

Impact of Artificial Intelligence in Companies Marketing Strategies

UNDER THE GUIDANCE OF

Prof. Fatima Qasim Hasan

Submitted By

Anchal Jaiswal

Adm. Number: 22GSOB2011035

School of Business

Galgotias University

ABSTRACT

In today's digitally driven marketplace, personalized marketing has emerged as a pivotal strategy for businesses aiming to engage customers on a deeper level and foster long-term relationships. With the advent of Artificial Intelligence (AI), personalized marketing has reached unprecedented levels of customization and effectiveness. This master's thesis delves into the intricate relationship between AI and personalized marketing strategies, focusing on how AI-powered techniques can revolutionize customer engagement and satisfaction.

The research explores various facets of personalized marketing, including data collection, analysis, and implementation of tailored campaigns. Through a comprehensive literature review, this thesis examines the theoretical underpinnings of personalized marketing and the evolution of AI technologies in this domain. Moreover, empirical studies and case analyses are conducted to

illustrate real-world applications and outcomes of AI-driven personalized marketing strategies across diverse industries. Key themes investigated include the role of machine learning algorithms in deciphering consumer behavior patterns, the ethical considerations surrounding data privacy and consent, and the implications of AI-generated content on brand-consumer interactions.

Additionally, the study investigates the impact of personalized recommendations, dynamic pricing, and predictive analytics on enhancing customer satisfaction and loyalty. Furthermore, this research highlights the challenges and opportunities associated with integrating AI into personalized marketing initiatives, such as algorithm bias, algorithmic transparency, and the need for continuous adaptation to evolving consumer preferences. Insights gathered from interviews with industry experts and surveys of consumers contribute to a comprehensive understanding of the practical implications and future directions of AI-enabled personalized marketing.

EXECUTIVE SUMMARY

The work is executed as part of the MBA application at Jamia Hamdard university in New Delhi. Mr. Tafheem Bashir supervised and guided the challenge to completion.

The task is titled "A have a look at on the impact of artificial Intelligence on advertising". The take a look at demonstrates how artificial Intelligence is incorporated into advertising and marketing techniques to enhance business performance and hence gain profitability and competitive advantage.

This studies examines the impact of synthetic intelligence on advertising on the micro and macro tiers. Given the wide difficulty of aluminum and its many programs, i have restrained the emphasis of this examine to its impact on marketing.

the problem of AI in advertising can be broad enough to justify restricting the scope of studies down in addition into specific packages and use cases.

however, my purpose for this newsletter become to deal with the situation in a way that gives a natural beginning area for entrepreneurs to study AI of their sector, while also offering sufficient depth for each software and use case to provide unique insights.

AI advertising and marketing is a way of the usage of technology to enhance the client revel in. it may also be used to improve the ROI of advertising campaigns. this is executed using big records analytics, gadget studying, and other techniques that offer insight into your audience.

With these insights, you can layout extra effective patron touchpoints. whether or not you are doing email advertising and marketing or delivering customer service, AI eliminates quite a few the guesswork from consumer interactions.

On a bigger scale, it has the potential to automate previously manual procedures. AI marketing can be used to generate content, run PC advertisements, or even create web sites. proper now, our business enterprise normally relies on AI to assist with video advertising projects.

synthetic intelligence opens up new possibilities for accomplishing obligations extra as it should be and fast. AI notably advantages the economic and banking industries in terms of statistics control, facts retrieval, big-scale processing, and price-effectiveness.

Marketers can use artificial intelligence to make data-driven decisions that improve marketing results.

They can also use AI's prediction efficiency to easily detect potential customers' purchasing habits, resulting in increased sale and customer happiness.

This article was investigate the impact of AI on marketing by examining the viewpoints of marketing professionals from diverse companies.

Other research sources include white papers, case studies, and blog posts from companies in the AI industry, which provide case-by-case statistics on the efficacy of certain AI Marketing applications as well as varied perspectives from marketers who have already used AI in marketing. In the following sections, I will provide an overview of AI: what it is, how it works, and the terminology that marketers should be familiar with.

After that, a summary of AI's current application in marketing is given, including its use cases and what is and isn't effective. After that, I'll talk about areas that still require work and urgent issues that need to be resolved soon. I'll wrap up by offering a few concepts and strategies that can help businesses and marketers get ready for and start implementing AI.

Primary data is gathered using a specially created questionnaire, while secondary data is gathered via websites of businesses, etc. Convenience sampling was utilized to approach a sample of respondents in order to gather information. A few columns and pie charts were then employed for analysis and interpretation.

CHAPTER - 1

INTRODUCTION

AI . What is it ?

The first one to realize is that data is what makes AI tick. Since AI depends on data to operate, businesses with bigger and more precise data collections have an edge.

The development of intelligent machines with human-like thinking and behavior is known as artificial intelligence. As one of the pioneers of the field of artificial intelligence, John McCarthy also created the term "artificial intelligence." Activities can be completed more precisely using artificial intelligence.

Machine learning: what is it?

"Essentially, machine learning allows a computer to discover information nuggets that a human cannot," says Fausto Ibarra, Google Cloud Platform's Director of Global Product Management.

"The machine can go through terabytes of data and get smarter and smarter—basically train itself and ultimately make predictions for you—once you have your data and train and deploy your models." Put another way, machine learning is a subset of artificial intelligence. The goal of machine learning is to create algorithms that can learn from data and change on the fly when they encounter new information. By keeping track of the data passing through the system and adapting their decision-making process based on past decisions' outcomes, the algorithms enhance their capacity for decision-making while the system is in use. In actuality, it's basically statistical optimization that searches the database to determine what kinds of patterns result in wise selections and what causes foolish ones.

After that, the algorithm optimizes itself to make wise choices.

What's Growth in the Advertising Market and How Big Is AI?

The amount of data that firms are gathering is increasing, and companies are looking for meaningful ways to use that data, which is driving the market's remarkable growth. Programmatic advertising is mostly to blame for AI's growth in the field of digital marketing.

What Effects Does Artificial Intelligence Have on Marketing?

AI marketing is rapidly growing into a component that is too significant to ignore, so what can marketers anticipate from AI going forward and how precisely will it affect their entire business

plan?

FASTER SEARCH

The modern digital consumer has access to information more quickly and effectively than ever before.

People no longer waste a lot of time searching through information to find what they need, thanks to social media and blazing-fast search engines like Google. Marketers need to be aware that Google updates its search algorithm nearly every day and make sure their content is tailored to reflect these changes.

That might be practically difficult, though. Marketers can benefit from the analysis of customer search patterns provided by AI Marketing and other big data solutions. They can determine where to focus their efforts most effectively by using that analysis.

Furthermore, the development of virtual assistants such as Alexa or Siri presents a new problem for marketers who have to consider the ways in which these new technologies affect search engine optimization (SEO) and other related strategies.

BETTER ADVERTISING

One of the key factors contributing to AI marketing's significant and long-lasting influence in the years to come will probably be smarter advertisements. Brands will be able to build smarter, more effective ads that will probably result in more conversions if they can use AI Marketing to develop important marketing features like keyword searches, social profiles, and other internet data.

Additionally, such technologies can be used to get data from customers via chatbots that they voluntarily provide.

Marketers can create comprehensive knowledge about each individual and category by using that data to augment customer profiles. This will therefore make it possible to gain a better, more thorough, and comprehensive image of the optimal audience targets. Increased conversion potential can be achieved by marketers by targeting those smarter adverts more effectively and learning more about the preferences of their customers.

MORE INTELLIGENT FEELING

Even the biggest marketing teams are unable to read everything that consumers are saying on blogs, social media, customer surveys, and other platforms. This is especially true given how many more venues customers are using every day to express themselves. Marketers can swiftly ascertain the

thoughts and emotions of their target audiences regarding the brand by utilizing AI Marketing solutions.

Consumers give extensive input over the whole response range, expressing their emotions and sentiments in real time. AI Marketing has the ability to gather and utilize this data, which gives marketers the ability to modify their messaging and give their audiences the most effective reach possible.

IMPROVED CUSTOMER SERVICE

The want for top notch customer support is one component of purchaser conduct that never changes, and this is one of the important methods that AI advertising and marketing may additionally have an effect on marketing each now and inside the future. patron assist dealers could be able to quick recognize and examine large amounts of client statistics, whether or not it comes from their phone wide variety or social media profile, way to AI advertising answers.

issues with customer service could be resolved greater unexpectedly and genuinely as a result. artificial Intelligence has impacted virtual marketing in many methods. these are a few effects that virtual advertising and marketing and advertising will face within the coming years.

In some instances, those AI marketing solutions may be capable of remedy the problem with out even related to customer service. this will shop money and time, in addition to allow those representatives to focus their time on more complicated and pressing problems.

- An improvement in the user experience
- Exceptionally Accurate ROI
- Aids in choosing decisions
- Sales projection
- Error frequencies are reduced.

- Monitoring user sessions becomes simpler.
- Recognizing user personas
- AI's Main Applications in Modern Marketing and Advertising

AI may assist with a wide range of marketing goals, but his primary applications currently command the largest share of the market.

These includes :

1. Suggestions for products and content

In 2019, a number of highly prosperous digital businesses, such as Amazon, Netflix, and Spotify, based their product offerings on the capacity to deliver highly relevant and personalized recommendations for products or content.

This is all due to AI-based clustering and interpretation of consumer data combined with profile and demographic data, as stated by Lori Goldberg in a brief history of AI in advertising for consultancy. These AI-based systems respond instantly with fresh recommendations based on your likes and dislikes.

2. Chatbots

Businesses consider chatbots to be the most revolutionary form of artificial intelligence (AI). Many websites currently use chatbots because they are excellent at responding to commonly requested questions from users. The main allure of chatbots is how they may alter the client experience. There aren't enough workers or hours in the day for certain businesses to promptly respond to consumer inquiries. With chatbots, clients may assist themselves.

However, there are appropriate and inappropriate ways to employ chatbots. A customer's complaint shouldn't ever be decided by this technology. A lead or customer should also find it simple to speak with a human representative if they so choose.

Smart chatbots, as opposed to the basic ones you see on a daily basis, hold the true promise. These are

AI-powered devices that respond to human communication in real time with responses that were initially generated. I wouldn't be shocked to see intelligent chatbots performing customer support, lead generating, and sales prospecting in the future.

3. Content Creation and Generation

How come? A self-writing machine that produces original content? No way! But I have some updates for you.

A way exists! There are some niches in which content written by AI can be helpful and draw traffic to your website, even though it is still unable to write its own political opinion for a blog post or newspaper column on the best and most beneficial advice for a particular business.

You can save a ton of time and resources by using it. AI, for instance, is already able to produce news articles and reports using facts and information.

4. Curation of Content

AI is capable of both creating and selecting stuff. Artificial intelligence will enable content curation on websites so that users may interact with it more effectively and see stuff that is more relevant to them.

Personalized content recommendations that the user would find interesting are frequently made using this technology. Examples of these recommendations include the ubiquitous "people who buy X also buy Y" that we frequently see on Amazon.

You can also get recommendations for films and TV series you might enjoy via Netflix's recommendation engine. And it's not too off!

The question now is: How can it be advantageous to you?

Consider providing each visitor to your site with content that are more pertinent to them, based on the pieces and subjects they have already perused. Without a doubt, they would work on it longer.

5. E-Mail Marketing

Businesses are personalizing email marketing efforts using AI's power to take into account user actions and preferences. This enables you to establish a stronger connection with them and, with any luck, convert them to clients.

Millions of consumer data points can be analysed using machine learning or automatic learning to identify the most effective times and days of the week to contact a user, the suggested frequency of communication, the most engaging content, and the email subjects and headers that elicit the most clicks.

To start tracking the key performance indicators of your digital marketing efforts, wouldn't it be great to have all of this information?

A/B testing is time-consuming and subject to some margin of error.

AI therefore turns into your greatest ally when it comes to tailoring email content for every subscriber.

6. Online Promotion

Without a doubt, the area of digital marketing that has embraced artificial intelligence the most successfully is digital advertising.

For instance, machine learning and artificial intelligence are already used by Facebook and Google's ad networks to identify users who are more likely to take the particular action that the advertiser wants.

They do this by analyzing user data, including demographics, interests, and other details, to identify and determine who the ideal customer base is for their business.

Advertisers can already pay the lowest cost per conversion with Google AdWords' automatic auction-based method.

Platforms that currently use AI and the examination of candidates for big data analysis are also in place; however, you'll have to wait till we discuss Adext.

7. Searches

Users now do searches on the internet in a different way. We now need to consider how this will impact the method in which marketers develop and enhance their online content.

Voice search and Google's Rank Brain algorithm are two significant developments in artificial intelligence that have transformed Internet searches and search engine optimization (SEO).

Technological innovations such as Google Home, Apple's Siri, Microsoft's Cortana, Amazon Echo, and Google Home facilitate simple search operations by simply speaking or hitting a button.

8. Analysis of Predictive Data

The process of determining the likelihood of future conclusions based on past evidence using data, statistical algorithms, and machine learning approaches is known as predictive analysis.

Marketing is one of the many fields where predictive models can be used. It is feasible to forecast the likelihood that a certain prospect will become a client using these models.

They can also forecast other factors, such as the quoted price at which a conversion is required or the type of customers who are most likely to make multiple purchases.

It's important to keep in mind that the quality of your predictive models depends on the data you use to build them. Therefore, it won't be able to determine whether your data contains errors or a high degree of unpredictability.

TO FORECAST WITH ACCURACY

The data used by this AI application will change marketers from reactive to proactive planners by acting as a forward-thinking component or guide to help them make the right selections.

CHAPTER -2

REVIEW OF LITERATURE

AI already plays a significant role in the corporate environment, especially in the United States. And for good reason: A recent Deloitte poll of 1,100 American executives from businesses deemed to be early adopters of carbon offsets revealed that 82% of them saw a return on their investment in the carbon projects.

"Humans collaborating with machines is necessary to gain an advantage in many of the complex challenges businesses are facing today," states David Rudini, principal and chief analytics officer of Deloitte Consulting LLP. "It is necessary to define clear business targets and to understand the costs, cascading impacts, and talent implications at the outset in order to obtain meaningful ROI from your AI investments."

AI is widely used in marketing and advertising; this year, at least 80% of the digital media market is probably going to use some form of AI in their advertising. In actuality, without AI, contemporary digital advertising as we know it would not exist.

In order to target and distribute ads to a network of platforms and services that have distinct responsibilities to play at each stage of the advertising supply chain, AI is used to profile users of a website or app.

Although AI has been applied in the majority of firms in today's world, there is still a lack of high-level implementation in many companies. Various marketers have shown an interest in using AI in the near future, with almost all of them prepared to do so fully. In contrast, just 20% of marketers used one or more AI solutions in their businesses in 2017. (Bughin, McCarthy & Chui, 2017). Marketers want to utilise AI in areas such as segmentation and analytics (all of which are connected to marketing strategy), as well as messaging, customization, and predictive behaviours (all of which are related to consumer behaviour) (Columbus 2019; Davenport Thomas et al. 2019).

Artificial intelligence (AI) is the intelligence displayed by machines, unlike human intelligence. Artificial intelligence is represented by a system of intelligent agent machines that observes the environment and achieves its purpose (Sanjeev Verma et al., 2021). The implication of AI is required to assess client behaviours, purchases, likes, dislikes, and various other factors, (Chatterjee et al., 2019).

AI is analysing consumer behaviour to provide insightful recommendations based on millions of additional data points that marketers can use to target customers, including age, gender, and location. The ideal client at the ideal moment. Additionally, we are already creating customized websites that are created instantly for each specific customer. From AI, a personalized shopping catalogue for one.

Voice-activated platforms such as Alexa and chatbots that use artificial intelligence are also fundamentally altering our perceptions of the potential of digital marketing. AI-enabled platforms and solutions are enabling brands to target the appropriate people with the right message at the right time.

A) AI, OR ARTIFICIAL INTELLIGENCE "ARTIFICIAL INTELLIGENCE IS THE ART TO MAKE MACHINES INTELLIGENT"

According to Demis Hassabis, the creator of Deep mind, an AI Company of Google (Ahmed, 2015). AI is a more general term that may refer to a wide range of indicators, therefore it fits the description the best. It is also the most commonly recognized meaning. AI has several subcategories, such as machine learning and deep learning, which produce AI's practical applications, such as search. Voice recognition, image recognition, virtual assistants, and suggestions. The computer-assisted analytical course known as "AI" aims to create automated systems that meet the criteria for being classified as intelligent. The automated system is the one that enters data to carry out intelligent being tasks in a way that maximizes success rates.

Guruduth Banavar, IBM's supervisor of AI research, claims that since artificial intelligence comes in a wider range of forms, it is better understood as a set of technologies (Kaput, 2016). Even though these technologies perform different tasks and range in price, they all strive to imitate human intellect in order to give their functions intelligence.

AI has advanced and its applications in many fields have led to the development of AI technologies, which are clearly useful and advantageous for marketing experts. There is plenty of data available for the use of AI technologies because digital marketing is given greater importance than traditional marketing techniques.

Marketing managers can benefit from the use of all technologies in lead generation, market research, social media management, and customer experience customisation (Sterne, 2017). Marketing-related AI technologies can be broadly categorized as vendor-provided, software-as-a-service (SaaS) solutions, and bespoke AI systems for customized usage.

Add AI's attributes. Real and customized AI technologies can be produced by outsourcing organizations, internal AI departments within businesses, or by a combination of the two. For individual use scenarios, the different vendor-provided solutions of AI also require customisation (Sterne, 2017).

Most software houses and providers have made significant contributions to AI, and tech giants like IBM are offering IBM Watson Campaign Automation, their own computerized marketing solution. AI is pre-installed in IBM Watson Campaign Automation and is part of the system.

Along with Salesforce Einstein, which is also implemented in the solution, Salesforce, which is regarded as the top supplier of Customer Relationship Management (CRM) software, has started to offer AI service (Sterne, 2017).

The Marketing Artificial Intelligence Institute's CEO, Paul Roetzer, developed the framework for AI in marketing, which is referred to as the 5Ps of Marketing AI. The framework was developed to make the ground simpler and easier to visualize, and it is consistent with research done with various AI firms and engineers on how marketing might benefit from artificial intelligence (Roetzer, 2017).

AI helps marketing managers with a range of duties and operations these days, such as A/B testing, web creation, SEO, lead generation, social media monitoring, digital marketing (purchasing), and lead generation (Davenport, 2017).

B) ARTIFICIAL INTELLIGENCE IN MARKETING

Although the earlier theories and concepts have long been studied to address marketing-related issues (Wierenga & van Bruggen, 2000), the last few years have seen a significant increase in the use and use of AI in marketing (Wierenga, 2010). Although AI has been applied in the majority of businesses in the modern world, not all of them have done so to a great degree.

Many marketers have expressed interest in implementing AI in the near future, and approximately 98% of them are now getting ready to do so. However, according to Burghin, McCarthy, and Chui (2017), just 20% of marketers had used one or more AI solutions in their businesses in 2017.

In contrast to how the widespread talk about AI may lead people to believe that they must apply it immediately, the mismatch between planning and execution serves as a key indicator that it is not too late to implement AI in marketing.

Nonetheless, AI's uses in marketing are expanding swiftly, as new services and software are being developed for businesses to utilize in promoting their brands. The experts also forecasted that the years 2018 and 2019 will see a sea change in the spread of AI in the marketing industry.

Since marketing combines both qualitative and quantitative elements, it offers AI a unique opportunity to expand into areas where econometrics alone is insufficient (Wierenga, 2010).

Neural networks, case-based reasoning, and expert systems are among the main AI applications in marketing today (Wierenga, 2010). AI has also been utilized to improve and modernize antiquated marketing techniques (Hoanca & Forrest, 2015).

According to Bughin, Hazan, Manyika, and Woetzel (2017), businesses can successfully create tailored marketing strategies by evaluating the data with AI's assistance. AI will also provide dynamic pricing and top-notch customer service, which will enhance yield management.

To resolve problems and guide marketing decisions, marketing management requires market decision-makers (Wierenga & van Bruggen, 2000). Marketing management support systems (MMSS) is a well-known piece of software that helps managers make decisions and use artificial intelligence (AI) to analyze data and information (Wierenga & van Bruggen, 2000).

To be more exact, it is a knowledge-driven technology that aids in decision making by analysing data with AI's improvement.

CHAPTER - 3

RESEARCH METHODOLOGY

To achieve its goals, the study project used both primary and secondary data.

The 80-person sample population consisted of marketing professionals, and the primary data was gathered through interviews using a questionnaire. The secondary data was gathered from journals, publications, and previous studies on the subject; the internet was also a valuable resource. The methodology for this dissertation makes use of the following instruments.

Objectives –

The following goals are the focus of the research:

1. To determine how artificial intelligence affects marketing
2. To learn how artificial intelligence is changing marketing.

3. To make suggestions for tactics or solutions for the efficient application of AI technologies in marketing

Research Design: Descriptive, as the study and poll focus on how artificial intelligence affects certain organizations' marketing activities

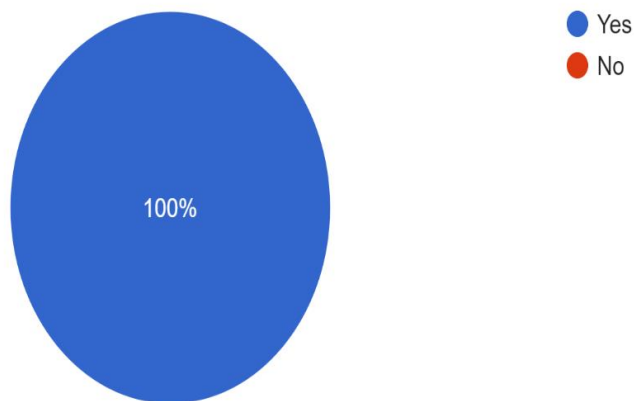
Method of Sampling : As a subset of non-probability sampling techniques is convenience sampling.

Sample Size - 50

INSTRUMENTS FOR GATHERING DATA -

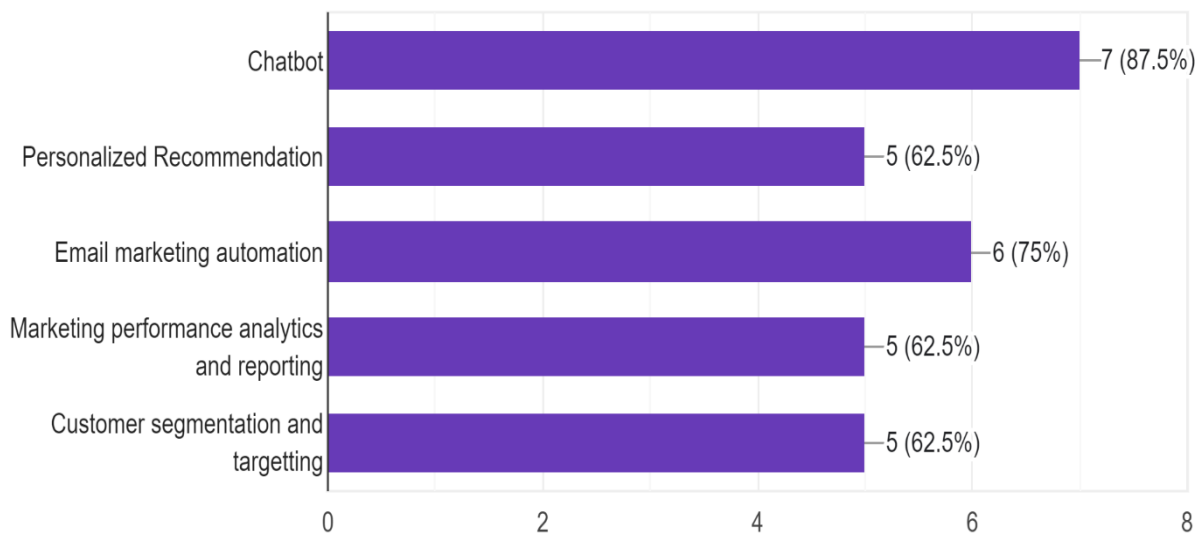
1. Primary Data: Questionnaire responses.

1. Have you aware about the artificial intelligence in marketing ?

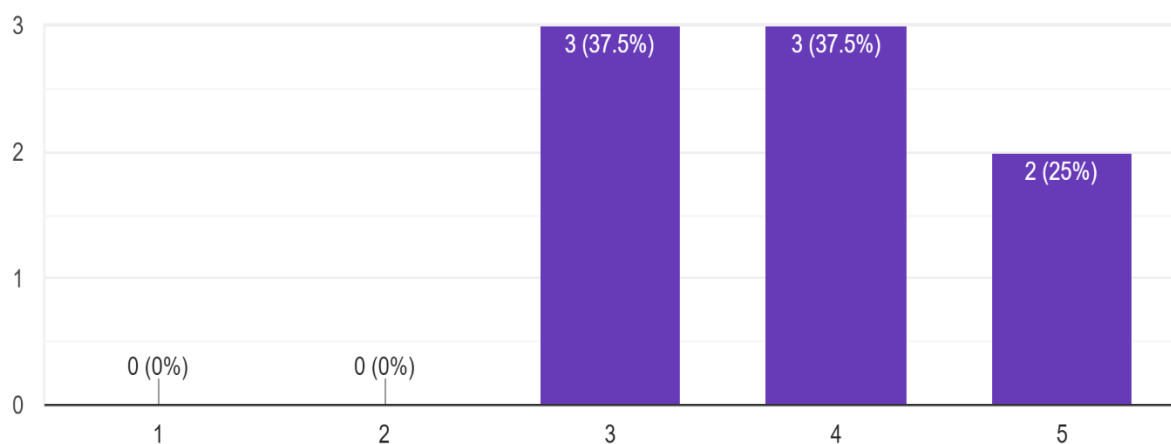


2. Select all the marketing areas where artificial intelligence can offer significant benefits ?

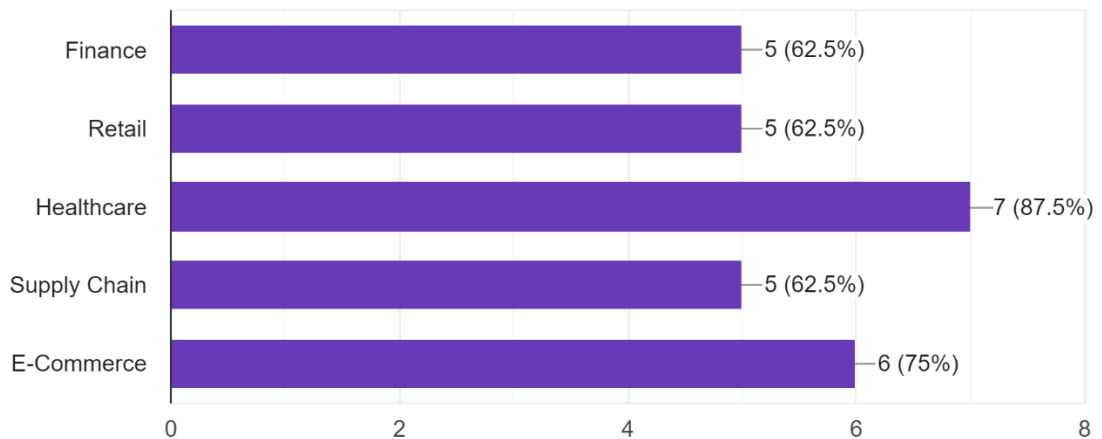
8 responses



3. Scale on 1-5 , how are you aware with the current use of AI in marketing ?



4. Identify the industries that have effectively integrated AI into their marketing approaches. "Please select all that apply."



5. In what ways AI enhance the customer experience within marketing strategies?

Automations and auto answer generation.

More convenient and user friendly environment with enhanced security.

It helps in various ways and its very effective and efficient technique.

Don't have enough knowledge.

AI enhance the customer experience as provided 24/7 chatbot services.

ANALYSIS OF SECONDARY DATA

2. Secondary Data: Internet, journals, research papers, company profiles, and publications.

Successfully Implemented AI technologies by companies in their marketing program -

Netflix

Netflix is now entirely dependent on AI-based prediction technology, or algorithms, to offer individualized recommendations to its subscribers, disregarding the wisdom of crowds. Before, based on user feedback. Netflix now makes recommendations for movies and TV episodes based on customer viewing history, with the aid of algorithms. This is a fantastic illustration of proactive marketing.

The streaming behemoth deleted all of the user-submitted reviews after prohibiting its customers from leaving comments or reviews on its libraries of TV series and films, ending its rating-based system.

Other than that, Netflix fixed the grating delays and rebuffering problems that came with watching content online. Each video clip was enhanced and optimized using AI technology, guaranteeing a high-quality presentation even on sluggish internet connections.

Amazon

Amazon has long benefited from product recommendations, having been among the first companies to use AI technology. The company's recommendation engine generates 35% of its total income on its own. Amazon uses machine learning to make its recommendations more dynamic after periodically improving its algorithms to create better suggestions.

Amazon product reviews are a great resource for marketing and brand promotion. Numerous businesses abused the platform, fabricating evaluations to boost their product rankings. Amazon responded by developing a machine learning algorithm that distinguished between real and fraudulent reviews.

Furthermore, the e-commerce behemoth leveraged machine learning and artificial intelligence to power its three best-selling products: the Amazon recommendation engine, Alexa, and the Go Store.

Amazon's machine intelligence arsenal also includes the noteworthy Echo voice-activated device. Additionally, buyers of denim won't salivate over a pair of jeans only to discover that it's sold out. In order to guarantee that out-of-stock items are never displayed in the first place, Levi's now synchronizes the search results with the inventory data.

Disney

If you believe that Disney is past its prime, reconsider. The Walt Disney Company, one of the largest

entertainment hubs in the world, employed AI technology—also referred to as "Factorized Variational Autoencoders," or FVAEs—to learn more about its audience's true opinions about a given film.

For the duration of the film, the algorithm reads the reactions of each spectator and predicts their facial expressions. FVAE is supported by a pattern-recognition method that functions similarly to a recommendation engine; it assesses and generalizes audience responses. These answers combine to provide a conclusion that states whether or not the audience likes it.

The results can also be used to identify the scenes that the audience enjoyed or didn't like. Marvel, a division of Disney, has been monitoring its vast story world—which mixes its comic book characters—and identifying which ones are more popular with fans by using big data and the FILE system.

Magic Bench is an essential reference for discussing Disney's use of AI technology. In this creative use of mixed reality (MR) and augmented reality (AR), the user interacts with a humanoid animal by sitting down on a bench. On a video display or screen, the user's image and the animated figure can be viewed.

When the animal settles down, vibrations are produced using haptic feedback. The entire experience is improved by the speakers and haptic sensors fixed to the bench. The user can move in front of or behind the animated animals as the space is renovated in three dimensions on the screen.

Spotify

With a long history of disrupting the music business, Spotify has been at the forefront of technology, optimizing the use of big data, AI, and machine learning. It makes weekly discoveries. customized playlists based on each user's individual preferences.

Spotify is regarded as a data-driven organization for good reason. Millions of people continuously listen to music, which generates an exponential quantity of data for the corporation to leverage in various engaging marketing.

Spotify used streaming data and user behaviour information to predict the Grammy winners in 2013 before the ceremony. Not surprisingly, four of its six predictions were correct.

In an effort to become independent of SIRI and Alexa, the music streaming service also tested-launched a voice search interface earlier this year. And as 2018 draws to a close, Spotify's annual Wrapped 2018 feature is available to allow customers to relive their entire year's worth of music.

In contrast to past years features, this year's feature also compiles a "Taste breakers playlist" of well-known musicians and genres that fans may want to check out in order to start 2019 with fresh tunes.

Sephora

One of the first retail companies to use chatbots for customer service, Sephora partnered with Facebook to introduce Sephora Reservation Assistant. Sephora was a early AI adopter. This bot was designed to make it easier for clients to schedule appointments with beauty specialists for makeovers. It not only increased the booking rate but also improved the clientele's experience.

In order to attract youngsters, the store also utilized its bot on the chat app Kik back in 2016. Sephora now offers a 3D augmented reality (AR) mirror in-store, along with its own app.

Using facial recognition technology, the app lets users virtually experiment on Sephora makeup goods that they can purchase later by having them upload a photo to Facebook Messenger.

By chugging down the customer engagement process, establishing real customer relationships, and reacting to micro-moments more quickly, these chatbots are assisting Sephora.

CHAPTER – 4

FINDINGS

The study's main conclusions demonstrated that customers, media attention, competitive pressure, and digital maturity are the most influencing elements when it comes to using AI in marketing.

Objective-1: Diverse answers were obtained from the respondents on the conclusions regarding the advantages of incorporating AI in marketing. The marketing experts list the following as the main advantages: increased productivity, reduced time spent on marketing tasks, higher conversion rates, improved customer data comprehension, increased feasibility of marketing decisions, higher return on investment, insights, improved customer satisfaction, and more.

Objective-2: When asked how AI is used in the company's marketing, respondents said that it has improved the effectiveness of the marketing function and is utilized in practically all significant marketing functions.

They believe that AI contributes to the creation of marketing and sales strategies that significantly boost company performance.

Objective-3: Additional advantages encompass enhanced data analysis and efficient management of marketing procedures. Regarding budgetary restrictions, what is the largest obstacle to AI integration in marketing? The respondents believe that the biggest obstacle to AI integration is technical compatibility. The majority of respondents also believe that having data in place is crucial. They claim that although data is a crucial component of AI, it also presents the largest obstacle.

The respondents stated that when it comes to customers, data is the most important ethical consideration.

CHAPTER - 5

CONCLUSIONS

The purpose of the paper was to investigate AI's influence on marketing from the standpoint of marketing experts. Several procedures were taken in order to accomplish the research's goal and provide answers to the research questions.

Several procedures were taken in order to accomplish the research's goal and provide answers to the research questions. First, a thorough literature review was emphasized, which included the viewpoints of several scholars and offered a clear grasp of AI and its application in marketing.

Second, the researcher employed the qualitative research approach, conducting semi-structured interviews with several marketing experts from various Indian companies.

The results above demonstrate how crucial AI is to corporate marketing. AI has revolutionized landscape marketing and assists in modernizing antiquated techniques. It will be extremely difficult for the firms to adapt to the shifting marketing environment. With the advent of innovation, firms must constantly train their staff members and get ready for the future.

By addressing the gaps in the literature and providing a marketing professional's viewpoint on the influence of AI in marketing, the research has made a valuable contribution to the body of current material.

This emphasized the significance of AI in marketing as well as the main advantages of the integration. Major obstacles, moral considerations, and applications also gave businesses a roadmap for using AI in marketing. It is advised that businesses adhere to the requirements and difficulties when using AI into their marketing.

RECOMMENDATIONS

1. **Automations and Auto Answer Generation:** Implementing automated processes and systems to streamline tasks and generate responses automatically, reducing manual effort and increasing efficiency.
2. **Convenient and User-Friendly Environment with Enhanced Security:** Enhancing the user experience by creating a more convenient and user-friendly interface, while also prioritizing security measures to safeguard sensitive information.
3. **Effective and Efficient Technique:** Utilizing automation and AI technologies effectively to improve various aspects of business operations, leading to increased effectiveness and efficiency in achieving organizational goals.
4. **Limited Knowledge:** Acknowledging a potential lack of knowledge in implementing these technologies, indicating a need for further education or external support to fully leverage their benefits.
5. **AI-Powered Customer Experience:** Leveraging AI to enhance customer experience by providing 24/7 chatbot services, enabling quick and efficient responses to customer inquiries, thereby improving satisfaction and retention rates.

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