MAJOR RESEARCH PROJECT

AI-Powered Marketing Automation: The Future of

Personalized Customer Experiences

Submitted By

Sheetal Sharma

2K22/DMBA/114

Submitted to Faculty Mentor

Dr. Deepali Malhotra

Assistant Professor

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi-110042

DECLARATION

I, Sheetal Sharma, a student of the Master of Business Administration (MBA) program at Delhi School of Management, Delhi Technological University (DTU), hereby declare that this Major Research Project titled "AI-Powered Marketing Automation: The Future of Personalized Customer Experiences" is an authentic record of my own work carried out during the final semester. The research presented in this report is the result of my independent investigation, except where otherwise stated.

I confirm that this report represents my own original work and is free from any plagiarism. Any external sources, publications, or individuals consulted during the research process have been appropriately cited and referenced. I further affirm that this report has not been submitted, in part or in full, for any other degree or qualification in this or any other university or institution.

I hereby grant Delhi School of Management, DTU, the right to use this report for academic and research purposes, with proper attribution.

In affixing my signature below, I affirm the accuracy and authenticity of this document.

Date:
Signature:

CERTIFICATE

This is to certify that Sheetal Sharma, enrolled as 2K22/DMBA/114, has submitted the major research project titled **'AI-Powered Marketing Automation: The Future of Personalized Customer Experiences'** as part of the prerequisites for obtaining the Master of Business Administration (MBA) degree from Delhi School of Management, Delhi Technological University.

Dr. Deepali Malhotra   Dr. Saurabh Agrawal

Assistant Professor   Head of Department

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to all those who have contributed to the successful completion of my major research project and the subsequent preparation of this report. I am deeply thankful to the faculty and staff of Delhi School of Management, DTU, for their continuous encouragement and support throughout the duration of my research project. Their academic guidance was instrumental in shaping the direction of my research. Special thanks to my faculty mentor, Dr. Deepali Malhotra, for her insightful support and encouragement.

My appreciation also goes to my friends and family whose encouragement provided me with the determination to pursue this endeavor.

Lastly, I express my deepest thanks to my professors and peers at Delhi School of Management, DTU, whose teachings and discussions have sharpened my skills, enabling me to successfully complete this research and prepare this report.

Thank you all for your support and guidance.

With sincere appreciation,
Sheetal Sharma
2K22/DMBA/114
Delhi School of Management
Delhi Technological University (DTU)

Signature

EXECUTIVE SUMMARY

Personalized client experiences are essential in the present-day digitally-driven marketplace. Recognizing this trend, many businesses are turning to Artificial Intelligence (AI) to boost their marketing efforts. This research paper explores the emerging field of AI-Powered Marketing Automation (AIMA) and its implications for tailored customer engagement.

The study sets out with three main objectives. Firstly, it seeks to assess the current adoption and future trends of AI-powered marketing automation across various industries. Secondly, the research aims to evaluate the effectiveness of AI-driven personalization techniques in enhancing customer engagement, satisfaction, and loyalty. Lastly, the study aims to delve into existing literature, with a particular focus on addressing key research sub-questions. These include investigating how marketing automation impacts customer experience and buying decisions, exploring the potential support that marketing automation offers to sales efforts, and examining the diverse applications of marketing automation in the realm of B2B marketing. Through this comprehensive approach, the study aims to shed light on the evolving landscape of AI-powered marketing automation and its implications for personalized customer experiences.

This qualitative study employs a mixed-methods approach encompassing both quantitative and qualitative analyses. Consumer experiences with AI-powered marketing personalization will be evaluated through a survey. The purpose of the literature review approach is to determine the current state of research and to improve understanding of Marketing Automation.

Data analysis will be conducted using statistical software for quantitative survey data. The research design will primarily focus on thematic analysis of existing literature, and research papers related to AI Powered Marketing Automation.

The implications of this research are significant across various stakeholders: Businesses will gain insights into consumer perceptions, aiding strategic decisions and marketing implementations. Marketers will learn effective strategies for AI automation, tailored to consumer preferences, leading to improved engagement and conversion rates. Policymakers will be better equipped to address ethical concerns and regulatory frameworks surrounding AI-powered customer data collection and use.

By addressing these objectives and research sub-questions, this study aims to advance personalized marketing practices and promote responsible AI implementation within the customer experience landscape.

TABLE OF CONTENTS

List of Figures

List of Tables

1. INTRODUCTION

1.1 Background

Approximately two decades ago, Bucklin, Lehmann, and Little (1998) wrote that the role of technology in marketing is to move from 'decision support to decision automation' by 2020 (REDOUAN ABAKOUY, 2023). They predicted that a proportion of marketing decisions will be automated due to the demands for mass customization, better decision making, and greater productivity (REDOUAN ABAKOUY, 2023). Today, this vision has become reality, and marketing automation is steadily growing in popularity as a business tool and as a research phenomenon (Mero, 2019).

Marketing automation is the use of software to automate marketing processes such as customer segmentation, customer data integration, and campaign management (Bagshaw, 2015). The use of marketing automation makes processes that would have otherwise been performed manually much more efficient, and makes new processes possible (TODOR, 2016). Marketing automation software often works by integrating with customer relationship management (CRM) and customer data platform (CDP) software. Marketers can use automation tools to personalize the messages or content they send to leads. They can also schedule messages and automate common responses (Nicastro, 2021). For businesses with a large customer database, these tools can greatly increase the productivity of sales and marketing teams (Nicastro, 2021).

Let's look at a brief history of Marketing Automation to understand how this concept came about. Most believe that marketing automation first burst into the scene when Unica Company was founded in 1992 (Irina, 2016). However, this was merely scratching the surface because most businesses were not present online and the Internet was still in relative infancy (Irina, 2016). Seven years later, Eloqua appeared with new solutions and its success inspired many competitors to enter the market, such as Pardot, Infusionsoft, and Marketo (Irina, 2016).

With the increasing penetration of Broadband Internet between 2004 and 2009, more marketing automation tools began to be built or migrated to the cloud (IRINA, 2016). So, we likewise saw the birth of many cloud-based tools such as Ontraport (2006), Hubspot (2006) and Act-On (2008) (IRINA, 2016).

Since the 2000s, the Marketing Automation Industry has increased manifold in size and worth. Marketing Automation has particularly gained popularity over the last couple of decades which is evident from the increase in the quantity of literature available about it in the two decades. In this research paper, we have sought to study the literature around Marketing Automation between the years 2010-2022. This literature review analysis is conducted to improve the knowledge and understanding around Marketing Automation and where it is most popularly used.

Businesses are increasingly using Artificial Intelligence (AI) as the cornerstone of their marketing strategy. One particular area of focus is AI-Powered Marketing Automation, which promises to completely transform how companies communicate with their clients. By harnessing the power of AI, businesses can now analyze enormous amounts of data, predict customer preferences, and deliver highly personalized marketing campaigns at scale. This paradigm shift has profound implications for the future of customer experiences, paving the way for never-before-seen levels of customization and engagement. However, despite its potential, the implementation of AI-Powered Marketing Automation is not without its challenges. Ethical considerations, data privacy concerns, and the need for robust analytical frameworks are just some of the obstacles that companies must navigate in order to reap the full benefits of this technology.

This research aims to explore the role of AI-Powered Marketing Automation in shaping the future of personalized customer experiences. By conducting surveys, we seek to learn valuable insights into consumer perceptions, preferences, and behaviors in the context of AI-powered marketing personalization. Furthermore, through a comprehensive review of existing literature, we aim to deepen our understanding of the current state of research in

the field of Marketing Automation and identify key areas for future investigation. Through this multi-faceted approach, our study aims to contribute to the advancement of knowledge in this rapidly evolving field, ultimately empowering businesses to leverage AI-Powered Marketing Automation to create more meaningful and impactful customer experiences.

1.2 Problem Statement

In times when technology influences much of our interactions, businesses must take on the difficult challenge of using AI-Powered Marketing Automation to build genuine connections with their clients. However, despite the allure of personalized experiences, questions linger about the ethical implications and effectiveness of these automated systems.

Against this backdrop, this study aims to answer the following broad research question, "How does the implementation of AI-Powered Marketing Automation impact the future landscape of personalized customer experiences?" Our research delves into the core of this paradox, aiming to uncover how AI shapes the future of customer engagement and loyalty. In order to navigate this complicated environment and develop meaningful relationships that are authentic, honest, and empathetic, it is crucial to pay attention to the opinions of both businesses and customers.

1.3 Objectives of the Study

- To assess the current adoption and future trends of AI-powered marketing automation within different industries.
- To analyze how well AI-driven personalization techniques enhance customer engagement, satisfaction, and loyalty.
- To examine the ethical considerations and potential challenges associated with the implementation of AI-Powered Marketing Automation.

- To delve into existing literature, with a particular focus on addressing key research sub-questions, including:
  - How does marketing automation impact customer experience and buying decisions?
  - How can marketing automation support sales?
  - What applications does marketing automation have in B2B marketing?

1.4 Scope of Study

This research has a broad focus, covering several aspects of AI-Powered Marketing Automation and how it affects customized consumer experiences. The study aims to offer a holistic understanding of AI-Powered Marketing Automation and its implications for personalized customer experiences. By evaluating the current adoption and future trends of AI-Powered Marketing Automation across diverse industries, the research offers insights into emerging patterns and practices that can inform strategic decision-making for businesses.

Analyzing the effectiveness of AI-driven personalization techniques gives actionable insights for marketers seeking to enhance customer engagement, satisfaction, and loyalty. Moreover, exploring the ethical considerations and potential challenges associated with AI implementation fosters a deeper understanding of the implications of these technologies on consumer trust and data privacy. By looking at how consumers feel about AI-powered marketing personalization, businesses may adjust their strategies to better suit the demands and expectations of their customers. Additionally, exploring existing literature and conducting surveys not only contributes to academic discourse but also offers practical guidance for businesses aiming to navigate the complexities of AI-Powered Marketing Automation effectively. Overall, the scope of this research holds promise for shaping the future of marketing practices, facilitating more meaningful and impactful interactions between businesses and consumers.

2. LITERATURE REVIEW

The digital era has brought about a significant shift in the marketing environment, as businesses increasingly resort to Artificial Intelligence (AI) as a catalyst to improve customer engagement and personalization. AI-Powered Marketing Automation (AIMA) represents a cutting-edge approach to marketing strategy, harnessing the power of machine learning algorithms and data analytics to deliver tailored experiences to consumers. This literature review aims to explore the current state of research surrounding AIMA and its implications for the future of personalized customer experiences.

Artificial Intelligence (AI) has significantly impacted various industries, including marketing, with the emergence of AI-Powered Marketing Automation (AIMA). Research by Li et al. (2018) and Wang and Zhang (2019) has demonstrated the positive effects of AI-powered personalization on consumer behavior and sales in online environments (Ameen S. T., 2022). Ethical concerns regarding AI in marketing have been addressed by Culnan and Armstrong (2020) and Kim et al. (2021), emphasizing the importance of privacy and legal compliance (Jarrahi, 2019).

Studies by Zhang et al. (2017) and Liu et al. (2020) have delved into consumer perceptions of AI-driven marketing personalization, highlighting factors like trust and perceived usefulness that influence consumer acceptance (Daron Acemoğlu, 2018). While current research showcases the potential of AIMA in enhancing customer experiences, gaps exist. Future studies could explore the long-term impact of AI on brand loyalty and customer satisfaction, as well as the practical challenges in implementing AIMA strategies (Masriadi, 2023).

AI-powered marketing automation is transforming the way businesses engage with customers, offering personalized experiences that enhance customer satisfaction and loyalty. By utilizing AI technologies, companies can analyze vast amounts of customer data to tailor marketing strategies and communications to individual preferences and behaviors (Huang, 2020). This level of personalization not only improves the customer

experience but also leads to more effective marketing campaigns and increased customer engagement (Aguirre, 2015). Research suggests that AI is transforming digital marketing by improving content creation, lead generation, customer acquisition, and social media engagement (Esch, 2021).

Research has shown that AI plays a crucial role in transforming customer service interactions, enabling conversational AI applications to provide a personal touch and enhance the overall customer experience (Blümel, 2023). Moreover, AI can be instrumental in leveraging customer data to create personalized marketing experiences for micro, small, and medium enterprises (MSMEs), helping them improve their marketing strategies and connect with customers on a more individualized level (Suryawijaya, 2023).

The incorporation of AI in marketing activities has resulted in progress in personalization, marketing automation, neuro-marketing, viral marketing, and customer relationship management (Peyravi, 2020). AI-driven banking services are also underlining the significance of personalized customer experiences by seamlessly integrating AI technologies (Sheth, 2022). Studies indicate that AI can elevate customer experiences by offering personalized recommendations and support, ultimately leading to heightened customer satisfaction and loyalty (Ngo, 2024).

Additionally, the implementation of AI in marketing is anticipated to streamline decision-making processes, offer valuable insights, and enhance overall marketing efficiency (Overgoor1, 2019). The integration of AI in marketing presents challenges, as it necessitates a delicate balance between leveraging consumer data for customization and upholding corporate digital responsibility (Wirtz, 2023).

The future of marketing lies in the integration of AI technologies, particularly in the realm of e-marketing, where advancements in technology have made smartphones and gadgets indispensable tools for businesses (Andreki, 2014). As businesses continue to adopt AI-powered marketing automation, there is a growing emphasis on the importance of data analytics for personalization, ensuring that marketing efforts are targeted and relevant to

individual customers (Wedel, 2016). The future of marketing hinges on the synergy between creativity and AI, where AI facilitates automation while creativity propels innovation in marketing strategies (Ameen, 2022). As AI progresses, it opens up opportunities for process innovation across various industries, including marketing, by automating repetitive tasks and enhancing decision-making processes (Blöcher, 2020). The potential of AI in marketing extends to robotic process automation, which can optimize marketing operations and enhance overall efficiency (Perret, 2021).

While the existing research provides valuable insights into the potential of AIMA, gaps in the literature remain. For instance, there is a need for more empirical studies examining the long-term impact of AI-powered marketing automation on consumer behavior and brand loyalty. Additionally, research focusing on the practical implementation challenges faced by businesses in implementing AIMA strategies could provide valuable guidance for marketers.

In conclusion, the literature on AI-Powered Marketing Automation underscores its revolutionary potential in shaping the future of personalized customer experiences. By utilizing AI technologies effectively, businesses can enhance customer engagement, boost sales, and build lasting relationships with their target audience. However, ethical considerations and practical issues must be addressed to realize the full benefits of AIMA in the marketing landscape. AI-powered marketing automation represents the future of personalized customer experiences, enabling businesses to engage with customers in a more tailored and effective manner. By harnessing the power of AI technologies, businesses can create personalized marketing campaigns, improve customer service interactions, and ultimately drive customer satisfaction and loyalty.

3. RESEARCH METHODOLOGY

3.1 Research Design:

The research design employed a mixed-methods approach, combining quantitative and qualitative methodologies to comprehensively address the research objectives. Quantitative data was collected through a structured online survey targeting individuals with experience in AI-powered marketing personalization. Qualitative data was obtained through a comprehensive literature review. Purposive sampling techniques were utilized for survey participants to ensure representation across relevant demographics and industries.

Data analysis involved statistical techniques for quantitative data and thematic analysis for qualitative data. The literature review method was utilized to analyze the prevailing state of research in the area of AI-powered marketing automation and consumer experiences. Thematic analysis was employed, delving into themes within the topic by exploring existing literature and identifying key patterns and insights related to marketing automation.

Overall, the research design provided valuable insights into the impact of AI-Powered Marketing Automation on personalized customer experiences, contributing to the existing body of knowledge in this field.

3.2 Data Collection:

The data collection for this research involved a mixed-methods approach:

- **Structured Questionnaire:** A survey was conducted among consumers to gauge their experiences with AI-powered marketing personalization across various industries. The survey questionnaire was designed to gather quantitative data on

consumer perceptions, preferences, and behaviors related to AI-powered marketing. Participants were selected using purposive sampling techniques to ensure representation across different demographics and industries. The survey responses were collected electronically through online survey platforms and stored securely for subsequent data analysis.

How familiar are you with AI-powered marketing personalization? *

	1	2	3	4	5	
Not familiar at all	○	○	○	○	○	Very familiar

Have you ever received personalized marketing messages or recommendations from companies or brands? *

○ Yes

○ No

If yes, how would you rate the effectiveness of these personalized marketing messages or recommendations in capturing your interest?

	1	2	3	4	5	
Not effective at all	○	○	○	○	○	Very effective

Please indicate your level of agreement with the following statements: *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel more loyal to brands that personalize messages based on my preferences or past interactions.	○	○	○	○	○
I'm comfortable with brands using AI for personalization.	○	○	○	○	○
AI-powered marketing enhances my shopping experience.	○	○	○	○	○
I am more likely to make a purchase after receiving a personalized marketing message.	○	○	○	○	○

In which industry or industries do you most frequently encounter AI-powered marketing personalization? (Select all that apply) *

☐ Retail/E-commerce

☐ Technology/Software

☐ Healthcare/Pharmaceuticals

☐ Financial Services/Banking

☐ Travel/Hospitality

☐ Automotive

☐ Entertainment/Media

☐ Food and Beverage

☐ Other:

What types of marketing automation do you encounter in your interactions with companies or brands? (Select all that apply) *

☐ Email marketing automation (e.g., automated email campaigns, drip campaigns)

☐ Social media marketing automation (e.g., automated posting, social media monitoring)

☐ Website personalization (e.g., dynamic content, personalized recommendations)

☐ Customer relationship management (CRM) automation (e.g., lead scoring, automated follow-up emails)

☐ Marketing analytics and reporting automation (e.g., automated reporting dashboards, performance tracking)

☐ Content marketing automation (e.g., content scheduling, content distribution)

☐ Ad campaign automation (e.g., programmatic advertising, retargeting campaigns)

☐ Other:

What factors influence your trust in AI-powered marketing personalization? *

☐ Previous positive experiences

☐ Transparency in data usage

☐ Relevance of recommendations

☐ Privacy concerns

☐ Other:

How do you anticipate the adoption of AI-powered marketing automation to change in your industry over the next 5 years? *

	1	2	3	4	5	
Decrease significantly	○	○	○	○	○	Increase significantly

What specific AI-powered marketing automation techniques or strategies do you foresee becoming more prevalent in your industry in the near future? *

☐ Personalized product recommendations

☐ Dynamic pricing optimization

☐ Predictive customer analytics

☐ Automated email marketing campaigns

☐ Chatbots for customer service

☐ Other:

Do you have any additional comments or insights you would like to share about AI-powered marketing automation?

Your answer

Submit   Clear form

Figure 3.1 Questionnaire

Source: Own Analysis

- **Thematic Analysis:** In addition to the survey, for the qualitative study, the literature review method was selected to enhance the understanding of Marketing Automation and identify the current state of research in the area.

  This paper followed a thematic analysis approach to literature review, focusing on examining themes within a topic by identifying, analyzing and reporting patterns (themes) within the research topic. Data was collected from scholarly sources, primarily using Google Scholar. This study focused on the literature about Marketing Automation that was published 2010 to 2023. Reviewing the articles by their titles, other keyword sets were prepared. These keywords were, "Marketing Automation and B2B", "Marketing Automation and Customer Experience", "Marketing Automation and Customer Experience", "Marketing Automation and Sales", "Marketing Automation and B2B" and so on. Further filters such as "all in the title" were applied to find relevant papers. After reviewing the papers manually, their relevance to the study was checked and the final papers were selected.

```
┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│   Preparing     │ ──> │  Searching in   │ ──> │ Initial screening│
│  keyword sets   │     │    database     │     │                 │
└─────────────────┘     └─────────────────┘     └─────────────────┘
         │
         v
┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│    Review of    │ ──> │ List of relevant│ ──> │  New keywords   │
│    selected     │     │    resources    │     │   based on      │
│    resources    │     │                 │     │ previous findings│
└─────────────────┘     └─────────────────┘     └─────────────────┘
         │
         v
┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│  Second search  │ ──> │ Adding relevant │ ──> │    Reviewing    │
│  for resources  │     │ papers to the list│   │ identified papers│
└─────────────────┘     └─────────────────┘     └─────────────────┘
         │
         v
┌─────────────────┐     ┌─────────────────┐
│ Relevant papers │ ──> │  Final list of  │
│     found       │     │    resources    │
└─────────────────┘     └─────────────────┘
```
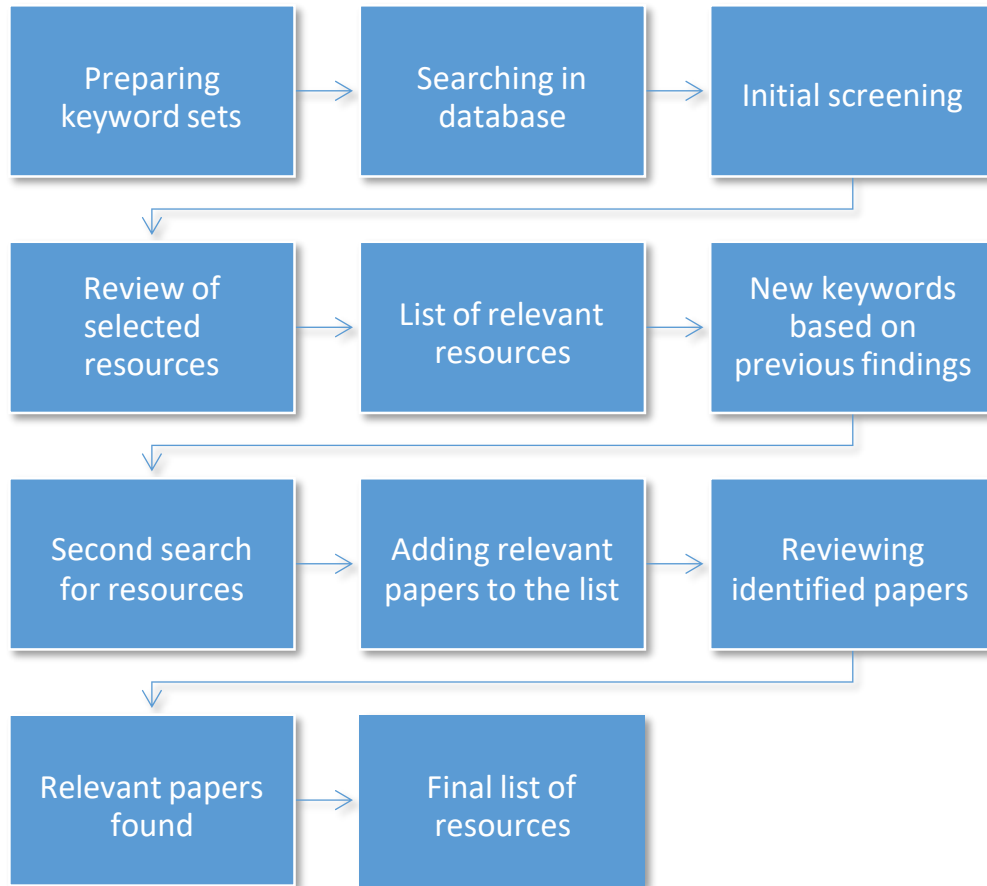
3.3 Data Analysis:

The data analysis for this study was conducted using statistical software for quantitative survey data, such as SPSS or R. Quantitative survey responses were entered into the software for analysis, including descriptive statistics and inferential analyses to study relationships and associations between variables.

In the qualitative research design, a thematic analysis approach was employed to analyze existing research papers, literature reviews, and industry reports related to AI-Powered Marketing Automation using the NVivo software. This involved identifying themes within the data, analyzing patterns, and reporting findings to gain a deeper understanding of the phenomenon under investigation.

3.4 Limitations of the Study:

The use of purposive sampling procedures may have introduced sample bias into the survey data, among other limitations to the study. This method may not have fully represented the broader population.

Furthermore, reliance on self-reported data in the survey introduced the possibility of biases such as social desirability or recall bias. Additionally, the scope of the literature review might not have encompassed all relevant research on AI-Powered Marketing Automation, potentially resulting in gaps in understanding.

Finally, the study's focus on a specific time period and geographical region may have limited the applicability of findings to other contexts or time periods.

4. FINDINGS AND ANALYSIS

4.1. Thematic Analysis

The analysis was based on the 25 research papers that had been selected. A few of these papers solely addressed Marketing Automation, while others examined Marketing Automation's relationship with sales, customer experience, B2B marketing and so on. A cumulative time distribution of marketing automation works published on Google Scholar was provided in the chart below. It was observed that the number of papers published about Marketing Automation had been increasing every year.
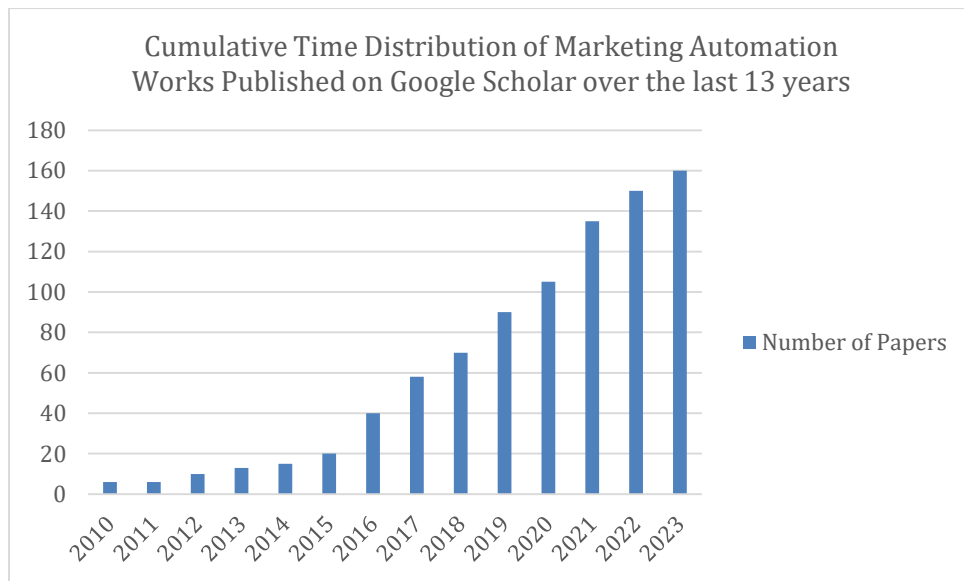
Figure 4.1: Cumulative Time Distribution of Marketing Automation Works Published on Google Scholar over the last 13 years

To ensure face validity, the title, authors, year and keywords of all articles reviewed in this study are listed in the Table below:

Table 4.1: List of Papers selected for the study and their details

S. No.	Authors	Title	Year of Publishing	Keywords
1	Irina Heimbach, Daniel S. Kostyra, Oliver Hinz	Marketing Automation	2015	Marketing automation, Customer relationship management, Personalization
2	Raluca Dania TODOR	Marketing automation	2016	Marketing automation, online marketing, customer relationship management
3	Tiia Rae	The effect of marketing automation on customer experience	2016	Marketing automation, Customer experience, customer journey, customerrelationship management, customer experience management, database marketing, personalization, content marketing, lead management
4	Ly Hoang	The Influence of Marketing Automation on Customer Service	2017	Marketing, marketing automation, digital marketing, customer service, customer insight
5	Daniela Corsaro, Isabella Maggioni, Mirko	Sales and marketing automation in the post-Covid-19 scenario: value driversin B2B relationships	2021	B2B relationships · Covid-19 · Sales and marketing automation

	Olivieri			
6	Teemu Metsola	A Framework for Understanding the Usage of the Customer Journey in Marketing Automation	2018	Customer journey, Marketing automation, framework
7	Petteri Pirinen	Marketing Automation in a B2B Company	2018	marketing automation, b2b, investment good, industrial company
8	Edvin Kissel	Marketing automation implementation guide for company X	2019	Marketing automation, guide
9	Järvinen, Joel; Taiminen, Heini	Harnessing marketing automation for B2B content marketing	2016	Case study, digital marketing, marketing and sales alignment, new technologies, sales funnel, social media
10	Benjamin Nilsson, Paraskevi Tsakmaki	The Effect of Marketing Automation on the Buying Decisions	2019	Marketing Automation, Brand Awareness, Buying Decisions, Brand Communication, External Branding, Content Marketing, B2B SMEs
11	Lauri Putkinen	Marketing Automation as a Catalyst for Business Transformation in the B2B Sector - A qualitative study	2014	marketing automation, lead management, customer experience management, organizational change, CRM
12	Katarzyna Rostek, Agata	Marketing Automation in the Process of Communication on	2019	marketing automation, B2B market, information technology, market

	Zawistowska	the B2B Market		analysis, development prospects
13	Addou Babet	UTILIZATION OF PERSONALIZATION IN MARKETING AUTOMATION AND EMAIL MARKETING	2020	CRM, Personalization, Marketing automation, Email Marketing
14	Juliana Tobon	MARKETING AUTOMATION ADOPTION IN B2B COMPANIES	2017	Marketing automation, technology adoption, B2B companies, CRM, strategic marketing, sales and marketing alignment
15	Juho Mattila	Customer experience management in digital channels with marketing automation	2016	big data, customer experience, customer experience management, customer segmentation, digital marketing, marketing automation
16	Joel Mero, Anssi Tarkiainen, Juliana Tobon	Effectual and causal reasoning in the adoption of marketing automation	2019	
17	Niko Sandell	Marketing Automation Supporting Sales	2016	Digital marketing, Marketing automation, Sales
18	Anna Lampinen	UTILISING MARKETING AUTOMATION TO SUPPORT SALES IN DIGITAL BUSINESS-TO BUSINESS ENVIRONMENT	2018	Marketing automation, content marketing, lead generation, business-to-business

19	Pham Thi Hong Van	Marketing automation as an enabler in B2B: A study from customer retention perspective	2017	Customer retention, Customer relationship management, retention determinants, retention strategies, marketing automation, marketing automation functionalities, business-to-business context, qualitative research method
20	Ioana Irina	WHAT IS MARKETING AUTOMATION AND HOW COULD IT BE USED FOR BUSINESS?	2016	Marketing automation, Marketing software, Business performance.
21	Laura Isabel Riegler, BA	Implementing digital content marketing campaigns with marketing automation in global B2B companies	2023	content marketing, marketing automation, digital B2B marketing, digital content marketing campaigns
22	Amina Belouadah	The Impact of Marketing Automation on Enhancing Personalized Messaging Strategies	2023	marketing automation, personalized messaging
23	Tuomas Immonen	THE EFFECTS OF MARKETING AUTOMATION ON A COMPANY'S BUSINESS	2022	Marketing automation, CRM, business benefits, sales & marketing alignment, marketing automation pitfalls, motivation to introduce marketing automation
24	Kapil Kumar Sharma , Manish Tomar , Anish Tadimarri	Unlocking Sales Potential: How AI Revolutionizes Marketing Strategies	2023	Artificial Intelligence, Marketing Strategies, Sales Potential, Customer Engagement, Targeting, Predictive Analytics, Personalization,

				Chatbots, Data-driven Decision-making, Ethical Considerations, marketing automation
25	Meri Erkan	The Role of Marketing Automation in Customer Buying Behavior during the Covid-19 Pandemic	2023	: Marketing automation, Covid-19 pandemic, digital marketing, consumer behavior, personalized advertisements

In this section, a thorough analysis of existing literature was performed to identify pertinent themes associated with Marketing Automation. The aim of this section is to present the 25 identified relevant articles and their influential contributions to the marketing automation theoretical thematic categories and sub-categories.

Table 4.2: Thematization of Articles

Theme	Articles discussing the theme	Authors	Year
Marketing Automation Understanding	Marketing Automation	Irina Heimbach, Daniel S. Kostyra, Oliver Hinz	2015
	Marketing automation	Raluca Dania TODOR	2016
	WHAT IS MARKETING AUTOMATION AND HOW COULD IT BE USED FOR BUSINESS?	Ioana Irina	2016

	Marketing automation implementation guide for company X	Edvin Kissel	2019
	Effectual and causal reasoning in the adoption of marketing automation	Joel Mero, Anssi Tarkiainen, Juliana Tobon	2019
	UTILIZATION OF PERSONALIZATION IN MARKETING AUTOMATION AND EMAIL MARKETING	Addou Babet	2020
	THE EFFECTS OF MARKETING AUTOMATION ON A COMPANY'S BUSINESS	Tuomas Immonen	2022
	The Impact of Marketing Automation on Enhancing Personalized Messaging Strategies	Amina Belouadah	2023
Marketing Automation and Customers	The effect of marketing automation on customer experience	Tiia Rae	2016
	The Influence of Marketing Automation on Customer Service	Ly Hoang	2017

	A Framework for Understanding the Usage of the Customer Journey in Marketing Automation	Teemu Metsola	2018
	Customer experience management in digital channels with marketing automation	Juho Mattila	2016
	The Effect of Marketing Automation on the Buying Decisions	Benjamin Nilsson, Paraskevi Tsakmaki	2019
	The Role of Marketing Automation in Customer Buying Behavior during the Covid-19 Pandemic	Meri Erkan	2023
Marketing Automation and Sales	MARKETING AUTOMATION SUPPORTING SALES	Niko Sandell	2016
	UTILISING MARKETING AUTOMATION TO SUPPORT SALES IN DIGITAL BUSINESS-TO BUSINESS ENVIRONMENT	Anna Lampinen	2018
	Unlocking Sales Potential: How AI Revolutionizes	Kapil Kumar Sharma, Manish	2023

	Marketing Strategies	Tomar, Anish Tadimarri	
Marketing Automation and B2B	Marketing automation as an enabler in B2B: A study from customer retention perspective	Pham Thi Hong Van	2017
	MARKETING AUTOMATION ADOPTION IN B2B COMPANIES	Juliana Tobon	2017
	Marketing Automation in the Process of Communication on the B2B Market	Katarzyna Rostek, Agata Zawistowska	2019
	Harnessing marketing automation for B2B content marketing	Järvinen, Joel; Taiminen, Heini	2016
	Marketing Automation in a B2B Company	Petteri Pirinen	2018
	Sales and marketing automation in the post-Covid-19 scenario: value drivers in B2B relationships	Daniela Corsaro, Isabella Maggioni, Mirko Olivieri	2021

	Marketing Automation as a Catalyst for Business Transformation in the B2B Sector – A qualitative study	Lauri Putkinen	2014
	Implementing digital content marketing campaigns with marketing automation in global B2B companies	Laura Isabel Riegler, BA	2023

Word Cloud

The word cloud in Fig. 2 summarizes the recurring terms in the titles and abstracts. Word cloud is the visual representation of the frequency with which words are found in a given context, offering a perceivable image of the most prominent terms and associated themes (i.e. higher frequency of a term equals larger size).

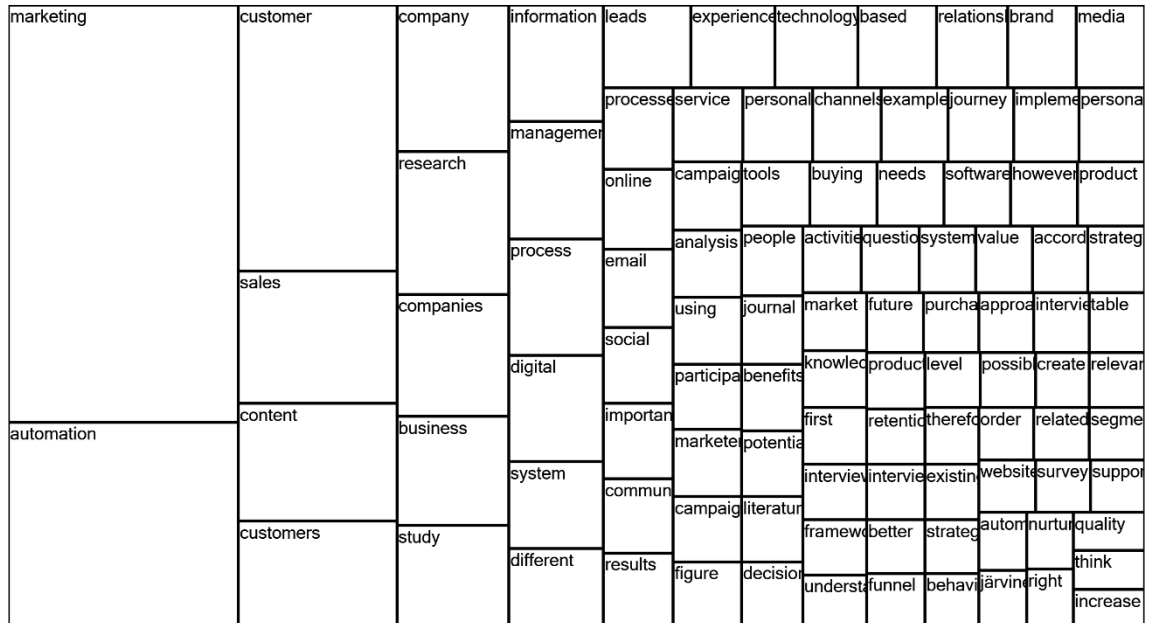*Figure 4.2: Word cloud with the 200 most used terms*

Figure 4.3: Tree Map showcasing Word Cloud

Research Paper (*Refer Table 4.1 for details*)	References	Coverage
Research Paper 1	3	2.44%
Research Paper 2	1	0.46%
Research Paper 3	16	8.93%
Research Paper 4	2	0.28%
Research Paper 5	3	3.91%
Research Paper 6	10	1.90%
Research Paper 7	1	0.02%
Research Paper 8	6	2.91%
Research Paper 9	6	3.15%
Research Paper 10	3	1.35%
Research Paper 13	2	22.17%
Research Paper 15	15	0.71%
Research Paper 16	1	0.90%
Research Paper 17	16	4.77%

Research Paper 19	38	0.05%
Research Paper 21	2	2.17%
Research Paper 22	2	14.28%
Research Paper 23	2	0.25%
Research Paper 24	2	1.11%
Research Paper 25	3	0.93%

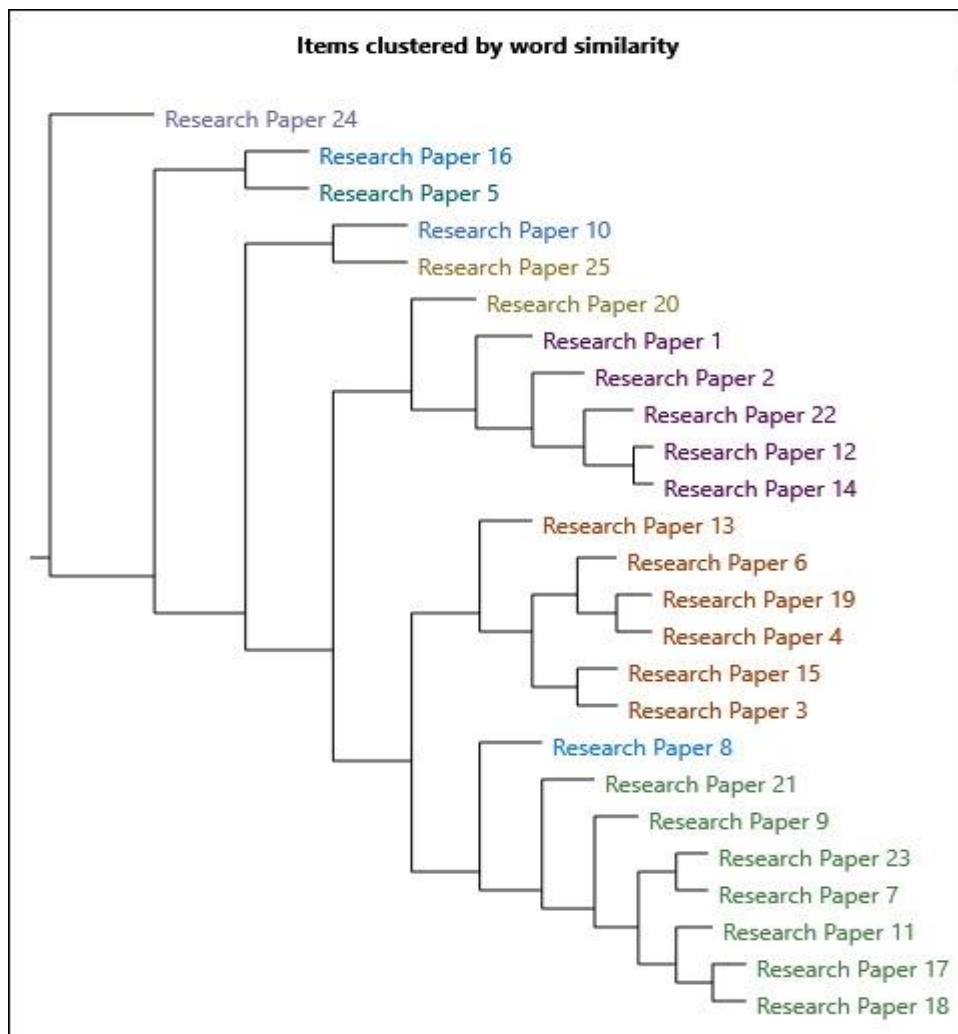*Table 4.3: Research Papers coverage of the word Personalization in a broad context*

Figure 4.4: Items Clustered by Words Similarity

4.1.1. Marketing Automation Understanding

The reviewed articles within this section were basic in nature and gave an understanding of what marketing automation is and how it works. Heimbach, Kostyra, & Hinz (2015) aimed to explain the status quo of Marketing Automation, offering a general framework and emphasizing its importance for both business and information systems engineering research (Irina Heimbach, 2015).
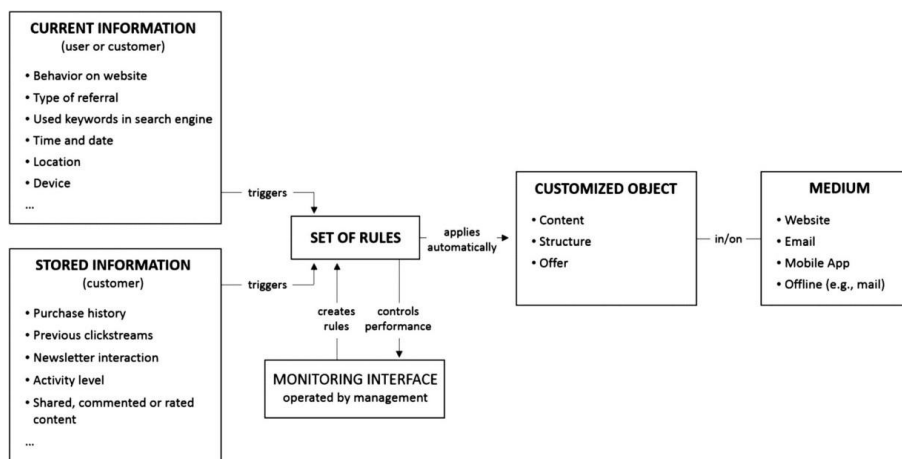

Figure 4.5: General Framework of Marketing Automation (Irina Heimbach, 2015)

(TODOR, 2016) discussed CRM integration, lead management, campaign management and email marketing platform in marketing automation. It is concluded that marketing automation can be used in order to develop and implement an email marketing campaign, automate repetitive business tasks, create a database for present and potential customers and develop an automated campaign to increase business sales (TODOR, 2016).

(IRINA, 2016) sought to provide an overview of marketing automation implementations and to explain providers' success even if the software solutions they sell are very expensive. Soft-wares for marketing automation have several qualities that couldn't be missed for a company that is still in doubts when referring to implementation: scalability (efficiency could always be optimized), reporting (closed-end reporting), alignment with

sales team (providing qualify leads at the right time), communication in a personal way (personalized emails, events), running programs across multiple channels (multiple channels to communicate with different audiences) (IRINA, 2016).

(Kissel, 2019) created a guide for company X customers and internal employees, detailing all the implementation process steps and the steps necessary to implement MAS (Marketing Automation Software) successfully and go-live with agreed schedule.

(Babet, 2020) studied how marketers practice the utilization of personalization in marketing automation and email marketing in order to pinpoint relevant and contemporary solutions for marketers regarding the phenomenon. Personalization is perceived important especially when its benefits can be quantified and measured (e.g. increases in revenue and ROI) (Babet, 2020). However, when it comes to the utilization of personalization in marketing automation and email, the potential is recognized but in practice it remains partially underutilized (Babet, 2020).

4.1.2. Customer Experience and Buying Decisions

A lot of the literature available relates marketing automation with customers and focuses on how marketing automation affects customer experience, customer service, buying decisions and so on. Let's look at these one by one.

Customer Experience

(Rae, 2016) quotes (Shaw, 2002) as saying "Customer experience is a blend of a company's physical performance and emotions evoked, intuitively measured against customer expectations across all moments of contact". A great customer experience is found to improve customer satisfaction affect expectations that customers have for the brand, its products or competitors' products as well as set standards for competitors (Rae, 2016). Marketing automation enables further to manage and influence customers along the buying process (Rae, 2016). Marketing automation enables more insights on

27

customers and their preferences during different phases of the buying process and along the customer journey (Rae, 2016).

(Rae, 2016) in their study conclude that marketing automation affects customer experience with automated and personalized interactions along customer journeys.

According to (Mattila, 2016) customer experience can be managed with marketing automation by identifying the most important touch-points in different marketing channels and creating an automated optimal response for the each customer based on the customer information.

(Mattila, 2016) further concluded in their study that customers be segmented effectively by doing a market segmentation in the market strategy level, customer segmentation at the customer strategy level and individual targeting in the key touch-points. The kind of channels that can be used for digital marketing are websites, search engine marketing (SEM), online public relations (E-PR), online partnerships including affiliate marketing, display advertising, email-marketing, text-message marketing and social media marketing including viral and electronic word-of-mouth marketing (Mattila, 2016).

Customer Journey

(Metsola, 2018) conceptualized a framework which describes the process of utilizing the customer journey concept in delivering marketing automation solutions.

A somewhat generalization of the framework and its linkages between the customer journey and marketing automation concepts is that personas and touch-points tend to influence and affect many of the micro-level actions in marketing automation, such as explicit lead scoring or themes and formats of digital content marketing, whereas the customer journey in its entirety is more geared towards assessing the overall frame of marketing automation and is especially similar to the marketing and sales funnel (Metsola, 2018).

Focusing on customer experience has been found as a key driver of both competitive advantage as well as customer acquisition and retention. One of the most well-known service design approaches for identifying and evaluating customer experience is the customer journey concept. Customer experience happens in so-called touch-points, i.e. encounters between a customer and a business. Most often these touch-point interactions occur when customers interact with a company's marketing assets. Marketing automation, the automated process of delivering personalized and timely content to customers with the help of technology and processes, has emerged as a significant tool for managing these touch-points and customers' paths through the marketing funnel from possible interest to successful sales and retention (Metsola, 2018).

Customer Service

(Hoang, 2017) tried to reveal the benefits and threats of marketing automation regarding its influence to customer service. Marketing automation is strongly agreed to have immense impact on customer service. It is a link to comprehending the customer and the company will face a lot of challenges without the software. Marketing automation enables marketers to response to customer's reaction quicker and more personalized, in addition, marketers can base on the data provided by the software to create interesting and helpful content for each of their customers (Hoang, 2017). Comparing the company marketing strategies before and after the implementation of marketing automation, interviewees revealed a lot of difference and advancement brought by marketing automation, which makes their work flow easier and more transparent (Hoang, 2017).

In order to provide the right service at the right time and give customers more value, marketers are now better equipped to understand their customers. Marketing automation provides valuable data of the prospects, showing their profile, what they have already known about the company and their preference (Hoang, 2017). This data helps the marketer to know their customer long before a phone call is made, and when approaching the customer, they have prepared to provide them with what they need (Hoang, 2017). Same thing happens when the customer encounters an issue with the product (Hoang,

2017). They fill in a form which ask for the detail of their problem, and the right person in charge will be assigned to solve their problem in a short time (Hoang, 2017).

Buying Decisions

Nilsson & Tsakmaki (2019) examined how marketing automation affects the buying decision through brand awareness and external branding (Nilsson, 2019). Their study concluded that marketing automation does positively affect the B2B buying decision through brand awareness and external branding (Nilsson, 2019).

4.1.3. Supporting Sales

(Järvinen, 2016) suggest that marketing automation is supporting sales by collecting data based on the actions of suspects, prospects, and leads. These actions can be scored and further utilized in marketing automation nurturing process, which purpose is to create better leads for sales to close deals (Järvinen, 2016). This process also gathers information for sales that can be used during the sales process (Järvinen, 2016). With the help of this process sales can intensify their work, when unnecessary sales actions can be avoided (Sandell, 2016).

The usage of marketing automation will become more customary, and companies from all sectors start to use it to some degree. Businesses are using it to qualify leads and maintain the relationship with the customer and on the other hand, it can be used to reach large crowds, foster brand awareness, and loyalty (Sandell, 2016).

The main findings of (Sandell, 2016) study were the improvement in sales lead quality due to the information gathered, sustainment of the customer relationship and increase in brand loyalty.
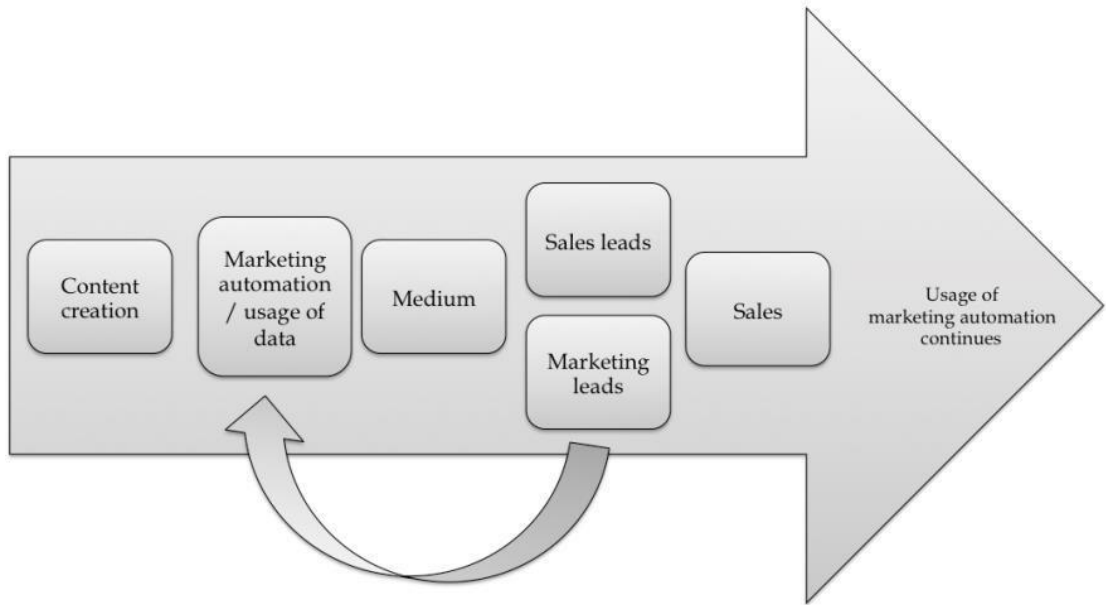
Figure 4.6: Simplified picture of marketing automation affecting on sales (Sandell, 2016)
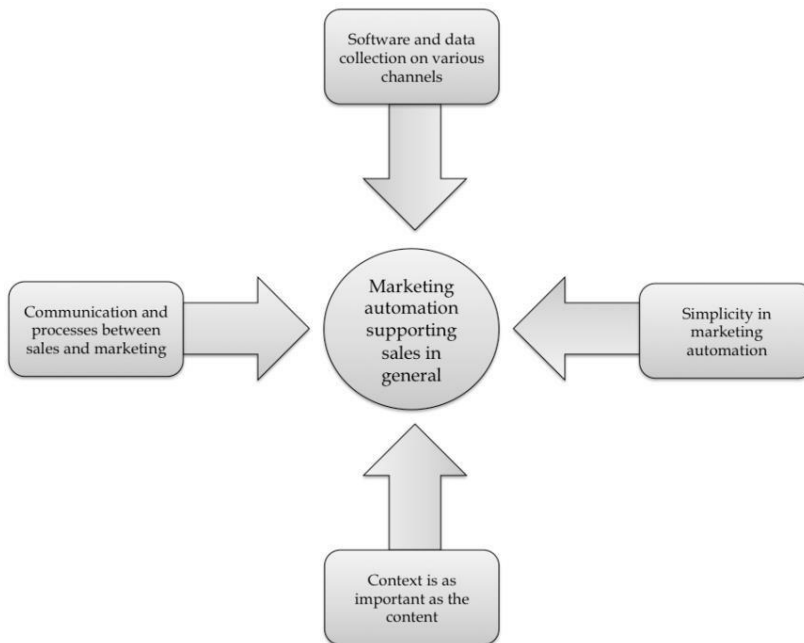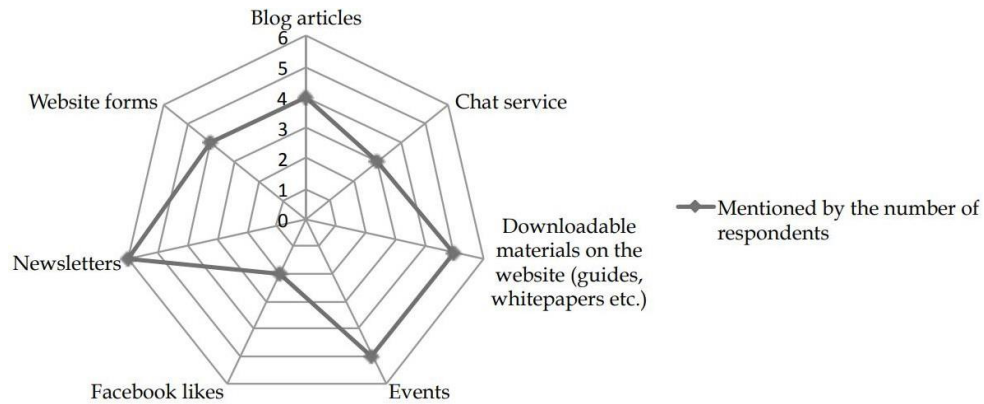

Figure 4.7: Core elements in successful marketing automation (Sandell, 2016)

Figure 4.8: Lead Generation Channels (Lampinen, 2018)

Marketing automation enables companies to search for prospects in digital environment and collect information such as customer behavior data that can be utilized to transmit personalized e-communication to serve customers' needs in different purchase journey stages, which in turn will evolve prospects into identified marketing and sales leads as well as nurture them to become customers (Lampinen, 2018).

Marketing automation can be harnessed to support company's sales team and handle quite automatically the whole lead generation process from searching prospects along with scoring and validating leads based on predefined rules as well as sending them to sales team to be contacted, whereupon the sales representatives can concentrate on their resources only for selling and not to use their valuable time for finding leads (Lampinen, 2018).

The main findings of (Lampinen, 2018) study were the improvement in sales lead quality due to the information gathered, sustainment of the customer relationship and increase in brand loyalty. The results of the study also highlight that in order to improve customer experience, which in turn eventually enhances lead generation and sales, companies have to deliver tailored and targeted communication that is distributed timely and according to customer's purchase journey (Lampinen, 2018).

4.1.4. B2B

(Järvinen, 2016) advanced the understanding of the organizational processes that support content marketing and showed how content marketing can be combined with B2B selling processes via marketing automation in ways that achieve business benefits.

One of the IT tools that is attracting increasing attention in the B2B sector is marketing automation. Vendors of the software (e.g., Eloqua, Hubspot, Marketo, Pardot, Silver pop) claim that the tool allows companies to align marketing and sales system interfaces to improve and accelerate lead qualification processes via 'lead scoring and nurturing,' thus targeting potential buyers through the use of personalized content (Järvinen, 2016). Assuming that the vendors deliver on these promises, B2B companies may be able to use marketing automation tools to deliver more effective content marketing strategies and thereby improve lead follow-up practices (Järvinen, 2016).

The digital era has revolutionized B2B sales and transformed the power from the seller to the buyer. Marketing automation is a technological solution that positions itself in a void generated by the paradigm change by claiming to manage the inbound -driven sales process. Marketing automation should be viewed as an opportunity within the changed paradigm to respond to the needs of the marketplace and to re-shape the whole marketing and sales function of a modern B2B organization (Putkinen, 2014). Inside the company the technology elevates the marketing department from a support function to a measurable and critical part of the company's revenue creation process, truly integrates marketing and sales together and shifts the sales -departments focus to the bottom of the sales funnel (Putkinen, 2014). Externally it enables personated and targeted communications to be had with customers at an earlier stage of the buying cycle as well as at the after sales phase allowing for a stronger utilization of the customer-centered, CRM-driven, business model (Putkinen, 2014).

4.2. Survey Analysis
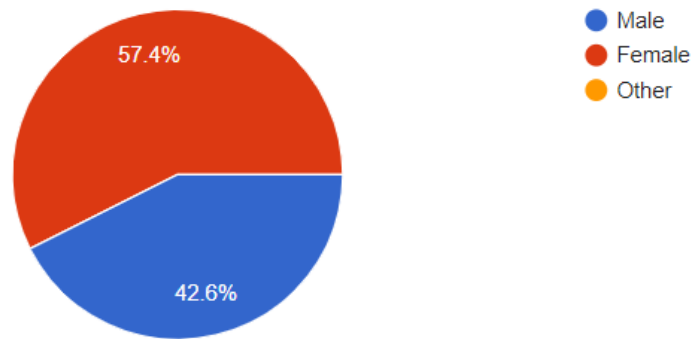
Demographic Distribution:

Gender
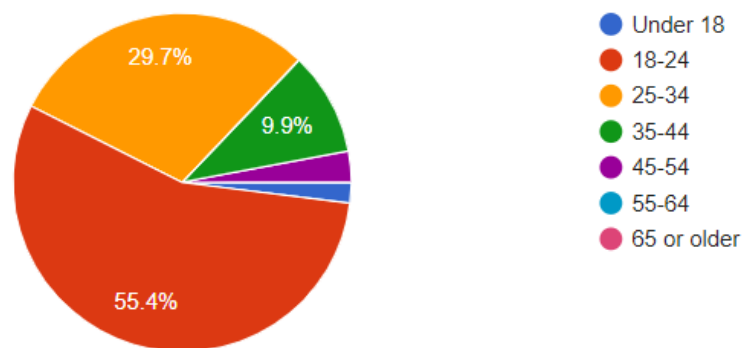
101 responses

Figure 4.9 Gender

Age

101 responses

Figure 4.10 Age

Employment Status

101 responses

- Employed full-time
- Employed part-time
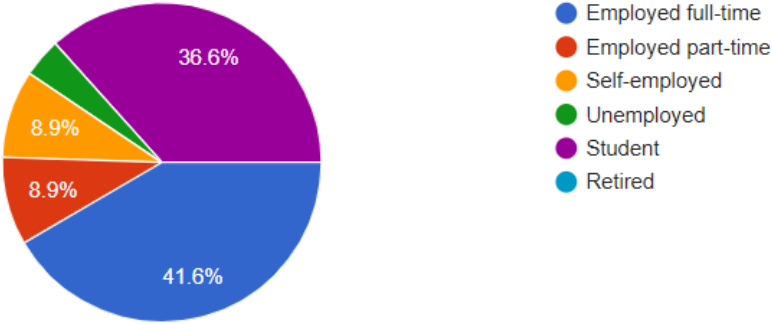- Self-employed
- Unemployed
- Student
- Retired

Figure 4.11 Employment Status

Familiarity with AI-Powered Marketing Personalization:

How familiar are you with AI-powered marketing personalization?
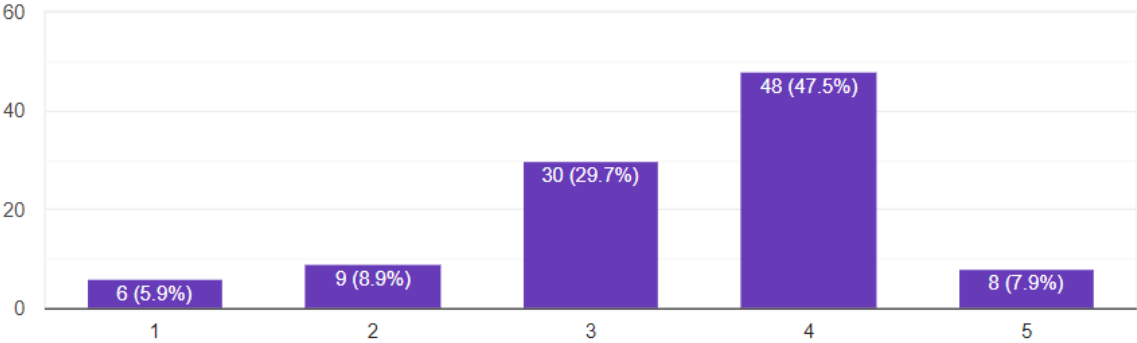
101 responses

Figure 4.12 Respondents familiarity with AI-Powered Marketing Personalization

Have you ever received personalized marketing messages or recommendations from companies or brands?
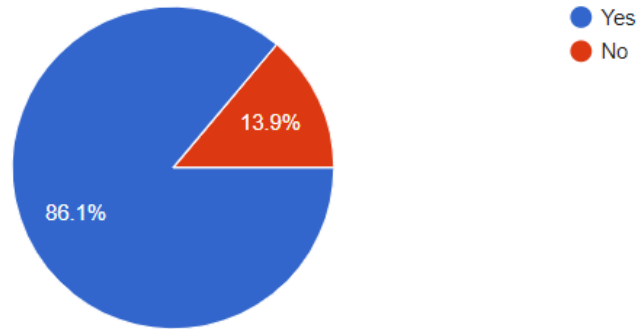
101 responses

Figure 4.13 Respondents familiarity with AI-Powered Marketing Personalization

If yes, how would you rate the effectiveness of these personalized marketing messages or recommendations in capturing your interest?
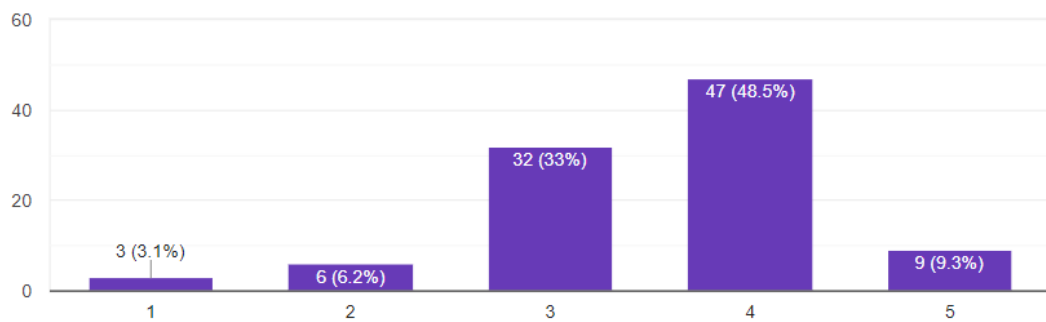
97 responses

Figure 4.14 Effectiveness Rating

Attitudes and Perceptions:

Please indicate your level of agreement with the following statements:
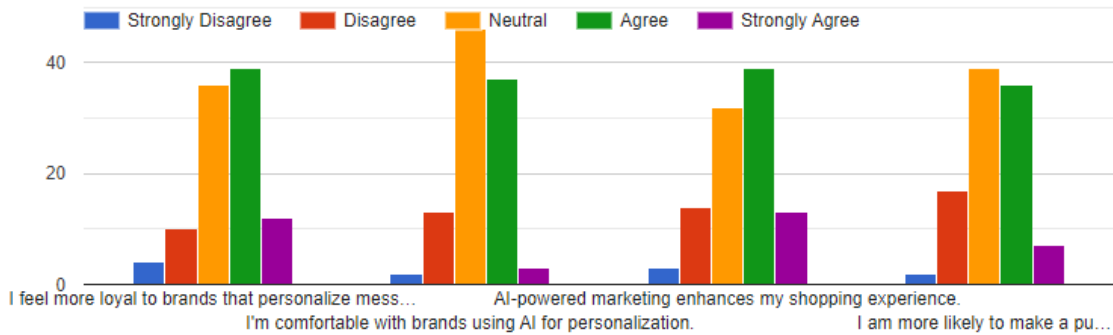

Figure 4.15 Respondents' agreement levels with the provided statement

What factors influence your trust in AI-powered marketing personalization?

101 responses
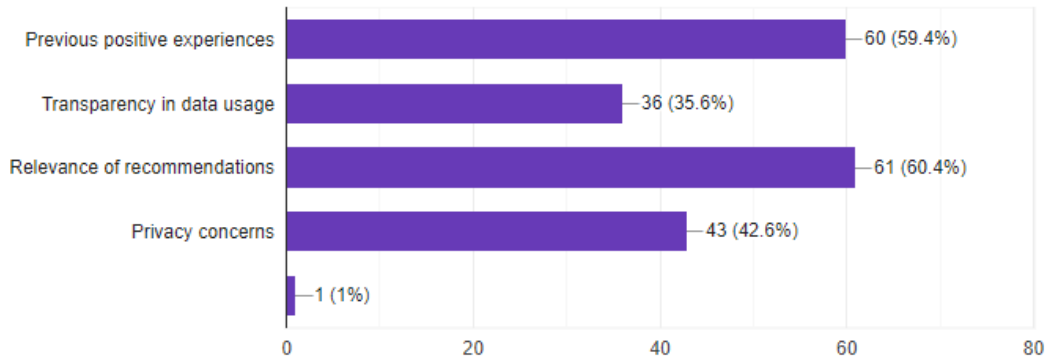
Figure 4.16 Factors influencing trust in AI-powered marketing personalization

Industry and Usage Trends:

In which industry or industries do you most frequently encounter AI-powered marketing personalization? (Select all that apply)

101 responses

Figure 4.17 Encounters with AI-powered marketing personalization across various industries

What types of marketing automation do you encounter in your interactions with companies or brands? (Select all that apply)
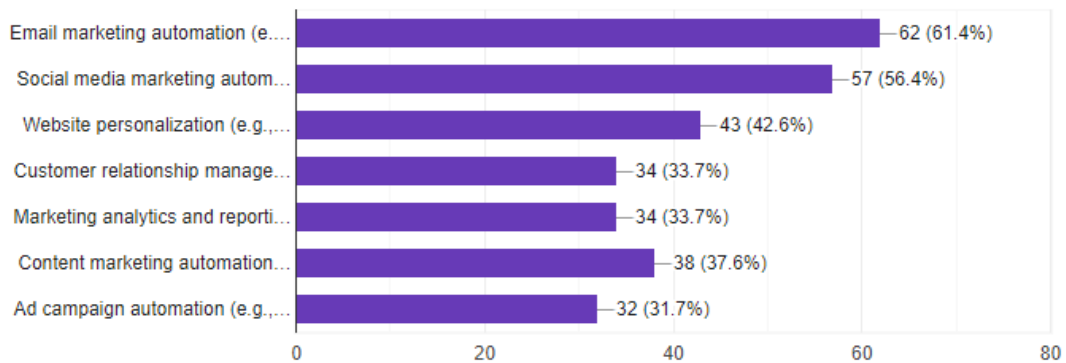
101 responses

Figure 4.18 Encounters with different types of marketing automation

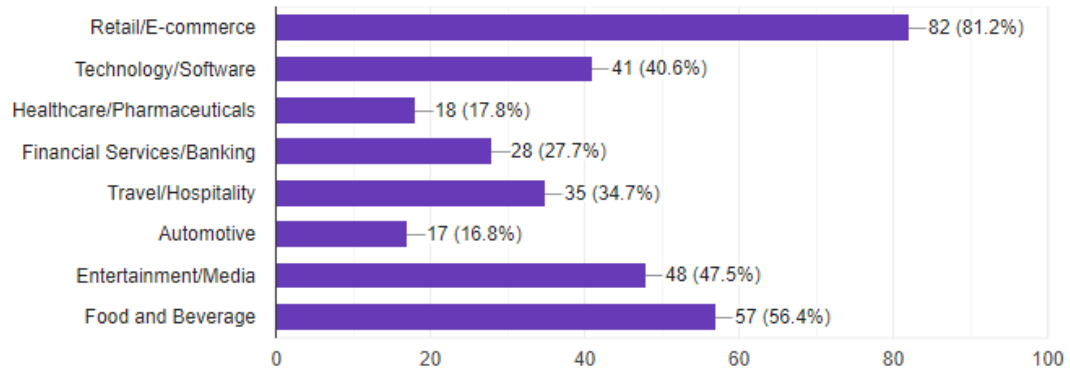How do you anticipate the adoption of AI-powered marketing automation to change in
your industry over the next 5 years?

101 responses

Figure 4.19 Respondents' anticipations regarding the future adoption and integration of
AI-powered marketing automation

What specific AI-powered marketing automation techniques or strategies do you
foresee becoming more prevalent in your industry in the near future?

101 responses

Figure 4.20 Respondents' expectations regarding the emergence and prevalence of
specific AI-powered marketing automation techniques

4.3. Findings

- **This hypothesis examines how familiarity with AI personalization influence the likelihood of a purchase triggered by a personalized message.**

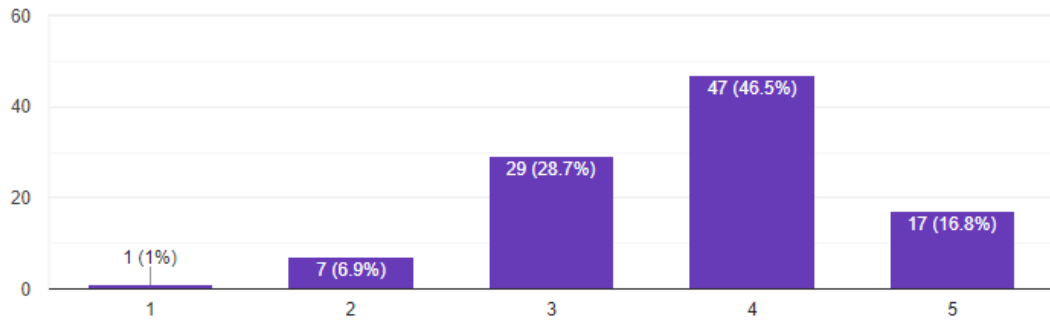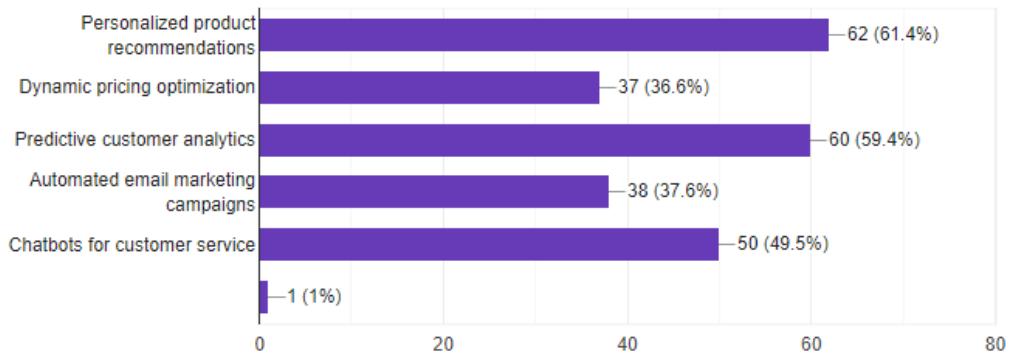H1: There is a relationship between familiarity with AI personalization and being more loyal to brand who personalize message which influence the purchasing behavior.

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.330		6.590	.000
	How familiar are you with AI-powered marketing personalization?	.365	.093	.365	3.939	.000

a. Dependent Variable: Please indicate your level of agreement with the following statements: [I feel more loyal to brands that personalize messages based on my preferences or past interactions.]

Interpretation: There is a significant positive relationship between familiarity with AI personalization and being more loyal to brand who personalize message which influence the purchasing behavior. (P-value<0.05)

- **This hypothesis explores the relationship between comfort with AI, and how it translates into brand loyalty due to personalization.**

H1: There is a significant relationship between comfort with AI and how it translates into brand loyalty due to personalization.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.504	.329		7.621	.000
	If yes, how would you rate the effectiveness of these personalized marketing messages or recommendations in capturing your interest?	.212	.090	.232	2.348	.021

a. Dependent Variable: Please indicate your level of agreement with the following statements: [I'm comfortable with brands using AI for personalization.]

Interpretation: There is a significant positive relationship between comfort with AI and how it translates into brand loyalty due to personalization. (P-value<0.05)

- **Perceived Effectiveness and Shopping Experience:**

H1: There is a significant relationship between perceived effectiveness of personalized messages and the overall shopping experience.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.330		6.590	.000
	Please indicate your level of agreement with the effectiveness of personalized marketing messages or recommendations from companies or brands you ever received	.365	.093	.365	3.939	.000

a. Dependent Variable: Please indicate your level of agreement with the following statements: [I feel more loyal to brands that personalize messages based on my preferences or past interactions.]

Interpretation: There is a significant positive relationship between perceived effectiveness of personalized messages and the overall shopping experience.

Gender:

- **Balanced Gender Distribution:** Out of 101 responses, 58 respondents identified as female, accounting for 57.4% of the total, while 43 respondents identified as male, constituting 42.6% of the total. The gender distribution appears to be relatively balanced in the survey.

Age Group:

- **Younger Demographic Dominance:** The survey focuses on younger consumers, with a significant portion (55.40%) falling within the 18-24 age group. This suggests a potential interest in AI-powered personalization features tailored to their preferences and needs, such as targeted recommendations or interactive chatbots. However, for a more comprehensive understanding, future surveys should aim for broader representation across all age groups.

Occupation:

- **Student Focus:** A significant portion of the survey respondents (36.6%) identified as students. This suggests a potential interest in AI-powered marketing automation from a learning perspective.

- **Focus on Working Professionals:** The survey also captured a notable portion of working professionals, with 41.6% of respondents employed full-time and an additional 8.9% employed part-time. This indicates potential interest in AI automation for its ability to personalize marketing messages to resonate with their preferences and needs as consumers and improve efficiency by automating marketing tasks, freeing up their time to focus on other priorities.

- **Limited Representation of Other Groups:** The survey has a smaller representation of other employment categories, including self-employed individuals (8.9%) and unemployed individuals.

Overall, the survey results suggest a mix of interest in AI-powered marketing automation, with a focus on students and working professionals. However, to gain a more complete picture, future surveys should aim for a more balanced representation across various employment categories.

Familiarity with AI-Powered Marketing Personalization:

- **Moderate Awareness of AI Personalization:** The survey reveals a moderate level of awareness regarding AI-powered marketing personalization. Nearly half of the respondents (47.5%) indicated being "familiar" (4 on the Likert scale), while a significant portion (29.7%) expressed a neutral stance. This suggests that there's a receptive audience for AI personalization, but also an opportunity to educate consumers about its applications and benefits.

  Only a small percentage (13.8%) fell into the "not familiar" categories (1 & 2 on the scale), indicating that AI marketing is likely not a completely new concept to most respondents. However, a small segment (7.9%) expressed "very familiarity" (5 on the scale), highlighting the need for ongoing education and awareness campaigns to fully leverage the potential of AI personalization for marketers.

- **Exposure to Personalized Marketing:** A high percentage of respondents (**86.1%**) reported having received personalized marketing messages or recommendations. This indicates that personalized marketing is prevalent and consumers are encountering it regularly.

- **Mixed Perception of Effectiveness:** However, the effectiveness of this personalization is perceived as somewhat mixed. While nearly half of respondents who received personalized messages found them to be "effective" (48.5%) or "very effective" (9.3%), a significant portion rated them as "neutral" (33%) or somewhat ineffective (6.2% + 3.1%).

This suggests there's room for improvement in how personalization is implemented. Marketers need to ensure that personalized messages are truly relevant and interesting to consumers, leveraging AI effectively to go beyond basic recommendations.

Attitudes and Perceptions:

- The survey results on attitudes and perceptions towards AI-powered marketing reveal a generally cautious optimism. While a significant portion of respondents agreed with the statements (ranging from 36% to 39%), there was also a notable presence of neutral responses (ranging from 32% to 46%). Here's a breakdown for each statement:

  - Loyalty: 39% agreed they felt more loyal to brands with personalization, suggesting its potential to build brand affinity. However, the 36% neutral responses indicate some are yet to be convinced.
  - Comfort with AI: 37% agreed they were comfortable with brands using AI for personalization. Again, the 46% neutral responses suggest a need for education and building trust in AI practices.
  - Shopping Experience: 39% agreed AI-powered marketing enhances their shopping experience. While promising, the 32% neutral responses highlight the need for effective implementation to ensure a positive impact.
  - Purchase Likelihood: 36% agreed they were more likely to purchase after receiving a personalized message. However, the 39% neutral responses suggest personalization alone might not always be the deciding factor.

- The survey results shed light on the key factors influencing consumer trust in AI-powered marketing personalization:

- **Relevance of Recommendations (60.4%)**: This emerged as the top factor, highlighting the importance of AI delivering suggestions that resonate with consumers' needs and interests. Irrelevant recommendations can erode trust.
- **Previous Positive Experiences (59.4%)**: Consumers are more likely to trust AI personalization if they've had positive interactions with it in the past. This emphasizes the importance of getting personalization right from the start.
- **Transparency in Data Usage (35.6%)**: Consumers value transparency about how their data is used for personalization. Clearly communicating data practices can build trust.
- **Privacy Concerns (42.6%)**: A significant portion of respondents expressed privacy concerns. Marketers need to address these concerns by ensuring responsible data collection and usage practices.

Industry and Usage Trends:

The survey results provide valuable insights into where consumers encounter AI personalization and the types of marketing automation currently used. Here's a breakdown:

- **Encountering AI Personalization:**

  - **Dominant Industries:** Consumers reported encountering AI personalization most frequently in Retail/E-commerce (81.2%), followed by Entertainment/Media (47.5%) and Food and Beverage (56.4%). This suggests these industries are leading the way in adopting AI for personalized experiences.
  - **Other Industries:** AI personalization is also present in Technology/Software (40.6%), Healthcare/Pharmaceuticals (17.8%), Financial Services/Banking (27.7%), Travel/Hospitality

(34.7%), and Automotive (16.8%). This indicates a broader adoption across various sectors.

- **Types of Marketing Automation:**

  - **Widespread Techniques:** Email marketing automation (61.4%) and Social media marketing automation (56.4%) are the most common tactics consumers encounter. This suggests marketers are leveraging automation for email campaigns, social media posting, and potentially social media monitoring.
  - **Emerging Techniques:** Website personalization (42.6%), Customer relationship management (CRM) automation (33.7%), and Marketing analytics and reporting automation (33.7%) are also being used, indicating a move towards more sophisticated personalization strategies.
  - **Content and Ad Automation:** Content marketing automation (37.6%) and Ad campaign automation (31.7%) are showing promise, suggesting marketers are automating content scheduling, distribution, and potentially ad campaign management.

- **Future of AI Marketing Automation:**

  - **Anticipated Growth:** A significant portion of respondents (63.3% - marked 4 or 5 on the Likert scale) anticipates a significant increase in AI-powered marketing automation adoption within their industries over the next 5 years. This suggests a strong belief in the potential of AI for marketing.
  - **Predicted Techniques:** Personalized product recommendations (61.4%) emerged as the most anticipated AI technique, followed by Predictive customer analytics (59.4%). This highlights a focus on using AI to understand customer preferences and deliver relevant recommendations.

- o **Other Emerging Areas:** Dynamic pricing optimization (36.6%), automated email marketing campaigns (37.6%), and Chatbots for customer service (49.5%) are also expected to become more prevalent, indicating a focus on AI-driven pricing strategies, streamlined email marketing, and improved customer service experiences.

- **Key Takeaways:**

  - o Retail, entertainment, and food and beverage industries are leading the way in AI personalization adoption.
  - o Email and social media marketing automation are widespread, with website personalization and CRM automation gaining traction.
  - o Consumers anticipate significant growth in AI marketing automation and believe personalized recommendations and customer analytics will be key drivers.

By understanding these trends, marketers can tailor their strategies to leverage AI effectively across different industries and personalize the customer journey for maximum impact.

5. CONCLUSION

This research investigated the current state and future prospects of AI-powered marketing automation. The research employed a survey method and thematic analysis to gather and analyze data from a diverse group of respondents.

The analysis revealed a dynamic landscape. Consumers had encountered AI personalization most frequently in industries like retail, entertainment, and food and beverage. Email and social media marketing automation were commonplace, with website personalization gaining traction. The survey also suggested a significant rise in AI marketing automation adoption for the future, with personalized recommendations and customer analytics expected to be key drivers.

However, the research also highlighted the importance of responsible implementation. While some participants saw benefits like improved customer service through chatbots, transparency in data usage and addressing privacy concerns emerged as crucial factors for building trust with consumers.

In conclusion, the study found that AI marketing automation offered a powerful tool for personalization, but it must be wielded with both effectiveness and ethical considerations in mind. This research provided a foundation for further exploration, paving the way for a future where AI personalizes the customer journey while respecting privacy and building trust.

REFERENCES

- Aguirre, E. M. (2015). Unraveling the personalization paradox: the effect of information collection and trust-building strategies on online advertisement effectiveness. *Journal of Retailing*.
- Ameen, S. T. (2022). Toward advancing theory on creativity in marketing and artificial intelligence. *Psychology and Marketing*.
- Ameen, S. T. (2022). Toward advancing theory on creativity in marketing and artificial intelligence. *Psychology and Marketing*.
- Andreki, P. a. (2014). Is e-marketing the future of marketing field. *American Journal of Industrial and Business Management*.
- Babet, A. (2020). UTILIZATION OF PERSONALIZATION IN MARKETING AUTOMATION AND EMAIL MARKETING.
- Blöcher, A. (2020). AI and robotics in the European restaurant sector: Assessing potentials for process innovation in a high-contact service industry. *Electron Markets*.
- Blümel, J. (2023). Personal touch in digital customer service: a conceptual framework of relational personalization for conversational ai. *Journal of Service Theory and Practice*.
- Brown, D. &. (2018). Navigating the Ethical Landscape: Addressing Data Privacy and Consumer Trust in AI-Powered Marketing. *Journal of Business Ethics*.
- Daron Acemoğlu, P. R. (2018). Artificial Intelligence, Automation and Work. *SSRN Journal*.
- Esch, B. (2021). Artificial Intelligence (AI): Revolutionizing Digital Marketing. *Australasian Marketing Journal* .
- Hoang, L. (2017). The Influence of Marketing Automation to Customer Service.
- Huang, M. a. (2020). Engaged to a robot? the role of ai in service. *Journal of Service Research*.
- Irina Heimbach, D. S. (2015). Marketing Automation.
- Irina, I. (2016). What is Marketing Automation and how could it be used for business?
- IRINA, I. (2016). WHAT IS MARKETING AUTOMATION AND HOW COULD IT BE USED FOR BUSINESS?
- Jarrahi, M. H. (2019). In the age of the smart artificial intelligence: AI's dual capacities for automating and informing work. *Business Information Review*.
- Järvinen, J. &. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management, Volume 54, 164-175*.

- Jones, C. e. (2020). Driving Sales and Enhancing User Engagement: The Role of AI-Powered Recommendation Systems in E-commerce. *International Journal of Electronic Commerce*.
- Kissel, E. (2019). Marketing automation implementation guide .
- Lampinen, A. (2018). Utilising marketing automation to support sales in digital business-to-business environment.
- Lee, H. &. (2021). Legal Implications of AI-Driven Personalized Advertising: A Comparative Analysis of Regulatory Frameworks. *International Journal of Law and Technology*.
- Masriadi, D. N. (2023). Exploring the Future of Work: Impact of Automation and Artificial Intelligence on Employment.
- Mattila, J. (2016). Customer experience management in digital channels with marketing automation.
- Mero, J. T. (2019). Effectual and causal reasoning in the adoption of marketing automation. *Industrial Marketing Management.*
- Metsola, T. (2018). A Framework for Understanding the Usage of the Customer Journey in Marketing Automation.
- Ngo. (2024). Does ChatGPT change artificial intelligence-enabled marketing capability? Social media investigation of public sentiment and usage. *Global Media and China*.
- Nicastro, D. (2021, December 15). *What Is Marketing Automation and How Does It Help Marketers?* Retrieved from CMS WiRE: https://www.cmswire.com/marketing-automation/what-is-marketing-automation-and-how-does-it-help-marketers/
- Nilsson, B. &. (2019). The Effect of Marketing Automation on the Buying Decisions.
- Overgoor1, C. R. (2019). Letting the Computers Take Over: Using AI to Solve Marketing Problems. *California Management Review*.
- Perret, H. (2021). On the Potentials of Artificial Intelligence in Marketing – The Case of Robotic Process Automation. *International Journal of Applied Research in Management and Economics*.
- Peyravi, B. N. (2020). Revolutionised technologies for marketing: theoretical review with focus on artificial intelligence. *Business: Theory and Practice*.
- Putkinen, L. (2014). Marketing automation as a catalyst for business transformation in the B2B sector – A qualitative study.
- Rae, T. (2016). THE EFFECT OF MARKETING AUTOMATION ON CUSTOMER EXPERIENCE.
- Sandell, N. (2016). Marketing Automation supporting sales. .
- Shaw, C. &. (2002). Building great customer experiences.

- Sheth, J. R. (2022). AI-driven banking services: the next frontier for a personalised experience in the emerging market. *IJBM*.
- Smith, A. &. (2019). Enhancing Customer Satisfaction and Loyalty Through AI-Driven Personalization Techniques. *Journal of Marketing Research*.
- Suryawijaya, T. a. (2023). Tailoring the future of msme marketing: a study on leveraging customer data for personalized experiences.
- TODOR, R. D. (2016). Marketing automation. *Bulletin of the Transilvania University of Braşov*.
- Wedel, M. a. (2016). Marketing analytics for data-rich environments. . *Journal of Marketing*.
- Wirtz. (2023). Corporate digital responsibility (CDR) in the age of AI: implications for interactive marketing. *JRIM*.

PLAGIARISM REPORT

PAPER NAME

MRP 2k22dmba114 PLAG (2).docx

WORD COUNT	CHARACTER COUNT
7329 Words	44732 Characters
PAGE COUNT	FILE SIZE
55 Pages	958.2KB
SUBMISSION DATE	REPORT DATE
May 3, 2024 10:44 AM GMT+5:30	May 3, 2024 10:45 AM GMT+5:30

● 8% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 6% Internet database
- 2% Publications database
- Crossref database
- Crossref Posted Content database
- 5% Submitted Works database

● Excluded from Similarity Report

- Bibliographic material
- Quoted material
- Cited material
- Small Matches (Less then 10 words)