

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 discusses the relevance and potential of Generative AI for social media marketing and customer profiling using a mixed methods approach. The authors demonstrate the improvement in several indicators after generative AI content implementation.

The paper is well structured with detailed discussion about generative AI and its advantages and disadvantages. Using a mixed method approach is a smart choice that focuses both on key metrics attributed to social media growth and survey for analysing the relevance, enjoyment and heightened brand affinity.

Including more technical details about the generative AI content would have enhanced the significance of these findings. Figures and plots can be used to show the difference between before and after of generative AI. Lastly, the discussion could be more rigorous, to show evidence for the conclusions and alternatives to handle the limitations of generative AI.