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ARTIFICIAL INTELLIGENCE IN THE WORLD OF MARKETING

Stud. A.V. Bohomolenko, gr. BMR1-16
Research supervisor M.O. Vyshnevska
Kyiv National University of Technologies and Design

The problem of globalization in the world of economy concerns everyone, day by day, the world technologies are moving to a new level, so the consideration of artificial intelligence is extremely important, especially in the fact of a quite small percent of scientific work that related with this topic.

Purpose and objectives. Therefore, research and analysis of the modern market, which is full of marketing techniques and illumination the various methods of artificial intelligence, is really important. The goal is to achieve the purpose by appropriate ways to find information and make a list of examples of using the artificial intelligence in the world of marketing.

Object and subject of research. Artificial intelligence and its influence on the development of the social and economic sphere.

Research methods. The work is based on the methods of comparing, analyzing and highlighting scientific concepts, through scientific observation.

Scientific novelty and practical value of the results. Further development of systematization, regularities allocation and description of the world's marketing tools development, which will help to understand and penetrate into the current state of information technologies is needed.

Research results. There was a time, when marketers simply created advertising or content and they had a 100% impact on humanity in one way or another. It is time, when people can scroll the information that is not interesting to them on their phone, so the task of marketers is to create something that each of us would like to share with the world and the artificial intelligence, which not long ago is an integral part of our life, comes to rescue. It helps to relax, shop, learn and work. Smart machines have learned to bluff, beat professionals in chess, translate and recognize the human voice. Every week, we learn about all the new exploits of computer programs that already know how to put medical diagnoses, draw, sing or generate text [1]. Artificial intelligence is becoming more relevant role in many areas, including marketing.

But why, despite all the talk about successes, we do not see anything like humanoid robots from science fiction films? The thing is when we are thinking about AI, the notion of "artificial intelligence" (the function of searching for interrelations and dependencies) is often confused with "artificial personality" (self-aware entity having independent judgments). We have a long way to artificial persons, but artificial intelligence systems that are able to track the connections between a huge number of objects, find patterns, build predictions stemming from these patterns - already exist and are successfully used in a variety of spheres and industries.

Artificial intelligence is widely used in marketing. Brands use various tools for content management, search engine optimization and email marketing. At the same time AI not only helps people do their work, but also increases its quality. Because when all processes are optimized with technology, companies can achieve better results, and employees get more free time to work on complex and interesting tasks [3]. Let us look at a several methods of applying AI in the marketing world:

Website design. AI helps marketers create effective websites. For example, The Grid program uses the artificial intelligence Molly for the design of sites, while the developers are already actively using the created "her" platform. Molly significantly saves resources: for the same task, the brands would have to hire a whole team of specialists. At the same time this AI costs only $ 100 per

year for one site [2]. Customers have to only upload content (images, text, calls to action) to The Grid and Molly will create a site based on it.

Social media. It's no secret that advertisers use social networks as a platform for promotion. However, users are not always like this. Therefore, platforms such as Facebook, Instagram and Twitter allowed people to easily hide uninteresting advertising content. On Facebook, you can even choose the reason why you do not want to see one or another ad. Social networks use this information when creating a news feed that is in the interests of users. This approach also allows advertisers to save and not show ads to people for whom it is not relevant.

Picture. Do you like using different funny filters and lenses? All of them work on the basis of the recognition image AI. Neural networks allow Snapchat, Facebook, Instagram and other platforms to turn people into funny animals or change faces in the photo. Thanks to artificial intelligence brands can not only entertain users, but also build relationships with them on a personal level.

Chatbots. Many brands use messengers to communicate with customers. At the same time chatbots greatly simplify this process. GrowthBot, for example, answers on the frequently asked questions about marketing. Users can get from this chatbot almost all information about different industries and brands.

Music. Jukedeck - artificial intelligence for creating your own soundtrack. A service that will help every blogger, cameraman, and filmmaker create their own soundtracks for movies and video clips. It is based on a specially developed artificial intelligence system designed to easily create music with certain specified criteria: the genre of composition (folk, rock, electronic, ambient), mood (cheerful or melancholic), tempo (in beats per minute) and set the required duration. Within 10-30 seconds, artificial intelligence composes and processes the composition, after which the service offers to listen or download it. The fact of download, according to the rules of Jukedeck, means a complete transfer of rights of the song to the user and costs from 7 to 150 dollars, according to customers.[2]

Advertising. Recently, Adgorithms created the artificial intelligence Albert, which completely takes over the management of advertising campaigns. Marketers only need to enter data about the desired results of the campaign, the target audience and geographic coverage, the rest will do Albert. At the same time he works faster than any specialist, and can also determine the various niches and regularities of the purchase. Recently, Harley-Davidson NYC began using this artificial intelligence, and the results were pleasantly surprised. Albert has made three times more sales than a regular manager in just a week. Thanks to AI, the brand increased motorcycle sales by 40% and attracted 566% more visitors to the site [2].

Conclusion. From these facts, one may conclude that using the methods of artificial intelligence helps each marketer to move with the times, meet the consumers' wishes and achieve high ratings in the consumer market. And also to realize the fact that every day all users of the modern technology at the same time are users of artificial intelligence.

Key words: *artificial intelligence, marketing, advertising, global economy.*

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