
Contents

About the Editors, ix

List of Contributors, xii

Preface, xiv

Acknowledgments, xvii

CHAPTER 1 ■ The Role of Machine Learning in Targeted Advertising	1
--	---

MITRA MADANCHIAN AND HAMED TAHERDOOST

CHAPTER 2 ■ AI-Enhanced Personalization: Crafting Tailored Experiences for Every Customer	17
---	----

A. GHAYATHRI AND NIRMALA MOHAN

CHAPTER 3 ■ Marketing-Finance Collaboration in the Age of AI: Toward a Reinvented Era Where Predictive Analysis in Cash Management Drives Marketing Performance	38
---	----

BADRANE NOHAYLA, BARZI GHIZLANE, AND BADRANE HASNAA

CHAPTER 4 ■ Data-Driven Decision-Making and Predictive Analytics	57
--	----

MOSTAFA AHMADI

CHAPTER 5 ■ AI-Driven Finance Function and Marketing: A Close Partnership for Performance	74
---	----

BARZI GHIZLANE, BADRANE NOHAYLA, AND BADRANE HASNAA

CHAPTER 6 ■ AI-Driven Content Creation and Curation 90

MITRA MADANCHIAN, ALIREZA RAFIEE, AND HAMED TAHERDOOST

CHAPTER 7 ■ Optimizing Marketing Campaigns with AI Automation 111

T. SHIRLEY DEVAKIRUBAI

CHAPTER 8 ■ Enhancing Customer Loyalty with AI Solutions 125

MITRA MADANCHIAN AND ALIREZA RAFIEE

CHAPTER 9 ■ Strategic Selection and Integration of AI Tools in Data-Driven Marketing 143

MITRA MADANCHIAN AND HAMED TAHERDOOST

CHAPTER 10 ■ AI-Driven Marketing Strategies in the Digital Era 162

JASH KHATRI AND HAMED TAHERDOOST

INDEX, 181