


Chapter 7


AI-Driven Marketing Automation and Hyper-Personalization Strategies for Enhanced Consumer Engagement

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ABSTRACT

The integration of artificial intelligence (AI) into marketing has revolutionized how businesses engage with consumers, allowing for hyper-personalized interactions and marketing automation. This paper explores the role of AI in driving consumer engagement through targeted strategies that leverage data analytics, machine learning, and predictive modelling. By enabling real-time personalization, AI tools optimize customer experiences, increase engagement, and improve conversion rates. The paper also addresses the challenges associated with data privacy and ethical considerations in AI-driven marketing. The findings suggest that AI-driven marketing can significantly enhance consumer loyalty and business performance when used responsibly and strategically.

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1. INTRODUCTION TO AI IN MARKETING

Artificial intelligence (AI) has played a monumental role in the evolution of technology and has significantly transformed the way we conduct our business operations. The advent of AI in marketing has become increasingly relevant due to the growing challenges of effectively reaching consumers amid media fragmentation and the rapid pace of the ever-changing business landscape. The primary objective of marketing remains steadfast: to reach the target clientele and drive sales upward. Therefore, AI should be viewed as the first line of defense and an essential support system in the decision-making process to enhance and optimize marketing strategies (Allioui and Mourdi2023; Wamba-Taguimdje et al.2020). As Movahed, Movahed, and Nozari (2024) articulate, *Marketing 6.0* is defined by the seamless integration of advanced technologies such as artificial intelligence (AI), the Internet of Things (IoT), and big data analytics, empowering businesses to design marketing strategies that are increasingly dynamic, adaptive, and customer centric. This evolution marks a significant shift from traditional marketing paradigms by placing data intelligence and real-time responsiveness at the core of strategic decision-making.

The capabilities of AI have evolved to a point where it can intelligently identify and engage with potential clients in a manner that mirrors human interaction. This advancement allows for a more personalized approach to marketing, as businesses can now communicate with consumers more effectively. Furthermore, AI can automate various tasks, leading to far more efficient processes compared to human efforts. This not only reduces labor costs but also minimizes the likelihood of human errors, which can be detrimental to a business's reputation and bottom line (Krishnan et al.2022; Haleem et al.2022). AI-driven marketing strategies have been shown to increase consumer engagement by delivering hyper-personalized content. This is made possible through a comprehensive understanding of behavioral patterns and propensity-to-buy scores that are derived from analyzing vast datasets. Consequently, AI will play an increasingly pivotal role in shaping and transforming the marketing strategies of any business, particularly within the consumer industry sector where competition is fierce and consumer expectations are high. (Kamal and Himel2023) The unique facet of the AI marketing segment lies in its design; it is specifically built to be focused and process-driven, aimed at enhancing marketing scenarios. This includes the sophisticated analysis of consumer profiles to segment and target audiences effectively. Recognizing the importance of continued evolution and research, there is a pressing need to study AI directly and conduct extensive research on its implications for marketers. This exploration extends to marketing automation, particularly through a social sciences perspective that may seamlessly incorporate principles from computer science, thereby fostering a multidisciplinary approach. This will enable marketers to harness the full potential of AI and adapt

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