APPLICATION OF ARTIFICIAL INTELLIGENCE SERVICES IN DIGITAL COMMUNICATION ANALYTICS AND CONTENT AUTOMATION

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Digital identification of new sales markets within enterprise communication strategies becomes of particular significance due to the necessity of using data from the virtual information space. Since electronic data carriers and communication technologies open up wide opportunities for the formation of various models of interaction between the subjects of industrial and information markets [1], digital and AI technologies have become the primary instruments for ensuring effective communication.

Modern digital communications enhance productivity and increase a company's digital visibility in the information space. On the Internet, they are disseminated through websites, blogs, and similar platforms, providing access to a broad audience. Social networks enable not only the transmission of information but also active interaction with users through interactive elements. The professional environment of a company, in turn, focuses on formalized communication through Internal platforms and email, facilitating effective interaction among employees to organize work processes [1].

Various platforms featuring analytical tools and modules, particularly AI-based ones, are used to research and monitor the effectiveness of digital communications and content strategies. Let us focus on the most common ones in the digital environment. The Emplifi platform (https://emplifi.io/) is aimed at automating the customer experience through the Emplifi Care module. It analyses communication in chats and private messages, measures the customer satisfaction score (CSAT), and helps configure AI chatbots for automated responses. The Sprout Social system (https://sproutsocial.com/) is an Enterprise platform for monitoring social media communication, identifying the most engaged audiences, optimizing professional communications and content in real time, enabling deep analytics, and interacting with customers. This platform's ViralPost function uses AI algorithms to automatically determine the most favorable time for the target audience when, for example, a post will achieve maximum reach and engagement. Another Enterprise platform is Sprinklr (https://www.sprinklr.com/). This platform is used as an analytical tool for comprehensive unified customer experience management (Unified-CXM). It consolidates all of a company's digital communications (marketing, advertising, customer support, sales, and analytics) into a single AI system. The AI tools of this platform scan Internet sources, recognize the sentiment of texts, monitor crisis situations, and analyze visual

content, among other functions. The Brandwatch platform (https://www.brandwatch.com/) is used for Social Listening and deep analytics of a company's communications. Its AI tool Iris automatically detects unprompted spikes in discussions, explains their causes, and timely alerts the company to potential reputational crises. Additionally, AI modules are actively used for image analysis (for instance, they recognize brand logos and objects in user photos even if the brand is not explicitly mentioned in the post text). The SEMrush analytical tool (https://www.semrush.com/) is used to work with search engines, although it also has modules for social networks and is often used to analyze SEO performance and the most popular queries. The Hootsuite platform (https://www.hootsuite.com/) is an information and monitoring tool for evaluating the effectiveness of campaigns in social networks, managing content, and analyzing information and communication interactions with users. It should be noted that Hootsuite lacks tools for analyzing Google queries and technical SEO audits. However, the built-in OwlyWriter AI module helps generate ideas for posts, photo captions, shorten texts, and adapt content for various platforms. Google Analytics 4 (https://www.google.com/) is a web analytics platform for analyzing user behavior on websites and mobile applications. Unlike the aforementioned platforms, GA4 analyzes communication and marketing not "externally" (on social networks or third-party forums) but "internally," that is, directly on the company's digital platform. The event-based and AI-driven module uses machine learning to predict user behavior.

The integration of AI analytics tools for analyzing professional communications, content, and user behavior enables continuous adaptation of interactive elements, increasing their relevance, effectiveness, timeliness, and accuracy in managing digital communications and content, thereby reducing the time spent on their creation and processing. Machine learning algorithms predict which type of content will be most engaging for each specific user and, based on this, create personalized interactive elements that can significantly enhance the level of personalization and digital communication engagement.

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