

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 paper is well structured with the information related to Generative AI for the Customer profiling in Social Media Marketing. The paper can be accepted by including few improvements.

- Grammar must be checked in all sections
- Review results can be shown using tables and graphs
- Figures can also be drawn and presented for easy understanding
- Common format can be followed for literature survey

Thank you very much for this wonderful opportunity to review this interesting themed paper.