
THEORETICAL EXPLORATION OF DATA-DRIVEN DECISION-MAKING IN DIGITAL MARKETING: A SYSTEMATIC REVIEW

Arizal Hamizar

hamizararizal@iainambon.ac.id

Faculty of Islamic Economics & Business, IAIN Ambon, Indonesia

Afdhal Yaman

afdhalyaman@iainambon.ac.id

Faculty of Economics & Business, UNPATTI, Indonesia

Mohammad H. Holle

mohammadhhole@gmail.com

Faculty of Islamic Economics & Business, IAIN Ambon, Indonesia

Abstract

In the rapidly evolving landscape of digital marketing, the utilization of data-driven decision-making strategies has become imperative for organizations to stay competitive. This study employs a theoretical exploration methodology to investigate the intricate dynamics of data-driven decision-making in digital marketing. Through a systematic review and analysis of existing theories, concepts, and frameworks, the research aims to construct a comprehensive understanding of the theoretical underpinnings guiding decision-making processes in the digital marketing domain. Key theoretical constructs and models relevant to data analysis techniques, consumer behavior, market trends, and marketing strategy formulation are critically evaluated to elucidate the conceptual foundations of data-driven decision-making. By synthesizing insights from multiple disciplines, including marketing, information technology, and decision sciences, the study develops an integrative theoretical framework that provides a nuanced understanding of the complexities inherent in contemporary digital marketing practices. The findings contribute to the advancement of theoretical knowledge in the field and offer valuable insights for both academia and industry practitioners seeking to leverage data-driven approaches in their marketing strategies.

Keywords: Digital Marketing, Consumer Behavior, Technology

INTRODUCTION



In the continuously evolving digital era, marketing has undergone significant changes. Various new technologies have emerged, enabling companies to collect data in enormous volumes [12], thus opening the door to more effective and measurable marketing strategies. Amidst increasingly fierce competition and evolving consumer expectations, data analysis has become a key driver of modern marketing success. Essentially, data analysis is the process of collecting, processing, and interpreting information to uncover patterns, trends, and insights that can be used to make better decisions. In marketing activities, data analysis plays a crucial role in understanding consumer behavior, identifying market opportunities, measuring campaign performance, and optimizing resource allocation [3].

Traditionally, marketing often relied on assumptions and intuition by marketers. Companies would depend on experience, subjective judgment, and limited data to design their marketing strategies. However, with the emergence of digital technologies, especially the internet and social media, the availability of data has exponentially increased. This creates a paradigm shift in how marketing is conducted.

Data is no longer merely seen as a byproduct of operational activities but rather as a valuable strategic asset. Companies that can collect, store, and analyze data effectively have a significant competitive advantage. Data not only provides insights into what has happened in the past but also enables better predictions about what might happen in the future.

Data analysis allows companies to shift from intuition-based decision-making to evidence-based decision-making. Instead of decisions being based on facts and figures supported by careful analysis. This reduces the risk of errors and allows companies to be more responsive to changes in the business environment. One of the primary benefits of data analysis in marketing is its ability to support better personalization. By understanding the preferences, behaviors, and needs of individual consumers, companies can create more relevant and engaging experiences [1]. Personalization not only enhances consumer engagement but also can increase conversion and retention rates.

Through data analysis, companies can also understand the effectiveness of various marketing channels and strategies. This allows them to optimize their resource allocation, allocate budgets more intelligently, and avoid waste on less effective initiatives. By understanding the ROI of each marketing step, companies can improve the overall efficiency and effectiveness of their marketing strategies. Additionally, data analysis enables companies to objectively measure the performance of their campaigns and conduct post-mortem evaluations to understand what has worked and what needs improvement. With this knowledge, companies can develop better marketing strategies in the future, continually enhancing the success and impact of their marketing efforts. This chapter will attempt to explain in detail about data analysis and data-driven decision-making in marketing activities.

Data analysis is a systematic process to uncover insights from various datasets to understand patterns, trends, and relationships that can be utilized for better decision-making [2]. In the context of marketing, data analysis serves as a valid tool for measuring performance, understanding consumer behavior, and optimizing marketing strategies. The crucial role of data analysis in marketing decision-making cannot be overlooked as it provides a strong foundation for effective and measurable strategies. Data analysis in marketing involves the use of various statistical and mathematical techniques to analyze and interpret relevant data with the goal of understanding consumer behavior and enhancing marketing effectiveness. This may include regression analysis to understand

the relationship between specific variables, segmentation analysis to identify different consumer groups, and trend analysis to identify evolving patterns over time.

The significant role of data analysis in marketing decision-making is reflected in its ability to provide deep insights into consumer behavior and the effectiveness of marketing strategies. By understanding the data, companies can identify market trends, understand consumer preferences, and measure campaign performance more effectively. This enables companies to make smarter and more informed decisions about their marketing resource allocation. Data analysis also plays a crucial role in marketing personalization, which has become a primary focus in modern marketing strategies [1]. By understanding individual consumer preferences and behaviors, companies can create more relevant and engaging content, thus increasing engagement and conversion. This not only results in a more positive experience for consumers but also enhances overall marketing effectiveness.

In the continuously evolving digital era, where data volumes continue to increase, and consumer expectations continue to change, data analysis becomes increasingly crucial for marketing success. Companies that can effectively leverage data will have a significant competitive advantage, identifying new market opportunities and building stronger relationships with their consumers. Therefore, it is essential for every company to consider data analysis as the core of their marketing strategy and invest sufficient resources to understand and leverage its full potential.

METHODS

In conducting the research presented above, a theoretical study methodology was employed to delve into the context of digital marketing. The methodology embraced a systematic review and analysis of existing theories, concepts, and frameworks pertinent to the subject matter. Through an exhaustive examination of scholarly literature, textbooks, and reputable online resources, the study aimed to construct a comprehensive understanding of the dynamics within digital marketing, particularly focusing on data analysis techniques and decision-making processes. This approach facilitated the synthesis of diverse perspectives and insights, allowing for a holistic exploration of the theoretical foundations underpinning data-driven decision-making in the digital marketing landscape.

Furthermore, the theoretical study methodology enabled the identification of key theoretical constructs and models relevant to the research domain. By critically evaluating established theories and conceptual frameworks, the study sought to elucidate the conceptual underpinnings of data-driven decision-making in digital marketing. This involved scrutinizing seminal works in marketing theory, information technology, consumer behavior, and decision sciences to discern theoretical frameworks that could illuminate the complexities of contemporary digital marketing practices. Through this

process, the research aimed to contribute to the advancement of theoretical knowledge in the field, providing a nuanced understanding of the theoretical underpinnings guiding data-driven decision-making strategies in digital marketing. Moreover, the theoretical study methodology facilitated the synthesis and integration of diverse theoretical perspectives to develop a cohesive theoretical framework for understanding data-driven decision-making in digital marketing. By synthesizing insights from multiple disciplines such as marketing, information technology, and decision sciences, the study aimed to construct a unified theoretical model that could elucidate the intricate interplay between data analysis techniques, consumer behavior, market trends, and marketing strategy formulation. This integrative approach allowed for the development of a robust theoretical foundation that could serve as a guiding framework for both academic research and practical applications in the field of digital marketing.

RESULTS AND DISCUSSION

Big Data analysis in digital marketing is a concept that focuses on utilizing technology to explore, analyze, and understand large volumes of digitally generated data to gain valuable insights and support decision-making in marketing strategies [7]. In the current digital era, the volume of data generated from various sources such as websites, social media, online transactions, and other digital marketing platforms continues to increase exponentially. Big Data analysis enables marketers to explore the potential of this data to understand consumer behavior, identify market trends, predict consumer preferences, and optimize marketing campaigns [8].

The scope of Big Data analysis in digital marketing encompasses various aspects involving the collection, processing, analysis, and interpretation of large and complex data. In data collection, Big Data analysis considers various relevant data sources in digital marketing. These activities include data from company websites, social media platforms, customer relationship management (CRM) systems, online transaction and purchase data, as well as data from digital marketing promotional activities such as online advertising and email marketing. By gathering data from these various sources, marketers can gain a more holistic understanding of their consumers' behaviors and preferences. After data collection, the next step is data preprocessing. This stage involves the process of cleaning, formatting, and organizing data to make it suitable for effective analysis. The collected data often comes in unstructured formats and diverse forms, such as text, images, videos, or audio. Therefore, data preprocessing is crucial to transform this data into formats suitable for further analysis.

Big Data analysis in digital marketing involves various complex data analysis techniques. This phase executes descriptive analysis to describe and summarize data characteristics, market segmentation analysis to identify different consumer groups, association analysis to discover relationships between variables, and predictive analysis to predict future consumer behavior and preferences. Additionally, data analysis techniques such as data mining, machine learning, and sentiment analysis are also frequently used in Big Data

analysis to gain deeper insights into the data. Furthermore, data interpretation becomes a crucial stage in Big Data analysis in digital marketing. The results of data analysis must be carefully analyzed and interpreted to gain a deeper understanding of patterns, trends, and insights discovered. This data interpretation enables marketers to make better decisions and plan more effective marketing strategies.

Big Data analysis plays a crucial role in helping companies understand consumer behavior better. By analyzing data generated from consumer interactions with websites, social media, and digital marketing promotional activities, companies can identify consumer preferences, gain insights into their needs and desires, and develop more relevant and effective marketing strategies. Moreover, Big Data analysis also enables marketers to measure and evaluate the performance of their digital marketing efforts [6]. By analyzing data such as conversion rates, engagement rates, and return on investment (ROI), companies can assess the effectiveness of their campaigns and make adjustments as needed.

The data sources in analyzing Big Data for digital marketing encompass various types of data generated from digital interactions between companies, consumers, and online platforms. There are four main data sources for Big Data analysis in digital marketing, namely: data from websites and social media, online transaction and purchase data, consumer behavior data, and data from other digital marketing platforms.

1. Websites & Social Media Data:

Data obtained from websites and social media are crucial data sources in digital marketing. Company websites provide various information about products, services, and brands that can be used to analyze user behavior, consumer preferences, and the effectiveness of online marketing promotions. Website data includes information about the number of visitors, site traffic, dwell time, visited pages, and user interactions such as clicks, bounces, and conversions. Additionally, data from social media platforms such as Facebook, Twitter, Instagram, and LinkedIn also provide valuable insights into consumer behavior, preferences, and ongoing trends. Social media data includes the number of followers, likes, comments, and shares, as well as sentiment analysis to understand consumer views on brands and products.

2. Online Transaction Purchase Data:

Online transaction and purchase data are essential data sources in digital marketing that reflect consumers' direct purchasing activities. This data includes information about purchased products, transaction amounts and values, purchase locations, payment methods, and customer information. By analyzing online transaction and purchase data, companies can understand consumer purchasing patterns, product preferences, and factors influencing purchase decisions. Additionally, transaction data can be used to identify market trends, measure promotional effectiveness, and plan more effective marketing strategies.

3. Consumer Behavior Data:

Consumer behavior data is a data source that describes consumers' interactions and activities in general, including in both online and offline contexts. Consumer behavior data includes information about preferences, shopping habits, product usage patterns, and responses to marketing campaigns. This data can be obtained from various sources such as consumer surveys, market research, and social network analysis. By analyzing consumer behavior data, companies can understand consumer needs and desires, identify different market segments, and tailor marketing strategies to reach target audiences more effectively.

4. Other Digital Marketing Platform Data:

Data from other digital marketing platforms such as Google Analytics and Facebook Insights provide more detailed insights into the performance of online marketing campaigns. For example, Google Analytics provides information about website traffic, conversions, user retention, and online user behavior. Facebook Insights provides metrics on the performance of Facebook pages, ads, and posted content. By analyzing data from these digital marketing platforms, companies can monitor and evaluate the performance of their marketing campaigns, identify areas for improvement, and make better decisions about marketing resource allocation.

Data from websites and social media, online transaction and purchase data, consumer behavior data, and data from other digital marketing platforms are valuable data sources for Big Data analysis in digital marketing. By leveraging the potential of data from these sources, companies can gain deeper insights into consumer behavior, preferences, and market trends, which can be used to inform strategic decision-making in digital marketing.

The technique of Big Data analysis in digital marketing is a collection of methodologies and tools used to explore, analyze, and understand large datasets with the aim of gaining valuable insights into consumer behavior, market trends, and marketing performance. Four important Big Data analysis techniques in the context of digital marketing are: descriptive analysis, market segmentation analysis, association and correlation analysis, and predictive analysis [5].

Descriptive Analysis

Descriptive analysis is one of the data analysis techniques used to summarize, describe, and present basic characteristics of a dataset. The main goal of descriptive analysis is to provide a better understanding of the observed data both quantitatively and qualitatively without making inferences or drawing further conclusions about a larger population. The process of descriptive analysis begins with understanding the structure and basic nature of the observed data. This stage involves examining the data distribution, measures of central tendency such as mean, median, and mode, as well as measures of data dispersion such as range, standard deviation, and quartiles. Additionally, descriptive analysis involves visualizing data using various graphs and diagrams, such as histograms, bar

charts, pie charts, and box-and-whisker plots, to aid in understanding patterns and trends in the data.

Descriptive analysis is also used to identify anomalies or outliers in the data, which are observations significantly different from the general pattern in the dataset. These outliers may indicate errors in data collection or recording, or may provide valuable insights into unique or significant cases in the dataset. Descriptive analysis can be used for various purposes, including:

- Describing customer profiles: Descriptive analysis can be used to describe the demographic, geographic, and psychographic characteristics of company customers. This can help companies understand who their target audience is and how best to target them with marketing campaigns.
- Evaluating marketing campaign performance: Descriptive analysis can be used to measure the performance of online marketing campaigns, such as click-through rates, conversion rates, and ROI (Return on Investment). By analyzing this data, companies can evaluate the effectiveness of their campaigns and make adjustments if necessary.
- Identifying market trends: Descriptive analysis can be used to identify trends and patterns in consumer behavior and the wider market. This can help companies plan long-term marketing strategies and anticipate changes in consumer preferences.
- Understanding social media engagement: Descriptive analysis can be used to measure a company's social media engagement, such as the number of followers, likes, comments, and shares. This can help companies understand how effective their social media campaigns are and improve their marketing strategies on these platforms.

Association Analysis

Association analysis is a data analysis technique used to discover relationships between items or variables that frequently occur together in a dataset [10]. The main objective of association analysis is to identify patterns or correlations between items that occur together with significant frequency. The process of association analysis begins by using a method called "association algorithm," and the most famous one is the Apriori algorithm. This algorithm works by identifying sets of items that frequently appear together in transactions or data observations. These items are then used to create association rules, which describe the relationships between these items.

A simple example of association analysis is "baskets analysis" in the context of retail sales. For instance, a supermarket wants to determine if there's a relationship between the purchase of product A and product B. Using association analysis, the supermarket can find that product A and product B are frequently bought together by customers. This information can be used to create cross-selling strategies or arrange product placements better in the store. Association analysis can be applied in various ways, such as:

- **Recommending Products:** E-commerce websites can use association analysis to suggest products to customers based on previous purchasing patterns. For example, if most customers who buy cameras also purchase camera bags, then the website can recommend camera bags to customers browsing cameras.
- **Ad Targeting:** Online advertisers can use association analysis to determine the most effective ads to present to specific audiences. For instance, if the analysis shows that users who frequently visit technology websites also tend to click on ads about smartphone accessories, then advertisers can target their ads to those users.
- **Customer Segmentation:** Companies can use association analysis to group customers into segments based on purchasing patterns or online behavior. For example, if the analysis reveals that a group of customers often buys cosmetic products together, a cosmetics company may choose to target special promotions to this customer segment.
- **Product Placement Optimization:** E-commerce websites or electronic trading platforms can use association analysis to optimize product placement in their catalogs. For example, if the analysis shows that certain products are frequently bought together, then these products can be placed close together in the catalog to increase the likelihood of purchase by customers.

Predictive Analysis

Predictive analysis is a data analysis technique used to make predictions about future behavior or events based on historical data and identified patterns. The main goal of predictive analysis is to assist companies in making better decisions by providing information about the likely outcomes of various strategic decisions. The process of predictive analysis begins with the collection of relevant historical data from various sources, such as customer transactions, online interactions, or survey data. This data is then processed and prepared for analysis, including data cleaning, transformation, and the creation of new features that can be used in predictive models.

Once the data is ready, the next step is to select and build the appropriate predictive model for a specific analysis goal. There are various types of predictive models that can be used, including linear regression, logistic regression, decision trees, artificial neural networks, and other machine learning algorithms. The choice of the right model depends on the nature of the data, the analysis goal, and the complexity of the problem at hand. After the model is built, the next step is to test and evaluate the model's performance using unseen data (testing data). This involves using evaluation metrics such as accuracy, precision, recall, and F1-score to assess how well the model can make accurate predictions about new data. Once the model is deemed good, it can be used to make predictions about future behavior or events based on new data fed into the model. These prediction results can be used to make strategic decisions, such as identifying new market opportunities, planning marketing strategies, managing the supply chain, or optimizing business operations. Predictive analysis can be applied in various ways, such as:

- Prediction of Conversion: Companies can use predictive analysis to predict the likelihood of conversion (e.g., product purchases or service sign-ups) from customers based on their online behavior, such as interactions with websites, emails, or advertisements.
- Offer Customization: Predictive analysis can be used to predict individual customer preferences and needs so that companies can tailor their offers and promotions to each customer more accurately.
- Campaign Optimization: Companies can use predictive analysis to optimize their online marketing campaigns, such as digital advertising or email marketing, by predicting the response and performance of future campaigns.
- Customer Segmentation: Predictive analysis can be used to identify high-potential or low-potential customer segments based on their behavior and characteristics, allowing companies to adjust their marketing strategies for each segment more effectively.

Data-driven decision-making in digital marketing is an approach that relies on data analysis to guide the decision-making process in digital marketing strategies. Data collected from various sources are used to assist marketing professionals in understanding consumer behavior, identifying market trends, measuring marketing performance, and planning more effective marketing strategies. Generally, data-driven decision-making involves the process of collecting, processing, analyzing, and interpreting data to support informed and fact-based decision-making. The data-driven decision-making process is a systematic series of steps conducted by organizations or individuals to use data as a basis for making informed and effective decisions. This process enables users to collect, analyze, and interpret data carefully so that they can make more informative, measurable, and fact-based decisions. The first step in the data-driven decision-making process begins with identifying the problem or goal to be achieved. This may involve identifying business challenges, growth opportunities, or specific needs within a particular context. For example, a company may have a goal of increasing sales of a specific product, enhancing customer loyalty, or optimizing their marketing strategy.

Once the problem or goal is identified, the next step is to gather relevant data to support decision-making. This data can be obtained from various sources, including internal organizational data (such as sales data, transaction data, or customer data) and external data (such as market data, competitor data, or industry data). Data collection may involve primary data collection processes through surveys or interviews, as well as secondary data collection from existing sources. After the data is collected, the next step is to clean, transform, and prepare the data for further analysis. This involves data cleaning to remove invalid or irrelevant data, transforming data into formats suitable for analysis, and preparing data for use in analytical tools such as statistical software or machine learning.

Once the data is ready, the next step is to conduct data analysis to extract relevant insights and identify patterns or relationships in the data. This step may involve using various statistical analysis or data analysis techniques, such as descriptive analysis, segmentation analysis, association analysis, or predictive analysis. The goal is to uncover trends or

patterns that can help understand the problem or achieve previously identified goals. After the analysis is complete, the final step in the data-driven decision-making process is to interpret the results of the analysis and make the right decisions based on the insights gained from the data. This involves evaluating the results of the analysis, drawing conclusions, and making decisions based on the information discovered. These decisions may include developing new strategies, optimizing existing business processes, or planning further actions to achieve previously established goals.

The benefits of data-driven decision-making in digital marketing are diverse, ranging from a better understanding of consumer behavior to increased efficiency and effectiveness of marketing campaigns. By using data as a basis for decision-making, companies can gain deep insights into their market and consumers, allowing them to design more targeted and successful marketing strategies. Generally, the main benefits of data-driven decision-making in digital marketing are a better understanding of consumer behavior. By analyzing transaction data, online interactions, and other consumer behavior, companies can identify trends in product preferences, shopping habits, and consumer behavior patterns. This allows companies to design marketing strategies that are more tailored to the needs and desires of their customers, thereby increasing the likelihood of marketing campaign success.

Moreover, data-driven decision-making also enables companies to improve the efficiency and effectiveness of their marketing campaigns. By analyzing the performance data of marketing promotions, companies can identify factors that affect the performance of marketing promotions, such as the type of advertisements, target audience, or distribution channels. This enables companies to make necessary adjustments to improve the performance of their campaigns and optimize marketing resource allocation. Data-driven decision-making enables companies to measure the ROI (Return on Investment) of their marketing efforts more accurately. By analyzing transaction data and marketing promotion performance data, companies can identify the marketing expenditures that yield the best results and evaluate the effectiveness of their marketing promotions in achieving the set marketing goals. This enables companies to allocate marketing resources more efficiently and maximize their return on investment in marketing.

Furthermore, data-driven decision-making can help companies identify new market opportunities and emerging trends. By analyzing market data and consumer behavior, companies can identify unmet customer needs or desires as well as market trends that may affect their future marketing strategies. This allows companies to design new products or services, develop innovative marketing strategies, and position themselves for success in a constantly changing and competitive market. And, no less importantly, the benefit of data-driven decision-making is also helping companies improve the customer experience. By analyzing customer data and gaining a better understanding of customer preferences and behavior, companies can provide more personalized and relevant services to their customers. This can increase customer satisfaction, improve customer loyalty, and help companies build stronger relationships with their customers.

CONCLUSION

Throughout the conversation, a comprehensive overview of various aspects of digital marketing particularly concerning the utilization of Big Data, has been elucidated. It is evident that Big Data analytics plays a pivotal role in modern digital marketing strategies, facilitating a deeper understanding of consumer behavior, market trends, and marketing performance. The discussion encompassed four main sources of data crucial for Big Data analysis in digital marketing: data from websites and social media, data from online transactions and purchases, consumer behavior data, and data from other digital marketing platforms. Each of these data sources offers valuable insights into different facets of digital marketing, ranging from user interactions on websites and social media platforms to transactional data reflecting direct consumer purchasing behavior. Moreover, the discourse highlighted various analytical techniques employed in Big Data analysis, including descriptive analysis, market segmentation analysis, association and correlation analysis, and predictive analysis. These techniques enable marketers to extract meaningful insights from vast datasets, thereby informing strategic decision-making processes in digital marketing endeavors.

Furthermore, the discussion underscored the significance of data-driven decision-making in digital marketing, emphasizing its role in enhancing marketing effectiveness and efficiency. By leveraging data-driven approaches, companies can gain a nuanced understanding of their target audiences, leading to the development of more tailored and impactful marketing strategies. Additionally, data-driven decision-making enables companies to evaluate the performance of their marketing campaigns more accurately, identify emerging market opportunities, and optimize resource allocation. Through the meticulous analysis of consumer data and market trends, companies can not only refine their existing marketing strategies but also stay ahead of the curve by anticipating shifts in consumer preferences and market dynamics. The adoption of data-driven decision-making in digital marketing represents a paradigm shift towards more informed and adaptive marketing practices, ensuring greater relevance and resonance with contemporary consumers in the ever-evolving digital landscape. Future studies could delve deeper into the integration of emerging technologies such as artificial intelligence and machine learning algorithms in digital marketing strategies, exploring their efficacy in predicting consumer preferences and optimizing marketing campaigns. Additionally, there is a need for research focusing on the ethical implications of data collection and utilization in digital marketing, addressing concerns related to consumer privacy, data security, and algorithmic biases.

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