


# Chapter 5

## AI–Driven Robotic Marketing: Transforming Customer Engagement and Boosting Conversions

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### ABSTRACT

*AI is one of the robotic marketing integrations that helps to change how a company interacts with its clients in order to create customer journeys that are efficient and drive conversions. The function of automation powered by AI in optimizing customer engagement is covered in this paper through intelligent content delivery, predictive analytics and tailored interaction. AI empower marketers that can now process vast amounts of data, forecast consumer behavior and provide experiences that are tailored to a particular person's preferences. AI-based chatbots and virtual assistants speed up response times and increase customer satisfaction. Effectiveness and hyper-personalized experiences play a multifaceted role in AI-driven robotic marketing to increase customer conversions and enduring loyalty. The evaluation*

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*also considers the obstacles like worries about data privacy and the need for human supervision creating a generally fair assessment of AIs potential in the marketing industry.*

## **1. INTRODUCTION**

Modern marketing strategies now heavily rely on Artificial Intelligence (AI), which enables businesses to analyze consumer behavior, predict preferences, and deliver highly personalized experiences at previously unheard-of scales. Conventional marketing strategies have been transformed into data-driven dynamic processes by AI's ability to recognize patterns, process vast volumes of data, and make decisions in real time. From automating consumer interactions to improving marketing campaigns, artificial intelligence is expanding. Influence in marketing allows brands to better engage with consumers and experiences that are customized to meet each person's needs (Ao *et al.*, 2023; Mittal and Bansal, 2023). The impact of AI technology as it develops further. On marketing, it is deepening changing the way companies interact with their target market (Joshi, 2018; Pradeep *et al.*, 2018).

A remarkable development in this field is the emergence of the term robotic marketing: the use of AI-enhanced technologies to automate marketing functions. With robotic marketing, campaign management, customer segmentation, and content recommendation-these formerly time-consuming and labor-intensive processes-are all automated. Marketers now have the power to automate these processes with good accuracy and scalability with the aid of AI. For instance, in the ability to predict current buying trends, AI algorithms suggest products that are based on past interactions, analyze client data, and deliver personalized messages (Rahman, *et al.*, 2023). With their marketing operations extremely streamlined, companies are enabled to automatically respond to client's demands instantly, enhancing client loyalty and growing their engagement. Robotic marketing is worth discussing for it gives brands a rather good way to scale the operations without compromising the customer experience, creating a balance between efficiency and personalization (Pradeep *et al.*, 2018; Bansal, *et al.*, 2024 a, b).

The paper study AI and its potential in robotic marketing in engaging consumers and conversion enhancement. To illustrate fully how AI can change the scope of customer interactions and optimize the marketing performance, the study covers different applications of AI in e-marketing such as chatbots, virtual assistants, predictive analytics, personalized content delivery, and dynamic price strategies. If something wants to be considered competitive or want to stay competitive, businesses must adopt AI and make it a part of their regime because, by predicting customer behavior, value interactions, and real-time price optimization, AI has marked a

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