

## INNOVATIVE MARKETING AND ITS IMPACT ON THE INTERNATIONAL MARKET IN THE CONTEXT OF DIGITAL TRANSFORMATION

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**Annotation:** This article examines the impact of innovative marketing on the development and competitiveness of companies in the international marketplace from 2022 to 2026. It examines the fundamental shift in the marketing paradigm from traditional communications to models based on predictive analytics, big data, and artificial intelligence (AI). Key innovative marketing tools are analyzed, including generative AI, hyper-personalization, augmented and virtual reality (AR/VR), and omnichannel strategies. Based on current statistical data and global case studies (Starbucks, Coca-Cola, Nike, KLM), it demonstrates how the implementation of innovative technologies contributes to increased return on investment (ROI), reduced operating costs, and increased consumer loyalty. Particular attention is paid to the challenges and risks associated with the digital transformation of marketing, such as the ethical issues of AI use, personal data protection, and team burnout. It is concluded that by 2026, marketing will finally be transformed from a support function into the core of the business model of international corporations.

**Keywords:** Innovative marketing, artificial intelligence, international market, competitiveness, hyper-personalization, digital transformation, AR/VR, consumer behavior, big data, predictive analytics, omnichannel, generative AI.

### Introduction

In the context of rapid globalization and unprecedented development of digital technologies, the international market is undergoing profound structural changes. Traditional methods of promoting goods and services are rapidly losing their effectiveness, giving way to innovative marketing. The period 2022–2026 will be characterized by a transition from the experimental use of digital tools to their systematic integration into companies' operations. Innovative marketing today is not simply a set of creative advertising campaigns, but a complex ecosystem based on big data analysis, machine learning, and artificial intelligence algorithms. The relevance of this study stems from the fact that a company's ability to adapt to new technological realities is becoming a key factor in its survival and successful competition in the global arena. According to analysts' forecasts, the global market for artificial intelligence in marketing will increase from \$27.83 billion in 2024 to \$35.39 billion in 2025. Such dynamic growth demonstrates the colossal investment of businesses in innovative technologies and a fundamental shift in the strategic priorities of multinational corporations. Companies that delay technological transformation of their marketing function today risk irreversibly losing their competitive position and market share. This circumstance underscores the high practical significance of academic understanding of the nature, tools, and consequences of innovative marketing.

### Research methodology

This study is based on a combination of qualitative and quantitative research methods. The theoretical framework draws on the work of researchers in the fields of innovation management, international marketing, and the digital economy. The empirical foundation is comprised of

current industry reports from leading consulting agencies—McKinsey & Company, Twilio Segment, and Wyzowl—as well as data from reputable industry publications (ADPASS, ComNews), and academic publications devoted to the integration of artificial intelligence into business processes.

The central methodological approach is systems analysis, which allows us to examine innovative marketing as a multi-level ecosystem of interconnected elements—technological, organizational, regulatory, and consumer. Comparative analysis is used to compare the effectiveness of traditional and innovative marketing approaches, as well as to study corporate cases from various industries and geographic regions. To assess the impact of innovative marketing on business financial performance, a case study approach is used, enabling a deep dive into the operational details and strategic decisions of the companies studied.

The geographic scope of the study covers companies operating globally—primarily in North America, Western Europe, and the Asia-Pacific region, as well as selected examples from the CIS (particularly Kazakhstan). The chronological framework—2022–2026—is determined by the logic of the analyzed technological cycle: the industry's transition from the experimental adoption of digital tools to their mature industrial integration. A limitation of the study is its predominant reliance on open industry data and publicly disclosed corporate results, which in some cases prevents the acquisition of fully verified primary data.

Innovative marketing is a comprehensive concept for managing a company's marketing activities, aimed at creating, promoting, and commercializing innovations (products, services, technologies, or business models) using advanced digital tools. Unlike traditional marketing, which focuses on satisfying existing needs, innovative marketing is proactive: it creates new needs and creates unique consumer experiences, often exceeding the audience's expectations.

Several approaches to defining this category have emerged in the academic literature. Some researchers interpret innovative marketing as a specialized branch of marketing that promotes fundamentally new products. Other authors emphasize the innovative nature of the marketing methods and tools themselves, that is, the use of fundamentally new ways of interacting with consumers. It appears that the most productive approach is a synthetic one, according to which innovative marketing is simultaneously the marketing of innovations (the promotion of something new) and innovation in marketing (the use of new tools). It is this duality that determines its special role in developing competitive advantages in the global marketplace.

The essence of modern innovative marketing lies in the transition from mass communications to personalized, real-time interaction. By 2026, marketing will cease to be solely an "advertising function" and become the core of the business model. Companies that view marketing as a system that impacts the profit and loss statement (P&L) and customer lifetime value (LTV) gain a strategic advantage. At the core of this transformation is the Data Economy, where information about consumer behavior, preferences, and emotions becomes a corporation's primary asset.

The category of "customer experience" (CX) is becoming crucial. While marketing success was previously measured primarily by audience reach and cost per contact, today, engagement rate, net promoter score (NPS), and retention rate metrics are becoming more prominent. This shift in focus means that innovative marketing is inextricably linked to the digital transformation of the entire organization: effective marketing cannot be built separately from a company's product, service, and technology strategy. This is why leading multinational corporations are increasingly empowering their chief marketing officers (CMOs) with powers



comparable to those of their chief technology officers (CTOs), viewing them as equal architects of the digital business model.

The modern international marketing landscape is being shaped by several disruptive technologies that are radically changing the way brands interact with their audiences. These technologies combine to form a new marketer's technology stack—fundamentally different from the tools of the previous decade. Understanding each of the key components of this stack is essential for developing a comprehensive, innovative marketing strategy.

Artificial intelligence (AI) is the primary catalyst for marketing innovation. According to McKinsey research, 63% of marketing teams will already be using AI tools in their work by 2024. Generative AI is used for the automatic creation of text and visual content, predictive analytics, dynamic pricing, and media planning. AI enables the processing of colossal amounts of data, revealing hidden patterns in consumer behavior, making it possible to forecast demand with unprecedented accuracy.

Large Language Models (LLMs), such as GPT-4, Gemini, and Claude, play a special role in the marketing context. They enable automated content creation, the generation of personalized emails and push notifications, and conversations with users at a level virtually indistinguishable from human interaction. At the same time, computer vision algorithms are being developed for marketing, used to automatically moderate user-generated content, analyze the visual perception of advertising materials, and recognize products in social media images. The use of AI in programmatic advertising is also a key area: algorithms are capable of analyzing thousands of user parameters in real time and deciding whether to display a specific ad message in milliseconds, simultaneously optimizing cost per contact and conversion. All this transforms marketing decisions from creative intuition to controlled, measurable, and repeatable engineering.

Personalization has evolved into hyper-personalization—an approach in which offers are tailored to each user in real time based on their current context. According to a Twilio Segment report, 89% of executives consider personalization a critical factor in business success. The use of algorithms allows marketplaces and retailers to significantly optimize advertising budgets, reduce customer acquisition costs (CAC), and increase conversions.

Hyper-personalization relies on customer data platforms (CDPs) that aggregate and unify data from multiple sources: transaction data, website behavior, service interaction history, geolocation, social media activity, and even climate conditions. The algorithm then creates a single customer view, which is then used to automatically generate a personalized offer with optimal content, delivery channel, and communication timing. The fundamental difference between hyper-personalization and traditional segmentation is that it relies not on average characteristics of consumer groups, but on the unique attributes of a specific individual at a specific moment in time. Practical examples are impressive: Amazon reports that approximately 35% of its revenue is generated by a recommendation engine based on this principle; Spotify creates personalized "Discover Weekly" playlists that are listened to by over 40 million users monthly, fostering deep engagement with the platform.

Video marketing is undergoing a qualitative evolution: while reach and view count were previously key parameters, today platform algorithms evaluate watch time, completion rate, and interactivity—the number of comments, reposts, and reactions. This is forcing brands to shift from expensive, polished production to authentic content created by users themselves (User-Generated Content (UGC) and influencers. At the same time, the trend toward interactive video is growing—formats with script selection, embedded polls, and shoppable video. Voice search, in turn, is changing not only SEO strategies but also the logic of content creation: users are

asking complete questions via voice ("Which Italian restaurant is open near me right now?") rather than sets of keywords, requiring brands to restructure their semantic core and intensify their local SEO efforts.

The fifth key element of the innovative marketing technology stack is an omnichannel strategy—building a single, seamless consumer journey across all touchpoints: mobile app, website, physical store, call center, social media, and messaging apps. The fundamental difference between an omnichannel approach and a multichannel one is that the customer is perceived as a single entity, regardless of the channel through which they interact with the brand. The history of their interactions, preferences, and purchases is stored and synchronized in real time, allowing each subsequent contact to be contextually relevant.

Omnichannel implementation became possible thanks to the integration of CRM systems, CDP platforms, marketing automation systems, and analytics tools into a single technological infrastructure. Research shows that companies with a mature omnichannel strategy demonstrate a 91% higher customer retention rate compared to those operating within isolated channels. This makes omnichannel not just a technological choice but also a powerful tool for customer lifecycle management.

The implementation of innovative marketing has a direct and measurable impact on companies' competitiveness in the global marketplace. Digital transformation enables companies not only to maintain their current positions but also to aggressively expand their market share. Developed macroeconomic models demonstrate that the integration of AI into international trade and marketing has the potential to increase global GDP by \$2.6–4.4 trillion annually. This means that innovative marketing is no longer a purely corporate phenomenon: its influence extends to the macroeconomic level, determining the growth rates of national economies and altering international trade flows.

At the micro level, innovative marketing has a beneficial effect on sales growth and reduced transaction costs. Companies actively using AI-driven models to forecast demand report an average increase in marketing ROI of 20–35% compared to traditional methods. Automating routine processes—from email campaigns to programmatic bidding—frees up resources for strategic planning and innovative creative solutions. Furthermore, innovation allows brands to enter new geographic markets with minimal investment in physical infrastructure, leveraging cross-border e-commerce platforms and targeted digital advertising.

The changing structure of the competitive landscape also plays a significant role. Innovative marketing lowers traditional barriers to entry into international markets: a technologically mature startup with a developed marketing ecosystem can quickly build a global customer base, bypassing stages that took decades for previous-generation corporations. At the same time, large transnational players are gaining the ability to apply data and technology to create new product categories, outpacing potential competitors before they can develop a commercially viable offering. Thus, competition is increasingly focused not on product characteristics, but on the speed of data acquisition, the quality of algorithms, and the depth of consumer insight.

The dynamics of individual industries are indicative in this context. In the pharmaceutical industry, personalized digital marketing has reduced the time it takes for doctors to become aware of new drugs from months to weeks. In the financial services sector, digital banks, lacking physical retail networks, have attracted tens of millions of customers through innovative marketing in just a few years, posing real competition to century-old institutions. In the travel industry, personalized recommendations and dynamic pricing driven by AI have fundamentally changed traveler behavior and redistributed market share among operators. All

of this demonstrates that the impact of innovative marketing on competitiveness is universal and cross-industry.

These theoretical conclusions are supported by the successful practices of leading transnational corporations that implemented breakthrough marketing strategies in 2022–2024. The examples discussed below span various industries and demonstrate the universal nature of innovative marketing as a tool for achieving competitive advantage.

**Starbucks:** The company implemented its own AI-powered platform, called "Deep Brew." The system analyzes purchase history, weather conditions, time of day, and even store occupancy to generate hyper-personalized offers for mobile app users. The algorithm also helps optimize product inventory and predict peak staff workloads. This resulted in a 16% increase in mobile app orders and a 30% increase in ROI. Furthermore, the Starbucks Rewards loyalty program, enhanced by AI recommendations, has united over 30 million active members and formed one of the most powerful first-party consumer data sets in the retail industry.

### Conclusion

Innovative marketing will enter a period of institutional maturation in 2024–2026. The era of hype-driven experiments and isolated pilot projects is ending; systematicity, repeatability, efficiency, and measurable results are becoming paramount. Artificial intelligence, hyper-personalization, augmented reality (AR) technologies, omnichannel capabilities, and big data are becoming not just competitive advantages but basic requirements for survival in the global market. Companies that postpone digital transformation of their marketing function today risk failing to bridge the technological gap, which is accumulating among market leaders with each passing quarter, within the next two to three years.

Global case studies from Starbucks, Coca-Cola, Nike, and KLM convincingly demonstrate that the synergy between technology and human creativity can dramatically increase sales, reduce operating costs, and generate unprecedented levels of customer loyalty. Moreover, the cumulative economic impact of innovative marketing extends beyond individual corporations, influencing the productivity of entire industries and the growth potential of national economies. Regional examples—notably, Kaspi.kz—demonstrate that innovative, data-driven marketing is a viable model not only for corporations in developed markets but also for companies in emerging economies seeking global expansion.

However, to fully realize this potential, global companies must overcome significant barriers related to data protection and stricter regulations, the ethics of AI use, the fragmentation of technological infrastructure, and a shortage of skilled talent. A key competitive advantage is an organization's ability not simply to implement cutting-edge technologies but to foster a culture of continuous learning, ethically responsible data use, and partnership between humans and algorithms. The future of global marketing belongs to ecosystems that can ensure data sovereignty, embed algorithmic precision into decision-making processes, and maintain a genuine, human connection with their consumers—this combination will be the key differentiator for marketing leaders in the next decade.

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