Chapter 10

# The Use of Artificial Intelligence in Digital Marketing Competitive Strategies and Tactics:
## The Use of Machine Learning

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## ABSTRACT

*A variety of applications on handsets, including automatic speech identification, utilize "machine learning," including internet search engines, spam-filtering mail servers, portals that offer tailored advice, a payment gateway that looks for suspicious items, and online platforms that exert pressure. The structure of the computing world provided for the collection of both contents and the commands needed to alter such material. These early systems were primarily built to conduct mathematical tasks. This reached a stage in which the machine began to interpret the information using a linear equation of an actual framework. The machine had only been obeying commands and had no capacity for learning. Its following phase has been to come up with a series of guidelines that might enable the algorithm to draw its unique conclusions using huge quantities of information and apply such conclusions to categorize and anticipate future information. The discipline of intelligent machines, which is jointly referred to as machine learning, is born as a result of "artificial intelligence."*

## 1.0 INTRODUCTION

The development of programs with many linking modules exchanging balanced input between them and structured in computing levels, roughly modeled on neurodevelopment, resulted in a significant advance (deep learning). A growing number of facets of contemporary life have already been transformed by AI, which is also quickly gaining use in "biomedical" studies and therapeutic practice. Application of Machine Learning: Although we are unaware of it, we use "machine learning" in our everyday lives. The application of "Machine Learning" (ML) can be across many different platforms, some of them are Image Recognition, Speech Recognition, Product recommendations, Self-driving cars, Traffic prediction, Email Spam and Malware Filtering: Virtual Personal Assistant, Online Fraud Detection, Online Fraud Detection, Medical Diagnosis, Automatic Language Translation. It would be wrong to say that ML is restricted to only a certain industry, we can see that the application is spread across sectors and can be used by many industries to uplift digital marketing in this competitive market. The discipline of intelligent machines, which is jointly referred to as machine learning, is born as a result (AI). The development of programs with many linking modules exchanging balanced input between them and structured in computing levels, roughly modeled on neurodevelopment, resulted in a significant advance (deep learning). A growing number of facets of contemporary life have already been transformed by AI, which is also quickly gaining use in biomedical studies and therapeutic practice. Artificial intelligence is used in machine learning (AI). The ML-based framework can autonomously learn from the past and enhance itself. It may operate as a result despite even having been specifically designed it. The application of software programs and its future challenges that can obtain information and collect to study themselves constitutes the main topic of discussion. Computer science's interesting and all-encompassing discipline of artificial intelligence has a bright future. A machine may act and function like a person due to AI. Artificial intelligence is formed up of the phrases "created by humans and "intelligent," wherein "intelligent" refers to "imagining capacity" and created by humans refers to "man-made." As a result, AI is defined as "a created by humans reasoning ability."

A set of computer algorithms known as machine learning learns from instances instead of being specifically designed to execute a job. Given a group of specific instances, it learns to create a rule of thumb. As a result, technology, like humans, gains the ability to improve its capabilities through gained knowledge. The distinction is that, at this point, the machine needs a lot more teaching instances than individuals do(Cohen, 2021). It is vital to find a way to use AI's immense potential in a way that

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