

# 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 contribution of the whole paper as a review article is fair. The novelty and innovation need to be added. I recommend a minor revision by taking the following points into consideration.

1. Introduction needs improvement and more explanation about the way of technical AI contributions with an interdisciplinary lens spanning law, psychology, and marketing combination;
2. I recommend to combine the Literature Review sub sections and mention more related papers, especially the latest ones;
3. Research Methodology section is too general and not practical enough and utilizable in this area. Please provide more detail about the methods, Case studies, and the evaluation for the impact of generative AI on social media marketing;
4. Quantitative Data Collection, Data Analysis section, and Model Factors section need to be more practical and detailed technical content;
5. In general I recommend to add more technical and practical context in return the theoretical topics.