

# 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.

Perusing through this article was thoroughly enjoyable. The author's writing style is both captivating and relatable, facilitating a strong connection between the readers and the message. However, I was quite keen to gain deeper insights into the research methodology employed in this study. I am of the opinion that writing a more comprehensive methodology would significantly elevate the overall quality of this paper. Also, add a data description section will be insightful.