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### **THE USE OF ARTIFICIAL INTELLIGENCE IN MODERN MARKETING**

The modern marketing cannot operate without advertising. Advertising materials help promote goods and services, attract new customers, and increase company profits. However, creating quality advertising materials requires significant time and money investment. In this case, artificial intelligence can become an invaluable assistant [1]

Artificial intelligence (AI) is a technology that allows computers to perform tasks that previously only humans could fulfill. With the help of artificial intelligence, it is possible to create advertising materials that will be appealing to the target audience. One of the key aspects of AI is machine learning, which is the ability of computer systems to learn from experience and data to improve their performance over time. Examples of the most used and popular artificial intelligences are presented in the table [5]

**Table - description of the capabilities of different AI**

Artificial Intelligence name	The possibilities of usage
ChatGPT	Works in a dialogue format between the user and AI. Helps create all types of text messages in any scenarios. [3]
Jukedeck	Allows creating musical compositions of various genres, taking into account parameters set by the user.
Deepart.io.	Provides the ability to work with graphics and create original artwork based on user images and other customizable criteria.
Beautiful.ai	A tool for creating presentations, automating and simplifying slide work. It has its own library of images and templates, supports collaborative work on projects.
Midjourney	Generating colorful images based on textual descriptions provided by the user, offering 4 options of pictures for choosing the most suitable one. [2]

AI finds wide application in creating advertising materials, assisting marketers and advertising agencies in developing more effective and targeted advertising campaigns.

The use of artificial intelligence in creating advertising materials has several potential advantages [4]:

- automation and optimization: AI enables the automation of many tasks related to creating advertising materials, reducing time and resource costs. Optimizing advertising campaigns based on data analysis can also help improve the effectiveness and performance of advertising.

- personalization: AI allows for the creation of personalized advertising materials, which can increase their relevance and appeal to specific audiences. This can lead to higher conversions and customer loyalty.

- enhanced analytical capability: AI is capable of processing and analyzing large volumes of data, which can help identify trends, understand audience preferences, and determine the effectiveness of advertising campaigns. This can help marketers make more informed decisions and better understand their audience.

The use of artificial intelligence in advertising streamlines the creation process, yet poses limitations including a lack of creativity, dependence on data quality, and ethical concerns about privacy. While AI enhances efficiency, human creativity and understanding are still crucial, underscoring the need to address its drawbacks and audience considerations in advertising strategies.

## LITERATURE

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