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# Review of Artificial Intelligence in Advertising and Its Role in Personalized Content Marketing

**Majid Fattahi, 0000-0002-5479-7688|** Assistant Professor Department of Business Management, Sari Branch, Islamic Azad University, Sari, Iran.
**Nooshin sadat Sedighi |** Student. Department of Business Management, Sari Branch, Islamic Azad University, Sari, Iran.

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**Corr. Author Email**
majidfattahi@iau.ac.ir
n.sedighi@iau.ac.ir

ABSTRACT

In today's digital world, artificial intelligence has become one of the key tools in advertising. With the continuous advancements in machine learning and big data analytics, brands are able to personalize advertising content according to the specific needs and interests of users. This trend not only helps improve user experience but can also lead to increased conversion rates and customer loyalty. The aim of this research is to provide a detailed and comprehensive analysis of how artificial intelligence is utilized in advertising. The research methodology is analytical-survey-based. This study was conducted in 2024, where the research team gathered necessary data through fieldwork and interviews with experts. For analyzing the data obtained from the interviews, SmartPLS software was used, and the sample size consisted of 24 experts, while the field data included 384 participants. The results of this research indicated a significant relationship between the level of AI implementation, AI capabilities, and the integration channels of AI with personalized content marketing. It is recommended that brands utilize advanced machine learning algorithms to analyze customer behavior in order to identify behavioral patterns and predict future needs.

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## 1. Introduction

In today's world, artificial intelligence (AI) is one of the most advanced technologies that is transforming various industries, and advertising is no exception (Al-Sharbefi et al., 2022). With continuous advancements in machine learning and big data analytics, companies are seeking ways to enhance user experience and increase the effectiveness of their advertising campaigns (Bayee et al., 2022). AI, with its analytical capabilities and deep learning, allows advertisements to be personalized and tailored to the needs and interests of each user. This trend not only helps optimize content but can also lead to increased conversion rates and customer loyalty. By utilizing AI algorithms, companies can analyze user behavior and provide relevant advertising content accordingly (Goush et al., 2021). This type of advertising, instead of employing a generic, one-size-fits-all approach, addresses the specific needs and interests of each user. This shift in strategy enables companies to establish better connections with their audiences, resulting in higher engagement rates and customer satisfaction. In fact, this form of advertising not only aids in improving sales processes but can also lead to the establishment of a lasting and meaningful relationship between the brand and the customer (Babadoğan, 2024). On the other hand, content optimization is also one of the fundamental challenges in digital advertising. Given the large volume of information and intense competition in the market, producing high-quality content that is relevant to users' needs is essential. Artificial intelligence can assist in this regard by analyzing data and identifying user behavior patterns to help create optimized content. For example, through the use of deep learning algorithms, advertising content can be designed to maximize its appeal to users (Harshavardhan, 2024). This means that brands can quickly and easily respond to changes in users' needs and preferences, thereby gaining a significant competitive advantage. Currently, many large brands use AI to analyze user data and identify behavioral patterns. This data can include search history, purchases, social interactions, and even user reviews. By analyzing this data, brands can gain a better understanding of their customers' needs and preferences and adjust their advertising strategies accordingly. This approach ensures that advertisements are not only more effective but also provide a better user experience for the audience. For instance, by utilizing collected data, brands can deliver their advertising content at specific times and with tailored messages to users, increasing the likelihood of engagement and purchase (Pang et al., 2021). However, the use of artificial intelligence in advertising also comes with challenges. One of these challenges is concerns related to privacy and data security. Users are increasingly worried about how their personal data is collected and used, which can impact their trust in brands. Therefore, companies must pay careful attention to these issues and provide solutions to protect user privacy. For example, brands can build trust by clarifying how data is used and offering users options to control their data (Vistasri, 2021). This approach can also contribute to improving the user experience.

The main question of this article is how artificial intelligence can assist in personalized content marketing within advertising and what obstacles may exist along this path?

## 2.Literature Review

The theoretical foundations of any research serve as its scientific and conceptual underpinnings, encompassing theories, models, and key concepts that provide a deeper understanding of the subject under investigation: Artificial intelligence, as a branch of computer science, focuses on the development of systems and algorithms capable of performing human-like tasks such as learning, reasoning, and decision-making. This technology is primarily divided into two main categories: weak AI and strong AI. Weak AI refers to systems designed to perform specific tasks, while strong AI refers to systems that possess the ability to think and reason similarly to humans (Russell, 2016). In the context of advertising, AI utilizes machine learning and deep learning algorithms to analyze large datasets and identify user behavior patterns. These analyses enable brands to optimize their advertising strategies and deliver personalized content that is most appealing to users. For instance, machine learning algorithms can predict which products are likely to be more attractive to each user by analyzing their search and purchase history. This process not only aids in personalized content marketing but also allows brands to target customers more effectively. Various theories exist in this field, including machine learning theory and big data theory, which assist in the analysis and processing of large datasets. These theories empower brands to gain a better understanding of user behavior using existing data and to adjust their advertising strategies accordingly (Saria, 2023). Digital advertising refers to the use of online platforms to promote products and services. This type of advertising is rapidly expanding due to its extensive capabilities in data analysis and precise targeting. Digital advertising encompasses various forms, including search engine advertising, social media advertising, website ads, and mobile applications. One of the prominent features of digital advertising is the ability to measure campaign performance accurately. Using analytical tools, brands can instantly view data related to user interactions with their advertisements and make better decisions based on that information. This feature enables brands to continuously optimize their strategies and achieve better results. Theories related to digital advertising include communication theories and digital marketing theories, which examine the impact of digital media on consumer behavior. These theories assist brands in designing their advertising in a way that has the greatest impact by providing a better understanding of their audience's behavior (Helalian, 2019). By using artificial intelligence, brands can analyze user behavior and provide tailored advertising content accordingly (Arghiani & Arghiani, 2016). One common method is to utilize historical user data. For example, by analyzing users' search and purchase history, brands can offer specific recommendations for each user. Additionally, employing machine learning algorithms can help identify user behavior patterns and predict their needs (Nazemshah & Rajaswary, 2019).

Content optimization refers to the process of creating and adjusting advertising content in a way that maximizes appeal and effectiveness for users. This process involves analyzing data and identifying successful patterns from previous campaigns. With the help of artificial intelligence, brands can identify successful and unsuccessful content, allowing them to develop better strategies for content creation (Kumar et al., 2019). Content optimization can include selecting appropriate keywords, designing appealing graphics, and determining the best timing for content publication. Furthermore, using analytical tools, brands can identify

user needs and interests, adjusting their content to maximize user engagement. Theories related to content optimization include SEO (Search Engine Optimization) theories and content marketing theories, which examine how optimized content affects rankings in search engines and audience attraction. These theories assist brands in attracting and retaining customers by creating high-quality and relevant content (Malaki Varki, 2022).

In addition, AI requires high-quality and sufficient data to operate effectively. If the data is incomplete or inaccurate, the results of the analyses may also be misleading. For this reason, companies should pay special attention to data collection and management, ensuring that the data used is valid and relevant to their advertising needs. This issue is particularly important regarding user behavior data, as incorrect data can lead to ineffective advertising strategies and, consequently, a decrease in conversion rates (Sawara, 2021). In this context, one of the most important aspects of artificial intelligence in advertising is its ability to predict user behavior. By utilizing advanced algorithms, AI can forecast future trends and assist brands in adjusting their strategies based on these predictions (Ainazsaz & Askari, 2017). Such predictions can include identifying optimal times for sending advertisements, the types of content that interest users, and even recognizing new marketing opportunities. For instance, brands can analyze historical data to identify times when users are most inclined to make purchases and display their advertisements during those periods. Additionally, AI can contribute to analyzing and improving the performance of advertising campaigns (Khazaeipour, 2018). By examining data related to previous campaigns, brands can pinpoint their strengths and weaknesses and design better strategies for future campaigns. This type of analysis enables brands to continuously optimize their efforts and achieve better results in their advertising initiatives. For example, using AI-based analytical tools, brands can determine which types of content generate the most engagement with users and produce similar content accordingly (Nazir & colleagues, 2023). Ultimately, it is essential to note that AI is merely a tool, and success in advertising depends on brands' ability to effectively utilize this tool. To achieve desirable outcomes, brands must develop appropriate strategies for integrating AI into their advertising processes (Nasirat & colleagues, 2023). These strategies should include employee training, improve technological infrastructure, and create a suitable organizational culture for adopting new technologies. In other words, success in utilizing artificial intelligence requires collaboration among different departments within the organization as well as investment in new technologies (Khoyeh, 2019). This article will examine the role of artificial intelligence in advertising and its impact on personalized content marketing. The primary aim of this research is to provide a detailed and comprehensive analysis of how AI is employed in advertising while exploring its challenges and opportunities

Ounlo (2024), in a study titled "Improving User Experience through AI-based Personalization in User Interfaces," explores how artificial intelligence can be used to personalize user interfaces to enhance user experience. By utilizing data and AI algorithms, it is possible to identify users' needs and preferences and adjust user interfaces accordingly. Sarioglu and colleagues (2024), in a study titled "Evaluating the Role of AI in Enhancing Customer Personalization," investigate the impact of artificial intelligence on personalizing the customer experience in digital marketing, particularly focusing on the ethical and privacy issues related to the use of customer data. This study analyzes the challenges and opportunities

arising from the use of artificial intelligence in marketing processes and customer privacy preservation. Gujar and colleagues (2024) state that the impact of generative artificial intelligence on the future of interactive and immersive advertising is very significant. The objective of the current study is to analyze how AI technologies can be employed to create engaging and interactive advertising experiences that can deeply engage audiences and enhance the effectiveness of advertisements. Azizi Oranj and Rezaei (2025) state in a study titled "The Future of Artificial Intelligence: Examining Opportunities and Ethical Challenges" that the future of artificial intelligence presents numerous opportunities for improving efficiency and personalizing services, but it also faces serious ethical challenges such as privacy and discrimination. Transparency in decision-making and accountability in data usage are among the key issues. To effectively leverage AI, the establishment of ethical and legal frameworks is essential. This subject requires attention and collaboration among various stakeholders. Gharadaghii (2021), in a study titled "The AI Revolution in Advertising," states that with the emergence of artificial intelligence, the advertising industry has significantly changed. This technology allows marketers to personalize advertisements by analyzing big data and responding to consumer behavior patterns. However, challenges such as privacy concerns and algorithmic discrimination also exist, which need to be addressed, as AI can help improve the effectiveness of advertising campaigns and enhance customer engagement. By utilizing this technology, marketers can create a personalized experience for consumers and identify new trends. However, attention to ethical and privacy issues is essential for the effective use of this technology. Given the background related to the subject "Examining Artificial Intelligence in Advertising and its Role in Personalized Content Marketing," our article's innovation lies in simultaneously integrating the impacts of artificial intelligence on personalizing user experience and content optimization. We delve deeper into the ethical and privacy issues related to data usage and provide practical solutions for managing these challenges. Additionally, we will include case studies from companies that have leveraged artificial intelligence to provide empirical and practical evidence. Our article develops practical frameworks for implementing artificial intelligence in advertising and predicts future trends in this domain. These innovations contribute to the scientific richness of the article and can lead to improved performance and effectiveness of advertising in the digital world. Ultimately, our goal is to provide a comprehensive and practical analysis of the impacts of artificial intelligence on advertising and user experience.

## 3.Research Methodology

The methodology of the present research is descriptive-analytical and survey-based. This research was conducted in 2024, during which the research group collected the necessary data through fieldwork and interviews with experts. Data collection methods included library research, interviews, and field studies. The sampling method was based on non-probability sampling and was conducted using a chain sampling approach. For analyzing the data obtained from the interviews, SmartPLS software was utilized, with a sample size of 24 individuals for the interviews and 384 individuals for the field data.

## 4.Research Findings

In this section, the practical results obtained from the study on the impact of artificial intelligence in advertising and its role in personalized content marketing are presented. These results are derived from various statistical analyses and evaluations conducted throughout the research process.

Table 1 shows the demographic information of the respondents to the questionnaire, which includes 385 individuals. These respondents exhibit a high level of diversity in terms of gender, age, and educational level.

*Table 1. Respondent Profile*

| Variable | Category | Frequency | Percentage (100%) |
|---|---|---|---|
| Gender | Male | 170 | 44.3 |
| | Female | 214 | 55.7 |
| Age | 18-27 | 90 | 23.4 |
| | 28-37 | 120 | 31.2 |
| | 38-47 | 70 | 18.2 |
| | 48-57 | 50 | 13.0 |
| | 58-67 | 34 | 8.8 |
| | 68 and above | 20 | 5.2 |
| Education Level | High School | 50 | 13.0 |
| | Diploma | 60 | 15.6 |
| | Bachelor’s | 160 | 41.7 |
| | Master’s | 70 | 18.2 |
| | Doctorate | 44 | 11.5 |
| Strategies and Techniques | Website | 70 | 18.2 |
| | Social Media Marketing | 150 | 39.1 |
| | Email Marketing | 25 | 6.5 |
| | Affiliate Marketing | 30 | 7.8 |
| | Mobile Marketing | 60 | 15.6 |
| | Podcast Marketing | 49 | 12.8 |

The results of the multiple regression analysis indicate that there is no issue regarding multicollinearity among the variables. The tolerance value for both independent variables is 0.904 and the variance inflation factor (VIF) is 1.088, indicating the absence of significant multicollinearity between the variables.

*Table 2. Regression Test Table*

| **Collinearity Statistics** | | |
|---|---|---|
| **VIF** | **Tolerance** | **Variable** |
| 1.088 | 0.904 | Artificial Intelligence |

Reliability Assessment. The measurement model examined convergent and discriminant validity. The results indicated that all indicators have high reliability. Cronbach’s alpha for the various variables ranged from 0.810 to 0.900, demonstrating adequate internal consistency. Additionally, the average variance extracted (AVE) for all constructs was above 0.5, confirming convergent validity.

*Table 3. Reliability Test Analysis*

| Construct | Cronbach's Alpha | CR | AVE |
|---|---|---|---|
| Artificial Intelligence | 0.810 | 0.852 | 0.400 |
| AI Implementation Level | 0.890 | 0.913 | 0.780 |
| AI Capabilities | 0.900 | 0.930 | 0.791 |
| AI Integration Channels | 0.880 | 0.900 | 0.756 |
| Personalized Content Marketing | 0.884 | 0.901 | 0.751 |

Discriminant Validity Assessment. The conclusion drawn from this analysis is that your measurement tool exhibits adequate discriminant validity in evaluating the constructs of "Artificial Intelligence" and "Personalized Content Marketing." This means that these two parameters are significantly distinct from each other, and the results obtained from your questionnaire or measurement tool can be considered a valid representation of these two concepts.

*Table 4. Validity Test (HTMT)*

| | Artificial Intelligence | Personalized Content Marketing |
|---|---|---|
| Artificial Intelligence | | |
| Personalized Content Marketing | 0.402 | |

R-Square ($R^2$). The $R^2$ value indicates the proportion of variance in the dependent variables; the higher the $R^2$ value, the greater the predictive power of the structural model. In this research, the $R^2$ values were calculated using the SmartPLS algorithm, and for conducting mediation analysis, the SmartPLS bootstrapping function was utilized to generate t-statistics, P-values, Upper Level (UL), and Lower Level (LL).

*Table 5. $R^2$ Values*

| Dependent Variable | $R^2$ | Predictive Relevance |
|---|---|---|
| Personalized Content Marketing | 0.680 | High |

Q-Square ($Q^2$). To evaluate the predictive relevance of the model, in addition to effect sizes, researchers also utilized $Q^2$ (Geisser, 1974; Stone, 1974). This evaluation was performed through cross-validation and used the PLS blindfolding technique for all dependent constructs. Generally, the cross-validation value should be greater than zero, which has been confirmed in this study, in accordance with the findings of Fornell and Cha (1994).

*Table 6. $Q^2$ Values*

| Dependent Variable | SSO | SSE | $Q^2$ (1-SSE/SSO) |
|---|---|---|---|
| Personalized Content Marketing | 8458.000 | 7874.187 | 0.270 |

Effect Size ($F^2$). The effect size, represented by the symbol $f^2$, acts as a complementary test for $R^2$ and involves examining changes in $R^2$ when a specific independent variable is removed from the model. To calculate $f^2$, it is necessary to estimate two PLS path models: one including the latent variable and the other excluding it. Generally, effect sizes can be interpreted as follows: 0.02 represents a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect (Cohen, 2013).

*Table 7. Effect Size ($f^2$)*

| Variable | Dependent Variable | $f^2$ | Effect Size Ranking |
|---|---|---|---|
| Artificial Intelligence | Personalized Content Marketing | 0.372 | Large |

**Path Coefficients Test**

The results of the structural model indicate a significant impact of artificial intelligence on personalized content marketing. The analysis showed that:

- There is a significant relationship between the level of AI implementation and personalized content marketing ($\beta = 0.338$, $t = 6.950$, $p < 0.000$).
- AI capabilities have a significant effect on personalized content marketing ($\beta = 0.308$, $t = 6.100$, $p < 0.000$).
- AI integration channels also have a significant impact on personalized content marketing ($\beta = 0.370$, $t = 7.468$, $p < 0.000$).

*Table 8. Hypothesis Testing*

| No. | Hypotheses | Beta | SE | T-Value | P-Value | Conclusion |
|---|---|---|---|---|---|---|
| H1 | AII → PCM | 0.338 | 0.070 | 6.950 | 0.000 | Supported |
| H2 | AIC → PCM | 0.308 | 0.073 | 6.100 | 0.000 | Supported |
| H3 | AIIC → PCM | 0.370 | 0.066 | 7.468 | 0.000 | Supported |

These results indicate the significance of artificial intelligence in enhancing personalized content marketing strategies and can assist brands in optimizing their interactions with customers. These findings are especially valuable in the context of contemporary digital advertising and can serve as a basis for decision-making for brands and marketers in utilizing artificial intelligence in marketing processes.

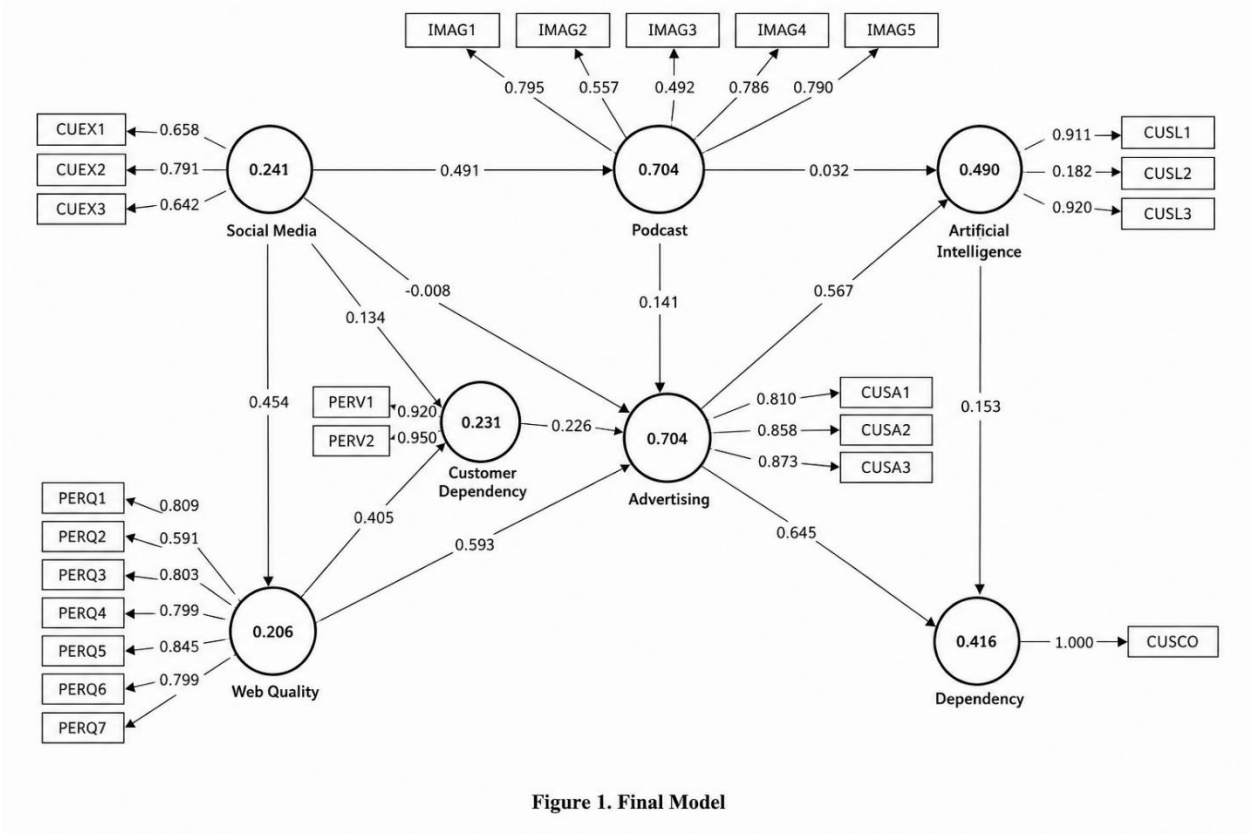



*Figure 1. Final Model*

## 5. Discussion and Conclusion

This research investigates the impact of artificial intelligence on personalized content marketing, and the results clearly indicate the significance and applications of this technology in enhancing marketing strategies. By analyzing data obtained from respondents and conducting statistical tests, it was found that artificial intelligence can serve as a key tool in creating content tailored to the specific needs of customers. This not only helps increase conversion rates but can also improve user experience and foster customer loyalty. The analysis of demographic information suggests that diversity in age and education among respondents allows brands to design their strategies based on the specific characteristics of their customers. For instance, by understanding the preferences of different age groups, brands can tailor their messages to align with the specific needs and desires of each group. This approach can lead to more effective communication with customers and increase the likelihood of success in advertising campaigns. Additionally, the results of regression and reliability tests indicate a high level of validity for the measurement tools used in this study. This validity assures researchers and marketers that the data obtained can serve as a foundation for strategic decision-making regarding the application of artificial intelligence in marketing. In particular, these results can assist brands in leveraging reliable and credible data when designing and implementing their marketing strategies. The analysis of discriminant validity also demonstrates that the constructs of “Artificial Intelligence” and “Personalized Content Marketing” are well-distinguished from one another. This differentiation allows researchers to examine the impacts of these two constructs more accurately and confidently. This aspect will be especially beneficial in future research that seeks a deeper understanding

of the relationships between these two concepts. Based on the obtained results, it is recommended that brands actively consider the integration of artificial intelligence into their marketing processes. This technology can assist them in analyzing customer data to identify behavioral patterns and specific needs, allowing them to deliver personalized content that aligns directly with the interests and desires of customers. This approach not only has the potential to increase conversion rates but can also contribute to creating a positive and lasting experience for customers. Moreover, future research could explore the challenges of implementing artificial intelligence within organizations. These challenges may include cultural barriers, the need for changes in work processes, and the necessity for training and developing new skills for employees. Understanding these challenges can help brands devise effective strategies to overcome them and fully leverage the benefits of artificial intelligence. Ultimately, this research demonstrates that artificial intelligence can serve as an effective tool for optimizing marketing strategies and personalizing content in today's digital world. Given the rapid advancements in artificial intelligence technologies and the growing demand for personalization in marketing, brands must continuously update their strategies and utilize these innovative tools. Such actions will not only enhance the competitiveness of brands but may also lead to deeper and more meaningful connections with customers. Furthermore, the study by Unlu (2024) examines how artificial intelligence can be used to personalize user interfaces, showing that this technology can enhance user experience. Our findings also emphasize that artificial intelligence can improve user experience and increase conversion rates, indicating alignment between these two studies. On the other hand, the research by Sarioglu et al. (2024) addresses the impact of artificial intelligence on personalizing customer experience in digital marketing and the associated ethical issues. Our results also indicate that artificial intelligence not only aids in enhancing user experience but can also lead to the optimization of marketing strategies. This alignment highlights the importance of considering ethical dimensions in the use of artificial intelligence in marketing. The research by Gojar et al. (2024) also highlights the impact of generative artificial intelligence on the future of interactive advertising. Our findings, which emphasize the ability of artificial intelligence to create personalized experiences, align with these results, indicating that artificial intelligence can help optimize advertising strategies and customer interactions. However, some backgrounds conflict with our findings. For instance, the research by Azizi Orange and Rezaei (2024) discusses the ethical challenges and privacy concerns associated with the use of artificial intelligence, emphasizing that these challenges may hinder the full exploitation of this technology. While our results demonstrate the high potential of artificial intelligence in optimizing marketing strategies, this discrepancy may arise from a lack of sufficient attention to ethical challenges in our study. Furthermore, the research by Ghara Daghi (2021) emphasizes the negative impacts and challenges of privacy and algorithmic discrimination in the use of artificial intelligence in advertising. While our results focus on the benefits of using artificial intelligence to enhance marketing strategies, this discrepancy may indicate the need for a more balanced approach in examining both the positive and negative impacts of artificial intelligence. In conclusion, while the potential of artificial intelligence to enhance marketing strategies is evident, it is crucial for future research to address the ethical considerations and challenges associated with its implementation. This will help create a more comprehensive understanding of how artificial intelligence can be effectively utilized in marketing while

mitigating potential risks and concerns. A balanced perspective that considers both the advantages and disadvantages of artificial intelligence will be essential for brands seeking to navigate the complexities of modern marketing landscapes. The examination of artificial intelligence in advertising and its role in personalizing and optimizing content represents a profound transformation in contemporary marketing practices. The results of this research clearly illustrate the positive and significant impacts of artificial intelligence on advertising processes and customer interactions. By utilizing advanced algorithms and big data analytics, brands are able to identify the specific needs and preferences of their customers, allowing them to deliver personalized content that directly aligns with their interests and desires. This research indicates that artificial intelligence not only enhances user experience but also leads to the optimization of marketing strategies. Through meticulous data analysis and the identification of customer behavioral patterns, brands can effectively design their advertising campaigns and achieve better results. Furthermore, the use of artificial intelligence across various marketing channels, including social media and email, enables brands to maintain continuous engagement with their customers, providing a more personalized and engaging experience. Ultimately, the findings of this research recommend that brands actively leverage artificial intelligence in their marketing processes and adjust their strategies based on credible data and precise analyses. Given the rapid advancements in artificial intelligence technologies and the increasing demand for personalization in marketing, brands must continually update their approaches and utilize these innovative tools to remain competitive in the market and establish more effective communications with their customers. In this way, artificial intelligence is recognized as a key tool in optimizing advertising and enhancing user experience in today's digital landscape. By embracing these advancements, brands can not only improve their marketing effectiveness but also foster deeper connections with their audience, ensuring long-term success in an ever-evolving marketplace.

**Recommendations.** It is recommended that brands engage in the collection and analysis of customer data to provide personalized content that addresses the specific needs and interests of each customer. This data can include purchase history, web browsing behavior, and social media interactions. Additionally, utilizing artificial intelligence across all marketing channels, including websites, social media, and email, will contribute to content optimization and enhance customer engagement. Brands should employ advanced machine learning algorithms to analyze customer behaviors, enabling them to identify behavioral patterns and predict future needs. This proactive approach can significantly enhance the effectiveness of marketing strategies. Furthermore, it is advisable for brands to conduct training programs for their employees on artificial intelligence and related tools, empowering them to effectively leverage new technologies. Developing data-driven marketing strategies and paying attention to customer diversity is also of paramount importance. Brands must create an optimized user experience at all customer touchpoints and utilize sentiment analysis tools to gain a better understanding of customer feedback. Moreover, producing engaging multimedia content and continuously evaluating the performance of marketing strategies can contribute to the ongoing improvement of brand outcomes. By implementing these practical recommendations, brands can enhance their marketing effectiveness, foster deeper connections with their customers, and maintain a competitive edge in an increasingly digital landscape.

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