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IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGY OF FINANCIAL SERVICES

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Abstract. The *purpose* of the article is to study the opportunities, advantages, and challenges of implementing artificial intelligence technologies in financial services marketing strategies, analyze practical areas of their use, and justify the feasibility of implementing AI as a tool for increasing the efficiency of interaction with customers, personalizing services, and strengthening the competitive positions of financial institutions in the digital era. The *methodology* is based on providing a comprehensive study of the problem, taking into account both theoretical foundations and applied aspects of implementing AI in the marketing activities of financial institutions. *The study's* findings confirm that the use of AI in financial institutions' marketing strategies has a positive impact on the effectiveness of service promotion, customer satisfaction, and company competitiveness. It was found that the most successful organizations are those that combine the technical excellence of AI with a focus on consumer needs. At the same time, the study proved to be necessary for further improvement of the regulatory environment, increased transparency of algorithms and development of ethical standards for the use of AI. AI tools used in the marketing strategy of financial services are considered, which are successfully used for the development of the financial sector. It is also advisable to implement mechanisms for auditing and quality control of the operation of the AI system. *Significance / Originality.* The research is a systematic approach to studying the role of artificial intelligence in the transformation of marketing strategies of financial institutions in the digital economy. The paper proposes the main applications of artificial intelligence in the marketing of financial services and the use of artificial intelligence in the marketing strategies of financial services. Along with this, this study shows the prospects for using the advantages and challenges associated with the implementation of artificial intelligence technologies in the field of financial services. The practical significance of the study lies in the possibility of using the findings of the study in developing strategies for the digital development of banking institutions, improving communications with customers, and increasing the level of personalization of financial services. Thus, the article contributes to a deeper understanding of the potential of AI in financial marketing, providing an analytical basis for making informed management decisions.

Keywords: artificial intelligence, marketing, financial services, personalization, automation, data analytics.

JEL Classification: G21, M31, O31, D83

1. Introduction

In today's world, artificial intelligence (AI) is playing a key role in transforming the financial sector. Its implementation in financial services marketing strategies is especially important, allowing for improved customer interactions, personalized offerings, and increased advertising campaign effectiveness.

Digital transformations are having a significant impact on the financial sector, with artificial intelligence playing a key role. The use of AI in marketing can improve strategy effectiveness, offer customers personalized solutions, and strengthen competitiveness in the market.

Marketing and artificial intelligence have become inseparable today. It is difficult to find an industry where they do not bring significant benefits. In this article, we will look at the use of artificial intelligence in the marketing strategy of financial services.

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Many scientists have studied the implementation of artificial intelligence in the marketing strategy of financial services. In her works, Proskurnina N. V. (Proskurnina, 2020) analyzed the concept of artificial intelligence in marketing and studied the key tools for its application. The features of the use of artificial intelligence technology in marketing activities were studied in their works by Ivanova I. V., Borovyk T. M., Zalozna T. G. and Rudenko A. Yu. (Ivanova, Borovyk, Zalozna, Rudenko, 2023; Gkikas, Theodoridis, 2019).

Studying the application of artificial intelligence (AI) in the financial sector of Ukraine, the authors Parubets O. M., Sugonyako D. O. and Seredyuk I. O. (Parubets, Sugonyako, Seredyuk, 2019) emphasize that AI is one of the most popular innovative technologies. However, along with numerous advantages, its use can lead to destabilization of the financial market due to the risk of cyberattacks.

In today's digital economy and growing competition in the financial services market, the introduction of innovative technologies, in particular artificial intelligence (AI), into marketing activities is of particular importance. AI not only changes traditional approaches to customer interaction, but also becomes a key tool for developing personalized, effective and adaptive marketing strategies. Given the high expectations of consumers regarding service quality, speed of service and data security, financial institutions are forced to respond quickly to new challenges. In this context, research into the possibilities and effects of introducing AI into financial services marketing is not only relevant, but also necessary to ensure the sustainable development of the industry and increase its competitiveness.

2. Main Areas of Application of Artificial Intelligence in Financial Services Marketing

In the financial sector, artificial intelligence is becoming a key factor in digital transformation. The use of AI allows financial institutions to optimize marketing strategies, increasing the efficiency of interaction with customers. In the context of growing competition and the need for innovation, the implementation of AI contributes to improving the level of service and developing new approaches to promoting financial services.

Artificial intelligence is a set of technologies that allow computers to perform a variety of complex tasks. These tasks include visual perception, understanding and translating spoken and written language, data analysis, recommendation generation, and much more. Artificial intelligence in financial services marketing strategy is used to analyze large amounts of data, automate processes, and improve customer interactions.

Artificial intelligence is transforming the way financial institutions communicate with their customers. Thanks to machine learning algorithms, big data analytics, and marketing automation, banks and insurance companies can develop more personalized and effective engagement strategies.

In financial services marketing, artificial intelligence is becoming increasingly important as technology advances and the amount of data that companies collect about their customers increases.

The main areas of application of artificial intelligence in financial services marketing are depicted in Figure 1.

A comprehensively integrated AI should not simply select products (for example, the “recommended” tab in an online store based on previous selections), but offer customers exactly what they need in a convenient interaction channel. That is, AI first collects, segments and processes data, and only then provides recommendations with a specific text and in the appropriate channel (Haydak, 2025).

3. Advantages and Disadvantages of Artificial Intelligence in Financial Services Marketing Strategy

The correct application of artificial intelligence (AI) in the marketing strategy of financial services leads to a number of advantages (Figure 2).

The constant development of new technologies such as artificial intelligence (AI), blockchain and big data presents new challenges for marketers. To remain competitive, companies need to respond quickly to these changes, invest in new technologies and train their employees.

Despite the obvious advantages, the use of artificial intelligence has its drawbacks. Users often prefer live communication, as interaction with a "soulless" machine can be unsatisfactory. In addition, the technology is still in its development stage and can sometimes make mistakes. Complete automation of any stage of a marketer's work is currently impossible, and artificial intelligence still requires human control and correction. Figure 3 depicts the disadvantages of using AI in the marketing strategy of financial services.

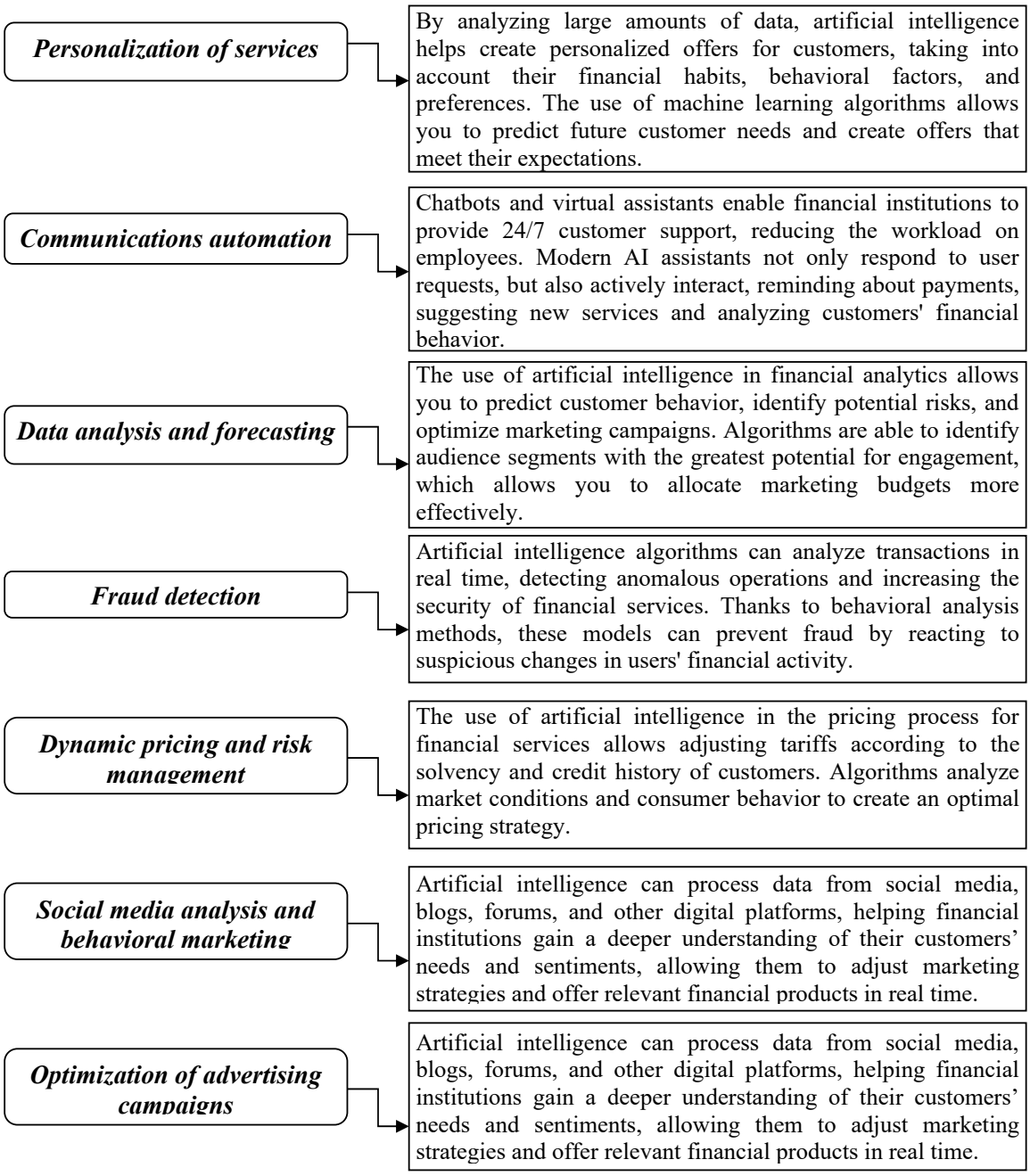

Figure 1. Main areas of application of artificial intelligence in financial services marketing

Source: Systematized, summarized and grouped by data (Talimonchuk, 2024; Haydak, 2025)

Digital marketing has long outpaced traditional methods, and AI tools for marketers have revolutionized the industry, taking it to the next level. This has benefited both parties: professionals have simplified their work in the digital environment, and consumers have received an improved service experience.

Figure 4 depicts the use of AI in financial services marketing strategies.

Today, there are many AI tools on the market that help professionals save time and resources. The marketing strategy of financial services uses AI tools that are successfully used for the development of the financial sector (Figure 5).

So, artificial intelligence (AI) has changed marketing, making it more effective and personalized. Although there are certain disadvantages, the benefits of AI are undeniable, companies are

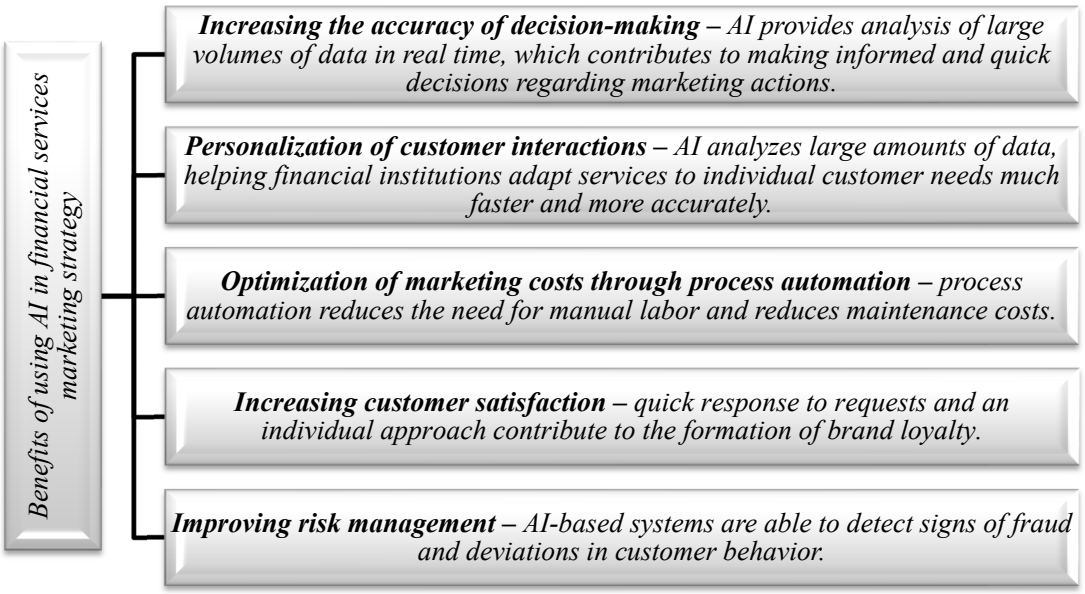

Figure 2. Benefits of using AI in financial services marketing strategy

Source: compiled by the author

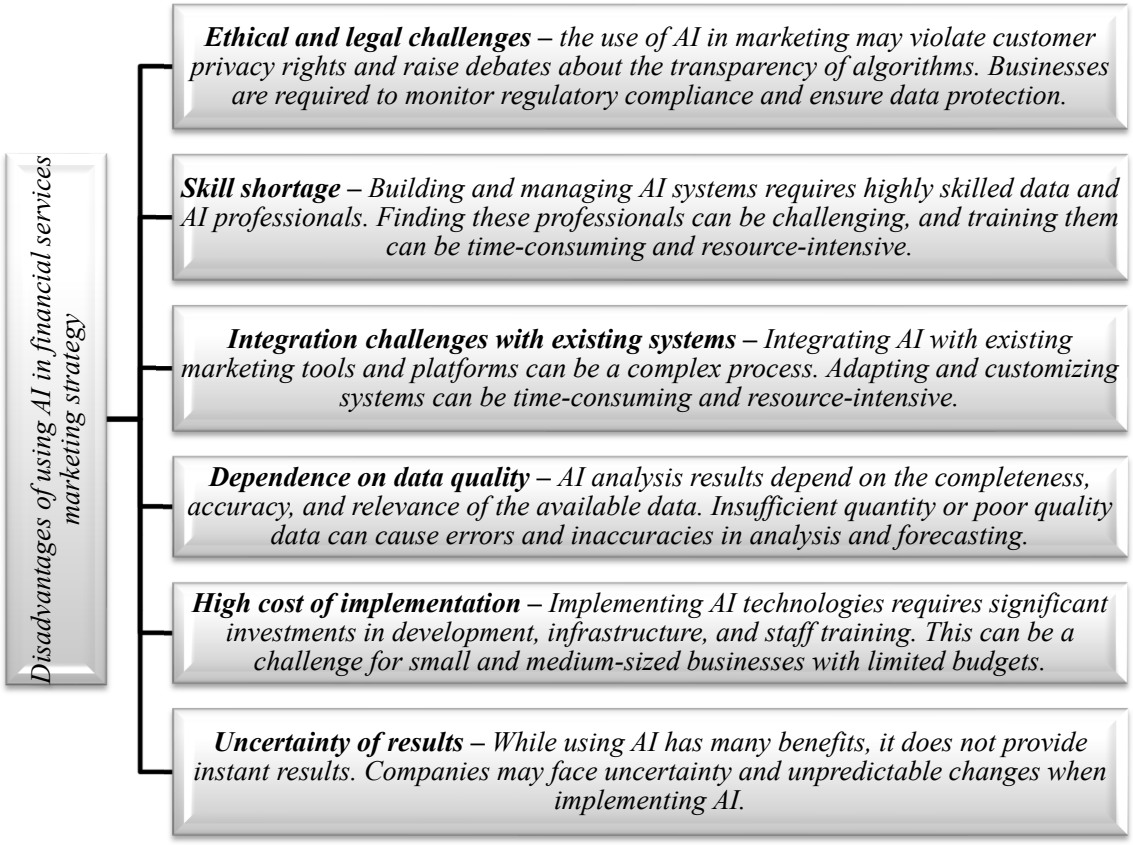

Figure 3. Disadvantages of using AI in financial services marketing strategy

Source: compiled by the author

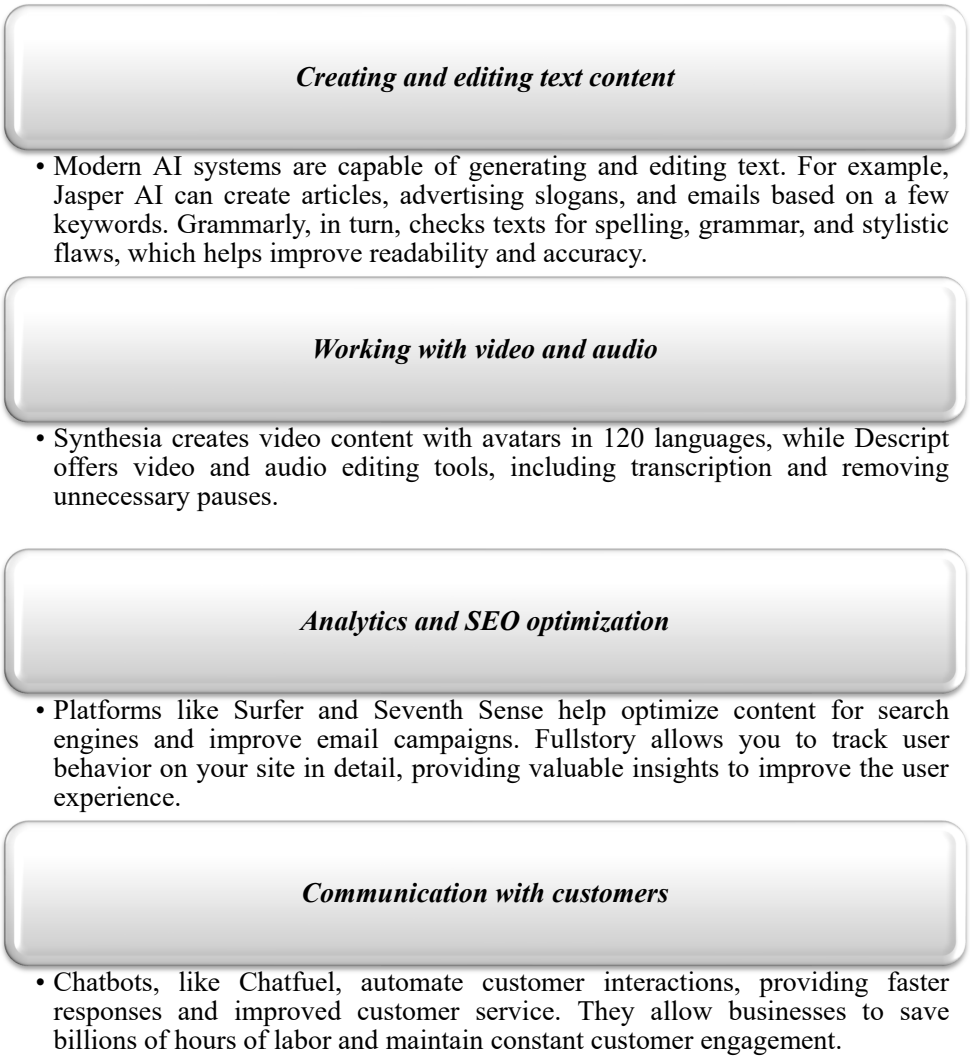

Figure 4. Using artificial intelligence in financial services marketing strategies

Source: (Artificial Intelligence in Marketing)

actively integrating these technologies into their strategies. AI tools for marketers allow them to optimize processes, improve customer interactions, and remain competitive in today's market.

5. Conclusions

Artificial intelligence is becoming an integral part of marketing strategies in the financial sector, ensuring accuracy, efficiency and personalization of customer interactions. At the same time, for successful implementation it is necessary to consider ethical aspects, data security and investments in the latest technologies.

Implementing artificial intelligence into financial services marketing strategies helps to increase the efficiency of business processes, personalize service, and improve the security of financial transactions. Despite certain challenges, trends in the financial sector indicate the growing role of AI in shaping the competitive advantages of financial institutions.

In the future, the use of artificial intelligence in financial services marketing will continue to expand, creating new opportunities for improving the effectiveness of customer communication, personalizing services, and strategically managing market interactions. One of the main prospects is the implementation of deep personalization, which is based on multi-level analysis of behavioral, social, and transactional data. This will allow financial institutions to predict customer needs even before they are formally formulated, ensuring an individual approach to each consumer.

Jasper AI	generates text based on several words.
Writer	improves finished texts by checking for grammatical errors and style.
Copy AI	creates content based on examples, including slogans and mottos.
Grammarly	checks texts for errors and style, suggests corrections.
GrowthBar	combines copywriting and SEO optimization.
DALL-E	creates hyper-realistic images on demand.
Midjourney	generates artistic images and modern art.
Synthesia	generates video content in 120 languages.
Descript	edits video and audio, including transcription.
LeadiQ	analyzes sales data and helps find a target audience.
Fullstory	analyzes user interaction with a web product.
Surfer	improves SEO optimization of content.
Seventh Sense	optimizes email campaigns.
Chatfuel	creates chatbots to automate customer interactions.
Meet Edgar	plans and automates social media posts.

Figure 5. AI tools are used in the marketing strategy of financial services

Source: (Artificial Intelligence in Marketing)

The use of predictive analytics and behavioral economics models will also see significant development, allowing marketing teams to more effectively predict customer reactions to product changes, pricing policies, or advertising messages. In particular, AI is expected to integrate with emotional analysis technologies, which will allow for deeper adaptation of content to consumers' emotional states.

An additional vector of development will be the development of omnichannel strategies, within which AI will ensure the consistency of company messages and actions across all communication channels – from mobile applications and websites to voice assistants and offline platforms. There will also be an increase in the role of adaptive marketing, based on the ability of AI to independently change strategies in real time depending on the market situation or changes in customer behavior.

In addition, the development of explainable AI is promising, which will contribute to increasing trust from customers and regulators by allowing a better understanding of the logic of AI decision-making. Combined with increasing standards of ethics and data protection, this will become the basis for a more responsible and sustainable use of AI in financial marketing.

Thus, the future use of AI in financial services marketing is associated with the transition from simple automated service to the creation of intelligent, adaptive, transparent and human-centered interaction systems that will ensure not only business results, but also long-term relationships with customers.

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