

Review of: "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing"

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Potential competing interests: No potential competing interests to declare.

- The topic is very interesting. A well-written paper. The overall flow of the manuscript is good.
- I am surprised on one point: why are there no visuals in the entire manuscript? The Findings section needs to be more creative.
- The collected data should be provided as supplementary data.
- The conclusion section can be minimized.
- Keywords should be alphabetically arranged.
- All the best.