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ARTIFICIAL INTELLIGENCE IN MARKETING: HOW TO USE AI TO OPTIMIZE ADVERTISING CAMPAIGNS AND INCREASE SALES

Relevance of the topic. Artificial intelligence (AI) has rapidly emerged as a transformative technology that is changing the face of modern marketing. With its ability to analyze vast amounts of data and identify patterns, AI is increasingly being used to optimize advertising campaigns and drive sales growth.

Problem statement. While AI has the potential to transform modern marketing and drive revenue growth, many businesses struggle to effectively leverage this technology to optimize their advertising campaigns and improve the customer experience in today's ever-evolving digital landscape.

Results of the study. In today's fast-paced and data-driven business environment, companies need to constantly innovate and find new ways to stay ahead of the competition. One area where technology is rapidly transforming the landscape is marketing. With the vast amount of data available, companies can no longer rely on traditional methods of advertising to reach their customers effectively. Instead, they must leverage cutting-edge tools like Artificial Intelligence to create more personalized, targeted, and effective marketing campaigns.

In general, artificial intelligence solves two tasks in marketing: it reduces costs and increases efficiency by performing the complex tasks listed in Table 1.

Table 1

How AI can help solve complex tasks in marketing

Task	Ways AI can help solve complex tasks in marketing
Analyzing vast amounts of data	AI-driven analytics tools can rapidly and effectively analyze this data to detect patterns and insights that can shape marketing strategies.
Personalizing customer experiences	AI can examine customer data to personalize marketing messages and content, leading to a more customized experience for each individual customer.
Enhancing targeting	By analyzing customer data and behavior, AI can help businesses identify the most pertinent audiences for their marketing campaigns, ensuring that they target customers who are most likely to engage with their brand.
Automating routine tasks	AI-powered tools can automate mundane marketing tasks, such as email campaigns and social media posts, freeing up marketers' time to focus on more strategic tasks.
Improving customer service	AI-powered chat-bots can offer round-the-clock customer support and resolve issues quickly, thereby improving the overall customer experience.

Source: created by author.

The statistics show that AI has the potential to significantly improve marketing activities and drive business growth. AI-powered targeting can increase conversion rates by up to 50% and reduce customer acquisition costs by up to 40% [1]. In addition, AI-powered marketing automation can increase productivity by up to 60% and reduce marketing overhead costs by up to 30% [2].

With the vast amount of customer data available today, businesses can leverage AI to gain valuable insights into their customers' behaviors and preferences, creating more personalized and effective advertising strategies. For example, Netflix uses AI algorithms to analyze customer data and provide personalized recommendations for TV shows and movies [3] and Amazon uses AI to analyze customer behavior and browsing data to provide personalized product recommendations and targeted advertising [4].

Moreover obtained by AI insights can then be used to tailor advertising campaigns to individual customers, creating more personalized and targeted marketing messages. For

example, AI can help businesses create dynamic product recommendations, personalized email marketing campaigns, and targeted social media ads that appeal to each customer's unique preferences and interests.

Companies such as Amazon, Walmart, and Target are already using AI to optimize their product assortments and predict demand. For example, Amazon uses machine learning algorithms to optimize its product recommendations and suggest personalized product assortments to customers, while Walmart uses AI to optimize its inventory management and pricing strategies [2].

AI is widely used by numerous companies, including Coca-Cola [5], Airbnb [6], and Procter & Gamble [7], to determine the most effective advertising channels and allocate their budget. By monitoring the performance of each channel, AI can adjust budget allocation in real-time to optimize the advertising budget. This ensures that the budget is being utilized in the most efficient and effective manner possible.

Conclusions. In conclusion, it is clear that artificial intelligence has the potential to transform modern marketing and drive business growth. AI-powered tools can analyze vast amounts of data, personalize customer experiences, improve targeting, automate routine tasks, and enhance customer service. The use of AI in marketing can significantly increase conversion rates, reduce costs, and improve productivity. Many companies have already embraced AI to optimize their advertising campaigns and product assortments. As technology continues to evolve, it is important for businesses to stay up-to-date with the latest marketing trends and leverage AI to develop smarter marketing strategies. By doing so, businesses can improve the customer experience, increase conversions, and ultimately drive revenue growth.

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ШЛЯХИ УДОСКОНАЛЕННЯ ДІЯЛЬНОСТІ УКРАЇНСЬКИХ ТОРГОВЕЛЬНО-ПОСЕРЕДНИЦЬКИХ ФІРМ В УМОВАХ ДІДЖИТАЛІЗАЦІЇ

Останнім часом міжнародна торгівля зазнає змін в частині мережевого використання цифрових інформаційно-комунікаційних технологій (ІКТ), що впливає на реальну економіку. Діджиталізація сприяє оптимізації бізнесових процесів: прискорює просування продукції, її рекламування та маркетинг, розширює доступ до клієнтів, удосконалює та прискорює процеси логістики, прискорює електронну комерцію та розвиток сучасних технологій торгівлі, допомагає здійсненню посередницьких послуг