

Utilization of AI to Enhance Marketing Research and Boost Sales

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Date of Submission: 03-07-2023

Date of Acceptance: 17-07-2023

Acknowledgement

I want to sincerely thank everyone who has helped me with this project and for their support in the past. First of all, I want to express my gratitude to Dr. Deepak Gupta sir for his direction, tolerance, and essential input during the project.

I also like to thank my spouse for participating in the study and contributing his insightful opinions. Your involvement was crucial in determining the course and results of this research.

I would like to express my appreciation to my manager and friends who have offered their assistance, inspiration, and insightful criticism during the project. Your encouragement and support have been quite helpful.

Finally, I want to thank my family from the bottom of my heart for their constant support and encouragement during this effort. Your support and encouragement have motivated me to succeed. I appreciate your encouragement and support.

Lastly, I would like to thank Coursera for providing amazing courses that are easily accessible to every individual. The Coursera courses that helped me a lot in my research are Artificial Intelligence, Getting Started with AWS Machine Learning, Data Science Ethics, Marketing in a Digital World, Introduction to Machine Learning, Microsoft Power BI, Business Analytics, Python, and Introduction to IoT.

I. Executive Summary

This study intends to investigate how artificial intelligence (AI) may be used in marketing research to increase sales. With AI, data can be analyzed more quickly and accurately, revolutionizing the way businesses perform marketing research. This project will go through many AI methods, such as machine learning, natural language processing, and predictive analytics, that may be utilized to improve marketing research. Additionally, it will examine the difficulties and possibilities of using AI in marketing research and talk about the moral ramifications of doing so. The project results will aid firms in making better judgements and boosting sales.

1.1 How will AI help in making Business strategies and Boosting sales?

A Journal from Mckinsey(Yuval Atsmon,(2023), Artificial Intelligence in Strategy, Strategy and Corporate Finance, 5 min read, AI strategy in Business: A guide for executives | McKinsey), where, talks about how AI will help in making strategies in the form of question and answer, and we will study some of its questions that are relevant to our research:

Ques1. What kind of duties might AI assist strategists with performing today?

Answer: Six stages of AI development are discussed. Simple analytics, often known as descriptive intelligence, is the oldest type. Dashboards are used by businesses to monitor performance across several business areas and conduct competitive analysis. Some have interactive features for testing and fine-tuning.

The second level is diagnostic intelligence, which is the capacity to analyze past performance and identify underlying problems in the firm. The step beyond that is predictive intelligence, which involves being able to foresee certain outcomes or possibilities as well as the worth of items in the future using market signals as well as historical momentum. Today, AI has significant potential to significantly advance diagnostics and prediction. The tools can support executives' analysis and evolve into skill-building areas. For instance, you may segment your portfolio using diagnostic intelligence to analyze performance sources in great detail and much more continuously than analysts could. In one hour, you may experiment with 20 various approaches rather than sending 100 analysts

to solve the issue. The challenges and risks of predictive AI are greater. Predictive AI shouldn't be used only by executives, but it does provide another methodical point of view. Certain the enormous effects of strategic choices, it is essential to employ AI openly, which means knowing why it is generating a certain forecast and what extrapolations it is drawing from which data. Then you can decide whether or not you believe the prediction. Even the development of the presumptions behind that forecast may be monitored using AI. The levels at now are those. It will take time for the following three tiers to grow. According to the research, there are a few early examples of AI recommending executive measures that might add value. The next step is to give AI some limited and supervised decision-making authority. There comes a day when completely autonomous AI can think for itself and make decisions without any human input.

Ques 2: What kind of companies or sectors stand to profit most from adopting AI at this point in its development?
Answer: Most businesses may benefit from using AI more than they do now. The availability of data should be the first consideration. Do you have performance information that can be arranged logically? The largest changes for using machines to acquire granular insights that humans could not be available to businesses that have comprehensive data on their portfolios down to business lines, SKU, inventory, and raw components.

Businesses whose strategies rely on a small number of significant choices made with little data would benefit less from AI. Similar to organizations with regulated and systematic portfolios, those with high volatility and sensitivity to external events would profit less from AI, even though they might use it to better foresee these occurrences and determine what they can and cannot manage. Decision-making speed is important. The majority of businesses create their strategy every three to five years, which eventually becomes their yearly budget. If you approach strategy in that way, AI's contribution to the process is mostly restricted to maybe expediting analyses that are used as inputs to the plan. However, some businesses frequently review significant decisions they made based on assumptions about the world that may have changed since then, which may have an impact on the initiatives' projected return on investment. AI may help direct such changes, which would impact how you use executive time and talent, how you spend money, and how you concentrate sales efforts. Because AI can indicate when your initial assumptions have changed since you created your plan, its value is even greater when you can make decisions just before deploying resources.

Ques 3: Can you give any examples of businesses using AI to solve particular strategic problems?

Answer: Unsurprisingly, businesses that are both AI- and digital-native are among the most creative users of AI. Some of these businesses have increased the use of AI in other areas of the company due to the significant benefits they have observed. One business in the mobility industry modifies its financial strategy in response to pricing trends it notices in the market. The company utilizes AI to continually communicate back when price dynamics are changing in a way that would affect the profitability or where demand is increasing since its business is reasonably flexible to demand but less so to supply. Because the company's profitability is highly dependent on maintaining demand, this enables it to act quickly to create more capacity.

Ques 4: Is it not the case that, given how fast things change nowadays, AI appears to be more of a tactical instrument than a strategic one, offering timely advice on discrete aspects of strategy?

Answer: Intriguingly, you distinguish between tactical and strategic approaches. Every choice can, of course, be divided into smaller ones, and the building blocks of a plan are where AI may now be utilized in strategy at a reasonable cost. Although it may seem tactical, it can significantly alter the situation. For instance, one of the top investment firms in the world has begun to employ AI to look for specific patterns rather than physically scanning individual companies. The use of consumer mobile devices by consumers may indicate that a business's technology is gaining traction fast, providing a chance for the corporation to invest in that company before others do. Even though the instrument itself may be more tactical, it gained a substantial strategic advantage as a result.

1.2 Objective

1. The research intends to evaluate and contrast different AI tools and techniques and investigate the effects of AI on customer experiences, revenue growth, and decision-making. It does this by using chatbots, predictive analytics, personalized email marketing, and other AI tools and approaches.
2. It also aims to identify the advantages, challenges, and best practices of using AI in marketing and sales.
3. The study seeks to spot weaknesses and restrictions in the existing body of knowledge and make suggestions for future research trajectories.

4. The ultimate objective of the research is to provide guidance and insights to businesses and organizations interested in utilizing AI to enhance their market research and boost sales.

II. Introduction

2.1 Why should we study AI in marketing and sales?

To understand consumer preferences, market trends, and competitive environments, firms must conduct marketing research. Traditional marketing research techniques are frequently labor-intensive, time-consuming, and subject to human bias, manual data gathering, processing, and interpretation. However, the development of artificial intelligence (AI) has created a huge potential to modernize marketing research techniques and provide firms with insightful data. (Victor Antonio,(2018), How AI Is Changing Sales, Analytics And Data Science, 7 min read, How AI Is Changing Sales (hbr.org))

With the use of marketing research, firms may create customized marketing plans that increase sales by understanding the requirements, tastes, and behaviors of their target market. Traditional marketing research techniques do have certain drawbacks, though, such as the time and resources needed for data collection and analysis, as well as the chance that conclusions might be tainted by human bias. The development of AI in recent years has created a chance to transform marketing research and get over these constraints. In order to improve data processing and interpretation, increase accuracy and efficiency, and ultimately increase sales, this project intends to investigate the application of AI in marketing research.

2.2 Key findings and consequences of the application of AI in marketing and sales may be emphasized, though, based on the literature study and the primary data. Among these insights are (Chirag Goyal(2023), How To Create A Marketing Strategy Using Artificial Intelligence?, Artificial Intelligence, Published On March 12, 2023,<https://www.analyticsvidhya.com/blog/2023/03/ai-marketing-strategies/>):

1. **Personalization:** By evaluating consumer data and forecasting their preferences and actions, AI can help firms tailor their marketing activities. Increased consumer involvement, loyalty, and sales may result from this. Following are the use cases of AI in personalization:

a. Businesses can gather and analyze enormous volumes of data on consumer behavior, interests, and previous purchases using AI. The creation of highly customized marketing campaigns that are suited to each client's unique requirements is thus possible using this data.

b. Businesses may employ AI-powered recommendation engines, for instance, to propose goods or services based on past purchases or browsing patterns of customers who are most likely to be interested in them.

c. In a similar vein, AI may assist firms in developing marketing messages and deals that are specifically tailored to the tastes and interests of each consumer. Businesses may strengthen ties with their clients and boost their engagement and loyalty by sending personalized marketing messages and offers.

Marketing Communications that are pertinent and specifically catered to the wants and interests of consumers have a higher likelihood of being favorably received by those consumers. Businesses may see an increase in sales and income as a result of this. However, it's crucial to remember that the reliability and integrity of the data utilized substantially influence how well-personalized marketing initiatives perform. Businesses must make sure they are gathering accurate and pertinent data about their clients to generate fully personalized marketing campaigns since AI algorithms are only as good as the data they are fed. Businesses must also guarantee that they are following privacy laws and regulations and be open and honest with their consumers about how their data is utilized. In general, personalizing marketing efforts using AI can transform how companies engage with their clients and spur revenue development.

2. **Ethical issues:** Using AI in sales and marketing poses ethical issues including privacy and security hazards, algorithmic prejudice, and the possibility of job loss. While AI has numerous advantages for organizations in terms of marketing and sales, there are also several ethical concerns. Some of the most significant ethical concerns with AI in marketing and sales are listed below:

a. **Privacy and security:** The possibility of privacy and security breaches when employing AI in marketing and sales is one of the main worries. There is a chance that client data might be compromised as corporations gather more and more of their data to feed AI systems. This can lead to a decline in consumer confidence and harm the company's image.

b. **Algorithmic bias:** The data that AI systems are taught determines how impartial they are. Artificial intelligence systems may reinforce prejudices if the training data for them contains discriminating or biased tendencies. This can result in prejudice towards specific client groups or exacerbate already-existing disparities.

c. **Transparency and accountability:** It can be challenging for organizations to comprehend exactly how AI systems operate and make choices as they get more complicated and powerful. Because of this lack of

transparency, it may be challenging to hold companies responsible for any unfavorable effects that their AI systems may have.

d. Businesses must be open about how they gather and utilize consumer data, and they must make sure that the necessary security precautions are in place, to satisfy these ethical concerns. They must also take action to rectify any biases or prejudices in their AI systems and seek to prevent any detrimental effects on people, such as job loss. Last but not least, companies must be ready to accept accountability for the decisions made by their AI systems and for any unfavorable effects that these systems may have on clients or society at large. These discoveries have important marketing and sales ramifications. To increase productivity, enhance customer experiences, and gain a competitive edge, businesses should think about integrating AI into their marketing and sales strategy. They must be conscious of the ethical issues, though, and take action to resolve them.

3. **Efficiency:** AI can automate data gathering, analysis, and customer support, which may help firms save time and costs. Increased productivity and efficiency may result from this. Businesses may greatly increase production and efficiency by using AI to automate a variety of jobs and procedures. Here are a few instances where AI can be useful to organizations in this regard:

a. Data gathering and analysis: Gathering and analyzing a lot of data can take a lot of time and effort. By gathering and analyzing data in real time, AI algorithms can automate this process, enabling organizations to instantly make better judgments.

b. Customer service: Virtual assistants and chatbots powered by AI may respond to questions from customers and offer 24/7 real-time support. This may make customer service more effective and easy for clients while also saving organizations time and resources.

c. Marketing automation: AI is capable of automating a variety of marketing processes, including content generation, social media posting, and email campaigns. This may help firms save time and money on tedious chores while also increasing the efficacy of their marketing campaigns as a whole.

d. Predictive maintenance: AI can analyze sensor and machine data to forecast when maintenance or repairs are necessary. This can boost production while also assisting organizations in avoiding expensive maintenance concerns and downtime.

Businesses may save time and money while also increasing accuracy and efficiency by automating these and other operations. By delegating repetitive and menial activities to AI-powered tools and systems, firms can concentrate on more crucial duties like strategy and innovation. It's crucial to remember that putting AI-powered automation into practice takes significant preparation and thought. Businesses must make sure they have the tools and knowledge needed to set up and run these systems efficiently. They must also take into account the possible effects on their workforce and make sure that workers are trained and prepared to collaborate with AI systems.

4. **Better client experiences:** With chatbots and virtual assistants, AI can offer real-time, individualized customer care. Customers may experience and feel more satisfied as a result of this. Real-time, individualized customer service may be provided via chatbots and virtual assistants driven by AI, which can improve client experiences and boost customer satisfaction. Here are some ways that AI might improve customer experiences for businesses:

a. The assistance that is tailored to each customer's requirements and preferences is possible with AI-powered chatbots and virtual assistants. This can assist firms in giving each consumer a more individualized and customized experience.

b. Instant replies: Customers may get instant responses to their questions and concerns around-the-clock using chatbots and virtual assistants driven by AI. This can assist companies in giving consumers a more accommodating and responsive experience.

c. Service consistency: Chatbots and virtual assistants powered by AI can deliver consistent service via many channels, including social media, email, and phone. This can aid companies in maintaining a unified brand identity and delivering a smooth client experience.

d. Enhanced problem-solving: Companies may use AI-powered technologies to analyze client data to spot trends and anticipate demands. This can assist companies in proactively addressing client concerns and offering efficient fixes to their issues.

In general, organizations may provide more individualized and responsive customer service by utilizing AI-powered chatbots and virtual assistants, which can improve client experiences and raise customer satisfaction. It's crucial to remember, though, that AI-powered systems cannot replace human contact and empathy. To deliver a genuinely excellent customer experience, businesses must balance the usage of AI with human contacts.

2.3 The advantage over competitors: Companies that include AI in their marketing and sales tactics may give their clients better services and more individualized offerings, giving them a competitive edge. Businesses that

use AI in their marketing and sales strategies can outperform their competitors. Here are a few ways AI might give you an edge over your rivals:

- **Personalization:** Businesses may provide their consumers with more tailored and personalized solutions by utilizing AI to analyze customer data and forecast their preferences and behavior. This can assist companies in differentiating themselves from rivals that take a more general strategy.
- **Operations that are quicker and more efficient:** AI may assist organizations in operating more swiftly and effectively than their rivals by automating a variety of chores and procedures. This may result in quicker reaction times, greater customer support, and ultimately, a happier client base.
- **Improved decision-making:** A better ability to make judgments is provided by AI-powered analytics and insights, which may help organizations stay one step ahead of their rivals. Businesses may get insights into their consumers' behavior and preferences by utilizing AI to analyze customer data, which can then be used to assist them make more specialized and successful marketing and sales choices.
- **Innovative marketing strategies:** Companies may develop cutting-edge marketing strategies that differentiate them from their rivals by utilizing AI-powered solutions like chatbots and virtual assistants. For instance, they can provide clients with tailored product suggestions based on their browsing and purchase patterns.

Businesses may, in general, outperform their competition by using AI in their marketing and sales strategies. It's crucial to remember that putting AI-powered systems into place calls for meticulous preparation and execution. Businesses must make sure they have the tools and knowledge needed to set up and run these systems efficiently. They must also take into account the possible effects on their workforce and make sure that workers are trained and prepared to collaborate with AI systems.

2.4 Best Examples of AI in Marketing Used by Companies in 2023

(Chirag Goyal(2023), How To Create A Marketing Strategy Using Artificial Intelligence?, Artificial Intelligence, Published On March 12, 2023,<https://www.analyticsvidhya.com/blog/2023/03/ai-marketing-strategies/>)

AI has been transforming the marketing landscape for several years, and companies across industries are leveraging its power to optimize their marketing strategies and drive growth. Here are 8 examples of AI in marketing used by companies in 2023:

1. **Coca-Cola: The World's Largest Beverage Distribution System.** At The Coca-Cola Company, we market, manufacture, and sell beverage concentrates, syrups, and finished beverages, including sparkling soft drinks, water, sports drinks, juice, dairy, plant-based drinks, tea, and coffee. Coca-Cola uses AI to personalize its marketing campaigns and improve customer engagement. The company uses AI algorithms to analyze customer data and create personalized messages that resonate with its audience.
2. **Amazon:** Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods directly or as the middleman between other retailers and Amazon.com's millions of customers. Amazon uses AI to power its recommendation engine, which suggests products to customers based on browsing and purchasing history. This AI-powered recommendation engine has helped Amazon increase its sales and improve its customer satisfaction.
3. **Spotify:** Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world. Basic functions such as playing music are free, but you can also upgrade to Spotify Premium. Spotify uses AI to personalize its music recommendations and improve the user experience. The company uses AI algorithms to analyze customer data and create personalized playlists matching their music preferences.
4. **Sephora:** Sephora is a French multinational personal care and beauty retailer with nearly 340 brands and its private label, Sephora Collection. It includes beauty products such as cosmetics, skincare, body, fragrance, nail color, beauty tools, body lotions, and hair care. Sephora uses AI-powered chatbots to engage with customers and answer their queries. These chatbots use natural language processing (NLP) algorithms to understand customer queries and provide relevant responses.
5. **Uber:** Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers. Uber uses AI to optimize its pricing strategy and improve its revenue. The company uses machine learning algorithms and Predictive Analytics to analyze customer demand and adjust its pricing dynamically based on real-time demand.
6. **American Express:** American Express is a leading personal, small business, and corporate credit card issuer. The company's travel-related offerings include traveler's checks, credit cards, corporate and personal travel planning services, tour packages, and agencies for hotel and car-rental reservations. American Express uses AI to analyze customer data and detect fraud. The company uses machine learning algorithms to identify patterns and anomalies in customer transactions and prevent fraudulent activities.

III. Literature Review

3.1 How does AI help with sales?

We have heard that artificial intelligence will control the world as a sales manager. We will see a time when low-cost yet proficient AI helpers handle all sales (Cem Dilmaghani, (2017), 15 AI sales Applications, AI in Marketing, 5 min read, <https://research.aimultiple.com/marketing-ai/>). Essentially, the reason we are not there yet is that AI is not yet developed enough to manage the complicated interactions and relationship-building needed in sales. Today's artificial intelligence (AI) serves as an assistant to:

- Help them automate time-consuming chores that don't need interpersonal interactions, like sales forecastings, or challenging occupations, like data entry and meeting schedules. By pointing out trends in client replies, we may help them enhance their ability to prioritize and become better salespeople.
- Detailed statistics on all sales representatives' communication should be provided to team leaders.

Since inside sales is our current area of concentration, a retail sales department has various primary operations and, thus, different AI use cases. Despite the wide range of applications for AI, success depends on effective prioritization. Process mining, which involves gathering and analyzing process data from CRM and other pertinent IT systems and documents, may assist sales teams in automatically monitoring and managing their sales activities.

3.2 Benefits of Sales Projection:

1. Demand predicting: Although difficult, forecasts may be automated based on all client interactions and prior sales results, AI enables automated and precise sales projections. Increase sales time while improving forecast accuracy for your sales team. Sales representatives may spend their time more effectively with greater prioritization. Sales representatives typically use their knowledge from the previous 5–10 years (approx.) to choose which prospect to concentrate on. To identify the characteristics that improve a prospect's chance to buy, AI systems may use data from hundreds of sales agents that will enable them to focus on the correct prospects.
2. Creating leads: Give your sales representatives leads if you like them! Without leads, sales representatives waste valuable time looking for leads rather than completing transactions.
3. Lead and sales prediction scoring: Determining the priority of leads is crucial after lead creation. The AI tools rank consumers' chances of converting based on information from the firm and outside parties, enabling your sales representatives to set priorities. The traffic to your business is another source of data for lead prioritization. Tools for website identification can assist organizations in managing the prioritization of leads based on how prospective clients engage with your business's online presence. With the use of these technologies, you may track leads who visit the business website and offer contact details. When you specify the requirements for a high-quality lead, these systems automatically deliver "trigger reports" to your sales staff.
4. Analytics and personalized sales content: Priority consumers are chosen, and sales representatives then better offer them sales material tailored to their requirements and preferences. With personalized content, organizations can turn visitors into customers and enhance lead engagement rates.
5. Suggestions for next steps from sales representatives: To determine the optimal course of action, AI will evaluate the behaviors of your sales representatives and leads. When they might be completing another transaction, no one wants to waste time setting up a demo through email.

Many businesses today utilize AI to perform small activities, such as digital advertising placement which is also known as "programmatic buying"; aid with wide tasks, such as improving prediction accuracy, and supplement human efforts in structured jobs, such as customer service. (Victor Antonio, (2018), How AI Is Changing Sales, Analytics And Data Science, 7 min read, How AI Is Changing Sales (hbr.org))

- Businesses also use AI at every point of the consumer journey. When potential buyers are in the "consideration" phase of a purchase and researching a product, AI will target adverts to them and can assist in guiding their search. We see this occurring at the online social media platform Instagram, which utilizes AI to assess which customers or persons are most likely to be persuaded and choose things to display based on their browsing histories.
- AI-enabled bots from businesses can assist marketers in understanding customers' needs, boost their engagement in a search, point them in the right direction, and, if necessary, connect them to a human sales agent by chat, phone, video, or even "co-browsing"—allowing an agent to guide the customer through a shared screen.
- AI may help to simplify the sales process by creating highly personalized product or service offers based on precise data about individuals, including real-time geolocation data.
- AI may help with upselling and cross-selling, as well as reducing the probability of clients abandoning their digital shopping carts. For example, if a consumer adds items to their cart, AI bots can deliver an inspiring testimonial to assist them to complete their purchase.

Following the transaction, AI-enabled service agents from companies and Interactions are accessible 24 hours a day, seven days a week to triage client queries and are better equipped to deal with variable amounts of support requests than human agents. They can handle simple questions like delivery timing or appointment booking and can escalate more complicated ones to a human agent. In certain circumstances, AI supports human reps by analyzing customers' tones and offering alternate replies, instructing agents on how to best meet customers' demands, or recommending supervisor action.

3.3 Pros and cons of AI:

A thorough analysis of the body of research on artificial intelligence in marketing and sales is provided in this section. (A M Abubakar, B H Namin, I Harazneh, H Arasli, T Tunç,(2017), Does gender moderate the relationship between favoritism/nepotism, supervisor incivility, cynicism, and workplace withdrawal: A neural network and SEM approach, *Tourism Management Perspectives*, volume 23, p.129-139, <https://www.sciencedirect.com/science/article/abs/pii/S2211973617300466?via%3Dihub>)

It discusses the various AI marketing and sales technologies and strategies, including chatbots, predictive analytics, and customized email marketing, as well as their advantages and disadvantages. The part also looks at how AI affects decision-making, revenue growth, and consumer experiences. The analysis points up weaknesses and restrictions in the existing research, such as the absence of standardized performance indicators for AI and the requirement for more research on the moral and legal implications of using AI in marketing and sales. Following are the pros and cons of using AI:

- **AI Methods and Tools:**

Pro: The various AI technologies and sales and marketing approaches are compared and contrasted in this section. It illustrates how chatbots, predictive analytics, and customized email marketing have been utilized successfully in various situations and sectors while discussing the advantages and limits of each.

Con: It also discusses the difficulties of applying AI to marketing and sales, including the necessity for substantial investments in data infrastructure, the absence of standardized AI success indicators, and the risk of data privacy and security breaches.

- **AI's Effects on Customer Experiences:**

The effect of AI on customer experiences in marketing and sales is covered in this section.

Pro: By making tailored suggestions, responding to client inquiries in real time, and optimizing the whole customer journey, it examines how AI might be utilized to enhance consumer experiences.

Con: The obstacles to integrating AI into consumer interactions and including how AI may be viewed as intrusive or impersonal is a broad issue.

- **AI's Effect on Revenue Growth:**

The effect of AI on sales and marketing revenue growth is examined in this section.

Pro: It covers the application of AI to boost sales conversions, lower churn, and find new income sources.

Con: The difficulty of utilizing AI to increase income, includes the requirement for substantial expenditures in data infrastructure and the possibility of overdependence on AI-generated insights.

- **AI's Effect on Decision-Making:**

The influence of AI on marketing and sales decision-making is covered in this section.

Pro: It examines how data-driven insights and task automation from AI may be utilized to enhance decision-making.

Con: The drawbacks of utilizing AI in decision-making, such as the possibility that AI systems might amplify human biases affects the decision-making of humans.

Conclusion:

The main conclusions of the literature review are outlined in this part, along with the advantages, difficulties, and best practices of applying AI in marketing and sales. Also, the section makes suggestions for future study paths, such as the need for greater research on the moral and legal ramifications of employing AI in marketing and sales and the creation of uniform performance criteria for AI in these fields.

Topic	Pros	Cons
AI Methods and Tools	<ul style="list-style-type: none"> Illustrates successful utilization of chatbots, predictive analytics, and customized email marketing 	<ul style="list-style-type: none"> Necessity for substantial investments in data infrastructure Absence of standardized AI success indicators Risk of data privacy and security breaches
AI's Effects on Customer Experiences	<ul style="list-style-type: none"> AI can enhance customer experiences through tailored suggestions and real-time response 	<ul style="list-style-type: none"> Obstacles to integrating AI into customer interactions AI may be viewed as intrusive or impersonal
AI's Effect on Revenue Growth	<ul style="list-style-type: none"> AI can boost sales conversions, lower churn, and find new income sources 	<ul style="list-style-type: none"> Requirement for substantial expenditures in data infrastructure Possibility of overdependence on AI-generated insights
AI's Effect on Decision-Making	<ul style="list-style-type: none"> AI can provide data-driven insights and task automation to enhance decision-making 	<ul style="list-style-type: none"> Possibility that AI systems might amplify human biases affecting decision-making

Table 2.3.1 Pros and cons of using AI

3.4 Understanding the Different Kinds of Artificial Intelligence

AI is primarily concerned with comprehending and doing intelligent activities such as thinking, learning new skills, and adapting to new environments and obstacles(<https://link.springer.com/article/10.1007/s42979-022-01043-x>). Thus, artificial intelligence (AI) is regarded as an area of research and engineering that focuses on replicating a wide variety of difficulties and functions in the sphere of human intellect. Building an efficient AI model, however, is a difficult endeavor because of the dynamic nature and complexity of real-world circumstances and data. Thus, in order to tackle numerous challenges in today's Fourth Industrial Revolution, we investigate several forms of AI such as analytical, functional, interactive, textual, and visual AI. We specify the scope of each category in the following sections.

- Analytical:** Analytics is the process of detecting, understanding, and presenting relevant data trends. As a result, Analytical AI seeks to identify new insights, patterns, correlations, or dependencies in data and to aid in data-driven decision-making. As a result, in today's business intelligence arena, it has become a fundamental component of AI capable of providing insights to a company and generating ideas or recommendations through its analytical processing power. To answer a specific real-world problem, several machine learning and deep learning approaches can be employed to develop an analytical AI model. For example, a data-driven analytical model may be used to analyze company risk. AI that is useful: Functional AI is similar to analytical AI in that it searches huge amounts of data for patterns.
- Interactive AI:** Typically, interactive AI facilitates efficient and interactive communication automation, which is highly established in many facets of our everyday life, notably in the commercial realm. An interactive AI model, for example, may be valuable in the development of chatbots and smart personal assistants. A range of approaches such as machine learning, frequent pattern mining, reasoning, and AI is used to develop an interactive AI model.
- Textual AI:** Textual AI often refers to textual analytics or natural language processing, which allows organizations to benefit from text recognition, speech-to-text conversion, machine translation, and content development. For example, a company may utilize textual AI to supplement its internal corporate knowledge library in order to deliver relevant services, such as answering customers' questions.
- Visual AI:** Visual AI is capable of recognizing, classifying, and arranging things, as well as transforming photos and videos into insights. Thus, visual AI is an area of computer science that trains robots to learn pictures and visual data in the same way that humans do. This type of AI is frequently employed in domains like computerization.

As previously stated, each AI type can bring answers to a variety of real-world challenges. To provide solutions while keeping the target applications in mind, various AI techniques and their combinations such as machine learning, deep learning, advanced analytics, knowledge discovery, reasoning, searching, and relevant others can be used, as briefly discussed in "Potential AI Techniques." As most real-world situations require sophisticated analytics to deliver an intelligent and clever solution to meet today's demands, analytical AI that employs machine learning (ML) and deep learning (DL) approaches can play an important role in the field of AI-powered computers and systems.

IV. Hypotheses:

H1. By automating time-consuming chores, giving in-depth statistics on sales representative interactions, helping with demand forecasting, and generating leads, AI technology will play a bigger role in sales as it develops.

H2. Higher engagement rates and more effective sales may be achieved by using AI to assist in prioritizing leads and give personalized content.

H3. By making highly tailored product or service offers based on detailed information about individuals, lowering the likelihood that customers would leave their online shopping carts, and providing round-the-clock customer care, AI may assist in streamlining the sales process.

H4. Despite the advantages of AI in sales, there may also be drawbacks, such as the potential for biased data and a lack of human engagement that might result in poorer customer experience.

H5. Although AI can support human efforts, it is not yet sufficiently advanced to completely replace the intricate interactions and relationship-building required in sales.

V. Scope of the project

This project's goal is to examine the literature already in existence on the application of AI to marketing and sales. The study will examine and assess the advantages, difficulties, and ideal procedures of using AI in marketing and sales. It will also evaluate the effects of AI on customer experiences, revenue development, and decision-making by comparing and contrasting various AI tools and methodologies, including chatbots, predictive analytics, customized email marketing, etc. The study will point out the existing research's shortcomings and make suggestions for future research trajectories.

The initiative will not, however, entail the application or testing of AI in sales and marketing. **The project's main goal is to analyze the body of current literature, identify best practices, and make suggestions to companies and organizations who want to use AI to improve marketing research and increase sales. The technical facets of AI deployment and development will also not be covered by the project.**

VI. Research Methodology

The project will use a methodical approach that includes the following crucial steps:

6.1 Conduct a thorough analysis of the body of knowledge about the application of AI to marketing research.

Determine and examine the field's present situation, including its prospects and difficulties:

Since organizations are increasingly using AI to improve their marketing initiatives, the use of AI in marketing research has attracted a lot of interest. By increasing the precision of data analysis, automating repetitive operations, and offering clients individualized experiences, AI has the potential to revolutionize marketing research. For AI to be used effectively in marketing research, many issues and constraints must be resolved. One of the most important advantages of artificial intelligence in marketing research is its capacity to analyze vast volumes of data fast and precisely. AI may assist firms in identifying trends and insights that human analysts may miss, resulting in more successful marketing tactics. **Predictive analytics, for example, may be used to foresee consumer behavior and preferences, allowing firms to personalize their marketing messages to particular clients.** Another advantage of artificial intelligence in marketing research is its capacity to automate mundane operations like data collecting and processing. This allows human analysts to focus on more strategic and creative duties like establishing new marketing campaigns or discovering upcoming industry trends. Chatbots and virtual assistants powered by AI may also give real-time customer support and help, enhancing the entire customer experience. Despite the potential benefits of artificial intelligence in marketing research, some various obstacles and constraints must be addressed. The quality of data needed to train AI models is one of the most difficult difficulties. Biases or inaccuracies in data might result in erroneous forecasts and insights, leading to unproductive marketing initiatives. Another difficulty is that firms must constantly update and alter their AI models as customer behavior and tastes change. AI models that are not updated regularly may become obsolete or irrelevant, resulting in erroneous forecasts and insights. Finally, there are ethical problems with using AI in marketing research. These concerns include data privacy, openness, and accountability. Businesses must guarantee that consumer data is collected and used ethically and openly and that they are held accountable for the decisions made by their AI models. In conclusion, while the use of AI in marketing research has numerous advantages, there are some obstacles and limits that must be addressed. To effectively use AI in marketing research, businesses must carefully assess the quality of their data, the necessity for continuous model changes, and ethical considerations about data protection and responsibility.

6.1.1 The tool used for Preliminary Data: Google Search Engine

We will use the Google search platform to understand AI and get thorough knowledge of its use. The Google search engine may be a useful resource for learning more about AI and its uses in marketing research. However, it's critical to remember that not all of the information returned by a Google search may be dependable or trustworthy. It's crucial to double-check the information's sources and assess it thoroughly.

It may be helpful to review academic journals, industry publications, and other trustworthy sources of data on AI and marketing research to enhance the material discovered from a Google search. This can offer a more thorough overview of the state of the research and industry best practices right now.

6.1.2 Where is the gap in the preliminary research?

B2B sales are particularly challenging. Low conversion rates and a lengthy sales cycle are present. Customers do not just pull out their credit cards and make purchases, they require a lot of support and affirmation. To guarantee that we develop a strong relationship with our clients, sales executives must contact them, see them in person, address their issues, and continue to offer guidance after the sale.

These sales procedures can be made better with the use of artificial intelligence. A Harvard Business Review study (Thomas H. Davenport, Abhijit Guha, and Dhruv Grewal,(2021), How to Design an AI Marketing Strategy, IT Management, 10 min read, How to Design an AI Marketing Strategy (hbr.org)) found that businesses utilizing AI in sales were able to boost leads by more than 50%, cut call times by 60–70%, and achieve cost savings of 40–60%.

6.2 Data gathering:

Compile pertinent information from a variety of sources, such as market research databases, social media sites, online polls, and consumer reviews. Investigate various data-collecting methods, such as sentiment analysis, picture recognition, and web scraping. **Data collection is a crucial part of marketing research, and I can play a big part in assisting organizations in doing so more successfully and efficiently.** Businesses may use a variety of data sources, including market research databases, social media platforms, online surveys, and customer reviews. A plethora of data regarding customer behavior, including buying patterns, tastes, and demographics, may be found in market research databases. To gather more detailed data on customer behavior and preferences, these databases may be utilized to perform surveys, focus groups, and other research projects. Twitter, Facebook, and Instagram are just a few examples of social media platforms that might provide useful data for marketing research. Social media interactions may be monitored to spot patterns, moods, and customer preferences using AI-powered solutions. Another well-liked technique for gathering information for marketing research is online polls and surveys. In order to make data collection and analysis for organizations easier and more effective, AI may be utilized to automate the process of conducting surveys and analyzing the findings. AI may be used to acquire data from sources other than these conventional ones, in addition to these typical ones. In order to ascertain consumer attitudes and opinions, sentiment analysis may be used to examine social media postings, client evaluations, and other types of user-generated information. Web scraping is another tool that companies may use to get data from internet sources. Businesses may rapidly and efficiently obtain massive volumes of data through web scraping, which is the process of employing software tools to scrape data from websites and online databases. In general, firms may utilize a wide range of data-collecting techniques to learn more about consumer behavior and preferences. Businesses can gather and analyze data more effectively and efficiently with the use of AI-powered tools and methods, gaining useful insights that may guide marketing campaigns and increase sales. Therefore, setting priorities based on how effectively the data-collecting techniques work is likely to produce useful findings.

6.2.1 Tools Used to Collect Data: Google Forms

There are numerous ways to gather information about the use of AI to improve marketing analysis and increase sales. Here are a few potential choices:

- Surveys: By polling customers, marketing experts, or companies, you may learn more about how AI is used in marketing research and how it affects sales.
- Interviews: You may gain deeper insights into the usage of AI in marketing research and sales by interviewing business leaders, marketers, or customers.
- Case studies: Examining case studies of companies that have included AI in their marketing research and sales strategies can offer insightful information on the advantages and difficulties of doing so.
- Monitoring social media: Monitoring social media sites can reveal information about customer attitudes and actions connected to the use of AI in market research and sales.
- Secondary data sources: Examining past studies and data on AI in marketing research and sales from trade publications, scholarly journals, and other trustworthy sources may be a goldmine of knowledge.

It's crucial to make sure the information gathered is accurate, trustworthy, and impartial. The quality and applicability of the data obtained may be ensured by careful preparation and the selection of the most relevant procedures.

6.2.2 Tools that can be used data gathering tools that can make the process easier and lead to more successful growth in the next years:

1. BrightData is a data collection, for starters. It has a data collector that can precisely gather data at any scale from any website. The finest aspect is that you may specify the data collection format that you desire. This program also contains a code editor, and a browser plugin, is accurate, dependable, and doesn't need any coding, among many other benefits. Additionally, you receive global assistance that is available around the clock.
2. Replsly Mobile CRM is a field management platform that runs in the cloud. This is a great resource for small and medium-sized enterprises. Data mining is now simpler than ever with the help of this program. You receive a tonne of features, such as sophisticated scheduling tools, real-time visibility, and information on previous interactions with customers, among others.
3. Content trap: There are instances where the goal is to gather client information. If that's the case, Content Snare would be among the greatest tools to use. This makes it possible to gather data in the form of documents, forms, photos, videos, etc. This tool supports the collection of both qualitative and quantitative data. By elaborating on your request, you may also send one to the client directly.
4. Instant Data Entry Application (IDEA): If you're seeking a tool to design and distribute web apps for data collecting, this one is useful. As you have a central spot to set up mapping and lookup lists, you can manage all the built apps here.
5. Forms on Fire: One of the greatest cloud-based tools for streamlining your workflow and the entire data-gathering process. What could be better than being able to work whatever you want—online, offline, on a desktop, or in an application? This utility specifically provides for this. You can drag and drop items as you see fit, make reports, and collect analytics. You also receive notifications in real-time.

6.3 Data Pre-processing: Prepare the obtained data for analysis by cleaning, preprocessing, and transforming it. Techniques like feature engineering, data purification, and data integration may be used in this. **Data cleaning, preparation, and transformation are essential steps in the data analysis process that prepare the data for analysis.** For accurate and trustworthy findings, this stage makes sure the data are of high quality and ready for analysis. Data cleaning, which entails eliminating any unnecessary, redundant, or incorrect data from the dataset, is the first stage of data pre-processing. Making educated business decisions requires accurate and trustworthy data, which is ensured by doing this. Outlier removal, value filling, and duplication removal are some examples of data cleaning techniques. Data pre-processing, which entails converting the data into a format appropriate for analysis after data cleansing, is the following stage. The process of choosing and altering the pertinent characteristics or variables in the dataset may be involved in this. Feature engineering might entail merging or choosing the most pertinent features, extracting new features from the current ones, or scaling them up or down. Data pre-processing involves eliminating noise or undesired information from the dataset and also uses data purification as a key approach. In order to do this, the data may need to be cleaned up by eliminating noise or pointless variables. Data pre-processing uses data integration as a key approach.

6.3.1 Tool used: Tableau:

Tableau, an analytics and data visualization platform that allows customers to interact with their data, is one of the finest AI tools for data analysts. The lack of technical skills needed to use Tableau is one of its main selling factors. Users may build reports using Tableau and distribute them on desktop and mobile platforms. In order to generate reports that can be shared within a browser or incorporated into an application, the data analytics tool offers data visualization and analytics. All of this is possible while Tableau is being used on-site or in the cloud. Drag-and-drop dashboard and visualization component components are converted into back-end queries via VizQL, the query language that powers the Tableau platform. Additionally, there isn't much need for end-user performance.

Here are a few benefits of Tableau:

- Supports data mixing, dashboarding, and complicated calculations.
- Develop interactive visualizations quickly.
- Simplicity of execution
- Takes care of a lot of data.

6.3.2 Other tools alternative to Tableau are(Geri Mileva, (2023), Top 21 AI Marketing Tools to Grow Your Business in 2023, BenchMark Report 2023, 14 min read, Top 20 AI Marketing Tools to Grow Your Business in 2023 (influencermarketinghub.com)):

- **Polymer:** Polymer, a strong AI tool that provides a potent AI to turn data into a streamlined, adaptable, and potent database, is yet another excellent choice for data analysts. One of Polymer's finest features, like other outstanding AI solutions, is that no coding is necessary. The programme uses artificial intelligence to analyze data and enhance users' comprehension of it. All of this is done by Polymer without a protracted onboarding procedure. Simply uploading a spreadsheet to the site will convert it into a simplified database, which can then be searched for insights. The unique feature of Polymer, according to the company, is that it quickly turns a user's spreadsheets "searchable, intelligent, and interactive." Many other types of workers utilize the programme, including data analysts, digital marketers, content producers, and others.

- **Akkio:** Akkio, a business analytics and forecasting tool enabling users to analyze their data and anticipate probable consequences, is near the end of our list of the top 5 AI tools for data analysts. The beginner-friendly tool is perfect for people who wish to begin working with their data. Users of the AI tool may upload their dataset and choose the variable they wish to forecast, and Akkio will utilize that information to create a neural network specifically for that variable. Predictive analysis, marketing, and sales all benefit greatly from it. Akkio is a great tool that doesn't require any prior coding knowledge, much like many other tools on our list.

6.4 Data Transformation: Prepare the obtained data for analysis by cleaning, preprocessing, and transforming it. Techniques like feature engineering, data purification, and data integration may be used in this. Data pre-processing, which entails converting the data into a format appropriate for analysis after data cleansing, is the following stage. **The process of choosing and altering the pertinent characteristics or variables in the dataset may be involved in this.** Feature engineering might entail merging or choosing the most pertinent features, extracting new features from the current ones, or scaling them up or down. Data pre-processing, which involves eliminating noise or undesired information from the dataset, also uses data purification as a key approach. In order to do this, the data may need to be cleaned up by eliminating noise or pointless variables. It includes merging data from several sources to generate a more comprehensive picture and also uses data integration as a key approach. The next stage after cleaning the data is data pre-processing, which is putting the data into a format appropriate for analysis. Feature engineering, the act of choosing and manipulating the pertinent features or variables in the dataset, may be necessary for this situation. In feature engineering, new features may be derived from existing ones, the most important ones may be combined or chosen, or they may be scaled differently. **Another crucial method used in data pre-processing is data purification, which includes eliminating noise or undesired information from the dataset.** This can entail deleting pointless variables or filtering out background noise in the data. Data pre-processing, which includes merging data from several sources to generate a more complete dataset, also uses data integration as a key approach. Merging datasets, developing new variables, or converting the data to a standard format are all examples of data integration. To make sure that the data is correct, trustworthy, and appropriate for analysis, pre-processing entails cleaning, pre-processing, and transformation. The data may be made ready for analysis using methods like feature engineering, data purification, and data integration to guarantee that it yields insightful information that may guide marketing plans and boost sales.

6.4.1 TOOL used: Microsoft Power BI: Microsoft Power BI, a very practical business intelligence application that enables users to filter through their data and visualize it for insights, is another top AI tool for data analysis. Users of the platform may quickly start creating reports and dashboards after importing data from almost any source. Users may create machine learning models and use other AI-powered tools to analyze data with Microsoft Power BI. It offers a variety of connectors, including one with native Excel and another with Azure Machine Learning. Power BI may be quickly integrated for data reporting, data visualization, and dashboard creation in businesses that currently utilize Microsoft technologies.

The benefits of Microsoft Power BI include the following:

- Effortlessly incorporates the apps already in use.
- Personalized dashboards are produced.
- Aids in the publication of secure reports.
- Not limited by memory or performance.

6.4.2 Another Tool that can be used (Apoorva Bellapu,(2021),10 Best Data Collection Tools for Effective Results, Data Management, 3 min read, <https://www.analyticsinsight.net/10-best-data-collection-tools-for-effective-rresults/>):

Optimove

A consumer data platform with AI-based marketing capabilities is called Optimove to present a unified picture of all the information on one dashboard, it assists in gathering data from many platforms. Businesses may easily

decide on marketing methods and analyze or share the information. Their artificial intelligence (AI) tool, Optibot, searches and examines all the consumer data supplied to produce useful insights. It can advise you on which ads to stop running based on your losses or tell you which clients could be receiving too much corporate communication.

6.5 AI-based analysis:

To analyze the data and get valuable insights, apply AI techniques including machine learning algorithms, natural language processing, and computer vision. This might involve predictive analytics, consumer segmentation, sentiment analysis, and trend detection. **A crucial step in the application of AI to marketing research is AI-based analysis.** In this stage, the data will be analyzed to yield useful insights utilizing AI techniques including machine learning algorithms, natural language processing, and computer vision. Predictive models may be created using machine learning algorithms to assist find patterns and trends in the data. The goal of predictive analytics is to forecast future customer behavior, such as what items they will likely buy or how they will react to particular marketing initiatives. Another AI method that may be used to find groups of customers with similar traits or behaviors is consumer segmentation. By adjusting their messages and promotions to target particular customer groups, firms may more successfully target their marketing efforts. Text data, such as postings on social media or customer reviews, may be analyzed using natural language processing to find sentiment and opinion. Businesses may utilize sentiment analysis to better understand how their clients feel about their goods or services and then use that knowledge to enhance their product or service offerings. Another AI method may be used to examine visual data, such as photographs or videos, to spot patterns or trends in computer vision. In sectors like product design or packaging, where companies may utilize computer vision to discover elements that are well-liked by customers and incorporate them into their products, this might be helpful. Overall, the use of AI approaches in marketing research may offer insightful information and assist companies in making defensible choices regarding their marketing tactics. Businesses may find patterns and trends in their data and use this knowledge to enhance their goods, services, and customer experiences. Techniques like predictive analytics, consumer segmentation, sentiment analysis, and trend identification are just a few of the tools at their disposal.

6.5.1 The tool used: Jasper

You can automate the content marketing approach using this tool. Jasper, formerly known as Conversion.ai, is a sophisticated AI marketing solution designed to produce high-quality social media posts, emails, landing sites, articles, and emails. The GPT3-model created by OpenAI is used by this program to produce writing that sounds human. Additionally, it has built-in templates for the Before-After-Bridge Framework, Feature to Benefit, AIDA, and PAS. The copy will be generated for you when you submit your brand name or product. Using this potent AI, online stores can also create product descriptions. With the press of a mouse, it can create titles and meta descriptions, as well as bullet points or descriptions for Amazon products.

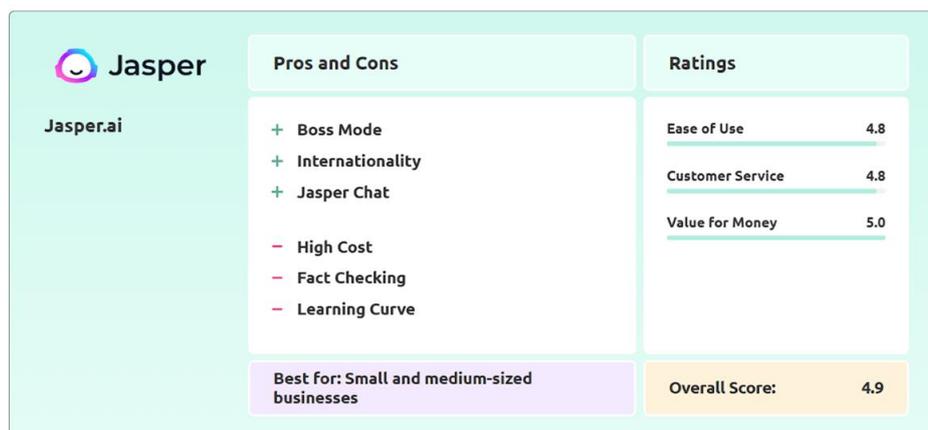


Figure 65.1.1: Source: <https://research.aimultiple.com/sales-ai/>

6.5.2 Other tools similar to Jasper are (Theodor Porutiu, (2022), 13 Best Jasper AI Alternatives To Try In 2023, Jasper AI alternatives 15 min read, 13 Best Jasper AI Alternatives To Try In 2023 (authorityhacker.com)):

1. **Rytr:** Rytr follows the classic AI writer workflow, you choose a template, give it some input, and then get AI-generated content after a few moments. But there's more to Rytr. In short, these are its main features:
 - a. On-page editing – You can select any snippet of text generated by Rytr and shorten it, rephrase it, check it for grammar, and have plenty of other choices.

- b. GPT-3 – Rytr’s AI writing software is built on OpenAI’s latest GPT model. Its long-form content isn’t as high quality as Jasper’s but it’s acceptable.
 - c. Over 30 templates – Jasper has more, but you get the bare necessities in Rytr as well.
 - d. Compact dashboard – All of Rytr’s features can be accessed quickly from a compact interface.
 - e. Multi-language support – Rytr is the only AI writer to support Hindi, among 30 other languages.
 - f. SEMRush integration – It’s not the most useful integration, but you can use SEMRush to find keywords for Rytr.
- 2. Copy AI:** Copy AI is a pretty average AI writer. It’s built on GPT-3, has a nice workflow and is one of the best interfaces in the industry. These are the attributes of Copy AI:
- a. Rapid content creation - With Copy AI, you won't have to wait long while your content is written.
 - b. GPT-3 - Copy AI employs the greatest technology available, despite the lower quality of the output.
 - c. There are over 90 templates in Copy AI, so whatever you want to create, you can probably find a template for it.
 - d. jolly templates Most likely, you won't use AI to write novels, letters, or your wedding vows. But they are available.
 - e. More than 25 different languages are supported by Copy AI.
- A verb booster, grammar checker, sentence simplifier, and other tools can help you improve the material that your AI generates.
- 3. Writesonic:** Jasper AI is more thorough than Writesonic. It doesn't provide many on-page editing tools or sophisticated integrations. Its toolkit is still rather amazing, though. Here are the major characteristics of Writesonic if you want a more thorough breakdown:
- a. Templates for marketing are available at Writesonic whether you require site copy, digital adverts, or product descriptions.
 - b. A long-form assistant gives a variety of alternatives for teaching the AI to write better, even if this is not Writesonic's area of expertise. Even the crafting of marketing content may benefit.
 - c. GPT-3 - Like Jasper, OpenAI's GPT-3 serves as the foundation for Writesonic's content production. Even though it's not as adept at producing long-form material, it can still produce excellent stuff.
 - d. More than 50 templates Although Writesonic offers some support for extended forms, the emphasis is on short content.
 - e. Support for several languages: Writesonic is offered in 24 different languages.
- 4. Content box.AI:** Natural language processing (NLP) technologies from ContentBox provide content optimization with an added level of excellence. And it is only one of the arguments in favor of choosing this AI writer against Jasper. It also possesses the following characteristics:
- a. Content optimization tools - ContentBox allows you to do a lot of things, like expand, summarize, and autocomplete your content.
 - b. Browser Add-ons - You may utilize document editing features all around the internet.
 - c. Twelve plus templates The majority of rivals provide more, but the handful that they do are good.
 - d. A simple method for content development - ContentBox executes quite quickly.
 - e. Support for several languages - You may use the Content box in more than 11 languages.

6.6 Interpretation and visualization: Using the proper tools and procedures, visualize the results of the analysis. Show the results in a way that is intelligible to all audiences, this may entail designing dashboards, charts, and infographics. After the AI-based investigation, it is crucial to interpret and present the findings succinctly. To reflect the insights acquired from the data analysis, the proper tools and methodologies must be used. Making a dashboard that presents the main metrics and trends in an intelligible manner is one method of visualizing the data. This could consist of aesthetically appealing charts, graphs, and tables that display the facts. Utilizing infographics, which are graphic visual representations of facts and information, is another strategy. With the use of infographics, complicated information may be presented in a clear, interesting way that is simpler for audiences to comprehend and remember. **It is essential to make sure that the interpretation and visualization of the findings correspond to the study's goals and answer its main research questions.** As a result, stakeholders may quickly understand the insights from the study and base choices on the findings.

6.6.1 Tool used: Frase IO: The characteristics of Phrase are too many to mention. They include tasks like task management, research, SERP analysis, content creation, and content optimization. But if you only want to know the essentials of what Frase IO offers, here they are:

- i. Researching topics and keywords is made easy with Frase IO. Simply enter a term to receive summaries of the SERP, subject, and user intent.
- ii. Content optimization - Frase IO includes thorough LSI keyword suggestions in every piece of content it produces to help you rank your articles.

- iii. Ten or more content templates Templates are a lovely addition to Frase IO, but it functions just well without them.
- iv. Generates decent content - Frase IO might sometimes fall short because it isn't based on GPT-3, but it is still a nice place to start. Additionally, it does not depend on OpenAI for updates.
- v. Complete document editor - Frase IO includes lightweight task management systems, an SEO checker, and grammatical fixes.

6.7 Analyze the precision, efficacy, and scalability of AI-based marketing research techniques in comparison to more conventional techniques.

Compare the results to accepted standards and practices for marketing research to validate them. **It is crucial to contrast AI-based marketing research approaches with established standards and practices for marketing research in order to assess their precision, efficacy, and scalability.** This makes it possible for us to evaluate how well AI-based methodologies work at producing dependable and pertinent insights for the study topics. The level of accuracy and consistency of the insights produced by the research process is referred to as precision. As opposed to traditional approaches, AI-based strategies have been proven to be extremely accurate since they depend on data-driven insights that are less prone to human prejudice and mistakes. Predictive analytics and machine learning algorithms, for example, may examine massive amounts of data to find patterns and trends, which can increase precision. **The term "efficacy" describes a research technique's capacity to meet the targeted study objectives.** Insights that help guide marketing strategies and boost sales have been discovered to be produced with great efficiency by AI-based marketing research methodologies. Better customer experiences and more customer loyalty, for instance, can result from customization strategies that employ AI to analyze consumer data. Ultimately, this can enhance sales. **Scalability is a term used to describe a research technique's capacity to effectively process enormous amounts of data.** Techniques for marketing research based on AI are very scalable since they are capable of processing enormous volumes of data rapidly and effectively. Using this, it can analyze huge datasets and discover insights that are otherwise not feasible. Overall, it has been demonstrated that using AI-based marketing research approaches is very efficient, accurate, and scalable. However, it is critical to make sure that the procedures employed are open and honest and that the insights obtained are consistent with recognised standards and practices for marketing research. By doing this, we can guarantee that the conclusions generated are accurate, pertinent to the research topics, and useful for promoting corporate growth and success.

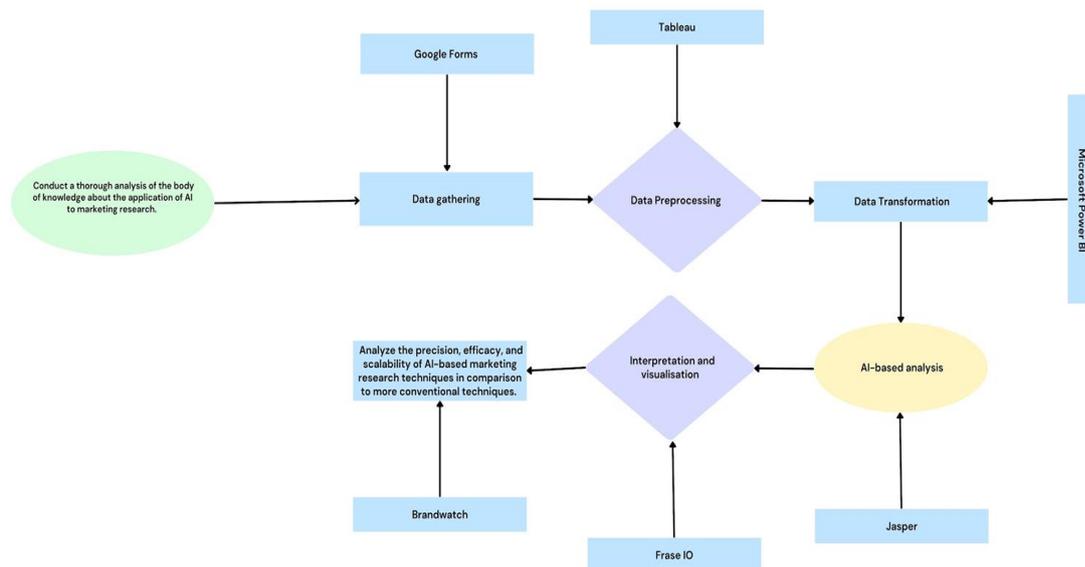


Figure 6.7.1: Steps Involved in the Research

VII. Expected Outcomes

This research should show how artificial intelligence (AI) may be used to update traditional marketing research techniques and enhance sales with the upcoming AI technology. The results might be:

- **Increased accuracy:** AI-based techniques can swiftly and correctly analyze massive datasets, reducing bias and human error in data interpretation.

- **Deeper insights:** AI methods like sentiment analysis and predictive analytics help enlighten organizations about hidden patterns and trends in data, enabling them to make more informed strategic decisions.
- **Enhanced efficiency:** AI-powered automation of data gathering and analysis may save time and money, enabling marketers to get insights more quickly and make choices more quickly.
- **Improved scalability:** AI is adept at handling massive datasets, making it feasible to analyze enormous volumes of data from a variety of sources and produce more thorough and trustworthy insights.
- **Better decision-making:** By utilizing AI in marketing research, organizations can confidently make data-driven decisions that result in more successful marketing strategies, better consumer targeting, and increased market competitiveness.

VIII. DATA COLLECTION AND ANALYSIS

8.1. The method that will be used: Predictive analytics, may be used to foresee consumer behavior and preferences, allowing firms to personalize their marketing messages to particular clients and work accordingly on their products and sales. Predictive analytics is a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modeling, data mining techniques and machine learning. Companies employ predictive analytics to find patterns in this data to identify risks and opportunities. (<https://www.ibm.com/topics/predictive-analytics#:~:text=Predictive%20analytics%20is%20a%20branch,to%20identifier%20risks%20and%20opportunities.>)

8.2 Data gathering: The survey method is being used to collect primary data, and Google forms were provided by social media companies including WhatsApp and Instagram. The study's participants were Indians older than 18 years old. There were 23 answers in all, the age range of 18 to 35 had the biggest percentage of responses,, the study asked the following questions:

- a. What is your job profile ?
- b. Are you a Marketing professional or Sales professional?
Marketing / Sales
- c. Are you aware of AI ?

Yes/ No

- d. Are you currently using AI in your marketing research practices?

Yes/ No

- e. For what purpose you use AI tools ?
Data Analysis/ Creating Content / Market research
- f. What benefits have you seen from using AI in your marketing research?

Efficiency was increased/ more personalized experience

- g. What challenges have you faced in implementing AI in your marketing research?
Accuracy of Data/ Implementation of AI
- h. Do you think AI will increase in sales ?

Yes / No

- i. Do you believe that AI will become increasingly important in marketing research in the future?

Yes / No

- j. What concerns do you have about using AI in marketing research? (You can choose more than one option)
 - i. Security and privacy
 - ii. Bias in algorithms, Expense, and technical knowledge
 - iii. Human connection is lacking
 - iv. Unexpected outcomes
- k. How do you ensure that your use of AI in marketing research is ethical and complies with data privacy regulations? (You can choose more than one option)
 - i. Transparency
 - ii. Aware Consent
 - iii. Data Protection

- iv. Minimizing data
- v. Regulation Compliance
- vi. Ethics-Related Matters

Following Data was collected from the google forms which was then cleaned and following Table was formed. Here P1, P2,P3,P4,P5,P6 and P7 are person who participated in the survey, only Marketing and sales people were analysed.

Questions	Options	P1	P2	P3	P4	P5	P6	P7
Are you a Marketing professional or Sales professional?	Marketing / Sales	Marketing	Sales	Marketing	Marketing	Sales	Sales	Sales
Are you aware of AI ?	Yes / No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Are you currently using AI in your marketing research practices?	Yes/ No	Yes	Yes	Yes	No	Yes	Yes	Yes
For what purpose you use AI tools ?	Data Analysis/ Creating Content / Market research	Creating Content and Market research	Creating Content and Data Analysis	Data Analysis and Market research	none	All the three	Data Analysis and content creating	Creating Content only
What benefits have you seen from using AI in your marketing research?	Efficiency was increased/ more personalized experience	more personalized experience.	Efficiency was increased	Efficiency was increased	none	more personalized experience.	Efficiency was increased	more personalized experience.
What challenges have you faced in implementing AI in your marketing research?	Accuracy of Data/ Implementation of AI	Implementation of AI	Implementation of AI	Accuracy of Data	Accuracy of Data	Implementation of AI	Implementation of AI	Accuracy of Data
Do you think AI will increase in sales ?	Yes / No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Do you believe that AI will become increasingly important in marketing research in the future?	Yes / No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
What concerns do you have about using AI in marketing research? (You can choose more than one option)	Security and privacy,Bias in algorithms, Expense, and technical knowledge Human connection is lacking Unexpected outcomes	Expense, and technical knowledge Human connection is lacking	Expense, and technical knowledge Human connection is lacking	Security and privacy,Unexpected outcomes	Security and privacy,Unexpected outcomes	Expense, and technical knowledge Human connection is lacking	Expense, and technical knowledge Human connection is lacking	Security and privacy,Unexpected outcomes
How do you ensure that your use of AI in marketing research is ethical and complies with data privacy regulations?	Transparency,Aware Consent Data Protection Minimizing data Regulation Compliance Ethics-Related Matters	Data Protection ,Ethics-Related Matters	Data Protection ,Ethics-Related Matters,Transparency	Data Protection, Ethics-Related Matters,Transparency	Data Protection, Ethics-Related Matters	Data Protection,Ethics-Related Matters	Data Protection,Ethics-Related Matters	Data Protection, Transparency

Table 8.2.1 Primary Data collected

8.3 Data Pre-processing: Following Data was collected using google forms:

1. Most of them Answered No, but they have started exploring AI tools, and some said it may be worth exploring how AI can help you gather and analyze data more efficiently and accurately. Some informed that AI can also provide valuable insights that can inform your marketing strategies and improve your overall ROI. Since most Answers were no we will only consider for Yes answers.
2. Chat GPT is the most used tool nowadays and people are learning more about it and is mostly used for content writing, and other tools are mostly used by data analysts such as Microsoft Power BI, Tableau, and Optimove. The survey conclusion was that most of the people use mostly content-making and data-analyzing tools.
3. According to my research, AI in marketing research can provide a personalized experience to customers by analyzing customer data to identify individual preferences and behaviors. It can also increase efficiency by automating tasks such as data analysis and customer service, leading to cost savings and increased productivity. The survey intrigues that most of the benefits seen in marketing research are the increase in efficiency
4. Data quality and technical expertise are two major challenges for AI-based marketing research systems. Finding data of high quality, representative and unbiased, accurate and relevant to the research question is a difficult task for market researchers. Along with this technical expertise is needed to develop and train AI models, integrate them with existing systems, and manage and maintain the systems. Companies may need to invest in hiring or training employees with these skills, or partnering with third-party providers, which will increase the overhead value.
5. The survey states that companies can now more clearly grasp the wants and preferences of their clients, which has improved the effectiveness of their marketing efforts and raised client happiness. Inference can be drawn that it is crucial to keep in mind that AI is only one component of the total marketing strategy, and companies constantly review and revise their methods in light of new information.
6. Data inferred as organizations continue to look for data-driven insights and automation, AI has already begun to play a key part in marketing research and is predicted to do so much more in the future. AI will therefore probably continue to play a significant role in marketing research in the future.
7. Tools for marketing research driven by AI have drawn criticism for their lack of human connection, employment displacement, algorithmic bias, privacy and security concerns, expense, and technical knowledge. These issues include lack of human engagement, employment displacement, algorithmic bias, privacy and security, expense, and technological know-how. Tools for marketing research driven by AI demand a large commitment of time, money, and technological know-how.
8. The survey concludes that in order to protect people's privacy and rights, it is crucial to employ AI in marketing research openly and ethically. Transparency, informed consent, data security, data reduction, bias mitigation, regulatory compliance, and ethical concerns are some of these rules. In addition, it's crucial to think about the ethical ramifications of employing AI in marketing research and make sure that the study doesn't contravene any ethical standards or ideals.

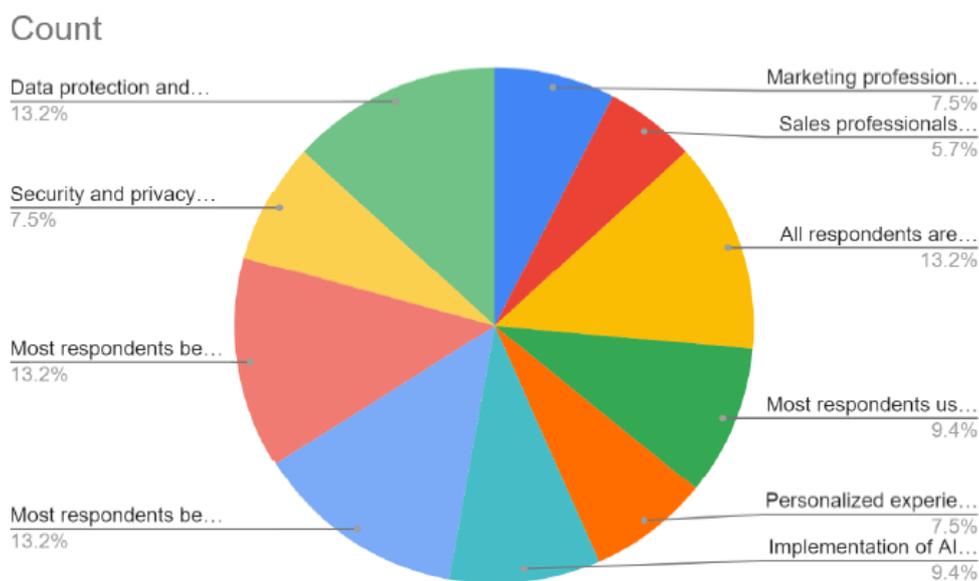


Figure 8.3.1 Count of total

8.4 Data Transformation: The following conclusion can be drawn:

The study questioned respondents if they are presently utilizing AI in their marketing research practices, what particular AI tools or methodologies they have used, and what benefits they have noticed from employing AI in their research. **According to the report, most individuals utilize largely content-creation and data-analysis tools, and AI can deliver a personalized experience to consumers by analyzing customer data to determine unique preferences and behaviors. It may also boost efficiency by automating operations like data analysis and customer service, resulting in cost savings and higher production.** Data quality and technical knowledge are two important hurdles for AI-based marketing research systems, as collecting data of high quality, representative and impartial, accurate, and relevant to the research topic is a challenging effort.

Data quality and technical knowledge are two important hurdles for AI-based marketing research systems since market researchers struggle to locate data that is high quality, representative and impartial, accurate, and relevant to the research issue. Companies must spend on recruiting or training technical staff to design and train AI models, integrate them with existing systems, and administer and maintain the systems. AI has increased the efficacy of marketing activities and increased customer satisfaction, but it is vital to remember that AI is only one component of a comprehensive marketing plan.

AI-powered marketing research tools have been chastised for their lack of human connection, job displacement, algorithmic bias, privacy and security issues, expense, and technological know-how. It is critical to use AI openly and ethically, including transparency, informed consent, data security, data minimization, bias mitigation, regulatory compliance, and ethical issues, in order to respect people's privacy and rights. According to the survey results and study, AI is rapidly being employed in marketing research, particularly for jobs like data processing and content generation. Increased productivity and personalized consumer experiences are two advantages of employing AI in marketing research, which may lead to improved ROI. However, difficulties like data quality and technical skill must be addressed, as well as ethical considerations about privacy, prejudice, and human connection.

Transparency, informed permission, data security, bias reduction, regulatory compliance, and ethical considerations must all be considered to enable the ethical and compliant usage of AI in marketing research. Companies must also examine and adjust their strategies in light of fresh facts regularly, and ensure that AI is only one component of their total marketing plan.

To summarize, AI will continue to play an important part in marketing research in the future, and businesses must negotiate the hurdles and ethical considerations involved with its usage in order to gain the benefits it may provide.

Questions	Options	Mostly Answered	Count
Are you a Marketing professional or Sales professional?	Marketing / Sales	Marketing professionals use AI more often	4
Are you aware of AI ?	Yes / No	Sales professionals use AI less often	3
Are you currently using AI in your marketing research practices?	Yes/ No	All respondents are aware of AI	7
For what purpose do you use AI tools ?	Data Analysis/ Creating Content / Market research	Most respondents use AI for data analysis	5
What benefits have you seen from using AI in your marketing research?	Efficiency was increased/ more personalized experience	Personalized experiences are a benefit of AI	4
What challenges have you faced in implementing AI in your marketing research?	Accuracy of Data/ Implementation of AI	Implementation of AI is a common challenge	5
Do you think AI will increase in sales ?	Yes / No	Most respondents believe AI will increase sales	7
Do you believe that AI will become increasingly important in marketing research in the future?	Yes / No	Most respondents believe AI will be increasingly important in marketing research	7
What concerns do you have about using AI in marketing research? (You can choose more than one option)	Security and privacy, Bias in algorithms, Expense, and technical knowledge Human connection is lacking Unexpected outcomes	Security and privacy and expense are the main concerns with AI use	4
How do you ensure that your use of AI in marketing research is ethical and	Transparency, Aware Consent Data Protection	Data protection and ethics-related matters are key considerations for	7

complies with data privacy regulations?	Minimizing data Regulation Compliance Ethics-Related Matters	ethical AI use	
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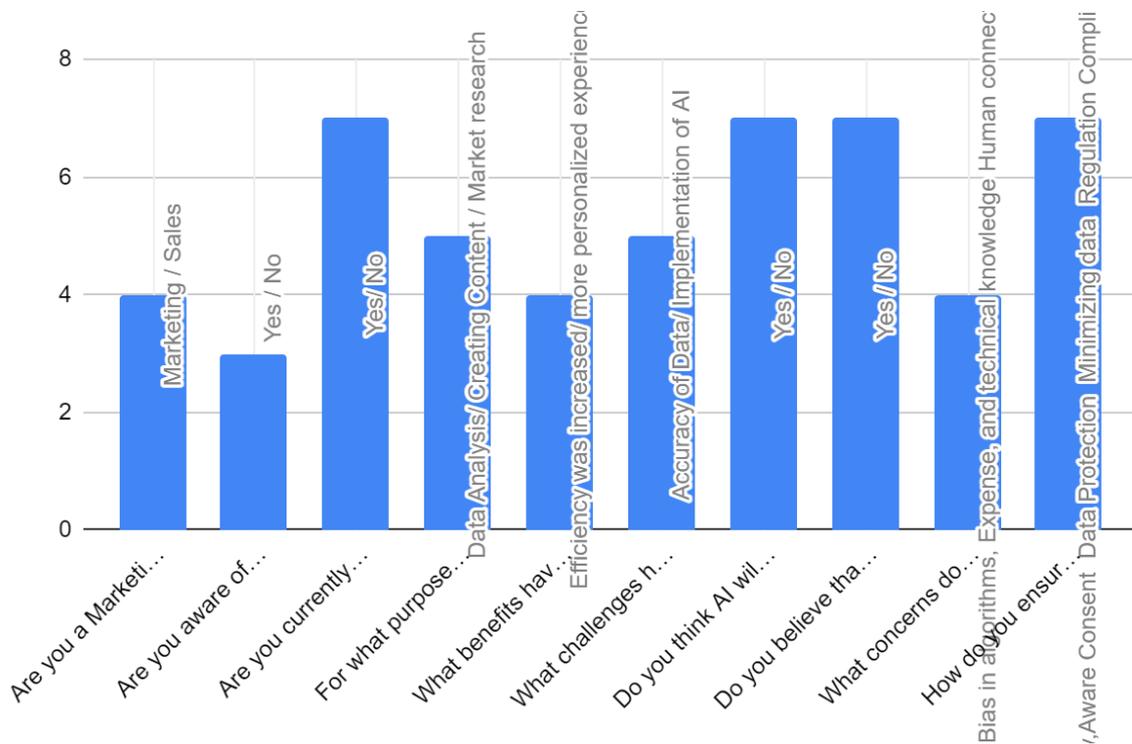
Table 8.4.1.1: Data Collected

8.5 Data Analysis: The following graph is formed using the above data:

AI techniques are used to analyze data and gain valuable insights, such as predictive analytics, consumer segmentation, sentiment analysis, and trend detection. AI-based analysis is the key step in applying AI to marketing research. Given the information, we may conclude that:

1. Four out of the seven study participants are marketing professionals who utilize AI more frequently than sales professionals.
2. The fact that every responder is aware of AI suggests that the technology is well-known in the marketing research community.
3. The majority of respondents utilize AI for market research and data analysis.
4. Personalized experiences were identified as an advantage of AI in marketing research by 4 respondents.
5. As noted by 5 out of 7 respondents, using AI is a difficulty that respondents frequently confront.
6. The majority of respondents said AI will boost sales and become more significant in market research.
7. According to four respondents, the primary issues with AI adoption are security, privacy, and cost.
8. All 7 respondents agree that privacy issues and ethical concerns are crucial factors to take into account while using AI ethically.

We will use Microsoft Power BI to analyze the Data, and the following Bar graph is being formed for our analysis:



Graph 8.5.1: Interpretation of Data collected

8.6 Data Interpretation and Visualization: Using Jasper we will get to know the key areas where AI content writing, AI organized data arrangement, and any other AI tool is required, for the above survey these are the possible outcomes:

1. Automate routine sales tasks: Activities that are simple or do not involve relationship development can be automated.
2. Automation of sales data entry: AI will seamlessly and intelligently sync data from several sources into your CRM.
3. Suggestions for sales representatives' responses: During live discussions or written interactions with leads, AI will recommend replies.

4. **Digital assistant:** Automation of meeting arrangement, allowing AI to schedule meetings, saving up your sales staff's time. Calendly, for example, adds emails and discussions to your calendar, whereas Clara replies to emails and organizes appointments.

5. **Sales representative chat/email bot:** According to business professionals, chatbots may improve revenue by 67% on average because a sales chatbot may help break the ice with a personalized message, making it easier for the consumer to interact at that time or return to the chat later. AI algorithms can also generate personalized emails for individuals, allowing sales professionals to reach out to prospects without wasting time composing many emails.

Data input, ideas for salespeople, digital assistants, and chat/email bots for sales reps are just a few examples of everyday sales operations that AI can automate. AI can sync information from many sources into a CRM, suggest responses, plan meetings, and create customized emails for specific recipients. Following Data can be inferred from the analysis of the Data we gathered :

Aspect	Pros	Cons
Exploration of AI tools	Can help gather and analyze data more efficiently and accurately	Requires investment in data infrastructure and the absence of standardized success indicators
AI's effect on customer experiences	Can enhance customer experiences by making tailored suggestions and optimizing the customer journey	AI may be viewed as intrusive or impersonal
AI's effect on revenue growth	Can be used to boost sales conversions, lower churn, and find new income sources	Requires substantial expenditures in data infrastructure and the possibility of overdependence on AI-generated insights
AI's effect on decision-making	Can provide data-driven insights and task automation to enhance decision-making	Possibility that AI systems might amplify human biases affecting decision-making
Challenges	Data quality and technical expertise	Lack of human connection, employment displacement, algorithmic bias, privacy and security concerns, expense, and technical knowledge
Importance of ethics	Crucial to employ AI in marketing research openly and ethically	Transparency, informed consent, data security, data reduction, bias mitigation, regulatory compliance, and ethical concerns

Table 8.6.1. Interpretation of Data Gathered Using Survey

8.7 Boost performance management and sales analytics.

1. **Attribution of sales:** Utilize big data to correctly link revenues to marketing and sales initiatives, this can help businesses to identify which marketing and sales efforts are driving the most revenue, allowing them to optimize their strategies and allocate resources more effectively. Additionally, it can provide insights into customer behavior and preferences, enabling businesses to tailor their marketing and sales approaches accordingly.

2. **Analytics for customer sales contacts:** Analyze all client interactions, including phone calls and emails, to determine the attitudes and deeds that result in sales. To increase efficiency, share these ideas with the entirety of your sales team. By sharing these insights with the sales team, they can learn from successful interactions and replicate them in their conversations with clients. This can lead to an overall increase in sales and a more cohesive approach to customer interactions.

3. **Price optimization:** Dynamic pricing technologies based on machine learning automatically scan the web to collect competition data and offer pricing suggestions based on rival pricing data and unique consumer price perception. Implementing price optimization can not only increase sales and improve customer interactions, but it can also help businesses stay competitive by adjusting prices based on real-time market data and consumer behavior. This approach can lead to increased profitability and a stronger market position.

4. **Layout improvement:** AI-powered analytics aids firms in optimizing in-store/web page layout based on customer behavior data in B2C retail sales. By using AI-powered analytics to optimize the layout of their stores or web pages, B2C retail businesses can create a more personalized and engaging shopping experience for their customers. This can result in increased sales, customer loyalty, and a competitive edge in the market.

8.8. Analyze the precision, efficacy, and scalability of AI-based marketing research techniques in comparison to more conventional techniques

In this digital era of revolution Artificial intelligence is the new integration coming into pace with the growing technology. **When developing an AI marketing plan, take into account the use of AI in big data analysis, email marketing, lead creation, and content marketing.** For instance, we can use customer segmentation algorithms to target particular consumer categories or utilize natural language processing (NLP) to personalize email messages. Numerous sales funnel products with AI capabilities are now available in the market that can improve operations and create leads. To engage consumers and boost conversions that will eventually increase our sales, we can use virtual assistants that are driven by AI. Whatever the kind of AI marketing plan, it's critical to continuously assess the outcomes and refine its approach. We need to define our AI marketing tactics to be profitable and effective by staying up to date on the most recent advancements in AI marketing analytics and leveraging data-driven insights to make educated decisions.

Artificial Intelligence Plays a very critical role in Marketing Campaigns, as it provides new and potent methods to reach their target customers, and revolutionizes the firm's marketing approach.

By automating crucial procedures like content personalization, customer profile segmentation, consumer behavior analysis, and data-driven decision-making, AI has completely transformed the sector. Additionally, marketing expenditures are optimized, client purchase patterns are found, and plans for customer acquisition are developed using AI. AI has a wide range of applications in marketing, from developing tailored advertising to forecasting consumer behavior. Focus on synchronizing their AI plans with their overarching corporate plan. Engage in huge, frequently risky AI projects that put revenue growth over cost reduction. Guarantee that business leaders, process owners, and AI experts are thoughtfully aligned to guarantee that AI solutions are adopted successfully and widely. This will match the creation of AI with the consumption of AI. Sync up their AI projects with broader corporate transformation objectives. Along with AI technology, invest in AI talent, data, and process change. They understand that AI is not only about technology.

AI can also be used to personalize experiences and comprehend consumer preferences, enabling firms to adapt content for certain clients. Furthermore, it may be used to monitor and assess consumer actions across several platforms and channels, giving marketers a greater understanding of how consumers interact with their goods and services. AI may also be used to spot patterns in consumer data and offer suggestions for enhancing customer engagement and boosting conversion rates. Apart from this companies may utilize AI to analyze customer reviews to learn important details about their target market's preferences and can be used to automate processes like social media postings, website optimization, email marketing, and more.

IX. Findings

The above approach can help businesses increase their sales and revenue by providing personalized and targeted communication with customers. However, it is important to ensure that customer privacy is respected and data is used ethically. **AI marketing may be used to improve client targeting, increase engagement, and maximize ROI.**

Predictive analytics may be used with AI to target the appropriate audience at the right time with the correct offer and message. Furthermore, predictive analytics can also be used to forecast future trends and behavior patterns, allowing businesses to make informed decisions and stay ahead of the competition. By utilizing machine learning algorithms to track and analyze user behavior, AI marketing may assist you in optimizing campaigns to maximize their efficacy.

A few instances of AI marketing are as follows:

- **Personalized Content:** Content that is made specifically for each consumer based on their interests and prior behavior thanks to machine learning algorithms. **This approach can lead to higher engagement rates and conversions,** as customers are more likely to engage with content that is relevant to them. Additionally, personalized content can also help businesses gather valuable data on their customer's preferences and behaviors.
- **Behavior Modification:** AI is used to locate and target clients who are most likely to purchase a good or service. **This approach helps businesses to increase their sales and revenue by providing a more personalized experience to their customers, ultimately leading to greater customer satisfaction and loyalty.** Additionally, behavior modification through AI can also be used to improve customer engagement and retention by predicting and addressing potential issues before they arise.
- **Automated Email Marketing:** Automating the distribution of emails to clients in response to their interactions with your website or merchandise. **This technology allows for personalized and timely communication with customers, increasing the chances of conversion and customer retention.** Another example is AI-powered chatbots that can provide 24/7 customer support, improving customer satisfaction and

reducing the workload on human agents, so that they can utilize their potential and work on other tasks such as fieldwork.

- **Instant Messaging:** Delivering timely information and offers in response to customer behavior using AI techniques. **This can lead to increased customer satisfaction and loyalty, as well as a better understanding of their needs and preferences.** Furthermore, AI-powered instant messaging can also help businesses save time and resources by automating routine tasks and providing personalized support to customers.

Hypotheses	Prediction	Variable(s)	Data Source	Methodology
AI technology will increasingly play a more significant role in sales	The use of AI technology in sales will become more widespread and prevalent over time	Role of AI	Literature review	Qualitative analysis of trends and patterns in the literature
AI can help prioritize leads and provide personalized content, resulting in higher engagement rates and more successful sales	Customers who receive personalized content generated by AI will be more likely to engage with sales representatives and make a purchase	Independent variable: Use of AI-generated personalized content Dependent variable: Engagement rates and sales	Data collected from survey	Regression analysis to test the relationship between AI-generated personalized content and sales outcomes
AI can help simplify the sales process	The use of AI can reduce shopping cart abandonment rates and improve customer support	Independent variable: Use of AI to provide personalized product/service offers Dependent variable: Shopping cart abandonment rates and customer satisfaction	Data collected from survey	Comparative analysis of shopping cart abandonment rates and customer satisfaction between groups with and without AI
Potential downsides of AI in sales	The use of AI in sales can lead to bias in data and decreased quality of customer service	AI in sales	Data collected from survey	Qualitative analysis of trends and patterns in the literature
AI cannot yet replace the need for human interaction in sales	The use of AI in sales cannot fully replace the need for human interaction and relationship-building	Human interaction	Literature review	Qualitative analysis of trends and patterns in the literature

Table 9.1 Relation between the variables and hypotheses

X. Suggestions / Recommendations

AI can be used to integrate sales digital technology with AI technology and increase efficiency in the sales funnel. A sales funnel tool is a form of AI marketing program that assists firms in increasing their sales and leads. It works by establishing a sequence of phases or processes known as a funnel, which enables organizations to analyze consumer purchasing behavior and take appropriate actions at each level in order to convert prospects into paying customers.

Businesses may utilize a sales funnel tool to nurture potential consumers from awareness to purchase by utilizing AI marketing tactics such as predictive analytics, automated segmentation, and personalized messaging. AI marketing examples include employing data-driven insights to track consumer behavior and adapt advertising to certain sorts of customers. Sales funnel technologies may also create automated campaigns based on the customer's interests, demands, and preferences. These AI marketing tools assist organizations in increasing conversions and maximizing ROI.

10.1: Sales funnel: According to the article (<https://neilpatel.com/blog/ai-marketing-funnels/>) , it prefers to categorize sales funnels into four stages: awareness, interest, analysis, and action.

After pursuing the research survey and speaking with several business development teams. One of the most prevalent difficulties that CEOs encounter is defining and targeting the correct audience.

1. **Awareness:** The initial stage in this process is to inform the world about your brand, goods, and services (awareness). It might be via online or offsite blogs, videos, social media, podcasts, or any other medium. Marketers have been utilizing various analytics tools to monitor the impact of their efforts such as PPC Marketing for a long time. Regardless of the channel you choose to raise brand awareness, AI can assist you in determining the best course of action for your campaign. Implementing AI on the front end may need the use of powerful AI-assisted technologies. However, you may utilize AI on the backend to increase visibility and monitoring of who is talking and reading about your brand, products, or services. You may use the data gathered to reroute your awareness campaign and tailor it to your target demographic.

2. **Taking Charge of User Experience (Interest),** Your company's User Experience (UX) and User Design (UI) are how you entice a prospect or visitor and move them along the sales funnel. Every day, the competition becomes more heated. As a result, controlling your company's user experience is more important than ever. The

most critical aspect of any marketing campaign you undertake for your company is analytics. It displays information such as how your target audience is reacting, how excellent the CTR is, and so on. This gathered and processed data enables you to elicit a more favorable response from your target audience. How might AI assist you with business analytics?

3. Analysis: Artificial Intelligence in Analysis and Decision Making, customer interaction has quickly become a popular use for AI in the retail industry and others. With more clients demanding hyper-personalized, real-time experiences, there has never been a bigger demand for AI technology in marketing. As an entrepreneur, you understand that running a business entails taking risks. But how much money can you risk? Is your firm in a position to take risks? AI in analytics adds the word "calculated" to risks, allowing you to profit from them.

4. Action: AI is crucial in content structure, establishing Information Architecture (IA) by search engines, websites, and so on. To begin, utilize AI to classify your website's content in the most user-friendly manner. The term "intent marketing" has been around for quite some time. It all comes down to offering the right item at the right time and keeping a prospect interested until you close the deal. Implement complicated ML AI capabilities for multivariate testing in addition to traditional A/B testing on your website. This will assist you in determining the best mix of factors on your website, supported by statistics, for each user.

Concluding on AI in Sales Funnel optimization

AI, according to renowned American computer scientist Professor John McCarthy, is the science and engineering of creating intelligent machines (Praveen Mishra, (2020), How to Use AI for Sales Funnel Optimization in Your Business, Customer Experience, 5 min read <https://www.digitaldoughnut.com/articles/2020/may-2020/how-to-use-ai-for-sales-funnel-optimization>). Given the importance of brand awareness, user experience, and analytics in driving conversions in your organization, an "intelligent machine" is something your sales funnel is lacking. By continuously monitoring your users' behavior at each level of the sales funnel and determining the best actions to take on prospects, you will be able to drive conversions in your business like never before.

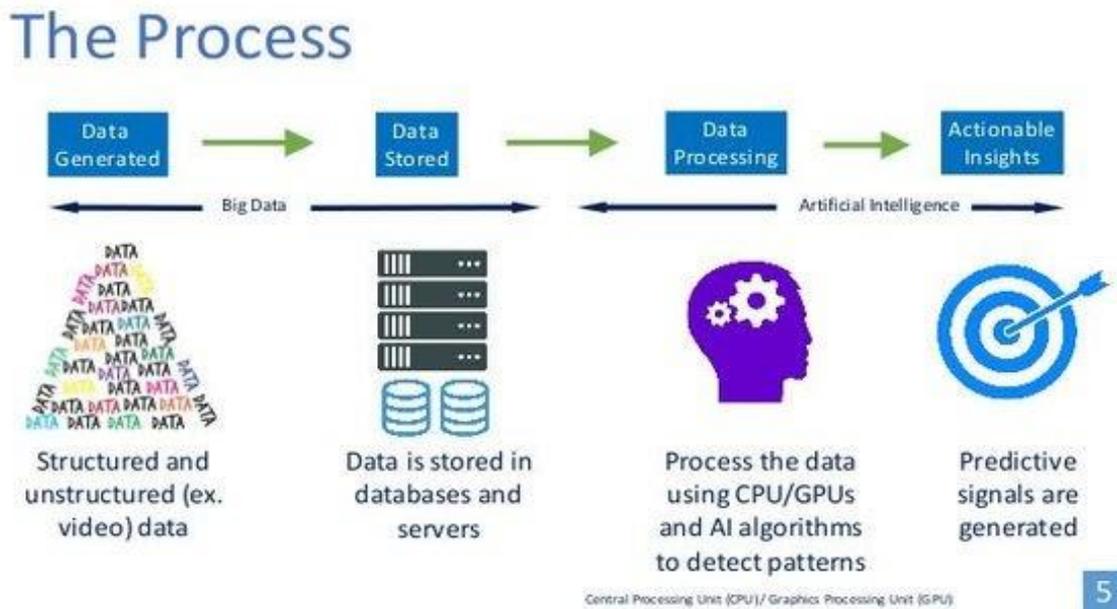


Figure10.1:Source:<https://neilpatel.com/blog/ai-marketing-funnels>

It seems to be the reason that so many marketing AI tools and software are aimed at the conversion funnel. From lead generation to lead nurturing to conversion, funnel AI technologies assist marketers in optimizing their strategy and streamlining their procedures.

To keep up, even small enterprises must incorporate AI technology. The good thing is that there are several tools and software platforms accessible, so you should be able to find one that matches your requirements.

10.2 Here's a closer look at nine of the best AI tools for creating effective marketing funnels(SAM RANSBOTHAM, SHERVIN KHODABANDEH, RONNY FEHLING, BURT LAFOUNTAIN, AND DAVID KIRON,(2019), Winning with AI, Pioneers combine strategy, organizational behavior and technology,<https://sloanreview.mit.edu/projects/winning-with-ai/>):

1. Exceed.ai: According to Sales Insights Lab statistics, 50% of prospects aren't a good fit for what you sell. Instead of relying on your salesmen, Exceed's personalization and lead-qualifying automation can accomplish it for you in less time.

Use Exceed.ai in your funnel's lead nurturing and conversion stages. Engage your leads in human-like dialogue using Exceed's cutting-edge AI technology. The software can even plan meetings for your sales representatives, bringing you even closer to the transaction. To discover more about the package that meets your budget, you'll need to request a quotation from Exceed.ai.

Who Should Make Use of Exceed.ai?

Businesses and organizations require the most assistance in the lead nurturing and conversion stages of their sales funnel.

2. Systeme: Systeme provides all-in-one sales funnel software that allows you to create and manage your funnel like a pro. Systeme offers a variety of solutions for anything from establishing a landing page to teaching an online course to manage your affiliates. If you require more than 1,000 contacts, you must upgrade to a paid subscription.

If you are just getting started, you will be relieved to hear that all plans include:

- Unlimited email storage unlimited file storage
- No transaction costs for unlimited membership site members (Stripe and PayPal platform fees may apply).
- Online assistance for affiliate programs
- Systeme distinguishes itself as both robust and economical for an all-in-one platform.

Who Should Make Use of the System?

Marketers that want to integrate their marketing tools and procedures into a single tool.

3. Saleswhale: All too frequently, lukewarm leads are permitted to cool. While you may be having difficulty dedicating resources to less-than-enthusiastic leads, Saleswhale has your back. Saleswhale is a SaaS application that leverages artificial intelligence to locate, engage, and convert untapped leads. Saleswhale's AI assistants provide a best-in-class experience for you and your leads by automating follow-ups, processing referrals, and qualifying interest. You may start nurturing and converting up to 200 leads each month with the free plan. Companies that excel at lead generation but want support with lead nurturing and conversion.

4. Appier: Appier, like Systeme, is an all-in-one sales tool that includes a full array of AI services. With its powerful data science platform, this SaaS can assist with prospecting transactions. Appier specializes in cross-advertising solutions. Appier can efficiently categorize your audience using AI to generate maximum lead conversions.

Appier will handle the dirty job for you, so you won't have to develop campaign after campaign in the hopes of hitting the mark. Appier's price is not listed on their website, so you'll need to contact them to discover more about their products and how they can fit into your organization.

Who Should Make Use of Appier? Companies were interested in a full set of AI-powered marketing solutions.

5. ClickFunnels: Consider ClickFunnels if you need an end-to-end sales funnel solution. ClickFunnels seeks to improve the marketing experience for businesses of all sizes by utilizing AI sales models and neural sales data. ClickFunnels makes it simple to develop funnels, and websites, and manage affiliates. This implies that you can gather, nurture, and convert leads all from a single platform. The platform has created a reputation for itself in the business, with over 100,000 entrepreneurs using or having utilized it. While there are no free plans, there are options to fit practically every business's budget.

If you want to discover a solution that specializes in the sales funnel step your company needs the most assistance with lead generation, lead nurturing, conversion, or all phases. Then assess how readily the available tools fit into your everyday workflow so you can select the best one for your company. Marketing automation and artificial intelligence (AI) are here to stay. This is why businesses of all sizes must use marketing AI technologies sooner rather than later.

Marketing automation is not a one-size-fits-all solution. Fortunately, marketers have a plethora of tools, platforms, and software to select from.

Your demands will determine whether you pick an all-in-one solution or a platform that specializes in only one phase of the funnel. Whatever option you select, know that you are taking an essential step towards future-proofing your digital marketing operations.

10.3 We can link our Expected objectives to the suggestions made:

- The project's goal is to investigate how AI affects customer experiences, revenue growth, and marketing and sales decision-making.

- The sales funnel, which divides the customer journey into stages of awareness, interest, analysis, and action, is one technique that may be used in sales and marketing.
- The first stage of the sales funnel is increasing awareness, and AI may assist in choosing the optimal strategy and audience to target for an awareness campaign.
- By tailoring information depending on user behavior and preferences, AI may also be utilized to enhance the user experience during the interest stage.
- AI may be utilized for intricate testing and data collection on user behavior throughout the analysis stage to further improve the user experience.
- Last but not least, AI may support decision-making by offering calculated risks and helping with business analytics to generate a better reaction from the target market.
- The ultimate objective is to provide organizations interested in adopting AI to enhance their marketing research and boost sales with insights and counsel.

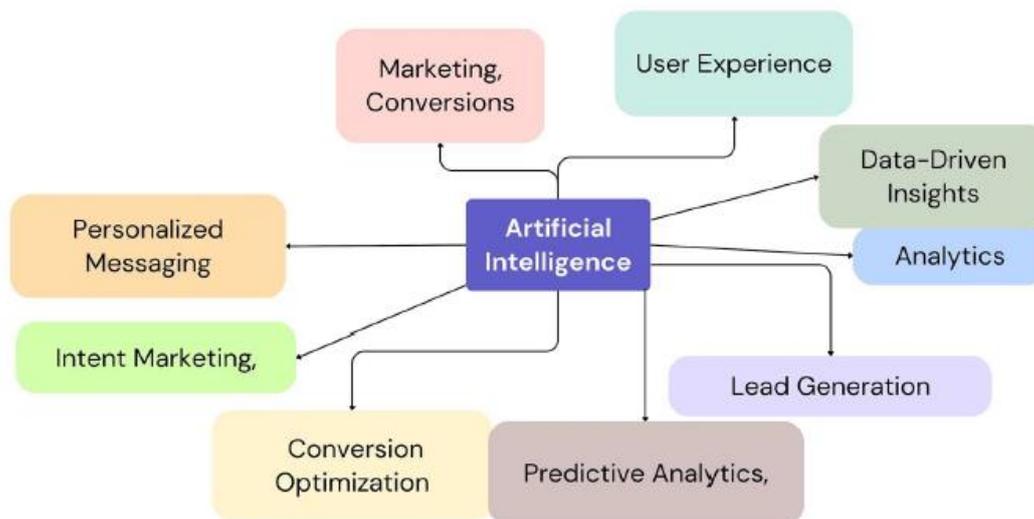


Figure: 10.1.1 Benefits of using Artificial Intelligence

XI. Conclusion

By using data collecting and analysis to predict consumer behavior and preferences, businesses can tailor their marketing messages to specific customers and make adjustments to their products and sales. The following questions were asked as part of a survey that was used to collect primary data utilizing social media networks like WhatsApp and Instagram to submit the Google form: Do you currently employ AI in your methods for conducting marketing research? What particular AI methods or technologies have you used in your marketing research? What advantages can you identify in your marketing research utilizing AI? What difficulties did you encounter while integrating AI into your marketing research? Do you think that in the future, AI will play a bigger role in marketing research? What apprehensions do you have regarding the use of AI in marketing research? privacy and safety, algorithmic bias, Cost and technical expertise Lack of human connection Unexpected results. How can you be sure that your use of AI in marketing research conforms with data protection laws and is morally correct? Disclosure Awareness Consent Data Regulation Reducing Data Protection Ethics-Related Matters in Compliance. The poll found that the majority of individuals utilize tools primarily for content creation and data analysis while conducting marketing research. The poll found that using AI in marketing research may give clients a personalized experience by analyzing customer data to find unique preferences and habits. Automating processes like data analysis and customer support may also improve efficiency, resulting in cost savings and higher production. For AI-based marketing research systems, the two biggest difficulties are data quality and technical proficiency. Company's ability to better understand their customer's needs and preferences has increased customer satisfaction and increased the success of their marketing campaigns. It is essential to use AI in marketing research openly and ethically, with openness, informed permission, data security, data minimization, bias mitigation, regulatory compliance, and ethical issues, in order to preserve people's privacy and rights.

We found that AI is becoming more significant in the marketing sector since it can help determine the optimal course of action for a campaign. On the front end, AI may be used to boost visibility and monitoring of who is talking about and reading about a brand, product, or service. It may also be utilized in content structuring, and constructing Information Architecture (IA) by search engines, websites, and other similar applications.

AI may also be utilized in risk analysis and decision-making by adding the word "calculated" to hazards, allowing firms to benefit from them. Because it is no longer viable to force a decision on all users based on the majority of their visitors' behavior, AI may be utilized to take responsibility for user experience. Machine Learning may assist in identifying trends in user behavior, but it can also be used to personalize the experience for each visitor.

In conclusion, machine learning and artificial intelligence (AI) are revolutionizing the marketing environment by enabling companies to develop tailored experiences that connect with customers and spur expansion. Businesses may acquire useful insights into client behavior and preferences by utilizing the power of machine learning algorithms and developing focused marketing strategies that produce results. The following are the main ideas of the research project:

- Assessing your marketing processes, finding marketing bottlenecks, seeking automation solutions, deploying, training, and growing these solutions are all phases in the process of developing an AI-based marketing strategy.
- Businesses may maximize their marketing efforts and beat the competition by following these measures.
- It's crucial to remember that AI is not a miracle cure. To guarantee that it yields the required outcomes, a systematic strategy comprising ongoing monitoring and optimisation is needed.
- When using AI for marketing, companies must be ethically conscious, transparent, and considerate of the privacy and data rights of their customers.

All things considered, machine learning and AI have enormous promise for firms trying to enhance their marketing plans and spur expansion. Businesses can develop targeted, personalized experiences that engage their consumers and bring about long-term success by remaining up to speed with the most recent AI-powered marketing tools and approaches.



Figure: 11.1: Conclusion of the project

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