



Beyond Traditional Analytics: AI's Transformative Role in Marketing Intelligence and Customer Experience Optimization

Swetha Appaji Parivara (Presidency College, Bangalore, India), Prathima Shivakumar Pattada (Arkansas State University, USA), and Anasuya Sengupta (University of Engineering and Management, Kolkata, India)

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Abstract

In today's experience-driven economy, traditional marketing analytics no longer suffice as businesses seek deeper customer insights and more personalized engagement strategies. This paper examines how Artificial Intelligence (AI) transcends conventional analytics approaches, fundamentally transforming marketing intelligence and customer experience optimization. By analyzing AI's advanced capabilities in data processing, pattern recognition, and predictive modeling, we demonstrate how these technologies enable marketers to move beyond retrospective analysis toward proactive, real-time decision-making. The research explores how AI-powered systems leverage diverse data streams to generate actionable intelligence, forecast consumer behavior with unprecedented accuracy, and optimize customer journeys across multiple touchpoints. We conclude by proposing a strategic framework for organizations to effectively integrate AI into their marketing intelligence operations, ensuring both technological innovation and responsible practice in customer experience optimization.