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AI Agents in Educational Immersive Marketing: How to Create a Customer's Portrait

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Abstract

The rapid adoption of AI agents in immersive marketing environments has transformed educational promotion by enabling real-time personalization and adaptive user engagement; however, there remains a research gap regarding systematic methods for constructing accurate customer portraits within these AI-driven, immersive contexts. This study aims to examine how AI agents can be used to create dynamic and data-driven customer portraits in educational immersive marketing and to identify the key variables that enhance personalization and engagement effectiveness. The research employs a mixed-methods approach combining a systematic literature review, conceptual modeling, and qualitative analysis of selected case studies involving AI agents in immersive educational marketing platforms (e.g., VR/AR-based campaigns and interactive learning environments). Data sources include user interaction logs, behavioral metrics, and contextual feedback processed through AI agent frameworks. The findings indicate that AI agents enable the creation of multidimensional customer portraits by integrating behavioral, cognitive, emotional, and contextual data in real time. Key trends include improved segmentation accuracy, higher engagement rates, and enhanced adaptability of marketing content. The results also show that immersive environments amplify the effectiveness of AI-driven personalization compared to traditional digital marketing channels. The study concludes that AI agents play an essential role in developing adaptive and continuously evolving customer portraits in educational immersive marketing. This approach supports more meaningful user experiences and strategic decision-making for educational institutions. The findings contribute to both marketing and educational technology research by offering a conceptual foundation for future empirical studies and practical implementations of AI-driven immersive marketing systems.

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