

Review of: "[Commentary] Transformative Strategies for Marketing in the AI Era"

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Potential competing interests: No potential competing interests to declare.

Here are some suggestions for further improvement:

Specificity: Consider providing concrete examples of each type of AI marketing application to illustrate its functions and benefits.

Case studies: Including real-world examples of successful AI implementations in marketing could strengthen the paper's argument and provide valuable insights for readers.

Future research suggestions: Concluding the paper with potential avenues for future research related to AI in marketing can leave a lasting impression and encourage further exploration of this dynamic field.