International Marketing Trends Conference

POSTER SESSION

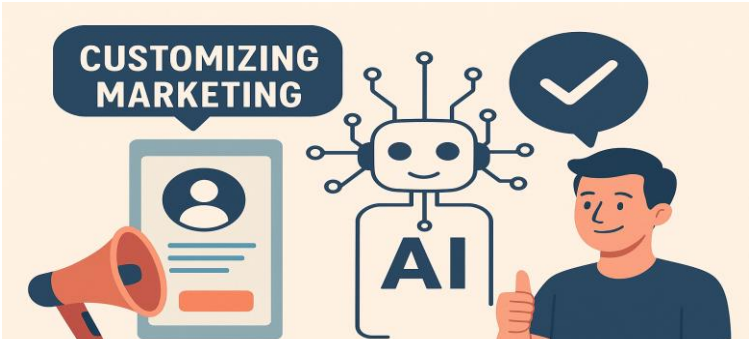
Title of research project

Customizing marketing strategies in the age of artificial intelligence: Influence on consumer behavior and customer loyalty

Description of research project

Today's customers are becoming more knowledgeable and better informed about a wide range of commercial offers. They are no longer satisfied with standard solutions and are becoming more demanding in their choices. Faced with this major transition, companies are being forced to rethink their marketing strategies, placing the concept of personalization at the cornerstone of their success.

Currently, marketing researchers are showing keen interest in AI-based personalization, which they see as a means of promoting the success of marketing strategies. Moreover, it is a relevant tool that will help companies make the most of the abundant data contained in their big data, which actively contributes to building a lasting relationship with satisfied customers who feel recognized and unique.



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