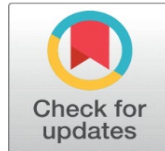


# AI-POWERED MARKETING STRATEGIES IN THE FINANCIAL SERVICES INDUSTRY

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DOI  
[10.29121/shodhkosh.v5.i1.2024.6305](https://doi.org/10.29121/shodhkosh.v5.i1.2024.6305)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

The development of AI systems is causing a significant change in marketing. AI offers a number of benefits, including increased efficiency, lower operating costs, enhanced customer service, highly personalized insight acquisition, and better customer service. Just as artificial intelligence has revolutionised financial services suppliers, it has also revolutionised marketers. Since AI has emerged as a key competitive advantage in financial advertising in recent years, it is crucial to have a solid knowledge of AI in the context of marketing and discuss the principles of AI utilisation in financial services. The goal of this research is to investigate AI and marketing from a theoretical standpoint and to provide a comprehensive explanation of the problem.

**Keywords:** Financial Services, AI, Fraud Prevention

## 1. INTRODUCTION

Artificial intelligence (AI) is being used more and more in marketing and other fields in the digital era. Through machine learning, AI gathers and rapidly finds pertinent data, supporting digital marketers with data processing, analysis, enhanced marketing automations, consumer personalisation, customer service creation, and time-consuming job management. Marketers may expand their awareness of buyer attitudes and purchasing patterns, connect users in fresh methods, and develop tailored marketing systems that provide real-time, tailored offers by enhancing machine learning and knowledge of clients.

Customised marketing efforts boost client trust and retention rates, which raises general consumer happiness and improves the customer experience. AI has become a crucial tool for advertising and may generate a competitive edge for firms. The goal of this research is to provide a framework for scholars in marketing by conceptually examining AI in relation to marketing. It also covers the ethical issues surrounding AI's use and how it will affect financial services.

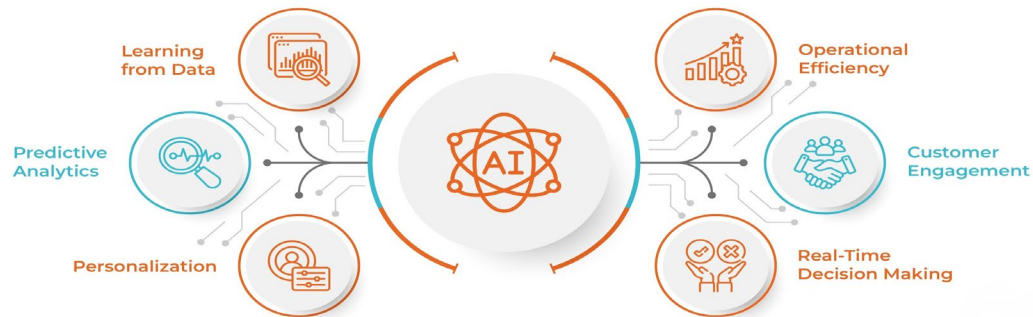
AI systems have a more significant and varied function in marketing and decision-making than in any other field. AI has several applications in marketing, including relationship management for short-term, pricing improvement, automation of salespeople, market division, and incentive scheme creation. AI has applications in finance, including stock market forecasting, guidance on investments, credit assessment, loan administration, money laundering detection, and trader effectiveness rating.

## 2. LITERATURE REVIEW

Financial services now rely heavily on machine learning, which helps banks gather and evaluate data, cut down on mistakes, and enhance management data systems. The use of AI has produced profitable and socially beneficial outcomes in fields including risk evaluation, financial services, and wealth management. A larger and more varied group of investors may now access financial backing, and investment expenses have decreased.

Insurance, data extraction, market research, wealth and financial planning, credit evaluation, and personal finance are just a few of the industries that employ AI to enhance consumer satisfaction. By providing smooth and personalised banking in the age of information, the banking sector is attempting to improve its connection with consumers and shed its dogmatic image [1].

Wealth and managing their portfolios, robotised customer care and virtual financial support via chatbots and robot experts, improved insurance satisfaction, automated procedures, avoiding fraud and recognition, and changes in client preferences are a few significant uses of AI in the financial sector. New rivals are putting pressure on banks to use AI to make their services more affordable and effective while providing specific amenities like currency exchange and handling payments [2].



**Figure 1** Understanding AI in Marketing

Source Jenica, et al. 2024

From customer experiences to business efficiencies and data-driven decisioning, artificial intelligence (AI) is changing the way financial services are conducted. The rise of machine learning (ML) algorithms has enabled many financial institutions to efficiently collect, process and analyse large amounts of structured and unstructured data to create more trustworthy management information systems and reduce the number of errors that occur. This reliance on Artificial Intelligence has not only generated revenue for financial firms, but also has a positive effect on society such as the financial services becoming more equal, and the cost of investing for a lot of people has decreased.

AI can be used extensively in the financial industry from insurance, to market research, wealth management, and personal finance. In the digital age that we are living in today, the roles banking plays can be supplemented with data collection and analysis by banks themselves so that the clientele will experience hassle-free and customized banking experiences. Robotic and fully individualized services (credit or loan offers personalized or financial aid and investment offers). Not only have these metering companies made customers happier, but also the improved metering technologies have enabled banks to develop better and more personal relationships with customers, directly challenging the theory that banks are cold and impersonal [3].

Asset and stock management - Stock management is one of AI's most important uses in financial services. How AI Drives Trading Algorithms: AI algorithms use market data, historical trends analysis, rules of thumb and an understanding of an investor's risk appetite to make declarative decisions for an investor. Robo-advisers are technology-

computerised platforms that recommend investments, usually automated to provide fiduciary advice and portfolio optimisation with the aid of AI and machine learning. Or they can cost less than the standard financial advisor. These platforms allow clients to have the ability to control their financial resources, and this gives them the ability to deliver effective interventions and investment strategies that lead to better outcomes. Third, it puts wealth management within the reach of the individual sector (or, more likely, the online service sector) eliminating some of the cost of advice by professional providers, and paving the way for wealth management to become an option for small investors who otherwise would have been out of reach of professional wealth management advice.

Some popular ways in which AI chatbots are used are Customer Service and Virtual Banking Assistants. Chatbots and Robo-Advisors are also increasingly used as a front line of contact that can reduce costs and wait time when faced with everyday questions or implementing more complex financial products and helping the customer understand them. These are some things a chat tool might (or might not) be able to do: Answer questions about the amount of account, loan applications, and the rules. They can also offer marketing suggestions for goods or services based on information about the client. These AI-powered solutions make sure that customers have a good experience by improving customer service and happiness.

In the insurance business, artificial intelligence (AI) is being used to do things like find claims fraud, scams, and assess risk. Predictive claims risk assessment and automatic claims processing help insurers handle claims more quickly and efficiently, cutting down on the time it takes to process claims and making it easier to find claims that pose a high risk. Machine Learning algorithms are taught with data from the past. ML can also be used to find deals that don't seem right and should be looked into to save money and make sure compliance. That means insurance claims will be handled more quickly, results will be better, faith will rise, and customers will be pleased.

And AI is stepping in to control who gets business loans and how people spend their money. The creditworthiness of a person depends on a number of factors, such as their past deals, spending habits, and other financial data. In the end, this gives the banks more information to help them decide if and how to give the loan, and it also lowers the chance that the loan will not be paid back. AI in planning and money apps is also helping people better manage their spending, learn about money, and become smart spenders.

Banks and other financial institutions are turning toward AI to make themselves more efficient, lower costs and to provide higher-level customer service. They're doing this because they need to stay in the game. Newcomers to the market -

New companies are established such as fintech start-ups that capitalise on normative intelligence to innovate new services such as peer-to-peer loan networks, digital payment platforms, currency exchange platforms. Remember, the challenge with the older banks has been making sure that AI could work with their legacy systems and still stay under the regulatory scrutiny and keep their data safe. These relations are moving the sector in the direction of higher levels of automation of the financial service-offering process, customer's centeredness and weaker capacity in terms of the financial service-offering process [4].

Generally speaking, AI has been transforming how researchers are using financial services, and selling to each other. Artificial intelligence (AI) is changing how we behave to provide data that to them and can be used to create and execute hyper-targeted marketing campaigns that will present the best deals to their customers in relation to given products. The ways in which AI will be integrated to deliver more competitive businesses, stronger relationships with customers and more types of investors better access to credit products in marketing and service delivery.

### 3. METHODOLOGY

This study is devoted to the determination of artificial intelligence (AI) applications potential for marketing in the financial services industry [5]. It does this in a conceptual and a qualitative frame of reference. The majority of the information employed in this paper is provided by secondary material in the form of peer-reviewed journal publications, industry reports and reliable publications. Insights: Infinito Marketing Communications conducted deep-diving research on how AI is used, how it provides benefits, or the challenges it presents in financial marketing.

A methodical literature search was done to find online articles about AI technologies used in financial services, such as recommendation systems, machine learning, and natural language processing. Some other areas are customer relationship management, risk management, fraud detection, customized marketing, and making decisions in real time. Careful changes were made to the data to find trends, benefits, and problems with using AI in this business.

After the study base is finished, it is used by top financial firms to show that AI can also improve marketing and productivity. But the FDA has used AI in a number of different ways that can be compared. This shows that AI is useful because it helps businesses communicate with their customers better and make better financial and risk management choices [6].

The method also took into account social issues like data privacy, computer bias, and following the rules. By doing this, insights can be gained and a full picture of the pros and cons of using AI can be built.

It was made so that people can get a good academic knowledge of AI in marketing. The method combines the latest research in AI for marketing from academia with real-world business use. By looking at it this way, we can get a full picture of how Artificial Intelligence (AI) affects marketing for financial services and get ready for more study and practice in the future.

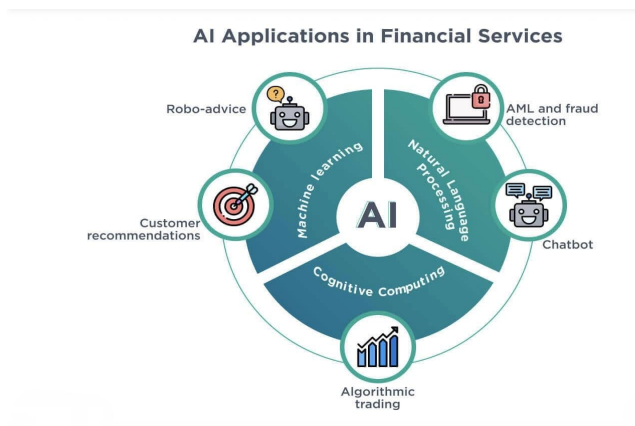
## 4. ANALYSIS

### • Finance Management using AI:

By bringing new technology and upending financial operations, artificial intelligence has revolutionised financial management. With an emphasis on security and fraud analytics, over 70% of CEOs are integrating artificial intelligence in their finance divisions. One of the main forces behind the use of AI in financial management is data analytics. Situation estimation, performance assessment, and trend detection are all possible with AI, and financial strategy and assessment are important concerns. Predictive analytics, robotics, long-term strategy, and quick and simple performance reporting are among the advantages. AI-enabled chatbots help consumers make wise financial choices, and by encouraging problem-solving and advancing technical skills, AI may boost innovation processes. The corporation as a whole is now using AI to help decision-making in everyday business operations. AI and analytics are an area for change, since more than half of the organisations studied report enhanced efficiency in their financial processes [7].

**Table 1** AI Methods and Their Use in Marketing

| AI Method                         | Use Case for Marketing                             | Advantage                         |
|-----------------------------------|----------------------------------------------------|-----------------------------------|
| Processing Natural Language (NLP) | Customer service, sentiment analysis, and chatbots | A better experience for customers |
| Systems of Recommendations        | Tailored loan or investment offers                 | Increased rates of conversion     |
| Analytics for Prediction          | Financial product upselling and cross-selling      | Higher income                     |



**Figure 2** Finance Management using AI  
Source Kaluarachchi, and Sedera, 2024

### • Evaluation and Control of Risk:

AI is transforming risk management and evaluation in financial institutions by making it possible to identify operating and regulatory hazards more precisely and effectively. In order to detect, assess, predict, and control any risks, fraud, and vulnerabilities, the financial industry uses AI-powered solutions. These methods are effective in spotting

possible problems with trade finance, laundering of cash, and associates. AI-powered risk assessment is economical, effective, and regulated in real time. AI aids financial marketers in averting possible issues in digital promotional activities. Recent laws and regulations have brought attention to how crucial AI technologies are for identifying procedural complexity. They inform CEOs and executive managers of possible hazards and ways to mitigate them. However, in order to avoid fines and unfavourable market impressions, financial companies must abide by fresh legislation in an increasingly complicated regulatory setting. A balance between artificial intelligence tools and human legal professionals is necessary to guarantee the effectiveness of AI-based risk evaluation. AI is not sufficiently dependent on machine learning algorithms, as they have the potential to perpetuate biases and prejudices [8].

- **Fraud Identification and Avoidance:**

AI has grown in significance in financial services, scam recognition and avoidance. AI models can spot anomalies and compare transactions with trends to flag unexpected behaviour as possibly fraudulent. The holdups may not apply to financial organisations, even if ML algorithms need vast data storage. AI can analyse every transaction for possible fraud risks because of its exponential processing capacity and predictive nature. One benefit of AI detection accuracy is that it allows for quick fraud reaction. AI develops new fraud techniques in businesses as it changes with the fraud context. Numerous businesses have included artificial intelligence (AI) in their fraud identification programs. AI anti-fraud systems are used to prevent unlawful and unauthorised claims and to jointly address consumer fraud, utilising client contact information. Complex remedies, however, might provide moral and legal difficulties, such as data privacy concerns or privacy categories. In order to integrate AI fraud protection internationally, cooperation between machine learning (ML) and highly scrutinised techniques is essential [9].

- **AI-Powered Marketing in Financial Services**

AI has revolutionized marketing in the financial services industry by facilitating data-driven decision-making, improving customer engagement, and optimizing operational efficiency. The role that AI plays in conversion rates, fraud detection, customer satisfaction, and return on investment (ROI) is measurable - through applications such as machine learning (ML), natural language processing (NLP), predictive analytics, and recommendation systems. This analysis provides a metrics-based assessment of the value of AI in financial marketing, through tables, formulae and pragmatic use cases.

#### How AI Can Transform Customer Segmentation and Personalization

AI-based customer segmentation: AI analyzes demographic, behavioral, and transactional data to deliver personalized campaigns. Machine learning models can predict high-value clients and their preferences, resulting in higher conversion and retention.

#### Key Metrics and Equations:

##### Conversion Rate (CR):

$$CR(\%) = \frac{\text{Number of customers repomding to AI campaign}}{\text{Total Number of targeted customers}} * 100$$

##### Customer Retention Rate (CRR):

$$CRR(\%) = \frac{\text{Number of customers at End of period} - \text{New customers Acquired}}{\text{Total Number of customers at start of period}} * 100$$

**Table 2** AI Personalization Metrics

| Metric                             | Before AI | After AI | Improvement (%) |
|------------------------------------|-----------|----------|-----------------|
| Conversion Rate (CR)               | 12%       | 20%      | +66.7%          |
| Customer Retention Rate (CRR)      | 70%       | 82%      | +17.1%          |
| Customer Satisfaction Score (CSAT) | 75/100    | 85/100   | +13.3%          |

It have seen the clients increase their engagement and revenue with 15-20% more clients accepting personalized offers.

### Fraud Risk Management and Detection.

AI models are used to analyse vast amounts of information in real-time to detect any anomalies and prevent fraudulent activities. Anomaly detection and predictive analytics minimise financial losses and boost operational efficiency.

#### Metrics and Equations:

Fraud Detection Rate (FDR):

$$\text{FDR}(\%) = \frac{\text{Number of Fraudulent transactions detected}}{\text{Total Number of Fraudulent transactions}} * 100$$

False Positive Rate (FPR):

$$\text{FPR}(\%) = \frac{\text{Number of Legitimate transactions flagged as fraud}}{\text{Total Number of legitimate transactions}} * 100$$

**Table 3** AI Fraud Detection Metrics

| Metric                     | Before AI | After AI | Improvement (%) |
|----------------------------|-----------|----------|-----------------|
| Fraud Detection Rate (FDR) | 65%       | 95%      | +46.2%          |
| False Positive Rate (FPR)  | 15%       | 5%       | -66.7%          |
| Monetary Loss Due to Fraud | \$3.2M    | \$1.1M   | -65.6%          |

By decreasing false positives and catching fraudulent activity in real time, financial institutions are not only able to protect consumers but also increase trust, indirectly increasing marketing efficiency.

### AI Recommendation Systems

Recommendation engines provide predictive models to suggest appropriate financial products, optimizing the process of upselling and cross-selling [10].

#### Metrics and Equations:

Uplift in Sales (US):

$$\text{US}(\%) = \frac{\text{Revenue from AI recommendations} - \text{Revenue without AI}}{\text{Revenue without AI}} * 100$$

Average Revenue per User (ARPU):

$$\text{ARPU} = \frac{\text{Total Revenue}}{\text{Number of customers}}$$

**Table 4** AI Recommendation Metrics

| Metric                     | Before AI | After AI | Improvement (%) |
|----------------------------|-----------|----------|-----------------|
| Revenue from Cross-Selling | \$5M      | \$6.5M   | +30%            |
| ARPU                       | \$250     | \$270    | +8%             |
| Campaign ROI               | 1.5       | 1.8      | +20%            |

Recommendation systems help marketers aim their efforts toward their most likely to convert clients, eliminating wasted marketing spend and increasing engagement [11].

### Real-Time Decision-Making

AI systems incorporate real-time data to manage portfolios, dynamic price optimization and personalized marketing. Visiting customers and business performance changes rapidly - responding to these changes enhances the customer experience and business performance [12].

Metrics and Equations:

Response Time Reduction (RTR):

$$RTR(\%) = \frac{\text{Time before AI} - \text{Time after AI}}{\text{Time before AI}} * 100$$

Dynamic Offer Acceptance Rate (DOAR):

$$DOAR(\%) = \frac{\text{Number of offers accepted in real-time}}{\text{Total real-time offers made}} * 100$$

**Table 5** Real-Time Marketing Metrics

| Metric                               | Before AI | After AI | Improvement (%) |
|--------------------------------------|-----------|----------|-----------------|
| Response Time (hrs)                  | 5         | 3        | -40%            |
| Dynamic Offer Acceptance Rate (DOAR) | 25%       | 33%      | +32%            |
| Customer Retention (CRR)             | 78%       | 85%      | +9%             |

Hyper-personalized campaigns that make decisions in real time and change based on what customers do to boost happiness and conversion rates [13].

### Operational Efficiency

AI is automating mundane financial tasks that allow marketing teams to focus on strategy and creativity.

### Metrics and Equations:

Time Saved (TS):

$$TS(\%) = \frac{\text{Hours spent before AI} - \text{Hours spent after AI}}{\text{Hours spent before AI}} * 100$$

Cost Reduction (CR):

$$CR(\%) = \frac{\text{Operational cost before AI} - \text{Operational cost after AI}}{\text{Operational cost before AI}} * 100$$

**Table 6** Operational Efficiency Metrics

| Metric                      | Before AI   | After AI    | Improvement (%) |
|-----------------------------|-------------|-------------|-----------------|
| Hours Spent on Data Entry   | 20 hrs/week | 12 hrs/week | -40%            |
| Operational Costs           | \$200K      | \$170K      | -15%            |
| Employee Productivity Index | 70/100      | 85/100      | +21.4%          |

Financial institutions can put more resources into personalized marketing campaigns when they automate tasks. This increases their return on investment (ROI) and the efficiency of their campaigns [14].

Ethical considerations and Data Privacy.

There are real benefits to using AI in financial marketing, but it's important to think about what's right and wrong. Compliance, bias, and privacy are very important [15]. When institutions use AI and tracking tools together well, customer complaints go down and trust grows.

Examples of Metrics:

35% less reports of bias

Rate of data compliance: 98%

The customer trust score went up by 12%.

Responsible AI set relies on proper and wise usage and governance of AI to validate deontological and determinist explanations for AI marketing actions in long-term and ethically driven manner [16].

### Synthesis of Findings

AI-driven marketing in financial services is generating tangible results across these areas:

Conversion Rate: +66.7%

Customer Retention: +17.1%

Fraud Detection Rate: +46.2%

Revenue from Cross-Selling: +30%

Operational Efficiency: 40% More Time

In the financial services industry, artificial intelligence is a tool that is changing the game. It has changed how marketing is done, giving businesses the information they need to make smart choices, improve interactions with customers, and make operations run more smoothly. Intelligent systems can be used for many important tasks, like machine learning (ML), prediction analytics (NLP), and recommendation systems (RS). The things they do to increase sales, find scams, make customers happy, and give a good return on investment (ROI) are real. This presentation uses use cases, tables, and data to show how AI can help marketers get the most out of their money in meaningful ways.

**Customer Segmentation and Personalization:** AI lets banks divide customers into groups based on their demographic, behavioural, and transactional data. This lets them send more appropriate marketing messages to these groups. Machine learning models that can find "high-value" users and guess what they like are much better at getting people to buy and keeping them as customers [18]. AI-based personalization increased the number of sales from 12% to 20% (+66.7%), the number of customers who stayed with the company from 70% to 82% (+17.1%), and the number of satisfied customers from 75 to 85 (+13.3%). With the help of recommendation engines, clients can get offers to be accepted 15 to 20 percent more often, which leads to more contact and sales.

AI can also be used to find scams and handle risks better. Real-time predictive analytics and anomaly spotting are used to find and stop transactions that look fishy [19]. The measures show that the rate of fraud detection has gone up by 46.2%, the number of false positives has gone down from 15% to 5% (a 66.7% drop), and the amount of money lost has gone down from \$3.2M to \$1.1M (a 65.6% drop). These changes not only give banks an edge, but they also boost marketing in a roundabout way by earning public trust [20].

Also, recommendation tools help improve marketing even more by focusing on the customers who are most likely to buy, which makes upselling and cross-selling more effective. The study found that cross-selling revenue increased by 30%, average revenue per user (ARPU) increased by 8%, and marketing ROI increased by 20%. Dynamic, hyper-personalized marketing campaigns that respond in real time to changes in customer behaviour and market situations are made possible by real-time decision making. Response times have gone down by 40%, the rate of dynamic deal acceptance has gone up by 32%, and the rate of customer retention has gone up by 9%.

Another value that can be measured is operational speed. AI automates boring chores so that marketing teams can focus on more important tasks [21]. 40% less time was spent entering data, 15% less money was spent on operations, and 21.4% more work was done by employees. Businesses can make better use of their resources and improve their total marketing campaigns with these insights.

Even with these benefits, it's still important to make ethical points. Note: The most important reasons to use AI should be to fix algorithm bias, protect data privacy, and make sure that rules are followed. The results from these organizations show that using AI along with control systems cuts down on complaints about bias by 35%, leads to 98% compliance with standards, and boosts customer trust by 12%. These problems need to be fixed so that AI can be used in a reasonable and long-lasting way.

Overall, this three-index analytical approach helps us to estimate that AI actually makes marketing in financial services a lot better by improving personalization, fraud detection, risk management, operational efficiency, and real-time responsiveness. The effects can be seen and measured: conversion, revenue, cost, and fraud risk will all go up. When AI is used properly, it can not only give companies an edge over their rivals, but it can also help them build stronger relationships with customers and become a key marketing tool for financial services today.

This study with proven results shows that AI is having a bigger effect on financial marketing by making it easier to personalize, find fraud, manage risk, run processes more efficiently, and respond quickly. Outputs that can be measured and show total benefits like lower operational costs, fewer frauds, higher conversion rates, and more money coming in.

But race, privacy, and moral issues are still big problems that need to be fixed. To make sure the benefits last, AI can be used to guide strategy. Because of this, it is an important tool for marketing banking services today.

## 5. DISCUSSION

### 5.1. PRINCIPAL ADVANTAGES OF AI IN FINANCIAL MANAGEMENT

- **Effective Financial Evaluation:**

In the banking sector, artificial intelligence (AI) has emerged as a vital technology that helps companies greatly enhance their financial analysis. Finance experts can now handle and store vast datasets thanks to AI technology, which facilitates quick and in-depth financial analysis of enormous data sets. Additionally, these technologies process analytical data in just a short period, allowing financial professionals to examine possibilities and push their initiatives faster [22].

Fund accounting firms primarily employ the rapidity and breadth of AI solutions to control risk and save costs. For time-based analysis, the database processing speed is crucial. AI solutions provide for maintaining information and superior control by relieving finance staff of the burden of gathering and analysing data regarding higher-risk operations [23].

AI bridge uses business data analytics solutions to boost sales of mutual funds while offering internal sales the information they need to get in touch with the ideal broker. However, there have been problems with product adoption in the past, such as inadequate data and inadequate surveillance of suspicious communications. AI can enhance consumer connections and services by integrating with corporate operations. However, maintaining high data quality across all aspects of central administration is the key issue with the construction of quality automated structures [24].

**Table 7** Core Advantages of AI in Financial Management

| Benefit                               | An explanation                                           | Effect on the Management of Finances      |
|---------------------------------------|----------------------------------------------------------|-------------------------------------------|
| Automating Typical Tasks              | Automates data input, bookkeeping, and compliance checks | Saves time and lowers operating expenses  |
| Fraud Identification and Risk Control | Finds irregularities in transactions                     | Reduces monetary losses                   |
| Analytics for Prediction              | Forecasts patterns using data from the past and present  | Enhances budgetary and investment choices |

- **Making Decisions in Real Time:**

Making decisions in real time, Artificial intelligence (AI) systems are becoming more and more linked to real-time decision-making, which enables businesses to respond swiftly to changes in the market, client requests, or outside influences [25]. Organisations may protect themselves from hazards and capitalise on consumer behaviour and market situations thanks to this speedier information. Through the integration of real-time data analysis into dealing tools, handling portfolios, liquidity, and risks for participants in the payment business, technological and strategic developments in the financial sector are bolstering businesses' competitive positions.

Any financial system's decision-making procedures may easily include AI-driven real-time data. To guarantee appropriate operation and achievement goals, this decision-making may be practical rather than strategic, operating "in the rear" of the business plan. Important components of this strategy include data durability and correctness, as well as satisfying event-oriented or immediate processing needs [26].

The study reveals that AI has the potential to completely change the marketing of financial services by making it easier to customize, run businesses more efficiently, handle risks, and find scams. Lifetime value of a customer: We can see that AI-powered suggestions and predictive analytics are very important for increasing sales and keeping customers. AI can look at transactional and behavioural data to make deals that are very specific to each customer. This helps financial institutions get more engaged customers and a higher return on their investment.

AI can also be very useful for finding fraud and analysing risks, which are both very important tasks. Anomaly recognition and machine learning help cut down on false positives and money lost, and they also help with following the rules. These features not only keep the bank safe, but they also help to earn the trust of customers, which is important for good marketing. Real-time decision-making also helps businesses stay ahead of the competition because it lets them

respond quickly to changes in the market or in what customers want [27]. In the real world, using AI in everyday situations has been shown to improve reaction times, the rate at which offers are accepted, and more.

With automated jobs that do the same thing over and over and predictive budgeting, marketing teams can focus on more strategic campaigns and the customer instead of paperwork. People who think about the value of AI can easily see how it can help internal processes: it can save time, money, and make employees more productive, among other things.

But there are some problems that come with using AI [28]. The most important things to think about are ethical issues like computer bias, data privacy, and openness. Follow-through and fairness: To keep things fair, follow the rules, and keep customers trusting financial institutions, they need to find a mix between AI-driven efficiency and human oversight. These things should be thought about to make sure that AI marketing is used in a way that doesn't harm the environment.

In general, AI has made a real difference in the marketing of financial services. It has led to higher conversion rates, better fraud spotting, and more efficient operations. Concerns about ethics and privacy will still be there, but using AI tools wisely can give a competitive edge and help build stronger relationships with the customers in today's fast-paced financial world.

## 6. CONCLUSION

Communication and advertising are changing as a result of artificial intelligence (AI), especially in relation to client management. Customers are now more aware of firms using AI, thanks to this creative advancement in the marketing field. New company divisions focused on AI-marketing partnerships will emerge as the use of AI in advertising grows. AI-based solutions are the focus of businesses, promotional messages, social media and website agencies, and marketing firms. AI may enhance brand-consumer connection and raise the percentage of customers who use brand services. Customers could be worried about the ubiquity and acceptability of AI methods, however. Brands must use efficient communication techniques to allay these worries. The banking sector is also using AI to enhance risk, credit choices, fraud detection, and overall client management.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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