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The Use of AI in Personalized Marketing: Balancing Benefits and Privacy Concerns

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Abstract: *In general, the integration of Artificial Intelligence into personalized marketing has revolutionized the mode in which companies engage with their consumers, enabling them to deliver tailor-made experiences and targeted ads dependent on consumers' individual preferences and activities. The above analysis gets driven by the fact that the utility of AI in personalized marketing enhances customer satisfaction, increases sales, and improves the overall efficiency of marketing. However, the vast application of Artificial Intelligence in personalized marketing usage has raised significant privacy concerns centring on the aspect of data collection, profiling, as well as the use of targeted ad measures for strategies. For this reason, it is imperative that while the benefits of personalized marketing via AI are maximized, privacy considerations should also be taken into account to build consumers' trust and compliance with relevant laws.*

Keywords: Artificial Intelligence, Personalized Marketing, Privacy Concerns, Data Collection, Ethical Implications

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