

ARTIFICIAL INTELLIGENCE AND MARKETING

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ABSTRACT

Artificial intelligence refers to a computer's or a robot's ability to do jobs that would typically be executed by intelligent beings. The term refers to a project aimed at developing mechanisms with sapient cognitive abilities, like the ability to reason, discern meaning, generalize, and learn from previous experiences. Practitioners all over the world are attempting to determine which AI solutions are most suited to their marketing needs. A thorough literature review, on the other hand, can emphasize the importance of artificial intelligence (AI) in marketing and point the way for future study. Using a conceptual and intellectual network analysis of existing literature, the current study attempts to provide a comprehensive evaluation of AI in marketing. This study begins with an introduction to Artificial Intelligence marketing and then goes on to look at how marketers are using AI to their advantage and discusses various types and levels of Artificial Intelligence. After reading this paper, the reader would be well informed about the modern-day application of Artificial Intelligence in Marketing and its potential in the future.

Keywords: AIM, Artificial Intelligence, marketing, Artificial Intelligence Marketing, AI

Introduction

Artificial Intelligence, or AI, is a branch of data science that teaches computers to learn from their mistakes, adjust to new inputs, and complete tasks at a higher level of cognition. Artificial Intelligence Marketing (AIM) is a strategy for maximizing the use of technology and customer data in order to improve the customer experience. Big Data Analytics, machine learning, and gaining insights into our target segment of customers are some of the techniques used to accomplish such a task. As a result of these operations, this epoch has been dubbed "The AI Marketing Era," which necessitates a radical shift in the way marketers interact with their customers and develop strategies to achieve their goals. According to a Weber Firm survey,

consumers around the world believe AI has a positive rather than negative impact on society. Additionally, there is a report: In June 2016, KRC Research, commissioned by Weber Shandwick, polled 150 CMOs (Chief Marketing Officers) in the UK, China, and the United States, and found that around 55 percent of CMOs believe AI will have a significant impact on marketing, communications, and customer relations, outperforming social media. AI has emerged as a major data science function in recent years, and it is transforming the functional, operational, and strategic landscape of various business domains by utilizing advanced algorithms and computing power. AI algorithms are programmed to make decisions based on data that is often updated in real time. AI algorithms combine data from a variety of sources, analyse it instantly, and act on the insights derived from the data, using sensors, digital data, and even remote inputs. Deep learning models are used in a wide range of AI technologies, from advanced recommendation engines to self-driving cars. AI experts can train computers to perform specific tasks by recognizing patterns in data by utilizing these complex models. This Artificial Intelligence market report was created by Analytics India Magazine (AIM) in partnership with Jigsaw Academy to better understand the evolution of the AI market in India, focusing on the market by industry and company type. Furthermore, the research looks into the market size of various AI and Analytics start-ups and boutique firms. Large-scale data analysis has become common place in the marketing industry. Artificial intelligence and machine learning are making inroads into corporate operations. Marketing teams have a lot of room to convey a lot of value to AI's potential data if they use these trailblazing techniques more often. Artificial intelligence is the ability of machines to perform cognitive tasks that are similar to those performed by human minds, such as problem solving, learning, exercising creativity, reasoning, perceiving, and interacting with the environment. Marketers' responsibilities are being delegated to machines as AI-powered marketing solutions emerge. Marketing and commercial talent management, data strategy, and data expertise are the three major areas where companies must focus to reap the benefits of AI. Processing power and data harvesting improve over time, and AI-powered systems become smarter. However, the effectiveness of these systems is determined by an organization's ability to interpret responses and use them to develop future commercial strategies. Marketers' job is to deliver the right information to the right person at the right time, and they prefer customer segmentation to accomplish this. The majority of businesses prefer to group their customers based on similar characteristics at the time. AI assists marketers in identifying their customers and determining what motivates them. This data aids marketers in building long-term customer relationships. Personalization, forecasting, and automation are three megatrends in marketing that Artificial Intelligence is advancing. To develop useful capabilities, marketing leaders should concentrate on these three areas. Automation is the process of using machines to make decisions or providing recommendations to help humans make decisions.

Product recommendations and dynamic pricing are examples of automated features. Forecasting is the process of creating models for future scenarios based on patterns discovered in previously recorded (historical) data. These forecasting systems are not static because they are constantly learning and inculcating new data. Marketers can process a large amount of marketing data from a variety of platforms, including the web, social media, and emails, in a shorter amount of time. Aside from that, the insight they gain into the customer and their needs in a shorter time frame enables them to quickly improve campaign performance and ROI. As a result, marketers can devote their time and attention to tasks that are equally or more important. Another reason AI should be used in marketing is that it has become increasingly important for businesses to recognize and understand their customers' needs and expectations in terms of products and services in recent years. This aids marketers in determining who their target audience is and, as a result, providing a more personalized experience for users. Marketers can use AI to better understand their customers' behaviour, generate customer insights, and improve the four Cs: Customer Lifetime Value, Customer Engagement, Customer Experience, and Customer Loyalty are all aspects of customer targeting and loyalty.

According to James Cannella (2018) AI is of two types :

1. **Narrow Artificial Intelligence:** Narrow AI is designed to focus on one task at a time and improve its performance over time. The purpose is to develop an automated solution to a problem or inconvenient situation, or to simply improve something that already works but could be improved. The majority of artificial intelligence today is narrow AI. Narrow AI is software that automates a task that is traditionally handled by humans, and in the vast majority of cases, it outperforms or strives to outperform human capacity in terms of efficiency and endurance. Narrow AI examples include:
 - a. Self-driving cars that learn to drive, such as the Google and Uber cars that are already available.
 - b. Recognizing your face at your local bank to provide a more personalized experience
 - c. We may inquire about the weather on our iPhones and receive reliable predictions.
2. **General Artificial Intelligence:** Because it is the next step toward more comprehensive machine intelligence, it has been referred to as "The True AI" by some. Rather than concentrating on a single activity, the idea is to train the computer to perceive and reason on a broad level, as a human would. The goal is for the computer to be able to think broadly and make decisions based on learning rather than prior training. It would be able

to explore training but then decide whether another, more appropriate course of action should be pursued. The goal is independent learning from experience, which is how people learn and reason. We're talking about developing intelligence on par with that of a human person. That is a lofty objective, and one that we are still far from achieving, but our generation's geniuses are working tirelessly to bring us closer to it.

Components of AI in Marketing

Artificial intelligence is undeniably important in assisting marketers in connecting with customers. The following AI marketing components make up today's leading solutions for bridging the gap between vast volumes of customer data acquired and actionable next steps that can be used to future campaigns:

1. **Machine Learning:** Machine learning is a type of artificial intelligence that incorporates computer algorithms that evaluate data and learn from their mistakes. Machine learning devices assess new data in the context of relevant historical data, allowing them to make decisions based on what has or has not worked in the past.
2. **Big Data and Analytics:** With the rise of digital media, a flood of big data has flooded in, allowing marketers to better understand their efforts and properly allocate value across channels. As many marketers struggle to determine which data sets are worthwhile to collect, an overabundance of data has resulted.
3. **AI Platform Solutions:** Effective AI-powered platform solutions give marketers with a central platform for handling the massive amounts of data being collected. 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, for example, can assist marketers better determine how receptive a customer is to a certain marketing activity.

According to James Cannella (2018), Levels of Artificial Intelligence Implementation are:

1. **Low Involvement:** Low level of involvement AI is made up of third-party solutions that don't require a lot of resources to implement and manage (money, time, knowledge, etc.). Low-involvement AI has the advantage of reduced entry barriers at the expense of less powerful technologies. They could be subscription software with a low monthly charge, free apps, or other easily accessible options. Low participation AI is characterized by the fact that it does not serve as a primary value proposition or competitive advantage for the

firm. These are small-scale, one-time-use applications that leverage AI in their backend programming in a subtle way. Example: products or services with built-in functionality (Facebook photo tagging, iPhone's Siri)

2. **Low Medium involvement:** Automated systems designed to handle lower-level; task-oriented tasks fall into the low-medium involvement category of AI. Low-medium involvement AI use cases reduce human involvement in labor-intensive and time-consuming tasks, but they still require manual oversight and input from the user to operate.
3. **Medium Involvement:** Medium level of involvement in some areas of the company, AI applications make advantage of reasonably robust technological capabilities. Rather than being an important part of a company's overall strategy, some types of AI provide more narrowly focused applications characterized by customer interaction with the brand. For example: Chatbots that can be customized (for customer service, eCommerce, or personal assistant use cases), Applications with custom voice assistants (through Amazon Alexa, Google Home, etc.)
4. **Medium High Involvement:** Medium-to-high level of involvement AI expands out into systems that are crucial to the company's marketing operations. Unlike single-use applications, this type of AI implementation is characterized by its use throughout many marketing campaigns (e.g., systems to handle the entire customer relationship management process versus only handling email personalization). Example: Digital marketing and advanced programmatic advertising (Albert AI uses in-depth behavioral customer segmentation, targeted automated media buying, high-level of customer personalization, and cross-channel execution of marketing efforts)
5. **High Involvement:** High levels of participation AI adoption entails the most cutting-edge, all-encompassing technology available to enterprises. These might be highly customized, in-house AI systems created specifically for the organization and employed in key decisions and operations. High levels of participation AI signifies that the technology is an integral element of the company's fundamental value offering and has a direct impact on its success. These are dependable systems that are at the cutting edge of technological capabilities and are intricately linked to the company's operations.

Objectives

1. To identify the drawbacks of using Artificial Intelligence in marketing.

2. The benefits of artificial intelligence in marketing.
3. Analyse the way different brands use artificial intelligence in marketing.

Literature review

Artificial intelligence, in contrast to human intelligence, is intelligence displayed by robots. Artificial intelligence is represented by a system of intelligent agent machines that senses the environment in order to achieve its aim. According to Russell and Norvig (2016), artificial intelligence refers to robots (computers) that simulate the cognitive and affective functions of the human mind. Artificial intelligence has advanced tremendously in recent decades, and experts have worked relentlessly to expand AI principles. The effort resulted in key breakthroughs such as big data analytics and machine learning applications in a variety of industries and contexts. People associate the phrase Artificial Intelligence with automated robots that work for humans because they have only experienced human-machine interaction through robots in movies or television shows. Artificial intelligence refers to any computer that must think and act like a person, resulting in continual learning and problem-solving. These are the characteristics that distinguish AI. People can find a repetitious task boring or monotonous at times. People, on the other hand, will never have to do a job that is as tedious as this one. An artificially intelligent system is constantly performing monotonous tasks for people. In artificial intelligence, data ingestion is a critical component. Artificially intelligent systems have to deal with a lot of data. The artificial intelligence system collects, and analyses large amounts of data based on the requirements. Organizations like Google and Amazon handle a massive amount of data that is impossible for humans to comprehend. In addition, an artificially intelligent system stores data from numerous sources about multiple individuals and machines. All of this appears asynchronously or concurrently on the system. Artificial intelligence (AI)-enabled systems are meant to perceive and respond to their surroundings. They perceive the environment and respond accordingly, keeping in mind the problems that may arise in the near future. For example, AI, with the use of previous data, may forecast the breakdown time of a machine.

The authors conducted a literature study to determine the scope of research on using AI to improve customer experiences. According to Gacanin and Wagner (2019), described the practical issues of autonomous customer experience management. The study also explained how AI and machine learning were used to create an intelligence network and a major commercial value driver. According to Nguyen and Sidorova (2018), Natural Language Processing (NLP) and AI-driven chatbots increased customer experience.

According to Maxwell et al. (2011) , AI and machine learning algorithms facilitated efficient data processing, allowing us to make the best judgement possible. According to (Chatterjee et al., 2019) , to assess client habits, purchases, likes, dislikes, and other factors, AI must be used. According to Seranmadevi & Kumar, 2019, Artificial Intelligence User Interface (AIUI) helped Customer Relationship Management (CRM). According to Sujata et al., 2019 Traditional retail stores were transformed into smart retail stores, all thanks to artificial intelligence. Smart retail outlets improved consumer experience and shopping convenience, as well as supply chain efficiency . According to Sha & Rajeswari (2019) , AI also directs internet businesses in addition to brick-and-mortar retailers and discussed AI progress and exhibited an AI-assisted computer that can track humans' five senses (sight, hearing, taste, smell, and touch). In the e-commerce business, the results demonstrated a better consumer-brand association and product-brand association.

The fundamentals of marketing haven't changed, but the manner we communicate has. Every day, it changes. That is where the major transformation has occurred. The art of storytelling is very much alive and well, but how we tell the narrative and the media we choose to convey it are crucial. Artificial intelligence and machine learning will be major changes in marketing, as they will in business. — Sanjiv Mehta, Hindustan UnileverLtd's CEO and MD (Pages 20 to 25 of Corporate Citizen, February 16-28, 2018)

According to Thomas H. Davenport, It's not difficult to argue that artificial intelligence (AI) will play a larger role in marketing in the future. Even now, most of the components of an AI-based approach are in place. Marketing in the modern era is becoming more quantitative, targeted, and linked to business goals. Ads and promotions are becoming increasingly personalized in real time for customers. Companies communicate with customers using a variety of channels, but digital material is increasingly being used by all of them. Companies continue to cooperate with agencies, many of which have established their own analytical capabilities. (Artificial Intelligence for Marketing by Jim Sterne, Page 18)

According to Halal (2003), Masnikosa (1998), Metaxiotis et al. (2003), Raynor (2000), Stefanuk and Zhozhikashvili (2002), Tay and Ho (1992) and Wongpinunwatana et al. (2000)). Ambite and Knoblock (2001), Balazinski et al. (2002), Cristani (1999), and Goyache (2003) S.A.Oke, Artificial intelligence (AI) has become a major research topic in virtually every field in the twenty-first century, including engineering, science, education, medicine, business, accounting, finance, marketing, economics, stock market, describe how the area of AI has grown to the point where keeping track of the profusion of studies has become challenging.

(International Journal of Information and Management Sciences Volume 19, Number 4, Page 535, 2008)

For over two thousand years philosophers are trying to know and resolve two big questions of the universe: how does a person's mind work, and may non-humans have minds? However, these questions are still unanswered. According to the father of AI, John McCarthy, AI is "the science and engineering of making intelligent machines, especially intelligent computer programmes," which is a branch of computer science concerned with the study and design of the Artificial Intelligence is a way of making a computer, a computer-controversial computer.

According to Maria Johnsen, there are many myths and criticisms from other scientists who believe that complex behaviours like love, creative discovery, and moral decisions can never be accessed by any machine. Some people say that from a technical point of view, artificial intelligence is just nonsense in disguise, but today it is an important foundation of modern technology and solves many complex problems in computer science. Make decisions and commit to solving problems, and use research results as the basis for developing intelligent software and systems. - (The Future of Artificial Intelligence in Digital Marketing, page 13)

According to Thomas Davenport developed a framework for understanding the impact of AI, with a focus on the impact of AI on marketing strategy and customer behaviour. He concluded that AI's short- and medium-term influence may be limited, and that it will be more effective if AI augments (rather than replaces) human management.

According to Muhammad Zafeer Shahid conducted a qualitative study in which he interviewed marketing professionals from various companies to determine the factors that influence the integration of AI with marketing. His studies revealed the advantages of combining AI with marketing, although technological compatibility posed the greatest challenge.

According to Dr. Md. Tabrez Quasim discusses the many forms of forecasting and artificial intelligence techniques that can be used in corporate forecasting. In his investigation, he looked at some current AI technologies for business forecasting that appeared to be beneficial and promising.

According to Albert Annor-Antwi, AI, when combined with other technologies such as machine learning, big data, and data analytics, would produce more accurate findings than any other forecasting method. He went into detail on AI's drawbacks, such as its high cost and the threat of cybercrime to AI-powered forecasts.

According to Alexandra Amado , investigated the use of Big Data in Marketing in order to identify trends in these sectors. His findings revealed that there has been a growing interest in Big Data in marketing throughout time. As a result, it is vital to increase business-related initiatives so that Big Data can thrive in the Marketing domain.

According to Jean Paul Simon , gave an overview of the key trends in Artificial Intelligence as well as a global overview of regions and enterprises. The author claims that legal, ethical, and socioeconomic factors can act as roadblocks to AI adoption, and discusses how demand for AI appears to be shaky on both the corporate and consumer sides.

Research Methodology

Research design is, simply put, the framework for the study's data gathering and analysis. The exploratory research method was applied in this study. Exploratory research is an unstructured, "informal" study conducted to gain a better understanding of the overall nature of a research problem. The study also gathered secondary data. Websites, books, prominent periodicals, and magazines were recommended from the library for this purpose in order to provide a thorough grasp of the product's conceptual framework and profile.

Data collection: Even if the administration of these methods can be largely automated or facilitated by technology, surveys, experiments, interviews, panels, and sales data are still the most common ways for marketers to acquire data. Surveys and experimental approaches are more theory-based, whilst other methods are more data-based. Marketers frequently rely on thirty-party syndicated data, particularly for external data that is tough to obtain. These data are often delayed, out of context, and ad hoc, which means they are collected on a regular basis, after the fact (after consumption), rather than during data collection.

Emerging approaches, on the other hand, connect technology (e.g., social networking sites, mobile apps), sensor technology (e.g., remote sensing, detection), and wearable technology to automate majority of data collecting (e.g., smart watch). These mechanical AI methods track and gather real-time data as it happens. As a result, the data is in context, about the customer, and at the time of consumption. Such unplanned data collecting is more data-driven, but it can also be theory-driven if theories can be constructed ahead of time to guide and update the continuous data collection.

Findings

- Artificial intelligence is currently being utilised to its maximum potential. Marketers and trend-setters are counting on this cutting-edge technology to boost their bottom-line profits. With its most recent developments, technology continues to astound the rest of the globe.
- In 2018, the global Artificial Intelligence market was worth USD 24.9 billion, and it is expected to grow at a CAGR of 46.2 percent from 2019 to 2025.
- Businesses all over the world are using AI to provide better customer service and personalisation to their customers. Advanced AI approaches are being applied in the marketing area as well, because to their amazing potential for analysing data and generating valuable insights, thereby assisting commercial organisations in making better business decisions.
- In fact, with the increased focus on consumer data, nearly half of worldwide marketing professionals have turned to artificial intelligence (AI) to assist with data analysis. Marketing personalisation, audience identification, email campaign automation, and customer service automation are just a few of the other applications.

How can artificial intelligence (AI) be used in marketing?

When using AI in marketing campaigns and operations, it's critical to start with a well-thought-out strategy. This will aid marketing teams in avoiding costly stumbling blocks and maximising their AI investment in the shortest time possible.

There are a few crucial considerations to consider before employing an AI technology for marketing campaigns:

1. **Establish Clear Goals:** As with any marketing programme, it's critical to start with clear goals and marketing data. Begin by identifying areas inside campaigns or operations, such as segmentation, where AI could help. Then, for qualitative goals like "increase customer experience," define specific Key Performance Indicators that will assist reveal how successful the AI enhanced campaign has been.
2. **Data Privacy Standards:** From the start of the AI programme, it is expected that the AI platform will not go beyond what is considered permissible data use in the name of personalisation. To preserve compliance and consumer trust, make sure privacy rules are defined and programmed into platforms as needed.

3. **Data Quantity and Sources:** Marketers will require a huge amount of data to get started with AI marketing. This is what the AI tool will learn about customer preferences, external trends, and other factors that will influence the performance of AI-powered advertising. The company's CRM, marketing campaigns, and website data can all provide this information. Marketers can additionally improve this by using second- and third-party data. This can include details like location, weather, and other external factors that could influence a buying decision.
4. **Recruit Data Science Experts:** Many marketing teams lack personnel that are skilled in data science and artificial intelligence, making it challenging to work with large amounts of data and produce insights. To get programmes off the ground, companies should collaborate with third-party organisations that can help with data collecting and analysis, as well as continuing maintenance.
5. **Ensure Data Quality:** Machine learning systems will learn to make more accurate 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 conclusions that are detrimental to marketing campaigns. Marketing teams must collaborate with data management teams and other lines of business to build data cleansing and maintenance processes before using AI marketing. Consider the following seven data dimensions when doing so:
 - a) Timeliness,
 - b) Completeness
 - c) Consistency
 - d) Relevance
 - e) Transparency
 - f) Accuracy
 - g) Representativeness

According to Nikita Duggal (2021) Advantages of AI are :

1. **Human Error is Reduced:** One of the most significant benefits of AI is that it can significantly reduce errors while also improving precision and accuracy. Information gathered previously and a set of algorithms determine AI's decisions at each step. These errors can be reduced to nil when properly programmed.

2. **Risk-free:** Another major benefit of AI is that it allows humans to avoid many risks by delegating them to AI robots. Machines with metal bodies are resistant in nature and can survive unfriendly atmospheres, whether defusing a bomb, going to space, or exploring the deepest parts of the oceans. They can also provide more accurate work with a higher level of responsibility and are less likely to wear out.
3. **Availability 24 hours per day, 7 days per week:** Humans are only productive for about 3 to 4 hours per day, according to many studies. Breaks and vacations are also necessary for humans to maintain a healthy work-life balance. AI, on the other hand, can work nonstop. They think far faster than humans and can accomplish numerous jobs with great accuracy at the same time. With the help of AI algorithms, they can even handle tedious repetitive tasks.
4. **Assistive Technology:** Almost all large companies now use digital assistants to interact with customers, reducing the need for human resources significantly. You can use a chatbot to ask them specific questions. Some chatbots have advanced to the point where you won't be able to tell whether you're chatting with a bot or a human.
5. **Unprejudiced decisions:** Whether we like it or not, human beings are driven by emotions. AI, on the other hand, is emotionless and logical in its approach. Artificial Intelligence has a significant advantage in that it is free of bias, allowing for more precise decision-making.

According to Nikita Duggal (2021) Disadvantage of AI are :

1. **Costs are extremely high:** It's no small achievement to be able to create a machine that can mimic human intelligence. It necessitates a significant amount of time and resources, as well as a significant financial investment. To stay current and meet the latest requirements, AI also requires the most up-to-date hardware and software, which makes it quite expensive.
2. **Unemployment is rising:** One of the most serious drawbacks of AI is that it is gradually replacing humans with bots for a variety of repetitive tasks. Many job opportunities have been lost as the need for human interference has decreased.
3. **Induce Laziness in Humans:** AI applications automate the majority of tedious and repetitive tasks, making humans lazy in the process. We tend to use our brains less and

less as we no longer need to memorize information or solve puzzles to complete tasks. Future generations may suffer as a result of this AI addiction.

4. There is no morality: Morality and ethics are important human characteristics that are difficult to incorporate into artificial intelligence. The rapid advancement of AI has sparked fears that it will one day grow out of control, wiping humanity out. The AI singularity is the name given to this point.

Platform Selection for AI

Selecting the proper platform or structures is an essential step in getting an AI advertising and marketing software off the ground. Marketers ought to be discerning in figuring out the gaps that the platform is making an attempt to fill and pick out answers primarily based totally on capabilities. This will revolve across the intention entrepreneurs are seeking to achieve – for example, velocity and productiveness dreams would require extraordinary capability than equipment used to enhance average client delight with AI. One issue to hold in thoughts whilst deciding on a device is the extent of visibility one will want concerning why an AI platform made a positive choice. Depending at the set of rules in use, advertising and marketing groups may also get a clean document on why a positive choice turned into made and which statistics motivated the choice, whilst algorithms running on an extra superior degree with deep studying might not be capable of supply as definitive reasoning.

Artificial Intelligence-Enabled Marketing Brands

1. Amazon: Amazon was one of the first companies to offer personalized purchasing recommendations, and its algorithms have grown in sophistication over time. Suggestions are now based on a variety of characteristics, including past purchases, things purchased by other customers, searching, and browsing habits, and many others.

Amazon also use artificial intelligence to drive dynamic pricing, which involves lowering rates when more sales are needed and raising prices when demand is great. The system ensures that sales and revenue are maximized automatically. Amazon has built checkout-free physical stores in Seattle, Chicago, and San Francisco, using AI-powered sensors and cameras, demonstrating the company's continued technological leadership. This technology can recognize the things a customer has selected and will immediately charge them as they exit the store via the Amazon Go app. Echo Look, the company's AI-driven personal stylist that uses machine-learning algorithms to make specific outfit choices, resulting in increased sales of garments, shoes, and accessories, is following the trend of incorporating AI in the fashion industry.

2. Starbucks: Starbucks announced a strategy plan to use AI and big data in 2016, and the company has delivered on its promises to investors by improving its reward program and personalization to engage with customers more deeply.

Personalization has long been a big component of the Starbucks customer experience, with the flexibility to make drinks to your liking. The corporation is now collecting and analyzing client data via its loyalty card and mobile app, which includes purchases, where they are made, and when they are made.

The company processes this data using predictive analytics to send targeted marketing communications to customers, such as recommendations as they approach local stores and incentives aimed at increasing their average spend. Customers may also place orders via voice command using the app's virtual barista service, which is powered by AI.

Starbucks leverages data from 90 million transactions every week to guide business choices such as where to establish new stores and which products to provide, in addition to providing a more personalized consumer experience.

3. Alibaba: Alibaba Group, a Chinese retail and technology conglomerate, just built its first "FashionAI" store. Smart garment tags that detect when an item is touched, smart mirrors that display clothing information and suggest coordinating items, and future plans for integration with a virtual wardrobe app that will allow customers to see the outfits they tried on in-store are all part of the store's goal to simplify the fashion retail experience for customers. This isn't the first time the corporation has dabbled in artificial intelligence. Alibaba launched its smart customer service system in 2015, which automated customer service so successfully that it outperformed human agents in terms of satisfaction.

Alibaba employs comparable technologies to Amazon to provide shoppers with individualized suggestions and search results, as well as automatically produced storefronts that display the most appealing things for each user.

4. Nike: Customers may now design their own sneakers in-store, thanks to a new Nike system. This is not just a wonderful sales gimmick, but it also captures a lot of data that machine learning algorithms may use to build future products and give personalized recommendations and marketing messages. Nike clearly has enormous intentions for the data it collects, and it's a great example to follow in terms of AI applications now and in the future.

5. BMW: AI is already being used to power self-driving cars by a number of companies, but BMW is genuinely embracing the technology and incorporating it into its manufacturing processes and broader marketing strategy.

BMW's design and engineering operations, as well as sales and customer service, are all fueled by Big Data. The company has already produced an AI-enhanced sports car that learns about its driver and modifies systems and the cabin experience to suit each individual.

BMW introduced an intelligent personal assistant earlier this year that allows drivers to connect with their cars in the same manner that they communicate with their smartphones. The software also serves as a voice-activated manual, predicts travel routes, sends notifications, and integrates with other apps. This technology might be used to market third-party businesses like parking lots and gas stations in the future, and there's no doubt that the data acquired from each individual vehicle will be utilized to improve the company's marketing intelligence.

AI Marketing Predictions and Trends

While artificial intelligence (AI) is still in its early stages in the marketing world, it is expected to gain traction. There are a few AI trends that marketers should start adapting to in the coming years.

Growth in AI

Gartner predicts that by 2022, AI will have replaced around 33% of marketing data analysts. IT companies have recognized the benefits and potential of AI. In 2016, they were already spending between \$20 and \$30 billion on average. The deployment and research budget accounted for 90% of the total budget. Furthermore, Gartner predicts that by 2020, more than 40% of data science tasks would be automated.

Teams will grow as a result of AI

Marketing teams will face increased pressure to demonstrate the value and ROI of marketing to executive stakeholders. Teams will use AI technologies to achieve these goals and better distribute funding to successful campaigns, as well as give marketing data that illustrate campaign worth.

Those who do not employ artificial intelligence in their marketing will be replaced by those who do.

Those who do not employ artificial intelligence in their marketing will be replaced.

According to Gartner, people in charge of marketing insights will no longer be as competitive in this evolving marketing landscape. Gartner's survey found that the majority of respondents use or plan to use AI in their marketing strategy. Only 13% do not believe it will be useful in the next three years.

Conclusion

The AI Marketing age is swiftly approaching, and it will have far-reaching consequences. As artificial intelligence (AI) grows more sophisticated and widely used in marketing, marketers' ability to properly integrate and manage AI solutions will become increasingly important. In an AI-powered workplace, an individual's awareness of their role in creating and sharing value is critical not only to their own success, but also to the success of their firm. Despite the major difficulties that must be resolved before widespread use, artificial intelligence provides enormous benefits to marketers, consumers, and society at large by enabling marketers to generate and to Distribute value to the right people at the right time in the right way on a large scale. This capability can be reached through a combination of better emotional capacities in employees, such as empathy and creativity, as well as a persistent focus on data-driven cultures within enterprises. As artificial intelligence (AI) automates routine operations, marketers may focus their resources on activities that add value to customers' lives, increase workplace contentment, and encourage creative thinking for the greater good.

We need to build one-on-one relationships with customers. That is the urgent need; it is what will enable us to survive in the new world. The intellect and emotions are at the center of marketing. It all comes down to intelligence and feeling. Even though we must deliver functional benefits, we must also occupy emotional space in the thoughts of our customers.

Marketing has changed as a result of the way we communicate with customers. It's changing every day, and that's where the real change has occurred. Artificial intelligence and machine learning are the two most significant changes in marketing. It opens up new storytelling and marketing possibilities. People's interactions with information, technology, brands, and services will alter as a result. To succeed in the current era of digital marketing, marketers must incorporate artificial intelligence technologies into their marketing strategy. It saves time and money for marketers, consumers, and prospects, and it occupies customers' minds without the need for human engagement.

Fundamental changes to the way marketers communicate with clients, the techniques, and tools they employ to achieve their goals, the types of abilities that are valued in the workplace, and the nature of their day-to-day responsibilities are all part of the AI Marketing Era. Artificial intelligence has the potential to radically alter the nature of marketing, similar to the amount of change brought about by the introduction of computers.

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