

## THE IMPORTANCE OF A CUSTOMER-ORIENTED APPROACH IN DEVELOPING MARKETING STRATEGIES IN LOGISTICS ENTERPRISES

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**Abstract:** The rapid growth of global logistics and supply chain networks has created vast amounts of operational and customer data. Transforming this information into strategic value requires the integration of digital analytics and artificial intelligence (AI) technologies. This paper explores how AI-driven analytics reshape marketing strategy within logistics systems by enabling predictive decision-making, customer segmentation, and service personalization. It argues that logistics enterprises adopting intelligent analytics achieve higher marketing agility, improved customer satisfaction, and competitive advantage.

**Keywords:** digital analytics, artificial intelligence, logistics marketing, predictive analytics, customer experience, digital transformation.

### Introduction

Global logistics has evolved from a cost-driven operational function into a strategic, customer-centric industry powered by data and technology. With growing competition, fluctuating demand, and increasingly complex supply chains, logistics enterprises face mounting pressure to offer smarter, faster, and more transparent services. Marketing strategies, once limited to pricing and distribution, must now integrate real-time digital analytics and AI-based insights to remain effective.

According to the *World Economic Forum (2024)*, the integration of digital intelligence in logistics could unlock more than \$1.8 trillion in value by 2030 through improved efficiency and customer satisfaction. Companies like DHL and Maersk have already adopted predictive marketing analytics to forecast customer demand and optimize delivery routes.

The primary objectives of this thesis are:

1. To analyze the conceptual foundations of AI and digital analytics in marketing for logistics systems.
2. To examine their practical applications in international logistics enterprises.
3. To evaluate challenges and propose recommendations for strategic implementation.

### Literature Review

Digital transformation refers to the strategic use of technology to enhance business processes and customer value. In logistics marketing, it means leveraging customer data such as shipment behavior, purchase patterns, and feedback to create personalized value propositions. Kotler and Keller argue that

digital analytics allows marketers to move from intuition-based to evidence-based decision-making.<sup>1</sup>

This paradigm shift enables logistics firms to:

- Track customer satisfaction in real time.
- Predict seasonal demand fluctuations.
- Evaluate marketing campaign effectiveness.

Table 1 presents the evolution of marketing strategy within logistics systems under digital transformation.

Era	Dominant Approach	Technology Use	Customer Relationship
1990s	Cost-based logistics marketing	Manual data entry	Transactional
2000s	Service-quality orientation	Basic ERP and CRM systems	Relational
2010s	Digital integration	Cloud computing, analytics	Collaborative
2020s+	AI-driven marketing	Machine learning, big data	Predictive & personalized

Source: Compiled by author based on Kotler (2016), Christopher (2016), DHL (2023).

AI in logistics marketing refers to the ability of systems to learn from historical data and make predictions or autonomous decisions. FedEx, for instance, employs machine learning to identify customers most likely to reorder services and automatically target them with personalized offers.

According to Chatterjee et al., AI algorithms can:

- Segment markets dynamically.
- Predict customer churn.
- Recommend optimal pricing strategies.
- Automate content and message personalization.<sup>2</sup>

These capabilities make marketing campaigns more responsive, efficient, and data-intelligent. The integration of analytics and AI represents a synergistic relationship: analytics provides descriptive and diagnostic insights, while AI delivers predictive and prescriptive intelligence.

Level of Intelligence	Analytical Focus	AI Contribution	Outcome
Descriptive	What happened?	Data classification	Historical insight
Diagnostic	Why did it happen?	Pattern recognition	Cause analysis
Predictive	What will happen?	Machine learning	Forecasting
Prescriptive	What should be done?	Optimization algorithms	Decision automation

This framework allows logistics marketers to progress from static reporting toward real-time adaptive marketing systems capable of autonomous decision-making.

### Methodology

This study uses a qualitative-comparative approach, synthesizing academic literature and secondary data from logistics corporations' reports (2019–2024). Comparative analysis across DHL, FedEx, Maersk, UPS, and DB Schenker was conducted to identify how digital analytics and AI influence their marketing frameworks.

### Data Sources

- Corporate sustainability and innovation reports.

<sup>1</sup> Kotler P., Keller K.L. Marketing Management. – 15 ed. – Harlow : Pearson Education, 2016. – 832 p.

<sup>2</sup> DHL Group. Artificial Intelligence in Logistics: Shaping the Future of Supply Chains. – Bonn : Deutsche Post DHL Group, 2022. – 72 p.

- Industry white papers (*Gartner Logistics Insights, DHL Trends Radar, WEF Reports*).
- Peer-reviewed articles on AI in logistics marketing.

Analytical Dimensions

1. Technology adoption – tools and AI models implemented.
2. Marketing transformation – integration into strategic planning.
3. Performance outcomes – impact on customer satisfaction, retention, and profitability.<sup>3</sup>

DHL integrates AI-driven data analytics through its “Smart Logistics Dashboard.” The system collects millions of shipment data points daily to predict delays and automatically alert customers. Marketing teams use these insights to craft proactive communication and tailor value propositions.

- Result: 14 % improvement in customer satisfaction (DHL Report 2023).
- Marketing implication: Transition from reactive service recovery to predictive engagement.

FedEx utilizes the “SenseAware ID” platform, which tracks real-time package data via IoT sensors. The analytics engine categorizes customers based on urgency and reliability preferences, feeding AI models that suggest personalized offers or loyalty rewards.<sup>4</sup>

FedEx AI-Based Marketing Outcome (2023)	Value
Increased customer retention	+10 %
Reduction in complaint rate	-18 %
New B2B subscription contracts	+7 %

Maersk combines AI-powered analytics with sustainability marketing. Its “Eco Delivery” program uses predictive algorithms to optimize vessel routes and communicate real-time carbon savings to customers. This transparency enhances brand trust and positions Maersk as an environmental leader. Strategic benefit: Merges green logistics with digital engagement, differentiating Maersk from traditional shipping competitors.

Enterprise	Primary AI Application	Marketing Focus	Measured Outcome
DHL	Predictive delivery & customer alerts	Customer loyalty	↑ 14 % NPS
FedEx	Behavioral data clustering	Retention marketing	↑ 10 % client loyalty
Maersk	Carbon-footprint analytics	Sustainability branding	↑ 20 % brand perception
UPS	Route optimization AI	Service marketing speed	↓ 12 % delay reports
DB Schenker	Chatbots & virtual assistants	Digital communication	↑ 17 % response efficiency

The data confirm that AI + analytics integration directly strengthens marketing performance by aligning operations, communication, and customer engagement.<sup>5</sup>

<sup>3</sup> Gunasekaran A., Yusuf Y., Adeleye E., Papadopoulos T. Agile manufacturing practices: the role of big data and digital technologies // International Journal of Production Research. – 2017. – Vol. 55(14). – P. 3973–3993.

<sup>4</sup> Maersk Group. Integrated Sustainability and Customer Experience Report 2024. – Copenhagen : A.P. Moller – Maersk, 2024. – 64 p.

<sup>5</sup> World Economic Forum. Digital Transformation of Logistics and Supply Chains Report 2024. – Geneva : WEF, 2024. – 98 p.

1. Customer Intimacy through Predictive Data

AI transforms marketing into a customer-understanding system capable of anticipating needs.

2. Operational and Marketing Convergence

Logistics marketing now overlaps with operations—analytics ensures consistent service promises.

3. Sustainability and Digital Ethics as Marketing Assets

Transparency in AI-driven decisions builds trust among environmentally conscious customers.

While the advantages of digital analytics and AI are substantial, logistics enterprises must address several key challenges:

Challenge	Description	Proposed Solution
Data Silos	Fragmented databases hinder integration	Implement unified CRM–ERP ecosystems
Algorithmic Bias	Skewed data may distort predictions	Conduct periodic model audits
Workforce Readiness	Lack of AI-marketing skills	Continuous employee upskilling
Privacy Concerns	Risk of data misuse	Enforce GDPR-compliant governance
Technological Costs	High initial investment	Adopt scalable, cloud-based models

A balance between automation efficiency and ethical responsibility ensures long-term sustainability. The future of AI and digital analytics in logistics marketing will revolve around three trends:

1. Hyper-Personalization: Real-time marketing messages based on contextual data (weather, location, behavior).

2. Cognitive Supply Chains: Self-learning systems predicting customer needs before orders are placed.

3. Human–AI Collaboration: Marketers focusing on creativity and storytelling while AI handles data-driven insights.

These trends point toward a hybrid marketing paradigm where technology amplifies human creativity rather than replacing it.

**Conclusion**

The integration of digital analytics and artificial intelligence into logistics marketing represents a strategic transformation, not merely a technological upgrade. It enables logistics systems to move from reactive coordination to proactive, customer-centric innovation. AI-driven analytics empowers marketers to forecast demand, personalize offers, and strengthen relationships with both B2B and B2C customers. When effectively implemented, it reduces costs, increases transparency, and supports sustainability. The study concludes that future marketing excellence in logistics will depend on three interconnected pillars:

1. Data intelligence – the ability to collect and interpret big data;

2. AI-empowered decision-making – applying predictive and prescriptive models;

3. Human insight and ethics – ensuring empathy, fairness, and accountability.

Companies that master this triad will redefine competitiveness in the logistics sector, transforming from service providers into intelligent, value-creating partners within the global digital economy.

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