

# 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 authors have delved into a fascinating subject, and their presentation is commendable. Their comprehensive literature review and keen identification of research gaps reflect their dedication. The research objective is well-aligned with these identified gaps. I wholeheartedly endorse the acceptance of this manuscript.

Congratulations :)