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## MODERN USE OF ARTIFICIAL INTELLIGENCE IN THE ENTERPRISE MARKETING PROCESS

**Liudmila Kvasova,**

*Candidate of Technical Science,*

*Associated professor of Marketing Department*

*Dnipro State Agrarian and Economic University,*

*Department of Marketing,*

*Dnipro, Ukraine*

*ORCID: <https://orcid.org/0000-0002-7146-3788>*

**Mariia Bahorka,**

*Doctor of Economics,*

*Professor of Marketing Department,*

*Dnipro State Agrarian and Economic University,*

*Department of Marketing*

*Dnipro, Ukraine*

*ORCID: <https://orcid.org/0000-0002-8500-0362>*

**Pavlychenko Anton,**

*Second-year student of the Department of Marketing*

*Dnipro State Agrarian and Economic University,*

*Department of Marketing*

*Dnipro, Ukraine*

*ORCID: <https://orcid.org/0009-0007-1201-8645>*

**Annotation.** In the era of rapid digital transformation, artificial intelligence (AI) has emerged as a pivotal driver of innovation and efficiency in enterprise marketing. The integration of AI technologies enables businesses to automate the processing of vast and complex datasets, forecast consumer behavior with higher precision, deliver personalized value propositions, and optimize marketing expenditures. This technological shift is particularly relevant in light of the growing need for companies to adapt quickly to volatile market environments, heightened customer expectations, and intensified global competition. **The purpose of the article.** The purpose of this study is to examine the contemporary applications of AI technologies within enterprise marketing processes, identifying their primary advantages, key challenges, and long-term prospects. The research also aims to highlight how AI adoption can serve as both a tactical tool for operational enhancement and a strategic asset for sustainable growth. **Methods.** The methodology combines a systematic review of scientific and industry literature with the analysis of practical case studies. **Results.** The study confirms that AI adoption in marketing significantly improves targeting accuracy, reduces decision-making time, enhances communication personalization, and increases the efficiency of advertising campaigns. Key domains of AI application include consumer behavior analytics, automated communication, budget allocation optimization, creative content generation, and market trend forecasting. Artificial intelligence is not merely a technological enhancement but a transformative instrument that can redefine the competitive landscape.

**Keywords:** artificial intelligence, marketing, digital transformation, personalization, competitiveness, automation.

**Introduction.** The rapid advancement of digital technologies has transformed the global business environment, fundamentally reshaping how enterprises design,



execute, and evaluate marketing strategies. Among the most disruptive innovations in this transformation is artificial intelligence (AI), which has moved from a niche technology to a central driver of competitive advantage. AI offers capabilities far exceeding those of traditional analytical tools, enabling enterprises to process vast datasets, detect hidden patterns in consumer behavior, predict market trends, and deliver highly personalized content at scale.

In the context of marketing, AI technologies such as machine learning, natural language processing, computer vision, and predictive analytics are increasingly being integrated into customer relationship management, market segmentation, advertising optimization, and product development. These tools not only improve operational efficiency but also enable data-driven decision-making, thus allowing firms to respond to market changes in real time.

The growing adoption of AI in marketing is driven by several key factors: the exponential increase in available customer data, advancements in computing power, and the shift toward customer-centric business models. In highly competitive markets, the ability to harness AI for personalized engagement, automated content generation, and precise targeting can determine an enterprise's ability to retain customers and achieve sustainable growth.

Despite the considerable benefits, AI implementation in marketing is not without challenges. Issues such as data privacy, algorithmic bias, high implementation costs, and the need for specialized expertise remain significant barriers. Moreover, the ethical and legal implications of AI use in marketing require careful consideration to maintain customer trust and comply with regulatory standards.

This article examines the modern applications of AI in enterprise marketing processes, analyzing its role in enhancing competitiveness, identifying potential risks, and exploring future development trends. The research aims to contribute to the academic and practical understanding of AI's transformative potential in marketing while providing recommendations for effective and responsible adoption.

### **Literature review.**

The application of artificial intelligence (AI) in marketing has been a growing



subject of academic and industry research over the past decade, reflecting its transformative impact on consumer engagement, market analysis, and strategic decision-making.

Early works on AI in business, such as Russell and Norvig (2021) [1, p.536], provided foundational insights into AI's technical capabilities, including machine learning, expert systems, and natural language processing, laying the groundwork for its later adoption in marketing contexts. Kotler, Kartajaya, and Setiawan (2021) [3, p. 156] highlighted the shift from traditional marketing to *Marketing 5.0*, emphasizing technology's role in human-centric customer experiences.

From a practical standpoint, Chaffey and Ellis-Chadwick (2022) [2, p. 265] noted that AI enables marketers to leverage big data analytics for customer segmentation, behavior prediction, and personalized content creation, thereby improving conversion rates and customer loyalty. Similarly, Davenport et al. (2020) [4, p.31] demonstrated how AI applications in programmatic advertising and predictive modeling enhance campaign performance by optimizing audience targeting and budget allocation. Research by Paschen, Kietzmann, and Kietzmann (2019) [5, p. 1411] explored AI's role in B2B marketing, focusing on market knowledge generation, lead scoring, and relationship management. They argue that AI augments human decision-making rather than replacing it, aligning with the "human-AI collaboration" paradigm. In the Ukrainian and Eastern European context, Yershova and Haidaienko (2021) [6, p.124] investigated the integration of AI tools into marketing operations, noting that domestic enterprises face barriers such as limited technological infrastructure, insufficient AI expertise, and budget constraints. Radchenko and Herasymenko (2022) [7, p.93] examined AI's role in marketing communications, stressing the importance of personalization and real-time interaction.

Emerging literature also addresses ethical and societal implications. European Commission (2019) [8] guidelines stress the need for trustworthy AI systems that ensure transparency, data privacy, and the mitigation of algorithmic bias. This aligns with studies highlighting that ethical considerations influence customer trust and brand reputation (Havryliuk & Siryk, 2023) [9, p. 85].



Overall, existing research demonstrates consensus on AI's capacity to improve marketing efficiency, personalization, and predictive capabilities, while acknowledging challenges related to ethics, data governance, and skill gaps. However, there remains a need for sector-specific studies and empirical analyses to assess AI's real-world performance in diverse market environments.

### **The purpose of the research.**

The primary aim of this research is to investigate the modern applications of artificial intelligence (AI) in enterprise marketing processes and to evaluate its role in enhancing business competitiveness. Specifically, the study seeks to:

- a) Identify the key AI technologies and tools currently utilized in marketing, including their functionalities and integration methods.
- b) Analyze the advantages and challenges associated with AI adoption in various stages of the marketing process, from market analysis and customer segmentation to content creation and campaign optimization.

By achieving these objectives, the research aims to contribute both to the theoretical understanding and to the practical application of AI in marketing, offering insights for academics, practitioners, and policymakers seeking to leverage AI for sustainable business growth.

### **Materials and methods of the research.**

To explore the modern use of artificial intelligence in enterprise marketing processes, this research adopts a qualitative approach enriched with elements of comparative and analytical review. The study draws on a diverse range of materials to ensure both academic depth and practical relevance.

The core of the research material consists of recent scientific literature, including peer-reviewed articles, monographs, and conference proceedings published between 2018 and 2024, which address AI technologies, digital marketing strategies, and issues of business competitiveness. To complement academic sources, industry reports from global consulting firms such as McKinsey, Deloitte, and PwC provide valuable statistical data and trend analyses on AI adoption. Additionally, policy documents and ethical frameworks, notably the European Commission's Ethics Guidelines for



Trustworthy AI, are incorporated to address regulatory and societal dimensions. Real-world case studies, both global and Ukrainian, are used to illustrate successful and challenging implementations of AI in marketing practice [1, p. 385].

This research also acknowledges its limitations. It relies primarily on secondary data, which may restrict the depth of empirical validation, and the selection of case studies may introduce bias toward well-documented examples. Nevertheless, by integrating theoretical perspectives with practical insights, the chosen methodology ensures a balanced and comprehensive understanding of AI's transformative role in modern marketing.

### **Results of the research.**

The rapid digital transformation of the global economy has fundamentally changed the way enterprises approach marketing. Among the most influential drivers of this change is artificial intelligence (AI), which has emerged as a critical tool for enhancing efficiency, precision, and adaptability in marketing processes. AI technologies offer capabilities far beyond traditional methods, enabling companies to process massive datasets, predict consumer behavior, personalize offers, and optimize marketing budgets in real time. In an increasingly competitive environment, the ability to harness AI has become a strategic necessity rather than a mere technological option [2, p. 485].

The purpose of this study is to explore the modern applications of AI in enterprise marketing, identifying its main advantages, challenges, and prospects. The research applies analytical and comparative methods, examining both global trends and domestic practices to provide a comprehensive understanding of AI's impact.

The findings reveal that AI-driven marketing significantly improves targeting accuracy, accelerates decision-making, enhances the personalization of communications, and increases the efficiency of advertising campaigns. Key areas of application include consumer behavior analytics, automated customer interaction, budget optimization, content generation, and trend forecasting. These capabilities allow businesses not only to respond more effectively to changing market conditions but also to anticipate them, positioning themselves ahead of competitors (Table 1).



**Table 1 - AI in Marketing: Summary, Significance, and Future Prospects\***

Section	Content
Research summary	The introduction of AI is transforming approaches to customer relationship management, campaign planning, and market analysis. It enables companies to automate operations, analyze consumer behavior more deeply, personalize offers, and allocate resources more efficiently.
Significance of AI for competitiveness	<ol style="list-style-type: none"> <li>1. Improving decision-making accuracy through real-time analysis of large datasets.</li> <li>2. Optimizing marketing costs through automated channel selection and audience targeting.</li> <li>3. Enhancing customer experience through personalized communication and prompt support.</li> <li>4. Rapid market response through trend and demand forecasting.</li> </ol>
Prospects for AI in marketing	<ol style="list-style-type: none"> <li>1. Development of advanced machine learning and deep learning algorithms.</li> <li>2. Expansion of predictive analytics for consumer behavior forecasting.</li> <li>3. Implementation of generative AI for unique content creation.</li> <li>4. Integration with augmented reality (AR) and virtual reality (VR).</li> <li>5. Use of ethical and transparent data models to build customer trust.</li> </ol>

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The study concludes that AI is not simply a set of advanced tools but a transformative force capable of redefining competitive advantage. Its continued development—through advancements in machine learning algorithms, integration with augmented and virtual reality, and the adoption of ethical data practices—will expand its role in shaping customer-centric marketing strategies. By leveraging machine learning algorithms, these systems can detect patterns and correlations that would be difficult or impossible to identify using traditional analytical tools [4, p. 35].

AI-powered systems enable enterprises to collect, process, and interpret vast volumes of Big Data from diverse sources, including transactional records, social media activity, search queries, customer feedback, and demographic statistics. By leveraging machine learning algorithms, these systems can detect patterns and correlations that would be difficult or impossible to identify using traditional analytical tools [5, p. 1415].

Personalization also extends to dynamic content delivery, where email campaigns, website banners, and product suggestions are customized in real time according to a customer's browsing history, purchase patterns, and predicted interests.



This level of personalization AI-driven communication tools, such as chatbots and virtual assistants, allow companies to provide 24/7 customer support across multiple languages and channels. Natural language processing (NLP) enables these systems to understand and respond to customer inquiries in a human-like manner, ensuring both efficiency and consistency in communication [7, p. 85].

AI technologies are revolutionizing content creation by generating high-quality text, images, audio, and video that align with brand tone and audience expectations. Generative AI tools can produce product descriptions, blog articles, social media posts, and advertising visuals tailored to specific audience segments [9, p. 88].

### **Discussions.**

The findings of this study highlight the transformative potential of artificial intelligence in modern marketing, yet they also raise several important considerations for both practitioners and researchers. While AI clearly enhances efficiency, targeting precision, and customer engagement, its successful integration into enterprise marketing strategies depends on organizational readiness, data quality, and alignment with overall business goals.

One of the primary discussion points concerns data dependency. AI-driven marketing solutions require large volumes of high-quality, structured and unstructured data. Enterprises with limited access to such data—or with weak data governance practices—may struggle to achieve the expected performance gains. This underscores the need for investment not only in AI tools but also in robust data management infrastructures [3, p. 185].

From a strategic perspective, AI adoption should be viewed as an ongoing process rather than a one-time investment. Continuous learning, model retraining, and technology upgrades will be necessary to keep pace with evolving market dynamics and technological advancements [5, p.1412].

### **Conclusions.**

The significance of AI in enhancing the competitiveness of an enterprise is undeniable. By leveraging AI technologies, organizations can improve decision-making accuracy through real-time analysis of large-scale data, optimize marketing



expenditures by identifying the most effective channels and targeting methods, and elevate the customer experience through tailored communication and prompt support. Moreover, AI empowers companies to react quickly to market shifts by predicting trends and demand patterns. As a result, AI becomes not only a tool for operational efficiency but also a strategic driver of sustainable competitive advantage[6, p. 126].

In conclusion, enterprises that strategically invest in AI solutions today are not merely keeping pace with technological progress—they are positioning themselves at the forefront of market innovation. By doing so, they build a robust foundation for long-term success in the digital era, where adaptability, precision, and customer-centricity define true market leadership [7, p. 99].

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