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AI TECHNOLGY IN MARKETING

The purpose of this study is to determine the essence and relationship between artificial intelligence and marketing, work artificial intelligence does in the field of marketing, and how artificial intelligence will affect the development of marketing.

Highlights in the history of artificial intelligence and its status today include:

1950s - The first research into artificial intelligence (AI) began. Researchers tried to develop neural networks that were supposed to be able to remember large amounts of data, learn and process queries.

2010 – Machine learning was created. It helped the computer to learn itself using mathematical algorithms, which consisted of a sequence of actions depending on the data received.

2024 – AI flourishes to its fullest potential. It is implemented in banks, medicine, shops and commercial organizations.

The field of AI development has emerged as one of the most financially rewarding careers in the current labor market. With the rising demand and significance of AI technologies, professionals in this field command some of the highest salaries. The remuneration for AI developers reflects the immense value placed on their expertise and the critical role they play in shaping the future of various industries.

Becoming an AI developer, however, entails a rigorous and extensive training process. Mastery of this profession necessitates dedicating many years to acquiring a comprehensive skill set and in-depth knowledge. The complexity and ever-evolving nature of AI algorithms, programming languages, and machine learning techniques demand a substantial investment of time and effort from aspiring AI developers. The learning journey often involves pursuing advanced degrees, engaging in specialized courses, participating in research projects, and continuously staying abreast of the latest advancements and breakthroughs in the field [1].

In today's world, AI has made remarkable strides in its ability to handle a diverse array of tasks with far greater efficiency than the average employee. What sets AI apart is its remarkable capacity to process vast volumes of data, which enables it to operate with impeccable precision and never succumb to forgetfulness or errors. The advent of social networks and platforms such as YouTube has further amplified AI's capabilities, allowing it to effortlessly monitor various activities, trends, and frequently visited web pages [2].

There exists a popular saying that asserts that no one can truly understand an individual better than themselves. However, AI possesses the astonishing capability to surpass even the understanding of one's closest friends based on a mere 50 likes. It can go further and outshine the understanding of one's own parents with only 150 likes. Astonishingly, AI can even surpass an individual's understanding of themselves with a mere 500 likes. This exemplifies the remarkable potential of AI to comprehend and analyze vast amounts of data, leading to insights and predictions that often transcend human comprehension.

In addition, all the technology that has AI built into it, such as the Alice column, tracks your activity. For example, what do you watch most often, what questions interest you. All this data goes into the neural network. Marketers try to collect all this information through surveys. But with the

advent of AI, the situation is changing. The computer collects and sorts the entire volume of data, and then provides only the most necessary things to the marketer [3].

Using the data obtained, statistics can be compiled about what is currently in demand. All consumer groups are also monitored. Such as generations X, Y and Z, thereby helping to understand which products should be removed from the shelves and which, on the contrary, should be added. In addition, AI reduces costs: by reducing workers, when introducing a chatbot with AI.

When creating content, AI can write topical text based on databases. For example, Alibaba, a well-known shopping platform abroad, replaced copywriters with AI. This program is capable of printing 20 thousand lines of text per second. Of course, the AI was first trained on millions of texts that people wrote. But the result is amazing [4]. As mentioned earlier, the program analyzes the preferences of people sitting online and recommends a relevant product.

Computer-guided chatbots are capable of conducting more than 10 conversations simultaneously. It helps solve the consumer's problem using transcription, that is, decoding information from audio into text form. In this way, it selects the meaning and refers to a specific topic. AI optimizes advertising and makes it more effective using an algorithm that finds correlations between parameters. A person is not able to find these parameters [5].

I have conducted a study in a company VVPZoovet. Asking marketers for their opinions on the future development and impact of AI in marketing, they found that 57% of marketers said that in 2026, one-quarter of marketing tasks will be automated. And 43% believe that by this time AI will perform half of all tasks.

Thus, from all of the above, it is concluded that the computer will not be able to completely displace humans from the jobs of the marketing department, but will greatly facilitate daily complex and routine operations. But it should be understood that AI is still developing in the field of commercial services, product promotion and data collection.

References

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