and save customer data to forecast the customer move and execute the marketing strategies to attract new customers while retaining the old ones (Pfeiffer, nd). The way customers are attracted, developed, nurtured, and retained has been transformed by Artificial Intelligence. AI is already being used by businesses to track client behaviour, predict demographic compatibility, anticipate purchases, and deliver superior customer service. Indeed, AI is already powering daily technologies like Siri, Cortana, PayPal, Google Maps, and more, thanks to AI offshoots like machine learning, deep learning, and natural language processing (NLP) (Arsene, 2020). Among the various subsets of AI (mentioned above), a few are pertinent to marketers in leveraging customer information. To name a few are machine learning (performance enhancer, lookalike audiences, content recommendations, lead scoring, and programmatic advertising), computer vision (facial/image recognition, object detection, speech recognition, and visual listening), and natural language processing (hear and speak capabilities).

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Out of the very capabilities, the power to improve performance (without being programmed) It is the most amazing gift of AI to the marketing team (Scholz, 2020). Artificial intelligence (AI) is projected to have a significant impact on marketing strategies and client behaviour in the future (Davenport et al., 2020).

II. COMPONENTS OF AI MARKETING

The main components of AI Marketing are as follows:

1) Big Data and Analytics: With the rise of digital media, a flood of big data has flooded in, allowing marketers to better evaluate their efforts and correctly allocate value across channels. As many marketers struggle to establish which data sets are worth gathering, this has resulted in an overabundance of data.

2) Machine Learning: Machine Learning uses computer algorithms to analyse data efficiently. In marketing, machine learning is used to analyse the customer's new information along with historical data to make a better decision (Ghahramani, 2015; Marketing Evolution, 2022).

3) AI Platform Solutions: Effective AI-powered solutions give marketers a single platform to manage the massive amounts of data they're collecting. These platforms may provide you with actionable marketing analytics about your target audience, allowing you to make data-driven decisions about how to contact them. Frameworks like Bayesian Learning and Forgetting, for example, can assist marketers in better determining how receptive a customer is to a particular marketing attempt (Marketing Evolution, 2022).

III. THE ROLE OF AI IN DIGITAL MARKETING

Artificial Intelligence is concerned with the development of intelligent machines capable of performing cognitive activities. When these machines have enough data to spot patterns and trends, their capacity to think like humans will continue to improve. Digital marketing (DM) is a field of study that is heavily reliant on data and analytics. Any online initiative's success on its capacity to extract the relevant insights from data. With the tremendous expansion in data and its sources, it's only natural to think that AI will play a significant role in digital marketing.

With the rise of social media, the age of social networking has arrived, and the competition to connect and seduce the online audience has intensified. To boost their social presence on major social channels, brands must comprehend a new type of data. To assess the depth of social analytics, a new type of metric and analytics has been established that includes mobile data.

As businesses continue to add fresh consumer touch-points, the amount of data collected across all of them is poised to become unmanageably large in the not-too-distant future. As a result, Artificial Intelligence (AI) is becoming more important than ever in Digital Marketing.

Some of the ways in which artificial intelligence technologies and tools may transform massive amounts of overwhelming data into actionable insights that drive real-time decisions are discussed below.

A. Real-time tracking

Despite the fact that every business must deal with some level of customer churn, the costs of recruiting new customers are always higher than the costs of keeping existing customers. Firms can methodically track and evaluate their target groups' digital behaviour and communication by implementing deep learning algorithms. As a result, AI tools' predictive modelling techniques can assist in comparing the qualities and activities of previous customers to the existing customer base and identifying attrition risks, which can ultimately aid in improving the entire customer experience and lowering the churn rate.

B. Improved Accuracy

Machine-to-machine interaction is one of the most recent developments that is quickly gaining traction across industries. Even in the field of marketing, the transition will undoubtedly have an impact.

Artificial Intelligence is already being used in basic Digital Marketing duties such as campaign planning and conception, based on insights gleaned from substantial data collected from past efforts. With the use of AI tools, the precision of monitoring campaign performance has increased rapidly, substantially reducing the guesswork that has historically been associated with marketing campaigns. As machine learning replaces traditional analysis, AI algorithms are assisting in the creation of data-driven forecasts that are far more precise than ever before.

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C. Advanced Automation

One of the most important aspects of digitisation is to use AI to provide speedy and effective customer support. One of the numerous exemplars that can help the firm meet the hurdles of providing futuristic and professional service to its clients while keeping an eye on infrastructure expenditure is cutting-edge technology that deploys text, chat, or messaging apps. For example, the AI Text analysis tool cannot only track, analyse, and reply to content writing, but it can also do so in real-time. This tool's upgraded version takes things a step further. It not only comprehends the substance of user-generated messages but also determines the feelings and attitude to infer the meaning with more accuracy.

D. Enhanced Security

One of the safest techniques for gathering and transmitting information is the biometric authentication technique that leverages AI technology. Along the way, it has improved the efficiency of the sharing process because large amounts of data can now be transmitted considerably more securely, which was before impossible.

Modern data collection and dissemination have also increased the ease of evaluating large amounts of data, resulting in better insights and faster decision-making.

Because data is at the heart of the personalised experiences that consumers want, having a mechanism as biometric authentication has now enabled organisations to safeguard consumer data much more securely and protect it with AI technology, which should go a long way in keeping the authenticity of digital marketing data intact and relevant. As a result, determining the actionable insights that drive real-time decisions is critical to the success of Digital Marketing, and Artificial Intelligence, with its ability to automate this activity, plays a critical role.

E. Errors are Minimized

Humans are prone to making blunders by nature. AI and human error are a widely debated topic, with many people debating whether AI can be used to prevent human error (Orchestrate, nd). Artificial Intelligence, without a doubt, exists to avoid human interaction and hence reduce the possibility of human error. AI has been shown to assist with human errors, particularly in the most critical area: data security.

IV. BENEFITS OF LEVERAGING ARTIFICIAL INTELLIGENCE IN MARKETING

This data-driven technology offers several benefits over conventional “non-intelligent” marketing software, for instance, better customer experience, optimisation and speeding of marketing goals, and quick conversions (Brenner, 2020). AI facilitates marketers in formulating effective strategies by anticipating the next move of customers and helps in delighting the customers throughout their journey (Atif, 2021; Power, 2017). Due to the benefits offered by AI, marketing managers are adopting this new wave by storm (Pfeiffer, nd).

Marketers can consolidate and evaluate a large amount of data from social media, emails, and the web faster with AI marketing. Marketers can then use the information to improve campaign effectiveness and ROI in a shorter period. AI marketing solutions, in essence, optimise and streamline campaigns while removing the danger of human error (Manthei, 2017).

Data analytics is one of the major benefits marketing managers receive while adopting AI marketing. AI facilitates the process of automated decision-making based on data collection, data analysis, trend analysis, and additional observations of the target market that shape the direction of marketing activities (Scholz, 2020).

Reaching potential buyers and making a sale comfortably is an added benefit of AI marketing. Ample time and financial resources can be saved by AI marketing's hi-tech capability to collect and analyse huge amounts of data (Pfeiffer, nd).

Marketing strategies will become more effective with the proper implementation of AI. With this, the right messages will be telecast through the proper media vehicle to the right target market at the right time (Pfeiffer, nd).

AI tailored the messages according to the customer profile, without the intervention of the marketing department. Marketers augment their team through AI, which in turn accomplishes more tactical jobs with less nuance (Marketing Evolution, 2022).

The new wave of AI marketing solutions has enhanced the customer experience while increasing the operational efficiency of the marketing firm. Intelligent technological solutions pave the way to understand the target consumers in a nuanced and comprehensive manner. The useful insights obtained from AI marketing speed up the conversion process while relaxing the workload of the marketing department (Marketing Evolution, 2022).

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V. APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN MARKETING

Artificial intelligence (AI) is being employed in marketing activities across a wide range of industries, including financial services, government, entertainment, healthcare, retail, and more (Huang and Rust, 2018). Each use case yields distinct outcomes, such as improved campaign performance, enhanced customer experience, or increased marketing operations efficiency (Arsene, 2020). Machine learning may be used in a variety of ways to help organisations construct a more comprehensive marketing strategy. The following are a few examples of the use of AI:

A. Propensity Modeling: Use Data and Expertise to Predict Behavior

The goal of propensity modelling is to forecast the chance of visitors, leads, and customers taking specific actions. It's a statistical method that takes into consideration all of the independent and confounding variables that influence a person's behaviour. Propensity modelling, for example, can assist a marketing team in predicting the chances of a lead converting into a customer, the likelihood of a customer churning, or even the possibility of an email recipient unsubscribing.

Marketers can forecast when a customer is going to churn using a well-trained machine learning model. AI is proactive in identifying which customers are at risk of leaving and helps in understanding, predicting, and minimising customer loss (Atif, 2021).

B. Content Curation

Content curation is frequently associated with Netflix and Spotify, whose algorithms steer the lives of today's generation invisibly. Content curation is a process better left to robots who have the time and patience to inherently understand user behaviour and make forecasts accordingly. A simple example of content curation in action would be recommending articles for visitors to read next on the website. This technology could potentially be used to suggest relevant products during the checkout process or in transactional emails (Atif, 2021).

C. Natural Language Processing to Create Content

Natural language generation has a lot of potential for making content makers' jobs easier. Natural language generation is defined as "the process of developing meaningful phrases and sentences in natural language form." NLG is derived from structured data. It converts the information you have into a natural-sounding text. It can also produce a large number of printed words in a fraction of the time that a human can. Google's Smart Compose is an example of natural language generation. For example, while using Google's email platform, Google suggests ways to continue the sentence. NLG can help marketers at every level of their client relationship, from the initial contact through the follow-up and customisation of the marketing activities (Atif, 2021).

D. No Need to Produce Fresh Content Regularly

It is very important to communicate with consumers and potential purchasers daily as a marketer. It assists in gaining consumer trust, increasing client loyalty, and demonstrating competence. It also aids in the development of the marketer's brand (Atif, 2021).

E. Improved Personalisation and Recommendations

Consumers' responses and interactions with marketing messages are evolving. Traditional marketing techniques such as newspaper ads and direct mail are no longer as effective as they once were. One reason for this is that today's consumers demand brands to personalise their communications based on their location, demographics, or interests. Non-personalised marketing will elicit little or no response from most people. Personalised marketing messages are more likely to be interacted with by customers. Instead of relying on generic target groups in the past, AI allows marketers to personalise their communications on an individual level (Anshari et al., 2018). This technology predicts client behaviour using information gleaned from previous brand interactions. This means that marketers may provide content and marketing communications at the optimum possible times to convert leads into sales. The personalised recommendations that are presented when customers register on a site like Amazon or Netflix are the most familiar example. These recommendation algorithms have grown in sophistication over time and can be astonishingly accurate, especially for customers who have had an account for a long time and have allowed the site to collect a large amount of data.

F. Dynamic Pricing

Offering discounts is a certain strategy to boost sales, but some customers will choose a smaller discount or no discount at all. To maximise both sales and profitability, AI may be used to dynamically set product prices based on demand, availability, client profiles, and other criteria.

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The website camelcamelcamel.com, which tracks the price of Amazon products over time, is a good example of dynamic pricing in action. A graph for each product shows how much the price changes
depending on the season, popularity, and other factors. If a passenger has ever looked for a flight and then returned to buy it a few days later, they find out that the price of a ticket has gone up a few hundred rupees. The price change is an example of dynamic pricing (Allen, 2017; Brenner, 2020).

G. Customer Service Chatbots

Customers have found Facebook Messenger, WhatsApp, and other messaging apps to be a popular and easy method to contact businesses, but keeping the accounts manned with customer support employees may be costly. Some companies are now adopting chatbots to deal with frequent client queries and deliver rapid responses at any time of day or night, to minimise effort and provide a faster response to customers. Chatbots can be configured to respond to frequently asked queries with pre-programmed responses or to route the chat to a human agent if the subject is too complicated. This reduces customer support time and reduces workload, allowing agents to focus on interactions that require a more personal response. Customers are becoming increasingly familiar with chatbots, and in some cases, preferring them to a real person, thanks to virtual assistants like Siri, Google Assistant, Alexa, and Cortana. In recent years, AI language processing algorithms have improved to the point that machines can now replace human workers in customer support and sales roles. Chatbots are not only less expensive than
adding more team members to handle inquiries, but they can also do so more quickly and, in some cases, more "humanly." Machines, unlike humans, never have a bad day, thus they can always be counted on to be polite, engaging, and likeable (Allen, 2017; Brenner, 2020; French, 2018).

H. Search Engine Optimisation

From modest database product searches on e-commerce sites to search engines like Google, which are used by millions of people every day, search algorithms are always improving. AI-assisted search can detect misspellings and suggest alternatives, as well as be impacted by customers' previous browsing or purchase habits. Google is getting better at figuring out what a searcher's "intent" is. For example, if a person is seeking information about the fruit, the technological business, or the record label, when the person searches for “Apple”. Similarly, when a user searches for "coffee shops" on their phone, most search engines assume they're looking for a coffee shop within a few miles, rather than investigating coffee shops in general. Special results, such as shopping and Google My Business results, are also improving searchers' experiences, and voice search is becoming more widespread as the number of AI-powered gadgets and assistants grows.

Voice search is also on the rise, thanks to the rise of mobile internet usage and smart home speakers and is projected to continue. Artificial intelligence is required to interpret complex patterns in speech and recognise meaning from spoken search requests, which are substantially different from standard typed searches. Marketers also employ AI to optimise content for voice search, which can assist in improving SEO and site traffic as the world is moving closer to a voice-controlled digital world (Brenner, 2020).

I. Content Creation and Curation at Scale

The return on investment from content marketing is impressive. However, it might be time-consuming. According to Gartner's projections, most brands struggle not with gathering enough data, but with providing enough content to provide a personalised experience for everyone.

Stylist magazine featured three autonomously generated articles developed by Articoolo in its special "Robots" edition, demonstrating how sophisticated AI for content production has gotten. In a variety of ways, artificial intelligence (AI) may assist marketers in speeding up and optimising their content marketing. News stories and reports that would take human writers’ hours or days to compose can now be generated in seconds by automated content technologies. Even marketers don't trust robots to completely automate their content creation process, then they can help them with little chores like creating social media posts. Basic social media posts and news items are written by the Washington Post using Heliograf, an in-house reporting tool. Computers are also pretty excellent at creating formulaic headlines, especially ones that fall into the "clickbait" category. Computers are also pretty excellent at creating formulaic headlines, especially ones that fall into the "clickbait" category. Another option to scale up without utilising one’s resources is to curate content. AI is extremely good at locating and picking relevant
material for the marketer's target audience, allowing them to automate the curation process (Brenner, 2020).

J. Optimising the "When" and "Where" of Digital Promotion

The rise of digital marketing has given marketers a plethora of new alternatives, but the sheer number of options can be overwhelming. Content marketers in the workplace have access to a variety of channels, but not all of them will perform equally well for each lead. While it is feasible to figure out the optimum channels through extensive testing, the procedure is time-consuming and resource-intensive. The stress of manually selecting the appropriate channels for each marketing campaign to target individual leads is lifted thanks to artificial intelligence. Based on each encounter with the brand, AI-powered software can automatically determine the channels with the best chance of success in real-time. When it comes to getting the most out of marketing campaigns, timing is equally crucial. Again, AI removes the need for guesswork, trial, or reliance on industry norms like "the optimum time to publish on LinkedIn is Wednesday between 10 am and 2 pm." For each consumer, AI scheduling software can automatically compute the optimal times to post promotions on each marketing channel (Brenner, 2020).

K. Automated Marketing Processes

Automation in marketing has been around for a long time. Marketers don't have to manually change the name of each email after copying and pasting text into hundreds of them - email marketing software can do it for the marketers in seconds. AI-powered email or automation software allows marketers to take things to the next level and relieve decision-making strain. Machines can take over the majority of this labour from human marketers thanks to AI's tremendous efficiency in performing repetitive activities. This frees up time and resources for duties involving the "human element," such as lead follow-up and direct consumer communication. Personalising customer experiences, responding to customer interactions, and engaging leads at optimal times, utilising the channels with the best likelihood of success, are all instances of AI-powered marketing automation. AI can assist manufacturers in not only deciding what material to develop, but also when, how, and where to publish and distribute it. With a simple click, the entire process may be automated. Marketers may enhance their productivity and focus attention on strategic marketing planning, talking face to face with consumers, and other areas where humans shine over computers by outsourcing these monotonous chores to marketing software (Brenner, 2020).

L. Processing Big Data

Humans are superior to robots in many ways, but they are also more prone to making mistakes. This is especially true when it comes to utilising data, particularly large amounts of data. Artificial intelligence (AI) can help marketers eliminate errors caused by duplicated or out-of-date data. The software can
scan and merge many databases, allowing insight from a variety of sources to be combined without duplicating data. The majority of corporate firms currently collect a tremendous quantity of important data about their customers and industry, yet the vast majority of them fail to use it. Only 4% of companies in North America and Europe, including enterprise-level organisations with over 2,500 people, are making the most of their data, according to a poll of business leaders.
Several factors contribute to this, including a lack of expertise and technology, as well as the failure to hire a data analyst. The sheer volume of data sets overwhelms many businesses, which is understandable. This is where AI has a significant advantage in terms of data processing and comprehension. Artificial intelligence is particularly good at analysing massive data sets and detecting trends and patterns. It may thus be used to extract useful information from data and provide it to employees at all levels of the marketing and management teams in an easy-to-understand and utilise style (Brenner, 2020).

M. Understanding and Predicting Customer Behaviour

Marketers are struggling to figure out how to efficiently reach target customers in the face of ad blockers, shifting media consumption habits, and poor ad performance. Client service representatives are working to improve customer happiness and net promoter scores while keeping expenses down.

N. Better Business Intelligence

It can take a long time to design the perfect algorithm that works for the company. To increase the accuracy of outcomes, multiple testing and iteration are required. It can take months for humans to accomplish this. Machine learning has enabled predictive analytics to be automated, allowing models to be deployed considerably faster than traditional business intelligence (BI) models (Smart Insights, nd). This continuous feedback loop enables higher performance in a shorter time frame with more accuracy. The value of traditional business analytics is undeniable. However, in an environment where more competition, speed, and precision are expected, this practice's ability to remain agile and grow when new norms are introduced is constrained.

More crucially, marketers may be hampered by their blind spots if they continue to rely on what has worked in the past (conventional BI). As a result, humans tend to overlook crucial discoveries that would have been obvious in an AI framework (Brenner, 2020).

O. Better User Experience

It's always a problem for marketers to strike a balance between the demand for high sales and conversion rates and the need for user-friendly websites and apps. Nonetheless, focusing on user experience has advantages on both sides. This is because customers are more likely to want further interactions with the brand if they have a positive experience with front-facing technology. AI may be used to automatically adjust user experience in real-time based on user interactions. This is not only more efficient than traditional testing and optimisation processes, but it also means that user experience can be tailored to each individual's requirements.

P. Bidding on Programmatic Media Buys

Choosing where to display adverts and messaging is a difficulty that many marketing teams face. Marketing teams can make smart decisions based on user preferences, but they aren't flexible or agile enough to make changes in real-time based on new consumer data. Marketers are employing AI to address this issue through programmatic advertising. Machine learning is used by programmatic platforms to bid on ad space relevant to target audiences in real-time. Data like interests, location, purchase history, buyer intent, and more are used to inform the bid. This allows marketing teams to target the relevant channels at the right time and at a reasonable cost. Machine learning can boost marketing flexibility to accommodate clients' changing requirements and interests, as demonstrated by programmatic buying.

VI. HOW TO USE AI IN MARKETING

When using AI in marketing campaigns and operations, it's critical to start with a well-thought-out strategy. This will help marketing teams avoid costly difficulties and get the most out of their AI investment in the shortest period possible.
Before implementing an AI tool for marketing campaigns, there are a few key factors to consider:

A. Set Objectives

It is critical, like any other marketing program, to first define clear goals and marketing statistics. After that, areas are identified inside campaigns or operations, such as segmentation, where AI is of great help. Then, for qualitative goals such as "enhance customer experience," specific KPIs are set up that will reveal how successful the AI-augmented campaign has been.

B. Data Protection Regulations

Marketers need to be certain that their AI platform will not breach the line of acceptable data use in the name of personalisation when they start their AI program. To preserve compliance and consumer trust, marketers need to ensure that privacy rules are clearly defined and programmed into platforms as needed (Larson, 2019).

C. Data Quantity and Sources

Marketers must have access to a large amount of data to get started with AI marketing. A large amount of data will teach the AI tool about client preferences, external trends, and other variables that will affect the performance of AI-powered advertising. This information can be gleaned through the company's CRM, marketing initiatives, and website. Marketers can also use second-and third-party data to enhance this. It contains information such as location, weather, and other external aspects that may influence the purchase decision of a consumer.

D. Acquire Data Science Talent

Many marketing teams lack personnel that is skilled in data science and artificial intelligence, making it challenging to work with large amounts of data and produce insights. To get programs off the ground, marketers should collaborate with third-party organisations that can help with data collection and analysis, as well as continuing maintenance.

E. Maintain Data Quality

Machine learning systems will learn how to make precise and effective decisions as they ingest more data. However, if the data is not standardised and error-free, the insights will be useless, and AI algorithms may even make decisions that harm marketing campaigns.

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Marketing teams must work with data management teams and other lines of business to build data cleansing and maintenance processes before using AI marketing.

F. Selecting an AI Platform

Choosing the right platform or platforms is a critical first step in launching an AI marketing campaign. Marketers should be careful to identify the holes that the platform is attempting to address and choose solutions based on their capabilities. This will be determined by the aim that marketers are attempting to achieve — for example, products used to boost overall customer satisfaction with AI would require different functionality than tools used to improve speed and productivity. When choosing a tool, keep in mind the level of transparency marketers need to understand why an AI platform made a particular conclusion. Marketing teams may receive a clear report on why a given decision was made and which data influenced the conclusion, depending on the algorithm in use, although algorithms functioning on a more advanced level with deep learning may not be able to provide a definite explanation (Marketing Evolution, 2022).

VII. USE OF ARTIFICIAL INTELLIGENCE IN MARKETING

There are a few primary use cases for AI-powered solutions that marketers and advertisers are using across platforms and channels.

A. Platforms for Ads

Artificial intelligence and machine learning are used by programmatic advertising exchanges and AdTech platforms to govern the acquisition and selling of advertising in real-time. On platforms like Facebook, Instagram, and Snapchat, this encompasses practically every ad exchange, third-party network, and advertising product (Shayman, 2019). These exchanges, services, and platforms aren't likely to disclose to advertisers how their AI works any time soon. But that is precisely the point: Artificial intelligence even controls how marketers' money is spent, who sees the advertisements, and how effective the advertisements are. If marketers run sponsored advertising, they need to be familiar with artificial intelligence terms and ask the correct questions about how the AI utilised by each ad platform is affecting their budget. Facebook advertising, specifically ad frequency and relevance score, is a simple example of this. These two statistics are important pieces of information that Facebook's algorithms use to determine the amount spent and display of advertisements without the need for human intervention (Shayman, 2019).

B. Budgeting and targeting should be optimised

Artificial intelligence techniques can optimise ad budget and target automatically. AI can analyse marketers' ad spend and targeting data, analyse the results, and determine what actions (spending changes, targeting modifications) will result in better results. Across a huge number of complex campaigns, these actionable insights are presented and acted upon at scale.

Travel business RedBalloon, for example, employed an AI platform called Albert to automatically optimise their digital ad expenditure and plan. The end outcome was outstanding. Albert was able to find approaches to optimise spending and targeting that resulted in a considerably higher return on investment and greatly outperformed human agencies (Shayman, 2019).

C. Ad Creation and Management

AI determines how well advertisers' ads function and even assists in substantially improving them. However, it is now widely utilised to significantly reduce the time spent developing ad campaigns. Platforms with advertising features, such as Facebook, offer AI that helps in developing ad wording and variations far faster than humans, using content submitted by advertisers. However, some commercially available technologies go even further. Phrasee, an AI-powered tool, creates Facebook and Instagram ad copy from scratch, and the ads are optimised to convert into clicks based on what has worked in the past. The program improves on its own over time as it learns from each new ad what wording leads to greater results (Shayman, 2019).

VIII. AMAZING EXAMPLE OF ARTIFICIAL INTELLIGENCE IN MARKETING

Marketers today are constantly on the lookout for new strategies to locate and entice their ideal audience. However, in today's fast-paced and ever-changing digital marketing scene, reaching the target audience and delivering results is becoming increasingly difficult. Artificial Intelligence advancements are providing businesses with improved opportunities to do precisely that.

AI can aid in the development of more effective marketing strategies, the enhancement of the customer journey, and the transformation of how firms attract, nurture, and convert prospects. A few interesting AI marketing examples are underneath:

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A. Magnolia Market Bridges Online-to-Offline

Magnolia Market, Joanna and Chip Gaines' brick-and-mortar store, is noted for its excellent customer service. Magnolia's physical site has the purpose of "inspiring you to own the environment you're in." To accomplish this, they've designed a venue that blends cuisine, activities, shopping, and a garden into a true brand experience. Because not everyone can visit the Magnolia Silos, the team decided that its e-commerce operation needed to be able to provide a similar experience. Magnolia collaborated with Shopify Plus to develop a storefront as well as an augmented reality app that allows customers to view things in 3D and "place" them in their homes. Magnolia was able to portray its items with the highest level of photo-realism imaginable. Magnolia's e-commerce arm, which is a significant driver for company growth, was strengthened as a result of the company's growth (Moreno, 2019).

B. Chase Achieves More Humanity in Its Copywriting

Persado, a New York-based business, applied artificial intelligence to marketing creativity and secured a five-year partnership with Chase Bank. Chase discovered that integrating machine learning in their copywriting helped them attain more humanity in their marketing after trying Persado's solutions. Chase is the first company to employ Persado's technology for large-scale machine learning copywriting, but other companies are going to adopt it as well. Persado claims to work with 250 marketers across a variety of industries, including retail, banking, and hospitality (Moreno, 2019).

C. Starbucks Uses Predictive Analytics to Serve Personalised Recommendations

Starbucks is an example of a company that collects and analyses client data through its loyalty card and mobile app. In 2016, they announced intentions for personalisation. Since then, they've created a fantastic app. It keeps track of purchases, including where they were made and when they were made. Starbucks employs predictive analytics to process this information and send targeted marketing messages to customers. When customers approach a local retailer, these messages may include recommendations as well as discounts geared at improving the customer's average order value (Jade, 2022; Moreno, 2019).

D. Alibaba Opens a Fashion AI Store

Alibaba launched a real "Fashion AI" store in Hong Kong to use Artificial Intelligence to streamline the fashion retail experience. Intelligent garment tags identify when an item is touched in the store, and smart mirrors display apparel information and propose coordinating items. Alibaba also intends to combine the physical store with a virtual wardrobe app, which would allow customers to see the clothing they tried on at the store. Alibaba's technological innovations are a response to changing consumer expectations. Customers enjoyed their pleasant experiences with technology, and their desire to visit a business increases (Jade, 2022; Moreno, 2019).

E. Customers Create Custom Nike in 90 Minutes

Nike introduced technology in 2017 that allowed customers to create their own sneakers in-store. Customers can put on blank Nike Presto X sneakers and customise them with their own images as part of the "Nike Makers' experience." The system then projects the design onto the blank shoes using augmented reality and projection devices. In around 90 minutes, the designs are printed on the sneakers and made available to the purchaser. This customer-engagement element not only increased sales but also allowed the shoe company to gather information on client preferences. Nike then used this information in conjunction with machine learning algorithms to create new items and send customised product recommendations and marketing messages (Jade, 2022; Moreno, 2019).

F. BMW Builds An AI-Enhanced Sports Car with a Personal Assistant

BMW's AI-assisted sports car is aimed at car and technology enthusiasts who place a premium on exclusivity and early adoption. The automobile is equipped with technology that allows it to learn about its driver and then adapt systems and the cabin experience to suit each individual.

In addition, the automaker debuted an intelligent personal assistant that allows drivers to connect with their vehicles in the same way that they do with their smartphones. The app may be used as a voice-activated manual, anticipate travel routes, provide notifications, and connect to other apps.

BMW's concentration on technology-enabled vehicles is a strategy for retaining customers. According to a Cox Automotive survey, more than half of drivers are ready to forego vehicle colour, design, and brand to have the most up-to-date technology (Jade, 2022; Moreno, 2019).

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G. *Amazon - Shopping Recommendations Tailored to you*

Amazon has set the bar for product suggestions and is still the market leader in the e-commerce industry. Customers may have a more personalised and delightful shopping experience with Amazon's product recommendations function. According to a study, 53% of customers always research before purchasing a product to ensure that they are making the best possible purchase. As a result, product recommendations will be quite useful in assisting clients in locating what they are looking for. It's useful to educate and empower clients to make the purchasing decision much easier, whether the recommendations are based on previous purchases or just similar products at different price points. In addition, Amazon devised a pricing strategy to compete in today's dynamic market. Dynamic pricing on Amazon has been a huge success. Rather than overwhelming customers with price adjustments, the corporation uses this method to adjust its pricing at the same rapid rate as market demand. It enables Amazon to stay ahead of the competition and gain the first-mover advantage, allowing it to offer customers attractive product prices before its competitors do (Jade, 2022).

IX. CHALLENGES FOR AI MARKETING

Modern marketing relies on a deep grasp of customer wants and preferences, as well as the capacity to act swiftly and effectively on that knowledge. AI has risen to the forefront for marketing stakeholders due to its ability to make real-time, data-driven decisions. Marketing teams, on the other hand, must exercise caution when considering how to best use AI in their campaigns and processes. AI tool development and application are still in their infancy. As a result, there are a few issues to consider when integrating AI in marketing.

A. *Privacy*

Consumers and government regulators are both pushing down on how businesses use personal data. Marketing teams must guarantee that they are handling customer data ethically and in accordance with regulations such as GDPR, or face severe penalties and damage to their reputation. When it comes to AI, this is a challenge. Unless the tools are specifically developed to follow specific legal requirements, they may go beyond what is regarded as allowed in terms of customisation utilising customer data (Larson, 2019).

B. *Training Time and Data Quality*

Artificial intelligence (AI) tools do not automatically know which activities to take to achieve marketing objectives. To study business goals, customer preferences, and historical patterns, understand the whole context, and establish competence, they will need time and training. This not only takes time but also necessitates data quality assurances. If AI technologies are not educated on high-quality data that is reliable, timely, and representative, the tool will make suboptimal decisions that do not reflect user preferences, lowering the instrument's value.

C. *Getting Buy-In*

It can be challenging for marketing teams to convince business stakeholders of the value of AI investments. While KPIs like ROI and efficiency are straightforward to measure, demonstrating how AI has improved customer experience or brand reputation is more difficult. With this in mind, marketing teams must ensure that they have the tools necessary to credit these qualitative advantages to AI investments.

D. *Adapting to a Changing Marketing Landscape*

With the advent of AI, marketing activities will be disrupted daily. Marketers must determine which employment will be eliminated and which will be created. According to one study, marketing technology will eventually replace nearly six out of ten existing marketing specialists and analysts (Kaput, 2021; Marketing Evolution, 2022).

E. *Deployment Best Practices*

Because AI is a relatively new marketing tool, concrete best practices have yet to emerge to guide marketing teams through their initial deployments (Marketing Evolution, 2022).

X. PREDICTIONS AND TRENDS OF INTELLIGENCE MARKETING

Artificial intelligence (AI) is still relatively new in the marketing world, and it is expected to gain in popularity. There are a few AI trends that marketers should start adapting to in the coming years:

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Artificial Intelligence is Increasing: According to Gartner, AI will replace around 33% of data analysts in marketing by 2022. AI's benefits and potential have been recognised by IT companies. They were already spending between $20 and $30 billion on average in 2016. The deployment and research budget accounted for 90% of the total budget.

Teams Will Scale Through AI: Marketing teams are usually under pressure to show executive stakeholders the value and ROI of marketing. Teams will use AI technologies to achieve these goals and better distribute funding to successful campaigns, as well as give marketing data that illustrates campaign worth.

Marketers who do not use AI in their marketing will be replaced by those who do: In this evolving marketing landscape, people in charge of marketing insights will no longer be as competitive. The majority of marketers are either using or planning to use AI in their marketing strategy.

XI. CAN ARTIFICIAL INTELLIGENCE REPLACE MARKETERS

Because artificial intelligence is still relatively new, there is a tendency to think of it in terms of the future: ten years from now, artificial intelligence will be able to perform this and that. Such predictions may turn out to be right; nonetheless, there is no need to imagine artificial intelligence in action in the future. Artificial intelligence (AI) is already demonstrating its utility in the corporate world, allowing marketing departments to work more efficiently and smarter (Atif, 2021; Jade, 2022).

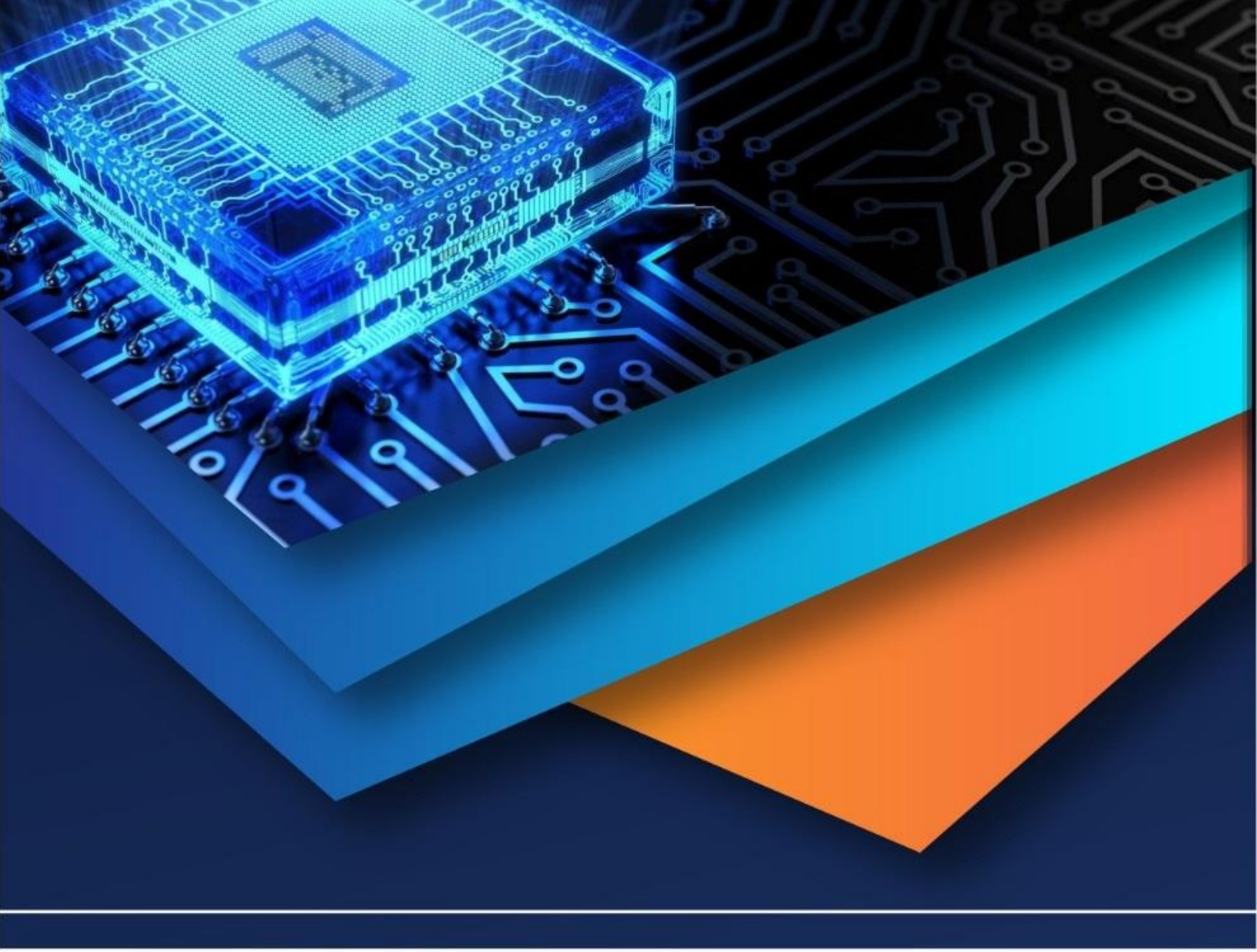
XII. CONCLUSION

Marketers are ecstatic about the latest advancements in technology. Technology is an aid to learn about and unexpectedly understand the target market, and one such game-changer technology is "Artificial Intelligence". AI is revolutionising the area of marketing at a breakneck speed. It is a strategy for collecting, filtering, analysing, and saving consumer data to foresee client movement. A marketing team can comfortably target its potential customers with the help of marketing analytics tools leveraged by AI. Marketers may now achieve a previously unattainable goal: engaging with each client in a tailored and meaningful way, thanks to AI. Marketers can consolidate and evaluate a large volume of data from emails, social media, and the web more quickly with AI marketing. Marketers may then use those insights to improve campaign effectiveness and ROI in a shorter amount of time. Furthermore, artificial intelligence has the potential to disrupt the current marketing agency structure. Many jobs or tasks, especially those that can be easily automated, could be replaced. Tasks like ad scheduling optimisation can be done by AI to some extent without the need for human intervention. Some business executives believe that by 2025, the marketer will change completely. With this in mind, the abilities of marketers may be put to the test. To work well with AI systems, recruiters may expect marketers to have some amount of experience in pattern identification, planning, and coding. If marketers have not currently employed AI in marketing, 2022 should be the year to do so, as many successful marketing organisations have implemented it.

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