Major Research Project

THE IMPACT OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

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CERTIFICATE

This is to certify that **Ms. Nisha Pundir, 2K21/DMBA/78** have completed the project titled **The Impact of Artificial Intelligence in Digital Marketing** under the guidance of **Dr. Deepali Malhotra** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23. This is an original piece of work and has not been submitted elsewhere.

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<u>DECLARATION</u>

I, **NISHA PUNDIR**, student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Report on **The Impact of Artificial Intelligence in Digital Marketing** as a part of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

NISHA PUNDIR

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I am grateful to the Delhi School of Management at Delhi Technological University for the opportunity to work on this project. Finally, I'd like to thank all of the distinguished faculty members for contributing their knowledge and expertise to this project.

I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

EXECUTIVE SUMMARY

Artificial intelligence (AI) is a field of study, an industry, and a technology. Although there is a lot of interest in marketing applications, they haven't yet been widely adopted, but AI has a lot of potential to drastically change the manner in which marketing is done. AI in marketing is a crucial area for research because of this. One can achieve a high degree of understanding of the long-term associations of AI in marketing by looking at your current applications, likely future use cases, how to implement it, and areas for improvement.

AI offers improvements to current marketing strategies as well as brand-new approaches to value creation and distribution for customers. Through the integration of AI, for instance, social media marketing and programmatic advertising can enable a more objective and holistic view of customer behaviour and deeper insights into predictive analysis. Voice, biometrics, and conversational user interfaces are examples of cutting-edge marketing tools that offer fresh ideas for enhancing the value of both brands and consumers. These innovations all share scalable experiences and in-depth knowledge as their main traits. extreme personalization and cost-effectiveness.

Before the AI is fully implemented, there are important issues that need to be addressed, such as the possibility of malicious use, its implications for worker movement, and the technology itself. The modern advancement of artificial intelligence in marketing is so substantial that most businesses will support it sooner rather than later. It is crucial to consider the long-term effects of a significant implementation because the industry is driven by artificial intelligence and involves structural changes in the form of skill sets to thrive, marketing practices, and brand emphasis.

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CHAPTER – 1: INTRODUCTION

1.0 Introduction

This chapter aims to familiarize the reader with the central theme of the thesis and its background. To start, the chapter will cover the key ideas related to the research question, and then delve into the research issue at hand. The final part of the chapter will outline the extent and importance of the study.

1.1 Background

Marketing has been identified as a field with high potential for improvement through the use of AI. The PwC (2017) report predicted that investing in AI would boost global GDP by 14% by 2030. In a study of international marketing professionals conducted in late 2020, 41% of participants claimed that using AI in their marketing initiatives had improved performance and revenue growth, and 38% connected the usage of AI in the field of marketing to the development of individualised consumer experiences. AI is anticipated to make a significant contribution to previously performed human tasks like effective conversation, empathy, and communication. This trend is already evident in products like intelligent virtual assistants. Over the past two decades, AI has had a significant impact on marketing, finance, healthcare, engineering, and education. Organizations are investing more in machine learning to enhance their marketing capabilities and take advantage of the abundance of data as a result of the growing interconnection between consumers and businesses. By 2022, the market for machine learning solutions will grow at a rate of 43.6% annually, reaching $8.8 billion, predicts BCC Research.

Businesses can now produce goods on a large scale thanks to technological advancements, and they can use digital marketing to increase customer exposure and sales opportunities. Big data combined with research on smart applications has resulted in advancements in digital marketing. AI is critical to digital marketing and will aid in the making of advanced business prospects. To remain viable, businesses must integrate AI into their marketing strategies. The focus of this thesis' examination of the practical uses of automation and AI is, in particular, digital marketing. This area of focus was chosen due to the importance of digital marketing to businesses, the prevalence of AI and machine learning, and the dynamic nature of the sector. The study's goal is to assess how artificial intelligence will impact digital marketing.

1.2 Research problem

A thorough understanding of consumers' needs and interests is necessary for modern marketing, as is the capacity to act swiftly and effectively when faced with new information. Because they do not use AI in their marketing, the majority of businesses are unable to make real-time, data-driven decisions. During the personalization process, a significant amount of data is collected, allowing businesses to better understand consumer behaviour and interests across multiple platforms and touchpoints, better match customer interest with the appropriate content, and boost. Especially if customers participate actively throughout their entire e-commerce journey, from awareness to evaluation to purchase to review to consumption. Furthermore, there is ambiguity about what constitutes personalization in e-commerce, and many suppliers claim to offer it.

Effective digital marketers should have a working knowledge of both marketing management and practical AI applications. This suggests that marketers are much more likely to run successful campaigns if they are familiar with AI systems and the applicable AI techniques in the marketing tool they are using. They understand the constraints placed by current AI technology, which accounts for this. The study found that marketers' predictions are occasionally more accurate than AI's. The research also examines how marketing and artificial intelligence are related in order to run successful marketing campaigns, based on the growing need to understand both fields.

1.3 Objective and Aims

This study aims to ascertain how AI has affected digital marketing. It will add to existing theories about how artificial intelligence is used in digital marketing and how that affects marketing. The goal of this research is to examine artificial intelligence's impact and applications in digital marketing by looking into how it is applied there. It also wants to know how companies can use it to perform better. The following are the research questions:

RQ 1: What role does artificial intelligence play in modern digital marketing?

RQ 2: How will AI impact digital marketing in the future?

1.4 Scope of the study

As the subject of marketing is extensive, I have focused specifically on the area of digital marketing. Prior to writing my thesis, I chose digital marketing and artificial intelligence as my main research areas because of the volume of media coverage these subjects had received. Big data, digital marketing, machine learning, and artificial intelligence will be my main areas of focus.

I'll also talk about how marketing and business will use artificial intelligence in the future. By disseminating their research, I hope to inspire additional marketing education in the rapidly expanding field of digital marketing. Finally, because of the writing and research that went into the thesis, my career will advance because I will have a better understanding of AI and digital marketing from various angles and the advancements that will be made in digital marketing in 2023.

1.5 Key concepts

Artificial Intelligence (AI) refers to the idea and creation of computer systems that are capable of performing tasks that typically call for human intelligence. The ability to understand different languages, make complex decisions, and recognise objects visually or audibly are a few examples.

Machine learning (ML) is the ability of a computer to learn from unstructured data rather than instructions from humans. This implies that machines are able to recognise patterns in the data they gather from their detectors and derive useful information from it.

Digital Marketing (DM) refers to the use of digital channels, such as search engines, social media, email, and websites, to promote products, services, or brands. It encompasses a broad range of activities, including search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, and more.

CHAPTER – 2:
LITERATURE REVIEW

2.0 Literature review

The purpose of this chapter is to familiarise the reader with AI, including machine learning, deep learning, and digital marketing, as well as to introduce some of its fundamental concepts. For today's youth, the knowledge amassed over the previous two decades is incredibly valuable. Data now serves as the cornerstone of businesses' daily operations, despite the fact that experts may not have been aware of the opportunities that data could have offered to organisations.

2.1 Artificial Intelligence

Artificial intelligence (AI) refers to the process of giving machines human intelligence. Comprehensive research into AI can be traced back to the 1950s, when Alan Turing posed the infamous Turing Test and questioned whether machines could think. This is when the idea first gained traction.

Artificial intelligence automates marketing operations. Computers can more accurately identify user behaviour and forecast which groups are most likely to become customers thanks to deep learning powered by artificial intelligence. Additionally, it enables product customization. In order to do this, it is necessary to identify potential customers using data on their location, past purchases, and demographics, among other things. In addition, monitoring and consumer data regarding the products themselves are included.

AI makes it possible to customise pertinent messaging for customers. Businesses can use predictive analysis to better understand the preferences of their customers and make recommendations based on that information. This is used by both Netflix and Amazon to suggest shows and products. Creating a set of data points as a marketer that enables one to point customers towards a specific good or service is very effective. People can easily solve their problems thanks to AI.

2.1.1 Machine Learning

By automating the conceptual and analytical model, a subtype of artificial intelligence known as machine learning enables computers to autonomously adapt to new environments. Machine

learning categorises development into three main groups: "Supervised Learning, Unsupervised Learning, and Reinforcement Learning."

A subset of machine learning called supervised learning is concerned with creating knowledge by studying labelled data. The learning model uses the parameters from the sample to make minor adjustments and correctly classify the data as new data is gathered and examined. With the aid of machine learning, the system may successfully predict data that has not yet been processed. This additional type of machine learning involves analysing and classifying the data's structure without knowing it beforehand. Without having to consult the output variables, this kind of analysis enables the extraction of crucial or significant information. In contrast to supervised learning, this method of learning allows for the analysis of raw data. "Reinforcement learning" is a subset of machine learning, in contrast to former models. Deep learning involves conducting this kind of analysis. Making models from already processed data that perform better is one of its main objectives. For this learning style, a framework that acknowledges and rewards achievement is most effective.

2.1.2 Deep Learning

In general, deep learning is used everywhere. For instance, deep learning artificial intelligence is employed to transcribe spoken language into written text, and also to translate texts into multiple languages, among other functions. AI powered by deep learning is used in more unusual contexts. For instance, banks and credit card companies use deep learning to detect fraud, evaluate loan risk, and predict bankruptcy. Deep learning is used in hospitals to identify illnesses, diagnose patients, and even treat them. Deep learning-based AI promotes the use of preset variable quantity to guarantee lifetime usefulness. The machines will be able to replicate the directions when attempting to produce steady outcomes. Neurons, which are network learning units, make up its structure. The purpose of these neurons is to transform input signals into output signals.

Another significant benefit of deep learning is cost savings. When handling a lot of data or performing many operations, human labour can be somewhat expensive. Humans require breaks, rest, and relaxation throughout the day, but artificial intelligence robots can work continuously

for extended periods of time without these needs. With the help of deep learning artificial intelligence, it is possible to programme machines to carry out the same task repeatedly without getting distracted, bored, or worn out. There are no complaints from the robots about being overburdened or overworked. The technology sector has been completely changed by artificial intelligence built on deep learning. Deep learning is the process of automating a task by using predefined data that has been digitally encoded. Additional study and applications of artificial intelligence and deep learning in various technological advancements will be necessary.

2.2 Digital marketing

The practise of promoting goods and services through the use of digital platforms that are related to marketing goods and services, is referred to as "digital marketing." Digital marketing first gained traction in the 1990s, when the internet first went live. In their marketing plans and campaigns, businesses frequently combine traditional and digital marketing techniques. Traditional and digital marketing both use similar concepts, and both are frequently viewed as novel ways for businesses to engage with customers and better understand their behaviour.

The traditional options are still available today, but the growth of the internet has changed the way businesses communicate with their customers. Digital marketing, which combines marketing and customer feedback to create a two-way interaction between the customer and the business, can help with that. Digital technologies' adaptable processes enable the development of novel forms of value in novel digital contexts.

Digital technologies create value for businesses by enabling innovative customer experiences and facilitating customer interactions. Digital marketing involves various flexible touchpoints, including marketing activities, organizational processes, and customer interactions, to engage with customers. The number of interactions is increasing by more than 20% annually, indicating the growing importance of digital technologies as more customers transition from offline to online and younger, tech-savvy customers enter the market. It is essential to examine the existing state of scientific inquiry in the field and compare it with industry developments. This will enable us to determine the extent to which digital marketing research lags behind corporate sector advancements.

2.3 Digital Marketing Tools

2.3.1 Content Marketing

Content marketing involves creating and distributing relevant, useful brand-related content to current or potential customers and other target groups through various online or print media. The primary objective of content marketing is to educate, help with problem-solving, entertain, or motivate the target audience to make informed decisions that add value to their lives.

Despite appearances, utilizing AI for content creation has greater potential. Producing helpful content for a range of products and services can be time-consuming and costly. Alibaba is one of the companies that has developed an AI tool capable of generating millions of lines of text and producing 20,000 lines of advertisements within seconds.

2.3.2 Search Engine Optimization

In order for a website, blog, or infographic to be found and appear as the top results when a search is made online, "search engine optimisation" (SEO) refers to techniques that increase organic web traffic to these locations.

SEO is the process of optimizing a website's content and structure to improve its visibility and ranking in search engine results pages (SERPs). To enhance search engine rankings and attract more qualified visitors, it is essential to have a user-friendly design, original content, and a strong meta description. Additionally, users tend to spend more time on pages that have comprehensive content, which increases the likelihood of the website ranking higher in search results.

2.3.3 Social media marketing

People can connect and share information, concepts, and opinions on social media platforms in a marketing context. The business has undergone three significant changes as a result of social media's distinctive characteristics as "powerful, networked, equitable, and engaging organisms." To begin with, social media enables business and consumer communication in previously

impractical ways. Through a number of platforms, such as social networking sites (like Instagram, Snapchat, Tiktok, and Meta), messaging services (like Twitter), and creative communities, social media networks can come together around shared values and interests. (like YouTube).

Second, social media has changed the ways in which consumers and companies interconnect and influence one another. Social interaction involves "activities" that affect other people's decisions and purchasing habits, whether through active or passive observation or simple conversation. We called these interpersonal interactions "word-of-mouth (WOM) effects."

Thirdly, businesses can now manage customer relationships more successfully and make more informed business decisions thanks to the accessibility of social media data. Social media data is frequently referred to as having "volume, variation, and velocity" (the 3Vs).

AI has the ability to determine the most optimal times for sending emails, identify the days when emails are most likely to be read, recommend appropriate content and design, offer customized imagery and colors preferred by the customer, and perform various other functions. Algorithms can also detect patterns that indicate which offers are most likely to persuade customers to buy products from a company. For example, some customers may be motivated by free delivery, while others may prefer a 20% discount on a specific piece of furniture or technology.

2.4 AI-driven marketing

Marketing is one of the fields where AI is most helpful. Marketers must identify customers' needs, match those needs to the appropriate goods and services, and persuade customers to make purchases. Sales could rise significantly with an AI-powered marketing and business plan. Marketing held the most promise for AI, according to a 2018 McKinsey study of more than 400 use cases utilising sophisticated AI techniques.

Artificial intelligence develops machine learning algorithms that predict customer behaviour by monitoring customer sentiment, transactions, trips, and other data. Personalized communications,

advice, and data will be used to develop strategies for customer engagement and retention. AI aims to lower costs, increase revenue, and enhance customer satisfaction. Artificial intelligence (AI) is capable of performing a wide range of tasks, despite lacking empathy or compassion.

An exceptional illustration of an artificial intelligence (AI) application that imitates human intelligence is a chatbot, which can conduct online transactions and understand and respond to customers' questions and inquiries. Currently, chatbots are becoming more and more prevalent. Many businesses use Meta Messenger or their own websites to integrate bots into their operations. A chatbot is typically used to improve the proficiency of a customer service department, but data from Meta Messenger can, thanks to its data analysis capabilities, help an organisation boost the effectiveness of its digital marketing.
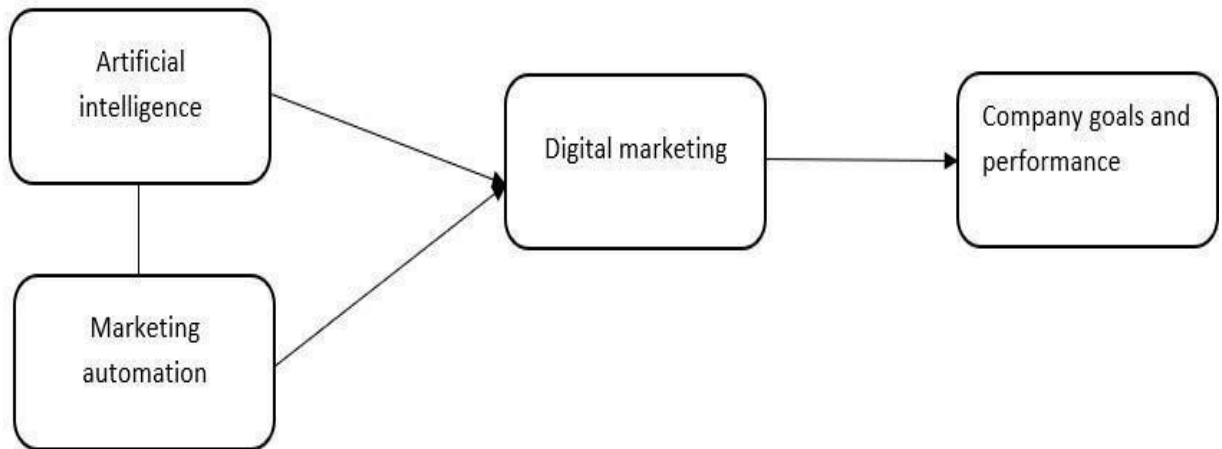
2.5 Marketing Automation

Marketing automation refers to the use of software tools and technology to streamline and automate marketing tasks and processes, such as lead generation, email marketing, social media management, and customer segmentation. This automated marketing decision-making support results in improved decision-making, increased productivity, better returns on marketing investments, and higher customer satisfaction and loyalty through personalized marketing activities. By seeking input from others when making decisions, marketing professionals can work more efficiently and cost-effectively.

Marketing automation has revolutionized the marketing industry by reducing the amount of effort required to comprehend customer needs and provide personalized information to support their purchasing decisions. Automated methods enable marketers to inform customers of potential purchasing options and help sellers locate their target markets, resulting in greater connectivity between buyers and suppliers. The use of marketing automation is expected to improve digital marketing procedures, enhance the customer experience and improve business performance when combined with AI and other advanced technologies. These market changes will provide measurable evidence that can assist researchers in understanding the impact of AI on digital marketing.

2.6 Conceptual Model

Figure 1: Conceptual model

The conceptual diagram up top illustrates the relationships between marketing automation, digital marketing, business objectives, and performance. The model shows how market automation, artificial intelligence, and digital marketing are related, and how this further influences business objectives and performance.

Artificial intelligence is expected to help digital marketing. Digital marketing is expected to be significantly impacted by marketing automation as well. According to this, the majority of businesses will experience an improvement in their digital marketing if their marketing system is improved with marketing automation and AI capabilities. The use of marketing automation and AI technology will improve digital marketing, which is anticipated to have a positive impact on business objectives and performance.
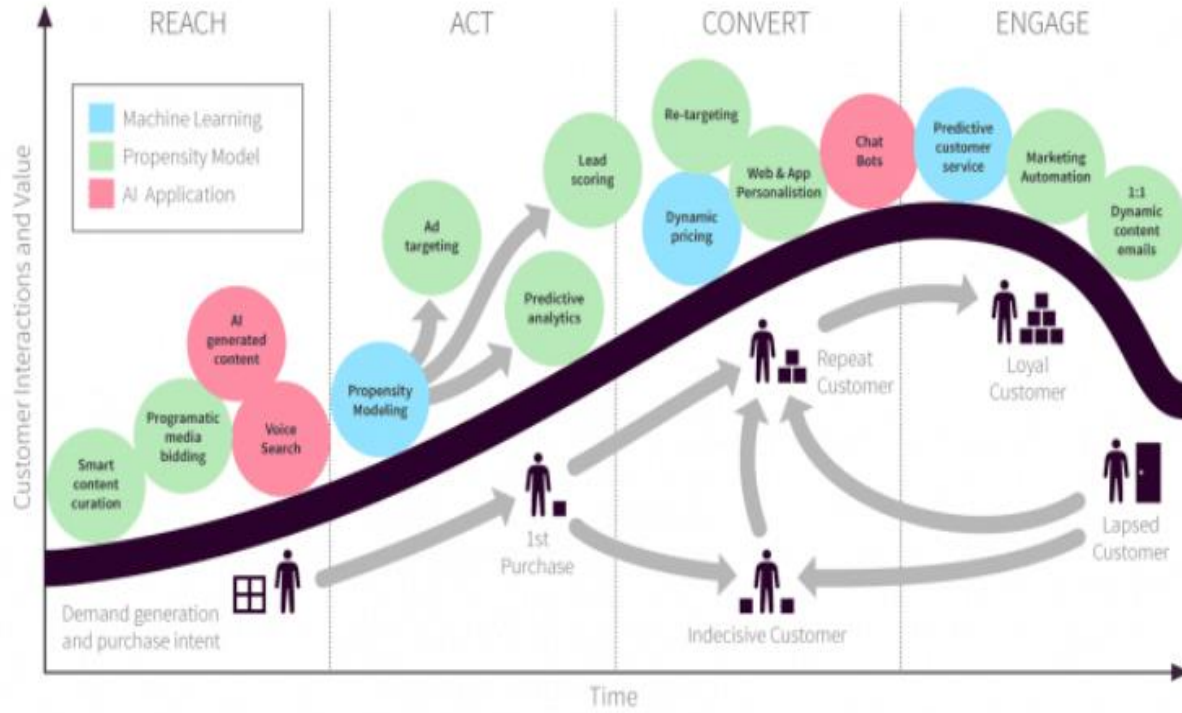
Figure 2: Artificial Intelligence through the customer lifecycle (Spangenberg, 2017)

CHAPTER – 3: RESEARCH METHODOLOGY

3.0 Methodology

This chapter describes the methodological framework and qualitative nature of this thesis. The study goes into great detail regarding data collection, validity, analysis methods, restrictions, and ethical considerations. Structured interview questions are used to collect the data, and a template analysis was done beforehand.

3.1 Approach

The qualitative methodology used in this paper included a semi-structured one-on-one interview. The appendices contain the eleven interview questions that were developed to best address the research questions. Although there are typically fewer responses in a qualitative approach, the insights it provides about a particular topic are deeper. The emphasis in a qualitative approach is on what is said rather than on statistics. As a result, learning new information and understanding in-depth knowledge is easier. Thus, in order to gather information for this paper, qualitative methods will be used. To find a dependable response to the research question, an analysis relating the theories presented in the paper and the data gleaned from interviews will be presented.

3.2 Data collection

According to the research approach, this thesis is supported by inductive reasoning. At first, the proposed study was approached with an open mind. Exploratory studies are also referred to as inductive or qualitative studies. This was crucial because there was a lack of knowledge regarding AI and how it was used in digital marketing.

The research aimed to explore the perspective of digital marketing professionals who use artificial intelligence in their work. To achieve this, a qualitative study was conducted through interviewing 10 experts in the field. The study used thematic content analysis as the method of analysis to interpret the information gathered from the interviews and other sources. This approach was chosen because it was the most appropriate way to analyze the type of qualitative data obtained. The main goal of the research was to gain insights and understanding from professionals in the field of digital marketing through their perspectives and experiences.

3.3 Primary data

Instead of a survey, qualitative interviews can help interviewers gain a deeper understanding. In addition, getting an interview feels more significant than completing a brief survey. The majority of the primary data collection for this study was done using semi-structured interviews. The opportunity to prepare discussion topics in advance is provided by semi-structured interviews for the authors. The informant can choose how to respond because the interview is structured, giving them some flexibility.

Interviews provided me with access to primary data and helped me understand the informants' true opinions and beliefs. This method allowed me to assess the impact of AI on digital marketing and provided me with detailed information. Three AI experts and three marketers were among the six people scheduled for the interviews. The fact that the AI experts used AI tools and techniques to manage marketing was a deciding factor in their selection. The marketing professionals were chosen for the thesis interviews because we had talked about digital marketing in the past and because we were connected on LinkedIn. I was keen to speak with experts in digital marketing and AI technology in order to gather as much primary information and statistics as possible and gain knowledge from their personal experiences. It was suggested that each semi-structured session only feature one participant being interviewed. During semi-structured interviews, it's a good idea to make sound recordings or make notes. However, the Covid-19 pandemic has had an impact on people's physical as well as mental health because it has become more difficult to regularly interact with people from different backgrounds.

Consequently, it was decided to conduct the interviews digitally rather than in person to prioritize the participants' health and safety. I opted for Google Meets and telephone interviews to facilitate participation and ensure comfort for the participants. Each interview session was unique, based on the interviewee's preferred mode of communication. Each interview was different in length based on how much information the participant was prepared to divulge and how much discussion took place. The interview questions used in this study covered the pertinent theories because the goal of an interview is to ask questions that can operationalize and analyse how concepts are applied and connected to the informants.

3.4 Secondary data

Information that has already been gathered and summarised for the reader is referred to as secondary data. These kinds of data frequently include details from official reports and censuses, for example. When conducting a more exhaustive investigation, secondary data are often used in conjunction with primary data. I looked over recent research in the field to make this thesis current. A body of literature, according to the authors, is any information that can be read for purposes unrelated to those for which it was originally intended, can be transported across space and time, and can withstand tangible (including digital) proof.

3.5 Data Analysis

The main advantages of thematic analysis are its adaptability when focusing on large data sets and its suitability for inexperienced researchers who are unfamiliar with qualitative data analysis. A thematic framework analytical approach serves as the framework for this thesis. Learning the data collection transcripts is the first step in conducting a framework analysis. Now that the researcher has understood, they should start observing and looking for recurring patterns. Secondly, create a thematic framework using the data set as a springboard. At this stage of the investigation, themes may be influenced by the data even though they may have their roots in previously covered subjects. The third step is indexing which entails relating particular topics to particular sections of the data set. The data points are then mapped out according to their contextual values, like category values. The final stages of the analysis, such as mapping and interoperations, be subject to on the conceptualization of the data that will guide the research process.

The researchers have the responsibility of analyzing the data collected from each question in a meticulous manner in order to identify the relationship between the data and the central theme of the research. This analytical approach enables the categorization and hierarchical organization of objects, which contributes to proving the reliability of the qualitative analysis. The qualitative aspect of this study also involves reviewing participant data repeatedly to identify relevant trends.

3.6 Ethical Considerations

By adhering to ethical standards, this thesis demonstrates a strong awareness of its obligations towards its participants. The study's planning and design phases highlight the unique ethical issues that must be addressed for each research project. Even though ethical behavior cannot be defined by a single formula, research should strive to uphold ethical principles and practices. These principles include honesty, fairness, integrity, politeness, and ensuring participant safety. To maintain confidentiality, the researcher must respect participants' privacy and obtain their informed consent, letting them know that participation in the study is voluntary. Lastly, the university's values must be considered when addressing research ethics.

The study's methodology was planned with the guidance of the supervisor. To ensure that participation was convenient, the researchers emailed the potential participants one month before the event in a courteous and respectful manner, allowing them to choose their own dates. The researchers upheld their professionalism and neutrality throughout the interviews by keeping the conversation focused on the research questions. The researchers refrained from discussing the results, and the data were kept accurate and consistent with the participants' perspectives. The researchers thanked the participants for their cooperation and assured them that their data and information would be protected.

3.7 Validity and Reliability

A method is considered legitimate when the results precisely convey the participant's implications, to start with. Second, after all participants and viewpoints have been considered, the study's validity is guaranteed. Third, each component of the study is critically examined. Last but not least, it seems that the researcher's credibility is based on reflection. Without altering their connotation, the researchers always used terms as the subjects of their claims.

• All interview data were considered in the study analysis and codification.
• By using relevant information, the study maintains a consistent line of reasoning.
• The researcher who conducted this study doublechecked the paper's accuracy and took the supe rvisor's and other authors' criticisms into account.

CHAPTER – 4:
FINDINGS

4.0 Findings.

As mentioned in the section on research methods, a total of ten people provided information for this thesis. The tool MAXQDS is used to understand the themes better.

4.1 Interview Results

The results were broken down into six different themes, which were then examined in light of the aforementioned research questions. Topics like automation, optimization, and efficiency have been divided into different groups to help the reader better understand the specific improvements or changes AI might bring to digital marketing.

1. **Automation** of time-consuming or repetitive digital marketing tasks and projects

2. **Task optimisation in** projects and tasks related to digital marketing, improving the manual work base already established and increasing profits.

3. **Efficiency & Improvements**, various types of AI-related efficiency improvements and traits.

4. **The use of AI**, the software's simplicity and flexibility, and more.

5. **The future of AI** in relation to tools and privacy-related issues in marketing.

6. **Uncertainty surrounding AI**, potential drawbacks, and adverse effects following its use or implementation of AI.

The first research question was addressed by Themes 1, 2, 3, and 4, which provided insights into the potential impacts of AI on automation, optimization, and efficiency in digital marketing. Meanwhile, the second research question was answered by Themes 5 and 6, which explored the potential challenges and ethical concerns associated with the use of AI in digital marketing.

To ensure clear citation, the interview subjects have been assigned participant numbers from 1 to 10 and will be referred to as participants throughout the study.

| Participant	Name	Designation	Company
P1	Vinayak Tiwari	SDE-AI & Data science	GreyOrange
P2	Vaibhav Choudhary	Senior Marketing Automation Specialist	Grazitti Interactive
P3	Ipshita Saxena	Data Scientist	BugendaiTech
P4	Gaurav Tanwar	Robotics Engineer	Emage AI Ptv. Ltd.
P5	Piyush Joshi	AI Product Manager	Builder.AI
P6	Rudransh Dobhal	Performance Marketing Lead	Udemy
P7	Shagun Verma	Email Marketing Specialist	Gartner
P8	Kapil Sharma	Senior SEO Specialist	Appventurez
P9	Gagan Tank	Associate Manager - Biddable	Publicis Media
P10	Parth Bhasin	Product Success Manager	Sprinklr
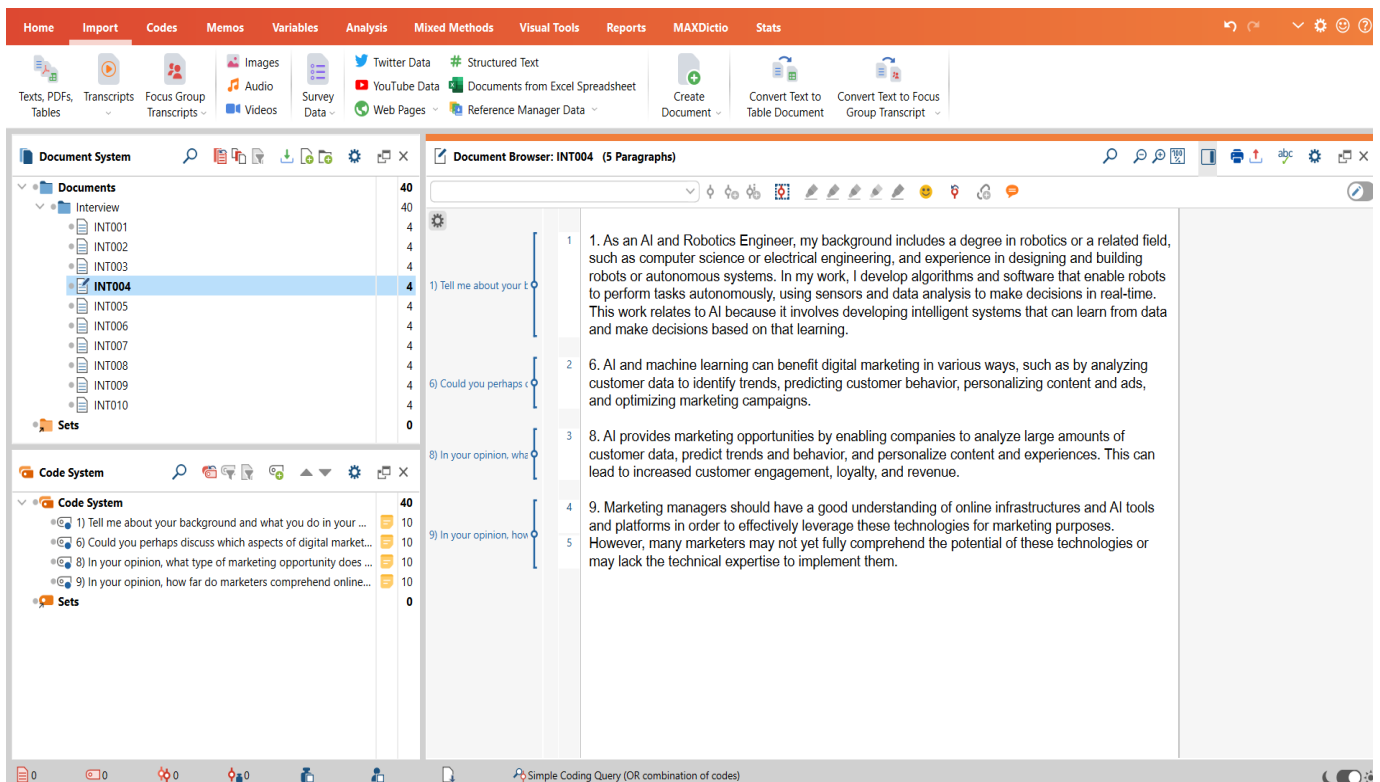
Figure 3: Interview Responses (Source: MAXQDS)

Theme 1: Automation of tasks

The theme of automation was mentioned in the interviews by every single interviewee. When discussing the many benefits that tools using AI have offered, automation is one of the things that is most frequently brought up. It had features like automated bidding, nearly complete automation of tedious tasks, and insights that you could use to work with and enhance the current state of various marketing campaigns, among other things. During the interviews, one feature that was consistently mentioned was the ability of marketing automation to process large data sets quickly and efficiently. This was particularly important as it would have taken a considerable amount of time and effort to process such data manually. Additionally, interviewees highlighted the value of the automation's capability to ensure ongoing optimization and repetition in the background. This allowed the machine to continue working silently and efficiently, even after the day's manual labour had ended. Additionally, it might offer suggestions for various approaches to a task. Along with more unified online target audiences, automatic optimisation became available.

Theme 2: Optimization of tasks

Many key aspects that were discussed in several of the interviews related to the optimisation data. Some of the topics covered include how AI can contribute to more reliable and superior results.

According to the participants, many businesses have implemented AI to boost sales and profits and achieve more efficient target groups. They also agreed that although humans can perform tasks similar to AI, they are typically slower and less effective than the capabilities of the machine.

Theme 3: Efficiency & Improvements

The ability to save time was the main aspect of efficiency that was noticed. Participants brought up this in quite a few interviews when they talked about the reduced need for manual labour and the software's ability to perform some tasks more efficiently than humans could ever hope to.

It accomplished this in a number of ways, including by speeding up the task's completion. The AI was also able to create faster grading based on information, which allowed for time savings and increased financial gain.

Theme 4: Utilization of AI & Change

In this section, the focus was on the impact of artificial intelligence (AI) on digital marketing and the changes it will bring. Participants agreed that as AI takes over laborious tasks, human decision-making will still be crucial. The automation of manual tasks by AI has already taken place and according to one participant, it promotes a more intelligent way of working and increases control over specific results while decreasing control over broad data. Many participants believed that the use of AI will fundamentally change the way digital marketers work by eliminating repetitive tasks. Machines will perform these tasks, and as AI becomes more sophisticated, it will change the daily tasks of marketers, creating a different but not non-existent form of work.

Theme 5: Future of tools & Privacy

Participants in future-focused discussions on these subjects mentioned that humans could fully trust AI to make the right decision, if not the right one. Numerous participants pointed out that Finland in particular has strict privacy laws and that there could be legal repercussions if something the AI did went wrong. When the topic of job losses came up, many participants argued that the change was for the better and that AI would create more jobs as the existing ones disappeared.

All participants agreed that AI has a bright future overall, especially in the field of digital marketing, where there are many opportunities for it to expand beyond its current scope.

Theme 6: Uncertainty of AI

Participants agreed that AI is typically more efficient and optimized than a human. However, one participant shared their personal experience of experiencing financial loss when implementing AI in its early stages because they also needed to learn how to use it. Although some manual labor is required to set it up, it was said that once done, it will pay for itself, but this statement mostly applied to one participant. The issue of trust in AI was also debated, with some participants questioning whether it can always be fully trusted, especially when using an automated bidder provided by Google itself. Additionally, participants felt that AI was not as capable as humans in producing personalized content that resonates with consumers. Despite this, some participants still

used AI for a significant portion of their tasks due to concerns about potential mistakes and who should bear responsibility if machines are to blame.
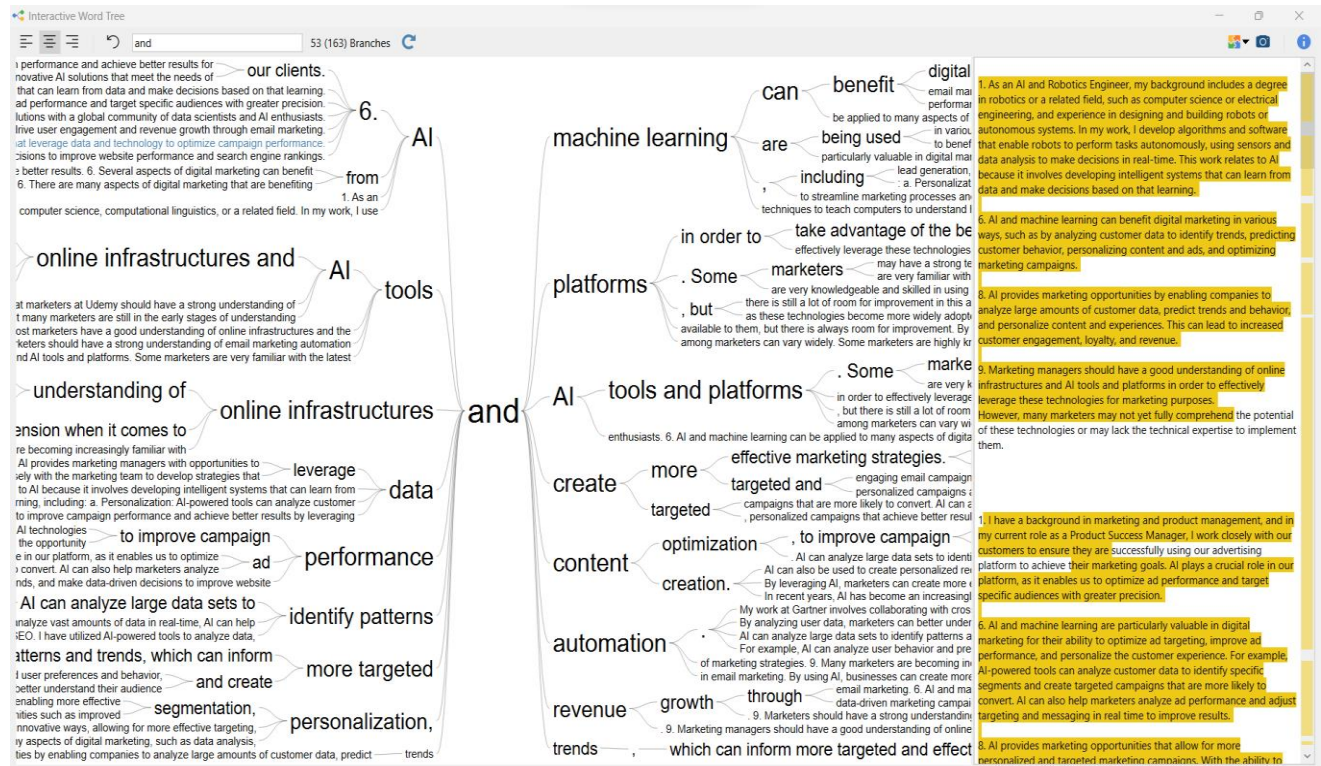

Figure 4: Interactive Word Tree (Source: MAXQDS)

CHAPTER – 5: ANALYSIS

5.0 Analysis

This chapter provides a succinct summary of the interview results. The qualitative nature of this study necessitates, as was mentioned in the section on research techniques, a thorough analysis of participant data in order to identify consistent patterns. The headers were made because the participants' responses were so similar. By using the same terminology as the participants, the results offered here rule out the likelihood of biassed information. Since the necessary steps to identify the appropriate data values for this study have been taken, the thesis can now begin mapping and comparison of these values.

The study assessed how well-versed various respondents were in marketing automation and AI. The methodology section states that a total of six individuals contributed information to this thesis. Three people from each group of participants were divided into two groups according to their profession. Two data segments were provided beforehand, and the interview guides were categorised according to how important they were to the study's objectives.

The study's main conclusion is that artificial intelligence technology can significantly improve marketing strategies by processing customer data quickly and accurately. As a result, marketers aim to master both marketing analysis and practical applications of AI over time. Marketing professionals are more likely to run successful campaigns if they are familiar with the fundamental AI technology and methodologies used in their marketing tool. By creating models to handle dynamic shifts in digital commerce and improving their comprehension of the underlying relationships between datasets, businesses can benefit from AI. Decision models can more accurately predict future events with the aid of AI and machine-learning expertise, enabling one-to-one engagement and financial advantages.

5.1 Perceptions on AI in marketing

The interview's opening section covers the participants' employment histories and backgrounds. A definition of artificial intelligence in marketing and a discussion of the topic were also requested from the participants.

The data gathered demonstrates some flexibility in their professional backgrounds and specialisation determinants in AI. However, when asked how they see the relationship between AI and marketing, all participants give the same responses. They all concur that automation of marketing initiatives depends on the state of AI today. Despite having expertise in other fields, the respondents decided to learn about artificial intelligence in order to enhance their marketing plans. The respondents claim that AI thinks similarly to a brain, reaching decisions that are similar to those made by humans but more quickly and successfully002E The system has been sufficiently improved, according to marketing AI experts. According to the participants, marketing managers should learn AI skills to improve their marketing plans.
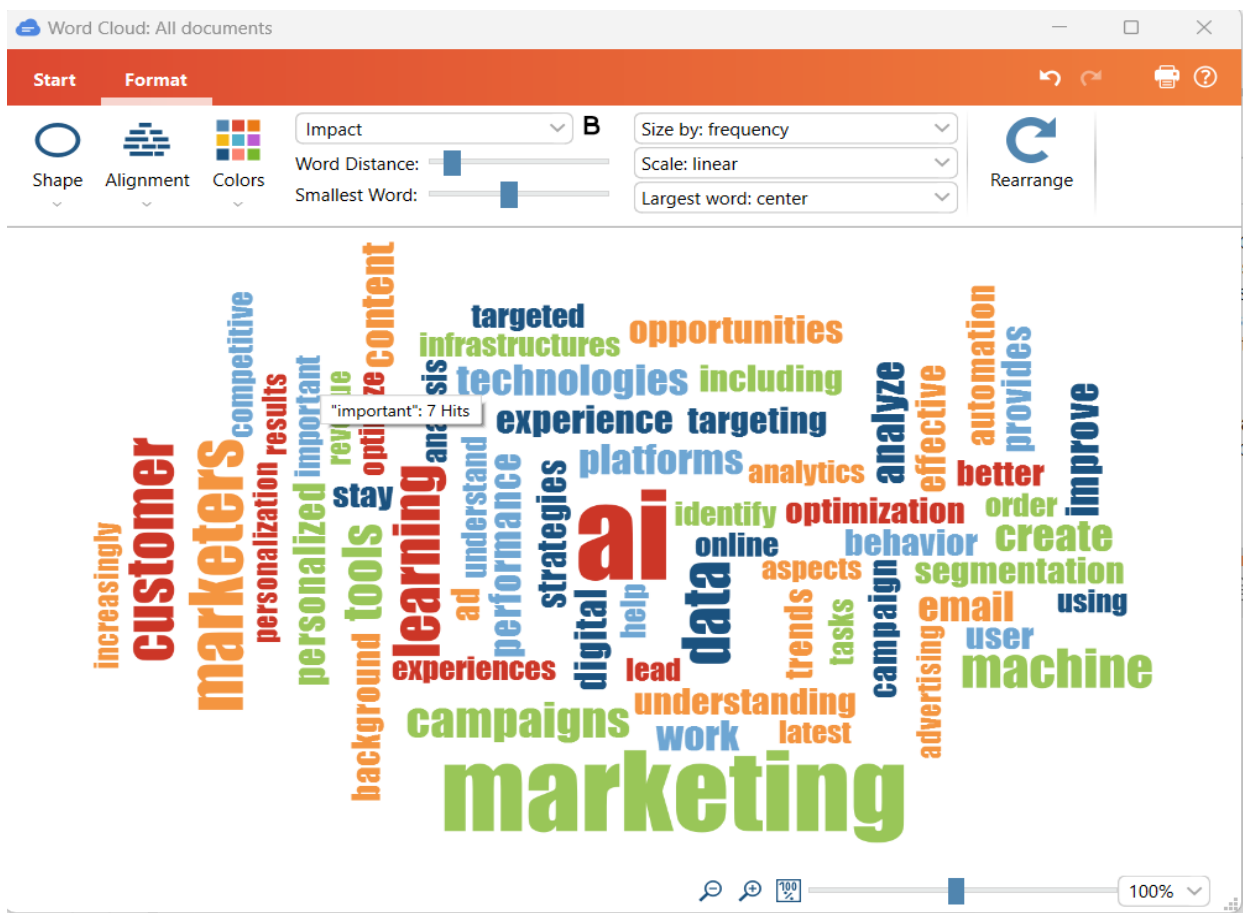

Figure 5: Topic Modelling (Source: MAXQDS)

Word combination	Words	Frequency ▼	%	Rank	Documents	Documents
◆ provide market opportunity	3	6	3.92	1	6	60.0
◆ analyze customer datum	3	4	2.61	2	3	30.0
◆ automate routine task	3	3	1.96	3	2	20.0
◆ improve campaign performance	3	3	1.96	3	1	10.0
◆ improve datum analysis	3	3	1.96	3	2	20.0
◆ include lead generation	3	3	1.96	3	2	20.0
◆ machine learn algorithm	3	3	1.96	3	2	20.0
◆ optimize ad target	3	3	1.96	3	3	30.0
◆ personalize user experience	3	3	1.96	3	2	20.0

Figure 6: Word Combinations (Source: MAXQDS)

10 documents (1276 analyzed words) 130 different words (type-token ratio = 0.1019)

Word	Word length	Frequency ▼	%	Rank	Documents	Documents %
◆ market	6	52	4.08	1	10	100.00
◆ marketer	8	28	2.19	2	10	100.00
◆ customer	8	27	2.12	3	7	70.00
◆ campaign	8	25	1.96	4	8	80.00
◆ datum	5	24	1.88	5	9	90.00
◆ learn	5	23	1.80	6	10	100.00
◆ target	6	21	1.65	7	9	90.00
◆ improve	7	20	1.57	8	7	70.00
◆ machine	7	19	1.49	9	10	100.00
◆ tool	4	19	1.49	9	10	100.00
◆ experience	10	17	1.33	11	7	70.00
◆ create	6	16	1.25	12	6	60.00
◆ understand	10	16	1.25	12	10	100.00
◆ analyze	7	15	1.18	14	7	70.00

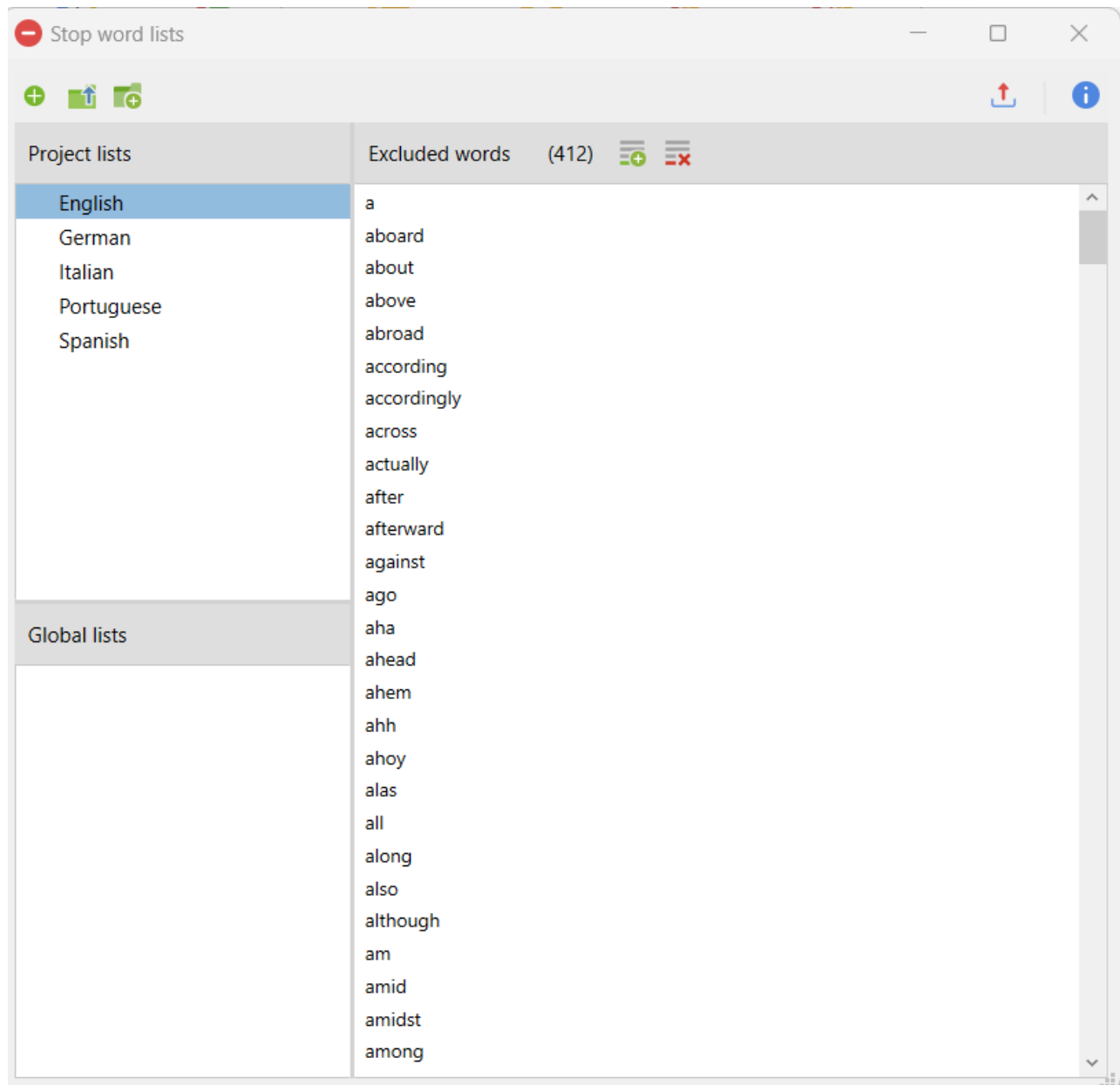**Figure 7: Word Frequencies (Source: MAXQDS)**

Figure 8: Stop Word Lists (Source: MAXQDS)

5.2 The impact of AI on marketers' responsibilities and its development.

The interview covers both the duty that marketers ought to have and the application of AI in marketing. It also discusses how social awareness and innovation are crucial to the automation process.

When asked to discuss their expectations for AI, the participants were enthusiastic and stated that the field will significantly improve marketing strategies. By utilising the data gathered from preceding campaigns and AI technology, future marketing campaigns and strategies could map the market, comprehend where individuals are, and identify what types of material actually receive the most hits. AI will transform everything, according to one participant. In the future, AI will make it easier to relate to customers personally and understand their emotions. It's anticipated that AI will one day give marketers knowledge about the feelings customers have towards a product. Marketers will have a deeper psychological and emotional understanding of customer preferences as a result, giving them more tools with which to execute their marketing strategies. Getting customer information is crucial to achieving marketing's ultimate goal of satisfying customers by giving them exactly what they desire. It is anticipated that AI technology will successfully meet this requirement, simplifying marketing.

According to the marketers who participated in the interviews, the use of AI technology in their organization's marketing systems has resulted in a significant increase in productivity. They mentioned that their companies use various AI technologies such as Bard, ChatGPT, Machine Learning, R, AI Integration, HubSpot and Moengage. Marketers today need to be tech-savvy and knowledgeable about the contemporary digital marketing model. They view AI as a means to simplify technological applications of human thought processes.

5.3 Value of AI in marketing

Participants in the marketing interviews emphasize that AI has given them more room to grow and has accelerated their ability to learn from processed data. Modern marketing requires a thorough understanding of customers' wants and needs and the capacity to act effectively and in a fast manner on that data. If businesses do not use AI in their marketing, they will not be able to quickly make data-driven decisions.

The biggest benefit of AI for marketers, aside from task automation, is the relevance they can offer their customers. A sea of options and information is drowning consumers. Businesses can

increase sales by better matching customer interests with pertinent content and understanding consumer behaviour across a range of platforms and touchpoints with the aid of personalization.

Indeed, personalization can have different interpretations, depending on the context and the individual. Some may perceive personalization as a tailored recommendation system that suggests products or services based on their preferences and past behaviours, while others may see it as a customized user interface that adapts to their needs and habits. Some customers may appreciate a more human touch, such as a personalised message or a dedicated customer support agent, while others may prefer a more automated and efficient approach.

Regardless of the specific interpretation, personalization is a crucial factor in building customer loyalty and increasing customer satisfaction. By leveraging AI and other advanced technologies, companies can better understand their customers' needs and preferences and deliver more relevant and engaging experiences across various touchpoints. However, it is essential to strike a balance between personalization and privacy, ensuring that customers' personal data is protected and used ethically.

This enormous task can be finished thanks to the use of AI technology. Because of this, marketers who do not incorporate artificial intelligence into their strategies find it difficult to swiftly integrate sizable amounts of customer data. If a customer is not tracked at the exact moment that they are open to information that will help them, there is a chance that they will leave. Despite not knowing what to search for, they can find anything online. Consumers cannot distinguish between accurate information and false information, so marketers must be precise and relevant to maximise efficiency and return on investment. Improved decision-making leads to increased productivity, return on investment, and revenue. Most participants said they had AI in some capacity. Automation was used in marketing from the target markets and in the execution of marketing campaigns. Data was being used to define, map out, and comprehend key performance indicators.

5.4 Skills for implementing AI in marketing.

The results suggest that AI technical expertise is not constantly required. The participants view any special abilities as being secondary. They contend that a machine's design need not necessarily be flawed just because it makes use of a particular technology. Both sides seem to believe that using AI systems does not require any prior AI knowledge or understanding. As a result, both participating groups think that this understanding might be useful. The results of the interviews also imply the significance of prior AI experience. The specialists emphasized the importance of understanding the ethical and legal implications of AI in marketing. They acknowledged that the use of AI in marketing raises concerns about privacy, security, and data protection. Therefore, they recommend developing appropriate regulations and standards to ensure that AI is used ethically and transparently. The marketers also discussed the need for greater collaboration between AI specialists and marketers to ensure that AI is used effectively in marketing campaigns. They also stressed the importance of continuous learning and staying up-to-date with the latest AI technology trends and developments to remain competitive in the marketplace.

CHAPTER – 6: CONCLUSION

6.0 Conclusion

The marketing industry has been named as having the greatest potential for growth. Development is possible there, especially with the help of technology. Efficiency has increased thanks to modern technology as marketing strategies have evolved over time. Technology advancements that allow companies to produce large quantities of goods and use them to increase opportunities for industries to advertise to and sell products to consumers have the potential to have a big impact on people. Academic research on smart apps have been combined to produce innovations in digital marketing. Because of this, information on each person's preferences and behaviour is logged for use in marketing procedures. In particular, the focus of this study was to utilize artificial intelligence along with market automation to improve market results, which sought to identify the benefits of digital marketing. It was also considered how digital marketing affected how well businesses performed.

Market automation and artificial technology, according to the study, are advantageous for digital marketing. The marketing firms under investigation underwent a significant improvement, as with any form of technology, and the results were consistent with earlier. Marketers have high hopes for the gradual replacement of the majority of marketing processes by automation and the continued development of automation parameters by AI. To speak directly to every customer and comprehend their needs, today's marketers are eager to learn new strategies for increasing the effectiveness of digital marketing.

However, marketers also articulated concern and, in some cases, the failure to understand the type of regulation the organisation maintains when AI automation is used to its fullest potential. For managers in marketing, who do not yet fully comprehend AI technology, integrating it into their marketing systems may be both expensive and unnecessary. Additionally, some marketers think AI is incapable of comprehending human intelligence. a topic on which AI experts are in agreement. Although they seem to think that automation will keep solving issues and simplifying their work and lives, they worry about losing control of their campaigns. It is untrue to claim that AI expertise will have a significant impact on marketing performance. The most important AI expertise for automation is believed to be the ability to understand how well the system performs by understanding the capabilities of the tool. For instance, using AI tools rather than just

comprehending their basic design while maintaining objectivity. Therefore, it is advised to use digital marketing strategies with caution and avoid granting technology total autonomy or control over the marketing framework.

The future of marketing depends on technological advancements in marketing systems and structures. According to predictions, AI will entirely rule over the marketing domain in order to produce experiences that are uniquely tailored for each customer and drive marketing to absurdly high levels. Every marketing manager should want to incorporate market automation and artificial intelligence into their systems because they are becoming more prevalent. It is anticipated that AI technology will have a positive economic impact by raising GDP through investment returns. Other tasks are becoming easier to complete and more effective as technology gradually replaces human marketing tasks like communication.

6.1 Managerial Implication.

The competencies that marketing professionals will need to develop in the future to be more prepared have been identified by this study. Marketing professionals need technical skills to comprehend and assess this data in order to fully benefit from AI's capabilities, such as new aspects and opportunities for analysing massive measurements of data. As one participant noted, there has always been a technical component to the customer experience, so the capability to enhance the customer involvement through technological resolutions is quite treasured.

Technical expertise will be required of marketing professionals in order to comprehend how Smart Machines function and how to implement the resolutions. Additionally, marketing professionals frequently need soft skills related to emotional intelligence, such as social awareness and understanding. These are important due to many reasons like getting insightful customer criticism for product enhancement and modernization, which calls for understanding what customers want and knowing how to effectively communicate with them. Since creativity is necessary for rational decision-making, the business' innovation process, and the determination of product attributes, it also appears to be an important part of the responsibilities of marketing professionals. Additionally, because relying too heavily on data can stifle creativity and encourage risk aversion, marketers should avoid doing so. It might not be as crucial for the

development of new products, though, as AI is predicted to comprehend some aspects of the creative process.

6.2 Limitations of the study

There were a few limitations during the research. The study's initial focus is on six respondents, who may have offered a limited view of the reality. As a result, the findings of this study might only be relevant in this instance. One might need to use a quantitative research design and a broader range of data collection to get a more comprehensive picture. Although there may be similarities between the situation in other organisations, there are a few areas where there is a disparity that may make it impossible for the findings from this study to be applied. Second, the study's time constraints were another drawback. Despite the fact that the respondents were questioned on time, it is tough to say whether their answers would have changed or become more accurate in other situations.

Identifying industry professionals who were keen to discuss AI and digital was difficult. Although the authors had a number of promising leads, potential participants were unmotivated to take part in the study because of their hectic schedules or other factors. However, the authors were forced to work extremely hard in order to meet their personal goal of concluding early. Additionally, the authors consented to go to business gatherings that might have given interviewees more leads. There existed reliance on digital mediums to gather interview data. However, conducting and writing this study gave the authors excellent time management training. If time management had not been used, it would not have been possible to finish this thesis so quickly.

6.3 Recommendations for Further Research

Interviews within a particular industry could be conducted with future research in mind to obtain a more specialised overview of the particular advantages and use cases. Due to a slight time constraint, longer interviews and additional follow-up questions about the future of AI may be able to improve the data. The research covered a broad range of AI and digital marketing topics, but in the future, it is possible to assume that the fundamentals have been covered and to delve more

deeply into the specifics of the most popular features right now. Some of the interview subjects were young professionals, so it would have been beneficial for the study to speak with more experienced AI professionals.

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Appendix

Interview Questions

[1] Please describe your background, your current job, and how does it relate to artificial intelligence.

[2] Can you kindly elaborate on what AI means to you, specifically?

[3] How well-versed are you in digital marketing, particularly the connection between AI and marketing?

[4] What abilities, skills and knowledge do you think marketing managers need to have in order to apply the best marketing automation practises? From where did you learn about AI, SEO, and machine learning?

[5] Do you have any experience using ML, content marketing, or other social media marketing strategies? Which ones?

[6] Could you please talk about the aspects of digital marketing that are being helped by artificial intelligence?

[7] In the long run, what do you think AI will entail for marketing businesses, consumers, and society?

[8] What kind of marketing opportunity does AI, in your opinion, present?

[9] How well do you think marketers understand online platforms and/or other supporting AI tools and platforms?

[10] What impact do you think artificial intelligence will have on how companies and consumers interact?

[11] What is the biggest obstacle to the development of AI for marketing?