

**PERFORMANCE ANALYSIS OF THE IMPLEMENTATION OF AI
IN MARKETING VIDEO**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, now material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

**PERFORMANCE ANALYSIS OF THE IMPLEMENTATION OF AI
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In the digital marketing landscape, artificial intelligence (AI) is increasingly used to facilitate content creation, particularly for video-based platform such as TikTok. This research studies the performance of AI-generated videos compared to conventional videos in promoting higher education through the Swiss German University (SGU) TikTok account. A total of 15 videos were analyzed with 7 videos are AI-generated using HeyGen AI tool and 8 videos produced through manual video production methods. These videos were evaluated based on key engagement metrics such as views, likes, shares, watch time, full watch rate, and new follower conversion. The findings indicate that AI-generated videos generally achieved higher engagement levels in terms of views, average watch time, and full watch rate, while also offering substantial advantages in production efficiency, taking only 30 to 45 minutes to create compared to up to one week for conventional videos. However, certain conventional videos, particularly those with faculty-specific content, outperformed AI videos in total watch time and follower conversion. These results suggest that while AI-generated video content is efficient and effective tool for digital marketing, integrating it with conventional content may provide the most impactful and balanced approach.

Keywords: Artificial Intelligence, TikTok Marketing, AI-generated Video, Higher Education, Audience Engagement

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DEDICATION

I dedicate this thesis work for everyone, whose endless support and encouragement have shaped the person I am today.

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TABLE OF CONTENT

STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENT	6
TABLE OF CONTENT	7
LIST OF FIGURES	8
LIST OF TABLES	9
CHAPTER 1 – INTRODUCTION	10
1.1. Background	10
1.2. Problem	12
1.3. Objective	12
1.4. Significance of Study	12
1.5. Question	13
1.6. Hypotheses	13
1.7. Scope	13
1.8. Limitation	14
CHAPTER 2 - LITERATURE REVIEW	15
2.1. Theoretical Perspectives	15
2.2. Related Works	15
CHAPTER 3 – METHODOLOGY	20
3.1. Research Overview	20
3.2. Preparation	20
3.3. Video Production	21
3.4. Video Launch	21
3.5. Performance Analysis	22
3.6. Result Presentation	22
CHAPTER 4 – RESULT	23
CHAPTER 5 – CONCLUSION	32
REFERENCES	33
CURRICULUM VITAE	35

LIST OF FIGURES

Figure 1. TikTok users over the years	11
Figure 2. TikTok user age group	11
Figure 3. Research overview	20
Figure 4. View comparison chart	27
Figure 5. Like comparison chart	28
Figure 6. Comment comparison chart	28
Figure 7. Share comparison chart	29
Figure 8. Save comparison chart	29
Figure 9. Average watch time comparison chart	30
Figure 10. Full watch rate comparison chart	30
Figure 11. New follower comparison chart	31

LIST OF TABLES

Table 1. Comparison between HeyGen AI and other tools	17
Table 2. Related works key point and weakness	18
Table 3. First video on YouTube comparison	23
Table 4. Videos on TikTok comparison	24