

# EXPLORING THE ROLE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

Dr. Sachin Ashok Deshmukh,

M. Com., M. Phil., NET, SET, Ph. D., M. Com.(Sub. Commu.)

Associate Professor & Head, PG Department of Commerce,

Shri Pancham Khemraj Mahavidyalaya, Sawantwadi (Autonomous), Dist -Sindhudurg. (Maharashtra ) 416510

## ABSTRACT

**My research question is:** *In what ways might artificial intelligence (AI) influence and assist digital marketers in achieving their goals?*

**Our goal:** *The study's overarching goal is to learn how digital marketers are putting AI to work for them in order to boost their efficiency and effectiveness.*

**Method:** *With the use of survey questions and graphical analysis, this research provides quantifiable data.*

**Conclusion:** *By streamlining a number of operations and empowering marketers to comprehend and satisfy client demands, AI may cause a sea change in digital marketing. The importance of artificial intelligence (AI) in helping digital marketers achieve their objectives of improving strategy and engaging with clients successfully is becoming more apparent.*

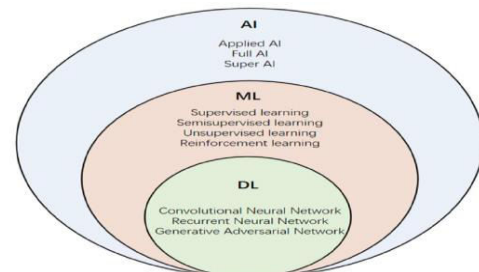
**Keywords:** Artificial Intelligence (AI), Machine learning (ML), Digital Marketing (DM)

## 1. INTRODUCTION

A number of sectors, including digital marketing, have been profoundly affected by the recent explosion in innovation in AI and ML-related technologies. Modern AI development presents a once-in-a-lifetime chance to radically alter marketing and customer service approaches. The overarching goal of this study is to provide light on the enormous possibilities and far-reaching consequences of ML and AI in digital marketing.

### 1.1 The Origins of AI and ML

The goal of artificial intelligence (AI) research is to create computer programs that can learn and reason just like people. Deep learning, machine learning, and natural language processing (NLP) are some of the approaches that will be required to achieve this goal.



One branch of artificial intelligence called machine learning focuses on teaching computers to reason by creating mathematical models and algorithmic techniques that allow them to properly analyze data and draw conclusions or assessments based on that analysis.

### 1.2 The Development of Online Advertising

From more antiquated methods of advertising to more modern data-driven targeted strategies, digital marketing has seen considerable change throughout the years. Nowadays, businesses have a lot of options when it comes to marketing their services to the public. They can use SEO optimization methods to boost website viewership or stylized SMM promotion to target social networking platforms like Facebook or Twitter.

### 1.3 Why AI and ML Are Crucial To Online Ads

The use of AI and ML into digital marketing strategies has brought about a number of advantages and disadvantages. Marketers may use these technologies to automate processes, analyze large amounts of data, and personalize their interactions with consumers even more. There are a number of important ways in which AI and ML have impacted digital marketing:

AI and ML have completely changed the game for digital marketers. They can now mine massive amounts of consumer data for valuable insights. Marketers may now get a more complete picture of customer preferences and behaviors according to market trends thanks to robust analytical tools. These deep learnings have put

them in a stronger position than previously to maximize the efficacy of their marketing campaigns.

Customer experience and personalization: AI-driven solutions have the potential to create very tailored marketing campaigns by analyzing user data, behavioral patterns, and predictive analytics. Chatbots, virtual assistants, and tailored product recommendations are just a few examples of how artificial intelligence (AI) is helping companies connect with consumers on a personal level and increase engagement and loyalty.

Marketers may save time and effort with the help of AI and ML technologies since they automate mundane tasks like data processing, content creation, and customer support. Automating these tasks allows marketers to focus on more creative problem-solving and advanced strategies, ultimately leading to increased efficiency and production.

Algorithms driven by artificial intelligence have the potential to analyze user data and behavior in order to increase the efficacy of advertising campaigns and the precision of targeting. Consequently, advertisers may make their advertising more relevant to certain demographics, increasing the efficiency and effectiveness of their campaigns and ultimately their return on investment (ROI).

## **2. Using AI and ML for Digital Advertising**

### **2.1 Sentiment Analysis and Natural Language Processing**

Natural language processing (NLP) is a subfield of artificial intelligence that teaches computers to properly comprehend human speech. Natural language processing (NLP) is especially important in digital marketing for evaluating customer feedback gleaned from online review sites and social media conversations. Using natural language processing techniques, marketers may glean useful information about customer preferences from open and transparent sources of audience input, whether asked for or not. One branch of natural language processing (NLP) known as sentiment analysis studies consumers' perceptions of brand interactions via the examination of textual context data. This helps to detect patterns in customers' degrees of

satisfaction, which in turn enables data-driven decision-making [1].

### **2.2 Segmenting Customers and Using Predictive Analytics**

As a real-world application of ML, predictive analytics gives marketers the ability to improve marketing tactics based on consumer behavior forecasts. Machine learning algorithms are able to forecast future results, like client retention rate, buy tendency, and lifetime value, by examining past data. With this information, companies may create targeted advertising campaigns, modify their product lines, and distribute their resources more wisely. Marketers are able to provide personalized communications and offers to specific groups of clients because to ML algorithms' ability to automatically segment them based on common traits [2].

### **2.3 Systems for Personalization and Recommendations**

Successful digital marketing now relies heavily on personalization. Personalization of content, suggestions, and offers is made possible by the analysis of consumer data by AI and ML algorithms. This data includes demographic information, purchasing behavior, and browsing history. Collaborative and content-based filtering are two examples of recommendation systems that use ML approaches to deliver clients personalized recommendations according to their tastes and past actions. That in turn boosts engagement, which in turn raises conversion rates, which in turn promotes consumer happiness and loyalty to the brand [3].

### **2.4 Analyzing Images and Videos**

The use of artificial intelligence and machine learning methods for picture and video analysis has grown in importance due to the proliferation of visual material on digital platforms. Marketers are now able to curate visually relevant material for their target audience thanks to algorithms that automatically classify and tag photographs. With the use of object detection and face recognition, video analysis tools may help marketers improve video content and develop more powerful campaigns by providing information into consumer responses and engagement levels. Companies may increase

brand awareness and consumer engagement with the help of these methods for making better use of visual material [4].

### **2.5 Chatbots and Virtual Helpers**

Artificial intelligence (AI) enables conversational interfaces like chatbots and virtual assistants to engage with consumers in real-time. Machine learning algorithms allow these systems to comprehend and address consumer inquiries, provide suggestions, and permit transactions. Through the automation of some processes and the management of common requests, chatbots and virtual assistants provide individualized experiences, enhance customer service, and boost operational efficiency. Plus, they may glean useful information about customers, which helps companies with marketing strategy development.

### **2.6 Automated Marketing**

With the help of AI and ML, marketing automation is possible, which simplifies mundane jobs and improves the efficiency with which campaigns are carried out. By using ML algorithms, automation technologies may divide audiences into different groups, plan when to distribute information, and respond to customers with tailored messages depending on their actions. Consistent distribution of marketing messages across many platforms is ensured via automation, which also enhances productivity and eliminates human labor. Additionally, ML algorithms may continually assess the efficacy of campaigns, offering suggestions for enhancements and optimizations for subsequent versions.

## **3. Ways for digital marketers are using AI and ML**

### **3.1 SEO, For Search Engines**

Thanks to developments in AI and ML, search engine optimization (SEO) strategies have come a long way! Marketers in all sorts of sectors have benefited from this technical development, as it allows them to see and analyze massive volumes of data, which in turn allows them to improve the content of their websites to an unprecedented degree. This is a great way for these companies to boost their search engine rankings and other website functions. To continue, companies may learn a lot about their customers' online behaviors and preferences, as well as how people engage

with different aspects of their websites, such as the layout and design, by using ML algorithms. Organizations may get a competitive advantage and discover user-resonant content with the use of this data trove, which in turn boosts website exposure and drives targeted visitors![5]

### **3.2 Promoting and Creating Content**

When it comes to content marketing, AI and ML are game-changers. They make it easier to create, curate, and distribute material that is both entertaining and relevant. Blog articles, product descriptions, and personalized emails are just some of the content types that may be automatically generated by Natural Language Generation (NLG) algorithms using predetermined templates and data inputs. In order to provide suggestions for new topics and ways to enhance existing content, ML algorithms examine metrics like content performance, user preferences, and social media trends. To further assist marketers in reaching their intended audience with high-quality material, AI-powered content curation systems use ML to compile and organize material from a variety of sources [6].

### **3.3. Marketing using social media**

Social media marketing has been revolutionized by AI and ML approaches, which have made it possible to automate campaigns, optimize content, and conduct sophisticated targeting. In order to find target groups and optimize content for maximum reach and engagement, ML algorithms examine social media data, which includes user demographics, interests, and interaction patterns. Social listening technologies enabled by AI keep tabs on discussions, sentiment, and trends happening across all social media platforms. This helps marketers to understand more about their customers' opinions and thoughts, and to react to them more effectively. More than that, chatbots and virtual assistants powered by AI can automate customer service, automate social media interactions, and provide real-time help [7].

### **3.4 Email Marketing and Optimizing Campaigns**

Thanks to automation, customization, and campaign optimization made possible by AI and ML approaches, email marketing has been greatly

affected. Machine learning algorithms can sift through mountains of data on things like open, click-through, and conversion rates to find trends and make predictions about which audience groups are most likely to interact. With the use of artificial intelligence, email marketing systems can automate the distribution of tailored emails, suggest the best times to send them, and do split tests to determine which subject lines and content variants work better. These innovations boost the efficiency of email marketing, which in turn increases engagement, CTR, and conversions [9].

### **3.5 CRM (Customer Relationship Management)**

The use of AI and ML improves CRM by opening the door to more insightful consumer interactions, predictive analytics, and tailored interactions. Machine learning algorithms sift through demographic data, purchase records, and other consumer touchpoints to find trends and make predictions about future behaviors. Marketers are able to anticipate client demands, customize services, and send individualized messages because of this. CRM solutions driven by AI can automate lead scoring, sales forecasting, and customer segmentation, giving marketers more ability to engage customers better and earn their loyalty [8].

### **3.6 CRO (Conversion Rate Optimization).**

Conversion rate optimization, a key driver of company development, is an area where AI and ML shine. Machine learning algorithms may sift through data on website users' actions, such as clickstreams, mouse movements, and page duration, to find obstacles to conversion and places that might be enhanced. Marketers may find the best combinations for increasing conversions by taking use of A/B testing various website layouts, content variants, and call-to-action positions with the help of CRO solutions powered by AI. Machine learning algorithms are constantly evolving and learning from user interactions, which helps to improve the customer experience and boost conversion rates [10].

### **3.7 Insights and Data Analytics**

Artificial intelligence and machine learning have given marketers a new, potent weapon. With the help of sophisticated ML

algorithms, these experts can do more than simply handle massive amounts of data; they can also analyze it thoroughly, revealing trends, correlations, and patterns that would have been invisible before. A company can serve its customers better by catering to their individual tastes and requirements, discover new market opportunities as they arise, and fine-tune its marketing strategy for future success by tapping into this untapped resource known as insights [11].

## **4. IN DIGITAL MARKETING, USES FOR AI AND ML**

### **4.1 Improved Client Segmentation and Tailored Experience**

With the help of advanced algorithms that can not only segment potential buyers based on demographics or behavior patterns but also analyze it meaningfully like a valid customer data analyst, AI&ML Technologies is leading the charge for a new age in digital advertising, completely changing the way marketers target their audience base and create personalized experiences. In order to increase the likelihood of converting leads into loyal customers, it is beneficial to divide clients into smaller groups based on criteria like preferences, habits, and demographics. This allows you to customize adverts to particular consumer attributes. Marketers may increase the ROI of their marketing efforts by using AI and ML to create more personalized campaigns that speak to their target demographic, resulting in increased engagement, retention rates, and relationship building.[12]

For instance, in order to improve the user experience and boost consumer happiness, Netflix uses AI algorithms to assess user watching behaviors and preferences. This data is then used to provide tailored suggestions.

### **4.2 Maximized effectiveness of advertising campaign**

By streamlining several steps in the campaign lifetime, AI and ML can boost the effectiveness of marketing campaigns. In order to determine the best plans and tactics, ML algorithms may examine past campaign data, consumer behavior, and market trends. Automation of audience segmentation, content

optimization, and scheduling may be achieved with the help of AI-powered solutions, allowing marketers to run more successful and efficient campaigns. Marketers can optimize channels, message, and targeting with the help of AI and ML, leading to better campaign performance overall, greater conversion rates, and more return on investment.

As an example, Google Ads makes use of algorithms driven by artificial intelligence to enhance the effectiveness and efficiency of advertising campaigns by optimizing ad placements, targeting, and bidding techniques. [20,21]

#### **4.3 Enhanced operating effectiveness**

By automating mundane, repetitive processes, AI and ML boost digital marketing operational efficiency. To save time and allow marketers to focus on strategic decision-making, AI-powered technologies may automate data analysis, report preparation, and campaign optimization, among other tasks. Marketers may also benefit from ML algorithms' ability to track and analyze data streams in real-time, which can provide them with warnings and insights to act proactively. Marketers may automate mundane procedures and use insights produced by machine learning to increase efficiency, boost output, and better allocate resources [23]. In the end, this improves operational efficiency by freeing up marketing teams to concentrate on more valuable tasks like strategy creation and creative thinking.

#### **4.4 Improved support for clients**

It is critical for digital marketers to use AI and ML to enhance the customer service they provide. An excellent example is Amazon's use of AI-driven recommendation systems to provide customers personalised product suggestions based on their past purchases, which increases the likelihood that they will make repeat purchases [28]. This is made possible by analyzing massive amounts of consumer data by machine learning algorithms, which in turn enable highly personalized experiences that are tailored to individual preferences.

In addition to providing instantaneous replies, chatbots and virtual assistants powered by AI provide real-time, tailored help to clients by

answering their questions and making appropriate suggestions. The clothing retailer H&M is a great example of a company that has used chatbots on their website to assist customers with outfit suggestions and fashion advice based on their individual tastes. This has allowed them to leverage AI and ML to create streamlined and personalized experiences for customers, which in turn increases engagement, loyalty, and revenue [28].

#### **4.5 Decisions driven by data in real-time**

Better capacity to make data-driven decisions in real-time is one of the main advantages of using AI and ML into digital marketing tactics. Marketing professionals can benefit from actionable intelligence that can improve the success rate of their campaigns on social media platforms like Facebook or Twitter by using ML algorithms, which are made possible by these technologies that process and monitor massive amounts of data in real time [29,30]. With the data available on user engagement across social media platforms and consumer behavior patterns in response to campaigns, marketers can use sentiment analytics to weed out irrelevant content. They can adapt their tactics dynamically with the help of AI-based tools. This way, they can track essential performance benchmarks, monitor website traffic or conversion rates, and provide a comprehensive customer engagement package that includes quick, accessible, and effective target audience response times. This way, they can respond to changing market conditions and stay proactive, making modern digital marketing

#### **4.6 Optimization of Costs**

Digital marketing cost optimization is aided by AI and ML technologies via process automation, reduced human work, and improved operational efficiency. Marketers may save time and money by automating data analysis, campaign optimization, and content generation using ML algorithms. Automated copywriters and other AI-powered content creation technologies can produce high-quality material on a large scale, which saves time and money for organizations. Another benefit of AI-driven predictive analytics is its ability to analyze past data and pinpoint



high-ROI regions, allowing for optimal budget allocation. By using these information, marketers can better manage their resources and concentrate on the marketing activities and channels that provide the greatest results. In addition to maximizing ROI, this helps cut down on wasteful expenditure. Achieving marketing objectives while keeping operations lean and efficient is possible with the use of AI and ML cost optimization. [31]

## **5. Using AI and ML for digital marketing: 5 obstacles and limitations**

### **5.1 Privacy and ethical considerations**

When it comes to digital marketing, utilizing AI and ML raises a lot of ethical and privacy concerns. As businesses gather massive volumes of data for analytical reasons, one major worry is how to use this data responsibly. Issues of security, permission, and openness must therefore be carefully considered.[34]

Careful observance of users' rights to privacy is required in addition to compliance with relevant rules, such as GDPR, which safeguards data in the EU area pertaining to targeted adverts composed of customer records.

The second problem arises when algorithms unwittingly give credence to preexisting social prejudices in skewed datasets, which in turn affect the promotion of certain items by favoring some individuals over others or even excluding them from certain chances. Companies should take proactive actions to minimize algorithmic prejudice and ensure fairness and inclusivity in order to prevent AI-empowered marketing driven by machine learning technology from causing such incidents.

### **5.2 Impartiality and Data Quality**

Concerns about bias and data quality in AI/ML algorithm datasets are a major roadblock to the successful launch of digital marketing campaigns. In order to make accurate predictions and useful discoveries, you need large, diverse datasets. However, when these datasets aren't consistent, it can lead to misleading results from the systems that use them. Another issue is that digital representations can be influenced by biases that exist in web scraped content, such as gender, race, socioeconomic status, etc., and the learning

models that use them can be biased. This can affect both the classifier components and their ability to make important decisions in real-world situations. To avoid this, it is important to keep datasets diverse and accurate.

### **Here are a few instances of bias [36]:**

Female candidates were penalized by Amazon's algorithm in its automated recruiting system, which was a result of the underrepresentation of women in technical professions in the past.

By presuming healthcare expenses reflect healthcare demands, a US healthcare algorithm failed to adequately account for Black patients' needs. This led to uneven access to treatment since it ignored the fact that Black and white individuals pay for healthcare in different ways.

Within 24 hours of its activation on Twitter, Microsoft's chatbot Tay learnt and spread discriminatory behavior via engaging with people and began tweeting racist, transphobic, and antisemitic content.

### **5.3 Talent Acquisition and Gaps in Skill**

Professionals with the necessary expertise must comprehend the intricacies of AI and ML in order to successfully use these technologies in digital marketing. Unfortunately, there is a severe lack of qualified candidates in the industry that are fluent in marketing as well as AI and ML.

This is a problem for companies who want to use ML and AI in their advertising.

A key factor to consider is acquiring and maintaining talent with the required skill sets. In order to succeed, businesses must either hire marketing experts who also have a strong grasp of artificial intelligence and machine learning, or increase the training and education of their current marketing staff. Organizations may fully use AI and ML in digital marketing by bridging talent gaps and forming cross-functional teams.[37]

### **5.4 Difficulties with infrastructure and integration**

Problems with infrastructure and integration may arise when digital marketers use AI and ML. It is important to prepare ahead when integrating AI and ML into current marketing systems and procedures. It may be necessary to make substantial changes or perhaps a whole

system replacement if legacy systems are incompatible with AI-driven solutions. The integration process may become more complicated and perhaps interrupted as a result of this.

When it comes to processing and analyzing massive amounts of data, AI and ML need a lot of computing power and infrastructure. For businesses to meet the processing needs of AI and ML algorithms, they must have storage capacity, scalable architectures, and strong computing infrastructure. Delays in data processing, less-than-ideal outcomes, and performance problems may all stem from inadequate infrastructure. In light of this, businesses should check that they have the equipment to back up their AI and ML operations.

### **5.5-Legal and regulatory factors**

Integrating AI and ML into digital marketing strategies necessitates acknowledging a number of legal and regulatory requirements. Concerns around accountability alignment, transparency, and openness in AI's decision-making processes are growing in tandem with the integration of automated decision-making elements into AI models. In order to ensure that people are granted their rightful privacy, the General Data Protection Regulation (GDPR) [33] mandates that organizations must communicate their data collecting, processing, and use practices in detail. These standards alter the way companies use customer data for marketing purposes by enshrining important consumer rights such as - informational disclosure, data accessibility & right-to-forget concepts.

It is important to keep in mind that digital marketers in sectors like healthcare and banking must adhere to unique rules and laws when using AI and ML. Following these rules will make sure that AI and ML are used in a legal and ethical way. To prevent legal problems and possible fines, organizations should establish privacy-preserving processes, remain current on legislative developments, and assure compliance.[38]

## **6. A METHOD**

### **6.1-Design of the Study:**

To investigate how AI and ML have altered digital marketing, this study used a mixed-methods research strategy, integrating a literature

analysis with a survey. The purpose of this research is to use quantitative and qualitative data to investigate the uses, advantages, disadvantages, and restrictions of artificial intelligence and machine learning in digital marketing.

### **6.2 - Questions for Research and Hypotheses:**

1. How can digital marketers make use of AI and ML techniques?
2. How can digital marketing make use of AI and ML to their advantage?
3. In the realm of digital marketing, what are the obstacles and constraints of AI and ML?
4. How do privacy and ethical issues impact the use of AI and ML in online advertising?
5. How can we overcome the obstacles and make the most of the capabilities of artificial intelligence and machine learning in the realm of digital marketing?

### **6.3 - People Selected as Samples:**

By integrating primary and secondary resources, the study makes use of a mixed-methods strategy. Digital marketers from all around the world take part in a survey to provide the main statistics. To make sure that there is a wide range of backgrounds and expertise when it comes to digital marketing AI and ML, a purposeful sampling approach is used. The goal of the poll is to collect first-hand accounts of people's experiences with digital marketing using AI and ML, as well as their thoughts on the pros and cons of these technologies.

Studying the effects of AI and ML on digital marketing requires not only primary data gathering but also an exhaustive literature evaluation and analysis of relevant case studies and empirical evidence. Papers from respected academic institutions, reports from businesses, white papers, and other relevant publications make up this secondary data. The purpose of this research study is to examine the effects of artificial intelligence and machine learning on digital marketing from every angle possible by combining primary and secondary data.

### **6.4 Collecting Data:**

An online poll that the researcher has set up is used to gather data. There are just multiple-choice questions on the survey. Participants are contacted by email, LinkedIn, and Facebook to

administer the survey. Respondents' demographics, perspectives, and experiences with artificial intelligence (AI) and machine learning (ML) in digital marketing are all part of the data set gathered by the study.

#### **6.5 Method:**

1. Determine the study questions and goals, and then design and build the survey questionnaire.
2. Send out the survey to the intended recipients via email, Facebook, and LinkedIn, among other platforms.
3. In order to get the most out of the survey, remind those who haven't answered yet.
4. Maintain the privacy and anonymity of participants at all times when gathering data.
5. Take note of the survey results and keep an eye out for any biases or problems.

#### **6.6. Analyzing the Data:**

Utilizing quantitative methods, the data is analyzed. In order to look for trends, percentages, and frequencies with the closed-ended questions, descriptive statistics are used. Insights and discoveries pertaining to the uses, advantages, disadvantages, and restrictions of AI and ML in digital marketing, together with digital marketers' perspectives and experiences, are the primary foci of the investigation.

#### **6.7 Limitations**

**It is recognized that there are certain limits to the study project:**

1. Respondents' answers to surveys may be skewed by social desirability or their own prejudices, which might lead to response bias in the results.
2. It's possible that the results can't be applied to all situations since the sample doesn't reflect the whole number of digital marketers.
3. Inaccuracies or recollection bias might affect the survey data since it is self-reported.
4. Given the breadth of the subject, it is possible that the study may not include all aspects of artificial intelligence and machine learning in digital marketing.

#### **6.8 - Thoughts on Ethics:**

All sources utilized in this study were properly cited and acknowledged, demonstrating that the research activity adhered to ethical criteria. The document shows that the referenced

material's authors and publishers are respected for their intellectual property rights. When it comes to participant engagement, this research follows all ethical guidelines to the letter. At every stage of the study process, we ensure that participants' privacy and confidentiality are protected while we collect their informed permission. The goal of the study is explained in the survey introduction, and participants are assured that their replies will remain anonymous and used only for research.

#### **6.9 Replicability**

Future researchers will have access to the recorded study methods and survey questions, which will increase replicability. Included in this are directions for administering the survey and making sense of the results, as well as enough information and references. Additional validation of the findings may be achieved by providing a thorough description of the research process. This will allow other researchers to conduct similar studies and compare their findings.

#### **7. Survey Results**

A large number of digital marketers are using AI solutions, with ChatGPT being the clear frontrunner, according to the study results. Concerns around accuracy and ethics, as well as a general lack of understanding, make successful use of AI difficult. Digital marketers see AI having the ability to surpass humans in some tasks, such as content creation, thus it's crucial for them to understand AI technology. These important points highlight the pros and cons of using AI in digital marketing. In order to fully use the promise of AI, marketers must continuously educate themselves, undergo training, and keep up with technological breakthroughs.

#### **7.2 AI Tools Are Being Used By Indian Digital Marketers In The Workplace**

More than eighty-two percent of Indian digital marketers have used AI technologies in their work processes, according to the poll. The extensive use of AI technology in the business is evident from this. With such a high proportion, it's clear that more and more marketers are seeing the potential of AI in their daily operations. There will probably be a constant increase in the number of digital marketers using AI solutions as the technology develops and proves its worth. This



trend shows that more and more professionals are realizing the benefits of AI and using it into their digital marketing strategies to boost their productivity.

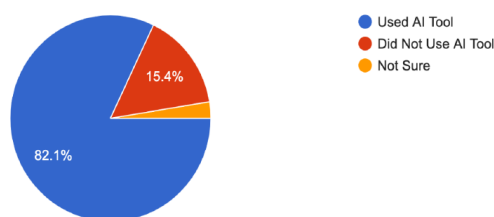


Fig. 1: AI Adoption in Digital Marketing Activities

When asked about their usage of AI in digital marketing, 82.1% of respondents said they did so, while 15.1% said they didn't and 2.6% said they weren't sure.

### 7.3-ChatGPT Is The Most Popular AI Tool Because Marketers Use It.

Everybody knows that ChatGPT is the most rapidly expanding app ever since headlines like "ChatGPT sets record for fastest-growing user base - analyst note" [15] popped out.

ChatGPT has been around for 7 months as of this writing. Despite this, 82.1% of all AI users are now using it. This amounts to seventy-six percent of the marketing mix. When compared to other AI tools, this one is light years ahead.

When did this happen so quickly? One important aspect is the cost structure of ChatGPT, which makes it accessible. OpenAI is accessible to many people since it provides a free basic account. Marketers are even more likely to embrace OpenAI because of its reasonably priced paid solutions. One of the main reasons why ChatGPT has become so popular is because of its inclusive price model, which is far more reasonable than the expensive business pricing. Marketers with different budgets and resources may now take use of ChatGPT's capabilities thanks to OpenAI's removal of cost constraints. By outpacing other AI solutions in terms of adoption rates, ChatGPT has become a favorite among marketers due to its affordable price and outstanding performance.

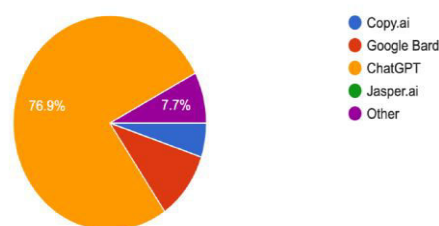


Fig. 2: The AI tool most often used by You

With 76.9% of users, ChatGPT is the AI product that respondents most commonly use. Google Bard comes in at 10.3% and Copy.ai at 5.1%. No one who took the survey utilized Jasper.ai, and 7.7 percent said they used some other artificial intelligence technology.

### 7.4 - Numerous Marketers Incorporate AI Tools

Among those who reported using AI, 25.6% use it every day, and another 59% use it many times a week in their job, according to the statistics. This shows that AI adoption has progressed substantially, moving from the exploratory stage to the point when AI is an integral part of professionals' daily job. The increased frequency of AI tool use indicates that AI is becoming an integral part of many professionals' workflows, as it is integrated into routine activities and procedures. This development reflects the increasing dependence on AI technology to boost efficiency and production across many industries. I think it's fair to say that, rather than slowing down, the adoption of AI will keep speeding up in the near future, thanks to all this integration and the obvious advantages of adopting it. It seems that AI is becoming an indispensable tool for digital marketing experts, according to the trend.

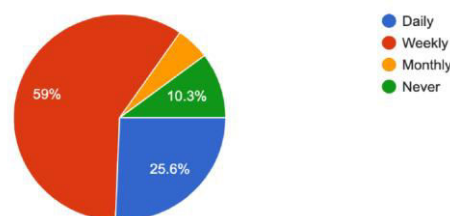


Fig. 3: AI Tool Usage Frequency

Respondents' employment of AI tools varied in regularity; 25.6% used them daily, 59% used them weekly, 5.1% used them monthly, and 10.3% never used them.

### 7.5 - The Two Main Arguments Against Artificial Intelligence Tools Are Inadequate Knowledge and Concerns About Accuracy.

A lack of understanding was cited by 30.8% of respondents as an obstacle to the adoption of AI, according to the research. Tools like ChatGPT, however, have a low learning curve. After just a few tries at composing prompts, many users rapidly understand the idea and how to utilize ChatGPT. In addition to its other user-friendly features, ChatGPT's natural language interaction makes it possible for anybody, regardless of their level of technical knowledge, to utilize it. Some people may attribute an artificial knowledge barrier to their exaggerated views of how difficult it is to acquire new material.

Twenty.5% of those who took the survey expressed doubts regarding the veracity of data or information produced by AI. Because ChatGPT and other AI models may provide information that isn't always correct or can even confidently manufacture information, this is a legitimate worry. To solve this problem, users might request that the AI offer a confidence score for the answers it produces. Users are able to gauge the correctness of the information presented and the AI's dependability may be evaluated more objectively. Users will be able to make more educated decisions on the trustworthiness of AI-generated material if confidence score is used.

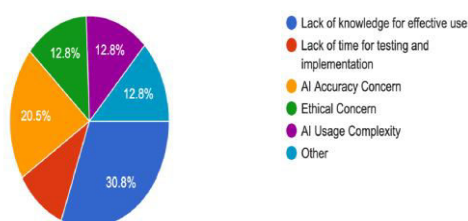


Fig. 4: Top Factor Hindering (Difficulty) AI Adoption

According to 30.8% of respondents, "Lack of knowledge for effective use" is the main obstacle to the use of AI in digital marketing. Additionally, 20.5% of respondents cited "AI Accuracy Concern" and 12.8% cited "Ethical Concern," 10.3% cited "Lack of time for testing and implementation," and 12.8% listed additional issues.

All things considered, our findings show that people can get past the so-called knowledge and

accuracy hurdles by learning how to utilize ChatGPT and other user-friendly technologies, and by using tactics like confidence scoring to deal with accuracy issues.

### 7.6 To write articles and copy, the majority of AI users use it

Among digital marketers who employ AI, the two most prevalent applications are copywriting (41%), and article or blog authoring (41%). Even though these two use cases are so different, it's clear that content production is where AI technologies are being used most often. So, it seems like digital marketers are using AI to make their content creation processes better and faster.

Prompt and use case complexity is anticipated to increase as users gain proficiency and confidence using ChatGPT and other AI technologies. Digital marketers may investigate more complex uses of AI, such as for jobs outside of content production, as they gain expertise and knowledge with the technology. Because of its flexibility and adaptability, AI can process many kinds of stimuli and provide marketing-specific results.



Fig. 5: Top Factor Hindering (Difficulty) AI Adoption

Two of the most common applications of AI, "Article Writing" and "Copywriting," each received 41% of the total votes. There were three categories for the responses: "Image Generation" (7.7%), "Keyword Research" (5.1%), and "Other" (5.1%). No one responded to the "E-Mail Marketing" campaign.

### 7.7 The Level of Confidence Users Have in AI-Generated Keyword Data

Out of all the people surveyed, 5.1% said they use AI tools for keyword research. Even among those people, just 18% said they trust the keyword data that AI tools provide. The findings produced by AI technologies during keyword research may be inconsistent and variable, which is why people don't trust them.

Users' skepticism about the accuracy of AI-generated keyword data is reasonable given the cases when AI models have yielded unexpected or inconsistent results. This may be confirmed by repeatedly asking AI to uncover relevant keywords and their search volumes for a given subject. In all likelihood, the AI-generated figures will differ considerably every time the procedure is performed.

Achieving perfect accuracy in data supplied by AI is obviously not possible, but consumers may still be sceptical due to the large discrepancies in the findings given by AI technologies. Digital marketers must have trustworthy and consistent data to guide their keyword strategy and decisions, thus this uncertainty is reasonable.

One possible solution to this problem is to manually check or use other trustworthy sources to double-check the keyword data that AI systems have retrieved. Users may more objectively evaluate the correctness and reliability of the keyword data when they interact with AI technologies that provide confidence ratings or data quality indicators.

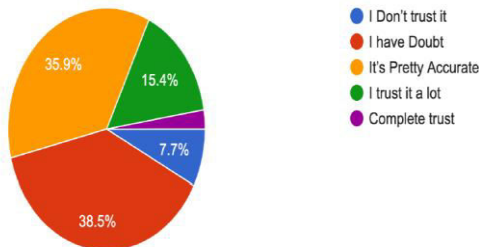


Fig. 6: Trust in AI-Generated Keyword Research Data

While 35.9% of respondents thought the data supplied by AI to be quite reliable, 38.5% had misgivings. Among those who responded, 15.4% were very trustworthy, 2.6% were completely trusting, and 7.7% were not at all trusting.

It is critical for users to be cautious and utilize extra validation procedures to assure the credibility of the information gained from AI tools, since worries regarding the inconsistency and unpredictability of AI-generated keyword data are legitimate.

**7.8-The Degree to Which Digital Marketers Recognize The Importance Of Having A Basic Knowledge Of AI**

A whopping 94.9% of those who took the study agreed that digital marketers need to know

something about AI to do their jobs well. Particularly noteworthy, however, is the fact that 61.5% of respondents rated it as very essential or very important, suggesting a robust understanding of AI's relevance to digital marketing.

Consistent with the general trend of AI integration into popular business tools, the significance of AI abilities in digital marketing is on the rise. The increasing prevalence of AI in commonplace workplaces is shown, for example, by the reference to Microsoft Office Copilot [16]. The usefulness of AI in increasing efficiency and production is growing all the time. It's starting to seem like a lot of office occupations, including digital marketing positions, will need you to have basic AI abilities.

Search Engine Optimization (SEO) is a very competitive field, which may explain why AI abilities are highly valued in the digital marketing industry. Digital marketers compete fiercely for exposure and website traffic on the first page of search engine results pages since there are only so many spaces available. However, digital marketers may get an advantage in this competitive marketplace by using AI solutions. These products provide significant insights, data analysis skills, and automation. The quick acceptance of AI in digital marketing may be attributed, in part, to the zero-sum game character of SEO and, secondarily, to the need to enhance performance and efficacy. Optimisation of tactics, targeting of the correct audience, and competitive advantage in search results are all areas where marketers see AI having a significant impact.

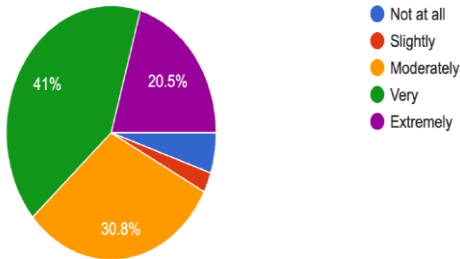


Fig. 7: Importance of Understanding AI Technology For Digital Marketers

The majority of respondents (41%) found it vital to understand AI technology, with 20.5% finding it "Extremely" critical and 41% finding it "Very" important. It was considered somewhat significant by 30.8%, barely important by 2.6%, and completely irrelevant by 5.1%.

In general, the fact that digital marketers place such a premium on AI expertise is indicative of how quickly the business is changing and how deeply integrated AI is becoming into their daily jobs. Being up-to-date and skilled in AI technologies will certainly become an essential component of digital marketing success as competition heats up and AI develops more.

### 7.9 - Digital marketers fear that content writers may lose their jobs to artificial intelligence

When compared to other occupations, the proportion of those who thought content writers' employment were most threatened by AI was far greater at 71.8%. The marketing sector is characterized by two distinct levels of authors, which contribute to this impression.

In the first tier, you'll find subject specialists who have mastered their fields and can shed light on any given issue from a fresh angle. Because of their exceptional level of expertise, these professionals usually charge more. In the second tier, you'll find "SEO writers" who, instead of having in-depth expertise in a certain field, create articles on a wide range of subjects by just searching Google.

Second, search engine optimization writers are more likely to lose their jobs to AI in the near future. This is due to the fact that AI is capable of imitating the process of reusing and supplementing information that already has a ranking. Even though AI may make factual mistakes sometimes, the final products are usually very well-made. AI may help authors generate material quicker, which is a problem for those who just recycle old ideas without contributing anything new. The eventual replacement of subject experts and professional writers by AI could be a while off. It is more difficult for AI to successfully imitate the ideas, creativity, and unique knowledge that these individuals bring to their job. On top of that, a lot of clever authors are already employing AI technologies to improve their content production process, with AI helping them be more efficient and productive.

Still, everyone should be on the lookout for the possible effects of AI, not only authors. Email and social media marketers, among others, may also see a decline in employment if content generation

continues to decline. A change in the necessary abilities and duties within these positions may occur if AI automates certain parts of content production and dissemination.

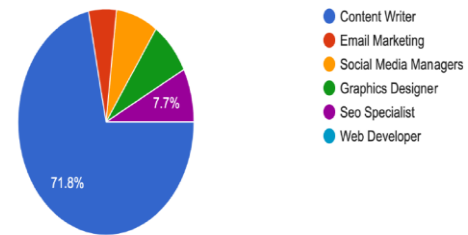


Fig. 8: Job Role with the highest risk of AI Disruption

With 71.8% of the vote, "Content Writer" was the chosen profession. Positions ranging from "Web Developer" to "Social Media Managers" and "Graphics Designer" each garnered 5.1% to 7.7% of the total.

Artificial intelligence (AI) represents a major threat to certain jobs in the content production industry, especially those that deal with basic content generating. However, there are signs that subject experts and professional writers could have a little more time to adapt before they're completely replaced. Pros in the content industry would do well to keep abreast of developments in the field, be flexible in their approach, and be receptive to the idea of artificial intelligence (AI) as a tool to supplement their expertise and provide better outcomes, given the widespread use of AI by clever writers to improve their workflow and its possible influence on other content-related jobs.

### 7.10 - Do Online Advertisers Make Use of AI Identifying Tools?

To determine whether content is generated by AI or not, 33.3% of marketers use AI detection tools, according to the poll. Claiming to be able to differentiate between naturally written and artificially produced text, these programs include Content At Scale [18] and Zerogpt [17]. Note, nevertheless, that OpenAI's AI classification tool and other AI detection techniques' efficacy can differ.

An alarming feature is brought to light by the survey results: the AI categorization tool developed by OpenAI accurately recognizes just 26% of the material generated by AI. This indicates that these identification algorithms have a poor level of accuracy when it comes to



accurately detecting information that is created by AI. It is statistically difficult to properly identify AI-generated language, according to a new piece in NewScientist, which takes a more skeptical approach. The year 19

Worries arise from the use of AI detection methods that are notoriously very incorrect. In several cases, agencies and clients have made misleading assertions about the content's origin, claiming that AI was responsible for its creation while in reality, humans were the true creators.

Managers and company owners have difficulties in determining whether their workers or service providers are using AI due to the inaccuracy of AI detection technologies and the limits of these tools. Using these methods to determine the source of material should be approached with caution and thoughtful consideration.

It is critical to enhance the precision and dependability of AI detection tools as the area of AI keeps becoming better. Approaching AI detection with skepticism and considering extra measures of confirming the authenticity of content production is encouraged until more reliable and robust approaches are developed.

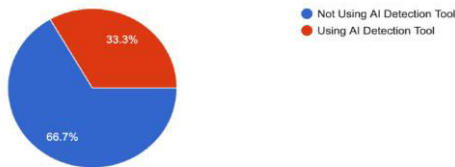


Fig. 9: AI Detection Tool Usage

While 33.3% of respondents said they use AI detection technologies, 66.7% said they don't.

In general, the increasing usage of AI in content production may have prompted the development of AI detection technologies. The possible errors and restrictions of such instruments must be carefully considered. Incorrect attribution and misconceptions might result from naively trusting AI detection techniques. Emphasizing the need of taking a thorough and critical approach to tracing the source of material.

**7.11-The Great Majority of Digital Marketers Have Faith in AI's Ability to Supersede Humans in My Role**

The majority of respondents (64.1%) think that AI can do a better job than humans (35.9%), according to the study. The respondents'

acknowledgment of AI's capabilities and the generally favorable mood are shown by this.

There are a number of reasons why some believe AI has the ability to surpass humans in the workplace. First, AI has been making tremendous strides in a number of areas, particularly in the last few years. Notable among this technology's attributes is its capacity to process massive volumes of data effectively, revealing patterns that may improve efficiency and productivity across a range of sectors, including digital marketing.

The ongoing investigation into enhancing existing algorithms surpasses all prior expectations for unparalleled performance, going beyond what humans are recognized as capable of. The potential for artificial intelligence to surpass human skills is growing as more sophisticated algorithms and training data become widely available.

The fact that AI can do complex calculations at high speeds, process enormous amounts of data more quickly and accurately than humans, and work endlessly without fatigue may be the root cause of its generally positive reception.

So, even though a lot of people think AI will eventually be better than humans, they do recognize that technology can improve job performance by helping with things like decision-making, insights, and automating repetitive tasks. In the long run, this would help with overall productivity on the work.

There is, however, doubt over AI's capacity to entirely surpass human capacities by 35.9%. Reasons for this skepticism include: the conviction that human intuition, creativity, and emotional intelligence are more valuable in the workplace than AI; the idea that AI and human capabilities can only work together; and the belief that AI has biases and limitations that limit its practical applications.

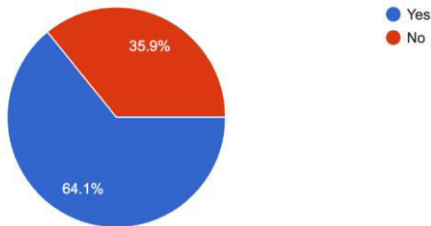


Fig. 10: AI can outperform humans at their Jobs



While 35.9% of those polled disagreed, 64.1% were of the opinion that AI can do better than humans in the workplace.

In general, the study findings reveal that the majority of people polled had a positive impression of AI's capabilities. Notably, its ability to outperform humans in a variety of occupations has swayed a lot of people. The findings show that people are starting to notice and praise the revolutionary power of AI in many industries, including digital marketing.

## 8. CONCLUSION

The advent of AI and ML has revolutionized digital marketing by providing professionals in the field with cutting-edge resources for consumer research and engagement. There are clear benefits, such as better client targeting, higher campaign performance, and more efficient operations. Ethical considerations, data quality, skill development, and regulatory compliance must be carefully considered, nevertheless.

The possible effects of new AI and ML technologies on digital marketing should be the primary focus of future studies in this area. Also, the discipline would benefit greatly from research that look at how marketing tactics and consumer behavior are affected by AI and ML in the long run.

Responsible use of AI and ML opens new doors for enterprises, allowing them to lead the pack in digital marketing innovation and provide consumers with more relevant and tailored experiences in a highly competitive market.

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