The Application Value and Potential Risks of Marketing AI in Online Sales

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Abstract. In the digital era, artificial intelligence has become an important driving force for the digital transformation of brand marketing in the online sales scene. While creating operational value for enterprises, it also brings risks such as privacy disclosure, cross-border data compliance disputes, and cultural adaptation. Tak-ing hubspot AI, Jasper AI and emplifi AI as the research objects, this paper con-duct case analysis and comparative study to explore the application value and potential risks of AI in brand marketing. The study found that the three types of AI tools could significantly improve the operation efficiency, cross-cultural con-tent creation ability and data decision support level, but there are also problems such as cross-border data noncompliance, algorithm opacity, cultural disloca-tion, copyright disputes and privacy infringement. This paper believes that the compliance application of AI needs to adhere to the bottom line of compliance, balance technical efficiency and humanistic care, and put forward optimization suggestions, so as to provide reference for the rational application of AI tools in global online sales.

Keywords: Artificial intelligence, Digital marketing, Human-machine cooperation.

1 Introduction

In digital era, artificial intelligence (AI) has experienced rapid development and iterative upgrading, increasing integrated into the core business links of enterprises in various industries, and has become a key driving force for the digital transformation of brand marketing in the online sales scenario. The application of AI in brand marketing has brought tangible operational value to enterprises: AI can realize the precise matching of marketing resource and user demands, effectively reduce the marginal cost of marketing promotion, and improve the overall efficiency of the online sales full link from customer acquisition to user retention. On the other hand, while AI empowers brand marketing, it also causes a series of new contradictions and potential risks in the practice process, such as privacy leakage, the compliance disputes of crossborder data flow in global marketing, and the adaptation problems in AI-generated marketing content.

Against this background, this paper takes three internationally mainstream marketing AI tools applied in online sales scenarios as the research objects, explores

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the dual effects of different types of AI technology in brand marketing practice, concludes their value and potential risks, and tries to put forward targeted optimization suggestions, so as to provide a practical reference for the rational application of AI tools in brand global online sales.

2 Concept Introductions

2.1 Definition

AI-enabled brand marketing is a series of practices in which brands carry out digital optimization of the entire selling link by virtue of the core technologies of artificial intelligence, such as machine learning, natural language processing, and computer vision. It is a deep combination of AI technology and digital marketing, and its core goal is to rely on algorithmic analysis and data mining to realize the refinement and automatic operation of brand marketing in the online sales scenario [1-3].

2.2 Classification of Application Scenarios

Combined with the functional positioning and application links of AI technology in online sales, AI-enabled brand marketing can be divided into three categories according to relevant research results:

Precision marketing type: This kind of AI focuses on user portrait construction, demand prediction and precise push of marketing content, and is mainly applied in the customer acquisition and marketing promotion link of online sales.

Service optimization type: This kind of AI focus on user interaction and after-sales service. It uses AI technology to realize intelligent customer service, personalized recommendation and real-time response to user demands.

Operation support type: This kind of AI relies on AI algorithm to carry out data analysis and trend prediction of the whole online sales link, and can provide decision support for brand operation and marketing strategy adjustment [4].

3 The Application Value of Marketing AI

3.1 The Positive Application Value of Marketing AI

Operational Efficiency Improvement: Case Study of HubSpot AI. HubSpot AI is an operational-oriented marketing AI which can empower online selling by integrating CRM with automated marketing workflow to improve cross-channel operational efficiency. Davenport and ronanki (2018) believe that the artificial intelligence driven CRM system can automatically complete tasks, such as potential customer cultivation and customer interaction, which are tasks that have traditionally been manually managed and are now inefficient [5]. More specifically, HubSpot AI is able to streamline the entire customer journey from lead acquisition to retention: first, it

automatically segments high-value customers based on behavioral data, then triggers personalized follow-up campaigns that enhance repurchase intention, and finally generates real-time analytics reports that enable brands to refine marketing strategies promptly. The research of Naz and Kashif (2025) provides evidence that this integration can increase the lead conversion rate of cross-border e-commerce brands by 32% and reduce the marketing operation cost by 28%. For example, a direct-to-consumer (DTC) apparel brand, as demonstrated in the study, reduced manual data entry time by 40%, and achieved a 15% increase in repeat purchase rates through reallocated resources to high-intent customer groups in six months using HubSpot AI. In contrast, ecostyle Co., a peer DTC clothing brand that relies on manual CRM operation but does not have AI automation in the same study, has only increased the potential customer conversion rate by 3% and the operating cost by 5% in the same period of time, highlighting the efficacy of HubSpot AI [6].

In conclusion, HubSpotAI has proved that operational-oriented marketing AI can significantly improve the efficiency of online selling by automating manual processes and optimizing resource allocation. Furthermore, it also reflects the great potential of AI tools other than HubSpot AI in improving marketing efficiency.

Cross-cultural Content Creation: Case Study of Jasper AI. To make a brand globalized, translation artificial intelligences such as Jasper AI are indispensable. Jasper AI is a content generation tool customized for marketing scenarios, which can generate multilingual copies, social media content and promotional materials. The main benefit of using Jasper AI is that it helps to maintain the global tone of the brand, while cutting down manual writing workload. According to Oleksiuk and Hicham, Jasper AI helps increase the style consistency compliance rate across cultures to 94% through the Brand Voice function. At the same time, Jasper AI can make the creation cycle of cross-language marketing copy for global brands shortened by 70%; the time cost proportion of crafting marketing copy by humans can be decreased from 85% of total time to 22% allowing marketing teams to redirects efforts toward more valuable missions, such as strategic planning, creativity, and cultural review. These changes also come with deeper impacts: the customer interaction rate has undergone a 38% growth after adopting Jasper AI; the localization and adaptation cost of cross-cultural content for brands has decreased by 62%; and higher content dissemination rates and improved brand awareness also occurred. For these reasons, more than 1000 enterprises (such as L'Oreal and ULTA Beauty) choose to use Jasper AI, and consequently, their marketing campaign launch 7 speed has increased by an average of 70%, and the average automation rate of SEO-related work has reached 60% [7-8].

All in all, in the multi-channel communication scenario of global marketing, Jasper AI provides an efficient and precise strategy for globalized advertising, while enhancing local adaptation; however, these benefits must be weighed against potential cultural and legal risks.

Data-driven Decision Support: Case Study of Emplifi AI. In the decision-making process of brand online sales, the traditional model often relies on empirical judgments

from managers, which might be constrained by incomplete information and subjective bias, and thus leads to resource waste or delayed market responses. As an intelligent tool focusing on social media and user behavior analysis, Emplifi AI provides accurate support for brand decisions through data-driven insights, and can significantly reduce decision-making risks. Specifically, Emplifi AI can integrate multi-channel data——including social media interaction data (such as likes, comments, shares), user purchase path data (such as browsed pages, stay time, conversion nodes), and competitor dynamic data (such as competitors' marketing activities, user feedback). It conducts in-depth data analysis through algorithm models and outputs insights that can guide decisions of firms. For example, a cross-border clothing brand found that young users in the European market prefer to learn about products through short videos on instagram, and the interactive rate of content related to "environmental protection materials" is 45% higher than that of other topics by Emplifi AI. At the same time, the data shows that competitors had recently launched intensive "limited-time discount" campaigns, 8 leading to a slight increase in the user turnover rate of the brand. Based on these insights, the brand can quickly adjusted its strategy: it may shift the marketing focus of the European market to instagram short video, increase the promotion of environmental protection materials, and launch "environmental protection package", rather than compete with competitors in price.

Eventually, the user conversion rate of the brand in the European market increased by 32%, and the return on marketing investment (ROI) increased by 28%, surpassing the companies that mainly rely on intuitive decision-making in the same period.

3.2 The Potential Risks and Ethical Challenges of Marketing AI

Cross-border Data Compliance and Algorithmic Opacity. Although HubSpot AI performs well in improving operational efficiency, its application also brings two core risks——cross-border data compliance issues, and algorithmic opacity—— which may interact with and amplify each other in global marketing contexts.

Firstly, cross-border data compliance risks. As a globally used marketing tool, HubSpot AI needs to collect and store personal data of users from different countries and transmit data between global servers. However, data protection regulations are different in various countries -for example, the European Union's General Data Protection Regulation (GDPR) has strict requirements for the collection and use of user data, which prohibits cross-border data transmission without user consent; while the United States adopts state-level data protection policies with relatively scattered rules. These differences lead brands to potential violations when using HubSpot AI due to unfamiliarity with the target market's regulations: for example, a European brand collected user emails through HubSpot AI and transmitted the data to U.S. servers without explicit authorization, resulting in a €12 million fine from EU regulators.

Another problem is the problem of algorithmic opacity. The core function of HubSpot AI depends on complex algorithm models, but the operation logic of these models is opaque, and neither brands nor users know how to filter users or allocate marketing resources. This opacity may lead to two issues: brands cannot accurately trace the reasons for poor marketing performance, and can only adjust strategies based

on the results provided by the tool, which may gradually weaken their internal analytical capacity and strategic autonomy.In addition, using

HubSpot AI may hide unfair screening logic——for example, the algorithm excludes users with low purchasing power by default, resulting in excessive concentration of marketing resources on high-value users, and may exacerbate the broader pattern of digital inequality, a general risk highlighted in black-box algorithm scholarship[9].

Cultural Misalignment and Copyright Disputes: Risks of Jasper AI. Behind Jasper AI's efficiency in cross-cultural content creation, there are also easily overlooked risks: cultural misalignment and copyright disputes. Firstly, Although Jasper AI can quickly generate multilingual copies, its understanding of the target market's culture often remains superficial, making it difficult to grasp deep-seated cultural customs, values, and taboos [1]. For example, a beauty brand used Jasper AI to generate promotional copy for the Middle Eastern market, which included the phrase "free and unrestrained" and was paired with an image of women showing their arms while some countries in the Middle East have strict religious customs requiring women to dress modestly. This kind of mistakes prompt a strong 10 response and asked the brand to withdraw from the event and make a public apology. Such copy and images not only failed to attract users but also aroused resentment among local users, damaging the brand's image. Another example: the Spring Festival marketing copy generated by Jasper AI for the Chinese market mistakenly used homophonic words related to "funeral affairs." Although it was an unintentional mistake, it seriously violated Chinese cultural traditions, and the brand had to apologize publicly in the end.

Another risk is copyright disputes. Jasper AI generates copy by learning a large amount of existing content online and then reorganizing and creating new content. However, in this process, it may unconsciously "steal" others' original copy—for instance, a fashion brand's product descriptions generated by Jasper AI were highly similar (68% repetition rate) to those on another brand's official website, leading to a lawsuit for "copyright infringement" and a final compensation of 5 million RMB [11]. In addition, some copy generated by Jasper AI includes unauthorized celebrity quotes, poems, etc., which may also trigger copyright disputes, bringing legal risks and economic losses to the brand.

Privacy Invasion and Algorithmic Bias: Risks of Emplifi AI. Emplifi AI's advantage in data-driven decision-making relies on the collection and analysis of massive user data, and thus is likely to concur with privacy invasion. Emplifi AI collects various types of user behavior data through tracking tools, including not only public social media interaction data, but also private information such as browsing history, search records and even the use time of mobile applications, so as to draw accurate user profiles and 11 predict user needs. Such excessive collection may exceed users' awareness: for example, if a user likes a pair of sports shoes on social media, Emplifi AI may track related shopping records, search keywords, and even offline visit histories across platforms, often without the user's explicit awareness or informed

consent, then generate a detailed user profile and provide it to the brand [11]. This behavior seriously violates the privacy of users. Once data leakage occurs, it may also lead to fraud, harassment of users and other issues.

3.3 Comparative Analysis and Core Insights

Comparative Analysis of Three Marketing AI Tools. To clearly present the application characteristics of HubSpot AI, Jasper AI, and Emplifi AI, this section conducts a detailed comparative analysis from three dimensions: core advantages, main risks, and applicable scenarios, providing references for brand selection: The core advantage of HubSpot AI lies in operational process automation and multichannel integration. On one hand, it can automate repetitive tasks, significantly reduce manual operations and improve operational efficiency; on the other hand, its strong multi-channel integration capability supports brands in one-stop management of multiple marketing channels including social media, e-commerce platforms, and emails, avoiding management troubles caused by scattered data. However, its risks are also prominent: firstly, high cross-border data compliance risks occur due to large differences in data protection regulations across region; second, opaque algorithm logic prevents brands from understanding the decision-making basis behind the tool, making it difficult for them to trace the root cause of poor marketing performance [9]. In terms of applicable scenarios, it is more suitable for medium and large brands that need to integrate multi-channel marketing and improve daily operational efficiency, such as multinational enterprises and chain brands. The core competitiveness of Jasper AI is the efficiency of cross-language content creation. It can quickly generate multi-language marketing copy and shorten the original creation cycle of weeks by more than 70%. At the same time, it has basic cultural adaptation assistance functions, which can help brands lower the threshold for cross-cultural marketing [7-8]. However, it also has obvious shortcomings: first, it has a limited understanding of the deep-seated cultural customs and taboos of the target market, making it easy to produce offensive copy; also, since copy generation relies on learning a large amount of online content, it may unconsciously plagiarize others' original content, and cause the risk of copyright infringement [10]. Such tools are more suitable for brands focusing on cross-border e-commerce and global marketing, such as beauty and clothing brands that need to quickly produce multi-language product descriptions and promotional content.

The core advantages of Emplifi AI are data-driven decision support and supply chain coordination. It can integrate multi-dimensional data including social media interactions, user purchase paths, and competitor dynamics, and output accurate decision insights through algorithmic analysis; at the same time, its demand forecasting function can help brands predict market sales, thereby optimizing inventory management and supply chain coordination and reducing inventory backlogs, extending its value beyond marketing analytics alone. Nevertheless, it faces the problem of excessive collection of user privacy [11]. To draw accurate user profiles, the tool tracks users' browsing history, search keywords, and other private information, which is prone to triggering user trust crises. It is more suitable for brands relying on

data-driven decisions and needing accurate market demand forecasting, such as brands in the FMCG and home appliance industries.

Overall, the advantages and risks of the three AI tools are complementary: HubSpot AI excels in operational integration but has prominent compliance risks; Jasper AI focuses on content creation but requires vigilance against cultural and copyright issues; and Emplifi AI is good at data-driven decision-making, but has obvious privacy risks. When choosing, brands need to combine their core needs (such as whether to focus on cross-border business or data-driven decisions) and the characteristics of the target market (such as the strictness of regulations and the degree of cultural differences) to select suitable tools in a targeted manner.

Core Insight: The Prerequisite for Responsible AI Adoption. Based on the value analysis and risk discussion of the three marketing AI tools mentioned, this chapter draws a core insight: for brands to use AI tools responsibly in online sales and achieve the unity of technical value and business sustainability, they must adhere to two core prerequisites: strengthening the compliance bottom line and balancing humanistic care with technical efficiency [5,10].

Strengthening the compliance bottom line is the basic guarantee for the application of AI tools. From practical cases, the cross-border data transmission compliance issues faced by HubSpot AI, the copyright infringement risks of Jasper AI, and the user privacy infringement disputes of Emplifi AI are essentially caused by brands ignoring compliance requirements. Therefore, before introducing any AI marketing tool, the primary task of brands is to clarify the relevant regulatory details of the target market: for example, for the European Union market, they must strictly follow the requirements of the General Data Protection Regulation (GDPR) on data collection and transmission; for regions with strict copyright protection, they have to confirm in advance whether the content generation mechanism of the AI tool is compliant. At the same time, brands need to make targeted compliance adjustments to the functions of AI tools: restrict the scope of HubSpot AI's cross-border data transmission, allowing user data to be stored and processed only in compliant regions; require Jasper AI to be equipped with a copy originality detection function to avoid plagiarism risks; prohibit Emplifi AI from collecting sensitive private data such as ID numbers and bank information, retaining only basic information necessary for marketing. Only by adhering to the compliance bottom line can brands fundamentally avoid legal penalties and damage to brand reputation.

Balancing humanistic care with technical efficiency is the key to AI tools exerting their value. The core role of AI tools is to assist humans in work, not to completely replace human judgment and decision-makings [5,7]. In cross-cultural marketing, although Jasper AI can quickly generate multi-language copy, it cannot accurately grasp the cultural details and emotional needs of the target market. Therefore, the generated copy must be manually reviewed: supplement cultural elements that conform to local customs, correct expressions that may cause misunderstandings, and ensure that the copy is not only produced efficiently but also in line with local culture. In data-driven decisions, the demand forecasting results of Emplifi AI can only be used as a reference, not as the sole basis for decision-making. Instead, brands need to make

comprehensive judgments combined with the market experience of sales personnel and industry trend analysis, avoiding decision-making errors caused by algorithmic biases from historical data. In operational automation, the algorithmic logic of HubSpot AI should be subject to a structured human oversight mechanism, through which the tool's marketing resource allocation is periodically reviewed and potential biases or inequitable tendencies are systematically identified and corrected This model of "AI improving efficiency + humans ensuring humanism" can not only give full play to the technical advantages of AI but also make up for the inherent shortcomings of AI in cultural understanding and ethical judgment.

In short, marketing AI has brought unprecedented efficiency improvements to brand online sales, but this improvement cannot be at the expense of compliance and humanistic care. Only on the premise of strengthening the compliance bottom line and balancing humanistic care with technical efficiency, can brands truly realize the core value of AI tools, achieve sustainable growth in online sales, and maintain a good brand image and user trust.

4 Discussion and Suggestion

4.1 Overall Conclusion

This study demonstrates that AI marketing tools offer significant advantages in brand online marketing but also have risks that cannot be overlooked. On one hand, tools like HubSpot AI, Jasper AI, and Emplifi AI can effectively enhance marketing efficiency, reduce operational costs, accelerate content production, and support real-time decision-making, enabling brands to achieve precise user targeting, cross-channel operations, and rapid global market responsiveness. On the other hand, these tools also introduce issues such as cross-border data compliance risks, algorithmic opacity, insufficient cross-cultural adaptation, copyright disputes, and excessive data collection that infringes on user privacy. These problems not only diminish marketing effectiveness but also undermine brand trust and may even lead to legal risks. Overall, the value of AI in marketing depends not only on the technology itself, but also on application scenarios, regulatory mechanisms, and human intervention.

4.2 Practical Suggestions

In order to maximize AI value while managing risks, brands should adopt targeted, compliant and people oriented strategies. First, brands should select AI tools that align with their business scale and market footprint, avoiding overly complex functionalities. Also, enterprises should establish clear data governance and compliance mechanisms, adhering to regional regulations such as General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), standardizing data collection, enhancing algorithm transparency, and mitigating privacy violations and legal risks. Lastly, brands should integrate AI technology with human review, reinforcing cultural calibration to ensure content appropriateness, reduce algorithmic bias, and maintain brand uniqueness. AI can consistently and steadily empower 17 brand marketing only

within the framework of technical consistency, regional compliance and humanized supervision.

5 Conclusion

Taking the mainstream marketing AI tools (hubspot AI, Jasper AI, emplifi AI) in online sales scenarios as the research object, this paper discusses the application value and potential risks of AI in brand marketing, aiming to provide reference for the rational and compliant use of AI tools in global online sales. The results show that marketing AI can significantly improve the operational efficiency of enterprises, enhance the ability of cross-cultural content creation, optimize the level of data driven decision-making, effectively reduce marketing costs, accelerate content output, and enhance the ability of brands to quickly respond to the global market; However, at the same time, AI tools may also have prominent problems such as cross-border data noncompliance, algorithm opacity, cultural dislocation, copyright disputes and privacy infringement, which not only affect the marketing effect, but also lead to legal risks and brand trust crises.Based on the above findings, this paper believes that when applying marketing AI, enterprises must adhere to the bottom line of compliance, strictly follow the data protection and copyright laws and regulations in different regions, and establish a collaborative mechanism of "Ai efficiency improvement+manual check", so as to achieve a balance between technical efficiency and humanistic care, and avoid cultural bias and algorithm bias through manual review. This study not only clearly presents the functional characteristics and risk boundaries of different types of marketing AI, provides practical guidance for enterprises to choose appropriate AI tools and build a compliance application system, but also provides theoretical and practical reference for the sustainable and responsible application of AI in the field of global digital marketing, which helps to promote the unification of technical value and business ethics in the digital transformation of brands.

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