

# Review of: "[Commentary] Transformative Strategies for Marketing in the AI Era"

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**Potential competing interests:** No potential competing interests to declare.

Interesting and a fitting topic in line with the trend. There are few things which could have improved the further appeal of this paper:

1. Demonstrate the dark side of AI. It could ruin the reputation of a business or create a huge burden on the owner or organisation.
2. How can we justify that the AI is doing the right analysis? What are the validation and checkpoints for AI-driven marketing?
3. Demonstrate any clear leader of the four types of AI as a trend?
4. Finally, it would be fitting to link the types of AI-driven marketing to demographic segmentation.
5. Hope this helps.