

## AI in Marketing: Applications, Insights, and Analysis

### Comprehensive List of AI and Online Resources

*As of June 2025*

| Resource                                                      | URL                                                                                                                                                                                                                           | Description                                                                                                                                                                                                                          |
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| <b>AdCreative AI</b>                                          | <a href="https://www.adcreative.ai/">https://www.adcreative.ai/</a>                                                                                                                                                           | AI-powered ad creative generation tool. Automates the creation of ad visuals and copy, improving ad performance.                                                                                                                     |
| <b>AdobeSensei</b>                                            | <a href="https://business.adobe.com/products/sensei/adobe-sensei.html">https://business.adobe.com/products/sensei/adobe-sensei.html</a>                                                                                       | Leverages data analysis and GenAI to offer personalized product recommendations, predictive search functionalities, automated catalog management through image tagging and analysis, and personalized content and copy               |
| <b>Advanced Innovation KI Tools</b>                           | <a href="https://www.advanced-innovation.io/ki-tools">https://www.advanced-innovation.io/ki-tools</a>                                                                                                                         | This platform offers a comprehensive database of AI tools categorized by function (e.g., productivity, image editing, generative art) to support various professional needs and facilitate easier access to AI technology solutions. |
| <b>Agorapulse</b>                                             | <a href="https://www.agorapulse.com/">https://www.agorapulse.com/</a>                                                                                                                                                         | Improve social media copy to be more engaging                                                                                                                                                                                        |
| <b>AI Tool Hunt</b>                                           | <a href="https://www.aitoolhunt.com/">https://www.aitoolhunt.com/</a>                                                                                                                                                         | AIToolHunt is an extensive AI tool aggregator that helps users discover and compare AI-powered applications across diverse categories, enabling informed choices for personal and professional use.                                  |
| <b>AI Wishlist</b>                                            | <a href="https://wisepops.com/ai-wishlist">https://wisepops.com/ai-wishlist</a>                                                                                                                                               | AI-made wishlists, product recommendations, "recently viewed items"                                                                                                                                                                  |
| <b>Albert.ai</b>                                              | <a href="https://albert.ai/">https://albert.ai/</a>                                                                                                                                                                           | Digital advertising optimization tool. Uses AI to optimize ad campaigns and improve ROI                                                                                                                                              |
| <b>Algolia</b>                                                | <a href="https://www.algolia.com/">https://www.algolia.com/</a>                                                                                                                                                               | API-first search and discovery platform that enables eCommerce sites to deliver fast, relevant, and intuitive search experiences                                                                                                     |
| <b>BIK ESG Platform</b>                                       | <a href="https://media.bik.pl/informacje-prasowe/827583/platforma-esg-bik-dane-w-sluzbie-zrownowazonych-finansow">https://media.bik.pl/informacje-prasowe/827583/platforma-esg-bik-dane-w-sluzbie-zrownowazonych-finansow</a> | BIK's ESG platform offers data solutions for sustainable finance, supporting transparency in ESG performance.                                                                                                                        |
| <b>Board of Innovation - AI-Powered Creativity and Design</b> | <a href="https://www.boardofinnovation.com/ai-powered-innovation-creativity-design/">https://www.boardofinnovation.com/ai-powered-innovation-creativity-design/</a>                                                           | This initiative explores how AI can enhance innovation, creativity, and design processes in companies, offering insights into integrating AI effectively for creative growth.                                                        |
| <b>Bombora</b>                                                | <a href="https://bombora.com/sales-intelligence-and-revenue-acceleration/">https://bombora.com/sales-intelligence-and-revenue-acceleration/</a>                                                                               | Bombora's is a B2B Intent data solution which provides sales and marketing teams with actionable insights across the customer journey.                                                                                               |

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| <b>Brand24</b>                           | <a href="https://brand24.com/">https://brand24.com/</a>                                                                                                                                                                                                                                                                         | AI-powered social listening tool for monitoring online presence. Tracks brand mentions across social media, news, blogs, and more, providing real-time insights and sentiment analysis to manage brand reputation and engagement.              |
| <b>Brandwatch</b>                        | <a href="https://www.brandwatch.com/">https://www.brandwatch.com/</a>                                                                                                                                                                                                                                                           | Brandwatch is a social media management tool that allows you to understand consumers by monitoring brands, competitors, and industry trends.                                                                                                   |
| <b>Briefly</b>                           | <a href="https://www.brieflyai.com/">https://www.brieflyai.com/</a>                                                                                                                                                                                                                                                             | Briefly is a GenAI platform that helps marketers create briefs that align with the brand's strategic goals and key priorities.                                                                                                                 |
| <b>BuzzSumo</b>                          | <a href="https://buzzsumo.com/">https://buzzsumo.com/</a>                                                                                                                                                                                                                                                                       | BuzzSumo is a content marketing tool for creators. It is used to create content, monitor brands and industries, and uncover opportunities for growth.                                                                                          |
| <b>Celonis</b>                           | <a href="https://www.celonis.com/">https://www.celonis.com/</a>                                                                                                                                                                                                                                                                 | AI-enhanced process mining and intelligence platform. Analyzes business processes to identify inefficiencies, provides AI-driven insights for optimization, and enhances decision-making in marketing operations and customer journey mapping. |
| <b>Chatfuel</b>                          | <a href="https://chatfuel.com/">https://chatfuel.com/</a>                                                                                                                                                                                                                                                                       | Chatbot creation platform. Creates AI-powered chatbots for customer engagement and support.                                                                                                                                                    |
| <b>ChatGPT</b>                           | <a href="https://chatgpt.com/">https://chatgpt.com/</a>                                                                                                                                                                                                                                                                         | A versatile AI chatbot by OpenAI designed for generating human-like responses, aiding with information, brainstorming, drafting, and much more in conversational format.                                                                       |
| <b>ChatGPT for Sales</b>                 | <a href="https://www.cognism.com/blog/chatgpt-sales">https://www.cognism.com/blog/chatgpt-sales</a>                                                                                                                                                                                                                             | B2B lead provider tool with global reach and GPT dedicated to sales.                                                                                                                                                                           |
| <b>Chatrace</b>                          | <a href="http://www.chatrace.com">www.chatrace.com</a>                                                                                                                                                                                                                                                                          | A chatbot that allows marketers to chat with their customers on Facebook, Messenger, and Instagram.                                                                                                                                            |
| <b>Clevertap</b>                         | <a href="https://clevertap.com/customer-data-and-analytics/">https://clevertap.com/customer-data-and-analytics/</a>                                                                                                                                                                                                             | Clevertap is a customer data analytics tool that builds automated segments and real time analysis of customer behavior.                                                                                                                        |
| <b>ClickFunnels</b>                      | <a href="https://www.clickfunnels.com/">https://www.clickfunnels.com/</a>                                                                                                                                                                                                                                                       | Sales funnel builder with AI-powered features. Streamlines the creation of marketing funnels, optimizing conversion rates.                                                                                                                     |
| <b>ClickUp</b>                           | <a href="https://clickup.com/">https://clickup.com/</a>                                                                                                                                                                                                                                                                         | AI-enhanced project management and productivity tool. Helps marketing teams organize campaigns, tasks, and workflows more efficiently.                                                                                                         |
| <b>Copilot</b>                           | <a href="https://copilot.microsoft.com/">https://copilot.microsoft.com/</a>                                                                                                                                                                                                                                                     | Enhance productivity, creativity, and strategy across Microsoft apps                                                                                                                                                                           |
| <b>DeepL</b>                             | <a href="https://www.deepl.com/">https://www.deepl.com/</a>                                                                                                                                                                                                                                                                     | An advanced machine translation tool known for its accuracy in translating text between multiple languages, especially valued for preserving context and nuance.                                                                               |
| <b>Deloitte - ESG Reporting Software</b> | <a href="https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2024/esg-reporting-software-growth-prediction.html">https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2024/esg-reporting-software-growth-prediction.html</a> | Deloitte forecasts a surge in ESG reporting software demand, driven by regulatory changes and corporate responsibility trends, as businesses prioritize sustainable practices.                                                                 |

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| <b>Design Council - Systemic Design Framework</b>                       | <a href="https://www.designcouncil.org.uk/our-resources/systemic-design-framework/">https://www.designcouncil.org.uk/our-resources/systemic-design-framework/</a>                                                                       | This framework by the Design Council aids in addressing complex challenges by integrating systems thinking, fostering sustainable and inclusive design approaches.                                                                                                              |
| <b>Drift</b>                                                            | <a href="https://www.drift.com/">https://www.drift.com/</a>                                                                                                                                                                             | Enables real-time, personalized conversations through chatbots                                                                                                                                                                                                                  |
| <b>EDUCAUSE</b>                                                         | <a href="https://library.educause.edu/topics/infrastructure-and-research-technologies/artificial-intelligence-ai">https://library.educause.edu/topics/infrastructure-and-research-technologies/artificial-intelligence-ai</a>           | Offers a detailed action plan for integrating AI into higher education, including AI literacy training, policy development, and guidelines. The platform also provides a collaborative space for institutions to develop and share AI strategies.                               |
| <b>European Parliament: The ethics of artificial intelligence</b>       | <a href="https://www.europarl.europa.eu/RegData/etudes/STUD/2020/634452/EPRS_STU(2020)634452_EN.pdf">https://www.europarl.europa.eu/RegData/etudes/STUD/2020/634452/EPRS_STU(2020)634452_EN.pdf</a>                                     | This report deals with the ethical implications and moral questions that arise from the development and implementation of AI technologies. It also reviews the guidelines and frameworks which countries and regions around the world have created to address them.             |
| <b>Forbes: The Ethical Dilemma Of AI In Marketing: A Slippery Slope</b> | <a href="https://www.forbes.com/sites/elijahclark/2024/03/14/the-ethical-dilemma-of-ai-in-marketing-a-slippery-slope/">https://www.forbes.com/sites/elijahclark/2024/03/14/the-ethical-dilemma-of-ai-in-marketing-a-slippery-slope/</a> | AI has revolutionized the marketing landscape, offering businesses unprecedented insights into consumer behavior and preferences. However, as AI becomes increasingly intertwined with marketing strategies. This article covers the question of ethics becoming more pressing. |
| <b>Gartner Hype Cycle 2023 - AI Trends</b>                              | <a href="https://www.gartner.com/en/articles/what-s-new-in-artificial-intelligence-from-the-2023-gartner-hype-cycle">https://www.gartner.com/en/articles/what-s-new-in-artificial-intelligence-from-the-2023-gartner-hype-cycle</a>     | Gartner's 2023 Hype Cycle reveals AI advancements, spotlighting transformative applications across industries.                                                                                                                                                                  |
| <b>Gates Notes - Age of AI</b>                                          | <a href="https://www.gatesnotes.com/The-Age-of-AI-Has-Begun">https://www.gatesnotes.com/The-Age-of-AI-Has-Begun</a>                                                                                                                     | Bill Gates explores AI's transformative potential across healthcare, education, and productivity, emphasizing its future impact on global challenges.                                                                                                                           |
| <b>Gemini</b>                                                           | <a href="https://gemini.google.com/app">https://gemini.google.com/app</a>                                                                                                                                                               | Large language model by Google.                                                                                                                                                                                                                                                 |
| <b>GetAccept</b>                                                        | <a href="https://shorturl.at/Fi6tD">https://shorturl.at/Fi6tD</a>                                                                                                                                                                       | Digital collaboration platform with AI enabled insights and contract management.                                                                                                                                                                                                |
| <b>Gong Sales Coaching</b>                                              | <a href="https://tinyurl.com/5n9akzv5">https://tinyurl.com/5n9akzv5</a>                                                                                                                                                                 | AI coach for sales representatives which analyzes interactions and provides recommendations in real time.                                                                                                                                                                       |
| <b>Google Cloud</b>                                                     | <a href="https://cloud.google.com">https://cloud.google.com</a>                                                                                                                                                                         | Google Cloud AI builds custom ML models, Google Ads for AI-driven creative insights, Google Trends for public interest topics                                                                                                                                                   |
| <b>Google Gemini</b>                                                    | <a href="https://gemini.google.com/app">https://gemini.google.com/app</a>                                                                                                                                                               | An AI project by Google aiming to integrate large-scale language models with multimodal capabilities, enhancing responses with richer, more interactive outputs across text, image, and beyond.                                                                                 |
| <b>Google Gemini Updates</b>                                            | <a href="https://gemini.google.com/updates">https://gemini.google.com/updates</a>                                                                                                                                                       | Google's Gemini provides insights into Google AI's latest advancements and updates, highlighting breakthroughs across various fields.                                                                                                                                           |

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| <b>Google Trends</b>               | <a href="https://trends.google.com/trends/">https://trends.google.com/trends/</a>                                         | Google Trends analyzes the popularity of trending topics from search queries in Google Search across different regions and languages over time.                                                                                           |
| <b>Google's Generative AI</b>      | <a href="https://grow.google/ai-for-educators/">https://grow.google/ai-for-educators/</a>                                 | A free, self-paced course designed to help educators integrate AI into their teaching methods. It provides practical applications such as creating assessments, personalizing instruction, and more.                                      |
| <b>Grammarly</b>                   | <a href="https://app.grammarly.com/">https://app.grammarly.com/</a>                                                       | A writing assistant that uses AI to check grammar, style, and tone, helping users improve the clarity and effectiveness of their written communication.                                                                                   |
| <b>Harvard Business Review</b>     | <a href="https://hbr.org/topic/subject/ai-and-machine-learning">https://hbr.org/topic/subject/ai-and-machine-learning</a> | Harvard Business Review (HBR) is a general management magazine published by Harvard Business Publishing, a not-for-profit, independent corporation that is an affiliate of Harvard Business School.                                       |
| <b>Heap AI</b>                     | <a href="https://www.heap.io/">https://www.heap.io/</a>                                                                   | Digital insights platform for understanding customer digital experience. Provides comprehensive data on user behavior, identifies friction points, and offers actionable insights to improve conversion, retention, and customer delight. |
| <b>HeyGen</b>                      | <a href="https://www.heygen.com/">https://www.heygen.com/</a>                                                             | Create product/content marketing videos narrated by synthetic avatars in different languages                                                                                                                                              |
| <b>Highlight.io</b>                | <a href="https://www.highlight.io/">https://www.highlight.io/</a>                                                         | Tool for analyzing digital experiences. Provides insights into user behavior to improve website and app experiences.                                                                                                                      |
| <b>Hootsuite</b>                   | <a href="https://www.hootsuite.com/">https://www.hootsuite.com/</a>                                                       | Social media management platform with AI-powered features. Offers AI-driven content creation, scheduling, analytics, and social listening to streamline social media marketing efforts and improve engagement.                            |
| <b>HubSpot</b>                     | <a href="http://www.hubspot.com/">www.hubspot.com/</a>                                                                    | CRM platform designed to unify marketing, sales, and service tools. Assists with personalized content creation, lead nurturing, and customer journey analytics, enabling targeted campaigns and streamlined marketing efforts.            |
| <b>Hubspot: Sales</b>              | <a href="https://blog.hubspot.com/sales/ai-sales-tools">https://blog.hubspot.com/sales/ai-sales-tools</a>                 | Hubspot's sales intelligence tool which delivers tailored messaging, automates sales activities and track sales performance for data-driven insights.                                                                                     |
| <b>Hubspot: AI ethics</b>          | <a href="https://blog.hubspot.com/marketing/ai-ethics">https://blog.hubspot.com/marketing/ai-ethics</a>                   | This article discusses how AI ethics and ethical decision-making can improve the technology.                                                                                                                                              |
| <b>Hume</b>                        | <a href="https://www.hume.ai/">https://www.hume.ai/</a>                                                                   | Interpret customer emotions and generate customizable responses                                                                                                                                                                           |
| <b>IBM Artificial Intelligence</b> | <a href="https://www.ibm.com/artificial-intelligence">https://www.ibm.com/artificial-intelligence</a>                     | IBM's platform highlights AI applications and tools, focusing on how AI improves business processes, customer experiences, and research.                                                                                                  |
| <b>IBM Cognos</b>                  | <a href="http://www.ibm.com/products/cognos-analytics">www.ibm.com/products/cognos-analytics</a>                          | A business intelligence software that helps marketers analyze data that is stored in shared folders.                                                                                                                                      |
| <b>IBM Design Thinking</b>         | <a href="https://www.ibm.com/design/approach/design-thinking/">https://www.ibm.com/design/approach/design-thinking/</a>   | This framework combines agile methodologies with a user-centered approach, promoting innovative and collaborative problem-solving.                                                                                                        |
| <b>IBM Watson</b>                  | <a href="http://www.ibm.com/watson">www.ibm.com/watson</a>                                                                | Enterprise-level AI that assists in multiple marketing functions across the organization.                                                                                                                                                 |

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| <b>ING - PACE</b>                                | <a href="https://www.ing.com/Newsroom/News/Setting-the-PACE.htm">https://www.ing.com/Newsroom/News/Setting-the-PACE.htm</a>                                                                                                                                             | ING's PACE methodology offers a structured approach to innovation, emphasizing customer-centric, iterative development.                                                                                                           |
| <b>ING AI Chatbot</b>                            | <a href="https://media.ing.pl/informacje-prasowe/926/pr/385753/czatbot-wykorzystujacy-sztuczna-inteligencje-odpowie-na-pytania-klient">https://media.ing.pl/informacje-prasowe/926/pr/385753/czatbot-wykorzystujacy-sztuczna-inteligencje-odpowie-na-pytania-klient</a> | ING introduces an AI-powered chatbot that enhances customer service by providing automated, accurate responses.                                                                                                                   |
| <b>ING PACE - Structured Innovation Process</b>  | <a href="https://developer.ing.com/openbanking/inspiration/news/pace-ings-structured-innovation-process">https://developer.ing.com/openbanking/inspiration/news/pace-ings-structured-innovation-process</a>                                                             | ING's PACE framework supports structured innovation, guiding teams through rapid ideation, testing, and scaling solutions.                                                                                                        |
| <b>Innovate UK</b>                               | <a href="https://iuk.ktn-uk.org/wp-content/uploads/2023/10/responsible-trustworthy-ai-report.pdf">https://iuk.ktn-uk.org/wp-content/uploads/2023/10/responsible-trustworthy-ai-report.pdf</a>                                                                           | This report represents a single and common frame of reference on core principles, key innovation priorities, new commercial opportunities and policy and standards development relating to responsible and trustworthy AI (RTAI). |
| <b>Insider</b>                                   | <a href="https://useinsider.com/">https://useinsider.com/</a>                                                                                                                                                                                                           | Provides marketing platform for individualized omnichannel customer experiences                                                                                                                                                   |
| <b>International Labour Organization</b>         | <a href="https://www.ilo.org/artificial-intelligence">https://www.ilo.org/artificial-intelligence</a>                                                                                                                                                                   | The International Labour Organization is a United Nations agency whose mandate is to advance social and economic justice by setting international labor standards.                                                                |
| <b>Jasper</b>                                    | <a href="https://www.jasper.ai/">https://www.jasper.ai/</a>                                                                                                                                                                                                             | Personalized marketing copy creation automation, based on your style, target customer, and goals                                                                                                                                  |
| <b>Klaviyo</b>                                   | <a href="https://www.klaviyo.com/">https://www.klaviyo.com/</a>                                                                                                                                                                                                         | Employs machine learning algorithms to sift through large datasets of customer information, including previous purchases, browsing habits, and interaction trends                                                                 |
| <b>Klear</b>                                     | <a href="https://klear.com/">https://klear.com/</a>                                                                                                                                                                                                                     | Klear is an influencer marketing platform that identifies influencers by social media network or business type. It also manages relationships, measures campaigns, examines influencer analytics, and more.                       |
| <b>Leadfeeder</b>                                | <a href="https://www.leadfeeder.com/lead-generation-software/">https://www.leadfeeder.com/lead-generation-software/</a>                                                                                                                                                 | A Finnish company that generates leads by identifying anonymous website traffic.                                                                                                                                                  |
| <b>Lexica Art</b>                                | <a href="https://lexica.art/">https://lexica.art/</a>                                                                                                                                                                                                                   | AI image generator for creating realistic images. Produces high-quality visuals for marketing materials, ensuring brand consistency.                                                                                              |
| <b>Licklider's Theory Man-Computer Symbiosis</b> | <a href="https://groups.csail.mit.edu/medg/people/psz/Licklider.html">https://groups.csail.mit.edu/medg/people/psz/Licklider.html</a>                                                                                                                                   | J.C.R. Licklider, a pioneer in human-computer interaction, emphasizing his influence on personal computing and AI's future.                                                                                                       |
| <b>LinkedIn Sales Navigator</b>                  | <a href="https://shorturl.at/RUSqF">https://shorturl.at/RUSqF</a>                                                                                                                                                                                                       | LinkedIn Sales Navigator is a premium sales solution that provides advanced search capabilities, enhanced insights, and targeted lead recommendations.                                                                            |

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| <b>Lucy</b>                                                           | <a href="http://www.lucy.ai/">www.lucy.ai/</a>                                                                                                                                                            | Market Research geared business intelligence software that helps marketers answer questions quickly by reviewing all stored documents.                                                                                                                                                     |
| <b>Lyro by Tidio</b>                                                  | <a href="https://www.tidio.com/chatbot-ai/">https://www.tidio.com/chatbot-ai/</a>                                                                                                                         | AI-powered chatbot for customer engagement and 24/7 support                                                                                                                                                                                                                                |
| <b>Mailchimp</b>                                                      | <a href="https://mailchimp.com/">https://mailchimp.com/</a>                                                                                                                                               | Marketing automation platform for email marketing. Optimize email campaigns and offer creative design tools.                                                                                                                                                                               |
| <b>Marketing AI Institute</b>                                         | <a href="https://www.marketingaiinstitute.com/">https://www.marketingaiinstitute.com/</a>                                                                                                                 | Comprehensive resources including the State of Marketing AI Report, which provides insights from over 1,800 marketers on AI understanding, usage, and adoption. They also offer various educational tools, including introductory courses and advanced AI piloting programs for marketers. |
| <b>MarketMuse</b>                                                     | <a href="https://www.marketmuse.com/">https://www.marketmuse.com/</a>                                                                                                                                     | AI-powered content planning and optimization platform that helps eCommerce and other businesses enhance their content strategy for better SEO and audience engagement                                                                                                                      |
| <b>Marketo Engage</b>                                                 | <a href="https://business.adobe.com/products/marketo.html">https://business.adobe.com/products/marketo.html</a>                                                                                           | Marketo Engage is an AI-enabled marketing automation platform that helps sales teams scale personalized buyer engagement and grow revenue.                                                                                                                                                 |
| <b>Masters in Marketing: AI ethics</b>                                | <a href="https://www.youtube.com/watch?v=9a7jW1bbKHs">https://www.youtube.com/watch?v=9a7jW1bbKHs</a>                                                                                                     | This video dives deeper into AI ethics and the key concerns surrounding generative AI, providing examples of ethical concerns, and most importantly, how to ensure ethics are respected and used responsibly in marketing your business.                                                   |
| <b>Microsoft Copilot for 365</b>                                      | <a href="https://techcommunity.microsoft.com/t5/copilot-for-microsoft-365/bg-p/Microsoft365CopilotBlog">https://techcommunity.microsoft.com/t5/copilot-for-microsoft-365/bg-p/Microsoft365CopilotBlog</a> | Updates and guides for using Microsoft's Copilot in 365, focusing on productivity enhancement through AI tools.                                                                                                                                                                            |
| <b>Midjourney</b>                                                     | <a href="https://www.midjourney.com/">https://www.midjourney.com/</a>                                                                                                                                     | An AI image-generation tool used for creating visuals based on user prompts.                                                                                                                                                                                                               |
| <b>MIM Fertility AI</b>                                               | <a href="https://www.mimfertility.ai/">https://www.mimfertility.ai/</a>                                                                                                                                   | MIM Fertility leverages AI to improve fertility treatments, optimizing clinical insights and patient outcomes.                                                                                                                                                                             |
| <b>MIT Sloan Teaching &amp; Learning Technologies AI Resource Hub</b> | <a href="https://mitsloanedtech.mit.edu/ai/">https://mitsloanedtech.mit.edu/ai/</a>                                                                                                                       | Comprehensive resources for faculty, including foundational AI concepts, practical tools, and subject-specific use cases. It also addresses policy, ethics, and responsible AI use in academic settings.                                                                                   |
| <b>MonkeyLearn</b>                                                    | <a href="https://www.medallia.com/platform/text-analytics/">https://www.medallia.com/platform/text-analytics/</a>                                                                                         | MonkeyLearn is a text analysis platform that uses AI for sentiment analysis, keyword extraction, and topic classification. It's helpful in understanding consumer opinions, feedback, and social media sentiments, aiding in the analysis of customer behavior.                            |
| <b>NICE Sales Agent Assist</b>                                        | <a href="https://www.nice.com/products/agent-assist">https://www.nice.com/products/agent-assist</a>                                                                                                       | It is an AI-powered coach that assists call center agents during customer interactions.                                                                                                                                                                                                    |
| <b>NNGroup - AI Paradigms</b>                                         | <a href="https://www.nngroup.com/articles/ai-paradigm/">https://www.nngroup.com/articles/ai-paradigm/</a>                                                                                                 | This article explores the evolving paradigms in AI, highlighting usability and design implications for AI in user interfaces.                                                                                                                                                              |

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| <b>Nosto</b>                                       | <a href="https://www.nosto.com/">https://www.nosto.com/</a>                                                                                                                                                                                                                           | AI-driven platform that creates personalized shopping experiences for eCommerce websites                                                                                              |
| <b>NVIDIA x BMW - Factory of the Future</b>        | <a href="https://blogs.nvidia.com/blog/nvidia-bmw-factory-future/">https://blogs.nvidia.com/blog/nvidia-bmw-factory-future/</a>                                                                                                                                                       | NVIDIA collaborates with BMW to design a futuristic, AI-powered manufacturing facility that emphasizes automation, efficiency, and precision, setting new standards for industry 4.0. |
| <b>OECD - AI and the Future of Skills (Vol. 2)</b> | <a href="https://www.oecd.org/en/publications/ai-and-the-future-of-skills-volume-2_a9fe53cb-en/full-report.html">https://www.oecd.org/en/publications/ai-and-the-future-of-skills-volume-2_a9fe53cb-en/full-report.html</a>                                                           | This report delves into AI's impact on future workforce skills, detailing challenges and opportunities in adapting education and labor policies.                                      |
| <b>OECD AI Skills Report</b>                       | <a href="https://www.oecd.org/content/dam/oecd/en/publications/reports/2023/11/ai-and-the-future-of-skills-volume-2_a3986583/a9fe53cb-en.pdf">https://www.oecd.org/content/dam/oecd/en/publications/reports/2023/11/ai-and-the-future-of-skills-volume-2_a3986583/a9fe53cb-en.pdf</a> | Explores AI's influence on skills development, workforce adaptation, and policy frameworks for a sustainable future.                                                                  |
| <b>Open AI Dall-E 3</b>                            | <a href="https://openai.com/index/dall-e-3/">https://openai.com/index/dall-e-3/</a>                                                                                                                                                                                                   | DALL·E-3 is a text-to-image generation model that generates high-quality images across various domains.                                                                               |
| <b>OpenAI Platform Changelog</b>                   | <a href="https://platform.openai.com/docs/changelog">https://platform.openai.com/docs/changelog</a>                                                                                                                                                                                   | A log of OpenAI's software updates, tracking new features, improvements, and bug fixes.                                                                                               |
| <b>Oracle Eloqua Marketing Automation</b>          | <a href="https://www.oracle.com/cx/marketing/automation/">https://www.oracle.com/cx/marketing/automation/</a>                                                                                                                                                                         | It is a marketing automation tool that helps segment and target by connecting multiple marketing channels.                                                                            |
| <b>Owler</b>                                       | <a href="https://www.owler.com/corp">https://www.owler.com/corp</a>                                                                                                                                                                                                                   | It is a prospecting tool that is focused on exclusive company and industry insights for competitor intelligence.                                                                      |
| <b>Oxford Dictionary AI Definition</b>             | <a href="https://www.oed.com/dictionary/artificial-intelligence_n?tab=meaning_and_use#38531565">https://www.oed.com/dictionary/artificial-intelligence_n?tab=meaning_and_use#38531565</a>                                                                                             | Provides contemporary definitions of artificial intelligence and its linguistic evolution.                                                                                            |
| <b>Paperdigest.org</b>                             | <a href="https://www.paperdigest.org/">https://www.paperdigest.org/</a>                                                                                                                                                                                                               | An AI tool that summarizes academic research papers, extracting key insights and main points to make complex research easier to digest.                                               |
| <b>Pencil</b>                                      | <a href="https://www.trypencil.com/">https://www.trypencil.com/</a>                                                                                                                                                                                                                   | Pencil is a GenAI platform designed to generate ads for increasing productivity and performance.                                                                                      |
| <b>Perplexity.ai</b>                               | <a href="https://www.perplexity.ai/">https://www.perplexity.ai/</a>                                                                                                                                                                                                                   | An AI-powered search engine that answers complex questions by retrieving and summarizing relevant information from credible sources, delivering concise and reliable responses.       |
| <b>Plerdy</b>                                      | <a href="https://www.plerdy.com/">https://www.plerdy.com/</a>                                                                                                                                                                                                                         | Harnesses a wide range of metrics, offering insightful conversion rate optimization (CRO) advice to boost conversion rates and optimize user interaction                              |
| <b>Prezi AI Presentations</b>                      | <a href="https://shorturl.at/jt8xa">https://shorturl.at/jt8xa</a>                                                                                                                                                                                                                     | Prezi is a generative AI tool that specializes in creating and refining presentations.                                                                                                |
| <b>Pricefx</b>                                     | <a href="https://shorturl.at/nOmGf">https://shorturl.at/nOmGf</a>                                                                                                                                                                                                                     | AI-powered pricing software that supplies data-driven prices, rebates, and quotes with effective sales guidance.                                                                      |

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| <b>Qloo</b>                                               | <a href="https://www.qloo.com/">https://www.qloo.com/</a>                                                                                                                                                               | Qloo utilizes AI to understand cultural correlations and consumer preferences across domains such as music, film, television, dining, and fashion. It offers an API that businesses can use to gain insights into consumer tastes, enhancing personalized recommendations and marketing efforts. |
| <b>Qmarkets</b>                                           | <a href="https://www.qmarkets.net">https://www.qmarkets.net</a>                                                                                                                                                         | Qmarkets is innovation management software. It assists with innovation challenges such as developing new products and services, improving processes, and engaging employees.                                                                                                                     |
| <b>RapidMiner</b>                                         | <a href="https://altair.com/altair-rapidminer">https://altair.com/altair-rapidminer</a>                                                                                                                                 | RapidMiner is an integrated data science platform for data preparation, machine learning, and predictive analytics without the need for coding. It assists in analyzing consumer data to derive actionable insights, supporting consumer behavior analysis.                                      |
| <b>Runway</b>                                             | <a href="https://runwayml.com">https://runwayml.com</a>                                                                                                                                                                 | Generate realistic videos using text prompts                                                                                                                                                                                                                                                     |
| <b>Salesforce AI Assistant</b>                            | <a href="https://www.salesforce.com/artificial-intelligence/einstein-ai-assistant/">https://www.salesforce.com/artificial-intelligence/einstein-ai-assistant/</a>                                                       | AI agent, which helps in researching and performing sales and customer-related tasks with low code.                                                                                                                                                                                              |
| <b>Salesforce Artificial Intelligence Resource Center</b> | <a href="https://www.salesforce.com/resources/ai/#!page=1">https://www.salesforce.com/resources/ai/#!page=1</a>                                                                                                         | Blog posts, guides, webinars, and customer stories to help learn how AI can help teams work more efficiently and create better customer experiences.                                                                                                                                             |
| <b>Salesforce Einstein</b>                                | <a href="https://www.salesforce.com/uk/artificial-intelligence/">https://www.salesforce.com/uk/artificial-intelligence/</a>                                                                                             | An integrated set of AI technologies that makes Salesforce Customer Relationship Management (CRM) applications smarter.                                                                                                                                                                          |
| <b>Salesforce Sales AI</b>                                | <a href="https://www.salesforce.com/sales/all-products/">https://www.salesforce.com/sales/all-products/</a>                                                                                                             | Salesforce is a leader in customer relationship management and sales intelligence, including analytics, pricing, revenue management, and salesforce management.                                                                                                                                  |
| <b>Semrush</b>                                            | <a href="https://semrush.com">https://semrush.com</a>                                                                                                                                                                   | Manage SEO, competitor research, and social media marketing from one platform                                                                                                                                                                                                                    |
| <b>Sephora “Find My Shade”</b>                            | <a href="https://www.sephora.com/beauty/foundation-shade-finder">https://www.sephora.com/beauty/foundation-shade-finder</a>                                                                                             | Sephora launched “Find My Shade” page to collect data on consumers with the goal of providing the best makeup foundation suggestions to their customers.                                                                                                                                         |
| <b>Sephora + Pantone Color ID</b>                         | <a href="https://www.fastcompany.com/1681451/sephora-pantone-color-iq-knows-your-skin-tone-better-than-you-do">https://www.fastcompany.com/1681451/sephora-pantone-color-iq-knows-your-skin-tone-better-than-you-do</a> | Collaborating with Pantone, Sephora created handheld scanners to scan customers’ skin with the goal of accurately identifying their skin tone using AI.                                                                                                                                          |
| <b>Simporter</b>                                          | <a href="https://simporter.com/">https://simporter.com/</a>                                                                                                                                                             | Simporter provides AI-driven tools for market research, including trendspotting, concept creation, and consumer validation. It helps businesses predict trends and generate innovative concepts by analyzing consumer data, facilitating faster and more accurate decision-making.               |
| <b>Smartwriter</b>                                        | <a href="https://www.smartwriter.ai/">https://www.smartwriter.ai/</a>                                                                                                                                                   | Enhance personalized e-mail marketing campaigns                                                                                                                                                                                                                                                  |

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| <b>Speak Ai</b>                                 | <a href="https://speakai.co/">https://speakai.co/</a>                                                                                                                                                                             | Speak Ai is an AI-based market research tool that specializes in converting unstructured audio and video feedback into actionable consumer insights through natural language processing. It processes consumer interviews, digital recordings, and focus groups to provide valuable data for understanding customer behavior.  |
| <b>Sprout Social</b>                            | <a href="https://sproutsocial.com/">https://sproutsocial.com/</a>                                                                                                                                                                 | Sprout Social is a social media management platform that allows you to plan, create, and manage content and campaigns. It includes tools for engagement, measuring analytics, social listening, influencer marketing, and employee advocacy.                                                                                   |
| <b>Sprout Social: AI ethics</b>                 | <a href="https://sproutsocial.com/insights/ai-ethics/">https://sproutsocial.com/insights/ai-ethics/</a>                                                                                                                           | There are concerns surrounding the ethics of AI which are covered in this article.                                                                                                                                                                                                                                             |
| <b>Stable Diffusion</b>                         | <a href="https://stability.ai/">https://stability.ai/</a>                                                                                                                                                                         | Stable Diffusion is a deep learning, text-to-image model.                                                                                                                                                                                                                                                                      |
| <b>StratGPT</b>                                 | <a href="https://chatgpt.com/g/g-GHU9fWyhR-stratgpt-generate-strategies-for-everything">https://chatgpt.com/g/g-GHU9fWyhR-stratgpt-generate-strategies-for-everything</a>                                                         | StratGPT is a GenAI platform designed to provide assistance in various stages of generating a strategy for anything.                                                                                                                                                                                                           |
| <b>Stukent</b>                                  | <a href="https://www.stukent.com/marketing-ai-resources/">https://www.stukent.com/marketing-ai-resources/</a>                                                                                                                     | AI resources tailored for marketing educators. These resources include discussion prompts, activities, and tools that educators can incorporate into their curriculum to teach students how to leverage AI for data-driven insights, automation, and enhanced decision-making in marketing.                                    |
| <b>Surfer AI</b>                                | <a href="https://surferseo.com/ai/">https://surferseo.com/ai/</a>                                                                                                                                                                 | SEO optimization tool designed to help businesses and content creators boost their website's search engine rankings through data-driven analysis                                                                                                                                                                               |
| <b>Surfer SEO</b>                               | <a href="https://surferseo.com/">https://surferseo.com/</a>                                                                                                                                                                       | Content optimization tool for improving SEO rankings. Analyzes and optimizes content for better search engine performance, integrating with other tools.                                                                                                                                                                       |
| <b>Synerise</b>                                 | <a href="https://www.synerise.com/">https://www.synerise.com/</a>                                                                                                                                                                 | Synerise's AI Growth Cloud is a business intelligence ecosystem that leverages AI algorithms to monitor and analyze consumer experiences across various touchpoints. It integrates with websites, systems, and social media to provide insights into customer behavior, aiding in personalized marketing and sales strategies. |
| <b>Synthesia</b>                                | <a href="https://www.synthesia.io/">https://www.synthesia.io/</a>                                                                                                                                                                 | AI-generated captivating videos for marketing                                                                                                                                                                                                                                                                                  |
| <b>Talkwalker</b>                               | <a href="https://www.talkwalker.com/">https://www.talkwalker.com/</a>                                                                                                                                                             | Talkwalker by Hootsuite is a social intelligence platform that focuses on social listening, media monitoring, and social benchmarking.                                                                                                                                                                                         |
| <b>Ted Talk by Jessica Apotheker</b>            | <a href="https://www.youtube.com/watch?v=3MwMII8n1qM">https://www.youtube.com/watch?v=3MwMII8n1qM</a>                                                                                                                             | Generative AI is poised to transform the workplace, but we still need human brains for new ideas. Marketing expert Jessica Apotheker explores how marketers can find their niche in the world of AI.                                                                                                                           |
| <b>Times of India - China Cognitive Warfare</b> | <a href="https://timesofindia.indiatimes.com/world/china/how-china-is-using-cognitive-warfare-to-influence-global-">https://timesofindia.indiatimes.com/world/china/how-china-is-using-cognitive-warfare-to-influence-global-</a> | Analyzes China's strategies in cognitive warfare, focusing on its methods to shape global narratives and influence public opinion.                                                                                                                                                                                             |

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|                                      | <a href="https://perceptions/articleshow/110303476.cms">perceptions/articleshow/110303476.cms</a>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Traackr</b>                       | <a href="https://www.traackr.com/">https://www.traackr.com/</a>                                                                     | Traackr is an influencer management platform. Among other things, it finds, recruits, and manages influencers while measuring results and optimizing campaigns.                                                                                                                                                                                                                                                                      |
| <b>TrendWatching - Drafted by AI</b> | <a href="https://app.trendwatching.com/subtrends/drafted-by-ai">https://app.trendwatching.com/subtrends/drafted-by-ai</a>           | Part of TrendWatching's services, this section identifies and tracks AI-driven subtrends, helping companies leverage AI advancements to stay relevant and competitive in evolving markets.                                                                                                                                                                                                                                           |
| <b>TubeBuddy</b>                     | <a href="https://www.tubebuddy.com/">https://www.tubebuddy.com/</a>                                                                 | TubeBuddy is a video optimization software. It helps to identify trends to incorporate into videos for more clicks so to improve SEO.                                                                                                                                                                                                                                                                                                |
| <b>Upfluence</b>                     | <a href="https://lp.upfluence.com/">https://lp.upfluence.com/</a>                                                                   | Upfluence is an influencer management platform. Among other things, it finds, contacts, manages, and pays influencers. It is integrated with online retailers like Amazon and Shopify.                                                                                                                                                                                                                                               |
| <b>VidIQ</b>                         | <a href="https://vidiq.com">https://vidiq.com</a>                                                                                   | VidIQ is a video optimization tool. It provides insights on trends, competitors, and productivity tools.                                                                                                                                                                                                                                                                                                                             |
| <b>ViralStat</b>                     | <a href="https://viralstat.com/">https://viralstat.com/</a>                                                                         | ViralStat is a cross-platform social video analytics tool that tracks, analyzes, and compares social channels to discover trends.                                                                                                                                                                                                                                                                                                    |
| <b>World Economic Forum</b>          | <a href="https://intelligence.weforum.org/topics/a1Gb0000000pTDREA2">https://intelligence.weforum.org/topics/a1Gb0000000pTDREA2</a> | The World Economic Forum is a global organization that works toward Public-Private cooperation.                                                                                                                                                                                                                                                                                                                                      |
| <b>xiQ</b>                           | <a href="https://xiqinc.com/solutions-sales/">https://xiqinc.com/solutions-sales/</a>                                               | xiQ is a sales intelligence software that utilizes the neuroscience of buying in guiding sales representatives.                                                                                                                                                                                                                                                                                                                      |
| <b>You.com</b>                       | <a href="https://you.com/">https://you.com/</a>                                                                                     | You.com is an amalgamation of various LLMs. We asked how it could be best used in international marketing contexts. It recommended explaining that it leverages advanced AI capabilities to enrich marketing strategies and operations, including market research and insights, content creation and strategy development, email marketing optimization, and integration of AI-powered tools for campaign management (You.com, 2024) |
| <b>Zapier</b>                        | <a href="https://zapier.com/">https://zapier.com/</a>                                                                               | Automation tool for connecting apps. Automates workflows by connecting different marketing tools and apps.                                                                                                                                                                                                                                                                                                                           |
| <b>Zoho</b>                          | <a href="https://www.zoho.com/crm/crmplus/?src=zGlobalAllProducts">https://www.zoho.com/crm/crmplus/?src=zGlobalAllProducts</a>     | It is a customer relationship management software that specializes in omnichannel customer engagement.                                                                                                                                                                                                                                                                                                                               |
| <b>Zoominfo</b>                      | <a href="https://www.zoominfo.com/products/sales">https://www.zoominfo.com/products/sales</a>                                       | Zoominfo is a B2B prospecting database where sales teams can target their ideal customer profiles and reach decision-makers based on matches.                                                                                                                                                                                                                                                                                        |