

The impact of artificial intelligence and automation in marketing campaigns

Oana PRICOPOAIA¹

Cosmin MATIS²

Alexandru Sebastian CHIHAIA³

Sabin MURARIU⁴

Abstract

In recent decades, the rapid evolution of digital technologies has profoundly changed the way companies approach marketing strategies. Against this backdrop, artificial intelligence (AI) and automation have become essential elements to increase the efficiency and personalization of marketing campaigns. This paper aims to analyze the impact that AI and automation have on marketing campaigns, highlighting both the benefits and challenges associated with integrating these technologies in practice. In this context, for this study, we analyzed the literature on the use of AI and automation in marketing campaigns. Using the VOSviewer software, we built a bibliometric map based on data extracted from the Web of Science, which allowed us to identify the main research directions, the most frequently used concepts and the connections between them. Through this synthesis of recent research, we identified the main trends and technologies that influence the way companies optimize their marketing strategies. The aim of this research is to highlight the impact of automation and AI on campaign effectiveness, message personalization and consumer experience. This approach provides a clear insight into how AI is transforming the field of marketing, highlighting both the benefits and challenges associated with implementing these technologies in practice.

Keywords: artificial intelligence, marketing, campaign automation, advertising, consumer behavior

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¹ Pricopoaia Oana, Dunărea de Jos University of Galati, Romania, e-mail: oana.pricopoaia@ugal.ro

² Cosmin Matis, Babes-Bolyai University of Cluj-Napoca, Romania, e-mail: cosmin.matis@ubbcluj.ro

³ Alexandru Sebastian Chihaiia, Dunărea de Jos University of Galati, Romania, e-mail: sebastian.chihaia@gmail.com

⁴ Sabin Murariu, Dunărea de Jos University of Galati, Romania, e-mail: murariu.sabin@gmail.com

1. Introduction

In recent decades, technology has advanced at an unprecedented pace, profoundly transforming the way companies interact with their customers. Artificial intelligence (AI) and automation are two of the most influential innovations shaping the present and future of marketing. Not only do these tools streamline internal processes, but they also allow for deeper personalization of messages delivered to consumers. Technological advances frequently lead to structural shifts in business paradigms, as is the case with AI in marketing (Kumar et al., 2019).

The advantages brought by artificial intelligence enable companies to remain competitive in increasingly data-driven marketing landscapes (Nunan & Di Domenico, 2013). Many companies have invested in AI to facilitate various marketing-related tasks such as chatbots, customer journey optimization, content research and creation, customer relationship management, image recognition, search engine optimization, personalization, profiling, and strategic planning (Haenlein & Kaplan, 2019).

Moreover, firms are increasingly recognizing social networks as a strategic resource to promote their brands and products and to build strong relationships with users (Shiau et al., 2018). This has attracted the attention of researchers and practitioners concerned with issues related to brand and social media platforms (Alalwan et al., 2017). In this context, artificial intelligence plays a key role in harnessing the potential of social networks by facilitating the analysis of user-generated data, identifying emerging trends, and automating personalized content. Natural language processing algorithms and sentiment analysis allow companies to monitor public perceptions of their brand in real time and respond quickly to feedback (Cristache et al., 2025).

AI also helps to accurately segment audiences and deliver messages tailored to consumers' online behavior, which increases the effectiveness of campaigns on social platforms. Thus, the intersection between social networks and artificial intelligence opens up new opportunities for building an authentic and interactive brand identity, but also requires careful management of privacy and algorithmic manipulation risks.

One of the most visible benefits of artificial intelligence in marketing is the ability to analyze huge amounts of data to understand consumer behavior. Through machine learning algorithms, companies can anticipate customer needs and provide recommendations. Artificial intelligence helps marketers distinguish their customers and discover what motivates them. These insights help marketers create a long-lasting relationship with their customers (Jain & Aggarwal, 2020).

Marketing has recently seen an increase in the use of artificial intelligence applications due to rapid advancements in information technology. In the past, there was a need for more applications of intelligent systems in marketing, but the 21st century has brought significant changes (Naudé & Dimitri, 2020). The constant evolution of AI technology is changing the strategies for the future of

marketing as AI solutions are being utilized to address various problems (Pantano, 2020).

This trend highlights how companies are having to adapt rapidly to new digital paradigms, where marketing decisions are increasingly supported by predictive analytics, automation and intelligent algorithms. The impact of artificial intelligence goes beyond streamlining processes to deeply influence the relationship between brand and consumer. Through AI, marketers can better understand customer behaviors, anticipate customer needs, and deliver personalized experiences in real time. At the same time, there are challenges related to the ethics of data use, as well as risks of consumer manipulation or loss of consumer decision-making autonomy.

Chui et al. (2018) argued that the revolutionary potential of AI resonates strongly in marketing and sales. The prowess of AI is evident in personalized service delivery (Davenport et al., 2019) and predictive analysis of customer behavior (Verma et al., 2021), which introduces a new phase of marketing effectiveness. This new phase fundamentally transforms the way companies interact with customers, replacing traditional intuition-based strategies with predictive models and automated decisions.

By integrating AI into marketing processes, organizations can gain a deeper understanding of consumer preferences, anticipate future needs, and adapt communication in real time. In addition, AI's ability to handle large volumes of data quickly and accurately enables continuous campaign optimization, increased conversion rates, and reduced operational costs. However, this increased efficiency comes with challenges around algorithmic transparency and consumer trust, requiring the development of clear ethical frameworks for the responsible use of AI in marketing.

AI enables personalization and tailoring of messages based on customer profile and preferences (Huang & Rust, 2021). Content analytics can help improve the value and effectiveness of messages. Moreover, emotional AI algorithms can track customer likes and dislikes in real-time. The power of artificial intelligence is evident in personalized service delivery (Davenport et al., 2019) and predictive analysis of customer behavior (Verma et al., 2021), which introduces a new phase of marketing effectiveness.

This evolution allows companies to adapt communication strategies in real time, optimize offers, and create individualized experiences that meet the specific needs of each consumer. In addition, using AI to identify behavioral patterns helps anticipate purchase decisions, reducing uncertainty and maximizing the impact of marketing campaigns. Artificial intelligence thus becomes an essential tool to strengthen customer relationships and gain a sustainable competitive advantage.

AI and automation are transformative forces in marketing. They offer significant opportunities to increase efficiency, personalize communications and maximize campaign results. However, these technologies must be used responsibly, taking into account the ethical and human aspects of interacting with audiences. In the future, the success of a marketing campaign will increasingly

depend on how companies integrate technology intelligently, without losing sight of people's real needs.

2. Literature review

Overgoor et al. (2019) define artificial intelligence in marketing as the development of artificial agents that, given the information they possess about consumers, competitors and the target company, suggest and/or take marketing actions to achieve the best marketing outcome. This definition emphasizes the active role that AI can play in marketing decision making, moving beyond simple data analysis and into the realm of autonomous strategic decisions.

In this sense, intelligent agents not only assist marketing teams, but also actively contribute to the design and implementation of tactics through which companies can gain competitive advantage. For example, AI-powered systems can recommend real-time price adjustments, channel selection or personalization of offers for specific audience segments. Therefore, artificial intelligence is no longer just a support tool, but becomes an integrated decision factor in modern marketing processes.

Marketing is one of the business domains deeply influenced by digital transformation. Contemporary marketers are experimenting with modern, cutting-edge technologies such as AI, implementing them into operations to ensure accelerated success (Chintalapati & Pandey, 2022). This integration of artificial intelligence into marketing strategies not only streamlines processes, but completely redefines the way companies interact with target markets. From automating advertising campaigns to analyzing consumer behavior in real time, AI enables an unprecedented level of precision and adaptability.

In addition, through its ability to continuously learn and improve, AI is helping to develop data-driven strategic decisions, progressively replacing intuition with algorithmic reasoning. Thus, marketing is becoming increasingly performance-oriented, personalization and anticipation-driven, which are essential for the survival and competitiveness of organizations in today's digital economy.

Among the social media marketing activities available, firms are increasingly turning to digital influencers to support their brands, as they connect target audiences with brands while maintaining direct communication with their followers (Childers, Lemon, and Hoy, 2018).

Moreover, they are usually considered valuable and credible sources of information for their followers, which is a favorable condition for increasing the diffusion and impact of their messages (De Veirman, Gauberghe, and Hudders, 2017, Gabor et al, 2021). This trend is amplified by the algorithms of social platforms, which prioritize influencer-generated content due to the high level of engagement. In this context, artificial intelligence becomes essential for identifying the most suitable influencers, analyzing the performance of campaigns and optimizing messages based on audience reactions (Cristache et al, 2025).

Gabelaia (2022) points out that AI in marketing establishes a feasible and broad approach to harness the power of data-driven marketing strategies and achieve optimal performance for business organizations, including SMEs. This approach enables even small and medium-sized businesses to access advanced analytics and automation tools previously only available to large corporations. By using AI, SMBs can make more informed decisions, personalize customer communications, and compete more effectively in digital marketplaces, bridging resource and expertise gaps.

Similarly, Devarapalli (2022) asserts that artificial intelligence can be applied in marketing to generate optimal business performance and enhance customer satisfaction. Therefore, AI in marketing has a substantial capability to generate revenue and increase the performance of business organizations (Boddu et al., 2022). This transformative capability of AI in marketing is not limited to increasing revenue, but also includes improving the consumer experience through better tailored offers and faster and more efficient services. At the same time, AI facilitates real-time data analytics that enable companies to respond quickly to market changes and develop flexible strategies designed to maximize long-term competitive advantage.

AI solutions improve and streamline marketing promotions while removing the uncertainties associated with human error (Abrokwah-Larbi & Awuku-Larbi, 2024). By reducing human error and automating repetitive processes, AI-powered solutions allow marketers to focus more on strategy and creativity. They also help to better segment the market and personalize messages, which increases conversion rates and customer satisfaction. Thus, AI becomes an essential ally in increasing the efficiency and performance of marketing campaigns.

The advancement of AI in marketing presents an opportunity to modernize outdated techniques and improve customer interaction (Forrest & Hoanca, 2015). The dynamic spectrum of AI applications in marketing has included comprehensive studies of consumer buying habits (Chatterjee et al., 2020) and a development of customer demands through data analytics (Wirth, 2018). According to Bughin et al. (2017), utilizing AI capabilities for data-driven advertising strategies helps firms navigate the vast amount of data on the internet.

Thus, artificial intelligence not only facilitates the understanding of consumer behavior, but also optimizes the allocation of resources in advertising campaigns, ensuring more precise targeting and increased impact of messages. In addition, AI's ability to process and analyze huge volumes of data in real time gives companies a significant competitive advantage, enabling them to react quickly to market changes and personalize the customer experience in an efficient and scalable way. These aspects underline the essential role of artificial intelligence in transforming and modernizing marketing strategies in the digital age.

In addition, AI is needed for operations including marketing (Chopra, 2019), customer management (Marinchak, Forrest & Hoanca, 2018), product launches, after-sales services (Sheta, Ahmed & Faris, 2015) and inventory management (Soltani-Fesaghandis & Pooya, 2018), as well as for Industry 4.0

activities (Lee & Park, 2018). Due to the speed with which decisions can be made, the ability to quickly analyze complicated circumstances, and the decrease in operational costs, the use of specialized algorithms in these jobs yields competitive advantages (Ramakrishna, 2020).

This integration of artificial intelligence into various operational functions not only streamlines internal processes, but also contributes to better coordination between departments, increasing organizational agility. In marketing, this agility translates into the ability to respond quickly to market trends and customer feedback, delivering personalized and relevant offers. Moreover, reducing the costs associated with human error and manual processes allows companies to invest additional resources in innovation and development, strengthening their market position in the digital age. Thus, AI becomes an essential pillar for digital transformation and sustainable business growth.

AI-powered marketing utilizes artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts (Nalini et al., 2021). This ability to process large volumes of data quickly and accurately allows marketers to identify emerging opportunities and adjust strategies in real time, increasing the effectiveness of campaigns. In addition, automating decisions reduces the risk of human error and optimizes resource allocation, leading to an increased return on marketing investment. At the same time, advanced analytics make it easier to personalize communications and create more relevant experiences for consumers, helping to strengthen brand loyalty and increase customer satisfaction.

Artificial intelligence is an essential tool for marketers. Especially in the era of big data, where large volumes of data in different formats are generated every second, without AI it would be impossible to gain insight into valuable data in real time. On the other hand, customers have high expectations for a more personalized experience (Mitić, 2019). In this context, AI enables rapid data analysis and tailoring of messages according to individual consumer preferences, leading to more effective communication and increased customer satisfaction.

Dimitrieska et al. (2018) explained how artificial intelligence is reshaping marketing in an era where machines truly understand all problems and can find solutions just like humans. Technologies are impacting companies, enabling them to do business better, more competitively and productively. AI is thus becoming a key factor in transforming marketing strategies, giving companies the ability to anticipate customer needs and make faster and more informed decisions, leading to significant competitive advantages.

Artificial intelligence-based marketing is a strategy to maximize the use of technology and market data to improve customer experience (Jain & Aggarwal, 2020). By analyzing large amounts of data, AI can bridge the gap between data science and implementation, which was previously an impossible task (Thiraviyam, 2018). Marketing encompasses all techniques that can have a large influence on people at a specific time, in a specific location, and through a specific

channel. The advancement of digital marketing as an industry is the result of the integration of big data with the academic scientific study of intelligent systems (Theodoridis & Gkikas, 2019).

This integration allows companies to make the most of the huge amount of data available, turning raw information into valuable insights. Messages thus become more targeted and relevant to each audience segment, which increases the impact and effectiveness of campaigns. In addition, combining big data with intelligent systems provides a clearer insight into consumer behavior and market trends, making it easier to make evidence-based strategic decisions. This process leads to a more personalized, interactive marketing experience tailored to each customer's specific needs, helping to strengthen long-term relationships and increase competitiveness in the digital environment.

A marketing analytics tool based on artificial intelligence can assess the appropriateness of product design to customer needs and hence customer satisfaction (Dekimpe, 2020). These types of tools provide companies with the ability to collect and interpret feedback in real time, facilitating quick product adjustments to better meet consumer expectations. This improves customer experience and increases brand loyalty, which has a direct impact on business performance.

Using artificial intelligence, suitable distribution channels are identified for customers (Haenlein & Kaplan, 2019) and optimal distribution and warehousing decisions are made (Syam & Sharma, 2018). It is also used in warehouse management to detect weak points in a supply chain and forecast potential sales (Tjepkema, 2019). Paschen et al. (2019) indicated that artificial intelligence can identify an organization's product movement data and enable audio and visual searches. This enhanced analytics and predictive capability enables companies to optimize logistics flows and reduce operational costs while ensuring product availability at the right time and place. In addition, advanced functionalities such as audio and visual searches facilitate quick access to critical information, improving supply chain management efficiency and supporting real-time strategic decisions.

In conclusion, artificial intelligence is profoundly transforming the way companies conduct their marketing and logistics activities, providing effective tools for analyzing data, personalizing the experience and optimizing processes (Năstase, 2010). For consumers, these innovations translate into faster service, more relevant offers and a personalized experience that better meets their needs and expectations. At the same time, AI helps to increase customer satisfaction and loyalty, creating a closer relationship between brands and their target audiences. Thus, the impact of artificial intelligence in marketing is beneficial for both organizations and consumers, marking an important milestone in the evolution of modern commerce.

3. Research Methodology and Stages

Through bibliometric analysis, the research provides an objective, clear and comprehensive overview of the impact of artificial intelligence and automation in marketing campaigns, outlining the main research directions, dominant concepts and relevant thematic connections in the literature. The quantitative approach allows the identification of emerging trends and areas of strategic interest for the scientific community and digital marketing practitioners.

This study contributes to the understanding of how emerging technologies are transforming marketing strategies, in particular by automating processes, personalizing communication and optimizing data-driven decisions. The research also highlights the ethical or social challenges associated with these transformations, as well as consumer acceptance. In this context, the central research question is: *How do artificial intelligence and automation influence marketing campaigns?*

To collect scientific articles we used the Web of Science database. To build the database we applied the following search filters: keywords (artificial intelligence, marketing, campaign automation, advertising, consumer behavior), research fields (Business Economics, Operations Research Management Science), year of publication (2020-2024), type of document (article), language (English) and accessibility of the article (open access). After applying all criteria we obtained a database consisting of 49292 articles. Table no. 1 shows the evolution of the number of scholarly articles. It can be observed the high interest of researchers in artificial intelligence, automation and marketing activity.

Results of the filtering of the Web of Science scientific publications database, distribution from 2020 to 2024

Table 1

Year of publication	No. of publications
2024	9867
2023	10302
2022	10500
2021	9916
2020	8707

Source: own processing based on data from Web of Science

The database of publications identified in the Web of Science was exported in RIS format and then loaded into the VOSviewer, version 1.6.19. Based on these data, a bibliometric map was generated, in which keywords are organized into clusters highlighted by distinct colors, according to frequency of occurrence and semantic relationships between them. This visualization makes it possible to identify thematic connections between core concepts such as artificial intelligence, social media, consumer behavior, advertising and algorithms.

complemented with a chronological color scale reflecting the average year of appearance associated with each term. According to the legend, terms are colored with blue, being associated with papers published predominantly around 2022, with green, corresponding to papers around 2023, and with yellow indicating terms that appeared frequently in the recent literature, late 2023 and 2024.

This color distribution allows to identify the evolution of research over time and highlights emerging or declining thematic areas. Early frequency terms (blue color) such as 'impact', 'ethics', 'consumer behavior', 'trust', 'marketing' or 'big data' have been intensively developed in the literature in the 2021-2022 period. These terms reflect initial concerns about the ethical implications of artificial intelligence as well as consumer reaction to new technologies used in marketing.

Terms of interest in the intermediate period (green color), such as "neuromarketing", "technology", "robots", "algorithms" or "brand", indicate a transition towards a more applied and technological approach. Literature published around 2023 further explores the psychological and behavioral mechanisms influenced by AI, as well as the integration of automation into brand experiences.

Emerging terms (yellow color), such as "machine learning", "advertising, challenges" and "consumption", appear frequently in recent publications (2023-2024). This trend suggests a growing academic interest in decision automata in advertising, the current challenges of implementing AI, and the changes in consumer behavior driven by emerging technologies.

The term "artificial intelligence" is at the center of the network and is intensely connected with all the other themes, confirming its transversal and fundamental role in the literature analyzed. Its appearance with an intermediate shade between blue and green indicates that the topic is constantly studied in recent years, maintaining its relevance throughout the entire time span evaluated.

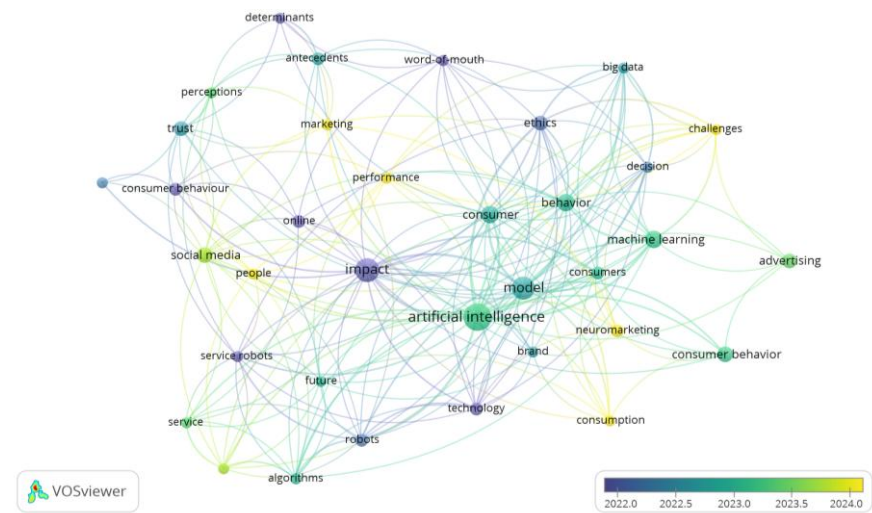


Figure 2. Overlay visualization
Source: output soft VOSviewer version 1.6.19

The Item Density Visualization Item Density Map (Figure no. 3) provides a visual representation of the density of key terms in the literature reviewed on the impact of artificial intelligence and automation in marketing campaigns. In this type of map, density is expressed by a color coding: intense yellow (areas with high density of terms and connections, indicating frequently discussed and highly interconnected topics); green (medium density, relevant but less central concepts) and blue (towards the edges, low density, peripheral or emerging topics).

The Item Density Visualization Density map reflects the concentration of scholarly literature around fundamental terms such as 'artificial intelligence', 'impact' and 'model', suggesting that these are the central pillars of the field. At the same time, terms with medium or low density indicate complementary areas or emerging directions that contribute to the development of a broad theoretical framework on the applicability of artificial intelligence in marketing.

Thus, this visualization allows not only the identification of dominant themes, but also the prioritization of research areas for future studies, based on the degree of coverage and interconnectedness of the terms in the literature.

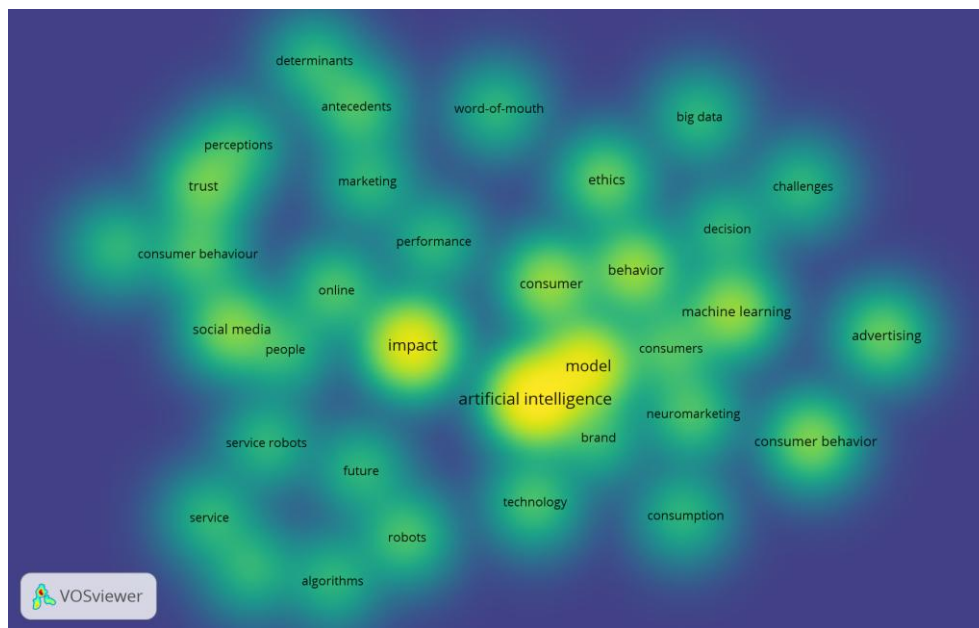


Figure 3. Item density visualization
Source: output soft VOSviewer version 1.6.19

Figure no. 4 presents a visual map of the main concepts and their relationships, as derived from the scientific literature review using VOSviewer. Different colors indicate thematic groups (clusters) of terms that frequently occur together. These are automatically generated by the software based on the connections between terms. Red clusters concepts associated with marketing, consumer behavior, trust and social media. Yellow highlights terms related to

robots, algorithms and the future of services, while green brings together ideas about consumerism, neuromarketing, brands and technology. Blue indicates a more technical and ethical cluster, including terms such as big data, machine learning, decision or behavior.

The size of the words reflects the frequency with which they appear in the analyzed literature, larger words are mentioned more often. Thus, "artificial intelligence" is one of the central and prominent terms, suggesting a major importance in the research. Terms like "model", "impact" or "consumer behavior" are also visible and relevant.

The spatial position of terms provides additional information about how often they appear together in the same source. Spatially related terms, such as "trust", "consumer behavior" and "social media", appear frequently in the same papers and form a common thematic sub-domain. This map highlights the main themes and how the concepts are related in the scientific literature on artificial intelligence and consumer behavior, helping to understand the structure and dominant research directions in the field.



Figure 4. Density visualization cluster
Source: output soft VOSviewer version 1.6.19

Cluster 1, highlighted in red, groups concepts associated with consumer behavior in the digital environment, with a focus on perceptions, trust and communication channels (social media, word-of-mouth). The term 'impact' has the highest centrality in the cluster, which indicates the constant research concern for

Cluster 3 (blue) reflects a thematic area solidly anchored in emerging technologies applied to marketing, but at the same time concerned with the ethical, social and performance implications of automated systems. Terms such as 'artificial intelligence', 'machine learning', 'big data' and 'advertising' highlight the direction in which technological innovations in the field are heading. At the same time, the presence of the terms "ethics" and "challenges" indicate an awareness of the risks and the need for regulation in the implementation of these technologies. Thus, the cluster captures the tension between opportunity and responsibility specific to the current digital transformation in marketing.

Cluster 3 (blue)

Table 4

Keyword	Cluster	Links	Total link strength	Occurrences
advertising	3	6	6	5
artificial intelligence		25	58	17
behavior		18	26	7
big data		12	17	3
challenges		10	15	3
ethics		15	23	5
machine learning		15	24	7
performance		10	10	3

Source: own processing based on data from VOSviewer software version 1.6.19

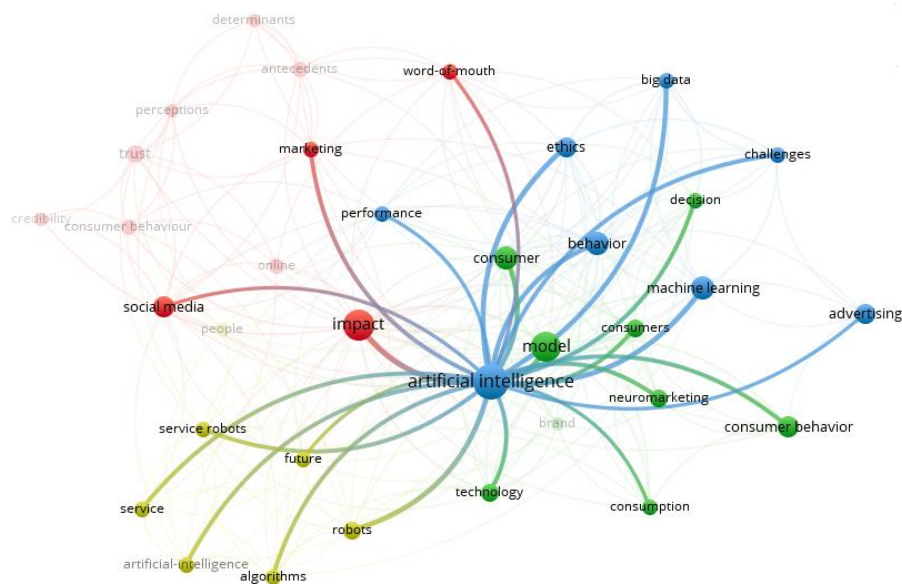


Figure 7. Cluster 3 (dark blue)

Source: output soft VOSviewer version 1.6.19

Cluster 4 (yellow) reflects a thematic area focused on robots and associated technologies, in particular their use in services and the future prospects of this technology. Terms such as 'robots', 'service robots', 'algorithms' and 'artificial intelligence' emphasize the importance of integrated technologies enabling the development of robots capable of interacting effectively with humans. The presence of the terms "people" and "service" indicates an interest in the social impact and practical applicability of robots. Overall, the cluster captures the balance between technological innovation and its integration into everyday life, with a focus on service automation and anticipating the future of robotics.

Cluster 4 (yellow)

Table 5

Keyword	Cluster	Links	Total link strength	Occurrences
algorithms	4	13	16	3
artificial-intelligence		11	14	3
future		14	14	3
people		10	11	3
robots		14	21	4
service		9	11	3
service robots		13	15	3

Source: own processing based on data from VOSviewer software version 1.6.19

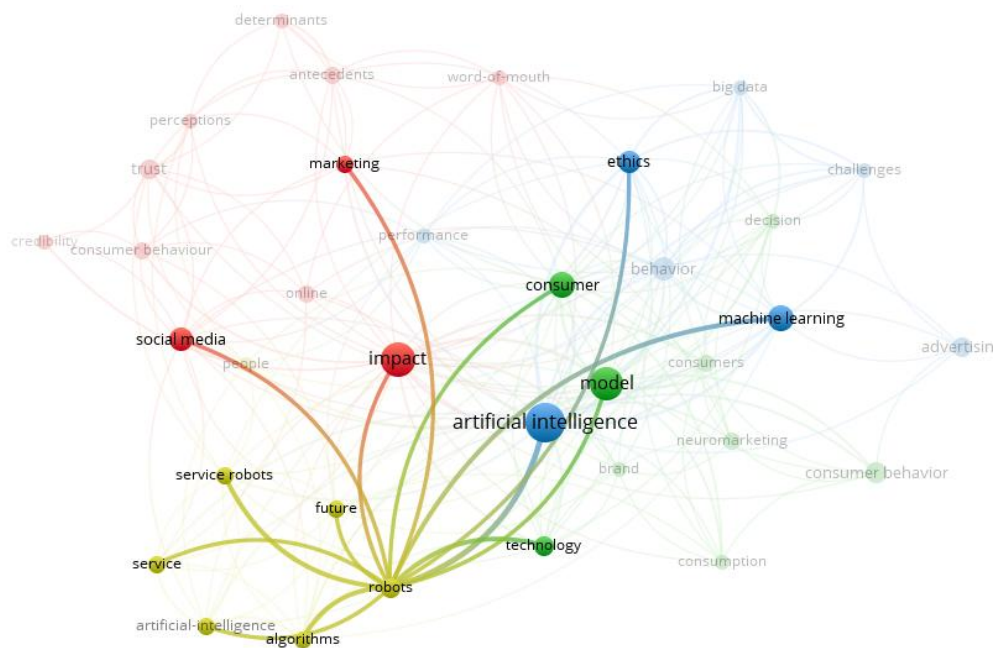


Figure 8. Cluster 4 (yellow)

Source: output soft VOSviewer version 1.6.19

Bibliometric analysis using the VOSviewer tool identified four major clusters of terms, each representing a distinct but interrelated dimension of the literature on automation and the use of artificial intelligence (AI) in marketing. The results highlight not only recurring themes in the research, but also emerging trends and ethical concerns associated with the automation phenomenon. Artificial intelligence and automation by robots bring significant impact to marketing campaigns by streamlining customer interaction, personalizing messages and automating processes.

5. Conclusions

By implementing artificial intelligence, marketers are able to understand customer behavior and generate customer insights, reinforcing the four factors: customer targeting and lifetime value, customer engagement, customer experience and customer loyalty (Jain & Aggarwal, 2020). These four factors are enhanced by artificial intelligence's ability to process large volumes of data and extract relevant patterns of behavior, enabling a deep and contextualized understanding of consumer preferences. In terms of targeting and customer lifetime value, AI helps to identify profitable segments and tailor communication strategies according to the individual potential of each consumer.

Disruptive technologies have been changing the face of marketing for quite some time (Anshari, 2019). In today's fast-changing world, new technologies are emerging at a dizzying pace, forcing marketers to adapt and develop their strategies to stay one step ahead (Bauer & Jannach, 2018). One of the most important disruptive technologies in marketing is artificial intelligence (Spring et al., 2017). Artificial intelligence can transform the marketing industry by providing powerful tools for data analytics, predictive modeling, and personalized marketing.

This ability to personalize messages and predict consumer needs in real time not only makes marketing campaigns more effective, but also improves the brand-customer relationship. In addition, artificial intelligence enables the optimization of marketing decisions by integrating advanced machine learning algorithms that can identify emerging trends and buying behaviors before they become apparent through traditional methods. Artificial intelligence helps marketers create targeted advertising campaigns based on individual customer preferences and behaviors, leading to more effective marketing efforts and higher conversion rates (Hicham, Karim & Habbat, 2023). Thus, AI not only redefines the way companies communicate with target audiences, but also accelerates strategic decision-making by providing deeper, data-driven insights into the market.

AI has evolved into a powerful marketing tool (Wirth, 2018). AI's ability to analyze large amounts of data, make predictions, and automate routine tasks has transformed the design and execution of marketing campaigns (Hicham & Karim, 2022). Moreover, AI contributes to a deeper understanding of individual consumer preferences through real-time analysis of behavioral and contextual data. This fast and accurate processing capability enables not only personalization of content and

offers, but also anticipation of future customer needs, thus increasing brand satisfaction and loyalty.

The ability to analyze data is one of the main advantages of AI in marketing. With AI, marketers can gain insights about customer behavior that can be applied to develop effective marketing strategies (Ameen et al., 2021). AI can analyze data from social media platforms, for example, to determine how consumers interact with a brand and its products (McLeay et al., 2021). This data can then be used to develop targeted advertising campaigns and personalized experiences for consumers. Also, integrating AI into advertising campaign automation processes optimizes resource management, reducing costs and execution time. In a competitive digital environment, these benefits provide a considerable strategic advantage, making AI an essential element in defining the new paradigms of modern marketing.

AI also automates mundane tasks, allowing marketers to devote their time to more strategic endeavors (Davenport et al., 2020). AI can create personalized email marketing campaigns, generate content, and recommend products to consumers (Amkor, Maaidar & El Barbri, 2022). In addition to these applications, AI facilitates real-time data analysis, providing valuable insights into consumer behavior and preferences.

Thus, companies can quickly adjust marketing strategies to better meet market demands and increase conversion rates (Johnson & Kumar, 2023). Moreover, by using machine learning algorithms, AI optimizes budget allocation and identifies the most effective communication channels, thereby increasing the impact of campaigns and return on investment. In short, AI has become an indispensable marketing tool, providing insights, automating routine tasks and improving customer experience (Pelau, Dabija & Ene, 2021). AI-based marketing systems need to modify and adapt when customer behavior changes, learning from new experiences and circumstances (Paschen, 2020).

Thus, artificial intelligence has transformed the marketing environment and will completely change it in the near future (Shahid & Li, 2019). Artificial intelligence is fundamentally transforming the field of marketing by automating repetitive tasks and providing advanced tools for personalization and data analytics. It not only increases operational efficiency, but also enables marketers to develop strategies better tailored to consumer needs, thus contributing to increased business performance in today's competitive environment.

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