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Q: what is the impact of IOT on digital marketing?

A: IoT, or the Internet of Things, has had a significant impact on digital marketing. With IoT, everyday objects are connected to the internet, allowing them to collect and share data. This data can be used to gain insights into consumer behavior, preferences, and habits. Marketers can leverage this information to deliver personalized and targeted marketing campaigns. For example, smart devices can track user interactions, such as product usage or location data, and use that information to provide relevant and timely advertisements. Overall, IoT enables marketers to deliver more tailored and effective marketing strategies to reach their target audience.