

## Impact Marketing Automation on Campaigns Performance and Organizational Marketing Efficiency

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### Abstract

The rapid advancement of digital technologies has transformed marketing practices, leading organizations to increasingly adopt marketing automation tools to improve campaign effectiveness and operational efficiency. The study examines the impact of marketing automation on campaign performance and organizational marketing efficiency. The objectives of the study are to identify the key factors influencing marketing automation, assess their impact on campaign performance, and evaluate their contribution to overall marketing efficiency. Data were collected from 100 respondents using a structured questionnaire through the convenience sampling technique. The study analyzed factors such as email marketing automation, lead generation and nurturing, customer segmentation, customer relationship management, analytics and reporting, social media automation, and workflow automation. Descriptive statistics and the Friedman test were employed to evaluate respondents' perceptions and rank the influencing factors. The findings reveal that marketing automation significantly enhances campaign performance by improving customer targeting, lead management, engagement, and decision-making processes. Among the identified factors, lead generation and nurturing emerged as the most influential contributor to campaign success. The study concludes that effective implementation of marketing automation can strengthen organizational marketing efficiency, optimize resource utilization, and improve overall marketing outcomes. Organizations are therefore encouraged to integrate advanced marketing automation strategies to achieve sustainable competitive advantages in the digital business environment.

**Keywords:** Marketing Automation, Campaign Performance, Marketing Efficiency, Lead Generation, Customer Segmentation, Digital Marketing and Organizational Performance.

### Introduction

Digital technologies have changed the marketing landscape, making it more dynamic and powerful, and prompting businesses to explore novel marketing tools and strategies to stay in the competition. One of

these technological advances that has proven to be a great solution for businesses is marketing automation. Marketing automation is one of those technological innovations that has become an effective solution for businesses to streamline their marketing processes, improve customer engagement, and boost their overall organization performance. Marketing automation is the use of software platforms and technologies to automate repetitive marketing tasks like e-mail marketing, customer segmentation, posting on social media, lead nurturing, tracking campaigns, and analyzing results. Data-driven decision-making combined with automated workflows can result in tailored customer experiences and lower operational costs and manual workloads.

Today's business landscape is extremely competitive and companies need to connect with customers through many channels and touchpoints. Large data flows of customers and interaction with them often make it difficult to manage using traditional marketing techniques. Marketing automation helps overcome these challenges by allowing marketers to deliver targeted campaigns at scale, track customer activity as it happens, and make data-driven improvements to their campaigns. This enables businesses to make their campaigns more effective, boost customer satisfaction, and maximize marketing ROI. The article discusses the effects that marketing automation can have on campaign performance and the impact on how efficient organizations are in marketing, as well as the pros, cons, and implications of marketing automation in today's business environment.

#### Understanding Marketing Automation

Marketing automation involves the use of technology to automate and optimize marketing tasks and workflows. It integrates customer relationship management (CRM), data analytics, artificial intelligence (AI), and communication platforms to create personalized marketing experiences. Marketing automation systems collect and analyze customer data, enabling organizations to segment audiences, predict customer behavior, and deliver relevant content at the right time.

Common features of marketing automation platforms include:

- 1. Email Marketing Automation:** Email marketing automation is the use of software and predefined workflows to send targeted emails to customers and prospects automatically based on their behaviors, preferences, and interactions. Instead of manually sending messages, organizations can create automated sequences such as welcome emails, abandoned cart reminders, promotional campaigns, and post-purchase follow-ups. This technology helps marketers deliver the right message to the right audience at the right time, improving engagement and conversion rates. Automated email campaigns ensure consistency in communication while reducing the workload of marketing teams. Advanced platforms use customer data, browsing history, and purchase behavior to personalize content and increase relevance. Businesses can also schedule emails according to customer activity patterns, enhancing open and click-through rates. Furthermore, automation enables continuous lead nurturing and customer retention efforts. By streamlining communication processes and improving customer experiences, email marketing automation contributes significantly to campaign effectiveness, customer satisfaction, and overall organizational marketing performance.
- 2. Lead Generation and Nurturing:** Lead generation and nurturing are essential components of marketing automation that help organizations attract potential customers and guide them through the purchasing journey. Lead generation involves identifying and capturing the interest of prospective customers through various channels such as websites, social media, email campaigns, webinars, and online advertisements. Once leads are collected, nurturing strategies are implemented to build relationships and maintain engagement. Marketing automation platforms facilitate this process by delivering personalized content, educational resources, and relevant offers based on the lead's interests and stage in the buying cycle. Automated workflows ensure timely follow-ups without requiring constant manual intervention. Lead scoring mechanisms further help marketers prioritize prospects based on their likelihood of conversion. Through continuous engagement and tailored communication, businesses can strengthen trust and encourage purchasing decisions. Effective lead generation and nurturing improve conversion rates, shorten sales cycles, enhance customer relationships, and maximize the return on marketing investments while supporting long-term business growth.
- 3. Customer Segmentation:** Customer segmentation is the process of dividing a broad customer base into smaller groups with similar characteristics, behaviors, preferences, or demographics. Marketing automation systems enable businesses to perform advanced segmentation using customer data collected from multiple touchpoints.

Segments may be based on age, gender, location, purchasing habits, browsing behavior, engagement levels, or customer lifetime value. By categorizing customers into distinct groups, organizations can create highly targeted marketing campaigns that address specific needs and interests. Automated segmentation ensures that customers receive relevant messages rather than generic communications, improving engagement and response rates. It also allows marketers to allocate resources more efficiently by focusing on high-value segments. Dynamic segmentation capabilities continuously update customer groups as behaviors and preferences change over time. This adaptability enhances personalization and customer experience. Ultimately, customer segmentation improves marketing effectiveness, increases conversion rates, strengthens customer loyalty, and helps organizations achieve better results from their marketing automation initiatives.

4. **Social Media Management:** Social media management through marketing automation involves planning, scheduling, publishing, monitoring, and analyzing content across multiple social media platforms from a centralized system. Automation tools allow marketers to schedule posts in advance, ensuring consistent communication with audiences without requiring constant manual effort. These platforms help businesses manage content calendars, engage with followers, monitor brand mentions, and track customer interactions. Automated social media management also enables audience segmentation and targeted messaging based on user behavior and interests. Analytics features provide insights into engagement metrics such as likes, shares, comments, reach, and conversion rates. Organizations can use this information to refine their social media strategies and improve campaign performance. Additionally, automation supports real-time monitoring of trends and customer feedback, allowing businesses to respond promptly to opportunities and concerns. Effective social media management enhances brand visibility, strengthens customer relationships, increases audience engagement, and contributes to overall marketing efficiency and business growth.

5. **Campaign Management:** Campaign management refers to the planning, execution, monitoring, and optimization of marketing campaigns across multiple channels. Marketing automation platforms simplify campaign management by integrating email, social media, websites, mobile applications, and other communication channels into a unified system. Marketers can design campaigns, define objectives, schedule activities, and automate repetitive tasks through a single interface. Automation ensures consistency in messaging while enabling real-time adjustments based on campaign performance. These platforms also facilitate audience targeting, budget allocation, workflow management, and collaboration among marketing teams. Campaign management tools provide detailed performance data that help organizations identify successful strategies and areas requiring improvement. Automated triggers and workflows enable personalized customer interactions throughout the campaign lifecycle. By reducing manual processes and increasing operational efficiency, marketing automation enhances campaign effectiveness and responsiveness. Successful campaign management leads to improved customer engagement, higher conversion rates, optimized marketing expenditure, and stronger alignment between marketing objectives and business goals.

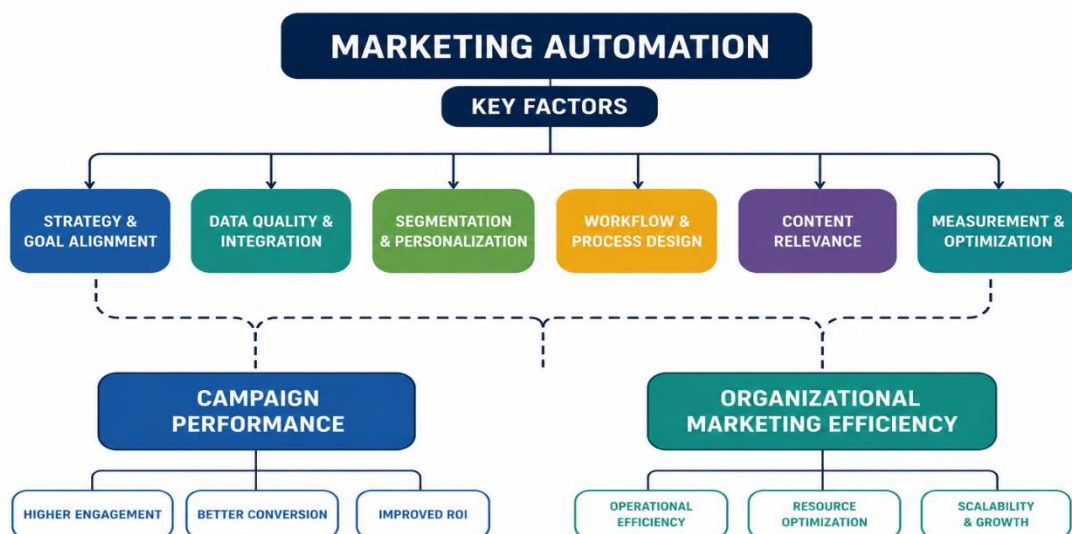
6. **Customer Journey Mapping:** Customer journey mapping is the process of visualizing and understanding the various stages customers experience when interacting with a business, from initial awareness to post-purchase engagement. Marketing automation platforms help organizations track customer interactions across multiple touchpoints, providing valuable insights into customer behavior and preferences. Through journey mapping, businesses can identify critical moments that influence purchasing decisions and customer satisfaction. Automation enables marketers to design personalized communication strategies for each stage of the customer journey, ensuring relevant and timely interactions. Trigger-based workflows automatically respond to customer actions, enhancing engagement and improving the overall experience. Customer journey mapping also helps organizations identify pain points, bottlenecks, and opportunities for improvement within the customer experience. By analyzing journey data, businesses can optimize marketing efforts and create seamless interactions across channels. Effective customer journey mapping supports stronger customer relationships, increased loyalty, higher retention rates, and improved marketing performance through more customer-centric strategies.

7. **Performance Tracking and Analytics:** Performance tracking and analytics are critical functions of marketing automation that enable organizations to measure the effectiveness of their marketing activities. Automation platforms collect and analyze data from multiple channels, providing real-time insights into campaign

performance, customer engagement, conversion rates, and return on investment. Key performance indicators such as email open rates, click-through rates, website traffic, lead conversions, and customer acquisition costs can be monitored through interactive dashboards and reports. These insights help marketers evaluate the success of campaigns and make data-driven decisions. Advanced analytics capabilities include predictive modeling, customer behavior analysis, and trend forecasting, allowing organizations to anticipate future opportunities and challenges. Automated reporting reduces the time required for manual data analysis and ensures accuracy in performance measurement. By continuously monitoring results, businesses can identify areas for improvement, optimize marketing strategies, allocate resources effectively, and achieve better outcomes. Performance tracking and analytics are essential for maximizing marketing efficiency and organizational success.

8. Personalized Content Delivery: Personalized content delivery involves providing customized messages, offers, and experiences to individual customers based on their preferences, behaviors, demographics, and interactions. Marketing automation platforms leverage customer data and artificial intelligence to create highly relevant content that resonates with specific audiences. Personalized content may include tailored emails, product recommendations, website experiences, social media advertisements, and promotional offers. Automation ensures that content is delivered at the most appropriate time and through the most effective channel. By understanding customer interests and engagement patterns, organizations can improve communication relevance and enhance customer satisfaction. Personalized content delivery increases the likelihood of customer engagement, conversion, and retention because recipients perceive the communication as valuable and meaningful. Additionally, it helps businesses build stronger relationships and trust with customers. As consumer expectations for personalized experiences continue to grow, effective content personalization has become a key factor in improving campaign performance, customer loyalty, and overall marketing success.

Figure: 1



Impact on Campaign Performance; an overview

1. Enhanced Customer Targeting and Segmentation: Marketing automation can make a big impact on customer targeting and segmentation. Traditional marketing campaigns are typically targeted at large demographic groups, leading to a lack of targeted or focused messaging that may not resonate with certain audiences. Customer segments are very precise representations of customer behavior, preferences and purchase history, generated by marketing automation platforms. This data-based approach helps to provide customers with individually tailored messages. Custom campaigns result in better click-through rates, engagement rates and conversions. Studies show consistently that people are more inclined to be receptive to content that is aligned with their interests and preferences.

2. Improved Lead Generation and Nurturing: Lead generation is a critical component of marketing success. Marketing automation facilitates the identification, qualification, and nurturing of leads through

automated workflows. Potential customers are guided through the sales funnel using personalized emails, targeted content, and automated follow-up communications. Lead scoring mechanisms help organizations prioritize high-potential prospects based on behavioral indicators such as website visits, content downloads, and email interactions. As a result, sales teams can focus their efforts on qualified leads, increasing the likelihood of successful conversions. Automated lead nurturing campaigns ensure that prospects receive consistent and relevant communication, reducing the risk of losing potential customers due to delayed responses or lack of engagement.

3. **Increased Campaign Effectiveness:** Marketing automation significantly enhances campaign effectiveness by enabling marketers to optimize campaigns in real time. Automated systems continuously track key performance indicators (KPIs) such as open rates, click-through rates, conversion rates, and customer engagement metrics. These insights allow marketers to identify successful strategies and adjust underperforming campaigns promptly. A/B testing capabilities further enable organizations to compare different campaign elements, including subject lines, content formats, and call-to-action buttons, to determine the most effective approaches. By continuously refining campaigns based on data analytics, organizations can maximize campaign performance and improve overall marketing outcomes.

4. **Better Customer Engagement:** Customer engagement is a crucial determinant of marketing success. Marketing automation enables organizations to maintain ongoing communication with customers through multiple channels, including email, social media, mobile messaging, and websites. Automated triggers based on customer behavior allow businesses to send personalized messages at optimal times. For example, customers who abandon shopping carts can receive reminder emails, while loyal customers may receive exclusive offers or rewards. These timely interactions enhance customer satisfaction and strengthen brand relationships. Higher levels of customer engagement often translate into increased customer retention, repeat purchases, and long-term loyalty.

5. **Improved Return on Investment (ROI):** Marketing automation contributes significantly to improving marketing ROI by reducing inefficiencies and increasing campaign effectiveness. Automated processes minimize manual labor, decrease operational costs, and enable marketers to focus on strategic activities. Additionally, precise targeting and personalized communication improve conversion rates, ensuring that marketing resources are allocated effectively. Organizations can track the performance of each campaign and calculate ROI accurately, facilitating informed decision-making and budget optimization. As a result, businesses can achieve better outcomes with fewer resources, making marketing automation a valuable investment.

#### Impact on Organizational Marketing Efficiency

1. **Streamlining Marketing Processes:** Marketing automation simplifies complex marketing workflows by automating repetitive and time-consuming tasks. Activities such as email scheduling, customer segmentation, campaign execution, and reporting can be managed automatically. This automation reduces administrative burdens on marketing teams, allowing employees to focus on creative strategy development, content creation, and customer relationship management. Consequently, organizations can increase productivity and improve overall marketing efficiency.

2. **Enhanced Collaboration between Departments:** Marketing automation platforms often integrate with CRM systems and sales management tools, facilitating seamless collaboration between marketing and sales departments. Shared access to customer data enables both teams to align their objectives and coordinate their activities effectively. Sales representatives receive valuable insights into customer interactions and engagement levels, allowing them to approach prospects with relevant information. Improved communication between departments contributes to better lead management, faster response times, and higher conversion rates.

3. **Data-Driven Decision Making:** Today's marketing landscape produces a tremendous amount of customer information. Marketing automation solutions gather, sort, and process the information to offer actionable insights. Data analytics can help organizations assess the success of their campaigns, gain insights into customer behavior, and predict future trends and outcomes. Data-driven decision making minimizes uncertainty and improves strategic planning. Real-time analytics empower firms to react swiftly to market shifts and consumer preferences, boosting their competitive edge.

4. **Scalability and Growth Support:** Manually managing marketing activities becomes increasingly difficult as organisations expand. Marketing automation offers scalable solutions that can grow as your

customers and marketing operations grow. Automated systems can handle thousands of customer interactions at a time without loss of quality and consistency. This scalability enables companies to expand into new markets, introduce new products, and back expansion initiatives without having to hire marketing staff in proportion. As a result, marketing automation is a crucial tool for organizations aiming to achieve sustainable growth.

5. **Maintaining consistency in Brand Communication:** When it comes to building trust and brand recognition, it's important to have a consistent message across all channels. Marketing automation helps to keep communication consistent and on target with the organization's goals. Automated workflows can provide a uniform message, yet remain customized depending on the customer's choices. Regular communication builds trust and consistency in the brand's reputation and helps maintain strong customer relationships, ultimately leading to long-term business success.

#### Marketing Automation Challenges

**High Implementation Costs:** Implementing marketing automation tools can be a huge fat expense. Some expenses include software licensing, system integration, employee training and maintenance. For small and medium businesses, budgets may be a constraint that will prevent them from adopting sophisticated automation solutions. Customer data is a key component of marketing automation. Organizations have to adhere to the data protection laws and ensure that the customer data is stored securely. If data is breached or privacy is violated, it can harm the brand's reputation and lead to legal implications. Marketing automation is a technological and strategic tool. There can be a lot of training involved in employees using automation tools properly. Organizations could also not get the maximum benefits from the automation if it is not implemented and managed well. Too much automation can make it harder to have a human touch in customer interactions. Automated communications can feel impersonal if they're not relevant or authentic. There needs to be a balance between automating and engaging with customers in order to have a meaningful relationship with them.

#### Research Gap

Despite the recent popularity of marketing automation, literature on the subject is largely concerned with the technology, obstacles to adoption, and the process of setting it up for campaigns, but not so much with how it directly affects the results of campaigns and the efficiency of organizational marketing. Most of the work done has been in developed economies with little empirical evidence from emerging markets and various business settings. In addition, numerous studies focus on a single element of marketing automation, such as email marketing or customer relationship management, but offer no in-depth analysis of multiple factors of marketing automation and their relative significance. Additionally, research is lacking that uses comparative ranking methodologies to determine how much any automation efforts are most likely to improve marketing success. Also, the rapid advancement of the marketing tools in the digital age requires the updating of research on their effectiveness in maximizing marketing results. The aim of this study is to investigate these gaps in order to assess multiple aspects of marketing automation and study their effect on campaign performance and organizational marketing efficiency in empirical terms based on the responses of the respondents.

#### Importance of the Study

The study is significant because it offers much insight into the value of marketing automation in improving marketing campaign performance and marketing efficiency in the organization. With the rise in integration of digital technology in businesses to connect with their customers and to streamline marketing processes, it is vital to comprehend how well these automation tools are working to make strategic decisions. The results can be a great benefit to the organisation in determining the most impactful marketing automation factors to use, which can then be used to allocate resources more effectively and improve customer engagement. The study also helps marketing professionals create data-driven campaigns, enhancing their ability to generate leads, segment customers, and maximize marketing results. Additionally, the study adds value to the academic field by providing empirical substantiation of the impact of marketing automation on business in today's environment and groundwork for further research into digital marketing and organizational performance.

With a competitive business landscape, there is a growing need to make marketing more effective and cut costs and resources appropriately. The conventional marketing methods are often ineffective in providing individual customer experience, timely communication and proper measurement of performance. To tackle these challenges, marketing automation has become a solution to simplify marketing processes and boost customer engagement. But there are many companies that are still not sure what parts of marketing automation are most impactful to campaigns and to organizational marketing efficiency. In addition, there is a lack of empirical evidence on the relative importance of various automation factors, which makes decision making and investment decisions more complex. Thus, there is a need to explore the impact of important marketing automation elements on the campaign results and marketing effectiveness, enabling organizations to get the best value from marketing automation technologies.

Analysis and findings

Marketing automation has become an essential tool for organizations seeking to improve campaign performance and enhance marketing efficiency. By automating repetitive marketing tasks, businesses can deliver personalized customer experiences, optimize resource utilization, and achieve better campaign outcomes. Various components of marketing automation contribute differently to campaign effectiveness, including email marketing automation, lead generation and nurturing, customer segmentation, social media management, campaign management, customer journey mapping, and performance tracking and analytics.

Understanding the relative importance of these factors helps organizations identify the areas that have the greatest influence on marketing success. The present analysis examines respondents' perceptions regarding the impact of different marketing automation factors on campaign performance. Mean scores, standard deviations, and mean ranks were calculated to determine the significance and consistency of each factor. Higher mean values indicate stronger agreement regarding the factor's influence, while mean ranks help establish their relative importance among all dimensions. The findings provide valuable insights into the marketing automation practices that contribute most effectively to campaign performance and organizational marketing efficiency.

Factors Influencing Marketing Automation on Campaign Performance

Factors	Mean	Std. Deviation	Mean Rank
Email Marketing Automation	3.96	.994	3.94
Lead Generation and Nurturing	3.92	1.098	4.02
Customer Segmentation	3.88	1.018	3.69
Social Media Management	3.88	1.047	3.76
Campaign Management	4.18	.672	4.19
Customer Journey Mapping	4.19	.692	4.19
Performance Tracking and Analytics	4.20	.696	4.22

The results indicate that all marketing automation factors have a positive influence on campaign performance, with mean scores ranging from 3.88 to 4.20. Among the factors, Performance Tracking and Analytics recorded the highest mean score (Mean = 4.20, SD = 0.696) and the highest mean rank (4.22), suggesting that respondents consider data-driven monitoring and analysis as the most influential factor in improving campaign performance. Similarly, Customer Journey Mapping (Mean = 4.19, SD = 0.692, Mean Rank = 4.19) and Campaign Management (Mean = 4.18, SD = 0.672, Mean Rank = 4.19) were highly rated, indicating the importance of understanding customer interactions and managing campaigns effectively across multiple channels.

Email Marketing Automation also received a favorable evaluation (Mean = 3.96, SD = 0.994, Mean Rank = 3.94), highlighting its role in delivering timely and personalized communications. Lead Generation and Nurturing achieved a mean score of 3.92 with a mean rank of 4.02, emphasizing its contribution to converting prospects into customers through continuous engagement.

In contrast, Customer Segmentation and Social Media Management recorded the lowest mean scores (Mean = 3.88), although respondents still viewed them positively. Their comparatively lower rankings suggest that while these factors are important, they are perceived as less influential than analytics, journey mapping, and campaign management. Overall, the findings reveal that strategic monitoring, customer-centric planning, and efficient campaign execution are the most significant contributors to enhanced campaign performance through marketing automation.

Figure: 2

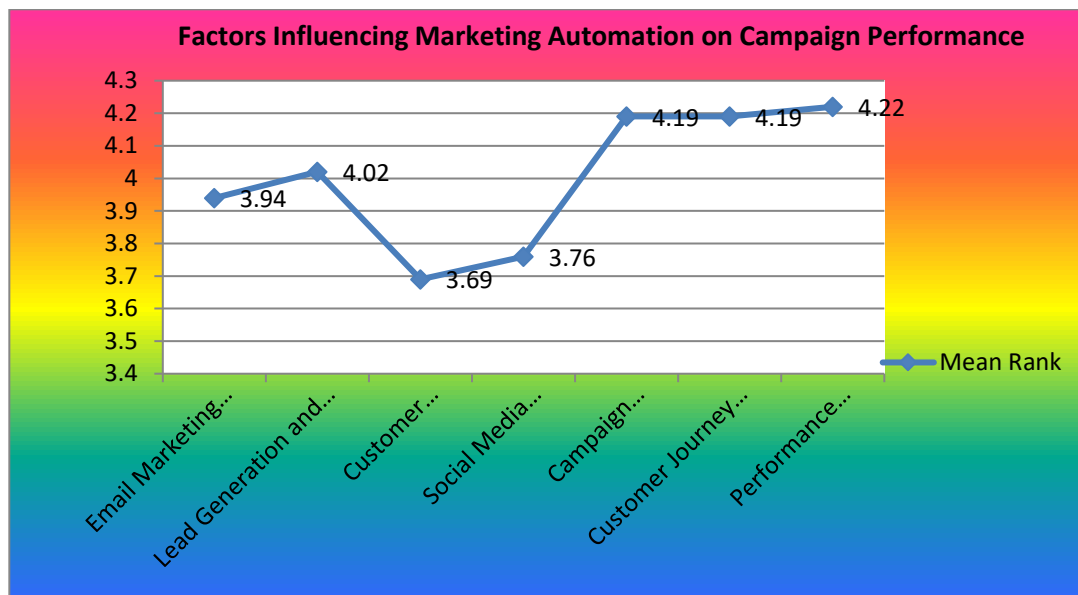


TABLE 2 Friedman Test

N	100
Chi-Square	13.845
df	6
Asymp. Sig.	.031

The Friedman Test was conducted to determine whether there were statistically significant differences in respondents' perceptions of the factors influencing marketing automation on campaign performance.

The results indicate that the test was significant, with a Chi-Square value of 13.845 and a significance level ( $p = 0.031$ ) which is less than the conventional threshold of 0.05. This suggests that respondents rated the influencing factors differently, and the differences in their mean ranks were not due to chance. Since  $p < 0.05$ , the null hypothesis that all factors are equally important is rejected. Therefore, there are significant differences in the relative importance assigned to the marketing automation factors affecting campaign performance.

Based on the mean ranks, Lead Generation and Nurturing (Mean Rank = 4.02) was perceived as the most influential factor, followed by Email Marketing Automation (Mean Rank = 3.94) and other factors. This indicates that organizations consider lead generation and nurturing activities to be the most critical component of marketing automation in enhancing campaign performance.

In conclusion, the Friedman test confirms that respondents do not view all marketing automation factors equally; certain factors, particularly lead generation and nurturing, have a significantly greater perceived impact on campaign performance than others.

#### Future Trends in Marketing Automation

Marketing automation's future is closely tied to AI, machine learning and predictive analysis. The automation systems powered by AI are now able to handle complicated customer actions, create customized material, and forecast the next purchase. New technologies like conversational AI, chatbots, voice assistants, and real-time personalization are anticipated to further enrich the marketing automation experience. Furthermore, this integration with customer data platforms (CDPs) will also allow businesses to build comprehensive customer profiles and provide more personalized customer experiences through various channels. As technology evolves, the marketing automation will get smarter, more adaptive and customer-focused, creating new growth and innovation opportunities for organizations.

#### Conclusion

Marketing automation is a part and parcel of today's marketing. Marketing automation performs repetitive tasks, helps better target customers, better nurtures leads and helps data-informed decisions improve campaign performance and marketing efficiency for organizations. Companies that do marketing automation right can obtain greater customer engagement, more conversions, better ROI and better operational productivity. But there are implementation costs, data privacy, and technical complexity, as well as the risk of over-automation that businesses have to overcome. To get the most benefit from marketing automation, a people-centric strategy is required that utilizes human creativity and technological solutions. With digital transformation transforming business environments, marketing automation will become increasingly critical to achieving sustainable competitive advantages, building successful customer relationships, and achieving the success of the organization in the long term. The findings reveal that marketing automation significantly enhances campaign performance by improving customer targeting, lead management, engagement, and decision-making processes. Among the identified factors, lead generation and nurturing emerged as the most influential contributor to campaign success

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