

# 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.

1. The article provides a new aspect of generative AI for social media marketing and customer profiling with its potential challenges in terms of privacy and algorithmic bias.
2. The abstract needs to focus on the objective of the research article.
3. The article should be well organized with proper numbering for the topics and sub-topics.
4. The literature review should contain the methodology used for conducting research and provide definition of terms related to customer profiling, social media marketing, Engagement rate, Click-through rate, Follower growth, Social media-attributed sales etc.
5. The article provides an overview of generative AI techniques but there is a need to elaborate with diagram one of the generative AI technique deployed for social media marketing.
6. The role of Natural Language Processing (NLP) in customer analytics and social media marketing article should be mentioned.
7. The ethical and technical challenges of generative AI mentioned in the article should include evidence in form of a particular case study to support the opinions mentioned.
8. The findings mentioned in the article are good.