World of Digital Marketing, Importance of Artificial Intelligence

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Abstract: *This study reviews digital marketing AI experiments. AI may affect marketing and other industries. AI helps companies analyze massive volumes of data, spot patterns, and make smart decisions, changing online commerce. Evaluation of 26 relevant papers was done using library research. Every study was published 2017–2023. Study suggests AI may enhance customer interactions, advertising campaigns, and marketing effectiveness. Digital marketing uses AI for tailored content, chatbots for customer support, recommendation engines for new ideas, and predictive analytics for targeting and segmentation. The research examined AI's digital marketing pros and cons.*

Keywords: Personalization, Predictive Analytics, Chatbots