The Impact of AI on Online Ads: A Review

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Abstract: *This article examines the interesting and current link between AI and digital marketing. AI app development engagement solutions are still being explored. Digital marketing, a recognized subject of marketing science, has improved customer participation via electronic services and added value to companies. Technology has given digital marketers a new field of competition and accelerated digitalization. Marketers worldwide embrace digital technologies to improve customer service and efficiency. AI helps marketers with smarter search engines, ads, content delivery, bots, ongoing learning, fraud and data breach prevention, image and voice recognition, sales forecasting, predictive customer service, language recognition, customer segmentation, and more. Artificial intelligence may help businesses identify customer needs and boost sales.*

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