

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.

Thank you very much for providing me with the opportunity to review this interesting manuscript. The topic researched by the authors is interesting, and the manuscript is well-presented. The authors have included a sufficient literature review, and the research gaps were identified. The research objective is aligned with the research gap. I recommend accepting this manuscript subject to the following improvements:

- Some in-text reference formatting needs further improvements.
- Some sentences in the "Research Methodology" section were written in future tenses. They must be in the past tense. I hope they will be corrected during the typesetting process.
- Under the company context (Page 5), the authors have mentioned that "The generative models were trained on their customer data and past campaign content." This is highly technical, and readers may like to know more about this process.
- Findings are in point form and need further explanation.
- It is better to exclude limitations from the conclusion section and compile them under the topic limitations.
- On Page 6, it was mentioned that the social media metrics were analyzed using interrupted time series analysis. The results based on this analysis are not clear.
- On Page 8, the authors have mentioned "...and ethical considerations that warrant ongoing research." These ethical considerations are not clear."

I suggest that the authors revise the manuscript according to the above recommendations before publication. Thank you for considering my review.