

# 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 process how the study is conducted is not described.

We need an architecture for the described process.

The used algorithms in IA are not presented. Which algorithms are used how are used?

The outcomes seem to be promising but they must explain how the presented findings are calculated.

The results need to be presented with charts to facilitate the visualization.