Artificial Intelligence (AI) Competencies for Rise the Performance of Digital Marketing Perspective

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ABSTRACT

This study aimed to identify the role of artificial intelligence (AI) in enhancing the performance of digital marketing in companies. AI, with its diverse types, characteristics, and applications, has become an essential tool for achieving corporate goals with greater efficiency. The importance of AI has emerged from its high usage rate in digital content, ease of use, effectiveness in digital marketing, and powerful predictive capabilities. The integration of AI and digital marketing allows companies to precisely target specific customer segments, reducing wasted effort and advertising costs while achieving marketing goals more efficiently. This study focus on telecommunication companies in Algeria (Ooredoo,Djeezy and Mobilse) As the most companies that apply e-marketing, its website witnesses great interaction , It needs continuous advertising campaigns due to the intense competition witnessed in the sector. The study concluded that there is a positive relationship between artificial intelligence and e-marketing. It recommends that the institutions studied should adopt AI to further improve e-marketing through continuous research and development.

Keywords: artificial intelligence, digital marketing, machine learning, personalized advertising, marketing automation, natural language processing (NLP)