Activity: AI in Your Digital Journey

Objective:

Recognise how AI interacts with you in digital marketing.

Instructions:

Over the next 24 hours, identify 3-5 instances where AI influences your digital interactions.

Look for:

- A chatbot assisting you.
- A product recommendation based on past behaviour.
- A personalised email offer.
- A smart ad placement.
- AI-generated content.

Categorise the AI technology:

- Machine Learning & Predictive Analytics
- Chatbots & Virtual Assistants
- Personalisation & Recommendation Engines
- Programmatic Advertising
- AI-Generated Content
- Sentiment Analysis

Reflect:

- Did the AI interaction feel helpful or intrusive?
- Did it enhance your experience?
- How did AI predict what you might be interested in?