



Leveraging Artificial Intelligence in Video Marketing to Enhance Market Reach and Product Expansion

Sheikh Jahid Hasan Prince^{1*}, Md Anas Biswas², Md. Halimuzzaman³, Dr. Jaiddep Sharma³, Ishrat Jahan Pritha⁴

¹Department of Management, University of Dhaka, Dhaka, Bangladesh

²Department of Artificial Intelligence & Machine Learning, University of Portsmouth, England, UK

³School of Business, Galgotias University, Delhi, India

⁴Department of Business Administration, Anwer Khan Modern University, Dhaka, Bangladesh

*Corresponding Author

Sheikh Jahid Hasan Prince
Department of Management,
University of Dhaka, Dhaka,
Bangladesh

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Abstract: Video marketing is essential for engaging audiences and promoting products on digital platforms, but however traditional approaches struggle with personalized content delivery which cannot use emotional states like by analyzing data from YouTube or other platforms automatically, target audience effectively with social media analysis leads using this approach in video can only take product expansion and revenue ahead. Through predictive analytics, content personalization, automated optimization, and much more AI deliver advanced solutions. The purpose of this study was to explore how artificial intelligence can improve video marketing tactics in order to increase customer engagement, broaden market expansion and increase product growth. Using quantitative research design, data were collected from 400 marketing practitioners by means of stratified random sampling in order to ensure diversity in terms of gender, age, education and marketing experience. Crucial variables comprised AI content personalization, budgeting for AI, engagement metrics, product expansion achievement and customer satisfaction. Descriptive statistics, Pearson correlation, one-sample t tests, posterior distribution analysis and multiple regression models were used to analyse the data. Results showed a moderate positive correlation between AI content personalization and online views ($r = 0.506$, $p < 0.001$), signifying that personalized content boosts engagement. AI budget significantly contributed to increase in sales correlation, $r = 0.674$; $p < 0.001$. The results of the regression analysis indicated that the AI targeting accuracy was the strongest predictor of product expansion success ($\beta = 0.523$, $p < 0.001$), whereas customer satisfaction was significantly increased by AI targeting accuracy ($\beta = 0.364$, $p < 0.001$) and video optimization ($\beta = 0.255$, $p < 0.001$). Other variables like script generation, visual enhancement and platform choice did not prove significant. Posterior analysis confirmed moderate positive associations between each of the 3 outcome variables: AI posting frequency, campaign numbers and click through rates. The results reveal how video marketing changes from a functional tool to a strategic asset with the incorporation of AI that allows firms to provide individualized, technically refined content, increase engagement and sales drive product development and sustainable competitive advantage.

Keywords: Artificial Intelligence (AI), Video Marketing, Customer Engagement, Product Expansion, Targeting Accuracy.

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1. INTRODUCTION

Video marketing is the practice of using video content by businesses to engage and promote products, services, or brand narratives to a targeted audience on digital platforms like YouTube, Facebook, Instagram, and websites. It enables companies to interact with customers in a way that is far more personalized and effective compared to static content or traditional forms of marketing (Raut *et al.*, 2024). Video accounts for more than 82 percent of all internet traffic worldwide a huge increase compared with previous years (Raymond, 2025). Users spend an average of 17 hours per week viewing online videos, demonstrating just how central video is to much of current digital consumption (Probert, 2026). (Artificial Intelligence) It refers to the ability of machines to perform intellectual tasks that require reasoning, learning or self-correction, mimicking human talent offers. AI includes technologies like machine learning, natural language processing, robotics and expert systems that enable machines to complete tasks that would normally require human intelligence such as making decisions solving problems as well as comprehension of languages (Gabelaia, 2025). However, there are also ethical concerns surrounding AI in marketing regarding data privacy and algorithmic bias that need to be addressed. Its importance to remain open and pledging those eyes is vital by bringing a balance AI marketing as well (Bano *et al.*, 2025). For traditional video marketing, defining the ideal audience, producing personalized material, and optimizing engagement has remained a challenge. Hence, for those campaigns where there is no such personalization, the outcome is homogeneous messages being sent out without tailoring unique propositions to individual choices they made and that usually leads customers as well marketers feeling unsatisfied because of less scope for product expansion or ever-increasing revenues owing to meager conversion rates. The cold-start problem, data scarcity and regulatory constraints (like GDPR and CCPA) that restrict marketers from collecting rich individual-level data for accurate targeting further compound these challenges (Lemmens *et al.*, 2025). AI is trained on large datasets collated from social media, CRM (Customer Relation Management) systems, and digital interactions with the help of technologies like machine learning, natural language processing, and deep learning. Marketers can use these predictions about customer behavior, trends, and proactively optimize campaigns. AI predictive analytics algorithms also help you better target towards design towards pricing strategies and calculating ROI (Return On Investment), all of which allows for data-based decision making, going out of a mere reactive marketing methodology (Capangpangan *et al.*, 2025). Gen AI empowers open innovation and crowdsourcing for the development

of facilities with consumers, producing more ideas while decreasing reliance on heavy cognitive effort from consumers. It facilitates market research simulations, interpreting GenAI models as the equivalent of humans reacting to price-related factors, product selection, characteristics and demographic variances in search contacts for fast-and-low-cost insights. Companies can modify AI parameters (such as prompts, levels of creativity, and sampling methods to generate compelling messages that meet consumer need (Cillo & Rubera, 2025). Therefore, the main aim of the study is to explore how artificial intelligence (AI) can be applied in video marketing strategies to improve a company's ability to reach a wider audience, engage customers more effectively, and drive product growth and market expansion.

Previous literature solely focused on one part of AI in marketing and not the composite effect of AI in video marketing on business growth. For example, Gao *et al.*, focused on type, and authenticity of AI-generated content that impacts engagement; Grewal *et al.*, discuss generative AI in a broader context within marketing; Kumar *et al.*, described AI-based personalization and prediction; Liu *et al.*, studied AI virtual streamers and purchase intention in livestreaming; and Wang *et al.*, investigated trust, awe, and behavioral intention in a particular space-tourism context. However, the relationship between AI-enabled video marketing and customer engagement, market access, product extension, brand awareness and identity power conversion ability performance sales practice impact is not clearly defined.

Although some literature investigates AI as a marketing tool, few articles conceptualize AI-driven video marketing as a dynamic organizational capability associated with market opportunity sensing, seizing and reconfiguration. This study give AI a position as strategic enabled, but not only operational in nature that is their role into sustainable competitive advantage and expanding the market.

2. LITERATURE REVIEW

Gao *et al.*, (2026) expressed that the kind of AI-generated content is very different. Content with hedonic value meaning entertaining, emotional, or story-driven content yielded greater both emotional engagement and behavioral engagement than functional-only content. More basically, people were more likely to share and like emotionally resonant AI content than purely informative AI content. Credibility has a huge impact on performance, particularly for functional content. The AI content with high credibility increased cognitive, emotional, and behavioral engagement. However, in a low-

credibility environment functional content performed significantly worse compared to hedonic content which was then still comparatively more resilient. Another study by Grewal *et al.*, (2025) also expressed that AI is emerging in marketing at a rapid pace as it can assist firms in faster content creation and dissemination of text, images, video, interaction with customers, market research as well as new product/service designing. AI thus not only enhances promotion; it also shapes how they design offerings and interact with customers. AI-generated ad copy improved LinkedIn conversion rates by 15% for Vanguard, personalized credit-card offers lifted leads by 177% for Emirates NBD, Unilever cut customer-response time by nearly 90%, and at Walmart the company saw vendor negotiation savings of 3%. Other study by Kumar *et al.*, found that (2024) AI is revolutionizing marketing by becoming data-driven, personalized, efficient and predictive instead of reactive. For video marketing, it means brands can create and deliver video content that according to customer behaviors, preferences, and predicted intent, is reaching the right audience at the right time. A key finding is that AI enhances customer insights via predictive analytics, CRM systems, segmentation and personalisation. When it comes to video marketing, this means companies can tap AI to determine who is most likely to watch a video, engage/like/click/buy after a view and then customize both video content or messages aimed at those audience segments. Liu *et al.*, (2025) also found that emphasize on the differences between product-oriented and social interactions, this study investigates how AI-generated virtual streamers influence consumer purchase intentions through e-commerce livestreaming. Two types of interactions which: (1) focused on conveying detailed product information (product interactions) significantly enhanced perceived value; and (2) promoting emotional engagement and relational connection (social interactions) significantly increased social presence. Both types of interaction positively affect purchase intention, but they do by different psychological mechanisms: product interaction mainly influences it through perceived value and social interaction through social presence. Wang *et al.*, (2025) explores the effects of AIGV on consumer behavior in space tourism e-commerce based on trustworthiness, awe and behavioral intention. The results indicate that both AIGV content quality and AIGV technical quality strengthen trustworthiness, evoke awe, and directly increase behavioral intention significantly. Informative, emotionally evocative and logically sound high-quality content that is seamlessly executed from a technical perspective fosters immersive experiences to simulate space tourism – driving heightened consumer engagement. Personal perception is also critical, where general perceived authenticity improves trust, induces

(relative) awe and increases behavioral intention but has a weaker direct effect to behavior itself while risk by perceived risk decreases trustworthiness, reduces awe or shrinks behavioral intention.

2.1 Research Questions

Based on the background the following are the research questions

1. How do AI technologies optimize video marketing strategies to enhance customer engagement and deliver personalized content effectively?
2. In what ways does AI-driven video marketing influence the expansion of market reach, including attracting new audiences and entering untapped segments?
3. How does AI-enabled video marketing contribute to product growth, brand visibility, customer conversion, and overall sales performance?
4. What practical strategies can businesses adopt to implement AI tools in video marketing campaigns for sustainable growth and competitive advantage?

2.2 Research Objectives

The specific objectives of the study form the analytical focus and enable efforts to gain comprehensive understanding of core concepts in this study:

1. To identify and analyze the role of AI technologies in optimizing video marketing strategies for improved customer engagement and personalized content delivery.
2. To evaluate the impact of AI-driven video marketing on expanding market reach, including attracting new audiences and entering untapped market segments.
3. To examine how AI-enabled video marketing contributes to product growth and expansion, by increasing brand visibility, customer conversion, and sales performance.
4. To provide practical recommendations for businesses on implementing AI tools in video marketing campaigns to achieve sustainable market growth and competitive advantage.

3. THEORETICAL FRAMEWORK

This research draws on Dynamic Capabilities Theory (DCT), which refers to the ability of firms to detect opportunities, seize them through strategic action and redeploy/reconfigure resources in response to environmental change such that it can lead to a sustainable competitive advantage. Its applicability lies in the fact that this study delves into how firms are utilizing AI technology in video marketing to enhance customer engagement, tailor

services, widen market horizons, and assist product evolution. Such issues are entirely in line with study aims aimed at optimizing video marketing campaigns, capturing unexplored market niches, increasing brand awareness and sales conversion and generating actionable recommendations for sustainable growth.

In this architecture, AI-powered video marketing is proposed as a strategic organizational capability. Specific AI Tools Predictive analytics, customer segmentation, personalization systems and automated content optimization are some of the artificial intelligence tools that enable the video platforms to gain a deeper insight into audience behaviour and adapt their videos according to consumer needs. In DCT speak, AI enables firms to sense blists and market preferences by analysing data, seize opportunities by developing relevant and exciting video content in order to win reward, and reconfigure marketing resources through continuous adjustment of campaigns based on feedback created from performance analysis with consumer response.

Thus, the framework hypothesizes that higher performance marketing results are associated with improved AI-enabled dynamic capabilities [higher level of engagement, wider audience reach, increased conversion rate of customers and product expansion as well as competitive advantage in the long run]. Thus, dynamic capabilities theory serves as a robust theoretical underpinning to understand the video marketing phenomena how AI reshapes it from merely an operational promotional tool into one of sustained competitive advantages.

4. METHODS AND MATERIALS

This study used a quantitative research design to investigate the effects of Artificial Intelligence (AI) on video marketing, customer engagement and product development. For this study, a structured online questionnaire was

distributed to 400 marketing professionals selected through stratified random sampling across different strata--gender, age, education and experience in the field of marketing--for representativeness. The participants spanned various career stages and backgrounds, from recent graduates to seasoned experts in the field, and with 1–30 years of experience that offered a well-rounded view on video marketing AI adoption.

The main variables of interest were measured using mainly Likert-scale items through a questionnaire, including AI content personalization, AI budget allocation, engagement metrics as well as product expansion success and customer satisfaction. Overall data analysis integrated descriptive statistics for demographics, Pearson correlation to explore associations between AI dimensions and outcomes, one-sample t-tests for comparing average usage and engagement versus initial values, followed by multiple regression analysis of independent variables, isolating the most impactful drivers behind product expansion and customer satisfaction. The same approach of posterior distribution analysis was also used to look at correlations between campaign metrics, such as frequency with which an AI posted and click-through rates.

Based on dynamic capabilities theory (DCT), this study argues that AI-enabled video marketing is a new strategic capability through which firms can sense, personalize and monetize opportunities as well as optimize engagement strategies and market scope. Ethics including voluntary nature of participation, confidentiality and data protection were strictly maintained.

5. ANALYSIS AND RESULTS

5.1 Demographic Information

Table 1 offers a detailed demographic overview of participants, categorized by age, gender, education level, and years of marketing experience.

Table 1: Demographic Information

		Frequency	Percentage
Gender	Female	185	46.25%
	Male	190	47.5%
	Prefer not to say	25	6.25%
Age	22-32 years	121	30.25%
	33-42 years	200	50%
	43-57 years	79	19.75%
Education Level	Bachelor	195	48.75%
	Diploma	112	28%
	Master	59	14.75%
	PhD	34	8.5%
Years of Marketing Experience	1-10 years	150	37.5%
	11-20 years	141	35.25%
	21-30 years	109	27.25%

The demographic profile of the sample allows for a thorough understanding of the gender, age, educational qualifications, and experience in marketing years dominating the composition of each surveyed group which will be important when drawing conclusions from the data collected. The distribution of respondents based on gender is fairly evenly split, with 190 (47.5%) reporting male and 185 (46.25%) female. A minority of participants, 25 (6.25%), chose not to respond. Such a gender divide means that the responses collected shares the experiences of both male and female marketing specialists and those who refrained to speak about their gender expand not only the level of sensitivity in such matters but also teach us about diverse spectrum of marketers.

Most of the respondents are in the age group 33–42 years, with a total of 200 participants (50%); In other words, most of the sample is a group of seasoned marketing professionals, who have the advantage of balancing both traditional wisdom with modern digital trends. ARE 22–32 years old the group with 121 respondents (30.25%) is a stage of an early career that started for fresh graduates who probably bring innovation ideas, current theoretical knowledge with exposure to new trends through modern marketing technologies. The age group of 43–57 years represented 79 respondents (19.75%), indicating that senior professionals who are likely to deliver insights molded by substantial industry experience. This dispersal allows the study to draw insights over a range of career stages, providing a more thorough understanding of trends and strategies in marketing.

Regarding the educational level of the respondents, almost half (195 out of 400 individuals

or 48.75%) have a bachelor's degree which implies a profound knowledge regarding business and marketing operations. Also, 112 respondents (28%) hold a diploma; 59 participants (14.75%) have obtained a master's degree, and 34 respondents (8.5%) hold a PhD. This variation implies that the sample comprises members with a range of educational training, which may impact their approaches to marketing decision-making, strategic orientation, and problem-solving.

In terms of marketing experience, 150 participants (37.5%) have 1–10 years of experience, which suggests they are early-career professionals that may be familiar with upcoming trends and digital marketing tools. 141 respondents (35.25%) have 11–20 years of experience, encompassing middle-level practitioners with considerable practical experience; 109 participants (27.25%) belong to the group identified as having 21–30 years of work experience, which denotes seniority levels in their field. This demographic representation can be considered fairly balanced and diverse across gender, age, education level, and experience; thus, forming a solid foundation for meaningful insight into marketing practices and perspectives.

5.2 AI Content Personalization and Online Views

The correlation analysis showed that there is a positive and statistically significant relationship between AI content personalization with the number of views. The Pearson coefficient correlation is 0.506, a moderate positive relationship. This indicates that as AI-aided content personalization become more frequent, so does the number of views. Put another way, the more tailored to users' preferences and behaviors the content is, the more it appeals and attracts higher engagement.

Table 2: Pearson Correlation between AI Content Personalization and Online Views

Correlations		AI Content Personalization	Views
AI Content Personalization	Pearson Correlation	1	.506**
	Sig. (2-tailed)		.000
	N	400	400
Views	Pearson Correlation	.506**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The p-value of this relationship equals to 0.000, which is far below the conventional threshold value of 0.01, strong enough indication it can be confirmed that this relation is statistically significant (2-tailed) at level of significance less than or equal to 1% ($\alpha = 1\%$). This correlation was significant in the analysis of these data (n = 400), suggesting that such a relationship is not likely due to pure chance (Table 2).

The moderate positive correlation in this theta outcome indicates that AI personalization strategies can have a significant effect on user engagement and demonstrates the practical implications of implementing such strategies. Not a perfect correlation, but an obvious one: taking on AI-led content personalization can significantly increase the volume of views, improve user satisfaction and drive repeat efforts on services. Understanding this

can help content producers, marketers, and those who build platforms to design efficient content delivery mechanisms and decide where to embed personalization for increased audience interaction and retention.

5.3 AI Budget and Sales Growth

Pearson correlation analysis was used to determine the relationship between AI Budget (USD) and sales growth (percentage). The findings indicate a positive and significant relationship between these two variables. In particular, the Pearson correlation coefficient is equal to 0.674, showing a medium positive correlation. It implies that increased budget on AI leads to increased growth in sales.

Table 3: Pearson Correlation between AI Budget (USD) and Sales Growth (%)

Correlations			
		AI Budget (USD)	Sales Growth pct
AI Budget USD	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	400	400
Sales Growth pct	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The significance value (p-value) equal 0.000 which is less than the 1% level of significance threshold hence this correlation is significant at P < 0.01 level (two-tailed). It means that there is only a small chance this observed relationship is purely due to random chance (Table 3).

We had a total sample size of 400 observations for analysis; thus, we can rely on the findings in terms of this specific relationship. In summary, the results suggest that a greater spending on AI is positively correlated to higher sales growth, giving weight to the idea that allocating more resources towards AI has a significant business impact.

5.4 One-Sample t-Test

To test whether the mean scores for AI Analytics Used and Engagement Score differed significantly from a test value of zero, a one-sample t-

test was conducted. This means that the average use of AI analytics among respondents was 0.658, where the t-value = 27.676 and the degrees of freedom = 399. This difference was significant at the .001, and the 95% confidence interval was between 0.61 and 0.70, indicating that respondents' use of AI analytics is statistically significantly above zero. The average Engagement Score also showed the same result, 7864.038 with t-value of 55.716 and similar degrees of freedom. This difference was also statistically significant (p < .001), and the 95% confidence interval ranged from 7586.56 to 8141.52, suggesting engagement levels are about zero. In summary, these results show that not only do respondents actively use AI analytics, but they also are highly engaged in their data and provide ample evidence that both variable quantities exceed the baseline metric value by an amount substantially greater than zero (Table 4).

Table 4: One-Sample t-Test Results for AI Analytics Usage and Engagement Score

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AI Analytics Used	27.676	399	.000	.658	.61	.70
Engagement Score	55.716	399	.000	7864.038	7586.56	8141.52

5.5 Posterior Distribution Estimates

The Table 5 shows posterior distributions for pairwise correlations between the three important marketing variables: Number of Campaigns > AI Posting Frequency > Click through

Rate (CTR) percentage. The analysis uses 400 observations and a reference prior (c = 0). The use of non-informative priors ensures that the data predominantly controls the outcome, and therefore provides an unbiased estimate of correlations.

Table 5: Posterior Distribution Estimates for Pairwise Correlations among Campaign Metrics

Posterior Distribution Characterization for Pairwise Correlations					
			Number of Campaigns	AI Posting Frequency	Click Through Rate pct
Number of Campaigns	Posterior	Mode		.459	.417
		Mean		.456	.415
		Variance		.002	.002
	95% Credible Interval	Lower Bound		.378	.334
		Upper Bound		.533	.495
	N			400	400
AI Posting Frequency	Posterior	Mode	.459		.455
		Mean	.456		.452
		Variance	.002		.002
	95% Credible Interval	Lower Bound	.378		.374
		Upper Bound	.533		.530
	N			400	400
Click Through Rate pct	Posterior	Mode	.417	.455	
		Mean	.415	.452	
		Variance	.002	.002	
	95% Credible Interval	Lower Bound	.334	.374	
		Upper Bound	.495	.530	
	N			400	400

a. The analyses assume reference priors (c = 0).

For each pair of variables, the posterior mode and mean are presented. We show the posterior mode (the most likely estimate of the correlation) and also the mean, average value across the posterior. Posterior variance also gives a measure of uncertainty in these estimates, and 95% credible intervals define the range in which the true correlation is expected to fall with 0.95 probability.

Looking at the pairwise relationships, we see Number of Campaigns has a moderate positive correlation with AI Posting Frequency (posterior mode and sum mean 0.459; posterior mean 0.456). This gives a 95% credible interval with lower and upper bounds in [0.378,0.533], so not yet too wide, meaning this effect actually produces more campaigns when AI posting is higher. Likewise, the relationship between Number of Campaigns and Click Through Rate is positive albeit a bit less stronger with a posterior mode representation of 0.417, mean 0.415 as well as credible intervals from 0.334 to 0.495.

There was also a moderate positive correlation for AI Posting Frequency and Click

Through Rate, with a posterior mode of 0.455, mean of 0.452, and credible interval (0.374; the lowest quantile at which the mass catches) to (0.530; the upper quantile). Meaning posts with a higher amount of AI-driven posts has been linked to an increase in user interaction (CTR). For all three pairs the posterior variance is very low (0.002) and indicating that our estimates are not going to change.

In summary, the findings reveal moderate positive relationships between the marketing variables. Both discovering more campaigns discovered positively correlated with better click-through rates alongside a trend for more posting should be tagged under AI, which shows that they may lead to higher click through rates.

5.6 Prediction of Product Expansion Success

To analyze the influences of different AI-powered marketing strategies on Product Expansion Success, multiple regression analysis was performed. Rewrite - The dependent variables were AI Script Generation, AI Visual Enhancement, AI Targeting Accuracy, AI Video Optimization and Social Media Platforms.

Table 6: Multiple Regression Coefficients Predicting Product Expansion Success

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.105	.062		1.699	.090
AI Script Generation	.009	.017	.029	.560	.576
AI Visual Enhancement	.015	.017	.045	.885	.376
AI Targeting Accuracy	.172	.017	.523	10.077	.000

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
AI Video Optimization	.003	.017	.010	.195	.845
Social Media Platforms	.007	.019	.018	.376	.707
a. Dependent Variable: Product Expansion Success					

Results indicated that AI Targeting Accuracy was the only statistically significant predictor of success with product expansion ($B = 0.172, \beta = 0.523, t = 10.077, p < 0.001$). This means that the higher an effort to optimize targeting by using AI tools, the more likely a product will successfully expand. On the other hand, the independent variables (IVs) AI Script Generation ($B = 0.009, p = 0.576$), AI Visual Enhancement ($B = 0.015, p = 0.376$), AI Video Optimization ($B = 0.003, p = 0.845$) and Social Media Platforms ($B = 0.007; p=708$) produced statistically non-significant result on the dependent variable respectively. The model's constant (intercept) was 0.105, but that was not statistically significant ($t = 1.699, p = 0.090$), meaning the product expansion success without determining independent variables is quite low (Table 6).

Overall, the results indicate that out of the AI-related marketing strategies investigated, improving AI targeting accuracy is the most impactful

strategy toward a successful product expansion. Statistically significant impact on expansion outcomes of other AI initiatives (e.g., script generation, visual enhancement, video optimization), as well platform selection is likely to not be clearly demonstrable within this dataset.

5.7 Prediction of Customer Satisfaction

The regression analysis was conducted to study Customer Satisfaction in relation to different AI-based factors and social media platforms. Data Things: The model consists of five independent variables such as AI Script Generation; AI Visual Enhancement, 'AI Targeting Accuracy', and so on. The fixed effect (intercept) of the regular model was statistically significant, in 0.554 ($t = 3.151, p = 0.002$). This means that at least when all of the independent variables are zero then there can be a positive baseline unit to the customer satisfaction around 0.554 units.

Table 7: Multiple Regression Coefficients Predicting Customer Satisfaction

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.554	.176		3.151	.002
AI Script Generation	.153	.048	.153	3.169	.002
AI Visual Enhancement	-.036	.048	-.036	-.747	.455
AI Targeting Accuracy	.364	.049	.364	7.508	.000
AI Video Optimization	.255	.047	.255	5.368	.000
Social Media Platforms	.085	.055	.067	1.538	.125
a. Dependent Variable: Customer Satisfaction					

As per our findings on all three indicators, AI Targeting Accuracy is found to have the most significant positive contribution at standardized beta coefficient of 0.364 ($t = 7.508, p < 0.001$) predicting customer satisfaction. Implying that even a small decrease in target accuracy heavily increased customer satisfaction. AI Video Optimization also has a notable positive impact, as shown by the standardized beta of 0.255 ($t = 5.368, p < 0.001$) meaning that video optimized content had significance to satisfaction.

AI Script Generation has a weaker but still positive significant effect on CS ($\beta = 0.153, t = 3.169, p = 0.002$), meaning that the quality and relevance of automatically generated scripts can improve customer experience.

However, the beta for AI Visual Enhancement is small and not significant ($\beta = -0.036; t = -0.747; p = 0.455$), indicating that visual enhancement does not statistically contribute to customer satisfaction in this model. Likewise, Social Media Pathways have a small but insignificant positive effect ($\beta = 0.067, t = 1.538, p = 0.125$), meaning that selecting or using different pathways does not really affect satisfaction rates (Table 7).

In conclusion, these results demonstrate that while AI targeting accuracy and optimized videos are the key contributors to customer satisfaction, other factors such as visual enhancements from AI or choice of platform play a less critical role in the context of this study.

6. DISCUSSION AND FINDINGS

This research investigated the role of AI technology in video advertising, from enhancing customer commitment and reach to growing product interface. Consistency in gender, age, education and marketing experience could also be observed through the demographic analysis that achieved a well-balanced sample enabling us to draw insights across early-career to senior professionals (Kumar *et al*, (2024) how experience impacts AI adoption usage.

6.1 AI Content Personalization and Engagement

Across analysis revealed a moderate positive correlation ($r = 0.506$, $p < 0.001$) between AI-driven content personalization and online views. Video personalized content helps you increase engagement, which is supported by Gao *et al*, (2026), whose results showed that emotionally resonant AI-generated content generates significantly higher levels of behavioral engagement than purely functional content. The results confirm that AI is improving targeting and relevance, resulting in increased engagement from the target audience, including repeat visits.

6.2 AI Budget and Sales Growth

Specifically, advancements in AI investment are positively correlated ($r = 0.674$, $p < 0.001$) with sales growth and related marketing effectiveness. This supports Grewal *et al*, (2025), who found measurable conversion and revenue improvements from using AI. This is additionally consistent with the digital dynamic capabilities framework, as AI allows firms to sense and seize opportunities while also reconfiguring marketing resources.

6.3 AI Analytics and Engagement

One-sample *t* tests indicated that respondents' AI analytics usage ($p < 0.001$) and engagement scores ($p < 0.001$) were significantly greater than baseline, showcasing common adoption and active use of AI tools. This echoes Kumar *et al*, (2024) and Wang *et al*, (2025), who highlighted the contribution of AI to providing timely insights and improving user trust and engagement.

6.4 Campaign Metrics and Posterior Analysis

The posterior correlations showed moderate positive associations between the number of campaigns, AI posting rate, and CTR. As Liu *et al*, confirmed, increased CTR due to higher AI-driven posting frequency (2025) find that the optimization of AIs leads to better targeting of both socially and product-oriented engagement.

6.5 AI Strategies for Product Expansion

Further regression analysis suggested that only better targeting by AI ($\beta = 0.523$, $p < 0.001$)

significantly predicted product expansion success, stressing the importance of reaching out to relevant customers. The other factors (script generation, visual enhancement, video optimization and platform choice) were not statistically significant; targeting was the only aspect that seemed to drive this effect in tandem with Gao *et al*, (2026).

6.6 AI Strategies for Customer Satisfaction

AI targeting accuracy ($\beta = 0.364$, $p < 0.001$) and video optimization ($\beta = 0.255$, $p < 0.001$) significantly positively impacted customer satisfaction. Script generation helped, but to a much lesser degree than the other two factors; visual enhancement and platform also had little effect. This supports literature highlighting the need for content that is relevant, technically optimized and personalized in order to be engaging (Wang *et al*, 2025; Liu *et al*, 2025).

7. RECOMMENDATIONS

Based on the findings the recommendations are given below

1. Use AI tools to direct yourself to the specific audience that is most inclined to purchase your products. Targeting the right people is crucial to maximizing your opportunity to reach prospective customers and scale product usage.
2. Invest in implementing AI-driven systems for content generation, campaign management, and analytics. This investment will go a long way in improving marketing efficiency and business performance overall.
3. Customize videos based on viewers' interests, preferences and behaviors. It enhances engagement, drives shares and promotes brand loyalty.
4. Focus on technical optimization of videos for smooth playback, high resolution, and compatibility with devices. Well-optimized videos contribute to user satisfaction and increase audience retention.
5. Monitor campaign performance and get insights at regular intervals using AI analytics. This enables marketers to modify approaches immediately, enhance efficiency and react promptly to the audience's preferences.

8. LIMITATIONS OF THE STUDY

This study is limited in that it uses a self-reported sales professional, and there may have been response bias from the marketing professionals who completed our survey. The sample size is limited to 400 participants and may not reflect all industries or geographies. Moreover, with the cutting-edge AI tools specializing in correlations and regression, it is impossible to know causal effects particularly over

time. Newer AI technologies and fast-paced digital platforms can also pose potential threats to the generalizability of the findings.

9. CONCLUSION

The results of the study show how Artificial Intelligence (AI) adds great value to video marketing strategies, as a way of improving both market reach and consumer engagement. These insights highlight how personalized video content, driven by AI algorithms and targeting specific audience segments based on demographics or interests, can positively impact view counts and engagement rates. Actually, investment in AI technologies that help improve targeting accuracy is associated with higher sales growth, as well as product expansion—making a strong case for targeted segmentation and predictive analytics. Regression analyses show that the two strongest facilitators of customer satisfaction are accurate AI targeting and video optimization, while other AI efforts, such as script generation, visual enhancement or platform selection have non-significant statistical benefit. These insights are also consistent with the theoretical underpinning of Dynamic Capabilities Theory, that - firms implementing AI to sense, seize, and reconfigure marketing resources can accrue sustainable competitive advantage. In summary, the study shows that AI is not just an operational tool but a strategic enabler enabling businesses to deliver personalized, relevant and technically optimized video contents. Companies using artificial intelligence-powered marketing systems can anticipate increased customer interaction, more sales conversions, and faster product development. The key takeaway, therefore, is that to remain competitive and realise sustainable growth, businesses should build AI-based video marketing solutions focused on increased targeting accuracy and content delivery efficiency.

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