

Artificial intelligence between both artificial marketing and intelligent advertising

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Abstract:

Today, artificial intelligence has become a common concept in many fields of technical sciences and humanities, the presence of smart phones in our hands is the best proof of that, as it became necessary to acquire smart devices and deal with smart information programs, Artificial Intelligence is also considered one of the most successful fields at the present time, as it came out of the research phase into the field of development and employment.

Artificial intelligence began to take center stage when it was considered a scientific breakthrough during the past two decades due to the superior skills and achievements that resulted out of it in various fields, including medicine, commercial, industrial and educational business organizations, and security systems, Artificial intelligence or machine learning relies on algorithms to simulate the human learning process.

The field of marketing and advertising has been affected by artificial intelligence, so adopting the growth and development of artificial intelligence is crucial for marketing and advertising efforts, where institutions use artificial intelligence programs to improve their efficiency, reduce costs, and improve their mental image among the recipients, which helped in developing the designs and operational structures of the institutions.

The key to successful marketing campaigns is through a qualitative analysis of recipient data and the study of the target group, although artificial intelligence is used by a wide range of applications in many scientific fields, the amount of data that is collected daily provides the opportunity to analyze, design and implement marketing strategies aimed at developing decision-making patterns based on smart knowledge.

The research is concerned with emphasizing the vital role that artificial intelligence plays in making marketing more intelligent, impactful and relevant to the recipient, Therefore, during the coming period, artificial intelligence is expected to turn into a basic and effective feature in order to enhance the presence and competition of advertising.

Key words:

Artificial Intelligence - Artificial Intelligence marketing- Machine learning- Deep learning - Artificial Intelligence advertising (Intelligent advertising) .