



Harnessing Artificial Intelligence in Marketing: Comparative Analysis of Platforms and their Features, Capabilities, and Applications

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ABSTRACT: This study explores the role of artificial intelligence (AI) in modern marketing practices, focusing on four AI-powered platforms: Content Studio, Predis.AI, Visme, and Mailchimp. By comparing their AI functions, pricing structures, offerings, solutions, capabilities, propositions, and industry integrations, the research highlights the potential of AI to enhance consumer engagement, operational efficiency, and decision-making processes. The findings demonstrate the platforms' ability to optimise marketing strategies, streamline workflows, and deliver personalised customer experiences across diverse contexts. Ethical considerations and future research directions are also discussed, providing a comprehensive understanding of AI's impact and challenges in the marketing sector.

Keywords: AI in Marketing, AI in Management, AI-powered Platforms, AI in Social Media Management, Marketing Automation

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1. Introduction

Artificial intelligence (AI) is reshaping the marketing landscape, enabling companies to adopt data-driven strategies and deliver highly personalised customer experiences. AI's capabilities, such as natural language processing, predictive analytics, and machine learning, allow marketers to extract actionable insights from vast datasets and optimise their campaigns in real-time (Chintalapati & Pandey, 2024). These advancements empower businesses to create targeted advertising, automate routine tasks, and engage with consumers through intelligent tools like chatbots and recommendation engines (Wołk et al.2022)

One of AI's most innovative contributions to marketing is its ability to enhance consumer engagement by analysing behaviour patterns and tailoring content accordingly. Gupta and Khan (2024) highlight that AI not only predicts customer preferences but also adapts marketing strategies dynamically, leading to improved customer satisfaction and retention rates. This real-time adaptability has proven critical in the evolving digital marketplace. Moreover, AI has enabled companies to scale their personalisation efforts, ensuring that even large enterprises can maintain individualised interactions with millions of customers (Senyapar 2024).

Another significant impact of AI in marketing is its role in predictive analytics and decision-making. By leveraging machine learning algorithms, marketers can forecast trends, assess campaign performance, and refine their strategies to maximize ROI (Skubis and Kołodziejczyk 2024). As noted by Yeğin (2020), AI's predictive capabilities also reduce inefficiencies, enabling businesses to allocate resources more effectively and target the most promising market segments.

Despite its potential, the integration of AI in marketing also raises ethical and operational concerns, such as algorithmic bias, data privacy issues, and transparency. Addressing these challenges is essential to building trust and fostering sustainable AI adoption in the marketing sector (Skubis 2021; Gupta & Khan, 2024; Skubis 2024a).

This article aims to analyse the applications of AI in marketing through a comparative evaluation of four AI-powered platforms: Content Studio, Predis.AI, Visme, and Mailchimp. The study focuses on key aspects, including AI functions, pricing details, platform offerings, solutions and capabilities, and unique propositions and features.

Additionally, the research examines the industries and customers integrated with these platforms to understand their effectiveness in diverse marketing contexts. By examining these platforms' roles in social media management, visual content creation, and email marketing, the research provides actionable insights for marketers seeking to integrate AI tools into their operations for enhanced effectiveness and long-term business growth.

2. The concept of marketing

The purpose of marketing is to draw the attention of customers with the use of the promises of the highest value and to preserve and develop the customers which are still present by using value and contentment. As Kotler et al. (2020) emphasize, marketing goes beyond traditional sales and advertising and aims to satisfy customer needs through a value-driven approach.

It is also emphasized that the earlier understanding of marketing was based on associating it only with selling and advertising, but nowadays it is not understood stereotypically, marketing should be linked with satisfaction of customer needs. It is stated in Kotler (2020) that marketing is connected with customers and it is the action of involving them and also controlling the relationships with them.

Communication, both with humans and machines, is a pivotal element in effective marketing strategies. Advertising language, as a subset of language for specific purposes (LSP), plays a crucial role in ensuring the clarity and precision of marketing messages. Hoffmann (1985) defines LSP as linguistic tools used within specific areas of communication to facilitate mutual understanding among professionals. Skubis (2020) highlights that LSP is influenced by the subject matter and situational objectives, requiring specialised knowledge. Traits such as brevity and accuracy distinguish advertising language, aiming to eliminate distortions and ambiguities in messaging (Díez-Arroyo 2013). The use of specialised vocabulary ensures effective and professional communication, essential for marketing success (Skubis 2024; Skubis et al. 2023).

As stated by Baker (2014) marketing is the field of science where two parties voluntarily exchange goods or services, and this exchange adds value to both if they want to repeat the action. As maintained by Panasiuk (2005) marketing began in the early 1920s in the economic practice of the United States, but the elements of marketing management gained more publicity in the economic practice of enterprises in the 1930s; the modern image of marketing began to be built in the 1950s. There are various definitions of marketing, but its notion originated from the word 'market'.

According to Marcinkiewicz (2003) the marketing process is connected to the areas like analysing and considering customers' needs, and in order to meet these needs, also creating and developing other goods and services, while pointing out the prices of competitors' products and finally promoting and delivering them to customers at the right time.

The most essential principle of marketing is customers' orientation, which means that all activities should satisfy the customers' wishes. Designing a message strategy, that is, verifying what overall content consumers will get, is the initial step to create an effective advertising message. As Kramer (2004) highlights, an effective marketing strategy also involves creating emotional connections with the target audience, which increases brand loyalty and long-term engagement. The purpose of advertising is to elicit thoughts and reactions from consumers about a product. Kramer (2004) states that marketing is about

satisfying the wishes of the recipient, by means of adapting production and commodity marketing activities to people's needs, moreover, it is also important to stimulate and develop these needs.

3. The overview of e-marketing

According to Kaur et al. (2015) e-marketing is a broader concept than the term e-commerce but both concepts are linked together. E-commerce is the process of selling products and services to people with the use of the Internet. Meanwhile, e-marketing is an extended concept, understood as the process of integrating marketing strategies in various Internet environments. E-marketing is a concept that includes building and maintaining lasting relationships with clients by creating online activities, sharing thoughts, providing services and products. Not only does e-marketing make use of advertising and promoting products but it also comprises presentation and all logistical activities aimed at selling and delivering products to customers.

Electronic marketing helps companies create content through search engines, banners, and emails. It also supports small and giant companies in conducting online research aimed at understanding and identifying customer needs and preferences. Such activities make a significant contribution to the efficiency, speed, and organisation of work of many admen. Jaas (2022) explains that electronic marketing is a very pertinent term in today's digital age, having particular relevance in the field of businesses' activity due to the fact that this variety of marketing allows companies to achieve success and goals, continuously improve qualifications and effectiveness in digital marketing practices, and raise the profile.

The use of modern and internet-oriented methods to promote products and brand identities means that the financial expenditure spent on organising campaigns using previous traditional forms of marketing is reduced while, most importantly, the speed with which information reaches the customer through the application of e-marketing trends increases significantly.

E-marketing is such a rapidly developing area that representatives of organisations are under a lot of pressure to continue learning and searching for the slightest details about the inside of the businesses. Investment in continuous development in this area is very important especially if a company aims to achieve its objectives.

There are many strategies within e-marketing, depending on the size of an organization or the types of products being promoted, and these are of such a dynamic nature that valuable information must be constantly chased in a bid to keep a business ahead of the competitors in the job market.

Andreki and Yazdanifard (2014) point out that the most important role of e-marketing is to build better communication between companies and customers in a faster way and reduce the costs of traditional marketing. The emergence of high-tech smartphones and other digital devices as well as the demand for the continuous use of such tools have the greatest impact on the continuous creation of the concept of e-marketing.

By means of such tools it is possible to identify more quickly the preferences of customers. These tools have become a major and very essential medium for promoting products. Through the arrival of e-marketing strategies and applications, the future of traditional marketing looks as if all the tactics of the time are going to be replaced by online techniques, and the development of such things as social media only accelerate such transformation.

4. AI in Marketing

Sheikh et al. (2023) argue that establishing the exact definition of artificial intelligence is an extremely difficult task due to its broad nature, making it challenging to create a fixed and universally accepted definition. In the broadest view, one can associate artificial intelligence with algorithms. This, however, is a large generalization of the concept, as it must be noted that algorithms can exist outside the realm of artificial intelligence. In a more nuanced sense, AI can be identified as a tool that replicates ideas drawn from human intelligence by means of a computer or other electronic device.

According to a more common definition, artificial intelligence can be defined as technology that allows various devices to imitate real human capacities. Regarding AI applications, there is a common agreement especially in the category of “narrow AI,” with tasks that are based on replicating a range of skills such as image or speech recognition.

AI's changing role in marketing began with its applications in data analytics and machine learning (ML), focusing on analyzing large datasets and predicting consumer behavior. These capabilities have significantly evolved, enabling AI to drive automation, personalization, and innovative strategies (Ma and Sun, 2020; Yeğın, 2020). Davenport and Ronanki (2018) classified AI applications into Robotics and Cognitive Automation, Cognitive Insights, and Cognitive Engagement, showcasing its ability to automate tasks, analyze data patterns, and engage customers through tools like chatbots and intelligent agents (De Mauro et al., 2022).

Singh et al. (2013, 1–4) claim that the term artificial intelligence belongs to John McCarthy, whose view of the term is focused on the treatment of artificial intelligence as the science of creating smart tools that have the ability to create a personal vision of the environment and make decisions autonomously in order to achieve success. With the development of AI, several of its components can be distinguished, such as *natural language processing* and *expert systems*.

Both of these components have a common goal, which is on a par with enhancing communication between both humans and AI, so that people can get a lot of useful information, advice, and explanation. This is a useful phenomenon in many areas of life due to the increasing demand to diagnose human problems and reach consensus and success. These types of components are extremely useful in today's world of marketers, among whom the demand for reaching customers, acquiring new contacts and selling and advertising products is constantly growing.

Over time, customer experience became a strategic priority for service providers, transitioning marketing efforts from traditional methods to interactive, digital strategies aimed at enhancing customer satisfaction (Skubis and Akahome, 2022; Skubis and Damas, 2024). As stated by Labib (2024, 1–13) the rapid development of AI affects the efficiency and organization of marketing strategies in many different industries. This evolution contributes to a modification of customer interactions and decision-making among many companies. By using artificial intelligence possibilities, marketers have insight into people's personal preferences through which they can tailor their product proposals to make them appealing to customers. These predictive skills have the most significant impact in an emotional context. Through AI's ability to understand human emotions, marketing becomes more attuned to customers' personal needs and feelings.

Modern AI tools, such as chatbots and virtual assistants, enhance customer interactions by providing 24/7 support and gathering insights into customer preferences (Wol̇k et al., 2022; Haleem et al., 2022). They also improve operational efficiency by automating tasks such as segmentation and campaign analysis, allowing marketers to focus on strategic initiatives (Raiter, 2021). AI's ability to deliver hyper-personalized marketing efforts tailored to individual needs is revolutionizing consumer engagement (Şenyapar, 2024; Huang and Rust, 2022).

Masnita et al. (2024, 120–140) highlight that the most important and influential reasons why the use of AI in marketing activities is a very useful and effective phenomenon, among those reasons are improving customer service and quality, tracking and analysing customer preferences, creating marketing initiatives. These reasons bring many benefits to marketers, which include the ability to adapt products to customer needs and preferences, improve marketing strategies, and provide specific insights to producers from a particular industry, which helps in decision-making in the in the process of branding a product.

The implementation of AI in the field of marketing is an important factor in responding as quickly as possible to any changes in customer demand and ensuring the ongoing success of many industries. Jabeen (2022, 730–733) states that the digital age, in which many different aspects of the internet such as social media flourish, is an important development point for AI in various fields ranging from medicine to

business. The most important element is the growth of various websites and social networking sites, which are exerting increasing pressure in the field of marketing due to the speed of developing trends. AI is a tool that largely helps in this rapid process in order to deliver income to marketers. By uploading various information such as photos, videos, or written posts, artificial intelligence and thus the various companies using its techniques have the ability to track preference data. AI's role lies in regulating, integrating, and improving several relevant marketing operations such as data collection, data analysis and engaging with clients. According to Shahid and Li (2019, 26–33) AI plays a number of crucial roles in marketing by facilitating brand manufacturers' intended outcomes and goals. Tailored marketing campaigns created with the help of AI are intended to allow marketers to tailor product offers to more effectively meet individual customer needs. Pricing through the use of AI-created pricing systems is another important significance for increasing business profits. Finally, AI also helps to serve customers in a better way and improves marketing methods in order to enable companies to make accurate decisions.

Skubis and Kołodziejczyk (2024) emphasise the importance of ethical considerations in the integration of AI within marketing practices. With AI-driven tools becoming increasingly central to customer engagement and decision-making, ensuring transparency, fairness, and accountability is crucial. The scientists argue that marketers must address issues such as algorithmic bias and privacy concerns, as these factors directly influence consumer trust and brand reputation. Incorporating ethical frameworks into AI systems allows companies to build more sustainable and equitable relationships with their customers, ensuring that technology supports human-centric values rather than undermining them (Skubis 2024b).

5. The objectives and scope of the research

The main objective of this research is to analyse online platforms that use AI-related techniques to perform specific tasks for customer satisfaction. The platforms selected for the study are Content Studio, Predis.AI, Visme, and Mailchimp. The main feature that ties all the selected websites together is that they all use artificial intelligence techniques to serve different customers more effectively, professionally, and quickly. These online platforms handle a variety of tasks, including content creation, social media management, and conducting analytical activities.

The approach undertaken to perform this study relies mainly on gathering secondary data from the web pages, which means that all the details extracted from the various online sources are systematically reviewed and used, ensuring the most detailed selection of information.

The research focuses on identifying both commonalities and differences among the selected platforms. The goal is to evaluate their functionalities, effectiveness, and capabilities in leveraging AI for improving customer experiences and assisting marketers. Key factors examined include the platforms' features, pricing models, target industries, and the solutions they offer. This analysis aims to systematise knowledge about how AI techniques are applied in diverse marketing domains, providing a foundation for further research into AI-enhanced marketing tools.

5.1. Methodology

The approach undertaken to perform this study relies mainly on gathering secondary data from the web pages, which means that all the details extracted from the various online sources are systematically reviewed and used, ensuring the most detailed selection of information. The methodology was structured to ensure a detailed and systematic analysis, following these steps:

1. Platform identification: platforms were selected based on their relevance to marketing activities and their integration of AI technologies.
2. Data collection: Information on platform features, capabilities, pricing, and target industries was extracted and organised.
3. Comparative framework: a structured framework was developed to facilitate comparisons across

key parameters such as AI functions, usability, and cost-effectiveness.

To provide a clear and focused analysis, the study is divided into two parts:

1. Content Studio and Predis.AI: these platforms are grouped together due to their shared emphasis on social media management and content creation, making them suitable for direct comparison.
2. Visme and Mailchimp: these platforms focus on distinct domains – visual content creation and email marketing – warranting a separate analysis to highlight their specific contributions and applications.

The decision to split the analysis into two parts is grounded in the distinct functionalities and use cases of the selected platforms. Grouping Content Studio and Predis.AI allows for a cohesive discussion of their shared focus on social media management, while separating Visme and Mailchimp emphasises their specialisation in visual design and email marketing. This approach enhances clarity, prevents conflation of features, and enables a detailed evaluation of each platform within its specific domain.

The research acknowledges certain limitations, including restricted access to proprietary platform data and the rapid evolution of AI technologies, which can introduce variability in the findings. It should be noted that AI is a rapidly developing technology, which influences the emergence of further limitations related to the changing nature of data on the platforms. The faster AI technology advances, the more features and offers appear on these sites within increasingly shorter time frames.

Additionally, some platform features may evolve beyond the scope of this study due to ongoing technological advancements. Future research could address these limitations by incorporating primary data collection, such as interviews or user surveys, and expanding the analysis to include additional platforms.

5.2. The analysis of selected online platforms

Nowadays, newer and newer technologies are in abundance, the modern technologies comprise platforms that deal with performing multiple tasks to meet customers' desires. As technology advances, the sites that use the ever-changing AI tools evolve. Many industries use web pages for various purposes, for example, to increase popularity, to reach customers more effectively, to create content more efficiently and alluringly, or to protect sensitive personal data. Platforms such as Content Studio, Predis.AI, Visme, and Mailchimp are selected for analysis. Each of the previously mentioned platforms has distinctive benefits, features, or offer propositions designed to assist marketers in achieving improved results and increased revenue. The aspect all these websites have in common includes the most important characteristic, particularly the use of artificial intelligence to improve the quality and effectiveness of the services delivered to multiple companies or individual clients.

Platforms such as Content Studio and Predis.AI deal with social media management and content creation which is very useful when clients aim to improve their social media content. These sites allow the publication of posts, advertisements, or hashtags. They offer the ability to analyse social media activities. In addition, they make it easy to schedule posts and analyse audience engagement. The industries that these sites serve range from small and large influential companies to individual customers. Visme is a platform which tasks include creating graphic and visual content or reworking photos. Entrepreneurs and other clients support themselves with this site when seeking to aid the creation of such visual aspects as advertisements, presentations, or videos.

The content that the selected site transforms includes mostly visual features but this web page also deals with producing written content, such as creating alluring texts in different types of documents. Additional interesting activities that the site deals with are, for example, creating charts or graphs, converting text into pictures, or converting computer files. Mailchimp, as the name suggests, is a platform whose tasks are based on creating content related to email marketing. It allows marketers to compose emails faster, create newsletters, and analyse campaigns. All these tasks are designed to support marketers in reaching customers faster and promoting their businesses.

All the tasks of the selected platforms are diverse. However, they are mainly based on generating, adjusting, and controlling the content of online messages and extensive marketing analytics, which greatly facilitates the companies' work.

5.3. The analysis of Content Studio and Predis.AI

This section provides a comparative analysis of two AI-powered platforms, Content Studio and Predis.AI, which play an essential role in modern marketing by automating and optimising various tasks. Both platforms are designed to enhance content creation, brand development, and audience engagement, yet they cater to distinct needs and offer unique capabilities tailored to their users.

Both the selected sites have their special functions and features. Each platform supports companies in creating content, developing a brand, raising the brand's popularity, and performing basic tasks to improve the quality of the particular company for which these platforms operate. The analysis focuses on the similarities and differences between selected platforms. Moreover, it provides detailed information taken from each of the websites on their AI functions, pricing, products, solutions and capabilities, propositions and features as well as the industries and customers served.

	Content Studio¹	Predis.AI²
AI functions	<ul style="list-style-type: none"> - AI Assistant which assists in generating images, captions, and other types of content for social media - AI writer helping to create textual content. 	<ul style="list-style-type: none"> - Generating memes and videos with the use of AI, - AI scheduling functions, - AI assistant for chatting, - AI analytics.
Details about pricing	Free Plan: Yes	Free Plan: Yes
	Paid Plans: Start at \$29/month	Paid Plans: Start at \$32/month
	Trial Period: 14 days	Trial Period: For 1 month
Offerings	<ul style="list-style-type: none"> - Publishing, planning, and scheduling posts, - Analysing social media content, - Engaging with customers. 	<ul style="list-style-type: none"> - Converting text into videos, advertisements, and posts, - Publishing and timeline control, - Analysing competitors' data.
Solutions and Capabilities	<ul style="list-style-type: none"> - Social media management, - Analytics and automation, - Creating and promoting content. 	<ul style="list-style-type: none"> - Generating post ideas and AI videos, - Enhancing the size of the team, - Increasing productivity, - Increasing sales revenue.

¹ Source: <https://contentstudio.io>, accessed on 21.11.2024

² Source: [Predis.ai](https://predis.ai), accessed on 21.11.2024

Propositions and features	<ul style="list-style-type: none"> - Planner and scheduling, - Working spaces, - Task automation, - Market insights tracker. 	<ul style="list-style-type: none"> - Creating advertisements in the form of reels, shorts, and videos, - Generating texts into posts for e-commerce and social media.
Integrated industries and customers	Facebook, Instagram, WordPress, Tik Tok, LinkedIn, Youtube, Pinterest.	Artists and trainers, agencies, e-commerce representatives, Tik Tok, Facebook, Instagram, Pinterest, LinkedIn, YouTube.

Table 1. The comparison of Content Studio and Predis.AI

Content Studio is a platform that focuses largely on activities related to such solutions as managing social media and content, publishing various communicators in the form of texts, photos, or videos, analysing and automating social media activities, and scheduling posts. It is a site with many offers, possibilities, and features. Content Studio offers assistance in various ways. It makes it possible to publish interesting social media posts or to organise them in an appealing style. The platform provides access to an extensive repository of resources, ensuring a continuous supply of ideas for generating descriptions tailored to social media accounts.

Another product offered by the creators of this site is social media analytics, which allows clients to increase popularity and sales. It offers sending reports about how the accounts look like. The site proposes to engage the online community, which is done in numerous ways, for example, by controlling messages and responding to them quickly without having to keep an eye on social media accounts. In addition, the site has innumerable features that improve the quality, appearance, and appeal of social media accounts. An example of such features is the possibility of team collaboration between employees and customer management, which is mainly useful for entrepreneurs. An additional benefit is a suggestion to organise different social media activities through the available calendar function, which is very beneficial for the organisation of the marketers and their orders.

Another benefit is the tracking of competitors' behaviour and strategies, which increases the efficiency of the platform's client strategy and adapts it to the needs of the competitive market. Through the capabilities associated with strategy tracking, it is makes it possible to understand the competitors' strategies. The most important part of this site is that all these solutions, capabilities, offers, and features are enhanced by AI functions that assist in creating written and audio-visual content. These features work beneficially mainly because they create content in a faster and more efficient way. With the help of AI tools, a very wide spectrum of activities can be performed, such as creating captions, hashtags, interesting texts, or even adding appropriate emoticons to a given content. This website takes action on multiple applications and social media including Facebook, LinkedIn, Instagram, WordPress, TikTok, YouTube, and Pinterest.

A further interesting benefit of the site is the price, which starts at \$29 per month with the possibility to choose a fourteen-day trial plan. In addition, three subscription plans are on offer. The first is the standard one, for which the lowest price is available and the activities that the user is able to benefit from include: options for scheduling posts, reels, shorts or visual content, and a content calendar. It is also possible to link five accounts or pages within this amount. The next plan is called advanced and extends the range of possibilities listed earlier by ten social media accounts or pages, as well as solutions and functions such as content categorisation, blog posts publishing, team collaboration, or rival analysis. The final plan is primarily for agencies' use and accommodates the ability to link up 25 accounts and unlimited features such as Priority Support or Comprehensive Client Management. The advanced plan costs \$69 per month and the latter \$139. An additional proposition is the addition of annual plan features.

The second platform, Predis.AI is a platform mainly aimed at companies and individual customers allowing

them to carry out marketing campaigns through advertisements, posts, or attractive texts. The platform is also rich in a variety of AI functions which influences the efficiency of marketers. Solutions offered by this platform include activities such as generating posts and videos using AI, enhancing performance, and increasing company profits. Predis.AI, like the previously mentioned site Content Studio, enhances content in the form of text, images, and videos, which are then used to create content on various users' social media accounts. AI-related technology is helpful on this site in terms of several tasks, both those mentioned earlier and tasks such as creating memes and videos, chatting to achieve answers to questions and find more ideas, making posts consistent and adapted to social media, or analysing and scheduling time of posting.

Among the activities on offer are functions for converting text into video, adverts, or posts, copying content, and, as with the previous platform, analysing competitors' strategies. The platform includes numerous features, which include reels, shorts, and videos generated by various AI tools for publishing on social media and generating text into posts. In addition, the platform enables many tasks related to these features, such as content analysis or changing the concept of a video in just a few seconds.

Further unique features of Predis.AI are the creation of appealing advertisements and the addition of a company's logo to the advertisements. The processing of text into posts for different areas such as e-commerce or social media are further attractive features of this platform that set it apart from others. The range of industries and clients for which the platform is most beneficial is wide. Predis.AI creates content for managing text and visual aspects of messages on apps and sites such as TikTok, Facebook, and Instagram. The clients who feel the greatest need to use the platform's features are creators and coaches, agencies, and e-commerce representatives.

Predis.AI offers both a free plan and paid subscription plans starting at \$32 per month. Predis.AI offers a free trial plan for a long period compared to the previously mentioned platform – one month. The free plan on this platform is a very beneficial feature that sets it apart from others, customers benefit from this trial period for one month enjoying attractions such as the ability to generate 15 AI posts per month, connecting one brand, and publishing on up to five selected channels. A further price of \$32 per month provides more opportunities for example: generating 60 posts per month and performing 60 analytics activities. The next plan is premium, which includes the offer to connect 4 brands, 130 AI-generated posts, and publishing on 10 channels. The last plan is directed at larger agencies, with many more possibilities. It has unlimited brands, 600 posts, and activities to analyse and generate posts from AI. There is the option to choose from annual plans on this platform.

Both platforms share a similar goal of improving the social media of individual clients, companies, or agencies. They have consistent capabilities related to the use of artificial intelligence to support their activities such as content automation and scheduling of publications across multiple platforms. They operate on similar channels such as TikTok, Instagram, and Facebook. Artificial intelligence only enriches the results of the activities performed by these platforms, making the processes much faster, and the texts much more attractive and endless in the sense of the number of generated outputs. Through the usage of AI, the platforms facilitate the creation of engaging videos and other audio-visual content while also enabling the analysis of competitors' strategies.

However, there are differences between the selected sites in terms of features and pricing. Content Studio offers a more sophisticated service aimed at large teams and companies and at the same time offers more advanced collaboration activities, customer management, and detailed marketing planning. The tasks that this site performs are aimed at a more professional individuals. Predis.AI is a site that not only provides advanced functionalities for the formal community area, but also has abilities such as meme creation that can serve not only large companies and brands but also individuals.

An additional thing that is beneficial to customers is the pricing plan, which offers a free trial period of one month, which sets this platform apart from its rival counterpart, Content Studio. When choosing between these two platforms Predis. AI and Content Studio should most often be driven by needs. If the client needs a more accessible and lighter start-up solution Predis.AI is more advantageous. On the other hand, when it comes to a greater range of options and more advanced tools, Content Studio turns out to be more

professional and advanced for larger companies or agencies.

5.4. The analysis of Visme and Mailchimp

In a time of rapidly developing technology and artificial intelligence, platforms that rely on automation and innovation are becoming increasingly popular and useful. They help the marketing industry and are an indispensable tool used by people who want to try these platforms for personal experience or in their businesses. MailChimp and Visme are highly sought-after sites that use artificial intelligence techniques to perform tasks. The use of artificial intelligence makes it possible to optimise operations. MailChimp is designed to automate activities regarding mainly email marketing and Visme accommodates tasks related to creating primarily visual content. In the table below, comparative information is presented, which focuses on solutions, product offers, price offers, proposals, AI functionality, and industries related to these sites. A description comparing the two platforms, which have many similarities and differences, is included.

	Visme ³	Mailchimp ⁴
AI functions	<ul style="list-style-type: none"> - AI-supported designer - AI-supported development tool for presentations - AI-based document maker - AI-assisted brand design tools - AI-assisted visual image constructor 	<ul style="list-style-type: none"> - AI assistant to help perform marketing tasks and create personalised content, - AI email generator, - AI image generator.
Details about pricing	Free Plan: Yes	Free Plan: Yes
	Paid Plans: Starting at \$29/month	Paid Plans: Start at \$13/month
	Trial Period: For 1 month	Trial Period: For 14 days
Offerings	<ul style="list-style-type: none"> - Creating Presentations - Making Documents - Generating Charts and graphs - Infographics maker - Creating forms and surveys - Creating social media graphics 	<ul style="list-style-type: none"> - Supporting and improving e-commerce, - Creating electronic content, - Offering marketing task automation, - Monitoring consumers, - Email-marketing, - Organising and creating content for websites and social media

³ Source: <https://www.visme.co>, accessed on 25.11.2024

⁴ Source: https://mailchimp.com/landers/email-marketing-platform/?ds_c=DEPT_AOC_Google_Search_ROW_EN_Brand_Acquire_Omega_Manual-NE_T3&ds_kids=p81005570474&ds_a_lid=kwd-2285511033&ds_cid=71700000120288589&ds_agid=58700008803527157&gad_source=1&gclid=CjwKCAiA9IC6BhA3EiwAsbltOB8c0azZJ32pvsYv0O42ntr5EunFoIQg5DDxLbEtbUc5jPBMrPhOqRoCGTEQAvD_BwE&gclsrc=aw.ds¤cy=EUR, accessed on 25.11.2024

Solutions and Capabilities	<ul style="list-style-type: none"> - Large-scale visual content creation for companies - Supporting medium-sized companies (50-250 employees) in creating content - Helping small businesses, creators and freelancers with their projects - Facilitating non-profit organisations with intuitive tools - Supporting students, teachers and educational institutions in their work on visual materials 	<ul style="list-style-type: none"> - Email-based marketing, - Social media marketing, - Template creation, - Website creation, - Marketing task automation, - Analysing and responding, - Customer Engagement, - Content Creation.
Propositions and features	<ul style="list-style-type: none"> - Designing templates and leaflets - Production of visual reports - Designing interactive e-books - Designing videos and GIFs - Creating graphics for social media - Creating print and digital brochures - Designing professional training course books 	<ul style="list-style-type: none"> - Developing AI models into ones that help grow revenue and customer networks as well as reach out to customers with high-quality marketing content suggestions, - Developing the SMS platform, - Improving segments and email reports.
Integrated industries and customers	<p>Consulting, Educational institutions, Financial Services, Healthcare and medical institutions, Marketing and design agencies, Real Estate and Construction agencies,</p> <p>IT and Telecom Companies, Travel and Hospitality Companies</p>	<p>Shopify, Canva, Wix Salesforce, Woo Commerce, LinkedIn, Buy with Prime, Square</p>

Table 1. The comparison of Visme and Mailchimp

Visme is one of the most advanced and versatile online platforms designed to enable users to create high-quality visual content. With its robust and multipurpose features, the platform supports a diverse range of users, including freelancers, small and medium-sized enterprises (SMEs), and large organisations. Visme enables the creation of both large-scale projects and individualised content, offering tailored solutions for various audiences.

On this platform, a wide range of solutions can be found to make marketing processes progress at an even greater speed. This makes Visme a valuable tool for individuals and companies aiming to produce visually engaging, consistent, and professional content. With Visme, marketers have the ability to create scalable and impactful visual content, which enhances results in the competitive market. Remarkably, the platform stands out from those presented in this study so far in that it helps students, teachers, as well as educational institutions to create eye-catching and engaging materials. Visme has many impressive tools and functions in its product range that make the creation of visual and text-based materials much easier and more enjoyable. Thanks to such a wide range of products, the platform finds interest in a very large group of recipients with diverse needs and goals. The platform helps create various types of documents or make presentations, which is useful in many places such as schools, universities, or largescale companies, and other major institutions.

On this site, it is possible to generate graphs and charts, which help to highlight different types of data. The platform is useful for creating infographics, which are audio-visual and attractively composed

presentations that help present various types of data in charts. Other attractions offered are forms and surveys that are designed to attract an audience. A distinguishing feature of these forms and surveys is the ability to track their results. Creating these products is beneficial in terms of saving time. Instead of wasting hours creating surveys manually, people can be excellently assisted by Visme. The platform makes it easy to create graphics to share on social media, making it similar to Content Studio. Regarding additional attractive features of Visme, it offers the creation of templates and flyers that very ideally reflect the character and attractiveness of a given company or a self-employed person. By creating visually striking and wonderfully designed reports on colourful templates, the content presented is not boring but encourages the audience to read it.

The platform allows the creation of interactive and engaging texts for the blog, which is a great way of presenting longer text in a more interesting format. A further feature is that Visme also creates videos and GIFs, which helps people whose goal is to communicate messages in the form of posts on social media such as YouTube, Facebook, and other social networking sites. Graphics such as icons, images, or fancy texts designed to be shared on social media facilitate the sharing of ideas or the promotion of a particular industry attractively and effortlessly. Further features include the ability to create printed or digital brochures and training course books. The most important element of one of the most innovative and multifaceted sites like Visme is the promotion of different types of content and products, people, or companies using continuously evolving AI techniques, which allow the creation of many more high-quality words or images. On this site, it is possible to use the service associated with the free AI Designer, which generates presentations, documents, newsletters, or graphics for social media. This AI function includes adjustment procedures that one can contribute to any type of content. The colour theme of the design, text, fonts, images, videos, and graphics can be customised.

Artificial intelligence helps on this site to generate specific and customised presentations after posting one prompt. There are many options related to the selection of presentation styles. After posting just one prompt, the artificial intelligence uses this information to make a neat and eye-catching presentation, filled with text, interesting transitions, images, or icons. The same is true for the creation of documents, for which text and colour images are selected as well. Visme prepares designs specifically tailored to the brand and business, such as graphics or templates, which brilliantly convey the true message about the character of the particular business. All these AI-related techniques help to enhance the strength and recognition of the brand, attracting the attention of colleagues and other listeners or observers. Visme avoids boredom in its content and focuses on highly interactive designs and solutions. The organisation of particular advertising campaigns is easier and more fruitful, with more results. The designers of the Visme platform are committed to its multifaceted nature, which means that it is a site that attracts the attention of a wide range of users. Among the industries using Visme's resources are consulting and IT companies, which rely on a combination of written content and pleasant-looking visual messages to achieve the best results in interpersonal communication.

The hospitality and travel companies need this platform's assistance in creating interesting offers to attract as many tourists as possible. In educational institutions, there is a growing need for learning materials to encourage students or pupils. The site is useful for financial services, real estate and construction agencies, and Telecom companies. In marketing and design agencies, the site assists marketers both in creating content to attract even more customers but also in creating training materials for hiring future marketing staff.

Similar to Predis. AI, Visme offers a free trial to customers that lasts for one month. Paid offerings start at \$29 per month, but there are more facilities included in this cost such as all the resources of the premium package, full access to templates and resources, the ability to download content in JPG, PNG, PDF formats, and email support and 24/7 chat. Other packages include the Pro package and a package aimed at enterprises. In the former, additional features include downloading content such as PPTX, HTML5, video, GIF, analytics, or privacy control. The latter plan has many enhancements for example, greater project and service security, project management and approvals, personalized training, and deployment. An additional proposition is the addition of annual plan features.

Mailchimp is another popular platform whose tasks are based on email marketing and automation. It offers many tools and features that help companies manage their email campaigns, customer communications, and data analysis. There is a lot of interest in this platform, it is another site that reaches a wide range of audiences such as small and large companies, individuals, agencies, and various types of institutions. The creators of this platform ensure the creation of the highest quality content, the quantity of which marketers do not have to worry about. The website always rises to the challenge and creates a great deal of different types of content, both visual and textual. It has a great impact on the development of advertising campaigns of large companies, but also on individuals' publicity. The site is perfect for those who want to use it to promote their ideas on social media networking sites.

This platform, like the previous three Content Studio, Predis.AI and Visme, has the most important aspect that facilitates all the processes performed by clients, specifically the application of AI functions. A tool available on this platform is the AI assistant, which facilitates the automation of manual marketing tasks, transforms data into actionable outcomes, and generates personalised content at scale.

The incorporation of artificial intelligence into the Mailchimp platform by its developers makes marketers' advertising campaigns even more revolutionary and rich in effective results. The AI assistant tool enables marketers to automate personalised activities on a large scale, with desirable results such as making new contacts and bringing back previously lost customers. AI functions are based on email content creation and the delivery of complete and ready-to-publish posts, which only need to be looked at and assessed if the structure and style fit the requirements. The AI Assistant enables content to be created much faster, including AI-generated messages that users can easily review, edit, and submit. Such a dynamic and creative process has an impact on the amount of time saved by users. Mailchimp has the option of recommending different products dynamically by using human interactions with customers. Such a procedure influences even more profitable and effective advertising campaigns of the industries.

The platform offers artificial intelligence functions to create visual pages, a factor that joins the examples of the three previously described platforms Content Studio, Predis.AI, and Visme. On Mailchimp, it is possible to generate non-standard designs using the colours, fonts, logos, and images of a given brand. All of these techniques performed on this site with artificial intelligence assistance increase revenue for marketers and build long-lasting relationships with a wide range of customers. This platform has numerous solutions and offerings to broaden its range of target clients, promote products more effectively, and increase the popularity of the users. Unlike the previously described sites, Mailchimp offers the production of email marketing services.

The platform, which helps to create personalised emails through a process of segmentation and automation with the option to analyse reports in real-time, makes it possible for users to continuously optimise the emails. On the platform, content can be generated intended to be shared on social media sites, a factor that links all three previously mentioned platforms together with Mailchimp. By using the marketing tools offered by this site, users are able to increase the engagement of the audience on social media.

All the activities that are offered by this site can be performed by users to improve their self-image and raise their popularity, these activities include scheduling posts, creating designs, and managing social media campaigns. Mailchimp provides the possibility to create templates and websites. Creating websites using Mailchimp tools influences the aesthetics and attractiveness of the content, which helps to increase the audience. By automating marketing tasks, conversion, and revenue generation is possible. Analytics and response solutions are effective because marketing strategies can be optimised, trends can be tracked, and engaging campaigns can be created that completely transform revenue.

The tools associated with the analytics tasks on the Mailchimp platform, enable storing, segmenting, and analysing customers, allowing the delivery of the best tailored and personalized experience. In this way, the website helps to achieve the highest possible customer engagement and, in addition, influences the acquisition of better knowledge of customer behaviour and interests. Creating content with Mailchimp is a very pleasurable task that requires no more skills. The platform does everything possible for a person to ensure that text, images, or videos are communicated attractively and engagingly, which increases the

interest of both customers and employees of a particular company. Mailchimp offers are designed to meet the needs of companies whose main goal is to improve their range of customers and engage the audience. The platform provides tools to support and improve e-commerce.

In addition, it offers marketing related to the organisation of electronic content in the form of emails, images, or videos for both social media and websites. Such offers generate advertising campaigns that are precisely targeted at specific audiences and with defined interests. The site's analytical strategies assist companies in achieving greater campaign performance and enable informed decision-making to improve strategies. Among the additional features and proposals fostered by this platform, there are aspects related to ongoing technical development. The features that the platform promises to implement are related to developing AI models into ones that serve to increase marketers' incomes and reach customers with high-quality content suggestions. Additional tools that the platform intends to develop are related to the introduction of more advanced SMS-related marketing tools, which aim to help companies grow continuously and combat competition.

The platform integrates with popular sites such as Shopify, Wix, WooCommerce, and Salesforce, enhancing its appeal and popularity. It is a highly flexible platform that meets the needs of many companies, freelancers, or individual customers. On the Mailchimp website, it is possible to take advantage of a free trial period of one month within the free plan, which includes the possibility of having 500 contacts and email support for a period of 30 days. After this period, the price to pay is \$13 per month within the next essentials plan, in which it is possible to carry out A/B tests or remove Mailchimp branding promotion. Under the standard plan, the one that accommodates more facilities such as AI-generated features or advanced segmentation, a free trial period can be opted for but it lasts 14 days. After this trial period, \$20 per month must be paid. A further subscription plan is a premium package, whose best facilities include priority support, templates with custom code, or the ability to connect 10,000 contacts. Unlike the previously described three platforms, Mailchimp has a currency selection offer.

The MailChimp and Visme platforms have several aspects in common in helping companies, agencies, and individuals find their way in the world of technology. They support individuals in creating high-quality content. The platforms use artificial intelligence for operations, which makes all processes much easier and guarantees high-quality and unlimited content. Both platforms offer support in terms of content automation and scheduling the publication of posts on various social media sites such as Facebook, Instagram, and TikTok.

Artificial intelligence plays the most important role because it significantly enriches the textual and visual resources of the users' websites and speeds up activities while guaranteeing the saving of customers' valuable time. Certain differences regarding purpose, functions, and price offerings are also apparent between the selected platforms. Visme emphasises the creation of visual content and thus underlines the need to incorporate attractiveness and aesthetics into the presented message in different environments to attract the attention of the audience. The platform offers performing services for different users from freelancers to large enterprises. Various types of content such as infographics, videos, presentations, regular or interactive documents, and templates can be made there. Notably, this platform provides offerings tailored to educational institutions, enabling the creation of engaging materials designed to meet the needs of both teachers and students.

Prices on this platform start at \$29 per month. It is possible to choose a trial period or other subscription plans that provide access to other interesting proposals and solutions. Mailchimp handles tasks mainly related to email marketing which improves customer relationship management. This platform has many offerings related to automating email campaigns, segmenting audiences, and creating personalised messages on a large scale. Further features of Mailchimp include enhancing marketing operations, creating unique content, and analysing customer interactions. All these tasks performed on the platform improve the productivity of large and small companies, freelancers, or institutions and agencies.

Mailchimp integrates with platforms such as Shopify or Canva, which contributes to its attractiveness and popularity. Pricing on this platform starts at \$13 per month with the option to choose a free package

followed by an essentials plan or to select a standard plan with a 14-day trial period. Visme is the perfect partner for users who care most about the visual aspects, thus wishing to convey written texts in an interesting and aesthetically pleasing way. This significantly improves the reception of a given presentation, document, template, or other type of communication. Mailchimp, on the other hand, is a site that supports users in building strong and sustainable relationships with customers and analysing and improving the offers into ones that are more suitable for their audience's needs.

6. Conclusions

This study highlights the transformation of marketing from a traditional focus on sales and advertising to a comprehensive approach centred on value delivery and customer satisfaction. Modern marketing encompasses various strategies, including traditional, electronic (e-marketing), and artificial intelligence (AI)-enhanced techniques, all of which play a crucial role in meeting consumer demands and fostering enduring relationships.

The evolution of marketing is characterised by a change in priorities, with customer satisfaction and value creation now at the forefront. Traditional marketing principles, which combine analysis, production, and promotion, remain relevant but have been significantly enriched by advancements in digital and AI-driven methodologies. E-marketing, for instance, integrates online activities such as content creation, promotion, and logistical support, offering cost reductions and improved operational speed. By employing e-marketing strategies, businesses can better understand customer preferences and respond quickly to changing market dynamics.

AI has changed the marketing, enabling advanced data analysis, hyper-personalisation, and task automation. Tools such as chatbots, intelligent agents, and predictive analytics have redefined customer engagement, allowing businesses to deliver tailored, real-time responses to customer needs. Platforms like Content Studio, Predis.AI, Visme, and Mailchimp exemplify AI's potential by streamlining social media management, visual content creation, email marketing, and analytics. These platforms not only enhance operational efficiency but also enable marketers to improve customer engagement and drive revenue growth.

The comparative analysis of these platforms reveals their distinct functionalities:

- Content Studio and Predis.AI excel in social media management and content creation, supporting businesses in enhancing their online presence and audience engagement.
- Visme and Mailchimp focus on specialised domains such as visual content creation and email marketing, catering to diverse industries and educational institutions with tailored solutions.

Despite their advantages, the integration of AI in marketing is not without challenges. Ethical concerns, such as ensuring transparency, avoiding algorithmic bias, and addressing privacy issues, are critical to fostering consumer trust and maintaining brand reputation. By embedding ethical considerations into AI systems, businesses can promote sustainable and equitable relationships with customers, ensuring that technology supports human-centric values.

Overall, the findings of this study demonstrate the indispensable role of AI and e-marketing in modern marketing strategies. These technologies empower businesses to create meaningful connections with their customers, deliver exceptional value, and sustain long-term success in a highly competitive marketplace.

7. Future directions and limitations

The integration of artificial intelligence (AI) and electronic marketing (e-marketing) continues to transform the marketing landscape, presenting opportunities for future research while highlighting the inherent limitations of current studies. As this field evolves, several directions emerge for deeper exploration, alongside a critical examination of the study's constraints.

The scope of future research can expand in several key areas. First, incorporating a broader range of AI-

powered platforms is essential to capture the diverse applications of AI across industries such as healthcare, education, and entertainment. Analysing platforms in niche markets would provide a more comprehensive understanding of AI's role in tailoring marketing strategies to meet specific industry needs.

Second, future studies could adopt a user-centric approach, focusing on primary data collection through surveys, interviews, and case studies. Such research would complement the platform-centric analysis conducted in this study, providing valuable insights into consumer satisfaction, engagement, and behavioural responses to AI-driven marketing initiatives.

Another critical area of exploration is the development of ethical frameworks for AI in marketing. With increasing reliance on AI, addressing algorithmic bias, privacy concerns, and transparency is paramount. Future research should prioritise creating guidelines to ensure responsible AI integration, fostering consumer trust and promoting equitable practices in marketing.

The emergence of innovative technologies such as virtual reality (VR), augmented reality (AR), and blockchain offers further opportunities for investigation. Exploring the convergence of these technologies with AI can reveal new strategies for enhancing customer engagement and delivering immersive marketing experiences.

Dynamic personalisation models represent another promising direction. AI's ability to deliver personalised marketing efforts could be refined by incorporating real-time contextual factors such as location, mood, or current events. Future research into these advanced personalisation techniques could revolutionise how businesses connect with consumers.

Lastly, fostering cross-disciplinary collaboration between fields like linguistics, psychology, and computer science could yield novel insights into human-machine interaction in marketing. Such interdisciplinary research can deepen the understanding of consumer behaviour and inform the design of more intuitive and effective AI systems.

While this study contributes to understanding AI and e-marketing, certain limitations must be acknowledged. The reliance on secondary data sourced from platform websites and existing literature restricts the ability to validate claims made by the platforms or gather firsthand insights from users. Future research should incorporate primary data collection to provide a more robust analysis.

Additionally, the study faced restricted access to proprietary data, limiting detailed insights into the internal workings, algorithms, and data handling processes of the analysed platforms. This constraint hinders a comprehensive evaluation of their AI functionalities and ethical practices.

The rapid pace of technological advancements in AI and e-marketing presents another limitation. As features and trends evolve quickly, some aspects discussed in this study may already have undergone significant changes. Continuous research is necessary to keep pace with these developments and maintain the relevance of findings.

Focusing on specific platforms, such as Content Studio, Predis.AI, Visme, and Mailchimp, limits the scope of the analysis. While these platforms were chosen for their relevance and popularity, including a more diverse set of platforms in future research would provide a broader understanding of AI's applications in marketing.

Lastly, the absence of longitudinal data restricts this study to a snapshot of AI in marketing at a specific time. Longitudinal studies tracking the adoption, evolution, and long-term impact of AI-driven platforms would offer more comprehensive insights into their sustained benefits and challenges.

The future of AI and e-marketing is rife with possibilities, but it also requires careful navigation of emerging challenges. Expanding the scope of analysis, integrating user perspectives, addressing ethical concerns, and incorporating new technologies are vital for shaping a responsible and effective marketing ecosystem. By addressing the limitations of current research and pursuing the outlined future directions, the field can progress toward a more inclusive, innovative, and sustainable marketing environment.

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