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SCHOOL OF COMPUTING SCIENCE & ENGINEERING

CAT-3 Case Study Report File Submission

On

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**ABSTRACT**

The rapid advancement of artificial intelligence (AI) offers exciting opportunities for marketing practice and academic research. In this study, through the application of natural language processing, machine learning, and statistical algorithms, we examine extant literature in terms of its dominant topics, diversity, evolution over time, and dynamics to map the existing knowledge base. Ten salient research themes emerge: (1) understanding consumer sentiments, (2) industrial opportunities of AI, (3) analyzing customer satisfaction, (4) electronic word-of-mouth–based insights, (5) improving market performance, (6) using AI for brand management, (7) measuring and enhancing customer loyalty and trust, (8) AI and novel services, (9) using AI to improve customer relationships, and (10) AI and strategic marketing. The scientometric analyses reveal key concepts, keyword co-occurrences, authorship networks, top research themes, landmark publications, and the evolution of the research field over time. With the insights as a foundation, this article closes with a proposed agenda for further research.

**SUMMARY**

Artificial intelligence ([AI](https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence)) in marketing is the process of utilizing data models, mathematics and algorithms to generate insights that can be used by marketers. Marketers will use AI-derived insights to guide future decisions about campaign spending, strategy and content topics. AI in marketing can be used in planning, production personalization, promotion, and performance stages of marketing. In addition, AI can be used in an unattended manner, to directly instrument and optimize campaigns without human intervention.

Marketers leverage artificial intelligence in one of two ways: first, by purchasing or licensing marketing technology software that has artificial intelligence capabilities; second, by using computer programming to implement artificial intelligence algorithms and techniques.

AI in marketing utilizes [machine learning](https://www.techtarget.com/searchenterpriseai/definition/machine-learning-ML) and [neural networks](https://www.techtarget.com/searchenterpriseai/definition/neural-network) to derive analysis and pattern matching insights from large sets of customer and user data (e.g., purchases, web visits, clicks, product usage, etc.). The insights are delivered to marketers via dashboards, reports and recommendations.

For example, predictive marketing solutions apply artificial intelligence to lead scoring and qualification. Attributes of existing customers are analyzed to qualify the likelihood of sales leads become future customers. [AI-powered features](https://searchcustomerexperience.techtarget.com/feature/AI-powered-CRM-platforms-compared) are now a part of numerous marketing technology systems, such as email marketing, [marketing automation](https://searchcustomerexperience.techtarget.com/definition/marketing-automation) and [predictive analytics](https://searchbusinessanalytics.techtarget.com/definition/predictive-analytics).

In addition to assisting with marketing campaigns, artificial intelligence can be [applied to content creation](https://www.techtarget.com/searchenterpriseai/feature/Artificial-intelligence-content-writing-ramps-up-publishing). For example, the Associated Press uses an [AI solution called Automated Insights](https://automatedinsights.com/customer-stories/associated-press/) to produce 4,400 quarterly earnings stories. This software solution uses AI techniques to generate stories (i.e., based on data) that read just like a human wrote them.

Another avenue available to marketers is to use programming languages such as [Python](https://whatis.techtarget.com/definition/Python) and [R](https://searchbusinessanalytics.techtarget.com/definition/R-programming-language) to code AI methodologies and algorithms (e.g., [text mining](https://searchbusinessanalytics.techtarget.com/definition/text-mining), time-series forecasting and driver analysis). To accomplish this, the marketer (or, a programmer or data scientist hired by the marketer) needs to be proficient in mathematics, data science, statistics and programming.

**Benefits to AI Marketing**

* AI in marketing uses computers to automate tasks otherwise performed by humans, thus saving time.
* AI can be used for better and more efficient decision-making.
* AI can accurately identify user behaviour and make predictions based on that behaviour.
* Predictive marketing allows organizations to identify potential customers based on gathered statistics such as demographics and purchase history.

**THANK YOU**