



Digital Transformation in Marketing: A Systematic Review of AI-Driven Business Strategic

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ABSTRACT

The application of Artificial Intelligence (AI) has significantly changed how we market to customers online, create personalized experiences, and improve advertising systems, and it has even influenced and accelerated sustainability efforts. As AI grows in usage in digital marketing and advances the purpose of sustainability, it has become a topic of focus in both the theoretical and practical realm. The changes happening require investigation into how AI could play a role in making marketing practices more sustainable. The focus of this research is to investigate the question, "How does artificial intelligence affect the sustainability of digital marketing?" In order to investigate this question, a systematic literature review was conducted using the PRISMA framework to consider the relevant studies that connect sustainability and marketing. This research also considers how important AI is to advancing sustainable practices for businesses and how much the usage of AI is increasing for organizations. These findings support AI to help provide or even enhance environmental sustainability efforts, assist in achieving sustainable economic goals, and result in sustainable societal benefits. In doing a contribution to the existing literature, this study further explores the relationship between AI and sustainable marketing practice, while providing implications that could be beneficial for marketing practitioners, business leadership, and policymakers.

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Introduction

Marketing is referred to as the organizational function, as well as a system of processes, which creates, communicates, and delivers value to customers and manages customer relationships in ways that benefit both the organization and its stakeholders (Eggert et al., 2018). Traditional marketing is defined as a broad approach to generating and delivering value to consumers with a mixture of products or services, price, where and how to sell, and how to communicate and promote the value (Caliskan et al., 2021). Over the years, the marketing discipline has seen a great deal of change, moving from what we now refer to as traditional marketing which was aimed at a large audience base, into what we now call digital marketing, which is a more specific, interactive, and targeted communication model. Digital marketing is defined as promotion and selling products and services via the internet and other digital communication methods (Peter & Dalla Vecchia, 2020). Specifically, digital marketing works in a strategic, interactive environment aimed at engaging and connecting to a more specific target audience employing, a digital mechanism (Veleva & Tsvetanova, 2020).

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Despite the digital marketing continuum offering many possibilities and benefits, there are also challenges that organizations will need to navigate. The main difference between traditional and digital marketing is that traditional marketing is usually one-way communication to target a large audience, whereas digital marketing enables two-way communication, targeted marketing, sophisticated data analytics for a more nimble, personalized approach (Veleva & Tsvetanova, 2020). Artificial Intelligence (AI) has become a disruptive force in many sectors, including digital marketing. AI-enhanced digital marketing has changed the nature of campaign content creation, customer engagement, reduced customer acquisition cost, customer experience enhancement, talent acquisition, converting target audiences on social media (Singh & Pathania, 2024) (Adriani et al., 2025; Indrawati, 2024; Iskanto et al., 2025a, 2025b; Sharmin et al., 2024). As the global AI market continues to grow rapidly, AI will likely be adopted across sectors, automating routine tasks, informing decisions based on data, and enhancing customer experience (Bughin et al., 2017).

In a modern environment in which digital marketing is critical to modern business practices, AI is placed at a focal point that enhances marketing strategy and advances the goal of sustainability. Sustainability is a challenging concept that attempts to balance economic, societal and environmental concerns so that "present needs are met without compromising the ability of future generations to meet their needs" (Elsawy & Youssef, 2023). The purpose of this study is to analyze the understanding of AI and sustainability in digital marketing, and how it can facilitate the creation of more sustainable marketing strategies. The study utilizes a systematic literature review to investigate the relationship between AI and sustainability in digital marketing and how it may be applied to construct more sustainable marketing strategies.

Methods

The primary aim of this research is to investigate the influence of artificial intelligence (AI) on the sustainability of digital marketing practices through a systematic literature review. To ensure a structured and transparent review process, the PRISMA framework was employed. This framework provides a clear methodology for systematically searching, selecting, and evaluating literature pertinent to the intersection of AI and sustainability in the context of digital marketing. The review process commenced with the formulation of a central research question: "How does artificial intelligence influence the sustainability of digital marketing?" To facilitate a comprehensive analysis, a qualitative research design was adopted, guided by three principal sub-questions: 1. This sub-question investigates the influence of artificial intelligence on the operational efficiency and sustainability of digital marketing practices. It seeks to analyze how AI technologies contribute to enhancing the effectiveness and ecological viability of digital marketing strategies. 2. In what ways does AI contribute to the formulation of more sustainable digital marketing strategies? This sub-question investigates the role of AI in fostering innovative and sustainable marketing approaches. 3. What advantages does the utilization of AI in digital marketing offer in achieving sustainability goals compared to traditional marketing methods? This sub-question seeks to identify the benefits of AI implementation in meeting sustainability objectives.

To address these inquiries, a thorough review of existing literature was conducted utilizing various academic databases, including Google Scholar, Scopus, and Web of Science. The search employed keywords such as "artificial intelligence in digital marketing," "sustainability in marketing," and "AI and sustainability." Initially, 324 articles were retrieved from these databases. Subsequently, irrelevant and duplicate articles were excluded. To ensure the reliability and quality of the review, only peer-reviewed articles were included, resulting in a final corpus of 29 relevant studies for analysis. The research model, developed in accordance with the PRISMA framework, is illustrated in Figure 1. The review process commenced with the identification and selection of pertinent studies, which was subsequently followed by the extraction of data and thematic analysis. The selected articles were assessed for methodological rigor, relevance to the research questions, and their contribution to understanding the impact of AI on sustainability in digital marketing. The findings were then

synthesized and presented in this study. This investigation highlights the significant role of AI in enhancing sustainable business practices and emphasizes its growing adoption across various sectors. The results aim to provide valuable insights into how AI can facilitate sustainable practices in digital marketing, thereby contributing to ongoing scholarly and practical discussions within this domain.

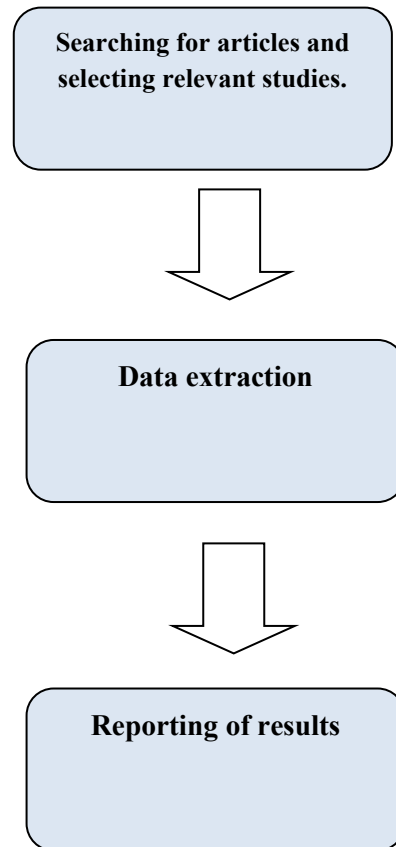


Figure 1. Study search model

Results and Discussion

Marketing is changing primarily due to three forces: technology, socioeconomic shifts, and geopolitical changes (Chen & Wang, 2024). Traditional marketing relies primarily on one-way mass communication channels such as television, radio, print, direct mail, and outdoor (i.e. billboard) advertising. These media are rooted in classical marketing areas of product, price, distribution, and promotion, which use mass communications to spread a message one-way (Bassey, 2025). While these messages can reach a large audience, they do not often allow customers to interact or provide feedback, limiting the opportunities for personalization of content and utilization of resources. Digital marketing has been a dominant global model since 2013 and has changed the business environment fundamentally (Punjabi et al., 2024). Digital marketing adds the internet and digital technology to traditional marketing methods of ads, marketing, etc. Digital marketing encompasses mobile, display advertisements, and media types (e.g., social media, podcasts, and emails) (Tarabasz, 2024). The addition of digital marketing provides a degree of targeting and interaction that traditional marketing methods cannot.

To comprehensively understand the distinctions between traditional and digital marketing and their implications for sustainability, a comparative analysis of these strategies is necessary. Table 1 presents the key differences between the two approaches, highlighting how digital marketing aligns with

sustainability goals. Traditional marketing is typically characterized by one-way communication and the collection of generalized data, leading to inefficiencies and excessive resource consumption (Durmaz & Efendioglu, 2016). In contrast, digital marketing emphasizes bidirectional communication, targeted campaigns, and data analytics, promoting sustainable practices by minimizing waste and improving resource efficiency (Pascalau & Urziceanu, 2020).

Table 1. Differences between traditional and digital marketing (Durmaz & Efendioglu, 2016).

Digital Marketing	Traditional Marketing	Marketing Approach
Two-way communication (social media, blogs, online videos)	One-way communication (advertisements, news, traditional media)	Communication Model
Targeted and personalized campaigns	Broad media campaigns and purchases targeting wide audiences	Audience Reach
Data analysis and segmentation for targeted, faster market research	General, impersonal data; lengthy and costly processes	Market Research
Content-driven strategy, value creation, and customer engagement	Focus on product or service pricing and price-based competition	Pricing

The advancement of artificial intelligence (AI) technology is having a profound effect on the future direction of marketing strategies. Companies are turning to AI to turn large amounts of data into signals that can be acted upon to create more effective marketing strategies as well as an ongoing competitive advantage (Davenport et al., 2020). More organizations recognize the need for sustainable development and are making strides in this area, due in part to stakeholder expectations, regulatory restraints/directions, supply chain initiatives, ethical imperatives, and potential competitive advantages. An organization that does not adopt, or at least report their doing, something toward environmental sustainability may incur reputational costs (Kumar et al., 2024). Obermiller et al., point out that sustainable actions, as a part of an organization's operating strategies have a significant effect on a brand's competitive position (Obermiller et al., 2008).

Sustainable marketing is an evolving concept that has been around for three decades, and as the name implies, it incorporates elements of sustainability into the marketing discipline. Investing in sustainability also enhances public perception of the brand. Furthermore, being sustainable is important for establishing a loyal customer base, which is necessary for sustainable brand growth and success (Sujanska & Nadanyiova, 2023). Consumer behavior largely influences the decisions marketers make about sustainability. Today's consumers are expecting high-quality products with sustainability as part of their purchase decision. To address consumer expectations, firms must consider a sustainable ecosystem and collaborate with various stakeholders to provide consumers with strong sustainability values. New technologies, especially AI, are critical in sustainable digital marketing as well. As AI, digitization, and automation influence growth in key sectors related to sustainability, it is important to keep in mind the systemic risks associated with new technology (O'Rourke & Ringer, 2016). The digital marketing discipline faces significant challenges to sustainable marketing and requires a focused approach to meet consumer needs and behaviors. S Alkhatib et al. contend that digital marketing is crucial for promoting sustainability by addressing significant challenges such as customer orientation, digital consumer behavior, and the implementation of green marketing strategies (Alkhatib et al., 2023).

As illustrated in Table 2, the challenges associated with aligning digital marketing practices with sustainability can be classified into six primary categories.

Table 2. Digital marketing and sustainability challenges (Diez-Martin et al., 2019).

Description	Challenge
Understanding what customers value in sustainable products is critical, as it enables researchers to develop criteria for assessing sustainability perceptions and enhance consumer experiences through targeted digital strategies, such as mobile augmented reality applications.	Customer Orientation and Value Proposition
Sustainability significantly influences consumer commitment, raising questions about which digital marketing actions can encourage green purchasing behaviors and how consumers' environmental values correlate with their online purchasing habits.	Digital Consumer Behavior
Investigating the effectiveness of green marketing tools in digital environments is vital, particularly in high-pollution sectors, as this can reveal the impact of eco-labels and social campaigns on consumer purchase intentions and loyalty.	Digital Green Marketing
Sustainability has emerged as a competitive advantage, prompting the question of how digital marketing strategies can leverage this aspect to build trust, strengthen stakeholder relationships, and promote sustainable business models.	Competitive Advantage
Digital marketing plays a key role in supply chain management to achieve sustainability goals, and researchers can explore how this contributes to reducing consumption and enhancing the sustainability of industries and households.	Supply Chain
Examining how digital marketing capabilities reinforce sustainable attitudes within organizations is essential, as it can identify which skills and innovations are most effective in fostering environmental commitments.	Capabilities

This section examines numerous case studies of successful businesses integrating AI into their sustainable marketing strategies. Table 3 offers examples of sustainability initiatives driven by AI from

different organizations. These examples show specific practices using sustainable materials (think recyclable footwear, electric vehicle batteries made from recycled materials, or sustainably sourced packing) as well as the AI approaches utilized to enhance these materials and processes. For example, Adidas employs machine learning to predict the performance of recyclable material in running shoes, while Tesla utilizes AI to improve battery recycling and efficiency.

Table 3. AI-driven sustainability initiatives: examples from various companies (Lodhi et al., 2024).

AI Application and Outcomes	AI-Based Sustainability Initiatives	Industry	Company
Adidas utilized machine learning techniques to predict the performance of TPU and other sustainable materials, resulting in high-performance running shoes made from recyclable materials.	100% recyclable running shoes made from a single material (TPU)	Sportswear	Adidas
Tesla employed AI algorithms to optimize recycling processes and predict the performance of recycled materials in new batteries, enhancing efficiency and reducing environmental impact.	Use of recycled materials in battery production	Electric Vehicles	Tesla
Unilever integrated AI across its business to drive innovation and improve efficiency, promoting sustainability while meeting customer expectations.	Use of recycled plastics, biodegradable materials, and paper-based alternatives	Consumer Goods	Unilever
IKEA leveraged AI to model and simulate the properties of new sustainable materials, leading to the development of eco-friendly furniture with reduced energy consumption and waste.	Recycled wood fibers and agricultural by-products	Furniture	IKEA

Discussion

This study clarifies the development of sustainable digital marketing strategies the transformative role of artificial intelligence (AI) in shape and design. The outcomes highlight common perceptions of AI enhancing the efficiency and sustainability of digital marketing strategies (Alisa & Rusvina, 2025). AI improves the targeting characteristics of traditional marketing, enabling a customized strategy that is distinguishable from traditional marketing strategies. This improved targeting leads to increased functionality and minimizes waste of resources; thus, aligning a marketing initiative with sustainable principles. Additionally, the research accentuates collaboration between multiple stakeholders to achieve sustainability goals (Nonet et al., 2022). As consumers focus their attention on the sustainability attributes of various products and services, companies need to rely on ecosystem strategies that connect

to suppliers, consumers, and community engagement to create effective sustainable value propositions. These collaboration strategies create innovation solutions to support sustainability outcomes while meeting consumer needs. The argument establishes optimal mediums of operation to begin and explore the benefits AI brings to marketing and the degree of sustainability practices. Overall, AI creates a more effective marketing strategy and enhances sustainability practices. Findings suggest AI can help provide a method of reducing waste, employing efficient resource methods, and producing marketing strategies aligned with sustainability intent. Collectively, AI emerges as a powerful tool for advancing sustainable marketing strategies and addressing environmental and social challenges.

Conclusion

This study explores the transformative impact that artificial intelligence (AI) has on digital marketing, highlighting its importance for agency optimization of effectiveness and sustainability. The shift from traditional marketing, which utilizes less quantifiable and broader strategies, to AI based digital marketing is an important advancement in marketing practices. Digital marketing uses advanced technology to develop more focused and interactive campaigns that maximize resources and minimize waste. The findings from this study generate some key benefits that occur when introducing AI to digital marketing:

1. **Accuracy and efficiency:** The inclusion of AI makes the accuracy of marketing efforts more proficient due to the real time data analysis and optimization of targeted campaigns, leading to more efficiency in resource consumption and lowering environmental consequences compared to traditional marketing techniques that often lead to excess consumption and waste (Nonet et al., 2022).
2. **Customization and Engagement:** AI-enabled technologies help create personalized consumer experiences which optimize engagement and loyalty. Specifically, personalization allows retailers to create marketing strategies that are personalized to an individual as opposed to launching a 'one-size fits all' campaign which is less effective at meeting consumers' specific needs. This increases customer satisfaction and often decreases resource use (Gao & Liu, 2023).
3. **Integration of Sustainability:** AI in digital marketing is also aligned with sustainability. AI allows brands to communicate their initiatives related to environmental and social responsibility to an increasing number of sustainability-focused consumers (Ganesh et al., 2024).
4. **Challenges and Ethical Implications:** However, AI is also associated with challenges related to data privacy and ethical implications in marketing. Companies need to be aware of and manage their reporting of sustainability-related information without suffering from reputational risks associated with 'greenwashing' (Gonçalves et al., 2023).
5. **Ongoing Flexibility:** Fast-paced development in digital technology means that companies need to be flexible in their marketing approach. By staying current in trends and technologies, companies can modify their marketing practices in terms of sustainability concerns as it relates to the existing and emerging marketplace (Agustian et al., 2023).

The implementation of AI technology in digital marketing is therefore beneficial not only for the organization pursuing efficient and effective market practices, but AI also enables companies to contribute more closely to global sustainable movement. Companies using AI technology, therefore, can potentially gain competitive advantage while enhancing environmental and social goals. Future research could investigate the relationship between data privacy, ethics, and sustainability within the framework of AI in digital marketing (Kumar et al., 2024). In-depth analyses of how consumer data is collected, processed, and utilized are critical for building customer trust and supporting sustainable marketing practices. Transparency in these processes can bolster consumer confidence and encourage the adoption of responsible marketing initiatives. Comprehensive studies on ethical considerations

could illuminate the complexities of data management. Formulating strategic recommendations for brands—such as establishing transparent data policies, defining clear consent processes, and empowering consumers to manage their data—would be highly advantageous. Tools that enable users to control or delete their data could further contribute to an ethical approach to data practices (Al-kfairy et al., 2024).

Future research should expand the examination of the long-term impacts of artificial intelligence (AI) on resource usage and energy efficiency in sustainability and digital marketing. Next-generation technologies, particularly machine learning, have significant capabilities to re-design sustainability practices through resource use reduction, energy efficiency, and supply chain improvements (Vinuesa et al., 2020). As an example, AI can assess substantial amounts of data to estimate demand patterns which can aid the organization to minimize its waste. In the context of energy efficiency, AI-enabled resource optimization and management instruments can observe energy use practices and modify practices in real time to assist enterprises in both reducing energy use and cost (Chen et al., 2021). To summarize, there are countless opportunities for organizations to utilize AI-enabled tools and solutions to provide data-led and personalized consumer experiences aligned with individual values or preference and to accelerate sustainable practices in sustainability marketing efforts. The possibilities for making the business model more sustainable and efficient are significant.

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