

Artificial intelligence application for companies' social media initiatives' impact on performance

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Cite as:

Žikut Ineta, Salkevicius Justas, Varaniūtė Viktorija, Egle Vaiciukynaite (2022), Artificial intelligence application for companies' social media initiatives' impact on performance. *Proceedings of the European Marketing Academy*, 50th, (111798)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



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Abstract

The world's largest centres for research into marketing have shown an increased interest in how to use artificial intelligence (AI) for effective advertising and customer engagement behaviours. This paper aims to create an AI-based model by using a machine learning approach for the determination of a company's social media initiatives' impact on the company's performance. The case study data was applied to train binary classification models (e.g., Support Vector Machine, K-Nearest Neighbours). Based on indications from a case study and expert interviews, the main characteristics for the determination of a company's social media initiatives' impact on its performance were identified.

Keywords: *Artificial Intelligence, Customer engagement behaviour, Social Media*