


Chapter 1

Leveraging Artificial Intelligence to Enhance Consumer Engagement and Foster Seamless Interactions

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ABSTRACT

This chapter examines how AI affects digital marketing and customer behavior. This article examines how technical aspects of modern technology affect digital marketing, taking into account new product and market analysis and customer preferences.

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Artificial Intelligence gives computers human-like intelligence. Humans can execute brain-like cognitive tasks. AI has advanced and is now used in practically every facet of life. It works with digital marketing to help organizations contact the right customers at the right time. AI speeds up customer understanding, increasing sales and revenue for businesses. Digital marketing uses Big Data analysis, machine learning, and sector-specific customer insights to use AI. India has the most Facebook users, 280 million. Indian Instagram users rank second. Indian smartphone sales are rising and luring middle-class buyers. Future projections predict millions of consumers. These analytics have changed how marketers create digital marketing strategies and business portfolios depending on market offerings and services.

INTRODUCTION

Marketing is a widely adopted method used by numerous enterprises to tell customers about the products and services they offer. Marketing is a strategic approach that enables firms to effectively engage with their customers. The corporation not only provides clients with information about the benefits, value, and uses of their products and services, but also offers additional relevant information related to the circumstance. When discussing marketing strategies, the term “digital marketing” refers to tactics that utilize the internet to engage with clients and provide them with information about specific products and promotions. An instance of a technology that could be regarded as an illustration of artificial intelligence is the utilization of digital technology. Enables computers or machines to achieve human-level intelligence, allowing them to do tasks like a human brain. Artificial intelligence (AI) is becoming ubiquitous in this technological era, and it is being utilized in almost every aspect of human existence. This suggests that the use of AI is becoming more and more prevalent. This is a highly significant and crucial new advancement. Furthermore, the implementation of this strategy in tandem with digital marketing streamlines the process for companies to engage with the proper customers at the right time.

Jain (2020) states that artificial intelligence can help marketers manage large volumes of data, personalize sales efforts, and meet client expectations (Jain & Aggarwal, 2020). Artificial intelligence enables organizations to quickly and efficiently gain a comprehensive grasp of their clients' needs. Consequently, the enterprises experience an increase in both sales and profits as a direct outcome of this. The utilization of artificial intelligence in digital marketing encompasses a variety of distinct methodologies, such as the analysis of vast quantities of data, the implementation of machine learning, and the attainment of pertinent customer insights specific to a particular organization. India's internet user base is projected to grow,

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