

AI Drive Explanation & prediction of company register trends word Register of company

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- Artificial Intelligence (AI) potential has been explored in digital marketing.
- AI tools can also be used to analyse the performance of a competitor's campaigns and reveal their customers' expectations.
- This paper attempts to review the role of Artificial Intelligence in marketing.

Keywords

Artificial intelligence
(AI) Applications Customer Data
analysis Decision Marketing

RO1: To brief about AI and its need in marketing;

RO2: to study the specific utilities of AI in various marketing segments;

RO3: to explore various AI-based transformations for marketing sectors;

RO4: to identify and discuss significant AI applications for marketing.

The method used to write this paper

Reading several related articles, blogs, and books on Artificial intelligence for marketing was done as part of this literature-based evaluation

Applications

- Digital Marketing
- Reduction of human mistakes
- Connect business process
- Deliver valuable information

- **Future**

Marketers may use AI to evaluate consumer behaviours and patterns, anticipate future results, and adjust advertising appropriately.

As AI systems examine more data, they learn how to enhance their results and deliver the best answers over time. AI-

AI TIME JOURNAL

7 Trends in Conversational AI and their Impact on Business





Conclusion

AI refers to techniques that allow machines to perform cognitive functions that require human intelligence. These include learning, reasoning, and interacting with the machine's surroundings.