

# Using Artificial Intelligence with Big Data Analytics for Targeted Marketing Campaigns

Saransh Arora<sup>1</sup> and Sunil Raj Thota<sup>2</sup>

Independent Researcher/Sr. Data Engineer, AI/ML & Data Engineering<sup>1</sup>

Independent Researcher/Sr. Software Engineer, AI/ML & Full-stack Web Dev<sup>2</sup>

**Abstract:** Artificial intelligence (AI) presents vast potential for revolutionizing marketing practices. This paper explores the pivotal role of AI in enhancing information proliferation, data management, and algorithmic design within marketing domains. We analyze AI's transformative impact on brand-user interactions, highlighting its adaptability to diverse website natures and business types. By leveraging AI capabilities, marketers can prioritize customer-centric approaches, delivering real-time personalized experiences tailored to individual preferences. The integration of AI enables marketers to accurately target content and select channels based on dynamic data insights, fostering increased user engagement and conversion rates. In addition, AI facilitates competitive analysis by scrutinizing competitor campaigns and discerning customer expectations, thereby informing strategic decision-making processes. Within the area of AI, machine learning (ML) emerges as a powerful subset, enabling computers to autonomously analyze and interpret data, thus aiding marketers in efficiently solving complex problems. As ML algorithms continually learn and refine their performance with additional data inputs, they enhance accuracy and effectiveness over time. We sourced relevant articles on AI in marketing from various scholarly platforms such as Scopus, Google Scholar, and Research Gate to conduct this research. Through a comprehensive review of these articles, this paper elucidates the multifaceted applications of AI across diverse marketing segments, highlighting its transformative potential for the marketing sector. We identify and analyze critical applications of AI, offering valuable insights for researchers and practitioners looking to harness its capabilities in marketing contexts.

**Keywords:** Marketing, Artificial Intelligence, Big Data, Performance, Organization