

Marketing Through AI: Transforming Strategies in the Digital Age

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Abstract: *This research paper explores the integration of artificial intelligence (AI) in marketing practices, highlighting its impact on consumer behavior, efficiency, and personalized marketing strategies. By analyzing various case studies and data sources, the paper identifies key trends and challenges in the adoption of AI in marketing. The findings suggest that AI enhances decision-making processes and customer engagement, ultimately leading to increased profitability for businesses. Through a mixed-methods approach, combining qualitative and quantitative data, this study aims to contribute to the understanding of AI's role in modern marketing.*

Keywords: artificial intelligence