How AI Is Transforming Digital Marketing

Tech in 1 Minute

What is AI in marketing? AI in marketing leverages intelligent technologies to collect data, customer insights, anticipate customers' next moves, and make automated decisions that impact marketing efforts.

It helps you to enhance speed and boosts return of investment. The impact of AI in digital marketing is very huge because it is seen that 76% of customers expect companies to understand their needs.

Let me give you some examples of AI in marketing. The first one is chatbots that interact with you on various websites. They make life easier for marketers to gather information of their potential customers.

The second is AI writer. It helps in creating content for the marketing team.

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