

COGNITIVE DISRUPTION IN DIGITAL MARKETING PROPELLED BY ARTIFICIAL INTELLIGENCE

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ABSTRACT

As the battles of business take higher grounds, the level playing field has now emerged to be borderless due to the unchallenged embarkation of disruptive innovations of products and services offered by companies which start up in no time and pick up the pace of competence through large scale marketing using the omni channel mediums of Digital means. When this entire strategy of digital marketing is powered by unparalleled use of Artificial Intelligence platforms, it aids businesses outmaneuver the competition and pick up a competitive edge in connecting with the customers and achieve some of the most valuable insights.

Keywords: Competitive edge, Disruptive innovations, Digital Marketing, Predictive Analytics, Statistical Models, Algorithms, Marketing Strategies, Social Advertising, Digital Branding.

INTRODUCTION

In the age of internet, the unstoppable penetration of smartphones and other digital devices with omni channel capability topped by deep adoption of social platforms by citizens, increased penetration of advertising; that too highly personalized to the choice and needs of end consumer, has contributed to a demand for digital marketing software topped by the power of Big Data Analytics and Artificial Intelligence (AI) thus providing companies with enormous amount of insights into consumers and their purchase habits Figure 1.



FIGURE 1
GLOBAL DIGITAL MARKETING SOFTWARE

Digital marketing has become a valuable strategy to fuel any business's growth and helps its organization to establish an authoritative online presence. According to a leading Digital Marketing platform organization WebFX, 89 percent of marketers say methods, like search engine optimization (SEO), are successful. Additionally, methods like pay-per-click (PPC) advertising increase brand awareness by as much as 80 percent. (Source: <https://www.webfx.com/digital-marketing-services.html>).

According to Market Research Future (MRFR), this growing trend, predicts the potential market size of USD 119,077 Million by 2025 for the Global Digital Marketing Software platforms and products, at a compound annual growth rate of 19.4%.

The following survey from various sources indicates the size of Digital Marketing industry in India:

1. 34% of the companies already had an integrated digital marketing strategy in 2016
2. 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017
3. In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of an online payment and they lack training in English Language and other foreign languages to market online in global markets.

Research Definition

To assess the impact and signifies the importance of the indomitable influence of Artificial Intelligence in propelling Digital Marketing very far from the traditional brick and mortar approach.

Build a case for organizations who can consider adopting Artificial Intelligence Platforms and Products for their digital marketing purpose which could yield huge dividends on their growth plans through very extraneous and intervening for a large competitive battle.

Objective of the Study

To explore the need for artificial intelligence in digital marketing which is considered to be most influencing element for the success of the business growth in today's disruptive environment of business.

Significance

This study underlines that the need of artificial intelligence coupled with large volumes of data on customer characteristics could be a very strong influencing factor in laying out the marketing strategy and increase the sales by significantly tapping onto the potential increase in margins in a very disruptive business ecosystem. This study would help large organizations track valuable marketing data to make better decisions and create data-driven digital marketing strategies to drive better business outcomes.

Limitation of the Study

1. Need rich sets of data – Artificial Intelligence is limited only by the availability of data.

2. Reliable prediction and analysis are still uncertain – figuring out if a sentence is happy, sad or sarcastic is really hard.
3. It is really hard to replace humans 100% - The main limitation is that building systems where AI replaces humans 100% is really, really hard.
4. Marketing stack is complicated and disconnected – The primary limitation lies in the constraints in the system, disparate disconnected systems that form the marketing stack can be major obstacle.
5. AI is not human enough - AI having limitations in some areas like emotions, feelings, and subjective thinking.
6. Some have unrealistic expectations of AI's potential - Many capabilities are still fairly simplistic when it comes to real world applications.

LITERATURE REVIEW

Kumar et al. (2019) This Study explores the role of artificial intelligence in aiding personalized engagement marketing—an approach to create, communicate, and deliver personalized offerings to customers. Technological advancements produce structural shifts in firm's strategies and change business paradigms—for example, personal computers (PCs), the Internet, and smartphones. AI technology operates in the domain of automation and continuous learning, acting as the intelligence that drives data-focused analytics and decision making. AI automates many of the activities involved in the collection, storage, management and retrieval of information that can aid in the creation and management of firm's offerings. Popular AI tools for personal uses include personal assistant (e.g., Alexa, Siri, and Cortana), travel planning (Mezi), music (Pandora), financial planning (Olivia), language translation (Liv), and smart home solutions (Nest).

Scope & Objectives: The main objective of the study is to identify the role of artificial intelligence on marketing, including technological advancements that produce changes in digital marketing and to determine the popular AI tools used by the people.

Dependent variable: Artificial Intelligence.

Independent variable: Automation.

Conclusion: The result of the study was that automation accounts to the largest contribution to the role of artificial intelligence in digital marketing. It is stated that digitalization, robotics, artificial intelligence, information and communication are profoundly changing the livings of humans at present. Traditional brick and mortar stores are shifting to digital marketing empowered by digital marketing. Consumption behaviour of customer's has graduated from personal store visits to online shopping. Artificial intelligence is an intelligent presented in the forms of machines. It provides many opportunities to business. These technologies have the ability to help marketing managers in market research, social media and personalization of digital experiences. The findings of the study highlighted that the factors contributed to artificial intelligence marketing integration, benefits and challenges in marketing field. In contemporary marketing, artificial intelligence is an interesting topic among research scholars and marketing professionals. Many qualitative researches were conducted on artificial intelligence. This research conducted with an idea to analyse the customer awareness and techniques of artificial intelligence in digital marketing.

Scope and Objectives: Technology has become away for development and prosperity in the new millennium. The new addition to the technological advancements is artificial intelligence. It is implemented in all industries across the globe. Artificial intelligence holds a huge potential in

digital marketing. It is used to identify the potential customers and buying behaviour to reach higher sales and offer a best customer satisfaction in business. With this in mind, this study intends to identify the following objectives of the study.

1. To identify the artificial intelligence techniques in digital marketing.
2. To identify the customer awareness of artificial intelligence in digital marketing.

Dependent variable: Artificial Intelligence

Independent variable: robotics, consumer behaviour, digitalization

Conclusion: The aim of the research paper is to find out the popular techniques and customer awareness of artificial intelligence in digital marketing. It is found from the study, the popular techniques of artificial intelligence are digital advertising. The most awareness of artificial intelligence among the people is chatbots via messaging apps or text. The artificial intelligence in digital marketing is a new fact to reveal profitability, productivity, and proficiency Dimitris and Prokopis (2020).

Nowadays, the technology progress has paved a way for the industries to provide people with tremendous options of products and services. Digital marketing uses channels like internet to open new avenues for industries to advertise and sell their products to customers. Digital marketing includes all the methods that can create a massive impact on people at certain time, at certain place and through certain channel. However, the numbers of scientific publications remain in intermediate level when at the same time business sectors seem to have moved forward. Digital marketing includes all marketing tactics and ways that use an electronic device or the internet to show, promote, sell products or services and organizations use internet channels that can aid them to succeed. We briefly analyze the most important digital marketing methods for commercial use. Search engine optimization (SEO), social media marketing (SMM), content marketing, pay-per-click (PPC), affiliate marketing, native advertising, email marketing, chatbots. Social Media Marketing refers to practices that optimize and promote brands social media pages to increase organic traffic, brand awareness and generate leads for a business. Email Marketing refers to methods of creating promotional email campaigns to keep contact with the clientele, inform it for discounts, new stuff and events. Chatbots refer to non-stop programmed and automated interactive applications for chatting and completing orders with the visitors of a website or social media page when the last pay a visit.

Scope and Objective: The Purpose of the study was to analyze and have a deep study and research on the digital marketing practices with the help of Artificial Intelligence.

Dependent variable: Artificial Intelligence.

Independent Variable: Social media marketing, Email marketing, Chatbots.

Conclusion

This study reveals that the amount of scientific researches that took place and refer to the involvement of artificial intelligence (AI) in digital marketing techniques is still in its prime with few exceptions. Now it is the perfect time for marketers, companies, decision makers to grab the chance and produce excellent results. Artificial intelligence (AI) will clearly bring new standards in digital marketing both in academia and businesses.

Methodology / Methods

Research Strategy

The Internet has 2.8 billion users, which technically means that the possibility of attending to the volume of prospect on an online medium is exceptionally huge and the probability of conversion to sale is something that any CEO or an investor would definitely do not want to miss. Given the potential, the study tries to figure out the key strategy to humanely attend to this base in a methodical manner using the digital platform, rather using it as a monolog tool. This research approaches the problem statement of understanding how deep the AI's influence on the digital marketing function is.

Research Context

It is significant to notice, the evolution of AI on digital marketing from being just a luxury tool for messaging and broadcasting information to becoming a strategic medium of exchanging customer sentiments and capturing their needs with profound interactions and engagement for leading enterprises which has immensely changed their way of making a lead to sale and have used this approach a key mantra for large wins against their competitive forces with sustainable growth and place them well for any early customer acquisition and increased revenues.

Sample Selection

Sample selection has been through groups have experience work force in the fields of the digital designs, creative designs, marketing, sales, strategy and business development from reputed organizations across various countries.

Data Collection Methods

Online Survey Questionnaire through using google forms circulated and communicated using mails, whatsapp and other digital chats options.

DATA ANALYSIS & FINDINGS

Model: Reliability Analysis

Cronbach's coefficient Alpha of Reliability had been computed for the impact of Artificial Intelligence in Digital marketing. The Alpha coefficient was calculated for an aggregate sample of 30. The Alpha values obtained indicate the internal consistency of the scales that have been utilized in the study Murgai (2018) Tables 1 & 2.

Table 1 RELIABILITY STATISTICS	
CRONBACH'S ALPHA	N OF ITEMS
0.616	27

Source: Primary data.

VARIABLES	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM- TOTAL CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
AI1	49.93	52.690	0.026	0.647
AI2	50.04	49.949	0.249	0.628
AI3	49.19	50.269	0.113	0.645
AI4	49.18	50.576	0.256	0.629
AI5	48.71	50.647	0.100	0.646
AI6	48.04	48.360	0.245	0.628
AI7	49.54	49.314	0.374	0.619
AI8	50.25	52.375	0.142	0.638
AI9	49.63	47.611	0.416	0.610
CB1	49.20	50.660	0.156	0.637
CB2	49.42	49.379	0.193	0.634
CB3	49.51	46.932	0.460	0.605
CB4	49.23	51.513	0.042	0.654
CB5	48.28	46.459	0.386	0.609
SM1	49.27	48.538	0.313	0.621
SM2	48.68	48.601	0.173	0.640
SM3	48.56	46.319	0.354	0.613

Source: Primary data.

Inference

Cronbach's Alpha test was performed to check the reliability of 27 items. The usual reliability coefficient ranges from 0 to 1, the greater the internal consistency of the items in the scale. Henceforth, the result states that the overall score is 0.616 indicating internal consistency of the items which states average reliability Olson & Levy (2018) Table 3.

Independent Sample – tTest

Hypothesis

Null Hypothesis (H0): There is no significance difference between the respondents' influence on Artificial Intelligence with Digital marketing.

Alternative Hypothesis (H1): There is a significance difference between the respondents' influence on Artificial Intelligence with Digital Marketing.

FACTOR	INFLUENCE	N	MEAN	STD.DEVIATION	STD.ERROR MEAN	SIG.
Automation	Positive	105	1.99	0.425	0.041	0.560
	Negative	37	2.08	0.404	0.066	
Chatbots	Positive	105	2.36	0.539	0.053	0.316
	Negative	37	2.46	0.479	0.079	
Social Media Advertisemen t	Positive	105	2.45	0.595	0.058	0.096
	Negative	37	2.57	0.474	0.078	
Artificial Intelligence	Positive	105	2.07	0.380	0.037	0.120
	Negative	37	2.27	0.295	0.048	

Source: Primary data.

Inference

Since P value is greater than 0.05, null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significance difference between the respondents' influence on Artificial Intelligence with Digital Marketing Gkikas & Theodoridis (2019).

One Way Anova

Hypothesis:

Null Hypothesis (H₀): There is no significance amongst the experience of clients with regards to the need of Artificial Intelligence in Digital marketing.

Alternative Hypothesis (H₁): There is significance amongst the experience of clients with regards to the need of Artificial Intelligence in Digital Marketing.

FACTOR		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
AUTOMATION	Between groups	0.428	3	0.143	0.804	0.493
	Within groups	24.488	138	0.177		
	Total	24.916	141			

CHATBOTS	Between groups	1.615	3	0.538	2.002	0.117
	Within groups	37.110	138	0.269		
	Total	38.725	141			
SOCIAL MEDIA ADVERTISEMENT	Between groups	0.210	3	0.070	0.214	0.887
	Within groups	45.090	138	0.327		
	Total	45.299	141			
ARTIFICIAL INTELLIGENCE	Between groups	5.551	3	1.850	18.701	0.000
	Within groups	13.655	138	0.099		
	Total	19.206	141			

Source: Primary data.

Inference

Since P value is less than 0.05, Alternative Hypothesis is accepted at 5% level of significance with regards to the factor of automations, chatbots, social media advertisements and the artificial intelligence in Digital marketing Table 4.

Correlation

Hypothesis

Null hypothesis (H0): There is no relationship in between the variables of Artificial Intelligence in Digital Marketing.

Alternative hypothesis (H1): There is a relationship in between the variables of Artificial intelligence in Digital Marketing Table 5.

FACTORS	AUTOMATION	CHATBOT	SOCIAL MEDIA ADVERTISE MENT	ARTIFICIAL INTELLIGENCE
AUTOMATION				

	1			
CHATBOT	0.171	1		
SOCIAL MEDIA ADVERTISEMENT	0.256	0.433	1	
ARTIFICIAL INTELLIGENCE	0.118	0.347	0.370	1

Source: Primary data.

Inference

From the above table it is inferred that the greatest correlation is between social media advertisement and chat bots which is 0.433.

Discussion on the Study

Influence of AI on Digital Marketing

Artificial Intelligence and Digital Marketing are two terms that in recent years have started to progress together hand-in-hand. The constant innovation and consistent development of Artificial Intelligence (AI) is set to make significant and permanent changes to the world of Digital Marketing & Advertising. Here's how AI continues to change the game for marketers and advertisers alike Shahid & Li (2019).

In today's world, Artificial Intelligence, more commonly known as AI, is steadily increasing its presence in a plethora of different ways. From Siri to chatbots and Google's Alexa to predictive analytics, the possibilities are endless and sky's the limit! There's no telling where AI developers are drawing the line with new innovations and updates constantly being revealed. When it was first introduced a few years back, many marketers and advertisers around the globe were a bit apprehensive and hesitant about embracing and incorporating Artificial Intelligence into their digital strategies. But with time, it is starting to become accepted as the future of Digital Marketing and may become the platform for future campaigns and advertising strategies. AI is often improved & developed through Machine Learning. Machine Learning is essentially an application of Artificial Intelligence that provides computer systems with the ability to automatically learn and improve from past experiences without actually being programmed to do so by a human. It relies solely on a set of patterns and algorithms that it uses to train it and make more accurate actions or assessments.

Prominence of AI in Marketing in today's Digital World

Artificial Intelligence has marked its presence in almost every industry and walks of life. It has not only been reducing the human interventions in various operations but also helping humans to do their job better.

Fields like Social Media, Consumer Electronics, Robotics, Travel and Transportation, Finance, Healthcare, Security, Surveillance, E-commerce, etc. are already benefiting from AI Figure 2.



FIGURE 2
AI MARKETING IN DIGITALS WORLD

The capabilities of AI in Digital Marketing are massive. Below are some of the recent applications of AI for revolutionizing Digital Marketing.

Online Advertising through programmatic advertising, Personalized User Experience and presenting content based on likes, dislikes, behaviour patterns, interests, and activities of millions of people every day, Offering AI-Powered ChatBots to handle multiple customers at the same time, render predictive analytics by building statistical models. Help in build Web site building without any tech skills by ready-made AI enabled frameworks. Phenomenal support in content generation & curation which is the most revenue making service of the marketing domain, Netflix's shows and Amazon's product recommendations are great examples of AI-based content curation. According to Adobe, 47% of marketers believe that generating content on a large scale is tough. AI-enabled content curation can help them to produce content on a large scale and much faster.

Additional Services like Email marketing campaigns, AI helps to send a customized email for email marketing campaigns by analyzing user behaviour and preferences. It builds algorithms that simulate the possible customer social media time from the access history and can also find the right time, day, and frequency to shoot the email, which further increases the chances of conversion.

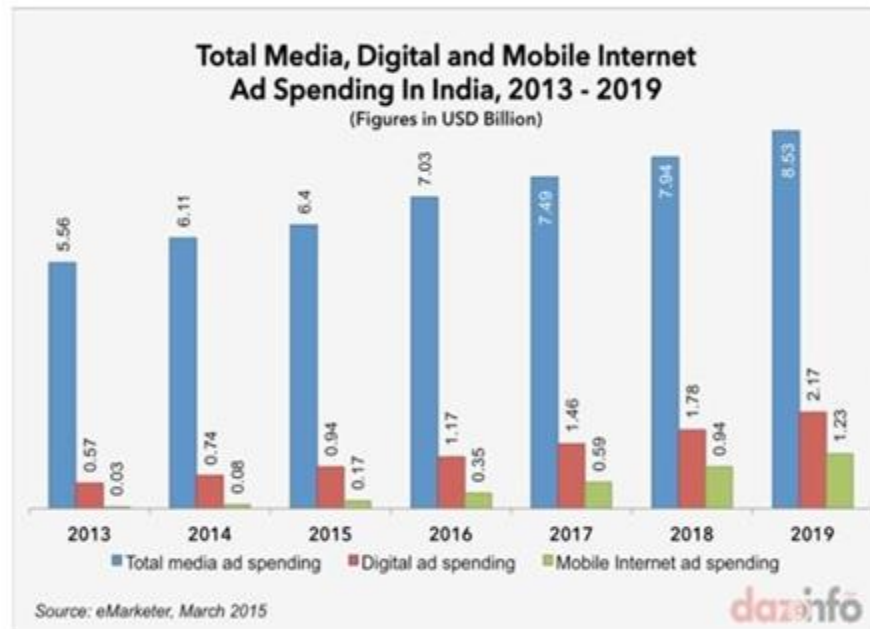
Excellent voice search optimization which again is the most advanced feature of AI, according to Gary Vaynerchuck, 1 in every 4 Google searches done via mobile is voice searches, which marks the importance and necessity of voice search optimization. A marketer must stay aware of these revolutionary changes. Tools such as Google's Rank Brain, helps you to optimize your website for voice search. It will also help you increase the organic traffic coming from a regular search.

Helping the e-Commerce industry by creating a massive impact to e-commerce business owners. Starting from building website content to providing product recommendations, managing inventory, sales forecast, competitor market search patterns, customer search trends and preferences and much more.

Global Trends

Digital marketing as an industry is fully poised and driven by software products and platforms which in turn enables organizations; large and small to build and enhance their customer relationships using various mediums of digital marketing channels. Leading Digital marketing software tools such as WASK, Emfluence, Whatagraph, Oribi, HubSpot, Marketo, Active Campaign & Google Analytics are completing leading the race; other software like email marketing, search marketing, campaign management, etc. are also proving to be the factors responsible for such dramatic change. Most importantly these are directly enabling organizations to enhance customer interactions, offer products, attract customers, engage them, and retain those customers for future sales through a variety of sources, such as social networking sites and instant messaging services using omni channels.

Social media is the popular term among the masses, elders and millennials alike which is why the marketing organizations are keenly focussed on this area. Social media has become the most efficient toll to not just communicate with a large number of customers in a very short time but also ensure personification of messages and build a strong brand presence across different target to the segments/groups in the manner they want to see it Figure 3.



Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019)

FIGURE 3 TOTAL MEDIA DIGITAL AND MOBILE INTERNET

Social media advertising is the meat of the day and is been on the rise since the launch of social networking platforms like YouTube, Facebook, Twitter, TikTok, Pinterest, Snapchat, Instagram, Skype, Google+, and LinkedIn, which have globally demonstrated new ways of communicating with customers Dimitrieska et al., (2018).

Enterprises across verticals are solely depending on social media for their communication and marketing strategies irrespective of their size. There has been a clear focus by these firms to integrate their business system contents and data with social media platforms across the globe.

It becomes even more significant when we notice that there is increase amount of internet penetration and social media participation, where people spend huge amount of personal time looking for information on their smart devices; marketing managers need to concentrate on creating new advertising products Gkikas & Theodoridis (2019).

Social advertising using text based and visual based content including geographical, gender, age and choice based advertising have gained enormous popularity in recent years, enabling marketing managers to leverage the trends. This segment has the great potentials to be one of the most promising drivers of the market Kalyani (2021).

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management Kalyani (2021a).

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

In 2011, the digital marketing in India report statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The digital marketing in India report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.

Today, digital marketing industry in India is growing faster than ever and attractive Digital branding of products and services. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below digital marketing in India report indicates the digital marketing statistics. The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Moreover, the development in the digital marketing industry in India evident in the marketing shifts from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India & are looking forward to online advertising India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and

the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centres of India is on a high side. This is because majority doesn't have time for shopping. A part from struggles to earn money, people want some other things to be done at their own convenience.

Conclusion & Contributions

While the results are convincingly clear that the impact of AI on Digital Marketing is not just a piece of the whole sales strategy, the analysis clearly indicate that every organization, no matter what size they are, shall have to adhere to digital marketing using AI and this intervention of AI has not just enabled and influenced the marketing activities, but have created a very transparent and cost benefits to customers in recommending various flavours and options of their need at a very optimal cost for them to choose. This tool has become a strong weapon for negotiating with vendors and doing a domestic assessment of everything and anything before we decide to buy them.

Finding

Objective1: To assess the effect of relationship between chatbots and social media platform.

H₁: *Null Hypothesis: There is no relationship in between the variables of Artificial Intelligence in Digital Marketing.*

Alternative Hypothesis: There is a relationship in between the variables of Artificial intelligence in Digital Marketing.

Analysis: Pearson correlation

Submission: There is a positive relationship between the social media advertisement and the chatbots.

Objective2: To analysis the experience of clients with regards to the need of Artificial intelligence in digital marketing.

H₂: *Null Hypothesis: There is no significance amongst the experience of clients with regards to the need of Artificial Intelligence in Digital marketing.*

Alternative Hypothesis: There is significance amongst the experience of clients with regards to the need of Artificial Intelligence in DigitalMarketing.

Analysis: One Way Anova

Submission: There is significance amongst the experience of clients with regards to the need of Artificial Intelligence in Digital Marketing.

Suggestions

On analyzing the research study conducted, there are suggestions to be provided and they are as follows:

1. The variables taken for the study show a positive correlation, which states that there is a positive association between the dependent and independent variables.
2. It is recommended to the firms to follow the aspects and challenges while integrating AI in marketing.
3. The organizations need to prepare themselves for the future and train their employees constantly with the emergence of innovation.
4. Marketers not only have to engage in a personalized, consistent way with the consumers across multiple channels, but must also determine marketing attribution across the different touch points.
5. The Marketers should use AI-Powered intelligent agents and chatbots in the customer service department.
6. Artificial Intelligence allows marketers and advertisers to use data analytics in digital marketing to target and retarget their ads through various social media platforms.

Conclusion

This Study is one way to understand the impact of AI on businesses. Specifically, we have explored the role of AI in creating a personalized engagement marketing approach. It is found from the study, the popular techniques of artificial intelligence are digital advertising. The most awareness of artificial intelligence among people is either through chat bots or via messaging app or text. Artificial intelligence is the future. Machines can do sort, store and simple but not effective as human brain. It processes the data at rapid speed. So, it helps the marketers to process the techniques at higher levels in terms of developing strategies, effectively managing the data and building targeting campaigns to future strategies and decision making. The artificial intelligence in digital marketing is a new fact to reveal profitability, productivity, and proficiency.

Our research reveals that the amount of scientific research that took place and refers to the involvement of artificial intelligence (AI) in digital marketing techniques is still in its prime with few exceptions. Now it is the perfect time for marketers, companies, decision makers to grab the chance and produce excellent results. Artificial intelligence (AI) will clearly bring new standards in digital marketing both in academia and businesses.

As AI quickly becomes more sophisticated and widely adopted in marketing, the ability for marketers to effectively implement and manage AI solutions will become an ever more necessary skill set. Likewise, an individual's understanding of their role in creating and distributing value in an AI-powered workplace is not only pivotal to their success, but to the success of their company. Despite the serious issues that need to be solved before widespread adoption, artificial intelligence offers immense benefits to marketers, consumers, and society at large by facilitating marketers' ability to create and distribute value at scale to the right people at the right time in the right way. This ability can be realized through a mix of improved emotional capabilities within employees like empathy and creativity, and a constant focus on quality data-driven cultures within organizations. As AI automates repetitive tasks, marketers can increasingly align their efforts towards value-generating activities that improve the lives of consumers, allow for higher work place satisfaction, and empower creative thinking for societal benefit at-large.

AI is now more accessible for businesses, making it a valuable tool for digital marketers. It is irrefutable that AI largely influences the choices of customers, helping to provide relevant recommendations and timely customer services.

"The Potential Benefits of Artificial Intelligence Are Huge, So Are The Dangers"- Dave Waters.

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