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THE TRANSFORMATIVE POWER OF AI IN MARKETING: A COMPREHENSIVE EXPLORATION

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Abstract

The marketing landscape is undergoing a significant transformation driven by the everevolving field of Artificial Intelligence (AI). This paper delves into the diverse applications of AI in marketing, analyzing its impact on various aspects of the discipline, including customer insights, content creation, personalization, advertising, and automation. By examining real-world examples and addressing potential challenges, the paper aims to provide a holistic understanding of how AI is revolutionizing the marketing landscape and empowering businesses to achieve unprecedented success.

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Artificial intelligence, Marketing, Data Analysis, Customer Insights, Personalization.

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