

ISE CERTIFICATION COURSE DETAILS

NAME:	Prathiksha	USN:	4AL16IS036
SEMESTER:	8th	MENTOR:	Ms.Vanyashree
COURSE NAME:	Artificial intelligence in digital marketing	DATE:	19-05-2020

SCREENSHOT:



BRIEF REPORT: (POINT-WISE)

- 1). AI allows businesses to make better decisions and drive ROI, leading employers to look for marketers who know how to incorporate AI technology into digital marketing strategies. As a modern marketer, it's increasingly important to get on board and ramp up your skills for the AI economy.
- 2). Artificial intelligence (AI) is science that deals with building intelligent machines that can think and respond like a human. It holds exceptional future opportunities in digital marketing.
- 3). It is used across platforms like Facebook, Google and Instagram in order to provide the best possible experience. With AI technology, marketers can spot microtrends and even predict trends. They can then make strategic decisions about where they allocate their budgets and who they target.