

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

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The article "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing" presents a highly topical issue, namely the use of Artificial Intelligence to connect brands with their audiences. This aspect makes the topic of great interest from the outset.

The approach to the study of the issue that is the focus of the article is complete. The text addresses the use of Artificial Intelligence in the management of information by brands to offer a unique experience to each customer, without forgetting the legal and ethical aspects related to data protection and privacy.

The review of the academic literature is complete and provides the study with a theoretical basis of great value for the development of the field study presented. This study of change is based on a sound methodology that guarantees the correct collection of information and its subsequent management.

The final result is an article that provides interesting conclusions, not only for the academic sphere, but also for professional practice, opening the way to new research on this constantly developing subject. Undoubtedly, a document of great value for its content and its pleasant formal presentation.