# Exploring Artificial Intelligence In Digital Marketing

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## Abstract

*The intriguing and trendy connection between digital marketing and artificial intelligence (AI) is the primary issue of this essay. In theory, the involvement of AI in the app development is in its infancy. As an authentic subfield of marketing, digital marketing has increased consumer connection with brands via digital channels while also benefiting businesses. Digital marketing has seen fast transformations due to the emergence of new competitive arenas brought about by technological advancements. Marketers are implementing digital technology throughout the world, and this is helping yield efficiency to their company and the quality of service they offer to their customers. The role of artificial intelligence (AI) in marketing is very crucial through smarter search engines, more personalized advertisements, more content delivery, bots, continuous learning, data breach and fraud prevention, image and voice recognition, sales forecasts, literature comprehension, customer service bots, customer segment development, etc. By better understanding their consumers' wants, companies may increase sales and revenues with the help of artificial intelligence.*

**Key word:** Marketing, Digitalization, Artificial Intelligence, Customer efficiency and electronic services

## I. INTRODUCTION

A technological advancement known as artificial intelligence (AI) has the potential to make computers and other devices as smart as people and capable of tasks often associated with the brain. These days, it seems like you can't turn around without encountering some kind of technological advancement or artificial intelligence (AI) application. Its use in conjunction with digital marketing has made it simpler for companies to contact customers at optimal times. Massive amounts of information can be processed, customers expectation can be conducted by the marketers. It has been that guarantee customer satisfaction through the assistance of AI" (Jain and Aggarwal, 2020). Some of the numerous AI-based approaches in digital marketing include enhanced analytics, machine learning, and consumer insights related to the industry. New chances for corporate development are being opened up by the increased usage of the internet in India.

The general area of contemporary artificial intelligence (AI) consumes advanced techniques to extract information out of extensive data. The fundamental concept of artificial intelligence is to train computers to learn and address issues that people have to deal with on a daily basis. The development of artificial intelligence has been sped up by the emergence of machine learning in the early 1900s. Machine learning methods' processing power and hardware are to thank for this improvement. Advancements in the discipline continue to outpace the expansion of computer capacity. A potential future development in AI might be tools that mimic human intelligence in terms of learning and thought processes (Lake et al. 2016). Artificial intelligence (AI) can enhance productivity and efficiency of

critical decision making should it be employed at the organizational units (Knight 2015). Regardless of the fact that there are many advantages to implementing the changes in organizations, according to research. According to Chui and Malhotra (2018), there are more obstacles to using AI technology. Organizations' confusion about where and how to use AI is a contributing component to the problem. Using principal component analysis on a company-level to put AI adoption strategies into action is another potential pitfall for enterprises. It is quite important to consider the fundamental factors when making decisions on where to incorporate technology at corporate level. In order to discern the factors that may be relevant to affect the adoption of AI on the company level, this study will attempt to consider AI through the lenses of employees.

In order to present, advertise or market products and services, and industries that have succeeded through the internet medium have discovered a broad assortment of tactics that take advantage of digital devices and databases. Social media pages, websites, targeted advertisements and email marketing are useful in retaining and attracting consumers. To determine the ultimate significance of AI in digital marketing research, one will need to review the current situation of the scientific research of digital marketing and compare it to the business world. Then, we will understand more concerning the way academic online marketing is lagging behind the times in relation to the business one.

The Influence of Artificial Intelligence (AI) on Online Advertising: Digging into the many subfields of AI can help shed light on the ways in which AI seems to be enhancing online advertising strategies. After that, we'll take a look at each of those industries to see whether they've adopted digital marketing strategies. This would show how digital marketing research is affected by artificial intelligence (AI). We have covered some ground in the investigations of AI. Brain modeling, time series prediction, and classification methods are just a few of the many applications of artificial neural networks. Evolutionary computing includes techniques such as genetic algorithms and genetic programming approaches. Vision encompasses several image processing tasks, such as object recognitionand mental comprehension of images. Things like intelligent control, autonomous exploratory procedures, and more are all part of robotics. Systems for expert systems include MIS, SIS, and similar systems for education and management. Speech recognition, manufacturing procedure, etc. are all components of a recognition system. One example of planning is machine translation, which is used for things like game play protocols, planning, etc. Decision tree learning, data mining, and various machine learning techniques.

## Problem Statement

Academic academics, instead of staying at research centers to focus on digital marketing, have been employed by enterprises as a result of the recent expansion of businesses. Artificial intelligence (AI) has naturally made its way out of academic institutions and into technical goods, thanks to the increased proficiency of AI research in the corporate sector as a whole, particularly in the area of digital marketing. Another important factor is the scarcity of data available to scientific researchers. In contrast, businesses collect and store vast amounts of data every day, more than enough to power their own research. On the other hand, researchers working on artificial intelligence (AI) have very little data with which to train their models. It has been reported that the marketing community cannot come to a single definition of artificial intelligence (AI). Data analysis, smart systems, data extraction, keyword searching

and data mining are typically explained through artificial intelligence rather than machine learning, data mining, or predictive modeling.  Conversely, computer science workers.

**The goals of this study are as follows:**

- To identify the ways in which AI is changing the face of digital marketing
- To foresee and predict the future success of AI
- To assess how the marketing industry may be affected by AI

**Elements that affect the impact of AI on online advertising:**

Personalization: Sending a client a gift, a greeting, or a unique offer is sure to be well-received.  Providing clients with exactly what they want is the goal of any company.  It is very critical to invest in AI and make it easier to get customer data for this reason.  By analyzing consumer trends using machine learning, companies may tailor their own goods to meet specific needs.

**Responding Instantly**

With the aid of AI, companies can hold on to their loyal customers for longer.  People are more likely to buy services or items if they can solve their problems quickly.  One example is AI chatbots, which enable users to respond and solve problems quickly.  The ability to sense touch or speech is one of the sensory talents that certain chatbots possess.  Because it gives them an almost personal experience, customers appreciate it and don't even notice they're interacting with a computer.  These chatbots are also available 24 hours most of the time which could lead to client satisfaction.

Anticipating Consumer Behavior: AI can do more than making the client happier with personalization, the AI can also predict the behavior of existing and prospective consumers.  AI can be used to gather the information of users all over the internet using data management platforms (DMP).  This does not happen once you visit your site.  The company can then expand its products to meet the needs of each client, and can further reduce marketing to a specific target demographic and finally raise sales.  Eventually, companies can precise predict their sales and profitability (return on investment) because the process of artificial intelligence (AI) improvement will continue to enhance the collection, analysis, and interpretation of data.

Artificial intelligence could be used to increase the ROI because it enables the recognition of a better picture quality.  Consequently, the revenues of the company are increased.  Besides ensuring that payments are done within a short period of time and in an efficient manner, it assists in correcting most security problems.  The machine learning technology identifies the behavioural patterns of the user and creates a personalised campaign to the destination.  AI will enable companies to have access to personal data to facilitate the provision of personalized offerings.  It also saves the company a ton of cash and time that would have been spent on the clients who were not interested.

**Make Your Searches Better:**

Technological advancements have also induced benefits to the users; in actual sense, they would appear to be more informed than before.  Customers are in search of diversified apps and solutions that can possibly link them with high quality goods and services.  This means that AI has to be a part of company strategy.  AI has the potential to provide light on customer behavior trends.  Voice recognition is an essential component of their AI products these days.

**Advertising:**

Advertisements play an important role in promoting the products and services of businesses both online and offline. It seems that this is a key element since the computer could eventually eliminate most of the types of physical work. Information on customers is invaluable, especially for targeting them with relevant ads. The AI technology uses all of the customer data to identify what consumers are interested in. Businesses can organize their ads in this way to ensure that their ads are relevant to the wants and needs of their target audience. This advantage has led to companies gaining an edge in the market.

**Optimization for Search Engines (SEO):**

The search engine optimization is about having the best possible science. Numerous studies concerning the area of search engine optimization (SEO) have centered their research on the use of machine learning, fuzzy intelligent systems, evolutionary computations, and web-crawlers, or devices that read, collect and analyze information in web-sites, with the two-fold aim of enhancing the ranking positions of web-page in search results lists by incorporating ranking variables through an intelligent learning model.

**Branding on Social Media:**

Research on social media marketing has been moving at a snail's pace, according to the number of articles published on the topic. The papers focus mainly on consumer behavior and intention information, image understanding process, data and mining approaches (machine learning models to analyze social media data). Digital marketing, content creation and prescriptive marketing research is based on data gathered from online sources like blogs, websites, e-commerce websites, social media, etc. This information is processed with data mining algorithms, specifically the focus on deal processing and text mining. The research is built on machine learning which includes extractive summarization, expert systems, analysis of texts, predictive analysis, customer decision support systems, etc.

**Targeted Ads and Pay-Per-Click (PPC):**

Machine learning-based optimized advertising models are common in scientific research in participating in bidding and targeting advertisements. It analyzes factors based on criteria that enable it to rank their influence on the probability of clicks and conversion. Machine learning may unearth previously unseen patterns and bring fresh insights.

**Online chatbots:**

Digital marketing is becoming more successful than ever before because to chatbot research. The automated robotic simulator that is a computer program in which humans are involved and use AI subparameters, including but not limited to decision support system, neural networks, autonomous exploratory processes, etc., seems to be the focus of intensive research that has been conducted in a wide range of sectors, such as healthcare, education, digital counseling, and insurance.

**Search using semantics:**

Search engines, IR, Web sites, data mining, social networks, the Internet, learning algorithms, machine learning, data analysis, query processing, information systems, decision support systems, user interfaces, Web searching, and so on, are all in the scope of a majority of scientific publications, delegates to the business sector. The optimized

web technologies have created more than 2000 papers. Web development processes are being streamlined with the integration of artificial intelligence (AI) in all facets of the industry including design, development, applications, services, mobile-friendliness, and data representation.

Voice search is responsible for the majority of research, but it's rare and has little effect on the marketing. Yet, manages to do extraordinary in other scientific fields as well. The most important marketing-related studies have dealt with Speech Recognition and Personal Voice Assistants which offer a flexible mode of interaction in which the user and the system are considered equal and can enable unambiguous answers to web queries.

The use of AI in digital marketing: digital marketers were sceptical about AI at first, but the technology has matured and shown promising results, suggesting that AI will revolutionize the marketing industry.

Machines may now generate content entirely from raw data inputted into programming. You may save time and resources by using them. AI may generate content including news and reports based on data and information. Automated journalism has already started to see use in many leading news media organizations, such as BBC News, The New York Times, The Washington Post, and many others. Furthermore, Facebook removes fake news using AI. In addition to content creation, product recommendation and curation is the process of suggesting goods and services to users based on activity on the website, interests, and past purchases. What could be better than having your target demographic accurately predicted by AI and then suggesting relevant items and services to you - based on your current preferences? Netflix may recommend content to you depending on your interests. Personalized content recommendations for users based on their interests is a common application of AI technology. For example, if a person purchases X product, he may be interested in Y product as well, or similar products also being offered on Amazon.

**Implementation of Artificial Intelligence Chatbots:**

Automated answers are nothing new to us; they help companies with customer service inquiries, gather data, and keep audiences informed about new offerings. Around the clock customer service and data retention are both within their capabilities. Additionally, chatbots have vast potential uses, and the latest innovation is the combination of chatbots with AI and machines.

**Website Development**

You may not have a programmer or designer or even the money to pay them, but you can still have a professional looking site with Grid. It clogs the information you feed it with, like images, text, calls to action, and so on, and, in a relatively limited time, it delivers beautiful results.

Future Analysis: The data under AI use are analyzed to give probable future predictions. By themselves, data, statistical algorithms, and ML constitute predictive analysis.

Digital advertising: Facebook, Google, and Instagram are just a few of the platforms that use AI to its maximum potential to offer the best possible digital advertising experience to their users. Showing relevant advertisements to the users based on their demographic information (gender, age, interests, etc.). Marketers can leverage AI to monitor micro trends, and even predict macro trends. This information is valuable for decision making; it allows firms to reduce their waste on digital advertising and maximize the value of their budget.

**Online database search:**

Marketers need to make adjustments to their content creation and modification strategies in light of the new search trends.  Artificial intelligence (AI) advancements, such as Google's algorithm and voice search, are examples of recent improvements.  Echo from Amazon, Siri from Apple, Cortana from Microsoft, and Google Home from Google all allow users to do searches with the simple click of a button or vocal instruction.

The use of AI in email marketing has enabled brands to personalise emails for specific audiences. In accordance with tastes and behaviors of consumers, they can now personalize content on an individual level. By sifting through mountains of data, machine learning (or automated learning) can now decide when and how often to contact the user for maximum results. It is now possible to understand what the most popular topics and titles are, what information gets the most attention.

**Influence of AI on the Future of Online Advertising:**

**Artificial intelligence will have the following effects on digital marketing in the future.**

Smarter searches: It's important to note that the public's needs get more complex as technological solutions get smarter and more flawless.  Thanks to lightning-fast search engines like Google and social media, people may discover what they're looking for in no time.  By analyzing these search patterns, AI and big data may help marketers zero in on the most important areas to focus on.

Smarter Ads: With the help of AI, marketers can now reach consumers more quickly and effectively with smart ads, which they hope will entice them to buy.  Thanks to big data, online advertising are becoming smarter and more effective.  When it comes to human solutions, AI can scour data, social networks, profiles, and every other web information even farther.

Dependence on Bots: Customer service and retention is another domain where AI has the potential to have a significant impact on the future.  Bots powered by artificial intelligence will soon be handling conversation functions and other forms of direct connection with consumers.  By so doing, companies can save money and time to their workers.  The AI bots will be able to outperform human beings besides being able to access all the data and search history on the internet.

**Lifelong Education:**

Not only will it improve the messaging for the most relevant consumers, but it will also teach them and include them into the new advertising campaign using artificial intelligence, revealing some secret facts in the process.  With the gradual improvement of AI technologies, real-time decision making will be made easier and more efficient.

## II. RESEARCH METHODOLOGY

The present study was descriptive and empirical in nature. To interpret the relationship between variables such as Artificial Intelligence, Technology, social networking, profit maximization and decision making, the researchers made use of empirical analysis which is based on a quantitative approach. Data has been culled from a variety of sources, some of them primary sources (an online survey to gather demographic information) and secondary ones (journal articles, publications, etc.). The participants who are the consumers of digital marketing were selected using the convenience sample approach. With a Cronbach's Alpha Reliability Coefficient of 0.899, the scale appears to be more consistent and dependable in nature based on the results of a pilot research conducted to evaluate the validity and reliability of the instrument using data that were gathered. Although 200 people were given questionnaires to fill

out, only 170 of them filled them out in their entirety. The approach of the survey for digital marketing clients in the Chennai city was executed with structured questionnaires with three elements. The first section of the questionnaire contains information on the respondent's demographic data such as their age, gender, marital status, level of education, job title, and the relevant nominal, and interval scales to be used in measuring the consumers' gross yearly income. Data was gathered from the participants using a 5-point scale. In sections 2 and 3, 10 questions on consumers' views on AI-related factors are asked using a Likert scale. The purpose of this study is to examine the use of artificial intelligence in digital marketing in light of recent advances in this area. Finding out how far AI has come in its integration with digital marketing is the driving force behind this study. Keywords covered include: speech, text, picture recognition, decision-making, technology, and robotics.In order to obtain information on AI applications in marketing, the first step was to analyze the marketing portals (www.marketingweek.com, www.adweek.com, www.warc.com).

| Table.1 Personal profile of the respondent | | | |
|---|---|---|---|
| **Particular** | **Items** | **Frequency (n=170)** | **Percentage** |
| Gender | Male | 69 | 40.6 |
| | Female | 101 | 59.4 |
| Age | 30 and below | 74 | 43.52 |
| | 31-40 | 63 | 37.05 |
| | 41-50 | 20 | 11.76 |
| | 50 and above | 13 | 7.64 |
| Education Qualification | Graduation in Arts | 45 | 26.47 |
| | Science | 25 | 14.7 |
| | Engineering | 37 | 21.7 |
| | Technology | 31 | 18.2 |
| | PG- Arts | 25 | 14.7 |
| | PG-Science | 13 | 7.64 |
| | PG- Engineering | 8 | 4.7 |
| | PG- Technology | 6 | 3.5 |
| Experience | Below – 5Years | 75 | 44.11 |
| | 5 to 10 years | 52 | 30.58 |
| | 11 to 20 years | 30 | 17.64 |
| | Above 20 years | 13 | 7.64 |
| Gross Income | 5lakhs and below | 84 | 49.411 |
| | 5 to 10 lakhs | 53 | 31.17 |
| | Above 10 lakhs | 33 | 19.41 |

The table 1 that personal profile of the respondents. Most of the respondents are females 59.4%. The major respondents regarding the age group are 30 and below 74%. The largest respondents were graduate in Arts 45%. Most of the respondents have gross income of 5lakhs and less 84%.

**The Structural Model :**

To investigate the structural model and assess the impacts among the four latent components, the structural equation modeling (SEM) approach was applied. Fifteen elements defining four latent constructs—social networking, digital marketing, profit maximization, and artificial intelligence—made up the model. There is a strong agreement between the data and the suggested measurement model, as evidenced by the different goodness-of-fit numbers in Table.2. The measurement model fits the data well, as shown by the goodness-of-fit rating of 0.90.

| Table.2 – Model evaluation overall fit measurement | | |
|---|---|---|
| Fit indices | Recommended value | Value |
| $\chi^2$ | N/A | 15.40 |
| d.f. | N/A | 27 |
| $\chi^2$/d.f. | ≤3.00 | 1.57 |
| Goodness of fit index (GFI) | ≥0.9 | 0.90 |
| Normed fit index (NFI) | ≥0.9 | 0.91 |
| Non-normed fit index (NNFI) | ≥0.9 | 0.95 |
| Comparative fit index (CFI) | ≥0.9 | 0.96 |
| Root Mean Square Error of Approximation (RMSEA) | ≤0.05 | 0.035 |
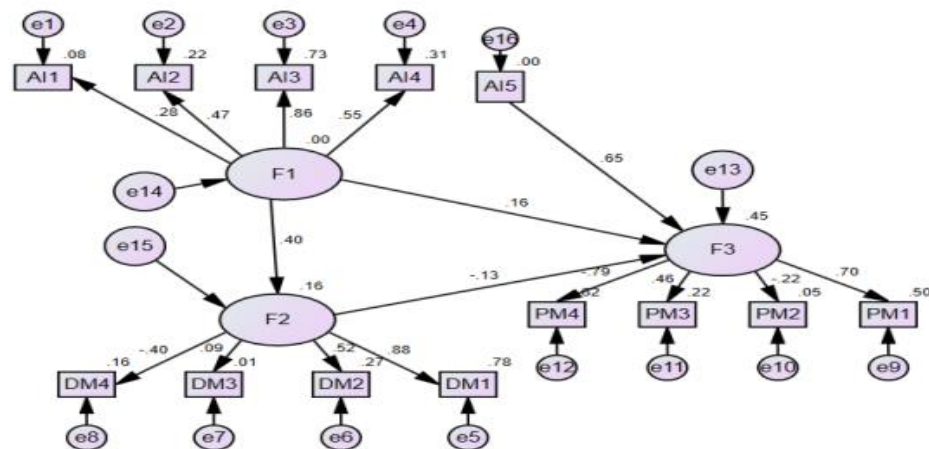


**Hypotheses:**

**H1.** When it comes to digital marketing, artificial intelligence is king.

We can see from the data that AI directly impacts digital marketing (H1: β= -0.12, p < 0.05). Therefore, the theory is upheld.

**H2.** Digital marketing is directly impacted by technology. Technology is directly impacted by digital marketing, according to the statistics (H2: β= -0.62, p < 0.05). Therefore, the theory is upheld.

**H2b.** When it comes to digital marketing, social media is king. The evidence points to a clear relationship between social media and digital marketing. Hypothesis 3: $\beta$= -0.07, $p < 0.05$. Therefore, the theory is upheld.

## CONCLUSION

The use of AI-powered "perfect solutions," big data, and machine learning are already transforming the way companies use technology. In order to become more responsive, productive and competitive, businesses transform their business processes. Technological advances have always created new marketing opportunities. Just as the introduction of television changed the way people were exposed to information, technology, businesses, and services, and the emergence of the Internet and cell phones changed the way people were targeted and exposed, artificial intelligence will create yet another paradigm shift of background contrary to targeted exposure.

With the aid of AI, marketers can harness the power of personalization and relevance. Reaching billions of people every day via platforms like Google, Facebook, YouTube, and search engines allows for massive scaled communication through digital advertising. Firms will soon have the ability to create real-time tailored marketing because to determined and the customisation made available by AI.

While AI is undeniably the wave of the future, it is important to remember that just because a company uses AI in some capacity does not mean that people will be superseded in other roles. Artificial intelligence (AI) is a game-changer for organizations because it streamlines a plethora of tedious and complex operations, ultimately saving them time and money. There is no need to worry about the reliability or accuracy of AI-powered solutions when you need a speedy answer. In a nutshell, it lets businesses make plans easily and quickly. These days, digital marketing is one area where AI shows great promise. It link companies with people who may become their clients. Gaining a deeper comprehension of current and future clients is a huge boon for any business. Because of this, companies are able to create products and services that consumers want.

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