A Mini Project Report

on

DIGITAL MARKETING USING ARITIFICAL INTELLIGENCE

Submitted in partial fulfilment of the academic requirement
For the award of the degree of

BACHELOR OF TECHNOLOGY

In

Department of Computer Science and Engineering (Artificial Intelligence and Machine Learning)

by

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CERTIFICATE

This is to certify that the project report entitled **"Digital Marketing Using Aritifical Intelligence"** being submitted

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in partial fulfillment for the award of the degree of Bachelor of Technology in Computer Science and Engineering (Artificial Intelligence and Machine Learning), Jawaharlal Nehru Technological University Hyderabad, is a record of Bonafide work carried out under my guidance and supervision. The results embodied in this project report have not been submitted to any other University or Institute for the award of any Degree or Diploma.

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DECLARATION

We declare that this project report **"Digital Marketing Using Aritifical Intelligence"** submitted in partial fulfillment of the degree of B. Tech in Computer Science and Engineering is a record of original work carried out by us under the supervision of **Mr.B.Krishna Kumar**, Assistant Professor and has not formed the basis for the award of any other degree or diploma, in this or any other Institution or University. In keeping with the ethical practice in reporting scientific information, due acknowledgments have been made wherever the findings of others have been cited.

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ABSTRACT

The goal of the project is to create a digital marketing algorithm using Artificial Intelligencewhere “Turning data into decisions, and clicks into customers!". Artificial Intelligence (AI)is transforming digital marketing by enabling businesses to create more personalized,data-driven, and efficient marketing strategies. AI-powered tools leverage machine learning,natural language processing (NLP), and predictive analytics to analyze consumer behavior,segment audiences, and optimize campaigns in real time. Key applications includeAI-driven chatbots for customer support, automated content generation, intelligent adtargeting, and recommendation systems that enhance user experience. AI also enablesmarketers to conduct sentiment analysis, forecast trends, and automate repetitive tasks,reducing costs and improving overall efficiency. With deep insights and real-timeadaptability, AI enhances engagement, increases conversion rates, and maximizes return oninvestment (ROI). As AI continues to evolve, it will further revolutionize digital marketingthrough hyper-personalization, voice search optimization, and advanced customer journeymapping, driving more effective and impactful marketing strategies.

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