

A UNIFIED AI FRAMEWORK FOR CROSS-SECTOR DIGITAL MARKETING UNDER SAUDI VISION 2030

UMA ESTRUTURA UNIFICADA DE IA PARA O MARKETING DIGITAL INTERSETORIAL NO ÂMBITO DA VISÃO 2030 DA ARÁBIA SAUDITA

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Abstract

AI technology is revolutionizing digital marketing by changing its nature from merely a function designed for the implementation of marketing campaigns to an instrument capable of providing insight into the customers, tailoring marketing activities to specific clients, developing targeted marketing content, organizing marketing channels and controlling the whole process in the context of performance management. The current paper is aimed at creating a comprehensive and multi-layered AI-based framework for cross-sector digital marketing, specifically as it is needed in Saudi Arabia in connection with the Saudi Vision 2030. There is an actual demand among Saudi entities in such industries as tourism, retail, banking, education, healthcare, logistics, entertainment, and government services to use AI tools for marketing activities with the same set of standards and guidelines to be able to realize the national benefit of the efforts. In accordance with the structured narrative review methodology, the research reviews the existing body of academic literature about AI-based marketing, customer experience management, generative AI, data management, platform ecosystem, and Saudi digital transformation published between 2020 – 2025. As a result, the article identifies ways AI-based marketing could help the Saudi country reach its goals, including increased competitiveness, service penetration, SME development, client inclusion, and evidence-based communication. The review findings indicate that in order to achieve the desired outcome, the parties will have to ensure data readiness, comply with the data governance rules, monitor the process, be able to work with the Arabic language, and employ ethical modelling and learning.

Resumo

A tecnologia de IA está revolucionando o marketing digital, transformando sua natureza de uma mera função destinada à implementação de campanhas de marketing para um instrumento capaz de fornecer insights sobre os clientes, personalizar as atividades de marketing para clientes específicos, desenvolver conteúdo de marketing direcionado, organizar canais de marketing e controlar todo o processo no contexto da gestão de desempenho. O presente artigo tem como objetivo criar uma estrutura abrangente e multifacetada baseada em IA para o marketing digital intersetorial, especificamente conforme necessário na Arábia Saudita em conexão com a Visão Saudita 2030. Existe uma demanda real entre as entidades sauditas em setores como turismo, varejo, bancos, educação, saúde, logística, entretenimento e serviços governamentais para utilizar ferramentas de IA em atividades de marketing com o mesmo conjunto de padrões e diretrizes, a fim de poder concretizar o benefício nacional desses esforços. De acordo com a metodologia de revisão narrativa estruturada, a pesquisa analisa o conjunto existente de literatura acadêmica sobre marketing baseado em IA, gestão da experiência do cliente, IA generativa, gestão de dados, ecossistema de plataformas e transformação digital saudita publicada entre 2020 e 2025. Como resultado, o artigo identifica maneiras pelas quais o marketing baseado em IA poderia ajudar a Arábia Saudita a atingir seus objetivos, incluindo maior competitividade, penetração de serviços, desenvolvimento de PMEs, inclusão de clientes e comunicação baseada em evidências. Os resultados da revisão indicam que, para alcançar o resultado desejado, as partes terão que garantir a prontidão dos dados, cumprir as regras de governança de dados, monitorar o



Keywords: Artificial Intelligence. Digital Marketing. Saudi Vision 2030. Customer Experience. Personalization. Generative AI. Data Governance. Cross-Sector Marketing. Digital Transformation.

processo, ser capazes de trabalhar com a língua árabe e empregar modelagem e aprendizado éticos.

Palavras-chave: *Inteligência Artificial. Marketing Digital. Visão Saudita 2030. Experiência do Cliente. Personalização. IA Generativa. Governança de Dados. Marketing Intersetorial. Transformação Digital.*

1 INTRODUCTION

In the current era of marketing, it no longer relies on the separate use of websites, social media pages, paid search ads, and email campaigns. As a part of the platform economy, customers now deal with enterprises through mobile applications, e-commerce sites, branch offices, contact centers, loyalty programs, marketplaces, search engines, social networks, and many more platforms. Interactions through all these touch points provide customer data that is used for recognizing needs, predicting preferences, personalizing content, and assessing the marketing performance. With the emergence of artificial intelligence (AI), the latter became highly useful for marketing since it is capable of analyzing vast amounts of behavior, transactional, and contextual data within a very short period of time. Recent literature on the matter considers AI to be a capability that has the potential to change marketing as we know it by revolutionizing segmentation, targeting, recommendation, customer service, innovation, pricing, creativity, and relationship management (Davenport *et al.*, 2020; Huang & Rust, 2021; Verhoef *et al.*, 2021).

There are several arguments that justify the relevance of the chosen topic in relation to Saudi Arabia. According to Vision 2030, it is vital to ensure diversification of the country's economy, the development of its private sector, improved quality of digital services, an increased number of tourists visiting the nation, promotion of fintech, creation of a thriving entertainment culture, encouragement of SMEs, and improvement of public sector efficiency. For all these objectives to be met, it is necessary to understand various consumer segments, reach out to both nationals and foreigners, and provide a high-quality digital experience in all industries. Digital marketing acquires the character of an important competence in addition to being a business function. Therefore, AI-driven

marketing could enable Saudi businesses and organizations to leverage digital transformation into tangible results (Vision 2030, 2024; Digital Government Authority, 2023).

Nevertheless, it is still a challenge to unite the existing fragmented AI marketing ecosystem in Saudi Arabia. That is why, for instance, a retailer leverages recommendation engines, a financial company makes use of predictive churn analysis, a tourism agency implements social listening solutions, and a university launches automation of recruitment marketing campaigns. However, all these initiatives operate independently of each other. Such a fragmentation problem brings about low interoperability of customer data, failure to map the customer journey, ethical concerns, absence of Arabic localization, and inefficient monitoring of customer trust. In this regard, the primary aim of the review paper is to develop an integrated yet industry-specific marketing model. It is crucial to create a responsibility-driven operational system.

1.1 Aim, objectives and research questions

The aim of the review is to establish a single framework of AI applications in cross-sector digital marketing in accordance with the goals of Saudi Vision 2030. The purpose of the paper is to identify the possibilities for applying AI marketing solutions to increase understanding of customers, the degree of personalization and relevance of content, the effectiveness of marketing campaigns, and marketing communication in accordance with privacy, transparency, and human responsibility in Saudi organizations. Thus, the aim of the paper differs from the typical goal of other technology reviews by considering AI marketing in terms of socio-technical capacity, including data infrastructure, customer relations, organizational culture, compliance, employee skills, and performance assessment. Such an approach can be motivated by the results of the research on digital transformations, which show the significance of organizational management (Mikalef *et al.*, 2021; Kraus *et al.*, 2022).

First, the literature on digital marketing will be studied in terms of such technologies as predictive analytics, machine learning, recommendation engines, chatbots, generative AI, customer experience analytics, and marketing automation. Second, cross-sectoral marketing requirements of Saudi organizations will be analyzed in

the domains such as tourism, retail, finance, healthcare, education, logistics, entertainment, and government services. Third, barriers for the application of AI marketing technologies, including data quality issues, privacy concerns, AI biases, lack of explainability, over-automation, and organizational readiness, will be analyzed. Finally, recommendations for combining marketing intelligence and organizational governance to boost the effectiveness of AI marketing will be provided.

Thus, the research questions of the study will be the following: What are the key capabilities of AI applications in digital marketing in various sectors in 2020-2025? How can they be applied under the conditions of Saudi organizations aiming to achieve the goals of Vision 2030? What barriers related to governance, privacy protection, and organizational readiness should be taken into account? Which framework will make AI-enabled digital marketing scalable, measurable, and reliable? These research questions will help to treat the paper as a review and framework development study.

2 LITERATURE REVIEW

The common use cases of AI in digital marketing include service personalization, behaviour prediction, process automation, and campaign optimization. AI algorithms can estimate conversion probabilities, forecast demand, make recommendations, predict churn, identify valuable segments of consumers, and allocate media. NLP technologies assist in the analysis of consumer reviews, social media conversations, complaints, and interactions via chatbots. CV is able to assist in creativity testing, visual search, and brand monitoring. Generative AI enables fast content creation, localization, variation of copies, prototyping of marketing campaigns, and support of marketers' knowledge. These examples could be found in many studies devoted to the transition from traditional marketing campaign management to intelligent marketing practices (Kshetri *et al.*, 2024; Ziakis&Vlachopoulou, 2023; Grewal *et al.*, 2025).

There is much academic work on the significance of customer experience in digital marketing. Indeed, proper utilization of AI tools increases the level of customer experience by decreasing friction in services, making relevant recommendations, decreasing reaction times, and guaranteeing consistency of services through several channels. Conversely, AI can negatively impact the customer experience if people feel

that the organization is manipulative, intrusive, exclusionary, or uncaring about their problems. Numerous studies focused on consumer interaction with AI technologies prove that, apart from the effectiveness of services provided, the aspects of performance, ethics, empathy, and customer control should also be considered (Puntoni *et al.*, 2021; Mariani *et al.*, 2022). It is especially important in Saudi Arabia as cross-sector marketing requires appeal to all social groups of consumers.

Furthermore, the introduction of generative AI creates numerous opportunities for marketing automation. Traditional AI marketing solutions mainly targeted customers or predicted their behaviours. Meanwhile, generative AI is capable of performing the functions of content creation by generating text and visual material to be utilized in various websites, social media platforms, product descriptions, script writing, response in chats, and campaign suggestions. Thus, generative AI can greatly enhance the potential of Saudi organizations in such areas as multilingual content generation, localization of marketing efforts into the Arabic language, fast creation of seasonal campaigns, and sector-specific messages. However, it also implies some threats, such as hallucinations, inconsistency in branding, unclear licensing, biases, and over generation of low-quality content (Dwivedi *et al.*, 2023; Kshetri *et al.*, 2024; Grewal *et al.*, 2025).

Finally, a large number of academic works relate to the problems of data governance. The efficiency of AI-based digital marketing strongly depends on the availability of data. Nonetheless, data is valuable only when it was received based on explicit consent, its accuracy is high enough, and it is integrated with other types of data. Taking into account the growing importance of first-party data usage in connection with the increasing privacy concerns, the problem becomes crucial for Saudi Arabia. Poor data governance results in difficulties with personalized communications, duplication of correspondence, misdirection, and reputation losses. Good data governance helps organizations to establish customer trust and train AI algorithms properly (SDAIA, 2024; Digital Government Authority, 2023; Wedel & Kannan, 2021).

Finally, another important component of cross-sector digital marketing deals with platform ecosystems. For instance, campaigns associated with the tourism industry would require such platforms as airlines, hotels, events, cultural organizations, and payment systems. At the same time, retail campaigns would need marketplace, loyalty, logistics, and payment services. Finally, banks' campaigns would require risk management,

management of customer consents, financial inclusion, and anti-fraud mechanisms. However, while all sectors of the economy differ from one another, every single sector would need customer intelligence, ethics of personalization, and engagement assessment. Thus, common requirements can serve as a strong foundation for building a cross-sector framework for digital marketing. In particular, the necessity of building an industry-wide platform should not be underestimated (Verhoef *et al.*, 2021; Kraus *et al.*, 2022).

However, there is another very important point to consider. Artificial Intelligence should not be regarded as only one of the tools in the marketer's toolkit. Indeed, to make use of the full power of AI, there is a need to build a strategy, acquire skills, create data architecture, conduct experiments, get the approval of the top management, and establish ethical routines. This implies coordination of efforts not only among marketers but also among data scientists, lawyers, cybersecurity experts, product managers, service designers, and direct contacts with customers. Otherwise, AI will be merely used as a tool to produce reports rather than a decision-making process. Advanced companies use AI models for continuous learning processes (Mikalef *et al.*, 2021; Davenport *et al.*, 2020)

Table 1

AI digital marketing capabilities and cross-sector relevance

AI capability	Marketing use	Saudi sector relevance	Governance concern
Predictive analytics	Demand forecasting, churn prediction, conversion scoring	Retail, banking, tourism, education, healthcare	Model drift and explainability
Recommendation systems	Next-best offer, product ranking, personalized journeys	E-commerce, entertainment, financial services	Fair targeting and consent
Natural language processing	Arabic sentiment analysis, reviews, social listening, chat bots	Tourism, public services, customer care	Language bias and response accuracy
Generative AI	Content drafts, campaign variations, localization, creative support	All sectors with high content demand	Human review and brand safety
Marketing automation	Trigger journeys, lifecycle campaigns, channel timing	Retail, telecom, banking, education	Frequency control and customer fatigue
Attribution analytics	Campaign measurement, media mix learning, ROI tracking	Private sector and public campaigns	Data integration and causal limits

3 METHODOLOGY

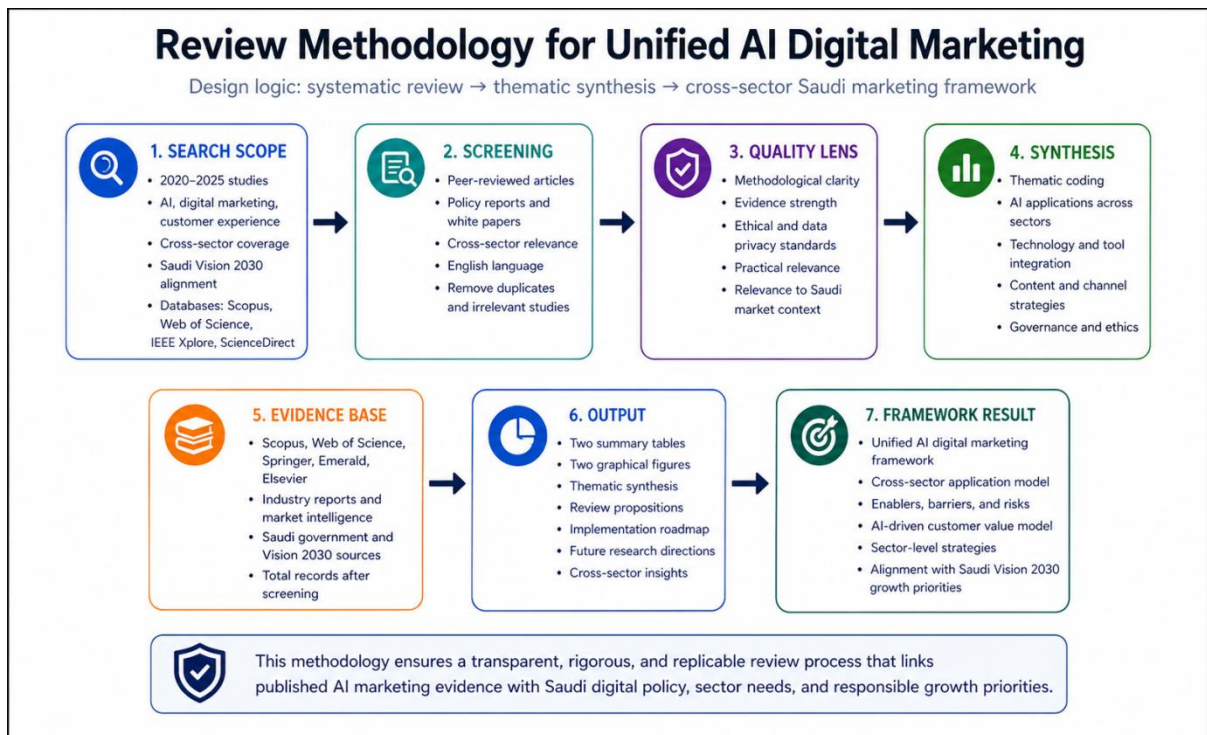
As far as the methodology of the current review goes, the methodology of structured narrative and framework development was applied. The attached reference model on the basis of the Springer model, has been utilized because the framework allows one to define the theme, conduct the literature synthesis, consider the context, and make recommendations. Nevertheless, it should be highlighted that the current paper does not copy anything from the Springer framework but applies its methodological logic to the new area of AI-enabled digital marketing within Saudi sectors. Overall, a narrative literature review methodology was chosen because of the broad scope of the theme under study (Rother, 2020; Snyder, 2020).

The search was carried out over a period from 2020 to 2025. The list of search concepts included artificial intelligence, digital marketing, generative AI, customer experience, marketing automation, personalization, data governance, Saudi Vision 2030, digital transformation, privacy, ethics, and cross-sector services. When evaluating relevance, one should note that only those sources in which there were topics related to the capabilities of AI for marketing and customer data, digital transformations, and governance in particular sectors were taken into account. The criteria for excluding a source were peer-reviewed articles, Springer, Elsevier, Emerald, SAGE, Taylor & Francis, MDPI, and official documents on Saudi policies. Exclusion criteria included the absence of any information on marketing, unclear concepts, or a publication date outside the set time frame.

Analysis of evidence was carried out according to the theme, as follows: first, capabilities were divided into insights, predictions, personalization, content, channel automation, service interaction, measurement, and governance. Second, the context within the sectors of Saudi Arabia was investigated using the themes above for tourism, retail, financial services, healthcare, education, entertainment, logistics, and public services. Third, risks associated with AI marketing and digital transformation of Saudi sectors were grouped according to data, model, customer, regulation, organization, and culture. Fourth, the classification of risks was combined into the framework.

Figure 1

Review methodology for AI-enabled cross-sector digital marketing.



4 FINDINGS: THEMATIC SYNTHESIS

The first finding is that the AI marketing value of predictive power depends on journey design. It does not make much sense to have an AI model that predicts the intention of consumers if there is no way to offer an actual journey experience. Depending on the business sector, it can mean providing loyalty offers based on customers' needs and organizational ability to deliver, creating itineraries for each tourist and related to the seasons, costs, language, and special occasions, recruiting and educating students through marketing messages, and conducting public awareness campaigns regarding the offered services. In essence, any such activity should reflect the idea that AI should help in orchestrating the journey experience rather than merely in reporting. Huang and Rust (2021) and Verhoef *et al.* (2021) support this point.

The second finding is that Arabic language and cultural sensitivity is important in Saudi Arabian AI marketing. While most existing solutions for global AI marketing work effectively when applied to English-speaking and numerous customers, Saudi businesses

have to contend with higher content requirements and cultural sensitivity issues related to different populations, including citizens, residents, tourists, investors, and foreigners. The generative technology can aid in the localization of campaign content, although it would need to conform to the standards and human approval. As content creation is an integral part of Saudi AI marketing, it means that content governance is needed as a new element in any such strategy. Kshetri *et al.* (2024) and Grewal *et al.* (2025) highlight this finding.

Another issue is trust. Although many people might enjoy receiving an abundance of information, others view mass messaging and tracking of private life details as intrusive and unethical despite them being legally permitted activities. At the same time, trust can be compromised by biases in AI models and algorithms and by failing to account for the needs of the poor and marginalized. As Saudi Arabia plans to have its full transformation by 2030, trust is one of the factors that needs to be considered. As Puntoni *et al.* (2021) and SDAIA (2024) confirm, trust is of paramount importance.

Lastly, the last finding is that learning from other sectors can accelerate digital marketing in any organization in Saudi Arabia. Whether it comes to building first-party data sets, balancing personalization and privacy, using generative AI appropriately, measuring marketing campaigns' success, and developing digital literacy, there are lessons to be learned. Tourism management could get insights from retail journey analytics, banking institutions can gain valuable knowledge about consents from public organizations, universities can benefit from conversion testing used by e-commerce businesses, and health campaigns can borrow techniques of service design. As per the vision of 2030, cross-sector learning aligns well with Vision 2030, as transformation would require collective digital competencies.

Table 2

Proposed framework layers for AI-enabled cross-sector digital marketing

Framework layer	Core activities	Expected outcome	Key metric
Data foundation	Customer data integration, consent management, data quality, identity resolution	Reliable and lawful marketing intelligence	Data completeness and consent coverage
Personalization intelligence	Segmentation, propensity scoring,	Relevant customer experiences	Engagement, conversion, retention

	journey triggers, next-best-action models		
Content intelligence	Generative content support, Arabic localization, creative testing, brand controls	Faster and more relevant campaign production	Approval time and content performance
Channel automation	Search, social, commerce, email, apps, call center and Chabot coordination	Consistent omnichannel communication	Journey completion and cost per outcome
Governance and ethics	Privacy, explainability, bias checks, human review, audit trails	Trustworthy AI marketing practice	Incident rate and audit readiness
Vision 2030 value	SME growth, tourism reach, public-service adoption, inclusion, competitiveness	National transformation contribution	Sector KPIs and value realization

5 PROPOSED UNIFIED AI FRAMEWORK

The six-layered structure of the proposed framework has interconnected parts. The first layer has to deal with data. The components include customer identity management, consent, CRM systems, first-party data, website and application analytics, campaign effectiveness data, service data, and data quality checks. Bad data produces bad AI, even though modern models are being utilized. Saudi organizations have to start building AI with the definition of legal data sources, rules of collecting customers' consent, questions of data ownership, formats of metadata, and integration strategies. Additionally, the data layer should be coordinated with cyber security due to the sensitive nature of much marketing data (behavioural and contact).

Personalization intelligence represents the second layer. In a certain sense, it implies transforming the previous layer into a deep understanding of customers through segmentation, predictive scoring, recommendation, lifecycles, and next-best action. With regards to retail, personalization can be useful in promoting customer discovery and retention. Tourism and culture can benefit from matching people to destinations, packages, and events. Financial organizations should consider personalization for educating customers and revealing their needs, while in the case of public services, it may bring appropriate messages to them. Personalization should be helpful and decent because customers are to receive added value knowing their context.

Content and creative intelligence represent the third layer of the framework. It refers to using AI technology for ideation, copywriting, adapting the content, creating visuals, conducting A/B testing, optimizing the content for searches, and social listening. This layer is especially important in the context of Saudi Arabia, as organizations have to deliver messages in both Arabic and English to the local and foreign audiences, depending on the sector. Nevertheless, AI has to come up with alternative creative solutions that should then be accepted by marketing experts. It will help to protect the integrity of creatives while increasing the speed of creation.

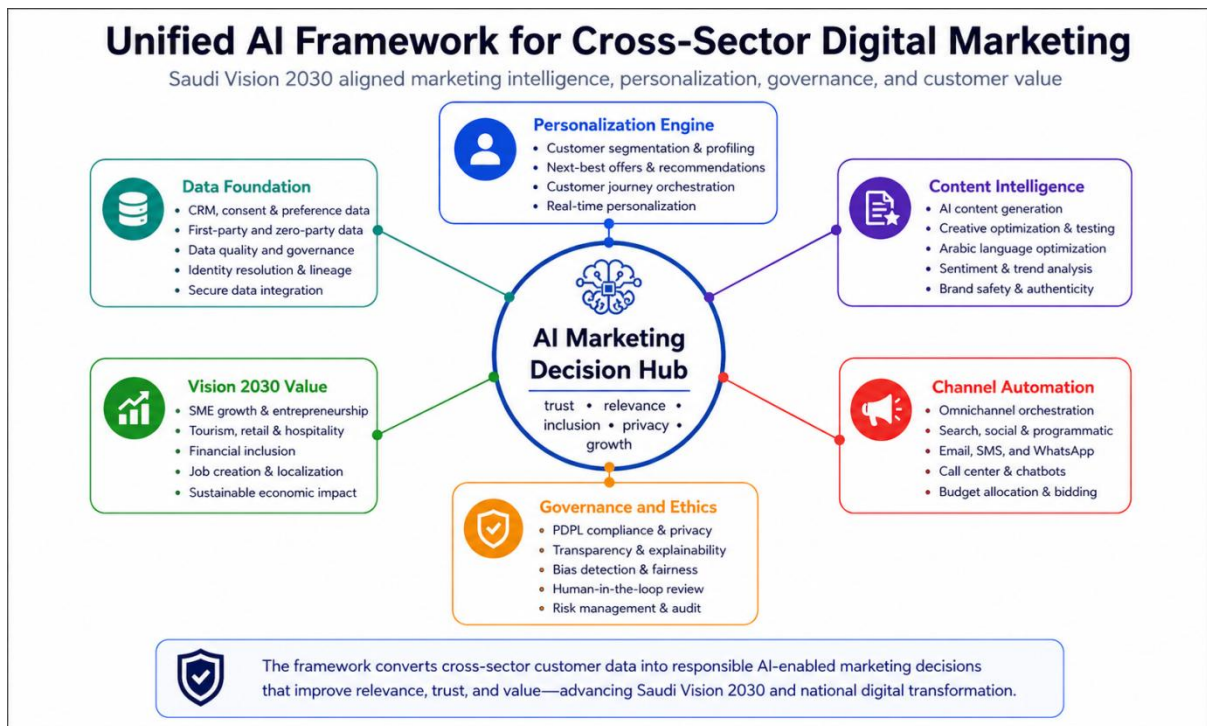
Channel automation is a topic of the fourth layer. It implies integration with all the channels of interaction, including website, mobile application, social media platforms, marketplaces, e-mail, SMS, search engines, chatbots, call centers, physical venues, and events. Its advantage lies in the coordination of communications in terms of timing and relevance. Still, channel automation poses some risks like noise production, message duplication, and a lack of accountability. Thus, frequency caps, opting out, campaign calendar, escalation rules, and response monitoring should become an essential part of the working process.

The fifth layer involves governance and ethics. They imply privacy compliance, model documentation and explanation, tests of bias, approval workflow, brand safety, content control, change tracking, and incident management. This layer also defines the responsibilities for inaccurate AI-generated content as well as biased models. In a nutshell, it will not hinder the adoption of novel AI-based tools. Instead, it provides a safe scale of activities of organizations in the era of artificial intelligence. Ethics matter particularly for finance, healthcare, education, and the public sectors, as marketing messages influence the decision-making of customers.

The last, sixth layer focuses on Vision 2030 value realization. Private sector organizations may aim at revenue generation, customer retention, exporting, and efficiency. In the case of tourism and culture, the value will lie in increased international exposure, customer satisfaction, and loyalty. SMEs can achieve marketing value through lower costs and reaching new digital markets. Meanwhile, public services will experience an increase in adoption and transparency. Thus, organizations have to monitor both campaign-level and strategy-level metrics.

Figure 2

Unified AI framework for cross-sector digital marketing under Saudi Vision 2030.



6 DISCUSSION

In summary, the review highlights the importance of viewing AI marketing not only as a technology but as an organizational competency as well. This idea is especially critical since the board and executive management need to define their own understanding of the role AI plays in their customer strategies. Additionally, marketing teams need to develop data and prompt literacy, but continue exercising their judgments about the true needs of their customers and core values of the brand. Finally, IT and data teams need to collaborate with customer engagement specialists at each stage of developing a marketing model. Last but not least, legal and compliance teams need to get involved in order to contribute to the design of marketing systems. The multi-disciplinary nature of digital transformations may serve as an explanation why this approach should be taken into account (Verhoef *et al.*, 2021; Kraus *et al.*, 2022).

Another issue associated with AI marketing is measurement. Traditional digital marketing uses a number of metrics, including CTR, impressions, conversion rates, and CPL. Although these metrics are relevant, the use of AI requires taking into account not

only efficiency but also value. Consequently, the measurement could cover factors such as trust, usage rate, lifetime customer value, inclusion, reputation, etc. Within the context of Vision 2030 alignment, Saudi organizations should strike a balance between efficiency and value in choosing measures of AI marketing campaigns. For example, a tourism marketing campaign can use both satisfaction and booking as indicators, while a public health campaign would consider not only reach but also awareness and usage.

The third important aspect connected with implementing AI marketing in Saudi Arabia concerns workforce skills. Although artificial intelligence will hardly replace marketers, it will transform the nature of their job responsibilities. First of all, marketers will experience increased productivity in completing their routine tasks such as variation writing, tagging, reporting, and segmentation. At the same time, new skills required from marketers will include data analysis, experiment design, creativity management, cultural awareness, and marketing governance according to the standards and best practices of the organization and industry as a whole. Consequently, universities, training providers, and employers in Saudi Arabia can contribute to achieving the goals of Vision 2030 by developing hybrid talents capable of combining marketing skills, analytics knowledge, communication skills in Arabic, ethics, and specific expertise. It is important for SMEs as they may lack a dedicated data team.

Lastly, it should be emphasized that the developed framework implies sectoral implementation. That is to say, luxury tourism brands, fintech companies, healthcare facilities, universities, and government organizations cannot apply the framework in identical ways. Nevertheless, they are able to use its principles related to data foundation, personalization, content intelligence, channel automation, marketing governance, and value realization. In other words, the framework suggests a combination of standardization and customization.

7 RECOMMENDATIONS

Firstly, Saudi Arabian organizations should begin by assessing their marketing readiness for artificial intelligence. The assessment shall include such areas as data quality, consent, customer journey management, channel integration, model capabilities, content governance, talent pool, and performance monitoring. If there are gaps in the data

foundation, then companies should not proceed to advanced personalization, since poor data quality may ruin consumer trust. Instead, companies should start by establishing a customer database, unifying campaign-tracking data, standardizing campaign tags, and building consent management systems.

Secondly, organizations need to form marketing governance teams/groups for managing AI marketing. Such teams or groups could include members representing marketing, data science, legal, cybersecurity, customer experience, and business teams. Their responsibilities could involve approval of use cases in terms of high risks, assessment of model performance, content risks, privacy issues, and escalation definitions. Should SMEs be discussed here, then sectoral associations and chambers of commerce could provide templates of guidelines and training.

Thirdly, organizations should ensure that they have AI marketing skills in both the Arabic language and bilingualism. They could do this by ensuring that there is an approved terminology bank, a guide for voice, a culture review, and evaluating AI-generated content in Arabic and the official language. The content generated through artificial intelligence should be tested on people and reviewed by experts. Lastly, companies need to connect AI marketing to Vision 2030 goals. Performance in marketing needs to be assessed through dashboards measuring contributions to increasing tourism, engaging SMEs, achieving financial inclusion, and more.

8 LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

There are limitations to this literature review that should inform future research. Firstly, this review analyzes secondary literature on topics such as Saudi Arabia's regulations on AI use. It does not involve primary data collection, which means that the framework is conceptual and needs validation through surveys, interviews, and case studies of various sectors in the country. Secondly, this review discusses all kinds of sectors since a wide scope is better to ensure applicability across industries. Nonetheless, further research should focus on sector-specific adoption of AI marketing. In this way, one could consider how Saudi Arabia adopts AI marketing within the banking, tourism, retail, healthcare, educational, logistics, entertainment, and governmental communication

sectors. Finally, since AI marketing evolves rapidly, particularly after the development of generative AI, one should revisit this framework in a few years.

Further research may contribute to the existing paper in different directions. Researchers could conduct quantitative analysis and see if six layers predict the effectiveness of campaigns, build up customer trust, and influence the adoption of services by Saudi customers. Experimental studies could explore customer perceptions of personalized AI messages, disclosure of chatbots' identities, Arabic generative marketing content, and privacy policies. Longitudinal case studies could observe organizations moving from small AI marketing projects to comprehensive enterprise-wide adoption of AI marketing. Comparative analysis could identify common trends for other GCC countries in addition to the unique requirements of Saudi Arabia for AI marketing. Moreover, one could develop assessment tools to help assess readiness for change.

The third research gap is related to the measurement of national values. Many companies are able to count impressions and clicks, but few can count how AI marketing contributes to increased inclusion, increased access to services, increased efforts for export, increased tourist satisfaction or increased participation of SMEs. Marketing dashboards need to be connected to more comprehensive sector KPI's and should incorporate 'privacy by design' components around ethics, fairness, cultural sensitivity and human accountability. This will help Saudi organizations demonstrate that AI marketing isn't just about saving money on what's called "rocket fuel" but about a responsible and reliable method of transformation. The focus is important because the transition to digitization has to deliver tangible, credible and broad-based benefits to society in practice in order to be successful in Vision 2030.

On a methodological level, future scoping reviews should also include the use of a transparent database, inclusion criteria, coding reliability testing, and sensitivity analysis, to inform the separation of sustainable evidence from techno hype. This involves checking out marketing vendors that guarantee but fail to provide AI benefits. Researchers should identify vendor claims that are reinforced or challenged by peer-reviewed articles and customer benefits. This is an important rigor because marketing vendors frequently make marketing personalization, speed, and productivity gains seem more attainable than they actually are until the AI tools are more fully developed or long-term impacts have been measured. Rigorous evidence standards will help manager's

cherry-pick tools and not automate for the sake of novelty, and develop marketing systems that listen more and annoy customers less.

In general, the agenda should be a combination of academic rigor, localization, ethics, and decision-making utility to support the Saudi public and private sectors.

9 CONCLUSION

The present study aimed to develop a unified framework of AI in cross-sector digital marketing in the context of Saudi Vision 2030. The study reveals that AI has the potential to enhance customer insight, personalisation, content production, channel coordination, and campaign measurement across various industries. But, as the review indicates, AI marketing is not possible purely with tools. It is heavily reliant on data reliability, human oversight, privacy compliance, ethical design, Arabic localization, organization and strategic measurement. The proposed 6 layer model is a practical approach to meeting these requirements. The paper has three contributions. Conceptually, it connects the dots between AI marketing reading and national transformation and cross-sector digital maturity. It provides a blueprint, or a roadmap, for the Saudi companies to follow so that they can go from the stage of isolated AI experiments to marketing intelligence that is governed. It sets a strategic path for digital marketing to be a capacity for Vision 2030, enhancing competitiveness, inclusion, purchase trust, SME development and tourism development, and service quality. Empirical studies and sector case studies, surveys of Saudi marketing leaders, and experiments on customer trust and maturity assessments of private and public organizations should be conducted as future research on the framework.

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