# Impact of AI in Digital Marketing

AI has transformed and enhanced digital marketing. Various applications of digital marketing include machine learning and deep learning approaches to analyze and provide either a recommendation or a prediction and help the brand to curate more customers based on their behavioral trends.

- Market analysis, Predictive Marketing, and Ad Targeting using customers' data and shopping patterns are the results of rapid enhancement in AI. The data is retrieved from any activity on the website visited or from social media.
- AI-Chatbots make the user experience efficient because it's hassle-free and saves a lot of time. It is designed using machine learning to give human-like responses.
- Lead Scoring incorporates analyzing the target group or person and acquiring the customer based on various online patterns and engagement with the web.

Although AI has proved to be a boon to various e-commerce, it also arose certain challenges.

- Every prediction or recommendation made is based on the data of the user's which means that privacy is breached.
- The machine learning algorithms might not always be accurate and hamper sales and if high-performing algorithms are created in the recent future many human jobs would be at stake.
- AI enables the creation of product design and selling strategies which help the brand owners but also limit creativity.

It could be concluded that AI would help every firm irrespective of their size or product to achieve sales goals in the future if utilized efficiently. Maintaining ethnicity for all data curated should be a standard for adopting AI in digital marketing techniques. Various vague and fraudulent advertisements are made to mislead the customers who are identified with certain customer behavior and they a victimized into online theft. Hence, using AI for digital marketing should be ethical and under standards of data privacy and security.