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AI IN MARKETING DECISION SUPPORT SYSTEM

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Abstract:

A true Marketing Decision Support System is more than just a collection of tools—it's a strategic asset that empowers businesses to make smarter, data-driven management decisions. At MAKE Digital Group, we specialize in creating customized MDSS solutions that align with your business goals and drive measurable results. We're here to support your business with a methodology and intelligent systems to inform your marketing decision making with ease. AI achieves the potential that clearly exists depending on businesses coming to understand the need for a coordinated and strategic approach to marketing AI implementation. It should be clear enough how the different use cases I have mentioned above can be us

Keywords : *Marketing, ChatGPT, DSS, Martech, Campaign, Chatbots*

Introduction:

What Is a Marketing Decision Support System?

A marketing decision support system, often abbreviated as MKDSS, is a system that helps you reach a decision based on your organization's marketing goals. Marketing is complex, so anything that can streamline your efforts and give you a helping hand is worthy of consideration. An MKDSS is just that; it's a system that takes historical data and allows you to play out various scenarios in order to see which approach might be most effective. Not every marketing plan bears fruit, after all, so basing your decisions on data is a smart way to boost your chances of success. Just as the marketing mix has been around for many years, so has the concept of the MKDSS, which has its origins in the 1970s.Your average DSS (decision support system) can come in various forms and can serve many functions — from database management to creating data-based graphs and reports.

Literature Review : AI in Marketing Decision Support Systems typically examines the intersection of Artificial Intelligence (AI) technologies and their role in assisting marketing decision-making processes. It discusses the evolution, applications, challenges, and opportunities presented by AI in marketing, particularly focusing on Decision Support Systems (DSS). Research and Development already in use like Chatbots application already in use which collects customer feedback and data from user

Research Methodology:

This paper is based on Primary data which is collected using Google Forms with Questions related AI in Marketing DSS.

Objective of Study:

To study how Artificial Intelligence helps in Marketing Decision Support System

Scope of Study:

Different applications in the Marketing Decision Support System and finding challenges faced by Marketing team and can provide better technological support

What Is a Marketing Project Manager?

A marketing project manager is a professional who handles the project management for marketing either

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internally or as an external agency, overseeing projects related to marketing campaigns. Marketing project managers supervise both the people working on marketing projects and the projects themselves.

What Is Martech?

Gone are the days when marketers would print out ad copy, scribble on it with a wax pencil, and hand it back to the creative department to be whisked off to print. Instead, marketers now rely on a whole host of marketing technology to do their jobs.

Martech definition:

Martech stands for marketing technology. It refers to the online tools and software that marketing departments use to reach, attract, engage, and convert customers.

Why is martech important?

Martech is important because it can mean the difference between a marketing department that wastes time on inefficient processes and one that is optimized to reach, attract, and retain more customers.

What should a martech stack include?

While every company will need to gauge which marketing tools are the best fit for them, a typical martech stack should include a selection of basic tools that address the main functions of a marketing department, from website management to social media scheduling.

A martech stack may include:

Marketing automation tools, Customer relationship management tools, Content management system, Analytics platform, Social media management tools, Advertising technology for SEM management, SEO optimization tools,Team collaboration and communication software

What types of marketing tools does your team need?

This selection of marketing tools and software types are the building blocks of a typical marketing technology stack. Here are some examples of marketing tools that are essential for vital processes and activities. Social

media management tools, Business intelligence tools, Content and digital asset management tools, Customer relationship management (CRM) tools, Automation tools, SEO tools, Email marketing tools, Marketing project management tools, Team collaboration and communication tools, Analytics tools

What actions can you take based on analytics?

Marketing departments can take an almost unlimited number of actions based on marketing analytics, but this is a selection of some of the more common options: Incorporate keywords, Replicate successful campaigns, Engage new markets, Optimize CRM, Adjust product fit

Who typically uses a marketing dashboard?

As seen in the examples at the start of this guide, many different members of the marketing department can and should use marketing dashboards. **Chief marketing officer (CMO)** would use a marketing dashboard to pull in various forms of data to get a clear picture of the success of the organization's entire marketing operation

What is AI in marketing?

Artificial intelligence (AI) in marketing is the process of leveraging AI methods and tools such as data models, algorithms and machine learning to produce customer insights that marketers can use to optimize spending, customize content and personalize the customer journey. Examples of AI in marketing solutions include chatbots, image recognition, personal assistants (such as Google Assistant, Amazon Alexa, Microsoft's Cortana and Apple's Siri) recommendation engines, targeted advertising based on your search and dynamic pricing on ecommerce sites.

What are the business benefits of AI in marketing?

AI in marketing is already being used today to boost the performance and ROI of digital marketing campaigns. It can also yield these business benefits: Make advertising smarter, Make searches better. , Personalize content, Improve customer service. Chat

and other consumer engagement tools have increasingly become the domain of AI bots, and the trend should continue as AI performance grows more sophisticated

How is AI used in digital marketing?

In an organization's digital marketing initiatives, AI can help: Increase retention and loyalty, Excite and delight customers with relevant, personalized offers and services, Capture higher ROI through effective targeting, Reduce handling time, Improve productivity, Enhance self-service capabilities.

Findings:

In an organization's digital marketing initiatives, AI can help: Increase retention and loyalty, Excite and delight customers with relevant, personalized offers and services, Capture higher ROI through effective targeting, Reduce handling time, Improve productivity, Enhance self-service capabilities.

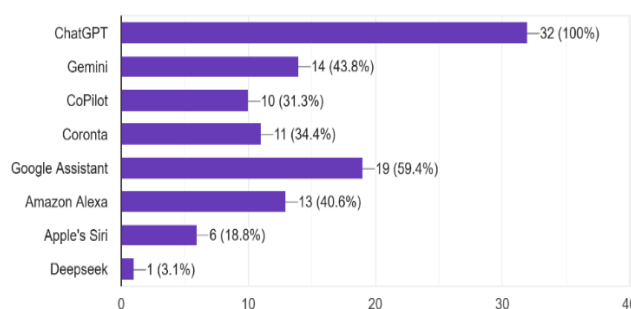**1. Do you feel AI will helps in Marketing Decision Support ?**
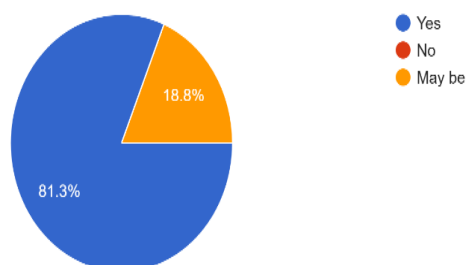
In this question 81.3% said yes that AI will help in Marketing Decision and 18.8% said it wont help.

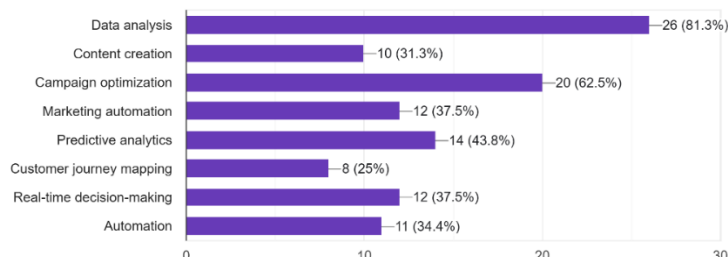**2. Do you feel AI will helps in Marketing Decision Support?**
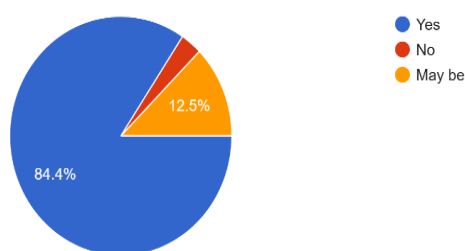
In this question 84.4% said yes that AI will supports in MKDSS, 12.5% said it wont support and 3.1% said may be.
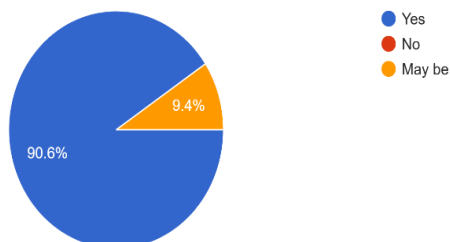
3. Which AI tool you currently use?

From all responses AI tool used by ChatGPT(100%), Gemini(43.8%), CoPilot(31.3%), Coronta(34.4%), Google Assistant (59.4%), Amazon Alexa (40.6%), Apple's Siri (18.8%) & Deepseek (3.1%)

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4. **Which of the following will be the best application of AI in the Marketing ?**

5. **Do you feel Hacked AI will be Dangerous in Marketing Decision Support?**

Conclusion:

Conclusion of this research paper is that the Artificial Intelligence Tools are making exponentially enhancements in the Marketing Decision Support System as well as increasing the reach of leads in terms of Conventional and Online Marketing Process.

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