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HYPER-PERSONALIZED MARKETING BASED ON ARTIFICIAL INTELLIGENCE

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Digital technologies play an essential role in the modern world and allow for qualitative transformations in various types of economic activity. The global economic environment is characterized by a large number of companies that, in a highly competitive environment, are focused on constantly introducing advanced technologies to ensure the loyalty of the target audience. Innovations' continuous development is stimulated by companies and modern consumers, primarily representatives of generations Y, Z, and Alpha. The digital environment is characterized by the constant generation of large volumes of heterogeneous information, which can be used as a valuable resource for forming effective management decisions. The combination of the concepts of big data and data science leads to the development of modern products to meet the needs of various consumer groups. At this stage of development, artificial intelligence is gaining significant popularity, which, based on powerful mathematical algorithms, allows processing large arrays of heterogeneous data and making optimal decisions.

Along with the introduction of innovations, businesses should pay significant attention to the development of modern marketing strategies since long-term operation in relevant markets involves the formation of effective communications with customers and achieving a high level of loyalty. The intensive growth in the number of Internet users involves the use of digital marketing by companies based on relevant tools. Maximizing the reach of the target audience involves the use of several tools following the peculiarities of the functioning of a particular market, the specifics of

products, and the socio-psychological characteristics of potential customers. The main tools of digital marketing include: SEO, contextual and targeted advertising, social media marketing, web analytics, mobile marketing, and email marketing. The gradual development of technologies and the change in the value orientations of modern generations lead to the active introduction of personalized approaches. Thanks to the reorientation from the needs of the target audience to the needs of a specific consumer, companies manage to significantly increase the level of customer loyalty and ensure an economically justified level of conversion in the long term. Adaptation to the needs of a specific consumer occurs through the use of specialized software, which, following the established mathematical algorithms, searches for the optimal communication model. In recent years, the integration of artificial intelligence algorithms into digital marketing tools has been characteristic, which significantly increases the effectiveness of personalization following the input information about users.

Based on the outlined trends, one of the key trends in 2025 is hyperpersonalized marketing based on artificial intelligence, focused on strengthening the consideration of the interests of a specific consumer and providing the best offers. Replacing mass marketing campaigns with individualized communications is an objective reality of today, since generations Z and Alpha were born in an era of rapid development of digital technologies and the offer of various goods on the Internet. The next generation of consumers was called Beta and will be characterized by an even greater level of immersion in the digital environment and the formation of their own needs based on virtual and hyperpersonalized communications with brands [1].

Modern users constantly interact with a large number of brands on the Internet, which leads to the formation of digital noise and ignoring numerous offers of goods and services. In the outlined conditions, targeting and personalization through the use of traditional tools lose their effectiveness, as they are implemented based on insignificant information. The use of outdated algorithms allows for less effective results compared to modern approaches based on artificial intelligence.

Hyperpersonalized marketing involves the use of big data, optimal machine learning algorithms, and decision-making on the selection of effective models of interaction with a specific client in real time. To form loyalty, relevant content is used, which, thanks to artificial intelligence, can not only be selected according to the user’s preferences but also generated directly in the process of interaction. The current level of development of artificial intelligence allows generating text messages, images, video, and audio content. Also, in the process of establishing personalized communications,

brands have the opportunity to use digital avatars that adapt to the behavior and value system of a particular interlocutor. Interaction with a digital interlocutor who supports the values of a specific client and supports his desires in every way leads to sympathy and a desire to communicate with the corresponding brand. In the process of implementing a hyperpersonalized marketing strategy using a digital avatar, it is expected to achieve a high level of conversion on a long-term basis [2].

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BRAND MANAGEMENT IN THE METAVERSE CONCEPT

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In recent years, the concept of the metaverse has been regarded as one of the key aspects of digital transformation. Researchers explore the metaverse as a complex, multidimensional system that integrates the digital environments of specific economic entities within cyberspace. This perspective enables the analysis and optimization of the metaverse as a platform for economic activity, using standardized indicators to assess efficiency and conduct comparative analysis. In other words, the concept of the metaverse describes a unified virtual space with its own economic system, digital currency, labor market, and communication mechanisms