# The Effect of AI-Driven Marketing on Business performance: Case study of OUEDKNISS website

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***Received:05/11/2024*** ***Accepted :11/01/2025*** ***Published :31/01/2025***

*Abstract*

*This paper examines the influence of AI-driven marketing strategies on business performance within the algerian e-commerce marketplace using Ouedkniss, one of the largest e-commerce platforms in Algeria, as a case study. Indeed, this research analyzes how the company implements AI technologies in its marketing framework and evaluates the impact of these technologies on business performance. By using analytical tools, the results indicate that Ouedkniss' website has effectively used SEO optimization, which can help it grow and cope with increasing user traffic. Through this investigation, the paper contributes to understanding of how AI can transform marketing practices in the Algerian market, offering guidance to companies looking to leverage AI technology.*

*Keywords: Marketing, Artificial Intelligence, Business Performance, SEO, Ouedkniss*
*Jel Codes Classification : M31, L81, O33.*

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# أثر التسويق بالذكاء الاصطناعي على أداء مؤسسات الأعمال: دراسة حالة موقع واد كنيس

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**تاريخ الإرسال: 2024/11/05** **تاريخ القبول: 2025/01/11** **تاريخ النشر: 2025/01/31**

ملخص

تتناول هذه الورقة البحثية تأثير استراتيجيات التسويق القائمة على الذكاء الاصطناعي على أداء المؤسسات، مع التركيز على مؤسسة Ouedkniss، وهي منصة رائدة في مجال التجارة الإلكترونية في الجزائر. باستخدام منهج دراسة الحالة، يحلل البحث تطبيق تقنيات الذكاء الاصطناعي في إطار التسويق لدى Ouedkniss ويقيّم النتائج الناجمة عن ذلك. من خلال أدوات التحليلات، تشير النتائج إلى أن موقع Ouedkniss استخدم تحسين محرك البحث بشكل فعال ويمكن أن يساعده هذا في التوسع والتعامل مع حركة مرور المستخدمين المتزايدة. في الأخير، تساهم الورقة البحثية في فهم أعمق لكيفية استخدام الذكاء الاصطناعي في الممارسات التسويق في التجارة الإلكترونية في الجزائر، وتقديم إرشادات للمؤسسات التي تتطلع إلى الاستفادة من تكنولوجيات الذكاء الاصطناعي.

الكلمات المفاتيح: التسويق، الذكاء الاصطناعي، الأداء المؤسساتي ، تحسين محركات البحث، واد كنيس .
تصنيفJel: M31 ، L81، O33.

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**Introduction:**

Artificial Intelligence (AI) is fundamentally reshaping digital marketing by enhancing predictive analytics, personalization, and customer experience (Kiryl & Developer, 2023). Through AI-driven insights, businesses can deliver highly personalized content and recommendations, enhancing customer engagement and satisfaction. Furthermore, AI-powered tools streamline processes across multiple marketing functions, from content generation to customer relationship management, enabling marketers to foster stronger connections with audiences and optimize their strategies for greater impact and efficiency. This technological shift is shaping a more dynamic, data-informed approach to marketing that is proving essential for competitive growth in today's digital economy.

In this evolving landscape, Ouedkniss emerges as a prominent online marketplace in Algeria, recognized as a key platform for buying, selling, and trading a diverse array of products and services, including electronics, real estate, automobiles, and more. Originally established as a local classifieds website, Ouedkniss has evolved into one of Algeria's largest e-commerce platforms, playing a crucial role in facilitating transactions between individuals and businesses across the nation. By leveraging AI-driven marketing strategies, Ouedkniss enhances its operational efficiency and customer engagement, aligning with the broader trends in digital marketing. It can also refine personalized recommendations, optimize advertising placements, and enhance user experience, thereby setting a benchmark in Algeria's digital economy for how AI can drive growth and deepen customer engagement in an online marketplace setting.

Although AI technologies are being widely adopted in global digital marketing, there is a notable dearth of research investigating their particular influence on the Algerian e-commerce sector. While AI applications have proven transformative for e-commerce businesses worldwide, regional analyses that explore how these technologies affect consumer behavior, business growth, and market competitiveness in North Africa are limited. This gap is significant, as Algerian market, has unique economic, cultural, and consumer dynamics that influence the effectiveness and adoption of AI-driven marketing strategies.

In this context, our study answers the following main question**: *How does AI-driven marketing influence customer engagement and conversion for Ouedkniss, and what impact does this have on the company's overall performance?***

The research objectives, based on the given question, are as follows :

1. To understand the role of AI in fostering stronger relationships with customers and how this translates into business growth metrics
2. To identify the specific AI-driven marketing tools that Ouedkniss has implemented.
3. To evaluate the impact of these AI-driven marketing tools on user traffic, SEO strategy, and overall website performance at Ouedkniss.

**I- Literature review**

The business sector has experienced significant advancements in technology, leading to the creation of various systems, applications, and sophisticated technologies that benefit numerous fields and specialties. Among the most prominent of these is artificial intelligence, a discipline born from human experience, expertise, and ingenuity, which has been transformed into advanced programs and devices designed to serve a wide range of users, including those within economic and financial institutions.

**I-1- Background of AI implementation in Marketing**

AI or machine intelligence, considered a branch of computer science that builds and manages technology that can learn to make decisions and perform actions independently in place of humans (Rouse, 2023).

Many recent researches and studies are heading towards the interest in the field of artificial intelligence (Aly, 2022), (Bhagat, Chauhan, & Bhagat, 2022), (Chen H. C., 2022) and (Cheng, 2023), the development of artificial emotional intelligence and the automation of all processes and activities of the organization, including marketing, which is the most important interface for organizations and their brand, as artificial intelligence marketing can increase the revenue of organizations' business, thereby enhancing their sustainability and business development, as these studies are divided into two directions; one that focuses on the customer side and how AI marketing can increase their satisfaction level and achieve cognitive value for consumers. Some of the studies are related to how AI marketing can contribute to the development, continuity and sustainability of organizations.

The following figure presents a summary of the key AI approaches utilized in digital marketing :

**Figure n°1: Strategies for Implementing Artificial Intelligence in Digital Marketing**




**Source:** (Haleem, Javaid, Qadri, & Singh, 2022)

The figure above shows how AI applications can contribute to the activation of digital marketing, where companies rely on AI to increase demand for their products, and this is through customer satisfaction through their experience through AI applications, where they open ways and mechanisms to buy anytime and anywhere by analyzing data and providing easy ways to communicate. Therefore, AI can influence marketing channels through strategy and planning, product and promotion, pricing, and business management through many applications such as location targeting, thought models, and design.

### I-2- The Impact of AI on User Experience and Business Metrics

AI is transforming digital marketing by advancing predictive analytics, personalization, and customer experience, significantly influencing areas like content creation and customer relationship management. AI transforms predictive analytics with its capacity to analyze data, allowing companies to forecast customer behavior, improve tactics, and make data-driven decisions. Machine learning and deep learning algorithms support activities like predictive lead scoring and customer lifetime value estimation, essential for targeted marketing (Hemalatha, 2023), (Zaman, 2022), (Nan, Kun, Chen, & Ghosh, 2023). Furthermore, important patterns and trends in consumer sentiment data are revealed by AI-

driven market sentiment research, enabling marketers to create successful strategies (Noranee & bin Othman, 2023).

Another area where AI is having a big influence is personalization. By delivering personalized information and experiences, companies may increase consumer happiness and loyalty through the use of technologies like natural language processing and recommendation algorithms. AI-powered segmentation enables offerings based on individual preferences and behaviors, meeting specific customer needs and improving engagement (Hemalatha, 2023), (Kumar, Rajan, Venkatesan, & Lecinski, 2019), (Gao & Liu, 2022).

This personalized engagement enhances customer satisfaction and loyalty, as AI can curate and narrow down endless options to meet specific customer needs (Kumar, Rajan, Venkatesan, & Lecinski, 2019).

Additionaly, several organizations have successfully implemented AI in their digital marketing strategies. For example, Netflix used AI to analyze viewer preferences and behavior, which helps in personalizing recommendations for users. This customized approach is a crucial part of Netflix's marketing strategy as it improves user experience while also increasing engagement and retention. Integrating AI into customer relationship management (CRM) systems improves the analysis of customer interactions, enhances predictive lead scoring, and bolsters customer retention efforts (Hemalatha, 2023).

While AI offers numerous benefits, it also raises ethical questions and challenges. To guarantee ethical AI-driven marketing strategies, factors including security, data privacy, AI bias, and fairness must be taken into account (Esch & Black, 2021), (Hemalatha, 2023). To foster trust and preserve client relationships, Marketers need to reconcile the advantages of AI with ethical considerations.

**I-3- Challenges in AI Marketing**

AI has become a powerful impact in marketing, creating new opportunities for innovation and efficiency. However, integrating AI into marketing strategies also presents challenges that must be addressed to fully realize its potential. A key issue is the limitation in control and customization: marketers often lack direct control over AI algorithms, making it difficult to adapt AI solutions to specific needs (Kozinets & Gretzel, 2021). As most marketers are users rather than creators of AI technology, they have limited influence over AI development and implementation. Ethical and privacy concerns are also significant, with AI use in marketing raising issues around data protection, privacy, and bias. These ethical considerations require careful handling to ensure responsible AI deployment (Davenport, Guha, Grewal, & Breßgott, 2019).

Technical and implementation barriers further complicate AI integration, as it requires substantial expertise and resources, which many firms find challenging due to the complexity and cost of developing and maintaining AI systems (Overgoor, Chica, Rand, & Weishampel, 2019). AI's effectiveness in marketing heavily relies on data quality, and poor data can result in inaccurate insights and suboptimal strategies (Mustak, Salminen, Plé, & Wirtz, 2020). Additionally, the role of marketers is shifting; as AI takes on more strategic functions, marketers are moving from decision-makers to technology users, potentially reducing their influence over marketing strategies and increasing dependence on technology experts (Kozinets & Gretzel, 2021). Organizational adoption and acceptance are also major obstacles as a lack of knowledge about AI's potential and aversion to change can make implementation difficult (Vlačić, Corbo, Silva, & Dabić, 2021).

Therefore, while AI integration in marketing offers vast potential for innovation and efficiency, challenges such as control limitations, ethical and privacy concerns, technical barriers, data quality dependence, shifting marketer roles, and adoption issues need to be carefully managed. By addressing these challenges, Companies can more effectively utilize AI to improve their marketing strategies and attain greater success.

## II- Research methodology

### II-1- Study scope

Ouedkniss is an Algerian online marketplace that facilitates buying and selling advertisements, serving as a virtual market for the Algerian community. With over 800,000 daily visitors, primarily from Algeria, it has become a prominent platform (Ouedkniss, 2024). Founded by five young entrepreneurs from Kouba, inspired by local markets, Ouedkniss aims to connect buyers and sellers online. The site features various categories, including real estate, car sales and rentals, clothing, high-tech products, sports equipment, and various services. Following its success, the company has expanded to include other sites like Autobip and CVite.

### II-2- Reaserch design

A qualitative case study methodology is employed to evaluate the real-world effects of AI on Ouedkniss's marketing strategies and business performance.This methodology allows for an in-depth exploration of the nuanced ways in which AI technologies are integrated into the marketing operations of Ouedkniss, providing valuable insights.

### II-3- Data aquisition and Data analysis

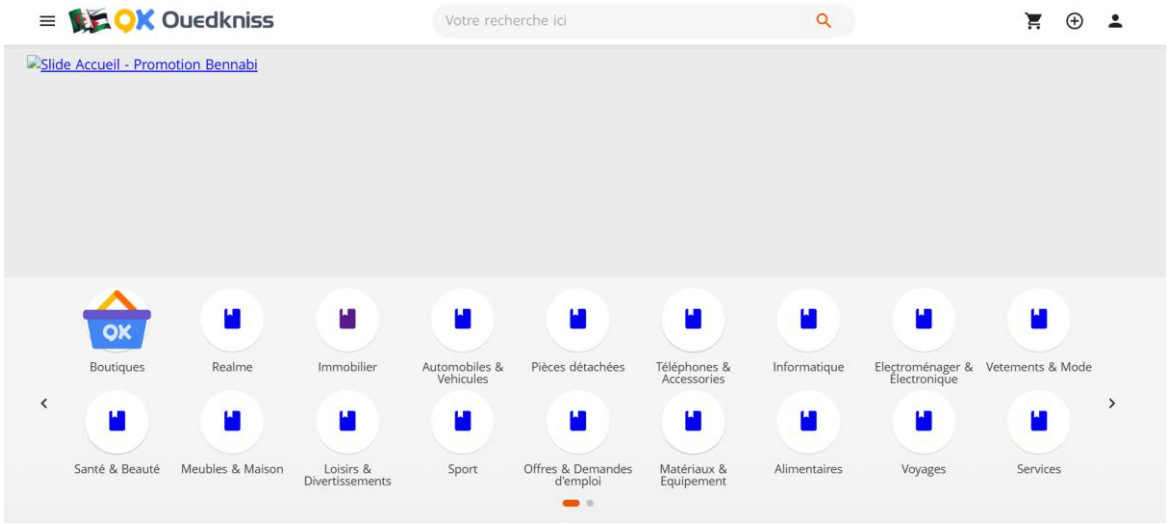
In this research, data analytics is used as a data aquisition method in a qualitative case study approach. Data analytics can serve as a method of analyzing existing datasets which can help researchers uncover trends, patterns, or anomalies that inform the qualitative findings. Data analytics for Ouedkniss, our case study, reveal information about user behavior and engagement metrics. This may include analyzing website traffic, user interactions, conversion rates, and customer feedback.

## III- Findings and Discussion

### III- 1- Overview of AI Tools Used at Ouedkniss

An analysis of the Ouedkniss website's content reveals key AI implementations within its marketing features.

**Figure n°2: Main categories of Ouedkniss website**



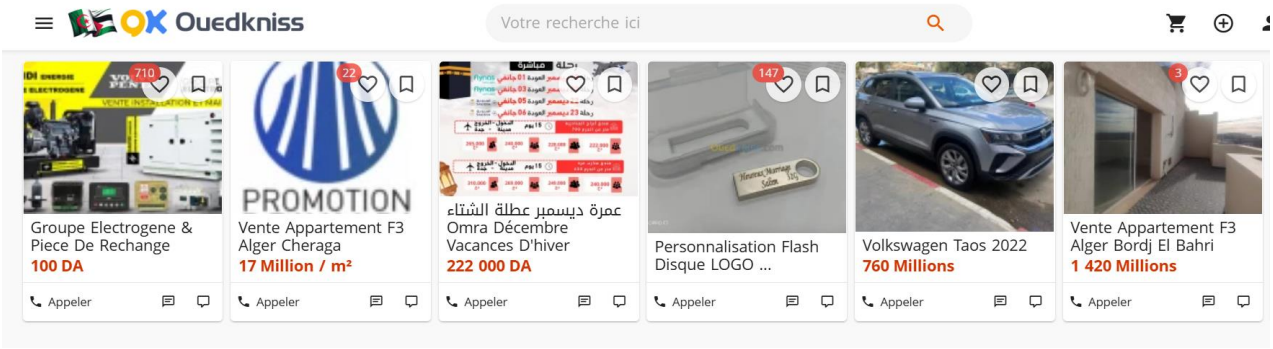

**Source:** (Ouedkniss, 2024)

The site demonstrates a category-based organization with well-structured sections as shown in figure 2 (e.g., Immobilier, Automobiles, Téléphones), sponsored listings ("Sponsorisées"), and highlighted stores ("Stores à la une").

The e-commerce capabilities of Ouedkniss include various features tailored to enhance user experience and accommodate local preferences. As illustrated in figure 3, product listings display prices in Algerian Dinar (DA), allowing for straightforward pricing transparency. The platform also supports convenient payment options, such as "*Paiement à la livraison*"

(payment on delivery), which aligns with consumer preferences for secure transactions. Additionally, Ouedkniss offers dedicated business profiles or "Boutiques," enabling businesses to create branded storefronts that showcase their products and services. Together, these features create a robust, user-friendly e-commerce environment that caters specifically to the Algerian market.

**Figure n° 3 : User-Centric Ouedkniss with Localized Pricing in DA**




**Source:** (Ouedkniss, 2024)

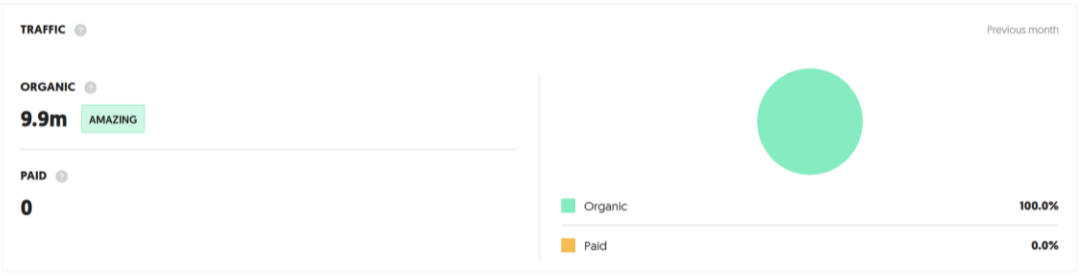
The search and discovery features on Ouedkniss likely leverage AI to enhance user experience by optimizing search functionality and streamlining product discovery. AI could play a key role in refining search results, helping users find relevant products more efficiently. Additionally, product categorization may be AI-assisted, ensuring that items are accurately grouped into relevant categories. These AI-driven enhancements contribute to a smoother browsing experience, facilitating consumers' exploration of a variety of offerings and their ability to find particular items.

Personalization based on users' browsing history likely tailors content to individual preferences, helping users quickly find relevant products or services. Location-based suggestions could further refine this personalization by recommending services or listings close to the user's geographic area, adding convenience. Additionally, AI might automate service matching, connecting users with the most suitable offerings based on their interests or previous activity. Together, these AI-driven features create a more intuitive, responsive, and personalized experience for Ouedkniss users.

**III-2- Impact on website performance**

AI can provide substantial advantages to Ouedkniss by enhancing customer experience, streamlining marketing efforts, and supporting data-driven decision-making. Additionally, Ouedkniss's investment in AI can help boost user traffic, supporting its growth in the competitive Algerian market. Thus, the following analysis will illustrate this impact, focusing on data gathered from the web analytics tools *Ubersuggest* and *Serpstat*.

**Figure n°3: Ouedkniss's Traffic Overview**




**Source: (Ubersuggest, 2024)**

Figure 3 provides a very positive overview of the traffic to the Ouedkniss.com website. It highlights a key point: all of the site's traffic comes from organic sources. This means that visitors come to the site mainly via search engines (Google, Bing, etc.) after carrying out a search. No investment in paid advertising is required to generate this volume of visits.

**Table n°1: Top pages of Ouedkniss.com**

TOP PAGES BY COUNTRY | US / EN [3,713] | DZ / FR [6.2m] | DZ / AR [3.4m] | FR / FR [81,078] | MORE

| SEO TITLE URL | EST. VISITS | | BACKLINKS | | | | |
|---|---|---|---|---|---|---|---|
| Annonces - Vente Achat Location - Ouedkniss.com - Algérie<br>ouedkniss.com/ | 2,385 | View All | 25,659 | View All | 38,481 | 496 | 0 |
| Automobiles & Vehicules - Ouedkniss.com - Algérie<br>ouedkniss.com/automobiles | 628 | View All | 431 | View All | 1,705 | 1 | 0 |
| voiture - Automobiles & Vehicules<br>ouedkniss.com/s/?keywords=voiture | 138 | View All | 1 | View All | 0 | 0 | 0 |
| Immobilier - Ouedkniss.com - Algérie<br>ouedkniss.com/immobilier | 98 | View All | 214 | View All | 483 | 2 | 0 |
| voiture - Automobiles & Vehicules - Ouedkniss.com - Algérie<br>ouedkniss.com/voiture-r/20?agent=2 | 29 | View All | 0 | View All | 0 | 0 | 0 |

**Source: (Ubersuggest, 2024)**

Table 1 shows the most popular pages on the website (Ouedkniss.com), classified by country. It is clear that Ouedkniss.com is very popular in Algeria, as shown by the high number of visits to all pages, particularly those in French (DZ/FR) with a figure of 6.2 million and in Arabic (DZ/AR) with a figure of 3.4 million. According to the table, the home page (Annonces - Vente Achat Location) is by far the most visited, confirming that the site is mainly used to search for and publish advertisements. Meanwhile, the pages related to cars and vehicles are also very popular, indicating that this sector is very active on the platform. The number of backlinks on the home page is also high, indicating that the site is well referenced on search engines. The presence on social networks seems limited, particularly on Pinterest and Reddit, compared with Facebook, which is the social network most used by Algerians.

**Table n°2: Ouedkniss Organic research performance**

TOP KEYWORDS BY COUNTRY | US / EN [3,713] | DZ / FR [6.2m] | DZ / AR [3.4m] | FR / FR [81,078] | MORE

| SEO KEYWORDS | VOLUME | POSITION | EST. VISITS |
|---|---|---|---|
| ouedkniss | 5,400 | 1 | 2,258 |
| ouedkniss auto | 880 | 1 | 404 |
| ouedkniss automobile | 880 | 1 | 180 |
| ouedkniss immobilier | 170 | 1 | 81 |
| ouedkniss algerie | 110 | 1 | 61 |
| ouedkniss véhicule | 50 | 1 | 22 |
| ouedkniss com | 50 | 1 | 22 |
| ouedkniss auto aujourd'hui | 50 | 1 | 22 |
| ouedkniss voiture | 50 | 1 | 22 |

**Source: (Ubersuggest, 2024)**

Table 2 presents data on Ouedkniss.com's performance in organic search. Starting with the search volume and number of visits, which are considerably higher for queries in Arabic (DZ/AR), confirming the site's strong popularity in Algeria. This table also shows that the most searched-for keywords are directly related to the services offered by Ouedkniss (ads, cars, real estate). This indicates that users know how to find what they are looking for on the site, which means that Ouedkniss.com is well optimised for search engine optimisation (SEO) and that it is visible to users who carry out searches related to its activities.

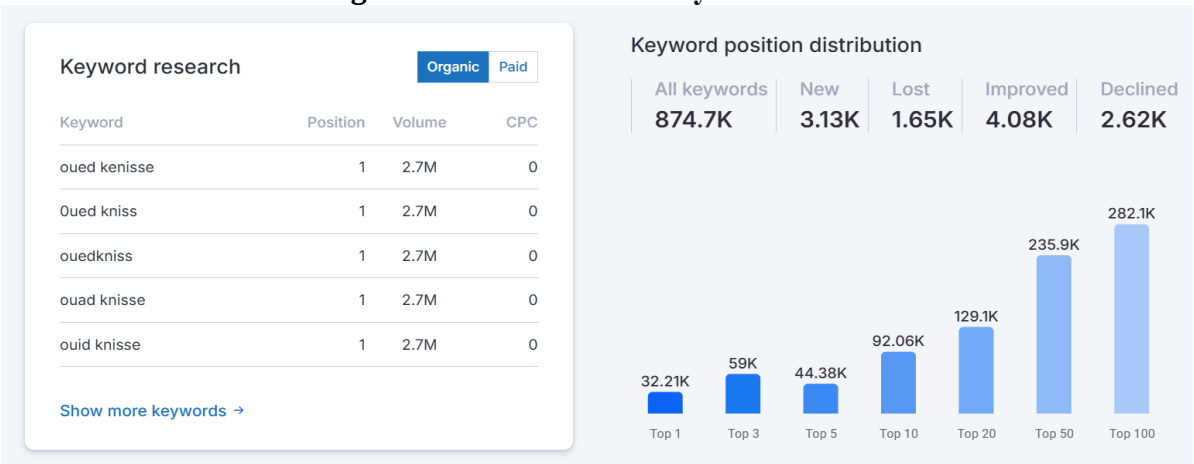
**Figure n°4: Ouedkniss's competitors in organic search**

| Domain | Relevance | Common KW. | All keywords |
|---|---|---|---|
| ouedkniss.com | | 327.2K | 327.2K |
| darty.com | | 80.09K | 181.8K |
| jumia.dz | | 41.17K | 100K |
| olx.com.eg | | 15.18K | 38.18K |
| manomano.fr | | 40.23K | 112.4K |

**Source: (Serpstat, 2024)**

Figure 4 shows an overview of Ouedkniss.com's competitors in terms of organic search, meaning unpaid search results on search engines. The list of Ouedkniss's main competitors based on their visibility in organic searches. These sites frequently appear in the same search results as Ouedkniss. The column of Relevance indicates the pertinence of each competitor compared to Ouedkniss in terms of shared keywords. The fuller the colored bar, the more relevant the site is as an organic competitor. For the total number of keywords, Ouedkniss.com has 327,200 keywords, while darty.com has 181,800.

**Figure n°5: Ouedkniss's keyword metrics**

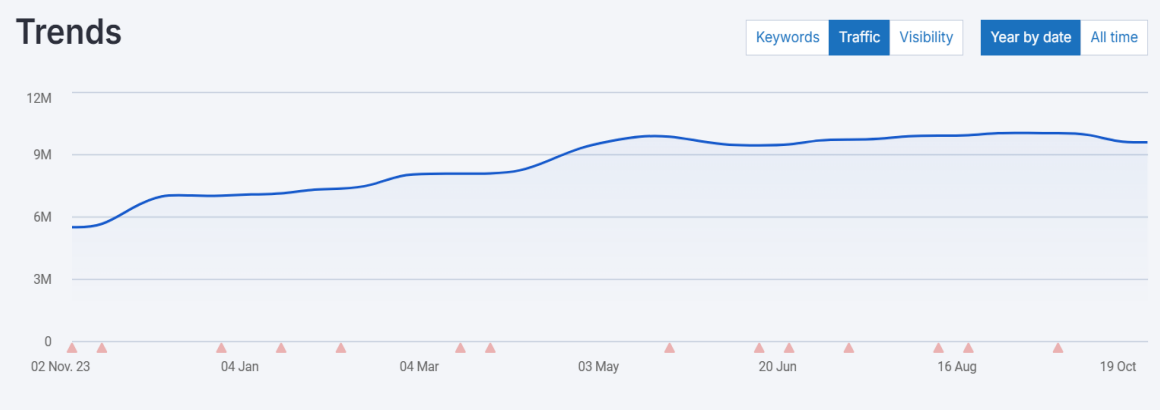



**Source: (Serpstat, 2024)**

Figure 5 shows keyword metrics for the Ouedkniss.com site, displaying organic keywords and their position distribution. The list shows different misspelled variations of the keyword "ouedkniss," such as "oued kenisse" or "ouad knisse." These variations are frequently used in user searches. Position 1 indicates that Ouedkniss.com appears in the first

position for all these keywords, ensuring optimal visibility in search results for each variation. The search volume is 2.7 million for each variation, indicating high popularity and a large number of searches for these keywords.The figure 4 indicates also that the cost per click (CPC) is 0, meaning these keywords generate organic traffic without requiring advertising expenses. For the section of Keyword Position Distribution, it provides an overview of the ranking positions for keywords associated with Ouedkniss.com.

**Figure n°6: Ouedkniss' traffic trends**




**Source: (Serpstat, 2024)**

The figure above (Figure 6) shows the traffic trend for the Ouedkniss.com site over a one-year period from November of the previous year to October of the current year. For the evolution of traffic over this time, a steady increase in traffic is observed from the beginning of the period (November) until it plateaus around May, followed by slight stabilization until October. This indicates a rise in visitors from November to May, followed by stable traffic during the latter part of the year. The red triangles in the figure likely mark specific events or updates that may have influenced these traffic patterns. These events could correspond to content changes, marketing campaigns, or search engine algorithm updates impacting the site's visibility and traffic.

**Table n°3: Top pages www.ouedkniss.com**

| # | URL | Organic keywords | Facebook shares | Traffic |
|---|---|---|---|---|
| 1 | https://www.ouedkniss.com/automobiles | 767 | 14 | 1.6M |
| 2 | https://www.ouedkniss.com/automobiles?lang=ar | 752 | 33 | 40.67K |
| 3 | https://www.ouedkniss.com/telephones | 682 | 66 | 1.31K |
| 4 | https://www.ouedkniss.com/emploi_offres | 662 | 266 | 10.94K |
| 5 | https://www.ouedkniss.com/ | 633 | 30.29K | 3.8M |
| 6 | https://www.ouedkniss.com/s/?keywords=samsu... | 572 | 0 | 117 |
| 7 | https://www.ouedkniss.com/automobiles?keywor... | 477 | 1.43K | 374 |
| 8 | https://www.ouedkniss.com/xiaomi-redmi-note-8-... | 429 | N/A | 18 |
| 9 | https://www.ouedkniss.com/immobilier-location-... | 354 | N/A | 9K |
| 10 | https://www.ouedkniss.com/s/1?keywords=iphon... | 325 | N/A | 1.03K |

**Source: (Serpstat, 2024)**

Table 3 presents the top 10 most popular pages on Ouedkniss.com, ranked by the number of organic keywords. The results reveal that the top-ranking pages are primarily related to automobiles, electronics (telephones, Xiaomi, iPhone), and employment. This suggests that these categories are highly searched on Ouedkniss.com. Also, the high number of organic

keywords for each page indicates that Ouedkniss.com is well-optimized for search engines and ranks well for relevant keywords. This helps drive significant organic traffic to the site. For social engagement, some pages have a notable number of shares via Facebook, suggesting a level of social engagement and interest in the content. Finally, the traffic numbers show that these pages are attracting a large number of visitors, likely due to their high ranking in search results and the popularity of the categories they represent.

### III-3- Discussion and managerial implications

Ouedkniss.com maintains a high level of search engine optimization (SEO), positioning it prominently in search results for key terms like "ads," "cars," and "real estate," which generates substantial organic traffic. This SEO success is reflected in the site's structure, content, and keyword alignment with user expectations, allowing it to attract visitors with specific needs related to its offerings. Unlike many competitors, Ouedkniss.com receives this traffic without paid advertising, indicating that users are actively seeking platforms similar to Ouedkniss.

The platform leads significantly in terms of organic keywords, boasting 327,200, which surpasses competitors like Darty.com and Jumia.dz, who share many keywords with Ouedkniss but hold less dominance. Smaller competitors, like olx.com.eg and manomano.fr, have fewer shared keywords, pointing to weaker competition in certain product or service segments. This strong presence in organic search positions Ouedkniss.com as a dominant brand, with high visibility not only for variations of its brand name but also for a broad array of other keywords.

Despite the substantial traffic and SEO achievements, there are keywords where rankings have declined. To sustain growth, particularly during periods of traffic stabilization, Ouedkniss.com could explore strategies like targeted marketing campaigns and the creation of new content. These actions could reinforce its competitive edge and capture additional growth opportunities.

**Conclusion:**

Integrating AI into marketing enhances customer engagement through personalized experiences and real-time insights while optimizing user interactions through automation and predictive analytics. Furthermore, it significantly improves financial metrics by increasing ROI and reducing operational costs, positioning businesses for sustained success in a competitive landscape. AI is undeniably transforming digital marketing by enhancing predictive analytics, personalization, and customer experience. As AI technologies advance, their capacity to transform digital marketing will expand, empowering businesses with new tools to refine their strategies and engage customers more effectively. However, it is essential for marketers to tackle ethical considerations and ensure the responsible use of AI to fully realize its potential.

Data analysis from analytical tools shows a highly favorable scenario for Ouedkniss.com, as substantial organic traffic points to a successful SEO strategy. To maintain and build on this success, continued investment in content and site features is crucial. Expanding category offerings, especially in high-interest areas like real estate and employment, could attract a broader audience and increase popularity across Algeria. This research highlights Ouedkniss.com's strong SEO performance, and by sustaining optimization efforts and seizing new opportunities, the platform has great potential for further growth in visibility and reach.

Although the results are already very good, there are still recommendations to suggest:

- The strong organic performance suggests that maintaining and improving SEO efforts is crucial. This could involve optimizing header tags, SEO summaries, and keyword-optimized content.

- Enhancing social media presence and engagement can help drive additional traffic and brand awareness.
- Analyzing the performance of other categories like real estate, services, or hobbies could identify opportunities for further optimization and traffic growth.
- The site could strengthen its presence on social networks to increase visibility and generate qualified traffic.
- With the increasing use of smartphones, optimizing the site for mobile search would be a considerable advantage.

Finally, this analysis provides an overview of Ouedkniss.com's performance. For a more detailed understanding, it would be necessary to deepen the analysis using other tools and metrics.

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