

Report On
Leveraging AI in Digital Marketing: Insights from CloudMarcom

By

MD MUSTAK SHAHRIAR OVI
20204090

An internship report submitted to the BRAC Business School (BBS) in partial
fulfillment of the requirements for the degree of
the Bachelor of Business Administration (BBA)

BRAC Business School (BBS)
Brac University
May 2025

© 2025. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

MD MUSTAK SHAHRIAR OVI
20204090

Supervisor's Full Name & Signature:

Takmilla Tabassum
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Taklima Tabassum
Lecturer,
The BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “AI Integration in Digital Marketing: A Case Study on CloudMarcom”

Dear Madam,

It is my pleasure to submit my internship report titled “Leveraging AI in Digital Marketing: Insights from CloudMarcom”, prepared as a requirement of the Bachelor of Business Administration (BBA) program under your guidance.

This report shows my experience at CloudMarcom during my internship time there, focusing on how Artificial Intelligence (AI) tools are used in customer segmentation, content creation and campaign performance analysis.

I hope this report satisfies your expectations and supplies important information regarding AI’s role in modern marketing.

Sincerely yours,

MD MUSTAK SHAHRIAR OVI
20204090
BRAC Business School
BRAC University
Date: May Day, 2025

Non-Disclosure Agreement

This agreement is made between CloudMarcom and the undersigned student of BRAC University.

Being a CloudMarcom's intern, I acknowledge that I may have access to sensitive and confidential information which may not be limited to client data, marketing strategies, internal processes, and AI tool usage. I admit to never disclose, share, or use any such information for my own personal benefit or share it with any external party without the consent from CloudMarcom.

This obligation remains binding during and after the completion of my internship.

Student's Full Name & Signature:

MD MUSTAK SHAHRIAR OVI

20204090

Supervisor's Full Name & Signature:

Md. Zubair Asad

Director
Business Development
CloudMarcom

Executive Summary

This report is based on my three-month internship experience at CloudMarcom. The internship focused on how Artificial Intelligence (AI) is being integrated into digital marketing practices at the organization. The primary objectives of the report are to (1) understand how AI is getting used in marketing operations at CloudMarcom, (2) judge the effectiveness of AI usage in content creation, customer segmentation, and campaign performance, and (3) analyse how using AI is reshaping the creative output of the organization.

A qualitative case study approach was used as the research methodology. Primary data were collected using semi-structured interviews with the marketing professionals, supervisors, and support staff. Primary research also consisted of AI tools' data like ChatGPT, Canva, and Google Analytics. And secondary data was taken from internal reports and campaign performance data.

The key findings showed that AI tools have notably boosted efficiency by automating tasks like content scheduling, campaign analysis, and personalized marketing communication. Team members found out that using AI is very useful when it comes to generating content quickly, segmenting customers more precisely, and making data-driven decisions.

In accordance with the findings, the report suggests (1) giving continuous AI training for team members to increase usage, (2) preserving and continuing a balanced human-AI end-to-end business process for quality control, and (3) additional investment in advanced AI platforms to stay ambitious in the progressing digital marketing landscape.

This internship has provided me valuable understanding into the real-life usage of AI in digital marketing and has given me an opportunity to supply CloudMarcom's lookout for innovation and efficiency.

Table of Contents

Declaration.....	2
Letter of Transmittal.....	3
Non-Disclosure Agreement.....	4
Executive Summary.....	5
Table of Contents.....	6
Chapter 1: Overview of Internship.....	8
1.1 Student Information.....	8
1.2 Internship Information.....	8
1.2.1 Period, Name, Department, Address.....	9
1.2.2 Supervisor's Information.....	9
1.2.3 Job Responsibilities.....	9
1.3 Internship Outcome.....	9
1.3.1 Student's Contribution to the Company.....	9
1.3.2 Benefits to the Student.....	10
1.3.3 Difficulties faced during the Internship Period.....	10
1.3.4 Recommendations.....	11
Chapter 2 Organizational Overview.....	12
2.1 History.....	12
2.2 Overview of the Company.....	12
2.2.1 Contribution to the National Economy.....	12
2.2.3 Mission.....	12
2.2.4 Vision.....	13
2.2.5 Objectives.....	13
2.2.6 Core Values.....	13
2.3 Management Practices.....	13
2.3.1 CloudMarcom in Brief.....	13
2.3.2 Organizational Structure.....	14
2.3.3 Recruitment & Selection.....	15
2.4 Marketing Practice.....	16
2.4.1 Marketing Strategy.....	16
2.4.2 Target Customers, Targeting and Positioning Strategy.....	16
2.4.3 Marketing Channels.....	16
2.4.4 Product / New Product Development and Competitive Practices.....	16
2.4.5 Critical Marketing Issues and Gaps.....	17
2.5 Financial Performance and Accounting Practices.....	17

2.5.1 Financial Performance.....	17
2.5.2 Accounting Practices.....	17
2.6 Operations Management and Information System Practices.....	18
2.6.1 Information System Usage.....	18
2.6.2 Data Storage and Sharing.....	18
2.7 Industry and Competitive Analysis.....	18
2.7.1 Porter's Five Forces Analysis.....	18
2.7.2 SWOT Analysis.....	19
2.8 Summary and Conclusion.....	20
2.9 Recommendations.....	21
Chapter 3.....	22
3.1 Introduction.....	22
3.1.1 Background and Problem Statement.....	22
3.2.1 Objectives.....	24
3.1.3 Significance.....	24
3.1.4 Scope of Study.....	25
3.2 Literature Review.....	25
3.3 Methodology.....	26
3.3.1 Research Questions.....	27
3.3.2 Sampling Strategy.....	27
3.4 Analysis (Thematic Analysis).....	28
3.4.1 Findings.....	30
3.4.2 Challenges.....	31
3.5 Summary and Conclusion.....	32
3.6 Recommendations.....	33
References.....	34
Appendix.....	35

Chapter 01: Overview of Internship

1.1 Student Information

Name: MD Mustak Shahriar Ovi

Student ID: 20204090

Programme: Bachelor of Business Administration

Specializations:

Major - Marketing

Minor - Computer Information Management

Department: BRAC Business School

1.2 Internship Information

1.2.1 Period, Name, Department, Address

Period: 1st of March 2025 - 20th of May 2025

Company Name: Cloudmarcom

Department: Marketing

Office Address: House- 152/4-B, Green Road, Panthapath, Dhaka-1205

1.2.2 Supervisor's Information:

Name: Md. Zubair Asad

Designation: Director, Business Development

1.2.3 Job Responsibilities

At CloudMarcom, my primary responsibilities involved assisting the digital marketing team with both campaign support and the integration of AI tools. Using AI platforms such as ChatGPT and Canva I generated marketing contents, helping in social media posts, captions, and ad copy.

Customer segmentation efforts were also done by me using analytics data, helping the team figure out patterns in audience behavior. On top of that, I observed AI-powered campaign dashboards and took part in performance review discussions.

An important part of my role was to review and edit the AI-generated materials the company generated for accuracy, tone and brand consistency. The exposure to such workflow provided me with the knowledge of how AI enhances creativity, targeting and decisions in modern marketing.

1.3 Internship Outcome

1.3.1 Student's Contribution to the Company

At CloudMarcom, I ensured that the advertising side of the company and the campaigns that it runs go smoothly without any trouble from the company's end. I also worked to keep good relationships with the consumers, making sure their needs are met and that they are satisfied through the personified services we provide to them. I helped the team use AI tools to create videos, images, and sounds that are used in advertising campaigns. This not just saved time but also provided a fresh, innovative and somewhat unique touch to our projects. By combining technology with human creativity, I contributed to improving the overall quality of our advertising work and helped the company stay up-to-date with new trends in the marketing world.

1.3.2 Benefits to the Student

At CloudMarcom I was lucky enough to work with a highly professional and creative team. Their assistance and guidance helped me use my academic knowledge with real-world marketing practices. Since my involvement was mainly to communicate with clients for content creation which provided me with hands-on experience in the field of advertising. Most notable part of my internship was working with AI tools to create images, sounds and videos that were required for campaigns. It gave me a different and a new perspective on modern day marketing techniques. These experiences developed my soft skills like problem-solving, adaptability, and teamwork, all of which is transferable to my future career growth.

1.3.3 Difficulties Faced During the Internship Period

One of the most challenging aspects of my internship at CloudMarcom was for me to adjust to the environment. It took me a while to figure out and understand how to communicate in the most effective and efficient manner with my team members and ask for their help when I would need it. Since I was learning most things from scratch regarding working with AI for marketing I often had to learn by asking questions and experimenting with soft tools to complete my tasks correctly and efficiently. It was also very tiring for me to carry my heavy laptop bag along with my other necessary belongings to the office every work day, which sometimes made my work-life more difficult for me especially during the times of heavy rain or traffic.

There were also times where I felt overwhelmed and anxious for being unsure on how to prioritize and complete my tasks that were in my to-do list. Lastly, meeting deadlines at my work while trying to maintain quality was stressful and exhausting for me in the beginning when I had first joined CloudMarcom. Overtime, I could manage things better as I got used to the workflow.

1.3.4 Recommendations

- CloudMarcom can take advantage of having a well structured workflow for interns. Instead of relying too much on individual guidance, creating structured step-by-step processes for common tasks would help interns work more confidently and independently.
- It would be beneficial for the company to consider hiring experienced external consultants for working on its technical and creative projects when the in-house team faces difficulties meeting deadlines.

Chapter 02: Organizational Overview

2.1 History

CloudMarcom is still a growing marketing agency and advertising agency based in Dhaka, Bangladesh. It was founded with the idea in mind to help brands build a strong online presence through creative strategies like personalized niche advertisements and data-driven marketing. Since its establishment, CloudMarcom has worked and helped various clients across different industries, providing its services like content creations, social media management, digital ads and branding. It helps to deliver bespoke marketing solutions to meet the demands of each of the clients that it works with. With a young, enthusiastic and eager to work team the company still grows by keeping up with the global trends and using the modern tools and techniques in the field of digital marketing.

2.2 Overview of the Company

2.2.1 Contribution to the National Economy

CloudMarcom helps in contributing to the national economy by helping support the local businesses to grow through effective and niche marketing strategies. It helps the businesses on improving their presence online and reach a wider variety of audiences through boosting the sales of such businesses, improving customer engagement, advertisements, etc. This not just helps benefit individual businesses but also helps promote digital transformation and helps to create job positions in the marketing sectors of Bangladesh.

2.2.3 Mission:

To assist and support business growth through delivering creative, result-driven bespoke digital marketing solutions while continuously changing, adapting, learning and contributing to the digital advancement of Bangladesh.

2.2.4 Vision:

To achieve the title as the leader of the marketing agency in Bangladesh, recognized for creativity, innovation and meaningful contribution to the growth of businesses and the digital economy.

2.2.5 Objectives:

- To help deliver bespoke digital marketing solutions which meet client goals effectively.
- To remain updated with the on-going latest marketing tools, technologies like AIs and trends.

2.2.6 Core Values:

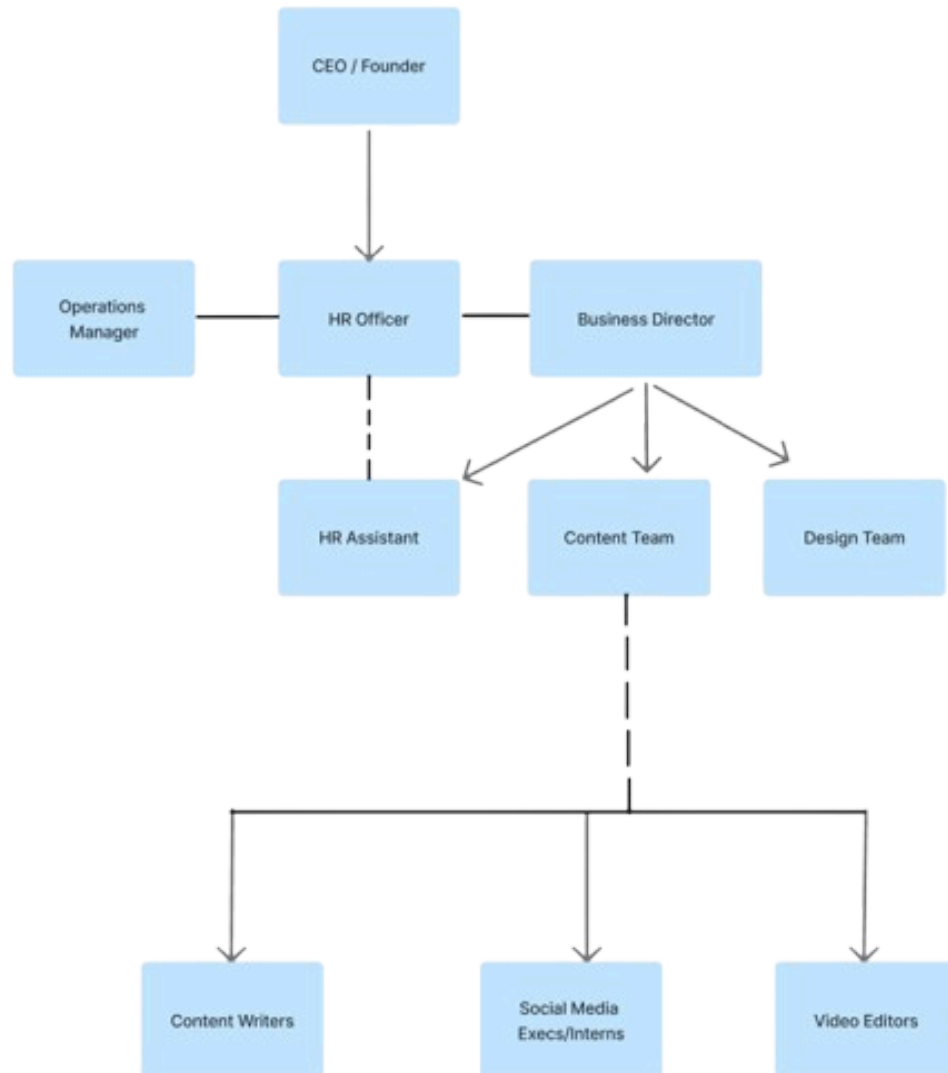
- **Client Focus:** They prioritize clients' needs and focus to exceed expectations.
- **Creativity:** They believe in original, fresh and often unique ideas that stand out from the rest of the competitions.
- **Growth:** They endlessly focus on learning and improvement to stay ahead in the digital world.

2.3 Management Practices

2.3.1 CloudMarcom in Brief

Website	cloudmarcombd.com
Industry Type	Digital Marketing and Advertising Agency
Company Size	35 People
Headquarters	Dhaka, Bangladesh
Type	Private
Founded	2016

2.3.2 Organizational Structure



2.3.3 Recruitment & Selection

CloudMarcom follows a structured recruitment process where job openings are shared through online platforms and internal networks. The HR team shortlists candidates based on qualifications and role requirements, followed by interviews that may include a short test. Final selections are made after document verification.

The company tries to use such a leadership style which can be referred to as being joint and inclusive. Such a style makes sure that agreements and team works are not only appreciated but are also made sure that they are used and applied as an everyday routine in the company. Managers and team leaders at CloudMarcom utilize a useful method that helps to facilitate the sharing of ideas of the junior staff, the interns and the cross-functional teams instead of using a systematic, step-by-step approach.

In AI tools, digital platforms and even in content creation training and development are the key focuses. Those who are newly recruited often receive hands-on guidance at CloudMarcom. The company also tries to organize internal knowledge-sharing sessions where the senior and experienced staff showcase and demonstrate the real life application of the emerging tools. On top of that, interns are encouraged to take part in client projects but they are put under supervision while doing work on such projects, this allows them to learn by getting direct exposure to practical challenges.

Looking into individual contributions, emphasizing on campaign outcomes and using regular feedback performance appraisal of the employees is conducted in CloudMarcom. Focusing on both qualitative inputs and measurable KPIs such as client satisfaction and campaign reach reviews are usually held quarterly. Criticism along with helpful suggestions are provided to ensure that the employees have a clear roadmap for growth. Lastly, excellent and exceptional performance is routinely acknowledged publicly which helps foster motivation and a culture of appreciation.

2.4 Marketing Practice

2.4.1 Marketing Strategy

CloudMarcom follows a customer-focused marketing strategy which emphasises on delivering bespoke digital solutions. The agency focuses on data-driven planning and extensive performance tracking to meet client goals. Their method consists of social-media campaigns, content marketing and paid advertisements based on client needs and market trends.

2.4.2 Target Customers, Targeting and Positioning Strategy

CloudMarcom mainly tries targeting SMEs, startups, and personal brands seeking growth online. The agency identifies itself and positions to be a creative and affordable solution provider for businesses that need result-oriented digital marketing support. It aims to get recognised as a trusted partner in brand growth and online visibility.

2.4.3 Marketing Channels

CloudMarcom primarily uses digital channels like the popular social media platforms such as Facebook, Instagram and LinkedIn. It also uses Google Ads, email marketing, and SEO to promote services and generate leads. The company also depends on client recommendations and referrals as an important source of new business.

2.4.4 Product / New Product Development and Competitive Practices

CloudMarcom provides services like graphic design, social media management, content creation and paid advertising for its clients. Based on client demands and market trends new services are frequently added among its list of offerings. Services like video marketing and influencer collaboration are among its latest offerings.

2.4.5 Critical Marketing Issues and Gaps

Due to being a small agency, CloudMarcom often struggles for its limited resources and workforce especially when it gets to handle multiple large projects. Investing in quality tools to execute tasks and deeply integrating mediums for automation could help lower the gaps and improve overall efficiency of the company.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

As CloudMarcom is a SME which is currently still under its initial growth stage, it tries to focus on steady cash flow and sustainable profitability. Revenue is mainly generated from client projects involving content creation, paid advertising services and digital marketing. The company maintains a project-based billing system. Charging either monthly or per-project fees, depending on client agreements.

Even though details of CloudMarcom's financial statements are not made publicly available it has shown gradual growth in revenue and client acquisition over the last few years. It aims to increase its profitability through optimization of its delivery of its services, reducing its overhead costs and investing in skilled talents.

2.5.2 Accounting Practices

CloudMarcom maintains basic accounting practices acceptable for a small agency. Its income and expenses are tracked digitally using accounting tools such as QuickBooks or Excel (cloud-based). The finance team manages and maintains payroll, vendor payments, tax fillings, etc. Regular internal audits are strictly performed to ensure compliance with the government's tax regulations and also so that it can trace back to its performance to see how good or bad it is doing throughout the months.

Since the company is not yet subject to external audit or public financial disclosure, it does not maintain transparency in its transactions and financial report.

2.6 Operations Management and Information System Practices

2.6.1 Information System Usage

ClouMarcom's day-to-day operation relies upon very basic tools and softwares which are mostly cloud-based. Google Workspace (Docs, Sheets, Drive) is generally used for internal works, document sharing and client communication. Email, Slack and WhatsApp are the primary go-to platforms for daily communication with clients and team members.

2.6.2 Data Storage and Sharing

Google Drive is used for storing all important files and client materials. Things like ad performance data, client reports and content plans are regularly updated and shared through shared folders or Google Sheets.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

Threat of New Entrants – High

Low entry barrier is present for the digital marketing industry, where frequently numerous freelancers and small agencies are entering the market. This is because basic tools to start this venture are affordable and minimal capital is required.

Bargaining Power of Buyers – High

Clients get to have a tremendous amount of options to choose from, which makes them have strong negotiation power. They compare pricing, creativity of the agencies and the speed at which their works are likely to be delivered.

Bargaining Power of Suppliers – Moderate

CloudMarcom relies on Meta, Google and other digital third-party tools. Although necessary, these platforms have all-year round stable pricing models, making sure the supplier powers are in check.

Threat of Substitutes – Moderate

In-house marketing teams, freelance marketplaces like Fiverr, Upwork, etc. and even AI-based tools offer alternatives to agencies. But agencies still provide better solutions since they offer complete bespoke services to their customers.

Industry Rivalry – High

The market for this digital marketing and advertising for small to mid-sized firms is super competitive. Each of such firms fight for visibility and clients in every way possible. Creative innovation, satisfactory customer services and timely delivery of services are key to staying relevant.

2.7.2 SWOT Analysis

- **Strengths:**

CloudMarcom quickly adjusts to new technologies, particularly Artificial Intelligence (AI), which improves efficiency and accuracy in campaigns. The collaborative culture encourages creativity and seamless teamwork, allowing for high-quality marketing solutions customized to meet client requirements.

- **Weaknesses:**

The company struggles with a shortage of staff, especially during busy projects. Although AI enhances productivity, depending too much on it can sometimes cause problems with content quality. Additionally, there is a worry about insufficient training for new employees.

- **Opportunities:**

As the need for AI-based marketing grows in Bangladesh, CloudMarcom has the opportunity to become a leader in the market by investing in better tools and providing AI consulting

services. Partnering with technology companies and launching training programs can also boost its brand reputation.

- **Threats:**

The rising competition in digital marketing creates challenges for acquiring clients and setting prices. Fast developments in AI tools and rising worries about data privacy could also affect the company's operations and its ability to adapt in the long run.

2.8 Summary and Conclusion

I got to work as an intern at CloudMarcom for the last three months which was a rewarding learning experience for me. The work environment at CloudMarcom helped me understand the basics of digital marketing in the real-world environment. I learned to manage how to curb clients' demands and expectations and develop campaigns and use tools to track company's performance. This internship helped me improve my problem-solving skills, teamwork and communication.

CloudMarcom may be small in scale but it is extremely dedicated to providing quality services to its clients. The team's practical approach and client prioritized mindset have helped it project itself as a strong new-comer in the market. Despite its resources being limited compared to its competitors the company makes it up with its agility, innovation and strong work ethics.

Overall, this internship has been a major learning point for me in my professional journey. It has provided me with a practical view of marketing blueprint on how it works and inspired me to look for further opportunities in the field of digital marketing.

2.9 Recommendations

- CloudMarcom should think of enlarging its team and service capacity so that it is able to handle more clients smoothly as demand for digital marketing grows among the local businesses. Gradually increasing the operations' scale can help meet the growing market needs without compromising on quality.
- To stay relevant in the market, the company should focus on adopting emerging digital tools, technologies, AI-based automation, CRM systems and analytics platforms. It should enhance workflow, campaign performance, and client satisfaction.
- Widening CloudMarcom's presence across more social media platforms like TikTok and Snapchat could help benefit itself. This would surely tap into the minds of younger, more trend-driven audiences and attract a wide variety of client segments in the process.

Chapter 03

3.1 Introduction

New levels of automation, personalization and efficiency are being introduced with the integration and incorporation of Artificial Intelligence (AI) into marketing operations by the marketing agencies. AI is being explored as a tool to enhance and improve content creation, customer segmentation and campaign performance analysis at CloudMarcom. This project explores how CloudMarcom gets to utilize AI to boost its digital marketing capabilities and meet the rapidly client demands.

Effective application of AI in local agencies like CloudMarcom still remains both a challenge and an opportunity as AI continues to redefine global marketing standards. How AI tools are currently being applied, evaluating their impact on marketing effectiveness and proposing improvements on areas that are lacking from meaningful adoption of AI is what this study aims to uncover. Valuable perceptions are uncovered through this research that can be used into the practicality of AI in the Bangladeshi marketing landscape.

3.1.1 Background and Problem Statement

Background

Digital marketing landscape is getting reshaped through Artificial Intelligence (AI) which is allowing companies to personalize content, automate repetitive tasks and take out important understandings from data. ChatGPT, Jasper AI, Canva's Magic Write and Google Analytics 4 (data analysis platform) are some of the AI tools that are popularly being used to empower marketers for designing better and more effective campaigns with improved targeting and approaching (Chatterjee et al., 2021; Kietzmann et al., 2018). Customer segmentation, campaign optimization and real-time content creation are all supported by AI-driven marketing tools making marketing more data-driven and adaptive (Davenport et al., 2020).

In small to mid-sized enterprises the integration of AI into marketing operations is still in its early stages in Bangladesh. Small to medium scale agencies like CloudMarcom are still exploring the challenges of meaningful integration of AI while the large multinational companies deploy AI at scale due to their large infrastructure and expertise.

Even though the world is hyping for AI's potential there is limited academic research on how small to medium sized agencies in third world nations like Bangladesh are utilizing AI in the real-world environment. Practical insights for industry growth is the outcome of integrating AI in agencies like CloudMarcom helping to bridge this research gap.

Problem Statement

Even though CloudMarcom has started using AI in its digital marketing process, the agency still does not have a structured plan to make the most out of the popular AI tools that it thinks of using in important areas. The challenge is knowing how much of the AI tools are being currently utilized especially in customer segmentation, content creation and campaign performance analysis. Without proper knowledge on these matters, clear evaluation and strategic direction, CloudMarcom fears not properly using these technologies, potentially falling behind compared to its competitors. Hence, there is a necessity to investigate the usage of AI in CloudMarcom and provide actionable guidance to improve its usage for better marketing results.

3.1.2 Objectives

Broad Objective:

- To examine the integration and impact of Artificial Intelligence (AI) tools in digital marketing practices at CloudMarcom.

Specific Objectives:

- To identify how AI is used for customer segmentation at CloudMarcom.
- To investigate how AI-driven tools help create marketing content.
- To evaluate how well AI integrations meet important marketing objectives.

3.1.3 Significance

This study looks into the usefulness of AI integration in digital marketing at CloudMarcom, a developing marketing agency in Bangladesh. For gaining the competitive advantage AI tools are being leveraged for content creation, campaign analysis and customer segmentation as digital marketing keeps on getting more complex and data-driven. How AI can improve marketing operations by reducing manual workload, improving efficiency and decision-making is what this research focuses on.

This research also signifies the importance of addressing how mid-sized agencies like CloudMarcom, unlike some marketing giants present in the market, use AI with their limited resources. Getting to know how the AI tools are being used, what difficulties the marketers face, and what improvements can be made delivers precious information even for other similar organizations across the country. Bottomline, the study shows the possibility of AI to support personalized marketing at scale and improve campaign results in the local marketing context.

3.1.4 Scope of the Study

This study has its scope confined to examining how AI is getting used in three key areas that include customer segmentation, campaign performance analysis and content generation. This study is directed using a qualitative case study approach, that includes interviews with the digital marketing team, direct observation of how AI gets to be used and a review of appropriate and relevant internal documents and campaign reports at CloudMarcom.

Instead of concentrating on the broader landscape of AI in global marketing, the study focuses on the practical, everyday application of tools such as ChatGPT, Canva's Magic Write, Google Analytics, and other AI related automation platforms that are currently being used at CloudMarcom. The objective is to find out how well such tools help the agency's tasks completion, enhance its productivity and support marketing goals.

3.2 Literature Review

Artificial Intelligence (AI) is changing the dynamics of digital marketing by utilising data-driven decision making, improving customer engagement and automating the everyday repetitive tasks. As the need for personalized and effective marketing solutions rises, more marketing agencies around the world, including mid-sized companies like CloudMarcom in Bangladesh, are adopting AI tools. A major area where AI has shown great value is in customer segmentation, which aligns with the primary goal of this study.

Chatterjee et al. (2021) claim that artificial intelligence helps marketers analyze large datasets to identify trends in the customers' behavior. This leads to better audience targeting which makes sure that marketing strategies are tailor-made for the appropriate segments, which in turn boosts the importance and success of campaigns.

In content creation, generative AI tools and platforms like ChatGPT, Jasper AI, and Canva's Magic Write are helping the marketers produce better engaging and customized content quickly. Such tools not just reduce the workload but also allow it to stay relevant in the fast-paced, continuously changing digital environment (Dwivedi et al., 2023). AI generated content has been proven to

increase the click-through engagement rates, especially among audiences having a segmented interest or mindset (Mikalef et al., 2019).

Analysis of the campaigns is another field where AI plays a crucial role. Tools such as Google Analytics 4 and HubSpot help to determine the real-time performance tracking, ROI measurements, etc. These help the marketers to make the decision on identifying what works and what requires optimization (Davenport & Ronanki, 2018).

It has become a necessity to integrate AI for agencies like CloudMarcom to keep up with the vast demand of clients who seek data-backed, personalized campaigns. While AI may seem promising for shortening the length of time for tasks that were previously accomplished in long hours, the real-world implementation of AI must consider contextual limitations and long-term alignment with the business goals.

3.3 Methodology

A qualitative case study approach was taken to figure out how Artificial Intelligence (AI) tools are getting used into digital marketing practices at CloudMarcom. The methodology concentrates on acquiring both primary and secondary data to gain deep insights into the organization's AI implementation.

The collection of the primary data was done through half-structured interviews with members of the digital marketing team who were a part of AI-supported projects. These interviews were meant to know about their experiences, perceptions and the real-life challenges of using AI tools. Alongside the primary data collection, direct observation was made to find out how tools like ChatGPT, Canva, and Google Analytics are used during real-time promotional campaigns.

The collection of secondary data was done from internal documents, campaign reports and analytics data pre and post implementation of AI. This helped in figuring out the impact of AI on performance metrics and decision-making processes. In general, the mixed-method approach of primary and secondary data provided a complete understanding of how AI is used at CloudMarcom and how effective these tools are in achieving marketing objectives.

3.3.1 Research Questions

- A. How is AI being used for customer segmentation at CloudMarcom?
- B. In what ways do AI-powered tools help in generating marketing content?
- C. How effective are these AI integrations in achieving marketing goals?

3.3.2 Sampling Strategy

A purposive sampling strategy was used for selecting participants who were first hand involved in AI-supported digital marketing projects at CloudMarcom. The purpose was to collect insights from individuals with proper experience and active engagement in using AI tools in their day-to-day marketing activities.

The sample included:

- **Four digital marketing team members** who have worked on content creation, customer segmentation, and campaign execution using the AI tools such as ChatGPT, Canva, and Google Analytics.
- **Four supervisors or project leads** overseeing the integration of AI technologies into digital workflows.
- **Four Support staff** involved in campaign analytics and reporting using AI-driven platforms.

This targeted selection ensured that the data collected reflected practical experiences, challenges, and effectiveness of AI tools in real-time marketing operations at CloudMarcom.

3.4 Analysis (Thematic Analysis)

In-depth interviews and internal observations at CloudMarcom revealed three key themes about how the organization uses Artificial Intelligence (AI) in digital marketing. These themes are: Targeted Personalization, Content Efficiency, and Performance Insight. Each theme emphasizes a distinct element of how AI has been integrated into marketing practices and the agency's overall operations.

1. Targeted Personalization

This theme shows how AI tools have transformed CloudMarcom's method for customer segmentation and targeting. By utilizing tools such as Google Analytics 4, Meta Ads Manager, and CRM software equipped with machine learning, the company is now able to categorize its customers into highly specific audience segments. These segments are formed using behavioral data like clicks, conversions, engagement rates, and browsing patterns. Additionally, AI facilitates automatic updates to these segments, eliminating the necessity for weekly manual filtering. For instance, participants observed that machine learning models consistently enhance audience targeting in real-time, enabling faster campaign rollouts. Additionally, support staff pointed out that platforms like Mailchimp AI recommend content and timing tailored to each customer segment. This has improved campaign relevance, boosted user engagement, and raised conversion rates—especially for B2B client strategies. As Davenport, Guha, Grewal, and Bressgott (2020) noted, AI-driven segmentation allows marketers to deliver more personalized and effective messaging by continuously analyzing and adapting to customer data.

2. Content Efficiency

AI tools have significantly improved CloudMarcom's content creation process by increasing both speed and consistency. Tools such as ChatGPT, Jasper AI, and Canva's Magic Write are now part of the agency's content workflows for producing social media posts, blogs, email content, and ad copies. This has reduced the time spent on brainstorming and initial drafts, allowing creative resources to focus on strategy development and refinement. Supervisors noted that AI-generated content often acts as a base that is later tailored for tone and brand voice. Teams can quickly test various content versions and determine which one performs best using predictive performance scores. Moreover, multilingual support and automated visual layout suggestions have allowed the

team to better serve a wider client base, particularly for international or regional targeting. This aligns with findings by Huang and Rust (2021), who argue that generative AI enhances creative marketing outputs by supporting ideation, reducing production time, and allowing scalable personalization.

3. Performance Insight

The third key theme, performance insight, highlights how AI-powered analytics tools have transformed campaign monitoring and decision-making at CloudMarcom. AI-powered dashboards now track key performance indicators (KPIs) in real-time, offering actionable insights into ad performance, audience behavior, and ROI predictions. Supervisors particularly valued this ability to make quick, data-driven decisions, especially when managing several campaigns simultaneously. Support staff also acknowledged the significance of AI in automated A/B testing, allowing the company to test different headlines, visuals, and calls-to-action across different user segments. This removes the uncertainty often linked to campaign adjustments. Additionally, AI tools assist in optimizing budget distribution, as they identify which campaigns yield the highest value for each dollar spent. The adoption of these tools has resulted in enhanced overall marketing efficiency and has bolstered the firm's capacity to scale operations.

Conclusion of Thematic Analysis

Collectively, these three themes—Targeted Personalization, Content Efficiency, and Performance Insight—illustrate how CloudMarcom is successfully integrating AI throughout its marketing framework. The company's strategy is both tactical and strategic, demonstrating a clear commitment to making AI a fundamental operational resource. This indicates a significant level of digital sophistication and a willingness to embrace innovation, positioning CloudMarcom as a progressive entity in Bangladesh's changing marketing environment.

3.4.1 Findings

This section presents the qualitative findings gathered from semi-structured interviews conducted with **12** individuals at CloudMarcom, including **4 digital marketing team members, 4 supervisors/project leads, and 4 support staff**. The interviews were structured around three primary research statements.

AI is being utilized for customer segmentation at CloudMarcom to enhance targeted marketing efforts

AI tools such as Google Analytics 4, Meta's AI suggestions, CRM systems, and predictive analytics are frequently utilized for audience segmentation. These tools help the team categorize customers according to their behavior, engagement, and buying intent. The segmentation process is now largely automated, allowing the team to effectively identify cold, warm, and hot leads. Supervisors stressed the importance of machine learning models that constantly improve audience groups without needing manual updates, which is especially useful for B2B targeting. Support staff pointed out AI-powered tools such as Mailchimp and Google Ads that provide suggestions for optimized segmentation during campaign execution.

AI-powered tools support the generation of marketing content by streamlining ideation and production processes.

AI plays a crucial role in producing, generating, and customizing content. Tools like ChatGPT, Jasper, and Canva's Magic Write help in crafting blogs, social media updates, ads, and personalized emails.. Supervisors have noted a rise in productivity since AI can now deliver initial drafts or design layouts for teams to improve upon. The creation of visual content is also improved with AI-driven templates and layout ideas. Support teams gain from the automatic generation of meta descriptions, alt texts, multilingual content, and internal reports, which helps keep brand consistency and saves time.

AI integrations at CloudMarcom contribute significantly to achieving marketing goals by improving efficiency and performance outcomes.

The application of AI tools has resulted in clear improvements in marketing outcomes. Teams have experienced higher click-through and conversion rates, faster campaign launches, and more uniform branding across various platforms. Managers observed a 30% decrease in turnaround time and improved ROI tracking thanks to automated insights. Support teams made fewer mistakes and could handle several projects effectively because AI took care of repetitive tasks. Nonetheless, some limitations were recognized—like AI sometimes not matching content to local audience tastes, highlighting the continued necessity for human supervision.

3.4.2 Challenges

While CloudMarcom has made notable progress in integrating AI into its digital marketing operations, several challenges have been identified during both the internal observation and interview process. These obstacles are not unique to CloudMarcom—rather, they reflect broader industry trends as observed in secondary research.

1. Tool Dependency Without Adequate Expertise

Many staff members at CloudMarcom rely heavily on AI tools such as ChatGPT, Mailchimp AI, and Google Analytics 4. One ongoing problem is that some employees don't have the technical know-how to understand AI-generated insights or tweak the recommendations. This issue aligns with what West et al. (2021) found, highlighting that many marketing pros use AI tools in a passive way. This can result in bad strategic choices if they just accept the outputs without any critical thinking.

2. Integration Friction

AI tool integration with existing workflows has also been problematic. CloudMarcom often faces compatibility issues when syncing third-party platforms like Canva, Meta Ads Manager, and Google Analytics with their in-house project tracking systems or CRM software. As a result, marketing teams sometimes revert to manual data entry, leading to reduced efficiency. This challenge aligns

with Deloitte's (2020) report on AI adoption, which revealed that 47% of mid-sized firms encounter operational friction due to lack of API support or incompatible legacy systems.

3. Loss of Creative Authenticity

Although AI-generated content speeds up production, there are still worries about how genuine and emotionally impactful AI-written material is. Some team members pointed out that AI outputs can come off as bland, particularly in campaigns that need brand storytelling or cultural sensitivity. This issue is backed by a McKinsey (2022) study, which revealed that 57% of marketing executives felt that AI tools frequently miss the contextual insight necessary for content that truly resonates emotionally.

Summary of Challenges:

The problems we're facing—like gaps in staff skills, hurdles in integration, and limits on creativity—really show why we need to roll out structured training programs, choose AI platforms that work well together, and keep a human involved in the process. Even though AI can boost productivity a lot, CloudMarcom has to find a sweet spot between automation and creativity to keep its competitive advantage.

3.5 Summary and Conclusion

Using qualitative methods like interviews, observation, and internal document review it became known that AI is significantly changing and improving marketing effectiveness at CloudMarcom by making everyday tasks and processes more personalized, data-driven and efficient.

Better audience targeting, smarter decision making and faster content creation has been possible for the usage of tools like ChatGPT, Canva's Magic Write, and Google Analytics 4. Such tools are frequently used by marketing professionals, support staff and team leads across different projects. However, lackings in the field of technical expertise, integration issues with the already existing system and concerns over creativity were also noted.

In conclusion, while AI integration and adoption is still at the early stage at CloudMarcom, the current usage demonstrates strong potential in developing operational efficiency and delivering better and more effective campaigns. To maximize these benefits, ongoing training, careful selection

of tools, and a human-centric approach to AI use will be crucial in the agency's continued digital transformation journey

3.6 Recommendation

Based on the analysis of AI integration at CloudMarcom, multiple effective recommendations can be offered to enhance its effectiveness and ensure long-term success:

- 1. Invest in Staff Training and Skill Development**

To ensure optimal use of AI tools, CloudMarcom should conduct regular training sessions focused on the latest AI trends, tools, and ethical considerations. This will improve confidence among team members and allow more strategic application of AI features across departments.

- 2. Strengthen Tool Integration Across Workflow**

Some AI tools currently function in isolation. The company should explore better integration between content creation tools, analytics platforms, and CRM systems to create a more seamless and efficient marketing pipeline.

- 3. Maintain Human Oversight for Quality and Creativity**

While AI can generate content quickly, it may sometimes lack contextual nuance or brand voice. Therefore, human oversight in final content review should remain a priority to preserve brand integrity and creativity.

- 4. Establish Ethical Guidelines for AI Use**

As AI becomes more embedded in operations, CloudMarcom should develop internal ethical guidelines covering data usage, customer privacy, and transparency to build trust with both clients and staff.

- 5. Pilot New AI Solutions with Measurable KPIs**

Before fully deploying new AI technologies, CloudMarcom should run pilot tests with clear performance indicators. This ensures a better understanding of potential ROI and identifies possible operational gaps before full-scale implementation.

References

1. Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The adoption of artificial intelligence in digital marketing: A systematic review and future research agenda. *Journal of Business Research*, 129, 902–917. <https://doi.org/10.1016/j.jbusres.2020.11.001>
2. Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>
3. Kietzmann, J., Paschen, J., & Treen, E. (2018). Artificial Intelligence in advertising: How marketers can leverage AI. *Journal of Advertising Research*, 58(3), 263–267. <https://doi.org/10.2501/JAR-2018-035>
4. Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The impact of artificial intelligence on customer engagement: A literature review. *Journal of Business Research*, 132, 354–369. <https://doi.org/10.1016/j.jbusres.2021.03.042>
5. Davenport, T. H., & Ronanki, R. (2018). Artificial Intelligence for the Real World. *Harvard Business Review*, 96(1), 108–116.
6. Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., ... & Williams, M. D. (2023). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 60, 102481. <https://doi.org/10.1016/j.ijinfomgt.2021.102481>
7. Jarek, K., & Mazurek, G. (2019). Marketing and artificial intelligence. *Central European Business Review*, 8(2), 46–55. <https://doi.org/10.18267/j.cebr.213>
8. Kumar, V., Dixit, A., Javalgi, R. G., & Dass, M. (2022). Digital transformation of marketing: Role of artificial intelligence and machine learning. *Journal of Business Research*, 145, 221–232. <https://doi.org/10.1016/j.jbusres.2022.02.043>
9. Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>

10. Huang, M.-H., & Rust, R. T. (2021). Artificial intelligence in service. *Journal of Service Research*, 24(1), 3–20. <https://doi.org/10.1177/1094670520902266>

Appendix

Appendix A: Research Questions

The study is guided by the following key research questions:

1. How is AI being used for customer segmentation at CloudMarcom?
2. In what ways do AI-powered tools help in generating marketing content?
3. How effective are these AI integrations in achieving marketing goals?

Appendix B: Interview Guideline (Semi-Structured Format)

Section 1: Use of AI in Customer Segmentation

1. Can you explain how AI is used to identify and segment customers?
2. What tools or platforms are used for this purpose?
3. How does segmentation differ before and after AI integration?

Section 2: AI in Content Generation

1. What AI tools do you use for creating content?
2. How does AI assist in personalizing content for different platforms?
3. Are AI-generated outputs edited before publishing?

Section 3: Performance and Effectiveness of AI

1. How do you measure the effectiveness of AI in your campaigns?
2. Have you seen measurable improvement in KPIs (e.g., engagement, conversions)?
3. What challenges have you faced using AI tools?

Appendix C: Sample Observation Notes

Example:

During a campaign planning meeting, the digital team used Google Analytics 4 to segment audiences by behavior and used Jasper AI to create different versions of ad copy. A/B testing decisions were made based on AI performance predictions.