Chapter 11
Intelligent Business Sustainability on Marketing System

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ABSTRACT

The information age, with the usage of big data, has created opportunities for smart marketing systems. Marketing data intelligence systems accelerate product innovation and growth strategies with the information obtained from the data mining techniques about the marketing stakeholders. The implementation and adaptation of creative, intelligent technologies aid marketers in speedy decisions and sustainable competitive strategies to gain a competitive advantage in the market that would help the organization's sustenance over the long term. This chapter explains marketing intelligence, its quotient, relevant theories, evolution, framework, the transformation of marketing intelligence systems from digital marketing to social engineering, the tools of marketing intelligence, and the benefits of marketing intelligence.

1. INTRODUCTION

The traditional approach to marketing intelligence considers the collection of data from surveys and internal sources on market competition, industry, and customers (Grooms, 2001). However, the contemporary approach to marketing intelligence considers data mining techniques and models to uncover marketing data intelligence (Kozlenkova et al., 2014). According to Huster (2005) and Efrat et al. (2017), "marketing intelligence is defined as the process of gathering information on customers, competitors, markets, and industry through data mining techniques and then is applied to strategic marketing plans (David Rajesh et al., 2015; Abu-Rumman, 2021).

1.1. Marketing Intelligence Quotient

The Marketing Intelligence Quotient measures the closeness of business organizations with their customers effectively and efficiently through their strong and intensive customer-centric approaches (Efrat et al., 2017). It ensures a better understanding of the customers so that the organizations can offer the right choices to the right customers (fig.1).

Figure 1. Marketing intelligent systems
Source: Grooms (2001)
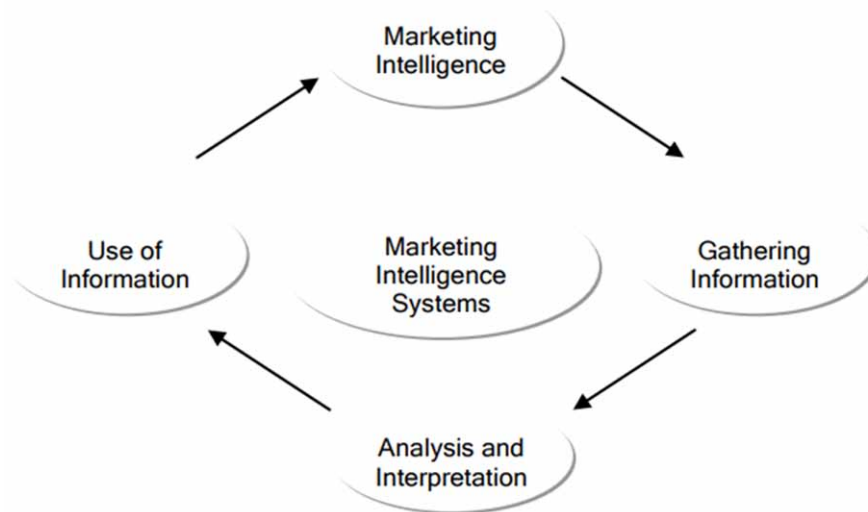
1.2. Theoretical Background

The marketing intelligence system is based on the resource-based theory (Barney, 1991; Al Shraah et al., 2013),), which states that organizations have to develop their capabilities to exploit the resources and gain a competitive advantage for sustainable development (Kozlenkova et al., 2014).

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