jamk

Artificial intelligence as a marketing tool in We Are The Planet company

Polina Kiseleva

Bachelor's thesis
May 2022
School of Business
Degree Programme in International Business

jamk | Jyväskylän ammattikorkeakoulu
University of Applied Sciences

jamk

Polina Kiseleva

Artificial intelligence as a marketing tool in a company We Are The Planet

Jyväskylä: JAMK University of Applied Sciences, May 2022, 52 pages

School of Business. Degree Programme in International Business. Bachelor´s thesis.

Permission for web publication: Yes

Language of publication: English

Abstract

Society has reached a new level in terms of the use of technology. Technology has penetrated a large number of areas such as medicine, education, business, and so on. Artificial Intelligence is also a progressive technology and has a vast influence. The tools of this technology are also applicable in marketing. Given the marketing structure of We Are The Planet, advanced technology could be one of the key components in promoting and increasing sales.

Given these aspects, the study aimed to identify the main tools of Artificial Intelligence for We Are The Planet in the field of marketing. As well as identifying the main benefits of using this technology for the company.

To achieve the goals, the author used interviews and content analysis. The interview involved the chief executive officer and the head of the marketing department of We Are The Planet.

Applying the chosen methods to gather and analyze the information allowed for the identification of the right AI technology tools for the company, as well as an assessment of the relevance of this technology in terms of resources. The main marketing goals that can be achieved with AI technology were identified.

Keywords/tags (subjects)

Marketing, AI, New technologies

Miscellaneous (Confidential information)

-

Contents

Figures

Tables

1 Introduction

This part focuses on the introduction to the main topic of the study and mapping the author's main motivations. This part also includes research questions that form the basis of the study as a whole.

1.1 Structure of the thesis

The study is structured to implement a logical and step-by-step process and create reasoned conclusions.

The first part is an introduction, which explains the key objectives, the author's motivation, and the critical research questions. This part also includes information about the company, a vital component of the entire study. The next chapter focuses on the literature review and shows the fundamental knowledge. The author also gains the necessary knowledge base to implement further research and increase the level of critical appraisal. The following important stage of the study is the methodological part. This component focuses on the choice of research method and the collection and analysis of information. In this part, the author needs to assess which of the methods is most likely to fit the topic of the study. The next chapter refers to and displays the results. This study's results are based on the analysis performed and then divided into themes. It is important to note that the pieces are based on the research questions and the investigation results. The final part of the study focuses on constructing conclusions—this part focuses on answering research questions, limitations, and future research recommendations.

1.2 Background and motivation

Society has reached a new level and is already post-industrial, which implies the development of information technology due to the evolution of human intelligence. Life in today's world has become increasingly advanced and automated. Many people cannot imagine their daily routine without using specific devices and technologies that greatly facilitate certain tasks and duties (MacKenzie & Wajcman, 1999). However, it is essential to note that the world of technology is still in a stage of improvement, refinement, and particular adaptations.

Another important fact is the creation of tools and instruments that make human laborur less time- and energy-consuming. Consistent, stratified duties are increasingly being replaced by machine intelligence through specific algorithms. These actions may include basic processes and activities that involve analysis and decision-making.

Besides using technology in everyday life, this area also extends to the business environment. Given today's features and trends, the traditional approach to business and getting things done has also changed dramatically. Many companies and organizations find the right technology in terms of budget and tools and adapt it immediately. One technology that is developing and is helpful in terms of adaptation is Artificial Intelligence (Brynjolfsson & Mcafee, 2017). This technology can be applied in different fields such as education, medicine etc. The study touches specification the field of marketing and how AI can be used given the tools and the peculiarities of the market.

No less important is the market in which the technology is used and applied. The author chose the Russian market, as well as a specific company. The company that the author of this study chose develops vegan cosmetics and is relatively new on the market. The organization's primary mission is to raise the level of rational consumption in society, as well as to agitate for recycling to help the planet. The primary mission is vividly reflected in the mission statement of We Are The Planet.

AI is one of the fastest-paced and most innovative technologies. A key motivation of the author is a personal interest in the marketing area and AI. The choice of company and market is also valid, given the peculiarities of the author's work experience. It is essential to note the mission of the company and the internal marketing structure, which is progressive and can be considered in terms of adopting Artificial Intelligence. Artificial Intelligence has a tremendous impact on businesses, consumers and opens up new horizons regarding information and application.

Given the opportunities that this technology can provide, it is necessary to assess the company's key merits and characteristics and the market. Also, the purpose of this study is to study the tools and analysis the benefits for the company given the specifics of the market.

1.3 Company Description

As was mentioned before, We Are The Planet is engaged in the personal production and distribution of cosmetics. The primary marketing strategy focuses on a specific target audience based on the particular products, including vegans and people following a healthy lifestyle.

The company has successfully placed and sells its products on E-Commerce platforms, such as Wildberries, Ozon, and Yandex Market, which are the largest ones in the Russian market. The company also places its products in supermarkets and specialized cosmetic stores. Considering the launch of We Are The Planet, which was done in 2021 during the summer period, the company is successfully finding opportunities to reach new platforms. The critical advertising channels are con-textual advertising, targeted advertising, and advertising with opinion leaders such as public figures and bloggers. Despite the possibilities represented by analysis platforms after the launch of advertising, this information is not always enough. Also, the company currently does not have many employees, and automation could facilitate many processes. At this stage, the author is sure that AI can automate the functions such as communication with customers, email marketing, and accurate analysis of campaigns would be very useful for We Are The Planet and help find a more precise approach to the customer.

1.4   Research questions

Artificial Intelligence is already used in the Russian market, but at the same time, the dynamics of use are much lower than in Europe or the West. This is due to the peculiarities of the development and features of the Russian advertising market. It is essential to create an accurate understanding of which tools will be helpful for the company and which will not. Also, an assessment of the company's resources and capabilities must be considered. As mentioned earlier, this study aims to analyze AI's advantages to Russian companies. Based on this goal, the author has formed three key research questions:

RQ1: How is artificial intelligence used in the market, and how does it influences marketing?

RQ2: Which infrastructure and resource features should be evaluated when implementing AI?

RQ3: How can the Russian company We Are The Planet use Artificial Intelligence in marketing?

2 Literature Review

This chapter focuses on reviewing and analyzing literary sources that form the research knowledge base.

2.1 Definition and types of Artificial intelligence

First of all, it is crucial to understand the meaning of artificial intelligence and the types of this tool for a deeper understanding. Artificial intelligence is a scientific and engineering process that aims to realize computers, machines and programs with their own mechanism and intelligence. It is important to note that artificial intelligence is also aimed at performing tasks that humans are capable of or have previously completed and a deeper understanding of human intelligence with computers (McCarthy, 2007).

As mentioned earlier, artificial intelligence has been tried and recreated in machines based on human intelligence. The main goal was to map human habits, actions, and thinking into machines and computers for automation. Nowadays, the situation has significantly changed, and researchers strive to introduce artificial intelligence systems that can work differently from biological intelligence (Floridi, 2016).

The AI type includes strong AI and weak AI.

Weaknesses of AI are also called Narrow AI. In this case, the wording represents the weak side of AI. It is the narrowness in the use and dissemination of mechanisms. At the same time, researchers do not consider this to be a weakness because due to its "narrowness" and application to one area, AI can be brought to a particular ideal in a specific area.

Strong AI includes Artificial General Intelligence (AGI) and Artificial Super Intelligence (ASI). It is important to note that these two types are directly related to Artificial Intelligence but used entirely differently. Artificial General Intelligence is recreated from human intelligence. In this case, the machine or computer is self-aware and can make correct decisions and analyze repeating human behavior. Artificial Super Intelligence is much different. This type of artificial intelligence exceeds

the skills of human beings. At the moment, ASI is applicable in narrow circles, but it is at the stage of development and subsequent implementation (IBM Cloud Education, 2020).

Artificial Intelligence can be divided into different sections: analytical, human-inspired, and humanized categories. It is important to note that the classification depends on the types of intelligence. The types of artificial intelligence can also include cognitive, emotional and social intelligence. (Haenlein & Kaplan, 2019)

2.2 History of AI

To better understand the results and advancement of AI it is necessary to look at the past as well as earlier achievements. Accoring to Daston (1994), AI strains the human mind, thereby making it more difficult to soberly evaluate. The main difficulty is the different appreciation and acceptance of human intelligence and insights depending on the period and era in general.

Artificial intelligence is a relatively young technology. AI lent itself to active discussion after World War II. At that time, AI was planned to be used to help with calculations, then it led to the fact that a computer using a certain mechanism of action became able to make independent decisions and work independently without human help (Council of Europe, n.d.).

According to the history of AI, the development of this technology can be divided into certain phases, which are noted below:

The first phase of the birth of artificial intelligence begins during World War II from 1940 to 1960. It was during this period that the beginning of the development of AI was recorded. The main purpose of this was to understand how the symbiosis of human intelligence and technology could be used and what benefits it could bring

In 1943, the first computer model of a biological neuron was studied and developed. Norbert Wiener subsequently used previous developments to investigate and understand the communication of both living beings and machines. (Council of Europe, n.d.).

In 1950 the article "Computing Machinery and Intelligence" was published and it was written about what lies at the heart of machine intelligence that should be used to define intelligence. The creator of this article was Alan Turing. The main purpose of Alan Turing was to understand whether a machine can think and make its own decisions. The article clearly described a test with a simulation game (Haenlein & Kaplan, 2019).

This test has precise mechanics, which have changed and improved over time, but the test described in the article "Computing Machinery and Intelligence" is formulated this way:

There are three key players interacting in the test. During the test, one person is the questioner and the other two are the respondents. All three people are in different rooms and the questioner needs to determine the gender of the respondent through correspondence on paper.
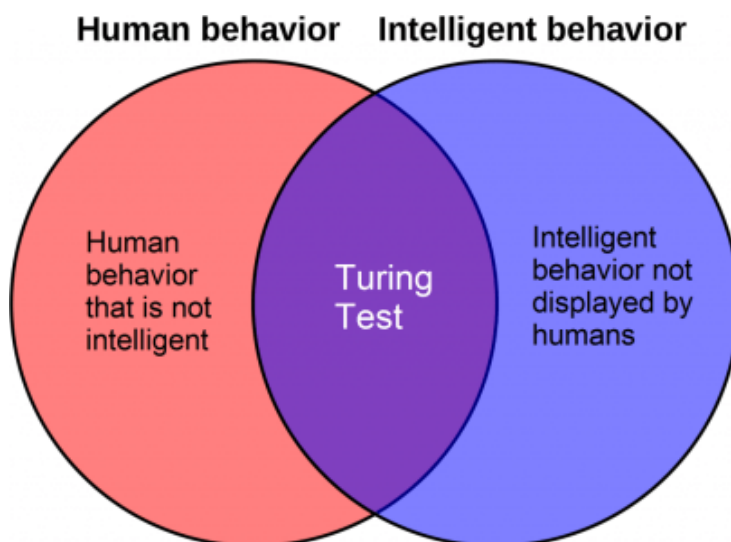
Figure 1*. Pitfalls of the Turing Test (SITN, 2012)

It is important to note that over time Turing changes the essence of the test and adds AI as the acting link in the game. The point was to demonstrate that the AI is capable of demonstrating human behavior and that humans are unable to distinguish between the responses of another person or the AI (George, n.d.).

The definition of artificial intelligence was created in 1956 during a research project that was dedicated to understanding the possibility of the thought process of machines. Marvin Minsky and

John McCarthy were the founders of this seminar, which aimed to bring together leading experts in the field of modeling AI on the basis of natural intelligence (Haenlein & Kaplan, 2019).

2.3 Implementation of Artificial Intelligence in modern market

In today's world, artificial intelligence has begun to spread into many areas, both to facilitate and modify certain internal processes and as a separate, new tool. Based on Gartner data (2019), more than 37% of companies have implemented and started using Artificial Intelligence. Also, the percentage of companies that have started using AI has increased by 270 percent over the past few years.

According to Sahu (2021), Artificial Intelligence is widely used in education. In this case, AI can automate internal processes as well as improve the grading system. To date, educational institutions are seeking to adopt the following AI tools:

AI is used in administrative work. Work such as timetabling, accounting, grading, document management, and so on can be simplified and automated. Automated absentee notifications, electronic checking, and grading of work, as well as voice assistants for planning and distributing study time, automatic reminders in the calendar, and assistance in answering frequently asked questions, are already being used for these aspects. Also, artificial intelligence tools are capable of the preparation of personal training. In this case, it is possible to create schedules and timetables depending on the individual needs of the students. The generation of individual study-related content is also one of the tools of AI. Learning materials can be compiled automatically depending on the goals and plans of a particular institution (Aayushi, 2021).

The combination of computational ability and the use of healthcare data provides an opportunity to make extensive use of AI in solving healthcare-related problems (Greenfield, n.d.).

Medical technology is also actively incorporating artificial intelligence and applying it to clinical practice. Based on the source Front. Med (2020), artificial intelligence algorithms are applicable as a tool for analysis and data transfer via mobile monitoring tools (Briganti & Moine, 2020).
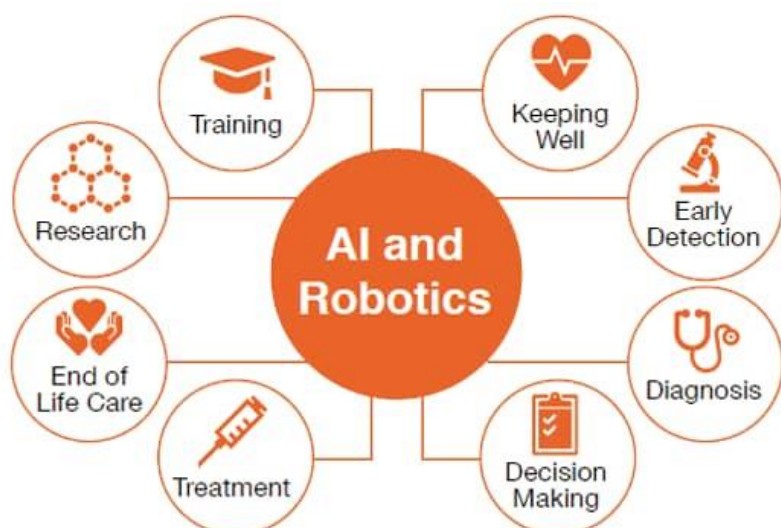
Figure 2. Applications of AI in medicine (PWC, n.d.)

Today, AI tools are being transformed into precise algorithms comparable to human performance. One of the many algorithms is DLAD (Deep Learning-based Automatic Detection) which aims to detect abnormal cell growth. In this case, the accuracy of the algorithm's readings and performance is comparable to that of 18 doctors (Greenfield, n.d.).

Artificial intelligence is also widely used in disease diagnosis. Machine learning models can monitor a patient's general condition and alert doctors when a patient's condition deteriorates, and risk factors increase. The use of artificial intelligence facilitates the personal selection of medication and the formulation of individual treatment. The AI can store certain diseases, preferences and characteristics of patients and then transfer this information to the overall healthcare system. Artificial machine intelligence is also helpful in speeding up drug development and discovery. Artificial intelligence can reduce financial costs and save time in the process. This can be done by precisely selecting and searching for advantageous and correct combinations of drugs and components (IBM, n.d).

Artificial intelligence is also being applied to robotics. Robots are equipped with artificial intelligence and a certain number of programmed capabilities. Robots can adapt to places and objects in real-time using AI. Robots are being used to carry specific loads in factories and hospitals, and large clean equipment (Biswal, 2022).

The financial industry is also significantly influenced by AI and provides increased value compared.

One application of AI is Credit scoring. In this case, artificial intelligence allows borrower data to be evaluated. A programmed algorithm provides information that can include credit history, income level, transaction history, etc. Based on this information, a risk assessment is made, and a decision is made regarding the granting of credit.

Additionally, algorithmic trading is used to speed up market analysis and identify patterns. The pre-configured system instantly makes decisions and executes the most profitable trades. Also, many banks are increasingly seeking to incorporate AI into their intranet services. Today, the use of chatbots and NLP techniques allows banks to intelligently guide customers and respond clearly to their requests. Moreover, companies want to minimise routine tasks within organisations and automate processes. The use of optical character recognition increases the level of efficiency and is used in documents and searching for specific information within a document. Financial institutions create their own systems and configure the necessary algorithms (Lewinson, 2021).

Artificial intelligence is also used in marketing. It is applicable in various areas of behavioural analysis, content generation based on brand positioning and style, real-time personalisation, setting up and engaging chatbots, media buying etc. (Biswal, 2022).

In detail, it is possible to conclude that artificial intelligence is still being adapted despite the high level of interest. Today, technology has a significant impact on companies and users alike.

2.4   Application of artificial intelligence in marketing

The topic of this research focuses on the application of AI in marketing. There are different variations in the use of AI tools in the marketing section that are discussed in this section.

According to Ramyalg (2022), the core concept of using AI includes automation and increasing efficiency. AI can customize and improve internal and external channels, the underlying business model of an organization, and allows the focus on the quality of services or products provided due to time savings.

Figure 3. Benefits to Customers and Marketers (Jain & Aggarwal, 2020)

According to Figure 3, the main advantages of AI were attributed to:

-Based on search engines, AI forms an analysis of customer search patterns and identifies areas to focus on in marketing. (Jain & Aggarwal, 2020). Detailed segmentation of target groups and identifying target groups is a powerful driver in building proper communication channels with customers (Deliotte, n.d.).

-Efficient advertisement generation is also a significant advantage. AI is able to help create personalised advertising through in-depth analysis of customer profiles as well as keywords. In this case, it is feasible due to the data obtained through AI data collection.

-Generating data-driven content based on customer group reactions is also a equally valuable tool. This tool allows you to analyse customer behaviour and reactions, thereby finding better solutions in terms of content. AI provides the opportunity to build the right content plan and make it more engaging and effective.

-Customer retention is also essential, as is increasing customer loyalty. The use of AI bots within customer chats is relevant. This feature is aimed at direct interaction with customers and is notable for its execution speed.

- Artificial Intelligence is also capable of analysing and applying hidden knowledge that has been previously acquired. Critical information from previous advertising campaigns as well as statistics can be used for strategic purposes (Jain & Aggarwal, 2020)

Dynamic pricing is also a tool of artificial intelligence. For example, a platform such as Amazon is a prime example. It displays products in a particular price category depending on requests and cookies, thereby determining the socio-economic status of the user. This practical way can entice casual shoppers and maximize revenues. It is important to note that the price of a product can be flexible and change rapidly according to demand. AI monitors and analyses the demand for a product and can change the price based on this information (INC, n.d).

Harkut and Kasat (2018) believe artificial neural networks have a relatively wide range of applications and touch on areas such as classification, dimensionality reduction, defect detection, visualization, decision making, prediction, etc. Many of the functions mentioned earlier have already been adapted in marketing, and at the same time, many are in the development phase It is essential to note that these functions and AI in marketing, in general, are certainly valuable tools.

2.5   AI financing

Getting and introducing AI into a company requires a financial outlay and the hiring of specialists to launch and maintain the technology properly. This chapter will look at the necessary resources and costs of AI, the required settings and marketing tools, and the peculiarities of the Russian market.

According to Harkut and Kasat (2018), Adapting AI is financially expensive. The main reason for the high cost is the high amount of processing power, and in some cases, hardware acceleration through GPUs, FPGAs, or ASICs is also required.

The cost of adaptation depends on various factors such as the type of software, the performance of the algorithms, the amount of analysis data, etc.

According to Sayantani (2021), the development of an Artificial Intelligence prototype starts at US$2500. At the same time, the development of an AI with more tools and algorithms could be US$8000, which is the starting price.

Implementing AI also requires some resources and infrastructures, which have certain financial costs. As mentioned earlier, AI resources include computational resources. The network infrastructures are also an equally important component. In this case, AI algorithms are transmitted through networks and are directly dependent on communications. The area of networks must be matched as the AI effort expands. The network must have low latency as well as high bandwidth. A high level of security must also be ensured when implementing AI. In this case, a large amount of private customer information is involved, and for these reasons, the data must be protected from leakage. Also, this is prime in terms of incorrect data that can enter the AI system can lead to erroneous analytical conclusions and thus have a negative impact on the organization and the bottom line. Equally important is the factor of choosing suitable suppliers and workers. By selecting the right vendors who provide access to servers, there is an opportunity to improve performance levels. This will thereby allow you to invest in and improve Artificial Intelligence without a significant increase in funding (Hofstee, 2019).

One of the most important resources is the team of artificial intelligence experts. According to Marvin (2018), it is necessary to run a pilot project to see how the team will adjust and fine-tune machine intelligence tools. It will take 2 to 3 months for a test project. This is enough time for the team to focus on the direct objectives and build the strategy. The team should include people who will evaluate the business structure as well as IT specialists. The test period is undoubtedly important because it helps identify the key risks and opportunities for AI within the organization based on product and market specifics and the target audience.

2.6   Marketing trends

In marketing, as in many emerging areas, some trends help many organizations attract new customers and meet the needs of existing customers. It can be not easy to constantly follow and adopt new technologies and trends, so it is essential to make accurate forecasts. Nowadays, many trends are related to technology and artificial intelligence.
According to the COR (2021), more trends are related to digital marketing because this area of marketing is more effective and relevant in today's world.
One of the trends in marketing is conversational marketing. In this case, for faster communication, the consumer can communicate with the company through voice assistants and specialized chat

bots. The features mentioned above include programmed answers to more frequently asked questions and essential information the customer needs. This technology's critical value and convenience lie in the quick response time, thereby increasing the level of engagement from a marketing point of view. Also, this method of communication with the customer is helpful in terms of sales because the artificial intelligence in chatbots and voice assistants can send actual requests from customers to the sales department (IBM, 2020).

The next trend in experiential marketing. This is the type of marketing in which a brand creates its distinctive feature, creating value and particular interest for the customer. Experiential marketing can be used as an event and a pop-up activity. There are several ways to analyze the effectiveness of experimental marketing. The first way is a classic offline survey or online newsletter. The second way is to analyze the effectiveness through social media, such as the number of individual tags or mentions of hashtags. This type of marketing is helpful in terms of increasing customer loyalty and attracting new ones. It can also help leave a positive impression of the brand on customers (Eventbrite, 2019).

Influence marketing is not a novelty, but it is nevertheless relevant. In this case, brands collaborate with influencers on media platforms (Instagram, YouTube, Tik Tok etc). Influencers post content using products on their social media pages. The product can be presented in different ways natively or directly, depending on the brand's individual needs. The main advantage is the ease of implementation. Many Influencers and Micro-Influencers are on the market with different communication styles, blog themes, etc. The main difficulty in using this type of marketing is the proper selection of the opinion leader. To make the right choice, it is necessary to analyze the activity of the page, the target audience, and the positioning of a particular Influencer (COR, 2021).

A digital transformation is also a trend in marketing. Digital transformation involves improving the digital channels that an organization uses. First of all, it will help achieve more accurate information about consumers, preferences, and desires. With this information, the organization will be able to identify the basic needs of customers, improve its approach to customers. Digital transformation requires a detailed and precise analysis of existing digital channels such as websites, social media pages, etc. After the analysis, it will be clear what needs to be improved

and whether new digital platforms are worth using. Reaching out to new online media and adapting to them will help bring greater brand awareness, as well as a more detailed customer persona (Carroll, 2021).

Personalization of experience is also a modern trend. The pioneer of this tool is Amazon, which uses specific analytics to personalize the experience accurately. On the home page, Amazon suggests products that are more likely to interest a customer based on their peep history and previous purchases. Amazon is also expanding personalization in the Prime program. Here, personalization is most explicit as the customer fills out a form with questions that reveal information about the customer's clothing preferences (Lindecrantz & Zerbi, 2020). Based on this information, Amazon's team of stylists tailor clothing for the customer based on their preferences. Personalization is a powerful tool because it increases the likelihood of a purchase. When a customer immediately sees a list of items that might interest him, his level of engagement increases (COR, 2021).

The trend for social responsibility became more relevant in 2021 and continues to gain relevance at the moment. Interest in buying products from companies involved in social responsibility increased during the pandemic's peak. During COVID-19, many employees lost their jobs, and companies faced financial challenges. For these reasons, employees in many organizations have begun to talk about their frustrations with companies because of the many layoffs, as well as salary cuts and worsened attitudes. This factor can negatively affect the company's reputation and reduce sales. It is especially important to demonstrate social responsibility towards employees and customers for these reasons. (Bump, n.d.).

Trends in social media are also changing rapidly. At the moment, video sales are the most effective tool. This type of content is shared 40 times more often than photo content. Also, short video clips immediately convey the essence and are more memorable for the audience. Consumers prefer to hear about this or that product from a video rather than read the description. It's important to note that 87% of shoppers believe that social media helps them decide on a product or encourages them to buy through reviews or stories about products. (COR, 2021).
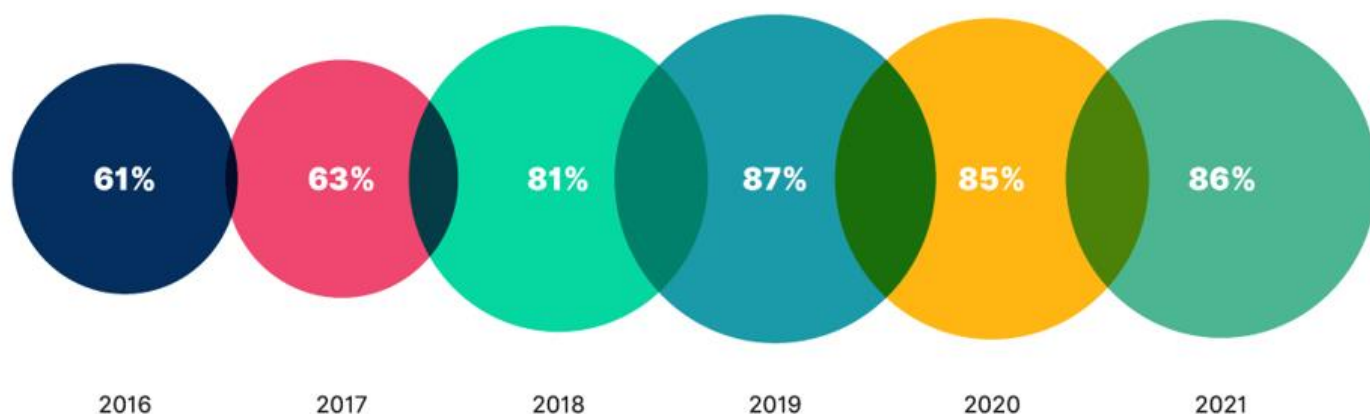
Figure 4. State of Video Marketing Survey (Wyzowl, 2021)

The igure 4 demonstrates the increased tendency to use video as a marketing tool.

2.7   Technologies in marketing

Marketing has succumbed to a great deal of change in the last ten years. For this reason, there is a need for innovation and a change in approach. Areas such as data security, privacy, the sharing economy, social networks, and advertising within them are relatively new and rapidly changing and evolving. For these reasons, it is necessary to react quickly and adapt to the changes in terms of marketing and strategies (Ustinova et al., 2019).

At the moment, technology is being introduced into the market to improve marketing tools.

One high-tech tool is mobile marketing. According to Cvitanović (2018), mobile marketing has one of the strongest effects on the customer. Mobile marketing is a complex marketing campaign that includes online activities and operations aimed at motivating customers to make purchases by shaping their behavior. Mobile marketing involves items such as phones, tablets, and other mobile devices (Ittaqullah et al., 2020). In this case, mobile marketing provides an opportunity for two-way communication in the present. The communication is between the company and the poten-tial/existing customer. Based on such communication, the customer can build a certain perception and attitude towards the brand.

Cellular media is the main communication in mobile marketing. The characteristic of this type of communication and mobile marketing, in general, is one-way (interactive) communication. This characteristic is key because one party receives the absolute benefit of the communication. The advantages of mobile marketing include ease of communication. In today's world, there are many variations of portable devices that are not specific to a particular location and are used regularly. For this reason, marketing campaigns are not limited in scope. Importantly, compostable channels are flexible in terms of customization and filtering. In other words, mobile marketing allows users to get information anytime, anywhere devices (Ittaqullah et al., 2020).

There are now many variations of mobile marketing strategies. The strategy is defined and chosen depending on the platform, product, and target audience. SMS and MMS marketing are used as mobile marketing tools. MMS and SMS marketing have similar structures. The key difference is that MMS marketing includes multimedia messages (videos, photos, audio content) as well as text. This type of marketing is more enticing to customers. In the case of SMS marketing, short text messages are used. MMS and SMS advertising can be transmitted from one mobile device to another as well as using the internet. (Sulcas, 2021).

Location-Based Marketing also refers to types of mobile marketing. Marketers use the GPS on customers' smartphones to deliver marketing campaigns based on a person's location. This type of marketing is highly relevant and encourages people to make a purchase or visit a location. (2020, Genchur).

App-based marketing is also quite relevant at the moment. In this case, advertising is integrated into the app. There can be different types of ads such as display ads, interstitial ads, native ads, and so on. (2020, Genchur). This type of advertising is quite widespread as many users download different applications daily via google play, apple store, or other services.

CRM relates to software and is also a technology that companies are seeking to implement to manage relationships with customers. It is a specific process that establishes customer management and influences sales (Caveney, 2022).

According to Martin Luenendonk (2021), CRM systems are not only about sales but also about improving customer loyalty. A CRM system combines marketing functions and analytics that can influence sales as well as strategy.With the use of a CRM system, various businesses have access to

analyses of their campaigns. This type of marketing allows for an individual approach to the customer and to introduce changes depending on statistical data, thus building a long-term relationship. It is important to note that this type of marketing is related to the work and information provided by the sales department. There are several types of CRM platforms such as cloud or fixed. Stationary platforms include mobile applications (Luenendonk, 2021).

The CRM system provides detailed information on website inquiries, support calls, purchases, and so on. In other words, the CRM system monitors all user activity on the platform and then provides data based on this information (Lingerland, n.d.).

Every year the approach, as well as the tools, are modified or new ones are introduced. There are many variations of the tools, which differ in function, and price to adapt and maintain. According to Scheiner (n.d.), the more progressive and useful CRM marketing tools include:

- Landing pages. According to Smartbug (2019), this is a page that can be located on a media platform. Landing pages are aimed at converting customers. Landing pages allow the collection of certain information about the customer through their form. This is done by positioning the offer inside the landing page. The operating mechanism involves the following algorithm:

-The user sees the call to action on the media platform and goes to the landing page

-The user then fills out a form within the landing page

-After filling out the form information left by a person is stored in the database (Shore, 2019)

- Workflows and automation. In this case, the automation of certain processes is plugged in. This tool applies to communication with customers. Automated purchase reminders and calls to action can have a positive impact on sales and save time, as the text when sending emails or messages can be template-based and suitable for different situations and customers.
- Data. The customer may react differently to the advertisement and the means of communicating with it. Depending on the client's behavior, a different approach can be taken and the method of communication can be changed. CRM helps in tracking customer behavior and also helps in analyzing the effectiveness of marketing campaigns. In this case, the

CRM system provides information on how many people have clicked on a link or opened an email. Through A/B testing, it is possible to identify the most effective communication channel and type of communication, thereby increasing customer engagement. It is important to note that the data previously captured is stored in the system. For this reason, it is possible to analyze the dynamics of changes (Scheiner, n.d.).

One of the high-tech tools used in marketing is also VR. VR is a device that can be presented as specialized glasses or helmets. According to Pottle (2019), VR involves software that recreates real environment. Virtual Reality can make users experience what is happening at the expense of specialized devices.

VR technology is an emerging tool and already being used in marketing and has a significant impact on the perception of the product (Grudzewski et al., 2018).

Figure 5. Use of virtual reality (Yonder, n.d.)

VR is also used as a medium for communication with the consumer. Virtual reality technologies can build dynamic communication with the customer due to interactive content as well as high-quality interface and design. VR is used in various fields of marketing. The most common uses of VR in marketing include the following aspects:

-Branded games. This tool helps to increase brand awareness as well as provide product information.

-VR in content marketing. This technology is effective and more engaging because the user has the opportunity to see 3D models and consume content through a similar format.

-Virtual events. This one is currently quite up to date. In this case, the user can be involved in a conference, presentation, or event from almost anywhere in the world. This requires a specific headset (glasses or helmet).

-VR Advertising is not yet widespread as it is still in the implementation stage. Some companies are adding VR content inside their apps using immersive effects (Programace, 2021).

2.8 Specifics of the Russian Advertising Market

The Russian market is rapidly adapting to advertising innovations and rapidly adopting modern technology. However, due to the transition to a market economy and high competition, many private businesses have faced several challenges. These included self-promotion of products as well as campaigning. For these reasons, Kurkov (2015) believes that the structure of advertising in Russia is very different from that in Europe or the West as the advertising business and structure, in general, has been formed over a long period in these markets.

Today, both small and large enterprises are keen to use the latest technologies and tools for promotional purposes. Nevertheless, the Russian advertising market has a rather specific structure and certain peculiarities. According to the Association of Communication Agencies of Russia (2020) in 2019 the advertising market volume was 493.8 billion rubles, which is 5% higher than in 2018.

The Russian advertising market performs several specific functions at the time of its operation. The main functions are commonly referred to as:

- It helps to minimize the deficit in services related to advertising.
- Forms conditions for the development of advertising business, as well as increasing the level of efficiency.
- Unites the interests of advertisers and advertising producers. This feature is created on an economic basis.

- Creating an equivalent level of demand, as well as supply based on assistance and analysis of market needs. (Ananyeva, 2020).

The most relevant and frequently used channel for the distribution of advertising campaigns is the Internet in Russia. According to the conclusions of the author Ananyeva (2020), the Internet advertising market grew by an average of 20% in 2020. Thereby this type of channel surpassed the radio and television advertising market, which had the leading position in terms of channels in the Russian market. It is important to note the negative dynamics of the publication of advertising in newspapers and magazines, this type of advertising has become minimally relevant to the Russian market. Video marketing is one of the growing channels. This sub-segment has rapid growth dynamics but also refers to the Internet advertising channel.

2.9 Summary of Literature Review

This chapter focuses on key findings from the literature review and forms the overall knowledge base of the study. Having begun in the 1940s, Artificial Intelligence algorithms and tools have reached a new level in terms of development. Some time ago, the implementation of technology in everyday life seemed far from reality, but nowadays the scope of AI has become quite wide. The generalized, major aspects and conclusions of the research topic include the following points:

- The trend toward the introduction of artificial intelligence is rapidly growing, thus demonstrating the demand for the implementation of this technology. Today, AI tools are widely used in many areas such as business and management, medicine, science, education, and so on. AI has identical mechanisms in terms of implementation and configuration, but depending on the area of application, as well as algorithms functions vary.
- Artificial Intelligence includes many marketing techniques because of the large number of tools. Thus, adopting AI is the most rational in terms of involving more technology. Content implementation, information gathering and analysis, strategy formation, and marketing hypothesis testing can involve AI.
- The adoption of AI depends on various factors and the goals of the organization. Price and infrastructure are also variable because AI algorithms can be extensive and include different tools. At the same time, technology tools can be narrow in terms of function. Key resources include hardware acceleration (fast networking), a team responsible for building

and maintaining the technology, and an allocated budget. It is important to note that technology functions can be augmented or reduced depending on financial performance and need.

- Given the trends of modern marketing, which have to do with digitalization, an important aspect is their compliance. Today, most marketing campaigns are carried out through Internet channels. Internet channels include advertising on social networks, contextual advertising, app-based advertising, etc. Given these trends, AI allows a more intelligent allocation of advertising budgets and identification of the exact channels of communication.

There is no doubt that AI has influenced modern business and the technology that it uses in general. For these reasons, it is necessary to identify the exact benefits for specific companies and areas of use in general.

3. Methodology and implementation

This part of the study focuses on selecting and defining the research approach that is most appropriate for the research context. It also includes aspects of determining the analysis and data collection.

3.1 Research approach

The author needs to have an understanding of the types and methods of research to apply the most appropriate way, as well as to reflect it competently and obtain the correct result. Like research itself, research design can be classified into qualitative and quantitative (Jilcha & Sileyew, 2019).

To choose the right search method, the author must compare the two methods and choose the most appropriate one for the topic of the study.

Qualitative research is a specific information-gathering process in which nonnumerical data is analyzed. This type of data includes aspects such as audio recordings, video recordings, photographs, or text. The goal of qualitative research is to establish an understanding of the social reality of a

particular group of people and to approximate it to the way it is lived or felt by the rest of the participants. The researcher has several ways to obtain empirical materials. These methods include interviews, documentary analysis, direct observation, and secondary data (McLeod, 2019).

Relying on Lucid (n.d.), quantitative research is the more common method in the social sciences. Qualitative data can be less objective because quantitative data is based on numerical and statistical data. Information that is obtained through quantitative data allows for an analysis that demonstrates an average value, a certain pattern. In this method, researchers use structured observations, questionnaires, and experiments.

Based on the topic, which includes a particular territory and company, the choice of method is quite ambiguous. The key goal of this study is not in a generalized analysis, but instead in a narrow one. The reason for this is the choice of the Russian company We Are The Planet, an overview of the Russian market specifically and the area of marketing. These three components are the main focus.

Since this research aims to analyze the capabilities of We Are The Planet using AI, it was decided to focus on the qualitative method and apply it as the main one for the research. This is obvious because the qualitative analysis is aimed at a deep understanding of the motivation, capabilities, and resources of the company, as well as the attitude toward the adaptation of AI in the Russian market. In general, based on the functions and opinions of the company management, the author will be able to predict and assess the possible advantages, as well as the risks of Artificial Intelligence for We Are The Planet company.

3.2 Data collection

This chapter describes methods of collecting analysis and their classification based on the chosen topic and purpose. First of all, there are two main types of data collection, which are secondary and primary.

At the beginning of the study, the author used secondary data. According to Donnellan and Lucas (2013), secondary data include data that have been collected previously. This type of data provides an opportunity for broad collection and analysis of information using a variety of sources. This type of analysis is applicable in situations where a new research topic is addressed, as well as to obtain an alternative opinion on the original question of an already existing study. One of the

most striking advantages of this type of analysis is its cost-effectiveness and mobility. In this case, the researcher does not have to incur financial losses to obtain information except paid sources. In terms of mobility, many articles and research papers are stored in electronic format and are publicly available. According to the topic of the study, the author built his research on secondary data as mentioned before. The main reason for this is an in-depth understanding of the basic mechanisms, as well as to identify the key aspects that will be applicable from a marketing perspective to the We Are The Planet company.

By analyzing the data the author can critically evaluate the information and based on this information assess the potential for the company in terms of artificial intelligence.

Also as a method of data collection, the author chose the interview because this method allows for collecting primary data based on expert opinion. Interviews can be structured differently depending on the key objective and the topic. The types of interview are commonly referred to as: structured interviews, semi-structured interviews, and unstructured interviews. To define and choose the type of interview more accurately, it is necessary to understand each type.

According to Easwaramoorthy and Zarinpoush (n.d.), a structured interview involves a specific list of questions that are prepared in advance and have a certain sequence. There can also be additions with explanations about the question. The author did not chose this method because the structured interview is suitable for broad surveys and is also used in situations where it is necessary to collect a collective opinion and to prepare the analysis on this basis.

In semi-structured interviews, it is customary to prepare a short series of questions that can be supplemented at the time of the interview depending on the conversation and direction. This type provides an opportunity for spontaneous research and the identification of more useful aspects of the study (Pollock, n.d.).

The final type is the unstructured interview. In this type of interview, the questions are asked without any prior preparation. A distinctive feature of the unstructured type of interview is the free conversation. In this case, the interviewer can start the dialogue with an introduction to the topic and depend on the respondent's reaction and his/her answers ask leading questions that reveal the research topic.

Taking into account all the above features of different types of interviews, the author chose the semi-structured interview type. This method can be used as the main source of data due to its flexible structure, as well as a preliminary understanding of the direction of the interview itself. Semi-structured interviews involve preparation, as well as the evaluation of certain aspects such as location and time. The author chose this type of interview to get a professional assessment and additional information about the company, as well as the prospects of implementing artificial intelligence.

Also, the chief executive officer and the head of the marketing department of We Are The Planet company was chosen as a respondent, because his expertity, as well as the assessment of the company's capability, is the most objective in the study.

3.3 Data analysis

Data is an invaluable source of information if properly analyzed and processed. Many different approaches help to implement the most correct analysis (Intellspot, n.d.).

According to Seidel (1998), qualitative data analysis is a non-linear process that requires detailed analysis and decision-making depending on the context of the study.
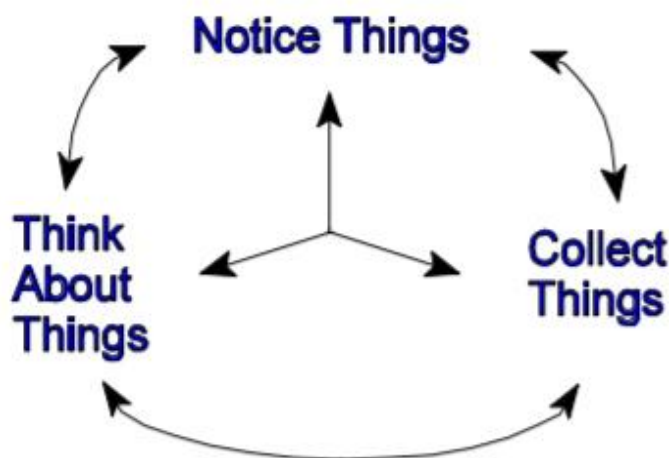

Figure 6. Qualitative data analysis process (Seidel, 1998)

As follows from Figure 6, the process is non-linear. This process has several characteristics, which are shown below.

- Interactive. The process is interactive as well as progressive because of the cyclical nature of the process itself. There is a moment of rethinking as well as a reevaluation of the data at the moment of research. Some data may be perceived differently at the end of the study and may be interpreted differently depending on the information and sources added.
- Recursive. This process can also be recursive, as one part of the study can return the researcher to the previous part due to additional data.
- Holographic. In this case, the process displays a holographic connotation in the sense that each step of the process contains the whole picture of the

As mentioned earlier, there are many methods for conducting data analysis. The choice of data analysis method in a qualitative depends on specifics of the stud. After making a detailed assessment of the data and sources used, as well as the purpose of the study, the author decided to focus on the content analysis method.

Content analysis based on case studies and generally on individuals such as a specific group of people, a company, and so on. Content analysis provides an opportunity to take an in-depth look at the nature of the study. In this case, the main focus is quite narrow, which allows the researcher to obtain competent data and not go beyond the research questions and a clear topic.

This type of analysis should be used when the research framework is quite narrow and the study has a clear context as well as purpose. It is also the most appropriate method within contextual conditions, as they are considered relevant within the framework of the phenomenon under study. Since one of the sources of information is the interview, this method is also the most appropriate. This method allows you to analyze the information obtained from the interview by digitizing the audio material and then dividing it into specific parts in detail (Baškarada, n.d.).

Given the peculiarities of this method of analysis, the choice of units and categories of analysis is necessary. In this case, this understanding is necessary to make the coding. The units of analysis can depend on various aspects as number of respondents, their age, position, and so on the units of analysis are certain aspects that appear in the research topic and directly reflect the purpose of the interview. For a detailed analysis, it is necessary to have a clear coding of the main aspects of

the interview. This is necessary to clearly distinguish the topics as well as the factors that influence the results of the interview and the study as a whole.

An equally important aspect of content analysis is the setting of coding rules. In this case, it is necessary to encode the text and categorize it.

3.4 Plan for research quality

To obtain reliable results and conduct a successful study, proper data collection, as well as introspection and analysis, is necessary. The choice of data sources should be justified based on the characteristics of the study.

According to Leung (2015), validity in qualitative research refers to the concept of relevance. The author believes that validity refers to the relevance of the research objectives, the correctness of the chosen methodology, data analysis, and conclusions in the context of the study.

"The choice of methodology should allow the findings/phenomena to be discovered in an appropriate context so that they are valid, taking into account cultural and contextual variables." (Leung, 2015).

The process of assessing the validity of the data depends on the stage of the study as well as the part. For example, theoretical data sampling forms the theoretical basis from which further arguments and key findings are derived. To analyze the validity of the information and the result the author used a triangulation method. This method aims to verify the results that have been obtained during the study considering different methods of collecting information such as interviews or questionnaires (Nightingale, 2009).

Triangulation allows considering an issue from different perspectives, which allows coming to a general conclusion based on information obtained from different sources. Given the specifics of the study, the author used information from verified sources through detailed analysis, as well as comparisons in sampling. This allowed us to focus on verified information and reflect this data in the study.

Critical appraisal is the most appropriate aspect, given the peculiarities of the study. It is also important to note that the information used in this study is also derived from interviews, which allows for comparing data from academic sources and the professional evaluation of the respondent. Based on the information obtained, a critical comparison, as well as analysis, should be made.

So, in order for the study to be solid, a plan was formed. First of all, the author was focused on obtaining the knowledge base on which the study as a whole will be formed in the future. After selecting the literature and obtaining sufficient information, the author needs to choose a specific method of collecting and analyzing information. The next step is to prepare for the interview and conduct it in accordance with ethical requirements. Based on the information obtained, final conclusions are made.

3.5 Ethical considerations

The human factor is central to research for these reasons, and it is especially important to consider ethical considerations. Research ethics focuses on the analysis of ethical issues that may arise during the research (Resnik, 2020). Three main purposes of ethics that apply to research have been identified:

- Protecting research participants. In this case, respondents, stakeholders, and groups of people who were involved in the study are considered.
- To respect the interests and motivations of the stakeholders and society at large.
- To review and scrutinize the research activities from an ethical perspective. This aspect includes data confidentiality, consensus building, and adherence to agreements.

Ethical issues or misunderstandings may arise during the research process related to the wishes of the participants, anonymity, honesty of the research activities, and so on. It is important to note that in this study the above aspects were observed and the ethical framework was structured as follows:

- The respondent was familiarized with the research topic and questions before the interview. This allowed to make sure of the topic and intentions, as well as to prepare for the interview to improve the results of the study

- The topics and questions in the interview did not touch on personal topics that are relevant to the respondent. The interview was conducted in a professional setting and focused on the topic of the research.

- The wording of the questions was correct from the point of view of the research topic and technology without additional information about the company. This aspect was taken into account because of confidentiality, which is a priority.
- Before the interview, all points were clarified regarding the publication of the study and the use of the results of the interview as a source of information

This study also includes secondary data in the literature review section and other parts of the research as well. The resources used have been mentioned with all the necessary data concerning the authors of the sources in the reference section.

4. Results

This chapter presents the key findings that emerged from the interviews. The key findings, as well as the conclusions, have been divided into certain parts to more accurately reflect the results.

4.1 Process

So, this chapter demonstrates the findings from the interviews, as well as the process of analyzing the information. This chapter also includes information about the secondary data, which were considered in the study as a theoretical basis. These data also play a significant role in the conclusion of the findings and the analysis of the interviews because they are reliable sources.

As mentioned in the methodology part, the author used a semi-structured type of interview and the chief executive officer and the head of the marketing department of We Are The Planet was chosen as the respondent. To reveal the main topics during the interview, as well as to include phasing and logic, the author prepared key questions in advance. It is important to note that the questions were divided into specific topics related to the research. Given the characteristics of the company, as well as the market, the interview was structured as follows:

- Introduction to the topic. In this part, the author tried to convey the main functions of AI technology, as well as the key advantages and disadvantages of this technology.

- The next part of the interview was aimed at analyzing the Russian advertising market. In this part, the key objective was to get the respondent's opinion about the relevance of technologies used in the market, as well as channels and consumer behavioral characteristics.

- Also, one of the main parts of the interview was a segment covering We Are The Planet and Artificial Intelligence and the tools that can be useful and the prospects for using Artificial Intelligence.

To make the most precise possible analysis, the author has highlighted the main themes and quotations that were touched upon in the interview. Given the interview structure, the author displayed the main themes and quotes in the table based on which the content analysis was carried out

Key Topics	Citations
Digitalization	«There are no considerable differences in comparing the Russian and Western markets. Both markets are digitalized and use similar channels of communication. Channels such as TV are obsolete in both markets, and there is a tendency to collaborate with Influencers and bloggers in both markets as well.»
Advertising campaigns design	«Advertising companies are designed better on the Russian market. This can be seen on the sites and in the construction of sales funnels.»
Technology in the Russian market	«High level of technology in terms of using tools for promotion. Sophisticated methods of the customer journey are used. More resources are invested in the digital sphere than in the TV or print sector, as in the European, and Western markets. The Russian market has a highly developed IT level, for these reasons the advertising sector in Russia adapts well to new technologies.»

Technology for We Are The Planet	«To better understand the customer, it is necessary to run CRM bases. This is also necessary for direct communication as well as subscriptions, in the future, the exit to direct sales.»
Analysis of information	«Perhaps AI will also provide an opportunity to know more about the customer. It will help us better understand who our customers are and their behavioural traits and help us divide them into smaller groups.»
Implementing	«In terms of financing and adapting the implementation of platforms, it is difficult to predict anything. AI can help analyze product sales, which product will be more relevant to this or that group of customers, and so on.»
Advantages	«First of all, AI can be helpful in terms of quickly forming and testing hypotheses. For example, before product release, demand forecasting.»
Data collection	«Artificial Intelligence will be practical in analyzing customer requests and studying needs. A key advantage for We Are The Planet is data collection, in my opinion.»

Table 1. Frequently considered topics of the interview

The main method for analyzing interviews is content analysis. Given the specifics of this method, the author defined the level of analysis, which includes the coding of keywords that were present in the interview for formalization. Using algorithms and an information processing system based on the method of content analysis, the author identified key categories related to the research. After identifying key phrases and determining their level of relevance to the research questions, the author coded them and displayed them in a Table 2.

Keyword	Context	Code
Digitalization	Innovative marketing tools in the Russian market	D1
Digitalization	Adaptation of CRM platforms	D2
Digitalization	Connecting new communication channels	D3
Analysis of data	Better understanding of key customer needs	A1
Analysis of data	New segments	A2
Analysis of data	Sales	A3
Analysis of data	Behavioural traits	A4
Products	New categories	P1
Products	Packaging changes	P2
Testing	Hypothesis making	T1
Testing	Product Development	T2
Testing	Different channels of communication with the customer	T3

Table 2. Content Analysis

The data obtained during the interviews and analyzed with the help of content analysis helped to highlight the key information regarding the opinion of the expert more clearly. On the basis of these results, further conclusions about the topic of the research are drawn.

4.2 Suggested applications of AI in We Are The Planet

By analyzing the data based on the interview and its transcription and coding, the main benefits were identified, and the potential tools of AI that are relevant in marketing and advertising for We Are The Planet. During the data collection process, the interviewee reflected clear ideas about which points of view artificial intelligence would be more likely to apply. For clarity and structure, the author has divided the essential Artificial Intelligence tools described in this chapter.

Data collection

With the advent and use of digital media, large amounts of data have increased, allowing marketers to explore many new channels. It is important to note that this fact has also led to an oversaturation of data and has made selecting and processing data more difficult.

According to the interviewee's assessment, the main strength which has to be in We Are The Planet's marketing structure is data analysis. In this case, the company will better understand its customer, fundamental needs and desires. ("To this day, defining the target audience is done through human analysis"- Int.1)

The respondent also emphasized the use of databases with information about customers, which will include all the information with contact details such as phone number, mail, address, purchase history within site, and so on.

Since it takes a lot of time to gather information, Artificial Intelligence tools can also be used to delegate responsibilities. The We Are The Planet marketing team can focus on other tasks while Artificial Intelligence collects customer metrics.

It is important to note that the company uses mainly online channels for sales and communication with the client, such as social networks (Instagram, VKontakte, Facebook) and the website where clients leave personal information. Based on this information, the AI will be able to handle the analytical part of the information collection and compile individual categories based on the collected data. Categories can display contact information about customers and classify customers according to age groups, gender, place of residence, etc.

This information may be the strongest driver for We Are The Planet. First and foremost, detailed customer information will help generate content that is most likely to reflect the interests of the target audience. Also, given the statistical information, it is possible to choose the right channels of communication with the client, taking into account the target audience's behavior.

Testing marketing hypotheses before launch in We Are The Planet

Testing marketing hypotheses is also a significant benefit for the company. Given the information gathered by AI, it is possible to build more precise strategies.

There are several steps in deducing hypotheses, such as:

- Hypothesis Formulation
- Checking
- Collection of data
- Analysis of the findings

First of all, hypothesis formulation and the use of human power can make the hypothesis subjective because it will be based on one person's conclusions. To increase objectivity. It is possible to use AI tools that can verify and collect information.

Based on the testing and then on the results of the hypothesis, marketing professionals must make a conclusion based on the data. This tool is also helpful for the company in terms of cost savings. Hypothesis testing can take more time as well as financial costs.

("Hypotheses can be hypothesized and tested regarding new product launches and new channels for communication with customers."-Int1)

Data analysis

Given the peculiarities of artificial intelligence, it is also applicable and important in terms of data analysis. As revealed earlier, it will be important for We Are The Planet to gather information. In addition to this process, data analysis can be established for greater automation as well as data accuracy. According to secondary data, it is accepted that neural networks work well with simple data such as images. At the same time, the function of data analysis depends on the AI algorithms the processes, and the level of independent decision-making.

The level of AI data analysis depends on internal indicators that have been pre-designed and pro-grammed.

Data analysis and data collection have similar mechanics in terms of automation. The two pro-cesses can be closely linked. In the first step, data regarding customers can be collected. The sec-ond step is to analyze the data, which can identify a new target group, a vital age of the customer, and so on. Considering these features, it is possible to analyze which channels have the most com-munication with the customer, which channel represents the interests and values of the target au-dience, etc.

Production and Sales

("The sales and production process could also be significantly improved."- Int.1) In this case, the sales process can be more accurate through target audience analysis and sales channels. Based on the data analysis that AI algorithms perform, it becomes possible to sell differently, namely:

- Targeting ads accurately.
- Communicate and sell products depending on the audience and its peculiarities in one sales channel or another.
- Acquire new points of sale depending on the similarity of the target audience with the au-dience WE Are The Planet.

Data collection and analysis can certainly be extended to new markets. Given this information, it will be easier for companies to integrate into foreign markets knowing precisely who the customer is and how to meet their needs. Equally important is the factor of awareness of the channels and outlets that are a priority for the audience in the new market. In other words, within marketing and We Are The Planet, AI significantly reduces the risks associated with miss focusing on the tar-get audience and their preferences.

The respondent also pointed out the importance of AI in product production. Today, We Are The Planet is striving to expand its range and lines of cosmetic products. In this case, it is essential to have analytics that shows which products will become potentially successful and marketable and which will not. The AI can analyze the sales of all the company's products and determine which

sells the least. Based on this information, there is a greater understanding of the priorities and needs of customers so that the products with the lowest sales and similar products can be modified or replaced with higher priority products for customers.

4.3 Main resources

This part covers the resources needed for We Are The Planet according to secondary data and interviews.

Based on the secondary data, the cost of adopting AI depends on various factors. First of all, AI can be created specifically for the company, taking into account the organization's characteristics, size, and direction. All the tools can also be customized depending on the essential requirements and needs. This option is more expensive but provides more features. ("I am not sure of the exact amounts needed to apply AI to a company, but I am sure that it is costly in adaptation."- Int.1)

On the other hand, there is also the possibility of connecting services incorporating AI features. The list of services, as well as their predestination, is shown in Table 3 according to Aero (2021).

Name of Service	Key functions
Signum.AI	Analyzing and detecting micro-segmented audiences, creating ad creatives, and automating the launch of a campaign on Facebook.
GrowthBar	Creating text material with the help of a neural network.
Albert.ai	Implementing and running A/B tests, finding the target audience, and planning the budget and time for the advertising campaign.
Net-Results	Dividing the audience into clear segments, creating a marketing mailing for each segment individually.
Chatfuel	Launching personalized chatbots on Facebook.

Table 3. Services with AI tools

The cost of these AI services is much lower than the creation of artificial intelligence. The difference is the difference in function and accuracy of research. AI services platforms provide narrowly focused services but need to be analyzed before use. The analysis is necessary to select a service

with the organization's features. The financial component of the company is also an essential factor. It is possible to use several services to increase the efficiency of marketing campaigns.

Also, a vital resource is a team that adapts and adjusts the Artificial Intelligence before and during use. According to the respondent's findings, one IT team is not enough to develop an AI startup. In this case, the work must be done with marketing specialists and AI specialists together. This involves working out and testing the necessary functions that AI algorithms perform.

4.4   Business perspectives

The interviewee agreed that AI technology has undoubtedly impacted modern business and has replaced previously used technologies. ("Artificial Intelligence combines many technological tools, making it unique in today's market."- Int.1). Many companies are seeking to adopt this technology and use systems that incorporate some of the tools of AI.

("Many large Russian companies are already using artificial intelligence as a marketing tool."- Int.1) According to the growth of digitalization in the Russian market, adapting artificial intelligence is becoming more realistic and in demand. Today AI is used in medicine and science and is rapidly adapting in business. Based on the expert opinion of the respondent, AI can also be used in various areas of business such as sales, manufacturing, management, and so on.

According to the respondent, there are several areas in the AI industry that are the most in-demand and have a wide range of applications. The aspect that the respondent mentioned most often relates to the Analysis of data and Testing. These two functions can also be used in the media sector and medicine, education, and business.

5. Discussion and conclusions

This chapter reveals the critical purpose of the study, which is reflected in the research questions. Moreover, this part will show the practical value of the research for We Are The Planet. Also, in this chapter, certain limitations, which the author set for the clarity of the study, as well as recommendations for future research, are considered.

5.1 Answers to the research questions

The key objective of this study is to identify and analyze AI tools that are most relevant and useful in marketing for We Are The Planet. Based on the purpose of the study, the author developed research questions to gain an in-depth understanding.

RQ1: How is artificial intelligence used in the market, and how does it influences marketing?

As a result of data analysis, it was found that artificial intelligence has a wide range of applications. It is used in medicine, education, scientific research, applied in the creation of smart cities, in the manufacturing sector, and cybersecurity. AI's proliferation began in the Covid-19 period when pre-programmed algorithms detected infection detection using tomography.

Artificial Intelligence is used in marketing to create more observations, collect, and analyze data. Artificial Intelligence affects marketing in terms of speed and automation of processes. Some time ago, it took more time to implement specific marketing actions. The critical impact of AI on marketing is that marketing campaigns are faster and more straightforward. Today, fewer people are needed because AI algorithms can do a large amount of work. Another important aspect is the efficiency of marketing campaigns. By collecting and analyzing AI data, it is possible to generate the right content, methods, and channels of promotion for a specific target group.

Artificial Intelligence provides opportunities to transform the dynamics of the marketing industry and the advertising industry as a whole. Artificial Intelligence focuses on simulating human intelligence through programmed algorithms in the advertising industry. This process is achieved through the assimilation of data to implement decision-making and behavioral models. Some of the primary outcomes of the influence of AI include:

- Sophisticated and well-targeted advertising
- It accelerated decision-making.
- Influencer and content identification
- Personalised brand encounters

RQ2: Which infrastructure and resource features should be evaluated when implementing AI?

According to the results, the resources required to implement AI varies depending on the scale of functions that the company needs. Artificial Intelligence requires significant computational resources, as well as costs that relate to infrastructure. One of the most important aspects is the peculiarities of infrastructure, namely which infrastructure is more appropriate in terms of development, application, and performance speed. Equally important is the risk assessment of the implementation in terms of the financial component, as well as the functional.

- High computing power is one of the key factors in adopting machine intelligence technology. This is necessary to fully realize the function of the technology. For this reason, an organization needs a high level of computational performance resources, which include processors.

- The network infrastructure must also be developed to a high level. Artificial Intelligence algorithms are closely related to communication and information gathering. A low-latency, high-traffic network is necessary for the technology to work without interruption.

- Data security is also required. AI algorithms store and analyze large amounts of information. This information may consist of private client data, so it must be kept from leaking. It is also important to note that if the data security is poor, it may include incorrect or outdated information. This may lead to wrong analysis and the launch of false advertising campaigns.

These aspects are essential in terms of favorable conditions for adopting AI. Also, as revealed from part of the results, the resources needed for AI include a competent team of professionals who technically maintain and configure the AI. Also, a precise analysis of financial resources and an understanding of the necessary AI tools for the company are needed for implementation.

RQ3: How can the Russian company We Are The Planet use artificial intelligence in marketing?

Based on the opinion of the head of marketing in We Are The Planet, AI can help organizations in many important aspects of marketing. As revealed in the results, the main functions of AI that a company can use are:

- Collecting data from social media
- Analyzing and structuring information
- Testing of marketing strategies and identification of the most appropriate ones

Among the main benefits of AI for We Are The Planet is creating and identifying target groups. At this stage, the company collects information and analyses it using surveys and social media audience analysis. AI can automate this process and make it as accurate as possible. Based on the information received and the customers, it is possible to generate more specific content that is most likely to entice the audience and encourage them to purchase. It is also possible to develop new selling points depending on the target audience and their preferences. When developing new products, AI can also be helpful by analyzing customer preferences and identifying the most marketable products.

5.2 Practical implications

Given the mechanics and capabilities of this technology, it is undoubtedly beneficial. From the marketing point of view, it is a powerful tool, the adaptation of which can establish a relationship with customers and increase loyalty and sales. Adaptation of this technology is affordable but requires a detailed preliminary analysis and assessment of the need.

AI tools can protect an organization from financial advertising losses. First of all, it is beneficial from the point of view of analyzing the effectiveness of advertising channels. A company can be unnecessarily focused on the wrong track and direct financial resources and marketing campaigns. AI focuses on analysis, increasing the chances of avoiding mistakes and saving the organization's resources. This technology has great potential and growth. It is predicted that AI will have more useful tools for different areas.

As discussed in the study, AI may be available at this stage, thereby enabling many business organizations to adopt this technology. For the management of the internal structure of the company, the technology is also relevant, because it allows to analyze the work of employees and intelligently distribute tasks, as well as time.

5.3 Assessment of the process and research quality

The study was conducted with plans, objectives and was achieved in stages. All interview and information gathering processes were planned and prepared in order to achieve the most positive

results. A particularly important part of the research was the demonstration of a plan that was as close to reality as possible given the particularities of We Are The Planet. The information from the interviews reflected the key motivations and goals of the company. The main difficulty is the accurate assessment of the technological part, as the IT sector of the company is not focused on the implementation of technology similar in structure to the AI. For these reasons, there may be additional investments when implementing the technology. We Are The Planet may focus on additional training for the IT sector or work with specialists in the AI sector.

A major improvement that could affect the outcome of the study is the collection of information from outside experts in the field of AI. This could help to create clearer realities. Regardless of this aspect, the information that was gathered from the interviews helped in the mapping and compilation of the results as well as the key findings. The process of collecting information was complex in terms of sorting the data and selecting the correct sources.

Through comparison and triangulation analysis the author was able to find a sufficient number of sources. The reason for this may be the relatively recent growth of the trend towards digitalization in the Russian market.

5.4 Limitations of the research

This study, as well as the analysis of the Russian market and the possibility of adapting the technology, were initiated before the military actions and changes in the situation of the Russian market in general. Also, one of the critical aspects is the predictive nature of the study, which may not coincide with the real needs and plans of We Are The Planet.

Even though the respondent is an expert in marketing and is a manager in the studied company, and the data were analyzed and collected based on the structure and correct execution, there can still be inaccuracies in terms of prediction and identification of the main advantages for the company. The feasibility of adopting AI to We Are The Planet can depend on many factors such as political, economic, financial, and so on. Also, one factor influencing the study is the author's lack of competence in technological and computer processes. On the other hand, the author obtained a sufficient amount of knowledge in the study from literature sources that are verified and accurate.

5.5 Recommendations for future research

Artificial Intelligence technology can be developed and applied to many areas and businesses. This study focuses on the potential applications of AI in marketing and in the specific company We Are The Planet.

Long-term research can focus on the practical application of AI tools to a company. By deducing hypotheses and testing, it is possible to fully understand which AI tools can be implemented and adapted to the company.

Since this research has focused on functions that are useful in marketing, future research may also focus on applying technology in other company departments. Consideration of the adoption and application of AI in the sales segment may also be relevant and valuable to the company.

It is also possible to consider AI tools in the management of We Are The Planet as a whole. AI is a useful tool for automating processes, as well as for controlling the quality of work performed by employees in all departments of the company. In other words, future research could focus on adapting and considering the functions of technology more broadly.

References

Baškarada, S. (n.d.). Qualitative Case Study Guidelines.
https://apps.dtic.mil/sti/pdfs/ADA594462.pdf

Biswal, A. (2022, May 16). AI Applications: Top 14 Artificial Intelligence Applications in 2022. Sim-
plilearn. https://www.simplilearn.com/tutorials/artificial-intelligence-tutorial/artificial-intelli-
gence-applications#what_are_the_applications_of_artificial_intelligence

Briganti, G., & Moine, O. (2020, February 5). Artificial Intelligence in Medicine: Today and Tomor-
row. Frontiers in Medicine. https://www.frontiersin.org/articles/10.3389/fmed.2020.00027/full

Bump, P. (n.d.). The Marketing Trends of 2022 [New Data]. Hunspot. https://blog.hub-
spot.com/marketing/marketing-trends

Carroll, A. (2021, April 21). What is a Digital Transformation in Marketing? Boston Digital.
https://www.bostondigital.com/insights/what-digital-transformation-marketing

Cvitanović, P. L. (2018, October). New technologies in marketing as competitive advantage. In Pro-
ceedings of the ENTRENOVA-ENTerprise REsearch InNOVAtion Conference (Vol. 4, No. 1, pp. 266-
274). https://hrcak.srce.hr/ojs/index.php/entrenova/article/view/13907/7016

Diolette. (n.d.). How to leverage AI in marketing: three ways to improve consumer experience.
https://www2.deloitte.com/si/en/pages/strategy-operations/articles/AI-in-marketing.html

Donnellan, B. M., & Lucas, R. E. (2013, March). Secondary Data Analysis. Oxford Handbooks
Online. https://www.oxfordhandbooks.com/view/10.1093/ox-
fordhb/9780199934898.001.0001/oxfordhb-9780199934898-e-028

Duck, S. (2019, July 2). Artificial Intelligence. Harvard Data Science Review. https://hdsr.mit-
press.mit.edu/pub/0aytgrau/release/2

Experiential Marketing, Defined — and Examples to Inspire You. (2019, March 27). Eventbrite US Blog. https://www.eventbrite.com/blog/experiential-marketing-definition-ds00/

Floridi, L. (2016). The 4th revolutionL how the info sphere is reshaping human reality. Oxford: Oxford University Press.
https://governance40.com/wp-content/uploads/2018/12/Luciano-Floridi-The-Fourth-Revolution_-How-the-infosphere-is-reshaping-human-reality-2014-Oxford-University-Press.pdf

Fridman, A. (n.d.). 10 Examples of AI in MarketingThe future is now: here's how science fiction technology assists marketers in the real world today. Inc. https://www.inc.com/adam-fridman/10-examples-of-ai-in-marketing.html

Gartner. (2019, January 21). Gartner Survey Shows 37 Percent of Organizations Have Implemented AI in Some Form. https://www.gartner.com/en/newsroom/press-releases/2019-01-21-gartner-survey-shows-37-percent-of-organizations-have

George, B., Gillis, A. S. (2021, June 14). Turing Test. SearchEnterpriseAI. https://www.tech-target.com/searchenterpriseai/definition/Turing-test

Greenfield, D. (2019, June 19). Artificial Intelligence in Medicine: Applications, implications, and limitations. Science in the News. https://sitn.hms.harvard.edu/flash/2019/artificial-intelligence-in-medicine-applications-implications-and-limitations/

Grudzewski, F., Awdziej, M., Mazurek, G., & Piotrowska, K. (2018). Virtual reality in marketing communication–the impact on the message, technology and offer perception–empirical study. Economics and business review, 4 (3), 36-50.
https://sciendo.com/pdf/10.18559/ebr.2018.3.4

Harkut, D. G., & Kasat, K. (2019). Introductory chapter: artificial intelligence-challenges and applications. In Artificial Intelligence-Scope and Limitations. IntechOpen.
https://www.intechopen.com/chapters/66147

History of Artificial Intelligence. (n.d.). Council of Europe. https://www.coe.int/en/web/artificial-intelligence/history-of-ai

Hofstee, E. (2019, July 4). What are the infrastructure requirements for Artificial Intelligence? Leaseweb. https://blog.leaseweb.com/2019/07/04/infrastructure-requirements-ai/

How Great is VR in Marketing? A Deep Dive. (2021, November 19). Program-Ace. https://program-ace.com/blog/vr-in-marketing/

IBM. (n.d.). What is artificial intelligence in medicine? https://www.ibm.com/topics/artificial-intelligence-medicine

Ittaqullah, N., Madjid, R., Suleman, N. R. (2020, March 3). The Effects Of Mobile Marketing, Discount, And Lifestyle On Consumers' Impulse Buying Behavior In Online Marketplace. International Journal of Scientific & Technology research volume file:///C:/Users/Asus/Downloads/The-Effects-Of-Mobile-Marketing-Discount-And-Lifestyle-On-Consumers-Impulse-Buying-Behavior-In-Online-Marketplace2019.pdf

Jain, P., & Aggarwal, K. (2020). Transforming marketing with artificial intelligence. International Research Journal of Engineering and Technology, *7*(7), 3964-3976. https://www.researchgate.net/profile/Piyush-Jain-4/publication/343262528_Transforming_Marketing_with_Artificial_Intelligence/links/5f201eee299bf1720d6acfd4/Transforming-Marketing-with-Artificial-Intelligence.pdf

Karpova, S., & Turbanov, K. (2019, October). Evolution of technologies in marketing: leading trends. In 4th International Conference on Social, Business, and Academic Leadership (ICSBAL 2019) (pp. 113-122). Atlantis Press. file:///C:/Users/Asus/Downloads/125921011.pdf Ustinova,

Kassu, K. J. (2019). Research Design and Methodology (Evon Abu-Taieh ed.). Kassu Jilcha Sileyew. https://doi.org/10.5772/intechopen.85731

Kurkov, I. (2015, January). Peculiarities of the Russian Advertising Market and Prospects of its Development. International Scientific and Research Journal. https://research-journal.org/economical/osobennosti-reklamnogo-rynka-rossii-i-perspektivy-ego-razvitiya/

Lee, L. (2020, May 8). What is conversational marketing and why do brands need it now? IBM. https://www.ibm.com/watson-advertising/thought-leadership/what-is-conversational-marketing

Leung L. (2015). Validity, reliability, and generalizability in qualitative research. Journal of family medicine and primary care, 4(3), 324–327. https://doi.org/10.4103/2249-4863.161306

Lindecrantz, E., Pian Gi, M. T., & Zerbi, S. (2020, April 28). Personalizing the customer experience: Driving differentiation in retail. McKinsey & Company. https://www.mckinsey.com/industries/retail/our-insights/personalizing-the-customer-experience-driving-differentiation-in-retail

Luenendonk, M. (2022, October 9). 18 Best Marketing CRM Software for Businesses in 2022. FounderJar. https://www.founderjar.com/best-marketing-crm/

Marvin, R. (2018, November 12). 10 Steps to Adopting Artificial Intelligence in Your Business. PCMag. https://uk.pcmag.com/small-business/87232/10-steps-to-adopting-artificial-intelligence-in-your-business

McCarthy, J. (2004, November 24). WHAT IS ARTIFICIAL INTELLIGENCE? Stanford University https://borghese.di.unimi.it/Teaching/AdvancedIntelligentSystems/Old/IntelligentSystems_2008_2009/Old/IntelligentSystems_2005_2006/Documents/Symbolic/04_McCarthy_whatisai.pdf

Nightingale, A. (2009). International Encyclopedia of Human Geography. Science Direct. https://www.sciencedirect.com/science/article/pii/B9780080449104005526

Optimove (2020, July). CRM Marketing Definition: CRM Database & Automation Software, Optimove Learning Center. https://www.optimove.com/resources/learning-center/crm-marketing

Pottle, J. (2019). Virtual reality and the transformation of medical education. Future healthcare journal, 6 (3), 181. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6798020/

PWC. (n.d.). No longer science fiction, AI and robotics are transforming healthcare. https://www.pwc.com/gx/en/industries/healthcare/publications/ai-robotics-new-health/transforming-healthcare.html

Ramyalg, J. (2022, January 19). Artificial Intelligence in Marketing: Boost the Growth in 2022. MobiDev. https://mobidev.biz/blog/artificial-intelligence-ai-marketing-use-cases

Resnik, D. B. (2020, December 23). What Is Ethics in Research & Why Is It Important? National Institute of Environmental Health Sciences. https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm

Seidel J., V. (1999). Qualitative Data Analysis. http://eer.engin.umich.edu/wp-content/uploads/sites/443/2019/08/Seidel-Qualitative-Data-Analysis.pdf

SITN. (2012, July 3). Artificial intelligence: Will computers pass the Turing test by 2029? Does it matter? Science in the News. https://sitn.hms.harvard.edu/flash/2012/ai/

Shore, J. (2019, December 17). Back to Basics: What Are Landing Pages and How Do They Work? SmartBug. https://www.smartbugmedia.com/blog/back-to-basics-what-is-a-landing-page-and-how-do-they-work

Slingerland, C. (n.d.). The 8 best CRMs for marketing. Nutshell. https://www.nut-shell.com/blog/best-crms-for-marketing

Statista (2022, February 23). Social media marketing penetration in the U.S. 2013–2022. https://www.statista.com/statistics/203513/usage-trands-of-social-media-platforms-in-marketing/

Sulcas, A. (2019). Sender. 5 MMS Marketing Strategies & Use Cases. https://doi.org/10.23969/trikonomika.v18i2.2116

Williams, J. (2020, March 20). How does SEO really work? Digital Marketing Institute. https://digi-talmarketinginstitute.com/resources/podcasts/podcast-003-how-does-seo-really-work-joe-williams

Appendices

Appendix 1. Interview questions

Introduction to the topic

- Have you ever heard of using AI in marketing?
- What are the key functions and mechanisms of AI that you are aware of?

Analysis of the Russian advertising market

- What are the specifics of the Russian advertising market?
- What technologies or trends are most demanded in the Russian advertising market?
- Does the Russian population have distinctive behavioral traits when it comes to advertising campaigns?

We Are The Planet and AI

- What are the most relevant technologies for We Are The Planet in terms of promotion?
- What benefits can Artificial Intelligence bring to a company?
- What challenges might the company face in adapting AI in terms of funding and resources?