

Архитектура разрабатываемой ИС стремится к балансу между производительностью, гибкостью и масштабируемостью, обеспечивая надежное функционирование и удовлетворение потребностей пользователей.

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ARTIFICIAL INTELLIGENCE ON ENTERPRISE WEBSITES: INCREASING CONVERSION THROUGH COMPLEX MARKETING SOLUTIONS

Рассматривается влияние интеграции искусственного интеллекта (ИИ) в маркетинговые стратегии предприятий на уровень взаимодействия с пользователями и повышение конверсии на их веб-сайтах. Освещены ключевые аспекты применения ИИ, такие как персонализированный маркетинг, аналитика поведения пользователей, оптимизация воронки продаж, использование маркетингово-ориентированных чат-ботов, а также тестирование и оптимизация контента.

Modern enterprises are increasingly recognizing the significance of integrating artificial intelligence (AI) into their marketing strategies to deepen user engagement on their websites. Allow us to delve into how specific facets of AI application contribute not only to effective feedback but also to heightened conversion rates.

1 Personalized Marketing. AI enables the creation of highly personalized campaigns, taking into account the unique preferences of each user. This includes dynamic personalized content, retargeting, and targeted marketing promotions.

2 User Behavior Analytics. AI algorithms not only identify current user interests but also predict their behavior. This allows enterprises to adapt marketing strategies considering expected customer actions.

3 Sales Funnel Optimization. Integrating AI into marketing allows for a more precise identification of sales funnel stages and optimizing them to maximize conversion. Automated data analysis systems identify bottlenecks and propose effective solutions.

4 Marketing-Oriented Chatbots. The use of AI in chatbots goes beyond operational responses. They also provide personalized marketing offers, including product recommendations, special offers, and promotions.

5 Content Testing and Optimization. AI is actively employed to test the effectiveness of marketing content. Algorithms conduct A/B testing, identify the best-performing variants, and optimize content for maximum impact.

The integration of artificial intelligence on enterprise websites is becoming an integral element of sophisticated marketing strategies. The use of AI not only deepens user interaction but also significantly increases conversion, making websites more competitive and responsive to market dynamics.