

# 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 gives information related to Generative AI for Customer profiling in social media marketing.

The paper quality will improve if authors can add review table, some figures and table and graphs for the results.

I recommend accepting this manuscript subject to the above mentioned enhancements.