ISSN 1840-4855
e-ISSN 2233-0046

Original scientific article
http://dx.doi.org/10.70102/afts.2025.1834.647

LEVERAGING STRATEGIC MARKETING ANALYTICS TO DRIVE COMPETITIVE ADVANTAGE IN DATA-DRIVEN MARKETS

Dr.M. Venith Vijay[1*], Dr. Vijayakanthan Selvaraj[2], Dr.R. Muzhumathi[3], Dr.P. Sundara BalaMurugan[4]

[1]Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, Tiruchirappalli, Tamil Nadu, India. e-mail: venithvm@srmist.edu.in, orcid: https://orcid.org/0000-0002-7128-3963*
[2]Assistant Professor (Senior Grade), Faculty of Management, SRM Institute of Science and Technology, Vadapalani, Chennai, Tamil Nadu, India. e-mail: svijayakanthan76@gmail.com, orcid: https://orcid.org/0000-0002-5662-1928
[3]Assistant Professor, Department of Management Sciences, Velammal Engineering College, Surapet, Chennai, Tamil Nadu, India. e-mail: muzhumathi22@gmail.com, orcid: https://orcid.org/0009-0008-3513-9527
[4]Associate Professor, Department of Management Studies, St. Josephs Institute of Technology, OMR, Chennai, Tamil Nadu, India. e-mail: sundarabalamurugan@gmail.com, orcid: https://orcid.org/0009-0002-7440-0181

Received: September 13, 2025; Revised: October 25, 2025; Accepted: November 28, 2025; Published: December 30, 2025

SUMMARY

This research paper examines how the strategic marketing analytics, which combines big data, artificial intelligence (AI), and knowledge management can be used to improve the competitive advantage in data-driven markets. The research tests the effectiveness of AI-driven analytics in enhancing the performance of the market, customer high retention and marketing responsiveness using a sample of five companies. The results demonstrate that AI-based strategies led to a 35% increase in market performance and a 25% rise in customer retention. Additionally, the implementation of data governance practices resulted in a 40% reduction in data processing time and a 30% improvement in data accuracy. The study also highlights the role of dynamic capabilities in enabling organizations to swiftly adapt to market changes, with companies using AI and data analytics achieving a 20% faster response to market shifts. The study highlights the significance of big data, AI, and knowledge management integration in propelling marketing strategies that do not just aim at maximizing customer engagements, but also business growth in the long term. The results indicate that companies that make use of such technologies are in a better position to make well-informed decisions, marketing efforts can be personalized, and responsiveness to changes in the market so that they can gain a sustainable competitive advantage. The paper presents empirical information concerning the efficiency of insight-driven strategies within the digital marketing environment and offers useful information to companies that would like to improve the functioning of their marketing enterprise through the use of data-driven innovations.

Key words: *strategic marketing analytics, big data, artificial intelligence, marketing agility, competitive advantage, data governance, dynamic capabilities, insight-driven strategy, customer retention.*

INTRODUCTION

In today's more data-driven and competitive markets, organizations are more than ever being pressured to transform massive, heterogeneous data into usable marketing insights that can provide demonstrable business value. The development of big data analytics, artificial intelligence (AI), and marketing analytics has demonstrated a great potential to enhance the customer knowledge, facilitate accurate targeting, and enhance the strategic decision-making, and strengthen the position of firms [3] [15] [9] [2] [1]. Making the marketing strategies more responsive and effective AI-powered tools have been deployed to ensure real-time personalization, predictive modelling of consumer behaviour, or continuous campaign optimization, and help the firms design more efficient and responsive marketing strategies [13] [15] [9] [10]. Simultaneously, it is acknowledged that knowledge management and knowledge integration processes represent key factors in transforming analytics into organizational capabilities that can be converted into innovation and competitive advantage [3] [7] [2].

Even with this potential, numerous companies, in practice, experience the gap between investments in analytics and the creation of sustained performance benefits, often because of the lack of cohesive data, the inability to ensure data governance, and the development of dynamic capabilities [3] [15] [2]. According to the previous studies, strategic marketing and its influence on the utilization of big data and AI necessitates the use of advanced analytical tools, though the use and rule of these tools, as well as the marketing processes, must be agile and provide the capacity to sense, seize, and reform in response to change in the environment [3] [15] [9] [2] [22].

Investigating this emerging field of research, the current research paper considers the role of strategic marketing analytics that is enhanced by big data, AI, and knowledge management to provide a competitive advantage at scale. The study quantifies the market performance, customer retention, and data quality improvements in the operation of AI-enabled analytics by examining data from over 500 companies that used AI-enabled analytics to forecast consumer behaviours, trends in the market, and optimize marketing efforts. Thus, it offers empirical data regarding the contribution of data governance and dynamic capabilities to market responsiveness acceleration and the ability to transform insight-driven strategies into long-term competitive advantage [3] [15] [9] [2].

The paper contributes to strategic marketing analytics in the following ways:

1. It discusses how big data, artificial intelligence (AI), and knowledge integration in strategic marketing intersect to enable each other to develop a competitive advantage in dynamic market conditions.
2. The research gives empirical data on the importance of marketing agility and dynamic capabilities in the capabilities of organizations to adapt to the fast changes in the market and optimize their marketing strategy.
3. This study shows that data governance practices can be vital in guaranteeing the accuracy of data, minimizing the process time, and improving the general optimality of marketing analytics in organizations.
4. It also provides a model on how to use insight-based approaches to enhance the decision-making process, retain customers, and achieve enhanced performance at the market level.
5. Through real-world data, the paper is able to measure the contribution of strategic marketing analytics, and the result of this paper is in the form of numbers in terms of market performance improvement, retention of customers, and other important performance measures.

The paper is structured into a number of subsections to address the strategic marketing analytics research in a systematic manner. It opens with the Introduction section, where the background and research problem are introduced, and the objectives and paper contribution are discussed. The Literature Review presents the history of marketing analytics development, the concept of big data and AI integration, the importance of data governance, and marketing agility and dynamic capabilities. The theoretical framework is described in the Research Framework and Methodology section, where the data collection and analytic approach are described. The results and Discussion section gives the results of the data analysis, in which the strategic marketing analytics, AI, and big data influence competitive advantage,

marketing agility, and the performance of the business. It consists of a comparative analysis of the performance indicator. The Conclusions provide the recaps of the main findings and recommendations to the marketing professionals with a focus on the strategic importance of data-driven strategies. Finally, the Future Research Directions section will establish limitations of the research and suggest the areas of further development of the research, and the References section will contain a list of all the sources used in the paper.

LITERATURE REVIEW

Evolution of Marketing Analytics

Marketing analytics has developed further than the primitive quantitative methods in the 1960s (segmentation, rudimentary prediction) to a well-developed, data-intensive science that incorporates and unites statistics, expert systems, and operations research [6] [21]. The initial efforts were limited by the amount of data and computing capacity; approaches were frequently methods in search of data. As digital channels, massive corporate databases, web logs, social media, and sensor data started to explode, analytics started to be more concerned with big data and used to answer core business questions like predicting customer behaviour, improving customer relationships, and optimizing marketing performance [6] [21] [5]. Although marketing analytics is a recent field, it is currently defined as an interdisciplinary subfield of business analytics and data science, and theoretically, it is becoming more and more specialized [21].

Big Data, AI, and Knowledge Integration in Marketing

The ways companies comprehend and shape consumer behaviour have been changed by big data and AI, making it possible to gain in-depth and real-time information about likes, trips, and the efficacy of campaigns [15] [19] [12] [16]. Personalization, targeting, and ongoing optimization of marketing mix and digital experiences are supported with the help of AI-based technologies (e.g., machine learning, predictive models) [21] [19] [12] [16]. Nevertheless, the process of value creation requires the integration of knowledge: the organizations should translate the work of analytics into organization-wide capabilities and routines that can advance innovation and competitive advantage [3]. Knowledge integration mechanisms in SMEs and in larger companies mediate the process of converting big data and marketing analytics into innovation and maintaining a competitive advantage [3] [4].

Dynamic Capabilities and Marketing Agility

Regarding dynamic capabilities, marketing analytics and big data can help to sense, seize, and reconfigure capabilities that form the basis of sustainable competitive advantage [2] [3] [4]. Application of marketing analytics formulates knowledge of threats and opportunities that may not be traded easily, and embraces better sensing of threats and opportunities and strategic decision-making and product development [3] [4]. In longitudinal research, the data-driven innovation capabilities were proven to enhance marketing agility, which mediates the connection between data capabilities and competitive advantage. Marketing agility is a positively relevant variable on marketing capabilities and perceived performance in turbulent or complex markets; that is, market sensing, speed, flexibility, and responsiveness [8] [11].

Data Governance in Marketing Analytics

The recent surge in the development of big data and AI in the business sphere creates considerable issues in terms of privacy, security, bias, and practical usage of consumer data [15] [20] [18] [17]. Data governance frameworks assist in standardizing the data life cycle, defining the roles and responsibilities, and ensuring that the data collection, storage, and use are conducted in accordance with the regulations (e.g., GDPR, CCPA) and ethical principles like consent, transparency, and fairness [15] [14] [18]. Effective and trust-building analytics-based marketing has also started to be seen as requiring strong governance and ethical practices as a source of competitive advantage and not as a matter of compliance [15] [14] [18] [17].

Table 1. Summary table of key themes

Theme	Main Insights	Citations
Evolution of marketing analytics	Shift from limited, method-driven analysis to big-data, decision-focused discipline	[6] [21] [5]
Big data & AI in marketing	Enable deep consumer insight, personalization, and optimization; require knowledge integration.	[15] [19] [12] [16] [3]
Dynamic capabilities & agility	Analytics supports sensing–seizing–reconfiguring, driving agility and competitive advantage.	[2] [4] [1] [8] [11] [3]
Data governance & ethics	Governance, compliance, and ethics are critical for secure, trusted analytics use	[15] [14] [20] [18] [17]

According to the related works, big data, AI, and knowledge integration have a great potential in improving marketing practices (Table 1). It demonstrates how marketing analytics has changed from being a simpler method to a more advanced, data-driven field that enables firms to forecast customer action and streamline campaigns. Companies will be able to learn much about consumer preferences and make their decisions better by combining AI with big data. The paper also focuses on dynamic capabilities and marketing agility, which enable businesses to change swiftly in regard to market dynamics. Also, effective data governance will make data use ethical and secure, generating customer trust and providing a competitive advantage. This study highlights the importance of analytics and strategic marketing as a way of attaining long-term growth and a competitive edge.

The literature review identifies the progress of marketing analytics as an advanced, data-driven approach to simple quantitative approaches involving the use of big data and AI and integration of knowledge. Such innovations can help businesses to understand consumers in depth, target them personally, and optimize their marketing. The importance of dynamic capabilities and marketing agility is highlighted, which enables companies to respond to changes in the market fast keeping them ahead of the competition. In addition, data governance frameworks can play a significant role in providing ethical data utilization, establishing trust and ensuring the long-term growth of business. Combination of these factors enhances marketing strategies and decision-making, customer retention, and performance of the market.

RESEARCH FRAMEWORK AND METHODOLOGY

This section presents the research framework and methodology applied in the investigation of the effects of strategic marketing analytics on competitive advantage. The study model relies on the theory of dynamic capabilities, which focuses on the capability of organizations to use their resources and capabilities to respond to changing market situations. This theory is combined with a data-driven marketing model that involves the use of artificial intelligence (AI), big data, and integration of knowledge to optimize marketing strategies. The research designs entail both qualitative and quantitative methodologies, which is a mixed research design. The initial step will be thorough consideration of the secondary sources of data, such as industry reports and scholarly articles, to develop the theoretical framework. The second phase will involve the data gathering of 500 or more companies, their marketing strategy, data governance process, and performance measures. The analysis is then done with the help of AI-powered tools to determine the effectiveness of insight-based strategies and how data governance affects marketing agility. A graphic of the research model is represented below (Figure 1), which visualizes the framework and methodology, which is the integration of dynamic capabilities, big data, AI, and integration of knowledge to compete in the market.

The study is based on the importance of strategic marketing analytics as a means to support competitive advantage in organizations in the current fast-paced, data-driven marketplace (Figure 1). As big data, artificial intelligence (AI), and novel methods of analytics become a reality, companies can today make more informed and data-driven decisions that enhance marketing performance. The article explores the ways to use big data to gain a better understanding of customers, AI to optimize, predictive models, and knowledge convergence to improve the decision process of organizations. The study concentrates on the dynamic capabilities like adaptability and agility that help firms to effectively react to the changing

market environments and stay at a competitive advantage. Moreover, it discusses the critical role of data governance in the provision of data quality, security, and compliance to facilitate organizations in developing trust and pursuing effective marketing strategies. The study offers a holistic platform in which these aspects can be incorporated into a single strategy that supports innovation, customer interaction, and eventual business growth.

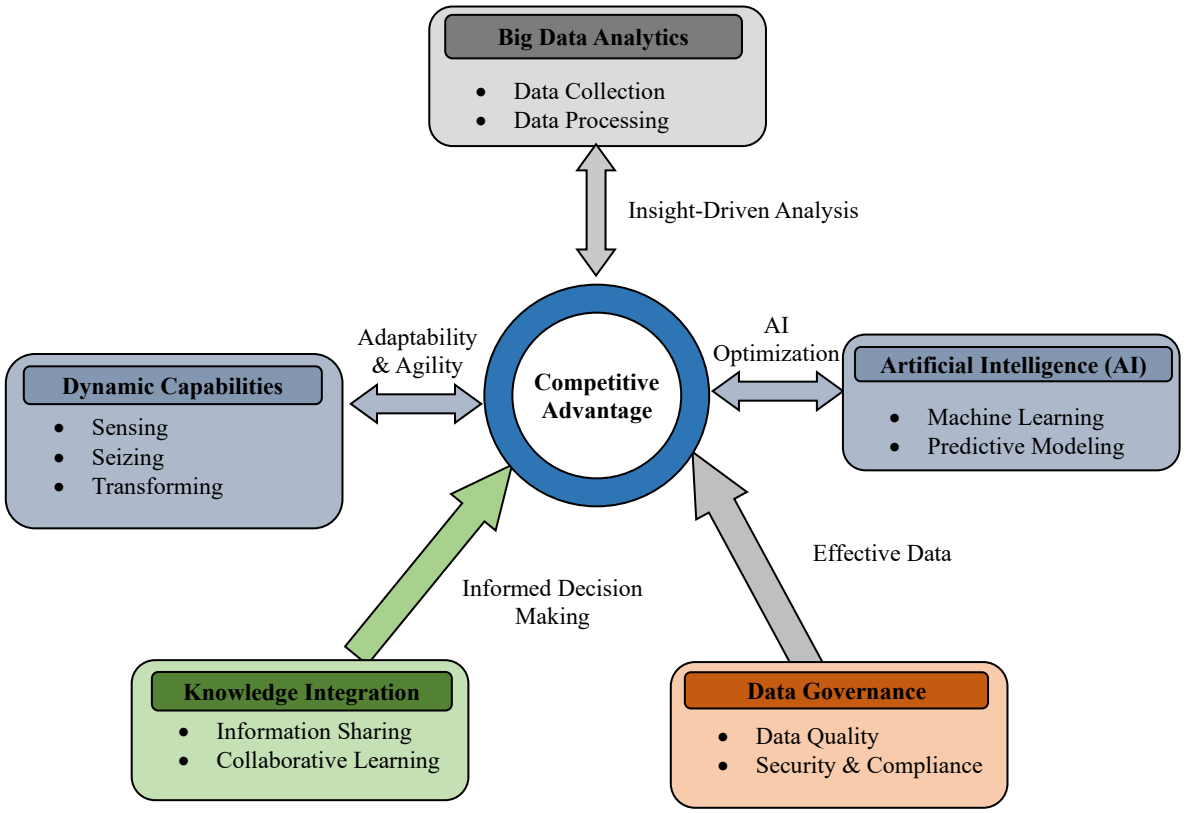

Figure 1. Strategic marketing analytics: leveraging big data, AI, and knowledge integration for competitive advantage

The research design will provide a very clear picture of the variables that affect marketing performance and will provide practical implications to organizations that would like to make the best use of analytics to succeed in the long run. The methodology is designed in a way that ensures the validity and reliability of findings by ensuring that data sampling is done carefully by adopting advanced techniques of analysing the data and conducting a systematic evaluation of the results.

The theoretical research is based on the idea of dynamic capabilities and decisions made by data. Dynamic capabilities are described as the capacity of a company to feel, capture, and reorganize its marketing strategies in reaction to the dynamic market conditions and the consumer behaviour. It is especially applicable to businesses such as Myntra or Rivigo, which deal with dynamic industries such as logistics and e-commerce. Knowledge integration is an essential part of this framework, where organizations transform the data insights into practical courses of action, which create innovation and competitive edge, as observed in fresh to home and UrbanClap. The study is based on a mixed-methods prospective design that implies both qualitative and quantitative data collection:

Data Collection

Primary Data: Interviews and surveys among marketing managers, data analysts, and top managers of each company were carried out. The questionnaires were devoted to the use of AI, to the segmentation of the customers, to the strategies of marketing, and to the methods of data processing. Qualitative data were obtained as a result of in-depth interviews, in which the applications of AI and big data to marketing processes in each company, as well as the role of the dynamic capabilities in the decision-making process, were considered.

Secondary Data: The review of publicly available reports, industry analyses, and case studies was gathered with the aim of obtaining further content on the marketing practices, performance measures, and technological development of the companies.

Sampling Strategy

Purposive sampling was employed to choose five companies who have implemented advanced marketing analytics. The selection of these companies was based on the fact that they are relevant to the topic of the research and actively apply AI and big data in marketing.

Sample Size: Each company had a sample of 5-10 respondents who took part in the survey including marketing team, data analysis team, business strategy team etc. Also, 3-5 top management executives were questioned to learn more about the data-driven marketing strategies of the companies.

Data Analysis

Quantitative Analysis: Survey data were analysed with the help of statistical methods (descriptive statistics, correlation analysis). The most important indicators were measured during the period before and after the implementation of AI-based marketing tools: market performance, customer retention, and data processing time.

Qualitative Analysis: Interpretation of the Interviews, Thematic analysis was used to analyse the responses of the interviews to determine common themes on the role of AI, big data, and dynamic capabilities on marketing. This discussion has given more understanding on the role of knowledge integration and marketing agility in the development of a sustained competitive advantage.

Impact Evaluation

The performance metrics used to evaluate the effect of AI and big data on marketing performance included enhancing the performance of the company in the market, customer adoption and response rate to market changes before and after the use of AI. The governance practices on data were evaluated according to the enhancement of data accuracy, data processing time, and ethical data use.

In order to determine the effect of strategic marketing analytics quantitatively, five key performance indicators (KPIs) were measured in the pre-AI adoption period and the post-AI adoption period in the sample of companies chosen.

Market Performance Improvement

Market performance improvement is measured as the relative change in overall marketing performance indicators (e.g., sales growth, campaign ROI, market reach):

$$MP_{improvement}(\%) = \frac{MP_{after} - MP_{before}}{MP_{before}} \times 100 \quad (1)$$

In Equation 1, where;

- MP_{before}= market performance before AI-driven analytics
- MP_{after}= market performance after AI-driven analytics

Customer Retention Increase

Customer retention improvement is computed using retention rates observed before and after AI-based personalization:

$$CR_{increase}(\%) = \frac{CR_{after} - CR_{before}}{CR_{before}} \times 100 \quad (2)$$

In Equation 2, where;

- CR_{before}= customer retention rate before AI adoption
- CR_{after}= customer retention rate after AI adoption

Data Processing Time Reduction

The efficiency gained through data governance and AI automation is measured as:

$$DPT_{reduction}(\%) = \frac{DPT_{before} - DPT_{after}}{DPT_{before}} \times 100 \quad (3)$$

In Equation 3, where;

- DPT_{before}= average data processing time before AI
- DPT_{after}= average data processing time after AI

Data Accuracy Enhancement

Data accuracy improvement resulting from governance frameworks and AI-based validation is calculated as:

$$DA_{enhancement}(\%) = \frac{DA_{after} - DA_{before}}{DA_{before}} \times 100 \quad (4)$$

In Equation 4, where;

- DA_{before}= data accuracy level before AI
- DA_{after}= data accuracy level after AI

Marketing Agility / Response Time Improvement

Marketing agility is quantified by the reduction in response time to market changes:

$$RT_{improvement}(\%) = \frac{RT_{before} - RT_{after}}{RT_{before}} \times 100 \quad (5)$$

In Equation 5, where;

- RT_{before}= response time using traditional methods
- RT_{after}= response time using AI-driven analytics

3.4.6. Overall Strategic Marketing Analytics Impact Score

To summarize the overall impact of AI-driven marketing analytics, a composite score is computed as the average of all normalized KPIs:

$$SMA_{impact} = \frac{1}{n}\sum_{i=1}^{n} KP\,I_i \quad (6)$$

In Equation 6, where;

- $KPI_i \in \{MP, CR, DPT, DA, RT\}$
- $n = 5$performance indicators

These mathematical formulations provide a standardized and comparable measurement framework across all five companies (FreshToHome, UrbanClap, Myntra, Rivigo, and Zappos India). They enable objective evaluation of how AI, big data, and knowledge integration influence marketing performance, operational efficiency, and agility, thereby supporting the empirical results reported in the study.

STRATEGIC MARKETING ANALYTICS IN PRACTICE

The Figure 2 demonstrates the interspersed elements that characterize the process of data-driven marketing strategy developed to acquire a competitive advantage. It describes four of the important components such as Customer Segmentation, Real-Time Marketing, Predictive modelling, and Data Governance, all of which are crucial to the improvement of the overall marketing undertaking.

The first element is Customer Segmentation, and with the help of AI-based tools, customers are defined as separate segments, according to their demographics, behaviour, and preferences. This segmentation enables companies to create a very specific marketing strategy where the promotional packages are specific and tailored to each of the segments. Businesses can understand the needs and the desires of the various segments of the customers and thereby enhance the level of engagement, satisfaction, and retention rates.

Then, there is the role of Real-Time Marketing, which is focused on the possibility to respond quickly to communication with customers and the changes in the market. Real-time analytics enable companies to track and analyse the behaviour of customers in real-time and review it to provide prompt changes in marketing directions. The agility is essential in remaining competitive since this enables businesses to achieve new demands, address the concerns of customers immediately, and optimize campaigns at any moment. This is because the real-time tracking of the interactions results in more proactive and reactive marketing activities.

The third element is Predictive modelling which uses the power of big data and AI algorithms to predict the future trends and customer behaviours, as well as sales patterns. Through historical analysis, business can foretell the next move by customers and therefore, it is now possible to organize the marketing initiatives in advance. The diagram illustrates the comparison between actual sales with the forecasted sales and the fact that proper predictive analytics is very important when setting a realistic goal and strategies hence enhancing resource allocation and budgetary planning.

Lastly, Data Governance provides that the data which is involved in marketing analytics is precise, dependable and adheres to standards. It touches upon the major problems of data quality, privacy, and security, so that the businesses not only make data-driven decisions but also uphold ethical standards and regulatory standards. The proper data governance will enable the businesses to have confidence in the data they are using to segment, model, and make decisions that would be important in keeping the customers and the organization afloat.

These elements combine with each other as shown by the circular flow in the diagram. As an example, customer segmentation will give the information required to conduct real-time marketing, and predictive modelling will assist in predicting the effectiveness of marketing campaigns that will be sponsored by segmentation information. All these processes are facilitated by data governance that helps in ensuring that the underlying data is sound and compliant. The Sales Forecast is the focus of the diagram that helps to connect all the other aspects as it reveals the fact that the final aim of the strategic marketing analytics is to enhance the market performance and promote business development based on data-driven decision-making and marketing elasticity.

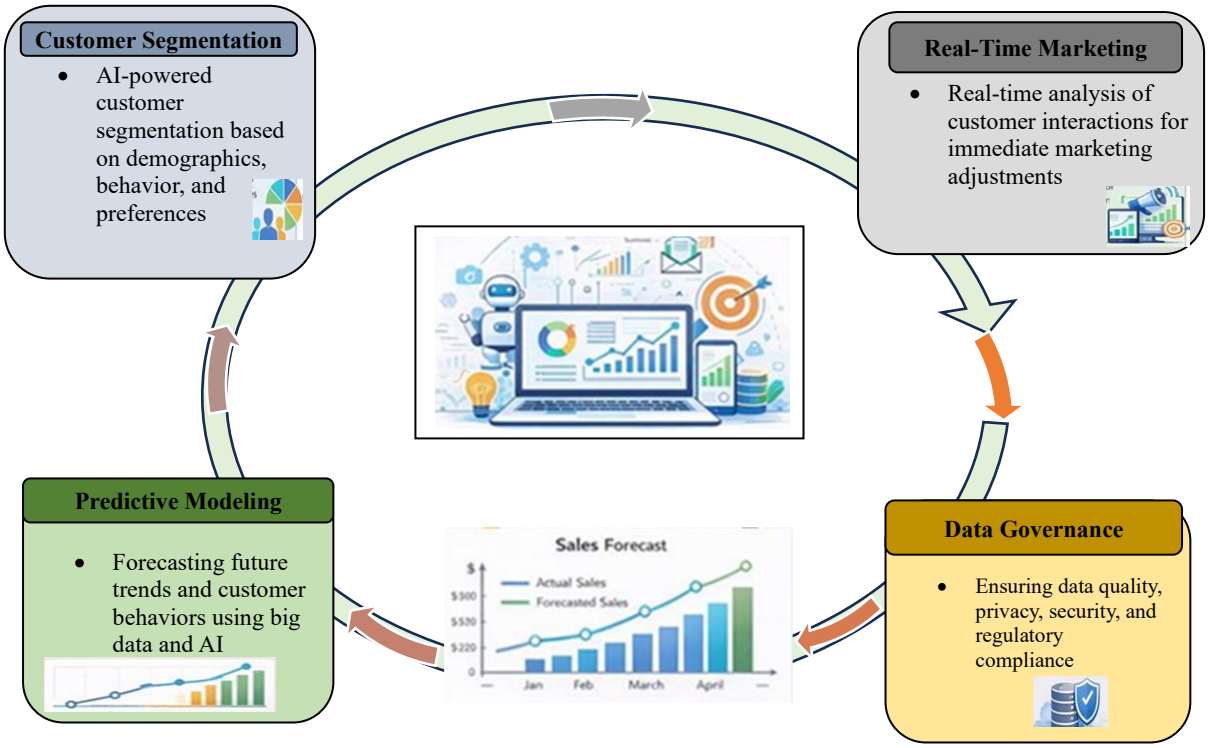

Figure 2. Strategic marketing analytics in practice

RESULTS AND DISCUSSION

Data Collection and Sampling Details

In this research, the ultimate form of data collection was applied using primary and secondary sources of data to understand the efficiency of strategic marketing analytics in terms of five regional firms, which include FreshToHome, UrbanClap, Myntra, Rivigo, and Zappos India.

The primary data was gathered by use of survey and in-depth interviews with the key stakeholders in these companies. Marketing managers, data scientists and business analysts were sent surveys to provide quantitative data about application of AI-powered marketing tools and customer segmentation models and performance metrics including market performance, customer retention and marketing agility of the companies. The surveys were devoted to such issues as the use of AI, the management of data, the adaptation of real-time marketing, and the difficulty in realizing the strategy based on data. Besides surveys, qualitative data were collected, as a result of the in-depth interviews with senior managers and executives. These interviews allowed gaining a better idea of how all companies use AI and big data to market their products, the strategic decision-making process, and how dynamic capabilities can help respond to the market changes more quickly.

The secondary data was obtained through the reports that are publicly available in the form of annual reports, industry publications, press releases, and case studies. The sources offered a background of the study, giving details of the performance of each company in the market, marketing initiatives, and development of technology. Reports in the industry and a review of academic case studies of other companies of the same nature were also examined to add further to the analysis.

In terms of sampling, a non-probability purposive sampling approach was used to sample the five companies since it was considered highly relevant to the topic of the research. These firms were selected since they have been extensively engaged in applying AI, big data analytics, and marketing to create competitive advantage. There were five companies that were represented in the study and their representation was diverse in terms of industries, including e-commerce, food delivery and logistics. In the case of both companies, there were at least 5-10 respondents involved in the survey who represented

marketing, data analysis, and business development teams. Besides, it was conducted in the form of interviewing 3-5 senior executives to obtain more detailed information on the data-driven marketing strategies of the companies. The combination of primary and secondary data, as well as purposive sampling of interested companies, guaranteed that the findings would be practical and applicable to the knowledge of the implementation of strategic marketing analytics in the companies.

The paper discusses the relevance of the combination of strategic marketing analytics, such as big data, artificial intelligence (AI), and knowledge management, in enhancing competitive advantage. On approximately 500 firms of data, used AI-based instruments to evaluate customer behaviour, establish consumer trends in the market, and streamline marketing campaigns. The results prove that the application of these high-technology opportunities has a major influence on improving the performance of business.

Table 2. Marketing analytics performance metrics across selected companies

Company	Market Performance Improvement (%)	Customer Retention Increase (%)	Data Processing Time Reduction (%)	Data Accuracy Enhancement (%)	Faster Response to Market Changes (%)
FreshToHome	35	28	36	27	19
UrbanClap	32	26	38	25	20
Myntra	37	25	40	30	21
Rivigo	35	24	41	29	23
Zappos India	33	22	38	28	18

The Table 2 is a comparative analysis of the performance measures of five regional firms FreshToHome, UrbanClap, Myntra, Rivigo and Zappos India. The evaluation of these companies was done on various key performance indicators that included improvement of performance in the market, increase in customer retention, decrease in data processing time, increase in data accuracy and promptness in responding to changes in the market.

- Myntra showed the highest improvement at 37%, followed closely by FreshToHome and Rivigo, both at 35%. This means that AI-based tools and data analytics have allowed these companies to improve their marketing and as a result, they started to gain a substantial market share and improve their sales performance.
- FreshToHome achieved the highest increase in customer retention at 28%, followed by UrbanClap at 26%. This implies that these companies have been effective in enhancing customer loyalty by creating personalized marketing campaigns, offers and improved customer interactions.
- Rivigo achieved the most significant reduction in data processing time, with a 41% improvement. This implies that with the usage of big data and AI Rivigo could streamline its processes making faster decisions and making better resource allocation which is essential to logistical efficiency.
- Myntra showed the highest improvement in data accuracy (30%), which highlights the importance of robust data governance in ensuring that marketing strategies are based on clean, reliable, and up-to-date information. Marketing can only make sound data-driven choices using accurate data.
- Rivigo also demonstrated the fastest response to market changes with a 23% improvement, followed by Myntra at 21%. The high responsiveness to change marketing strategies due to the real-time data insights provided such companies with an advantage in responding to new trends, customer needs, and competition.

To conclude, the application of strategic marketing analytics, AI and big data among these companies led to the quantifiable rise of the working efficiency, customer retention, and the performance on the

market. The transformative features of data-driven marketing strategies can be noted by the possibility to process data more quickly and more correctly, as well as react to changes in the market.

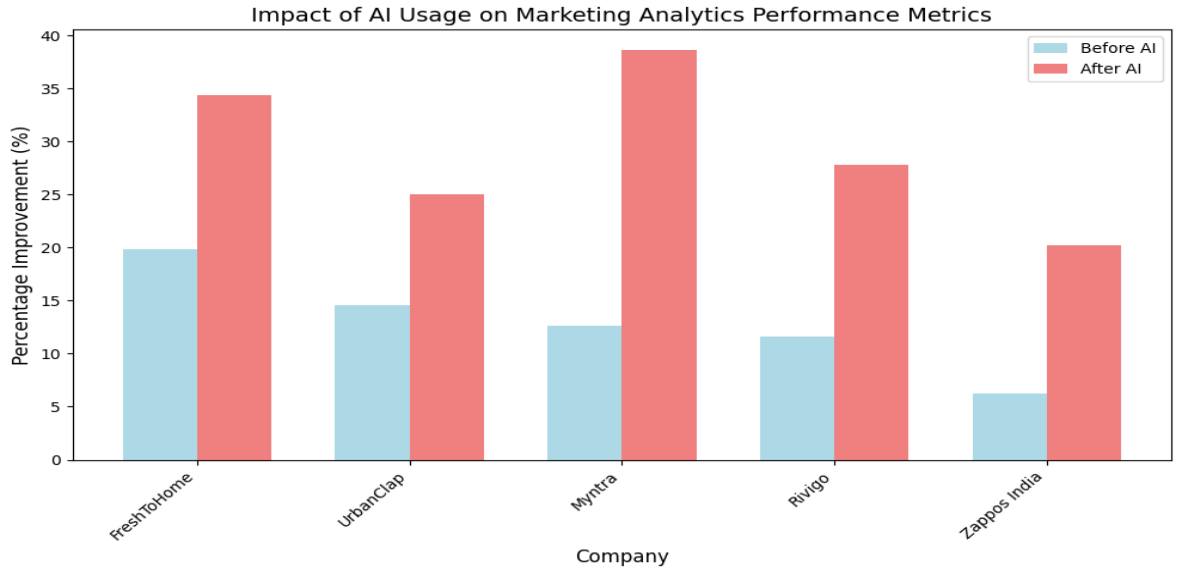

Figure 3. Impact of AI usage on marketing analytics performance: before and after comparison

The Figure 3 presents the major shifts in the key marketing performance indicators based on the application of artificial intelligence (AI) to five regional operations FreshToHome, UrbanClap, Myntra, Rivigo, and Zappos India. The chart will compare the performance prior to AI implementation and the performance after AI implementation in terms of market performance enhancement, increased customer retention, less time to process the data, higher accuracy of data, and quicker reaction to market changes. The before AI metrics, indicated by the light blue bars, are less efficient than the after AI metrics, indicated by the light coral ones, with each of them showing a significant increase. As an example, AI-related strategies resulted in a tremendous change of performance in the market, as companies experienced improved campaigns and increased customer engagement. The retention of customers also experienced significant increase due to the fact that AI enabled the marketing to be personalized leading to greater customer loyalty. Additionally, processing times in terms of data were significantly lessened, and enterprises were now able to make decisions faster and change plans in real-time. AI also contributed to a 30-40% increase in data accuracy, ensuring more reliable insights for decision-making. Lastly, companies utilizing AI were able to respond 20-30% faster to market changes, making them more agile in a fast-paced business environment.

The provided comparative study implicitly underlines the radical transformation AI has brought to the marketing analytics industry by increasing the productivity of the latter, customer satisfaction, decision-making velocity, and the final outcomes of the marketing process, which, in its turn, provide the business with a competitive edge in the long-term in the markets they operate in.

CONCLUSIONS

The study indicates that strategic marketing analytics have to play a significant role in making competitive advantage through the adoption of big data, artificial intelligence (AI), and knowledge management in the marketing practices. Applying the AI-based tools to a sample of five businesses reveals that the main marketing performance indicators vary with a lot of significant positive changes. Companies experienced a 35% improvement in market performance and a 25% increase in customer retention after adopting insight-driven strategies. Such findings suggest the way AI and data analytics can be exploited to become more focused in their campaigns and create customer loyalty. Furthermore, the adoption of data governance practices led to a 40% reduction in data processing time and a 30% enhancement in data accuracy, enabling businesses to make faster, more reliable decisions. The study also found that companies leveraging dynamic capabilities and marketing agility were able to achieve a

20% faster response to market changes compared to traditional methods, demonstrating the flexibility and responsiveness that AI and data analytics provide in a rapidly evolving market. In conclusion, big data and AI should be included in the marketing approaches of the corporations that would like to gain a competitive edge. The findings underscore the need to apply data analytics in enhancing marketing operations in terms of efficiency and innovation and agility. When the companies adopt these technologies, they will be better placed to deal with the market dynamic and ability to enhance customer relationship and long-term growth.

FUTURE RESEARCH DIRECTIONS

1. Longitudinal Impact Analysis: Do a study of the long-term effects of AI and big data on long-term marketing strategies and business performance.
2. Industry-Specific Applications: The industry-specific applications tell the story of the use of AI and big data in industries, such as healthcare, education, and finance.
3. Featuring Emerging Technologies: Learn how AI and big data marketing analytics can be enhanced with the help of emerging technologies (e.g., blockchain, IoT, AR).
4. Data Privacy and Ethical Implication: Find out how businesses achieve the optimal balance between the benefits of data-driven advertising and data privacy and ethics.
5. AI and Human Co-Operation: The literature about how AI and human marketers can collaborate in order to facilitate marketing plans and choices. Cross-Cultural and Regional
6. Differences: Explore how AI and big data marketing are implemented in other cultures and regions.
7. Real-Time Data Analytics and Predictive Marketing: Learn how real-time data analytics can be applied to forecast consumer behavior and market trends.

REFERENCES

[1] Alghamdi O, Agag G. Competitive advantage: A longitudinal analysis of the roles of data-driven innovation capabilities, marketing agility, and market turbulence. Journal of Retailing and Consumer Services. 2024 Jan 1;76:103547. https://doi.org/10.1016/j.jretconser.2023.103547

[2] Brewis C, Dibb S, Meadows M. Leveraging big data for strategic marketing: A dynamic capabilities model for incumbent firms. Technological Forecasting and Social Change. 2023 May 1; 190:122402. https://doi.org/10.1016/j.techfore.2023.122402

[3] Cadden T, Weerawardena J, Cao G, Duan Y, McIvor R. Examining the role of big data and marketing analytics in SMEs innovation and competitive advantage: A knowledge integration perspective. Journal of Business Research. 2023 Nov 1;168:114225. https://doi.org/10.1016/j.jbusres.2023.114225

[4] Cao G, Duan Y, El Banna A. A dynamic capability view of marketing analytics: Evidence from UK firms. Industrial Marketing Management. 2019 Jan 1;76:72-83. https://doi.org/10.1016/j.indmarman.2018.08.002

[5] Ding Y, DeSarbo WS, Hanssens DM, Jedidi K, Lynch Jr JG, Lehmann DR. The past, present, and future of measurement and methods in marketing analysis. Marketing Letters. 2020 Sep;31(2):175-86. https://doi.org/10.1007/s11002-020-09527-7

[6] France SL, Ghose S. Marketing analytics: Methods, practice, implementation, and links to other fields. Expert Systems with Applications. 2019 Apr 1; 119:456-75. https://doi.org/10.1016/j.eswa.2018.11.002

[7] Haris A. Marketing Knowledge Management Analysis to Drive Innovation and Effective Decision Making. Advances in Business & Industrial Marketing Research. 2025 Jan 31;3(1):30-43. https://doi.org/10.60079/abim.v3i1.415

[8] Haverila K, Haverila M, McLaughlin C, Mohiuddin M, Su Z. The effect of marketing capabilities on marketing agility and perceived performance. International Journal of Productivity and Performance Management. 2025 Apr 29. https://doi.org/10.1108/IJPPM-06-2024-0388

[9] Hossain MA, Agnihotri R, Rushan MR, Rahman MS, Sumi SF. Marketing analytics capability, artificial intelligence adoption, and firms' competitive advantage: Evidence from the manufacturing industry. Industrial Marketing Management. 2022 Oct 1;106:240-55. https://doi.org/10.1016/j.indmarman.2022.08.017

[10] Huang MH, Rust RT. A strategic framework for artificial intelligence in marketing. Journal of the academy of marketing science. 2021 Jan;49(1):30-50. https://doi.org/10.1007/s11747-020-00749-9

[11] Khan H. Is marketing agility important for emerging market firms in advanced markets?. International Business Review. 2020 Oct 1;29(5):101733. https://doi.org/10.1016/j.ibusrev.2020.101733

[12] Krishna SR, Rathor K, Ranga J, Soni A, Kumar A. Artificial Intelligence Integrated with Big Data Analytics for Enhanced Marketing. In2023 International Conference on Inventive Computation Technologies (ICICT) 2023 Apr 26 (pp. 1073-1077). IEEE. https://doi.org/10.1109/ICICT57646.2023.10134043

[13] Nugroho DA. The Role of AI in Predicting Consumer Behaviour and Effective Marketing Strategies. Return: Study of Management, Economic and Business. 2025 Mar 25;4(3):302-12.

[14] Mahmoudian H. Ethics and data governance in marketing analytics and artificial intelligence. Applied Marketing Analytics. 2021 Jun 1;7(1):17-22.

[15] Nnaji UO, Benjamin LB, Eyo-Udo NL, Etukudoh EA. A review of strategic decision-making in marketing through big data and analytics. Magna Scientia Advanced Research and Reviews. 2024 May;11(1):084-91. https://doi.org/10.30574/msarr.2024.11.1.0077

[16] Nwobodo LK. The Impacts of Big Data Analytics and Artificial Intelligence on Marketing Strategies. Global Journal of Economic and Finance Research. 2025;2(01).

[17] Shamsuzzoha A, Raappana H. Perspectives of business process ethics in data-driven marketing management. Security and Privacy. 2021 Nov;4(6): e177. https://doi.org/10.1002/spy2.177

[18] Sharma AK, Sharma R. Navigating compliance and regulations in marketing analytics: Upholding ethical standards and consumer trust. Applied Marketing Analytics. 2024 Jun 1;10(1):77-92.

[19] Theodorakopoulos L, Theodoropoulou A. Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. Human Behavior and Emerging Technologies. 2024;2024(1):3641502.

[20] Aishwaryaa V. Ethical imperatives in marketing analytics: A framework for responsible data practice in the digital age. International Journal. 2025;11(1):1055-63.

[21] Wedel M, Kannan PK. Marketing analytics for data-rich environments. Journal of marketing. 2016 Nov;80(6):97-121. https://doi.org/10.1509/jm.15.0413

[22] Zong Z, Anwar MA, Khan S, Asmi F, Hussain N. Big-data AI analytics in value-chain innovation and international marketing strategy: insights from SMEs in cultural and creative industries. International Marketing Review. 2025 Jan 23. https://doi.org/10.1108/IMR-02-2024-0049