

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.

This paper provides an in-depth examination of generative artificial intelligence (AI) for customer profiling and social media marketing. This is a new important tool for marketing applications and this research aims to explore both the potential and ethical implications of using generative AI specifically for customer profiling in social media marketing.

The literature review is quite good and appropriate for the actual content.

To do so, authors have used a mixed methods approach combining quantitative analysis of social media metrics with qualitative surveys to evaluate the impact of generative AI on social media marketing. The core methodology is based on a case study of a company leveraging generative AI for customer profiling and engagement.

Results show statistically significant improvements in engagement, clicks, followers, and sales from personalized, AI-generated content. Qualitative feedback indicates increased relevance, enjoyment, and brand loyalty.

Although this is not a problem, it would be better if authors have used some tables (in the text or in Annex) with the empirical data to better understanding the main conclusions.