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Patent Search

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Abstract:

AI have impact in marketing processes and the impact will be bigger in the future. Artificial intelligence is now being used by brands to interact with their audience. In conversational marketing into their daily life is an experiment. AI is enabling the possibility of hyper-personalization through individualized product recommendation content recommendations, and concepts for customer support as machine learning technology develops. The way digital marketers connect firms to their audiences as a result. The challenges and ethical aspects that lead to a slow or non-adoption of AI have been addressed, and one of the major obstacles is that humans aren't y in technology and, they are not yet ready for this cultural change. Based on these findings, business decision-makers and managers need to prepare their companies employees for the implementation of AI in Marketing.

Complete Specification

Description:FIELD OF INVENTION

Artificial Intelligence is integrated into our lives, although many people are unaware of its presence. There are many examples of AI that operate in the background of modern technologies revealing an apparent lack of knowledge about what consumers think AI is and how AI is applied daily. The results of an exploratory study with quantitative methodology, provided a better understanding of the impact of AI on digital marketing. The article presents the main aspects related with Artificial Intelligence and Digital Marketing, the used methodology, the analysis and discussion of results of the research and finally the study conclusions.

BACKGROUND OF INVENTION

AI is present in the daily lives of people and businesses, an example of which are voice recognition, image recognition and handwriting suggestions available on tod smartphones. A report says that in order to deepen understanding of consumer decision-making, there are very useful AI systems for marketers, of which the following points should be highlighted. This article explores the role of Artificial Intelligence (AI) in digital marketing and how it can revolutionize the industry in the future. The rapid advancement of AI technology has profoundly impacted digital marketing strategies. By examining the changes AI has already brought about and forecasting future impact, we aim to gain insights into the evolving landscape of digital marketing. For this purpose, semi-structured in-depth interviews were conducted to identify upcoming trends and opportunities in AI's progress in digital marketing, identify AI's applications in digital marketing, and examine the ethical considerations and future directions of the use of AI in digital marketing. The insights from this research contribute to a deeper understanding of how AI can be effectively harnessed in digital marketing while ensuring ethical practices and staying ahead of industry advancements.

The patent application number 201921053003 discloses an artificial intelligence based rental revenue optimization system for vehicles.

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