

Chapter 6

Exploring AI in Marketing of Financial Products: Strengthening Global Financial Institutions

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ABSTRACT

With growing competition in the financial sector and changing consumer expectations, AI-driven technologies like machine learning, predictive analytics, and automation tools are proving indispensable for improving customer engagement and operational efficiency. The chapter investigates different uses of AI, such as tailored advertising campaigns, predictive modelling to predict consumer actions, and automation solutions such as chatbots that improve customer support. This chapter ultimately gives actionable insights to financial institutions looking to leveraging AI to improve their marketing approach and solidify their position in the market.

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1. INTRODUCTION

Technology has evolved rapidly and has changed at scale across many industries, including marketing! One of the most significant advancements is the role of Artificial Intelligence (AI) in marketing. Artificial Intelligence has become a force of nature, allowing companies to process terabytes of data, automate complex tasks, and enrich customer experience. In a highly competitive financial sector with ever-increasing demands from consumers, the incorporation of AI in marketing financial products is no longer beneficial but rather necessary. It outlines the hurdles and complications that come with the adoption of AI systems such as data privacy issues, problems with the integration of legacy systems and reluctance from the organizations to change. Through examining case studies of AI in practice and comparing the methods of AI in financial marketing of adopting institutions, and non-adopting institutions, this paper provides evidence of the significant benefits of implementing AI workloads in financial marketing. The results highlight the need for ethics and regulation to be factored in when deploying AI. The chapter explores the use of artificial intelligence (AI) to market grams of financial product and how this will provide the strength for global financial institutions (Caskey, 2021).

1.1 Background on AI in Marketing

AI is the simulation of human intelligence processes performed by machines especially computer systems. This includes various technologies such as machine learning, natural language processing, and data analytics. In marketing domain, AI captures consumer behaviour in deeper hues, presenting organizations personalized marketing in the way that shall resonate with individual preferences and needs (Google Cloud, 2025). AI algorithms, for example, can analyse customer data to forecast future purchase behaviours, segment audiences with greater accuracy, and optimize marketing campaigns to improve effectiveness.

Marketing And Financial Services The use of AI in marketing is quite applicable to the financial services domain. Let us see how different Industries are using AI to transform themselves – in their services, production, and even distribution. AI-powered chatbots can respond to queries and assist with transactions, providing 24/7 customer support without human involvement. In addition, by leveraging the power of AI, insights can also enhance marketing strategies, enabling marketers to create targeted marketing campaigns that reflect consumer interests, leading to increased conversion rates.

Research suggests organisations using AI in their marketing have much higher efficiency and effectiveness. For instance, banks leveraging AI tools to automate follow up tasks can also schedule meetings and trigger personalized communications

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