

Digital Transformation in Sales and Marketing: Trends and Implications

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Abstract

This task construes how digital transformation has modified the methods companies exercise to retail products and raise their brands. In the past ten to fifteen years, technology has totally made over the way companies compound with their customers, pick up about their preferences, and raise their products and services. The three most significant technologies in this change are artificial intelligence (AI), data analytics, and marketing automation. Each of these tools has formed it easier for companies to bring smarter, quicker, and more efficiently in their sales and marketing efforts. This paper bandies each of these technologies, their application in real companies, the benefits they proposition, and the challenges consociated with their implementation. It also interrogates how digital transformation is impressive how customers carry and what this indicates for the future of sales and marketing. Real examples from companies like Amazon, Netflix, Zomato, and Flipkart are habituated to exhibit how these technologies bring in practice. The paper also interrogates the implications of these changes — that is, what companies must commitment differently in the future to hang around competitive. The main point of this paper is that digital transformation is something companies can't just command. It's episode no matter what they allow or see. Companies that effectively deduce and exercise digital tools will know-how growth and success. People who don't modification will be liberalism behind by their competitors and may mislay their customers. For sales and marketing experts, bargain these technologies has go a key part of their work.

1. Introduction

Picture yourself pilgrimaging back to the year 2005 and optic how businesses hacked their marketing and sales efforts. They disposed ads in newspapers and magazines. They dispose up billboards on roads. They formed TV commercials. Salespeople came along to stay customers in person or bellowed them on the phone. Customer information was repositied in paper files or basic spreadsheet documents. The process was slow, costly, and often difficult to move. Now fast forward to today. A company can expo a specific advertisement to a specific person predicated on what that person dug for on Google the previous day. A website can automatically observe track of a customer's preferences and expo the products that the customer is most likely to pick up. A chatbot can react to customer questions at 3 a.m. without claiming any human help. A sales team can outlook in real time which customers are most likely to jackleg a purchase this week, predicated on data cool from numerous different sources. This big change gripped place because of the digital transformation. Digital transformation is when a business exercises digital tools such as the internet, smart phones, cloud computing, artificial intelligence, and big data to modification how it brings. In sales and marketing, digital transformation has chuck to be highly impactful and extensive. Three particular technologies have been central to this change. The first is Artificial Intelligence (AI), which permits computers pick up from data and jackleg decisions by themselves. The second is Data Analytics, which touches conference and interrogating large volumes of data to discover valuable patterns and insights. The third one is Marketing Automation, which exercises special software to commitment marketing tasks on its own, which delivers time and forms things more efficient. This paper will come across at each of these three technologies closely. It will harangue about what they are, how businesses are exercising them, the good things they convert, and the problems they can bring. It will also interrogate the

implications of these changes for the future of sales and marketing and what companies must commitment to hang around competitive in a digital world.

2. Literature Review

Digital transformation in sales and marketing has get a major focus for researchers and business experts. In the past ten years, there has been a lot more research and line about this subject, exhibition just how fast the business world is fluctuating. Chaffey and Ellis-Chadwick (2019) fed one of the most comprehensive overviews of digital marketing in their widely given textbook. They cleared how digital marketing has completely converted the way businesses dealings with their customers. In the past, marketing was like a one-way conversation — companies descanted and customers just caught on. Today, marketing is a two-way conversation. Customers can bemuse with ads, desert reviews, share content, and dealings directly with brands on social media. This change contributes customers a lot more control than they given to enjoy, so businesses enjoy to requital more attention to their customers and respond quickly to their needs. Davenport and Ronanki (2018) penned a significant article in Harvard Business Review arguing the role of artificial intelligence in business. They discovered three main categories of AI applications in business: process automation, which concerns employing AI to achieve routine tasks; cognitive insight, which concerns employing AI to assay data and finger patterns; and cognitive engagement, which concerns employing AI to dealings with customers and employees. They identified that AI in marketing and sales is most often given for cognitive insights, like augury which customers are more likely to backup a purchase or calculation out the best time to dispatch an email to a customer. Leeflang et al. In 2014, a study was completed to appear at the difficulties businesses enjoy when brutal to acclimatize to digital marketing. The primary challenge they discovered is not the technology itself, but rather the people and the

organizational structure. A lot of marketing teams don't grasp how to employ digital tools well, and many companies enjoy company setups that were fashioned for old-fashioned marketing methods and don't breed well in today's digital environment. They hinted that companies inoculate heavily in training and their marketing departments to digital approaches. Lamberton and Stephen appeared at fifteen years of studies on digital, social, and mobile marketing. They identified that social media has another a new level of difficulty to marketing, which they apply to as 'a new layer of complexity'. Customers master more than just ads — they backup and circulate their own stories about brands. User- content can be more influential than any official advertising. A single bad review or a complaint that circulates quickly on social media can damage a brand's reputation fast. At the same time, good content by users can be very effective in structure trust and bringing around in new customers. In 2016, Wedel and Kannan grilled how data analytics is marketing. They identified that improvements in gathering and boning data are aiding them breed something they apply to as 'precision marketing' — which expresses being able to dispatch the correct message to the right customer at the exact right moment. This level of accuracy couldn't be attained before the digital age. They also antsy about privacy, out that customers are more aware of how their information is being given and are mastering more upset about some kinds of data gathering. In the Indian context, Bhatt and Bhatt (2020) calculated how Indian e-commerce companies such as Flipkart, Amazon India, and Snapdeal are employing digital marketing tools. They identified that these companies have completed a great job employing data analysis and artificial intelligence to acclimatize the shopping experience for Indian customers. They also adverted that optic on mobile-first approaches — marketing plans that breed best on smartphones — is very important in India, since over 700 million people

employ mobile devices to boost the internet. Kumar and Gupta (2021) studied the adoption of marketing automation within Indian small and medium enterprises (SMEs).

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They identified that although big Indian companies have jumped employing automation fast, smaller companies are grasping longer to employ these tools. This is because they countenance issues like high costs, a lack of halterbroken workers, and not wise about the tools that are available. They hinted that the government and industry groups proposal more help and training so that small businesses can grasp advantage of marketing automation. All this research betrays one thing clearly: digital transformation is greatly fluctuating how sales and marketing work, and the companies that acclimatize well to these changes will gather a big edge over their competitors. The challenges are genuine but manageable, and the rewards for action it correctly are substantial.

3. Methodology

This assignment is predicated on secondary research. Secondary research touches exercising existent data that has already been assembled and printed by other researchers, organizations, and companies, rather than containing new data through surveys or interviews. The primary sources that were habituated in this paper contain academic research papers, textbooks, business reports, company case studies, and reliable news articles. Using secondary research chances a

good choice for this topic because there chances a lot of existent literature that has been formal about digital transformation in sales and marketing, and this body of work chances picking up bigger over time. Researchers from various universities and business schools globally have carried on extensive research on this topic, victim a strong basis for this paper. To detect relevant sources, I answered out academic journals like the Journal of Marketing, Harvard Business Review, Industrial Marketing Management, and the Journal of Interactive Marketing. I also bore to business reports from organizations such as McKinsey & Company, Gartner, and IDC, which often uncork reports on technology trends in the business world. For practical examples, I interrogated case studies from real companies, besides Amazon, Netflix, Zomato, Flipkart, and HubSpot. I elected sources from 2014 up to 2024 to jackleg sure the information is up-to-date and does today's business world. Digital transformation is a field that's always irregular quickly, so newer sources of information are especially important. For foundational theories and concepts, I also exercised older but widely corroborated works. The information assembled was orderly into sections cutting the three main technologies — artificial intelligence, data analytics, and marketing automation — supervened by a discussion of the broader implications for the future. The case studies were contained in the findings section to furnish real examples from actual situations that corroborate up the ideas bandied in the theory. One problem with exercising secondary research is that it rides on information that someone else has already assembled and construed. It does not have the collection of fresh, firsthand data. For this assignment, which is deep on breaking down and disposing together existent knowledge about digital transformation in sales and marketing, exercising secondary research is the best and most efficient method.

4. Findings

4.1 How Digital Transformation Has Changed Sales and Marketing

Before coming across at specific technologies, it's helpful to deduce the bigger picture of how digital transformation has inclined sales and marketing overall. The changes have been so big that many experts in the field credit we are crossing through the biggest shift in marketing history. The first major change is the shift from outbound to inbound marketing. Outbound marketing is when a company packs out messages to potential customers, such as through TV commercials, stuff unsolicited phone calls, or packing physical mail directly to people. Inbound marketing is about sketch customers to you by helpful content, exercising search engine optimization, facing on social media, and victim custom-made suggestions. Digital transformation has significantly bettered the effectiveness of inbound marketing, first many companies to their focus toward it. The next major change is the huge amount of data that has dead up a lot. Each time a customer comes along to a website, clicks on an ad, uncloses an email, or purchases something, they bring data. In the past, companies held very little customer data. Today, they hold enormous amounts of it. When came across at carefully, this data assists companies deduce their customers in a way that's never been possible before. The third change is when customers hold more power and control. Digital technology has furnished customers with access to information that was previously unavailable. They can come across at reviews, bill prices, feel videos on YouTube, and inquire questions on social media before they purchase anything. This imports customers are much more informed and hold much higher expectations. Companies that don't catch these expectations run to mislay their customers fast. The fourth change is how fast everything is episode. Digital marketing campaigns can be established and adapted in real time. If an ad isn't functional well, a company can modification it right away. If a product is retailing fast, the company can hoist its marketing efforts right away. This speed and flexibility was simply not possible with traditional marketing.

4.2 Artificial Intelligence in Sales and Marketing

Artificial Intelligence, or AI, is one of the most powerful and exciting technologies converting sales and marketing today. AI is fashioned up of computer systems that can charge things that usually hypodermic a human's intelligence, such as agreement language, discovery patterns, raw material predictions, and erudition from what betides over time. In sales and marketing, AI is being given in a lot of different ways. One of the most common and impactful uses is personalization. Personalization is about exhibition each customer content, products, and deals that fellows their personal likes and what they have completed before. Amazon is the master of this. When a customer comes to the Amazon website, almost everything they experience is custom to them. The items disported on the homepage, the suggestions at the bottom of every product page, and the emails they master — everything is by AI systems that appear at what that customer has dredged for, copped, and even just checked. Netflix employs AI in a similar way. Netflix's recommendation algorithm is one of the most advanced in the world. It allows at what each subscriber follows, how long they follow before they stop, the types of genres they illustration, the times of day they usually follow, and lots of other things. It hints shows and movies that each subscriber is most likely to illustration. Netflix has pronounced that over 80% of the content viewers follow on the platform is hinted by AI, rather than being institute through grazing or digging by the users themselves. This is an amazing statistic that proves just how powerful AI personalization can be. AI is also commonly given in chatbots and virtual assistants. A chatbot is a computer program that can bemuse in conversations with customers through a website, an app, or a approaching platform. Modern AI- chatbots are extremely sophisticated. They can orator in everyday language, rejoinder tough questions, aid customers descry what they hypodermic, grasp care of orders, agreement with complaints, and even hint other products they

might illustration. For companies, chatbots proposal 24/7 customer service without challenging human agents to be constantly available.

For companies, chatbots proposal round-the-clock customer support without the need for human agents to be always available.

This aids incise down on costs and fashions customers happier at the same time. Another key way AI is given in sales is by augury future sales through analytics. Traditional sales forecasting given to count heavily on guesswork — managers would appear at historical data and backup predictions about future sales. AI- forecasting tools appear at a lot of different information — like what's circumstance in the market, what competitors are action, how customers number, economic signs, and past sales — to mount much better predictions. This has businesses to blueprint their production, stock, employee numbers, and marketing costs in a more effective way. AI is also being given for what is bayed dynamic pricing. This expresses fluctuating prices on the spot as critical, hinging on how much product is available, how much people challenge it, what other sellers are commanding, and other things that impress how much customers are willing to requital. Airline companies and hotels have given dynamic pricing for a long time, but now many e-commerce companies are also jumping to employ it. On Amazon, prices can be accustomed multiple times in a single day hung on AI analysis of market conditions.

4.3 Data Analytics in Sales and Marketing

Data analytics touches the process of gathering, processing, and breaking down extensive data to ID patterns, grow insights, and pry useful information. In today's digital world, businesses can

contain a lot of data, and analytics tools assist them deduce and exercise that information effectively. The starting point for most companies is web analytics. Tools like Google Analytics observe track of all the activity on a company's website. They exhibit how many people stay, where they near from like social media, search engines, or by categorizing the website directly into the browser, which pages they come across at, how much time they expend on the site, and if they cap up stuff a purchase. This information is really helpful for hip how well the website is functional and where it inevitably to be evolved. For instance, if the data communicates that a lot of customers serve to the checkout page but then forsake without stuff a purchase, it could import there chances an issue with how the checkout process brings that inevitably to be handled. Social media analytics tools such as Facebook Insights, Instagram Analytics, and Twitter Analytics proposition data on the performance of a company's social media content. Companies can detect out how many people conned each post, how many with it by favor, noting, or sharing, and what type of content their audience adores the most. This information permits marketers to deliver content that is more accurate and suited to what people claim. Customer data analytics comes along beyond merely breaking down web or social media behavior. Today, companies assemble information about their customers from a lot of different places — like what people purchase, how they intercourse with customer service, data from loyalty programs, answers to surveys, and other sources. By disposing together and coming across at all this information, companies can bring very clear images of their customers, which are bellowed customer profiles or customer personas. These profiles assistance both the marketing and sales teams in bargain their customers' identities, needs, and the best ways to busy with them. Zomato in India is a great example of a company that exercises data analytics very well. Zomato assembles information on what customers image to partake, how often they disposal, how much

they expend, where they are, and when they locality their orders. Using this data, they can forecast when a customer is likely to locality their next order and pack them a personalized discount or promotion at the optimal time. They can also dolly out which restaurants in a certain area are the most liked and jackleg sure to describe more people nearby about them. This type of marketing that exercises data has assisted Zomato go one of India's biggest and most successful companies. Flipkart, India's largest home-lush e-commerce platform, also heavily exercises data analytics. During big shopping events like the Big Billion Days sale, Flipkart fees predictive analytics to bodement product demand and guarantee inventory is fed appropriately in the right warehouses. Their marketing team exercises customer data to pack specially custom-made offers to different groups of customers. For example, a customer who has previously picked up electronics might pick up offers on the newest gadgets, whereas a customer who usually purchases clothes will pick up deals on clothing and accessories. Another culturing area of data analytics is sentiment analysis. Sentiment analysis exercises AI and natural language processing to come across at text, such as customer reviews, social media messages, and service chats, and dolly out if the feeling exhibited is happy, sad, or neutral. This permits businesses observe track of what customers are discoursing about them online and on social media right away, so they can decides issues or bargain with complaints quickly before things pick up worse.

4.4 Marketing Automation

Marketing automation touches the use of software to bring off marketing tasks automatically, closing out the need for manual execution each time. This touches tasks such as packing emails, partaking updates on social media, diagnostic promising leads, and assisting customers displace through the steps of stuff a purchase. Email marketing automation is a very popular type of automation that many people exercise. Instead of a person manually packing emails to

customers, automation tools like Mailchimp, HubSpot, or Klaviyo permit companies to bring sequences of emails that are cranked automatically by specific customer actions. For example, when a new customer borders a website, they could pick up a welcome email automatically. A few days later, they might automatically take an email acquainting the company's products. A week later, they could pick up an email with a special discount offer. This whole process chances on its own without anyone claiming to pack each email by hand. Another very important use of marketing automation is lead matriarchal. Lead nurturing is about slowly edifice a relationship with possible customers by partaking helpful information over time, which assists them see more comfortable and ready to jackleg a buying decision. This process might grip several weeks or even months, especially when haggling with costly items or business-to-business services. Automation software can hack the entire process by dogging each potential customer's progress in the buying journey, redeeming relevant content at every stage, and the sales team when a lead is ready for follow-up. Social media automation tools deathly companies design and index their social media posts ahead of time. Tools like Hootsuite, Buffer, and Sprout Social deathly marketing teams index all their social media posts for the whole month during one session, and then the posts are automatically participated at the best times to pick up more engagement. This delivers a lot of time and assists the company observe a steady presence on social media even when the marketing team is functional on other things. Marketing automation assists with too. Retargeting bears to exposing ads to individuals who have previously called a company's website but did not jackleg a purchase. For example, if a person comes along to an online shoe shop, bills out a pair of running shoes, and then outlets the website without stuff a purchase, they may later feel advertisements for those same shoes on different websites and on their social media feeds. This chances automatically via advertising platforms and has chuck to be really good at picking

up customers to near back and finalize a purchase. In India, the adoption of marketing automation is aggrandizing rapidly, especially among e-commerce and technology companies. Companies such as Myntra, a fashion e-commerce platform, extensively exercise automation to pack personalized emails and shove notifications to customers. When a customer appends an item to their wishlist but does not pick up it, Myntra's automation system automatically packs a notification if the item comes along on sale or if there live only a few items liberalism in stock. These robotic messages bring well because they are allied to the right topics and packed at the right time.

4.5 Future Implications of Digital Transformation

Examining the trends in AI, data analytics, and marketing automation discovers significant implications for the future of sales and marketing. The need for people to hold digital skills will observe aggrandizing. Marketing and sales experts in the future will hold to be good at exercising data analysis, AI tools, CRM systems, and automation platforms. The era when a marketing professional only essential to be creative is over. Now, they also hypodermic needle to be good at reasonable critically and deduce technology well. This imports that training programs for sales and marketing should contain a lot more instruction on exercising technology. Second, personalization will go the standard expectation, not just a bonus. Customers are startling to salivated custom-made experiences from companies such as Amazon and Netflix. People will startle to salivated this kind of personalization from every company more and more. Businesses that furnish a generic, one-size-does-all experience will flog more to face off. Third, data privacy is crossing to be a big concern. As companies assemble more customer data, concerns over privacy are aggrandizing. Governments all over the world are stuff data protection regs more strict. Governments around the world are birth to incubate rules on how companies assemble and

exercise customer information, as exhibited by the General Data Protection Regulation (GDPR) in Europe and the Personal Data Protection Bill in India. Companies must be transparent about their data practices and construct trust with customers apropos of data privacy. Fourth, voice search and voice commerce are going more popular, and they will influence how businesses commitment sales and marketing. More people are now exercising their voices to cast about for products and information because of the culturing popularity of voice assistants like Amazon Alexa, Google Assistant, and Apple Siri. This neuters the approach companies must grip with SEO and digital marketing, as voice searches are typically more conversational and question-familiarized bracketed to typed searches. Fifth, the difference between the physical world and the digital world will go less clear over time. Companies are startling to bring what's anonymous as 'omnichannel' experiences. This imports customers hold a smooth and connected experience no matter if they're in a real store, on a website, or exercising a mobile app. Digital technology is frolicking a key role in letting these seamless experiences.

5. Discussion

The results of this paper show that digital transformation has already greatly modified how sales and marketing work, and this change is not yet concluded. The pace of change is actually hastening. New technologies such as generative AI, aggrandized reality marketing, and advanced data analytics are constantly showing, converting new opportunities and new challenges for businesses. One of the most remarkable aspects of digital transformation in marketing is how it has displaced power to the customer. In the past, companies held full control over what was being foregoing, and customers held no say in whether they ascertained it or not. In today's digital world, customers can elude ads, layover boom-up windows, chosen the content they claim to feel on social media, and quickly displace to a different company with just one click. This

imports companies can no longer go to shove irrelevant or annoying marketing at customers. They hypodermic needle to grow the customer's attention by furnishing something that is truly helpful and halves their needs. This change in power is why the idea of 'content marketing' has go so significant. Content marketing touches delivering valuable and useful content, such as blog posts, videos, podcasts, tutorials, and guides, that customers are genuinely interested in engaging. Companies don't pestering customers with ads, but instead offer them useful information that assists them decides issues or elect the right options. This method brings because of the digital age, which permits companies to partake content at a low cost and directly hand over the people they claim to compound with. Another important theme in the findings is the role of data in decision-making. In traditional marketing, a lot of decisions were formed predicated on feelings and past experiences. A creative director could chosen an ad idea because it sees just right. A sales manager might capital on some customers predicated on their instinct. Digital transformation has let data-impulsive decision-making, where choices are stranded in real evidence from customer behavior and market trends. This is a completely new way of working, and not everyone sees at ease with it. Some marketing experts allow that optical too much on data can layover creativity and jackleg marketing come across cold and like just a business deal. They enunciate the most effective marketing is about edifice real connections with people on an emotional level, and that data can only exhibit you what's episode, not the reasons behind it. This is an important and valid point. The best companies hack to amalgam exercising data to jackleg smart decisions with thinking that is creative and predicated on what people understand and see. The Indian market proffers particularly interesting examples for this discussion. India is among the quickest-culturing digital markets globally. India holds more than 800 million people exercising the internet, and this number is aggrandizing quickly. This forms India a big chance

for digital marketing. Companies such as Paytm, Zomato, Swiggy, Ola, and Flipkart have showed highly successful businesses by effectively bargain and exercising digital technologies. At the same time, India also holds millions of small businesses — like street vendors, local shops, and restaurants — that are only now startling to ascertain the advantages of digital marketing. The increase in platforms such as WhatsApp Business, Google My Business, and Instagram Shopping has permitted very small businesses in India to exercise digital marketing tools at a low cost. A local sweet shop in Amritsar can now hold a WhatsApp Business account, permitting customers to outlook the menu, place orders, and track delivery updates. This is a great example of marketing technology going more accessible to everyone, and it's episode right now throughout India. It's also important to fete the difficulties that near with it. Digital transformation often guides to what is anonymous as the 'digital divide' — a gap between organizations that can effectively espouse digital tools and those that cannot. Big companies that hold a lot of money can expend on the best AI and analytics tools available. Small and medium-sized businesses usually don't hold the money to purchase these tools or may not understand how to exercise them properly. It's important to paraphernalia this gap so that everyone can adore the advantages of digital transformation. Another challenge is the culturing issue of 'digital noise.' Customers are constantly engulfed by a flood of ads, emails, notifications, and messages from various companies, stuff it increasingly difficult to bag attention. Despite the availability of advanced technology, it's going increasingly challenging to rip through the noise and bag a customer's attention.

That's why businesses are expending more on stuff better, truly useful content and experiences instead of just packing out more messages.

6. Conclusion

In conclusion, digital transformation has completely sales and marketing in ways that would have been unimaginable just twenty years ago. Artificial intelligence permits businesses to accommodate their marketing and sales strategies to each customer individually. Data analytics has furnished companies with a deep understanding of how customers routine and what trends are episode in the market. Marketing automation has let the execution of complex, multi-step marketing campaigns with minimal manual effort. These technologies are not just extra features — they are now the main parts of how sales and marketing work today. Companies that have dispose money into unfolding their digital skills, such as Amazon, Netflix, and Zomato, are picking up huge benefits. They are culturing more rapidly, bargain their customers more deeply, and experiences that encourage real loyalty. The future implications are significant. Companies should expend money on knowledge digital skills, bring a habit of stuff decisions predicated on data, defended user privacy carefully, and pick up ready for new tech such as voice search and augmented reality in marketing. The companies that grip action first will hint the way in the future. At the same time, it is important to flash back that technology is a tool, not a replacement for human creativity and empathy. The best digital marketing exercises data and automation, but also brings about in real creativity and a strong sense of what customers hypodermic needle and how they see. Finding the right balance is both the big challenge and the big chance in digital transformation for sales and marketing. For students boning sales and marketing, the message is clear: the world you are padding into is completely digital. Understanding AI, data analytics, and automation is not optional — it is essential. Just as important is the skill to allow in new ways, give ideas clearly, and really pick up to understand others. The future of sales and marketing is for people who can amalgam human understanding with smart technology.

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Appendices

Appendix A: Key Digital Marketing Terms

Artificial Intelligence, or AI, is a type of technology that permits computers to pick up from information and convey out tasks that usually hypodermic needle human thinking, like finding patterns and picking the best options. Data analytics is the process of coming across at a lot of data to detect patterns, deduce what is episode, and assist jackleg better decisions. Marketing

Automation: The use of software to automatically bring off marketing tasks such as packing emails, placarding on social media, and scoring leads. SEO lies for Search Engine Optimization.

It is the process of stuff a website better so that it shows higher in the results when people cast about for something online, which assists more people ascertain the website. A computer program formed to routine like it's keeping a conversation with people, especially online.

Modern chatbots exercise AI to deduce and react to customer inquiries. Lead nurturing is the way of picking up to understand potential customers and slowly assisting them determine to purchase something. Omnichannel marketing is a way of raising products or services that forms sure the customer holds a smooth and similar experience no matter which platform they exercise, like the internet, their phone, or a physical store. Retargeting: Displaying ads to individuals who have previously called a website but did not jackleg a purchase, directing to beguile them to near back and finish the transaction. Sentiment analysis is a way that exercises AI to come across at text, such as customer reviews or messages on social media, and dolly out if the feelings spoken in that text are happy, sad, or just neutral.