

ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING: BETWEEN ECONOMIC EFFICIENCY AND CYBERSECURITY RISKS*

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SUMMARY

Modern businesses face a critical challenge: how to leverage artificial intelligence in marketing while maintaining data security. This paper examines AI's dual nature - its ability to enable personalization, automation, and predictive analytics, versus the cybersecurity vulnerabilities it introduces. We analyze how companies navigate these opposing forces and demonstrate why ignoring cyber risks can eliminate the economic advantages these technologies provide.

In today's digital era, machine learning algorithms analyze consumer behavior and generate personalized recommendations, making advertising campaigns more effective. AI integration allows advanced audience segmentation, process automation, and optimized customer interactions through chatbots and virtual assistants. However, widespread AI adoption raises serious questions about data protection and ethical use of personal information.

This research analyzes AI's impact on user experience and highlights recent digital marketing trends, where adoption among business leaders grew from 55% to 75% between 2024 and 2025.

Key words: Artificial intelligence, digital marketing, personalization, automation, big data, cybersecurity.

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REZUMAT

Companiile moderne se confruntă cu o provocare critică: cum să utilizeze inteligența artificială în marketing, menținând în același timp securitatea datelor. Acest articol examinează natura duală a IA - capacitatea sa de a permite personalizarea, automatizarea și analiza predictivă, în comparație cu vulnerabilitățile de securitate cibernetică pe care le introduce. Analizăm modul în care companiile gestionează aceste forțe opuse și demonstrăm de ce ignorarea riscurilor cibernetică poate elimina avantajele economice oferite de aceste tehnologii.

În era digitală actuală, algoritmi de învățare automată analizează comportamentul consumatorilor și generează recomandări personalizate, făcând campaniile publicitare mai eficiente. Integrarea IA permite segmentarea avansată a publicului, automatizarea proceselor și optimizarea interacțiunilor cu clienții prin intermediul chatbot-urilor și asistenților virtuali. Cu toate acestea, adoptarea pe scară largă a IA ridică întrebări serioase cu privire la protecția datelor și utilizarea etică a informațiilor personale.

Această cercetare analizează impactul IA asupra experienței utilizatorilor și evidențiază tendințele recente în marketingul digital, unde adoptarea în rândul liderilor de afaceri a crescut de la 55% la 75% între 2024 și 2025.

Cuvinte-cheie: Inteligență artificială, marketing digital, personalizare, automatizare, big data, securitate cibernetică.

Introduction. Over the past two decades, world society went through deep digital transformation - far more than even specialists at the 2005 World Summit on the Information Society had hoped for. The new technologies opened up new channels of commercial efficiency, particularly digitalization.

Digital advertising evolved from a secondary tool to a central business strategy pillar. Artificial Intelligence

became a mainstay of contemporary digital marketing, with great potential for higher economic efficiency based on automation, smart personalization, and predictive analytics. But it introduces increasingly sophisticated cybersecurity challenges to both data confidentiality and automated decision-making integrity.

AI offers promise for better economic performance but brings forth sophisticated cybersecurity issues that

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demand the most strenuous examination. The digital marketing ecosystem is witnessing a paradigm change driven by accelerating AI advancements. AI has transformed the manner in which companies interact with consumers, optimize processes, and generate economic value.

The rate of change. The digital revolution discussed some two decades ago as a distant possibility has become a routine reality. Internet marketing used to be just one of the avenues of promotion, but today it has become a complex ecosystem where AI plays the starring role.

The pace of change is breathtaking. Business leaders' adoption of AI quickened from 55% in 2024 to 75% in

2025 [1]. This is not testing now - it's a new production imperative. Algorithms not only learned to collect data, but to predict behavior, generate content, and engage in meaningful customer conversations.

Between 2024 and 2025, AI evolved from an add-on tool an integral business strategy component, with adoption rates among business leaders increasing 20 percentage points in just one year. This dramatic acceleration reflects AI's transformative potential to reshape marketing processes, customer engagement strategies, and competitive dynamics across global industries [1].



Figure 1. AI adoption rates among business leaders (2024-2025)

Source: adapted from[1]

This is a trend that mirrors technological advancement and the urgent need to rethink digital security models, with a delicate balance between defense and innovation.

Research Objectives. The research examines AI's multifaceted impact on contemporary digital marketing practices, focusing particularly on personalization capabilities, process automation, and the delicate balance between technological efficiency and authentic human connection. The study's significance lies in its comprehensive analysis of how AI fundamentally changes not only operational capabilities but also conceptual foundations of customer engagement.

Companies navigating this difficult landscape need to balance technological innovation with sustainable relationship-building principles, leveraging AI potential without sacrificing human qualities underlying rich brand relationships. Yet this digital revolution also brings grave threats, particularly regarding cybersecurity and risk management.

The following article aims to determine the needed balance between economic efficiency enabled by AI and connected cyber risks, offering a theoretical approach to this modern problem.

Maincontent. E-commerce became the focal point of worldwide economic infrastructure, systematically replacing established distribution networks. The COVID-19 pandemic fast-tracked these dynamics, reshaping consumption patterns and encouraging businesses to embrace digital tools at an accelerated pace in order to stay in business [3,4].

Pursuant to the Digital Economy Report 2024, global Internet users expanded from about 1 billion in 2005 to more than 5.4 billion in 2023, indicating sheer digitization of social and economic activity [2].

The pandemic played the role of the catalyst for the entire world. If less than 100 million people bought goods online in 2005, in 2021 this number had grown to 2.3 billion. This quantitative leap was a qualitative turn.

Infrastructure expansion further spurred this tendency. 5G network coverage is projected to increase from 25% of the global population in 2021 to 85% in 2028, to allow for the transfer of data at greater speeds and more in real time. Internet-connected devices will grow from 13 billion in 2022 to 35 billion in 2028 [2].

We're witnessing the birth of a fundamentally new environment - a hyper-integrated digital space where traditional marketing approaches simply stop working.

E-commerce market expansion. Since the beginning of this century, internet consumers grew from less than 100 million to about 2.3 billion in 2021. Online sales at the world's 35 biggest online shopping sites grew

from \$2.6 trillion in 2019 to over \$4 trillion in 2021. UNCTAD estimates overall e-commerce worth in 43 emerging and developed economies grew from \$17 trillion in 2016 to \$27 trillion in 2022 [2].



Figure 2. E-commerce evolution: users and market value (2005-2022)

Source: adapted from [2,3,4]

AI as the missing link. With this period of deep digitalization established, marketing was radically transformed. Artificial intelligence at the center of this change makes it possible to automate marketing processes, personalize complex offerings, and increase economic efficiency.

AI was that missing link. But its role is too simplistically comprehended too often - as a way of accelerating processes. In reality, AI introduced conceptual revolution: it shifted marketing from mass campaign logic to individual interaction logic.

Nevertheless, ubiquitous AI application implies more sophisticated cyberattacks, such as exposure of personal data, consumer decision manipulation, or supply chains in digital form. Such calls for responsible and balanced reaction to the inclusion of AI in digital marketing strategy, weighing economic benefits against potential risks to information security [6].

AI-facilitated personalization in marketing: Beyond basic customization. AI creation within marketing technology accelerates and streamlines market research and competitor analysis. Integrated into programming within numerous industries, AI reconfigures inherently marketing processes, competitive landscapes, and customer engagement strategies. AI programming also allows brands to adapt quicker and more effectively through the use of data observation and beneficial insights.

Computation intelligence integration into marketing represents a paradigm shift from demographic aggregation to individualized precision. This transformation redefines the marketer-consumer

relationship as innately personalized and interactive, breaking the traditional segmentation principles to opt for dynamic, individual-level interaction perpetually reacting to behavioral cues [12,14].

Modern personalization is not just calling individuals by their names. Algorithms enabled by AI can develop complex psychological profiles, predicting not only the next purchase but also client life cycles.

It seems marketing paradise: the promotions arrive at the perfect time when the desire matures. However, things are not as simple. There is a serious ethics problem hidden behind this seeming easiness. Where does customer service stop and complete surveillance start?

The trust crisis. Consumers are becoming paranoid. They believe algorithms know them better at times than they know themselves. It is the greatest challenge for marketer's tomorrow. Personalization technologies are for naught if customers perceive them as an intrusion.

Computational techniques that provide privacy protection feasibly harmonize tensions between personalization needs and privacy concerns. These technologies ameliorate the inherent tension between data use and ethical limits, allowing organizations to maintain analytical capability while promoting individual self-determination.

Technologies that blend sensing and communication capabilities are reshaping boundaries in physical and virtual marketing arenas, creating theoretical possibilities for environmental responsiveness previously beyond analytic access. Autonomous data systems represent a conceptual shift from human-mediated to autonomous-

orchestrating analytic settings, testing the judgment of humans in marketing decision-making [7].

Precision targeting and customer experience. AI totally transformed the process of marketing by offering capacity to substitute woolly mass marketing campaigns with ultra-targeted adverts reached to best segments of an audience at best times. Such capacity is a quantum leap in the realm of marketing efficiency that allows organizations to discard wasteful broad-spectrum approaches in favor of targeted precision that addresses ideal relevance and impact.

Efficiency gains extend beyond improved conversion rates to include improved use of resources, fewer negative consumer experiences, and increased customer loyalty.

Whereas AI technologies do not replace human support agents, they rationalize processes and deliver customized content that enriches end-to-end customer experience across different touchpoints. Optimization is made possible through dynamic content generation, predictive support routing, proactive service intervention, and contextually relevant recommendations that are proactive and forecast individual needs based on historical trends and real-time signals.

The cumulative impact of these personalization’s produces a more consistent and gratifying experience that strengthens brand relationships and increases customer lifetime value. The ability to provide personal experiences in all touchpoints consistently served as a competitive advantage for digital marketing campaigns [9,10].

Table 1. Deep economic benefits

Detailed Economic Benefits		
Benefit Category	Description	Impact
Personalized Experience	AI analyzes individual preferences to deliver tailored messages	High
Better Content	AI generates relevant content based on consumer profiles	High
Performance Metrics	Rapid measurement and strategy adjustment	Critical
Productivity	Automates repetitive tasks, frees human resources	Critical
Revenue Growth	Optimizes sales channels and increases conversions	Critical

Source: adapted from [6]

Artificial intelligence enables companies to achieve personalization at volumes that cannot be achieved with human capital only, unlocking new frontiers for customized interaction that fuels customer experience while increasing operational efficiency. The leading

organizations are designing private label personalization strategies that improve more accurately with time, creating learning systems that continue to sharpen based on interaction data and results analysis [6,9].

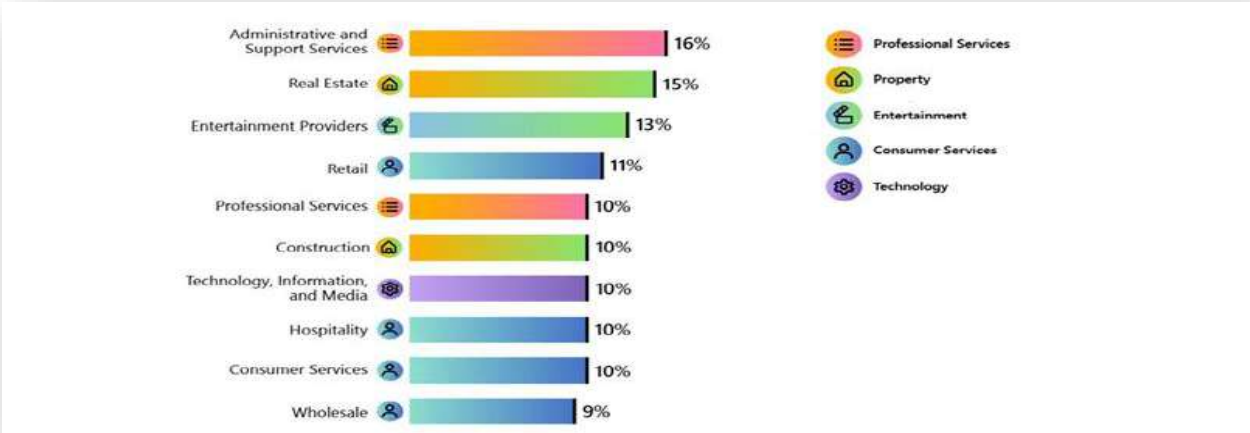


Figure 3. AI adoption rates among business leaders and AI decision-makers (2024-2025)

Source: adapted from[1]

Advantages and disadvantages of AI automation:
Transformative operations. Integration of AI in marketing processes redefines operational styles, representing a core shift in analytical capacity and decision-making frameworks. This development posits a

hybrid paradigm where computational capability is balanced with human creativity and judgment, raising questions about discernment nature and appropriate distribution of decision-making authority [7,8].

Table 2. Strengths and weaknesses of AI procedure automation in marketing

Benefits	Risks
Improved operational efficiency	Loss of authentic human connection
Enhanced analytical accuracy	Generic, undifferentiated content
Real-time adaptability	Potential brand inconsistency
Reduced manual effort	Over-reliance on technology
Optimized resource allocation	Ethical and privacy concerns

Source: adapted from [7,8]

Potential erosion of human touch through over-automation makes traditional marketing paradigms more challenging as inherently relational. Such tension goes to highlight philosophical limitations of technological

convergence and provokes introspection about brand relationship essential nature and immutable human aspects which technology cannot replace [8].

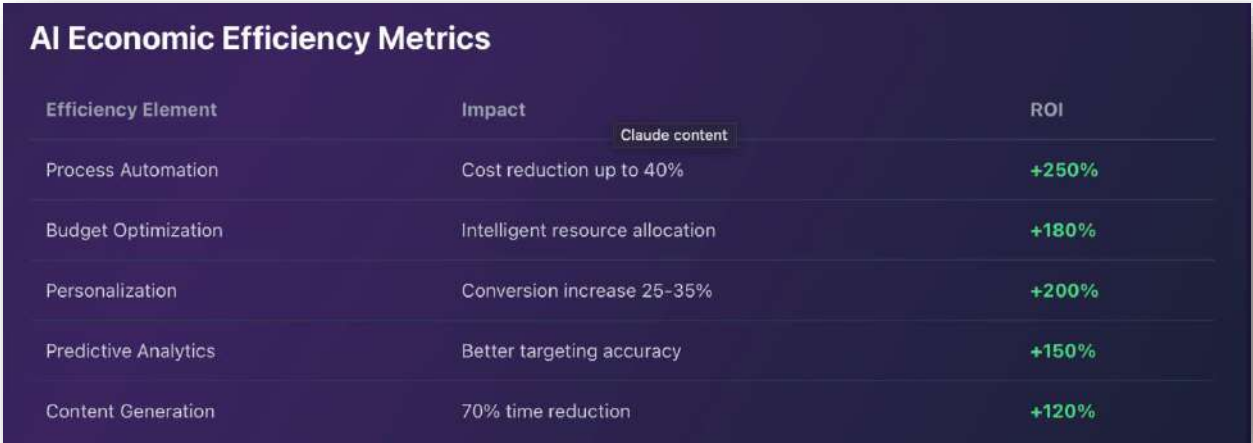


Figure 4. Economic performance metrics for AI

Source: adapted from [9,10]



Figure 5. ROI and performance indicators by type of AI implementation

Source: adapted from [9,10]

Competitive differentiation. Creating innovative value propositions in AI-driven scenarios disrupts traditional differentiation paradigms, requiring competitive positioning description going beyond technological deployment to address specific value problems. Philosophical implications relate to issues of establishing meaningful differentiation in technological homogenization contexts.

Hybrid solutions that integrate technological and human elements represent theoretical synthesis of the clash between effectiveness and genuineness. This blend eliminates binary thinking on automation and human delivery and recognizes the complementary nature of these elements when suitably integrated.

Economic efficiency of AI implementation. AI impenitent delivery provides tangible economic advantages divisible into three categories:

1. Immediate savings. Saving on routine operations - from setting up advertisement campaign to making content.
2. Unseen advantages. Acceleration of market change response time, reduction of human factor, can scale up efficiently fast.
3. Strategic advantages. Production of durable competitive advantage by creating self-learning marketing systems.

But most companies are focusing only on the first category, downplaying the other two. Hence, they get short-term advantages but miss out on strategic benefit.

Holistic economic benefits. AI implementation in e-marketing provides a rich assortment of economic rewards, which in turn are converted into increased efficiency in operations, campaign outcomes, and revenue generation [7,8].

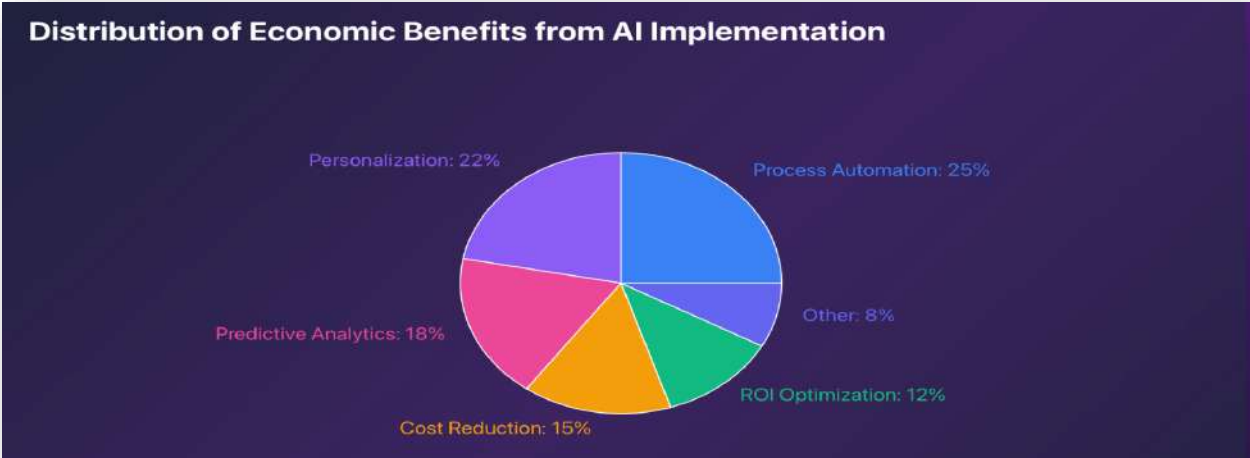


Figure 6. Economic benefits distribution of AI in e-marketing

Source: adapted from [7,8]

These benefits not only justify marketing processes, but also increase companies' competitive position within a digitized and uncertain economy. Mass personalization

through AI is especially of considerable added value to firms and customers alike.

Table 3. Description of economic advantages of AI in e-marketing

Benefits	Description
Personalized customer experience	AI systems analyze individual preferences and consumer behavior to deliver tailored messages.
Better content and offers	AI generates relevant content and proposes optimized offers based on consumer profiles.
Improved performance metrics	Enables rapid measurement and adjustment of strategies based on real-time data.
Increased productivity	Automating repetitive tasks frees up human resources for strategic activities.
Higher revenues, increased efficiency	By optimizing sales channels and strategies, AI helps increase conversions and profitability.

Source: adapted from[7,8]

Particular efficiency mechanisms. AI integration benefits are not only for some operational gains but for fundamental redefinition of economic reasoning in

campaign management and customer relationships [12,13,14].

Table 4. Means to improve economic effectiveness in digital marketing with AI

	Economic efficiency element	Brief description
1	Process automation	Cost reduction through automation of campaigns, responses and analyses.
2	Marketing budget optimization	AI can allocate resources intelligently, maximizing ROI.
3	Personalization of customer communication	Increase conversion rates through automatically generated personalized messages.
4	Predictive analytics	Anticipate consumer behavior and tailor offers.
5	Advanced audience segmentation	Identify high-potential market niches, reducing budget waste.
6	Automatic content generation	Reduce human resource costs for copywriting and design.
7	Increased response speed	Immediate responses to behavioral or market changes.
8	Real-time monitoring and reporting	Enable rapid strategy adjustments for increased efficiency.
9	Scalability	Campaigns can be expanded quickly without proportional costs.
10	Reduction of human error	Automated decisions reduce mistakes caused by the human factor.

Source: adapted from [12,13,14]

These are not simply technological options, but also strategic assets giving business a long-term competitive advantage in a digital environment of rapid change and increased competition.

Dangers of cyber-attacks in AI-marketing: Sophisticated nature of AI-related threats. But every medal has a flip side. Striving for maximum automation, companies seem to have forgotten they're creating new attack vectors. Cybercriminals can now hack not just databases but the algorithms themselves, manipulating their decisions [7]. A fundamental question arises: how to extract benefits from AI without becoming hostage to its vulnerabilities?

Although AI presents significant opportunities for optimizing marketing procedures and achieving economic returns, its widespread application within digital settings also presents many cyber threats that cannot be overlooked.

AI application in online marketing poses many ethical issues, most significant among them relating to algorithmic transparency, respect of user privacy, avoidance of emotional manipulation, and protection from automated discrimination. Algorithms for

personalization may enhance behavioral polarization or be exclusive to particular categories of consumers based on incorrect or biased profiling.

Moreover, the lack of transparency in how AI operates can cause loss of trust among public and business allies [7,15].

Particular risk categories. Specificity of AI risk lies in their complexity. These are not technical vulnerabilities but systemic ones:

✓ Data poisoning - universal tampering of training data, leading algorithm to take wrong decisions.

✓ Adaptive phishing - using AI to generate tailored spoofed messages that are nearly impossible to differentiate from original ones.

✓ Algorithmic discrimination - autonomous exclusion of targeted user groups through biased training data.

✓ API integration hacking - unauthorized data access through interaction points between heterogeneous systems.

Deep fake content creation is especially dangerous. Within a couple of years, technology developed from bench curiosity to real string to brand reputation [7,4].

Table 5. Cyber risks in AI use in digital marketing

Nr. crt.	Cyber risk	Brief description
1	Security breaches through APIs	Integrating AI with external applications can expose data to attacks or interception.

2	Excessive collection of personal data	Risk of violating data protection regulations (e.g., GDPR).
3	Compromising AI models (data poisoning)	Injecting malicious data can affect the accuracy of algorithmic decisions.
4	Automating phishing attacks	AI can be used to generate fraudulent messages that are difficult to detect.
5	Use of unsecured third-party platforms	Reliance on external services without security audits increases the risk of exploitation
6	Generation of deepfake content	Brand image can be affected by the distribution of credible fake material.
7	Unauthorized access to analytical data	Strategic information can be stolen or manipulated if not properly protected.
8	Biased or erroneous algorithms	Automated decisions can discriminate against certain groups or affect the company's image.
9	Bots vulnerable to hijacking	Automated customer interactions can be manipulated or hijacked for harmful content.
10	Lack of transparency in AI decisions	The inability to justify AI decisions affects trust and legal compliance.

Source: adapted from [2,4,7]

Aside from ethical issues, ubiquitous marketing through AI also implies there are several serious cyber threats which cannot be overlooked in today's more complicated and interdependent online environment.

Decision automation, over collection of data, and deployment of deep AI algorithms in customer interactions introduce a new risk category: increased susceptibility to cyber-attacks, algorithmic errors, and data abuse.

Risk management requirements. AI application in digital marketing, though highly beneficial, carries real

threats to information security and digital ethics. AI-related cyber risks tend to become more sophisticated and can impact organizations as well as consumers' basic rights [7,8].

Genuine risk management includes combination of regulation, transparency in algorithms, and human involvement in automated activities. Long-term digital marketing strategy has to incorporate not just economic efficiency but also data protection and cyber security as core priorities.

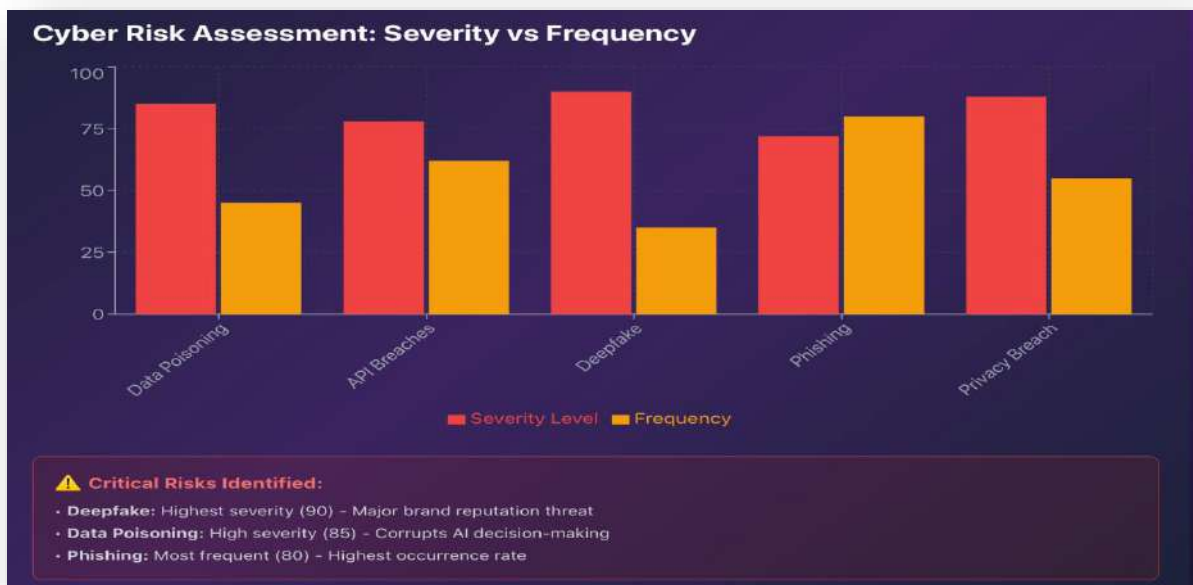


Figure 7. Cybersecurity risk assessment: Severity vs Occurrence rate

Source: adapted from [7]

Conclusions. AI marketing is not a tool but a new philosophy of managing business processes. Its application requires rethinking managerial as well as technical strategies.

Our research suggests that the most successful firms are those that:

- ✓ don't go for total automation but hybrid models;
- ✓ invest in proportionate cybersecurity in tandem with AI investments;

- ✓ develop explicit ethical principles for data use;
- ✓ maintain human control over strategic decisions.

The future of online marketing isn't against human and technical but in their logical consolidation. The best algorithms are pointless without customer faith, and the purest human engagement is pointless without technical enhancement.

Finding that harmony is the main task for marketers in coming years.

Benefits vs Risks: Side-by-Side Comparison	
✓ Benefits	✗ Risks
Improved operational efficiency (+40%)	Loss of authentic human connection
Enhanced analytical accuracy	Generic, undifferentiated content
Real-time adaptability	Potential brand inconsistency
Reduced manual effort (70% time savings)	Over-reliance on technology Claude content
Optimized resource allocation	Ethical and privacy concerns
Predictive consumer behavior analysis	Algorithmic bias and discrimination
✓ Best Practices	✗ Common Mistakes
• Implement hybrid models (AI + human oversight) • Invest in cybersecurity proportionally to AI • Develop clear ethical data usage standards • Maintain human control over strategic decisions • Regular algorithm auditing and bias testing	• Total automation without human oversight • Ignoring cybersecurity in AI implementation • Collecting excessive personal data • Prioritizing efficiency over customer trust • Neglecting algorithm transparency

Figure 8. AI implementation: Benefits vs risks side-by-side comparison

Source: adapted from [7,8]

Theoretical implications. AI integration into marketing models indicates a fundamental philosophical shift that rethinks consumer involvement as being at the heart of engagement. This change dethrones traditional marketing models while creating new theory for computation efficiency and human relation incorporation.

The dialectic between relational honesty and technological competence presents both the primary challenge and greatest opportunity for organizations during this epochal shift. The most sophisticated strategies all recognize that the optimal deployment of AI is not to replace human ability but to augment it.

This perspective transcends binary thinking regarding technology or humanity to introduce richer synthesis of each into cohesive strategies that leverage each's singular strengths.

Future research directions. Boarder implications extend beyond business application to encompass

broader societal interests in access, equity, and ethical deployment. Scholarly research in the future needs to explore:

✓ Consumer response development to AI-enabled marketing

✓ Comparison across different contexts of deployment strategies

✓ Philosophical examination of ethical issues regarding privacy, manipulation, and algorithmic equity that are not sufficiently researched in current literature

Ahead, marketing AI is very promising. We can anticipate even more sophisticated AI agents that can perform complex tasks, generate creative content, and deliver hyper-personalized experiences at large scale. As AI continues to evolve, it will be an increasingly central component of the marketing ecosystem, driving innovation and shaping the industry for decades to come [11,13,15].

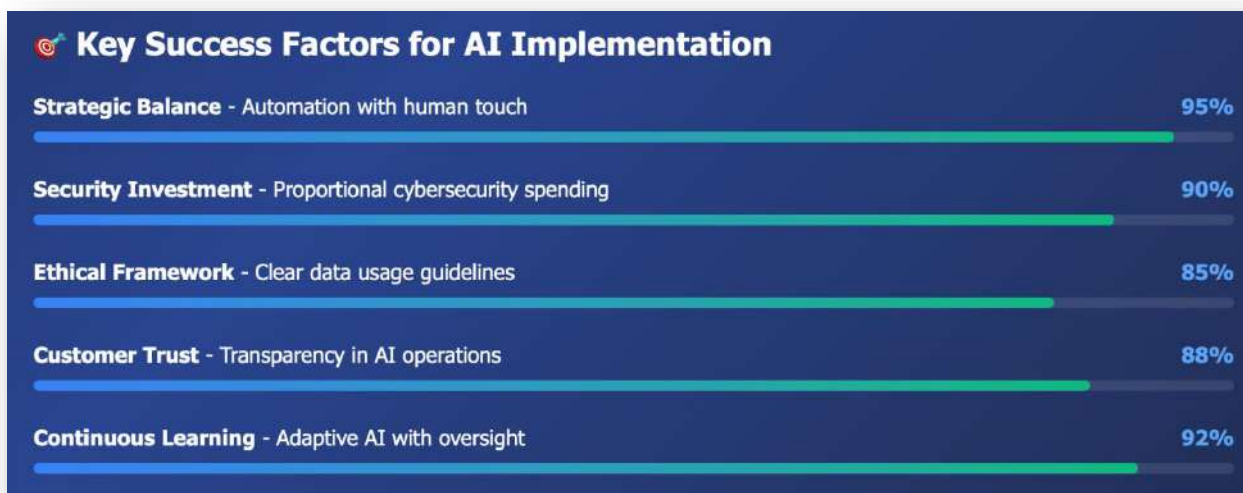


Figure 9. Key success factors for AI implementation in digital marketing

Source: adapted from [12,14,15].

Marketing firms that embrace this change and invest in AI-Agent technologies will be well positioned to thrive in this new realm.

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