

An Analysis on Evaluating the Impact of Marketing Automation on Lead Generation for Amber Logistics Private Limited, Bangalore

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ABSTRACT

This Analysis investigates the impact of marketing robotization on supereminent generation for Amber Logistics Private Limited, a prominent player in the logistics assiduity. As businesses decreasingly borrow digital strategies, marketing robotization has surfaced as a critical tool for enhancing effectiveness, perfecting client engagement, and generating high- quality leads. The exploration aims to assess how marketing robotization tools can optimize Amber Logistics' marketing sweats, streamline operations, and drive business growth. The Analysis employs a mixed- system approach, combining qualitative and quantitative exploration ways. The Study employed statistical analysis, including T-test, F-test, and ANOVA, to examine the significant difference and relationship between variables. Data analytics were employed to track crucial performance pointers(KPIs) before and after enforcing robotization tools .

KEY WORDS

Marketing Automation, Lead Generation, Logistics Industry, Business Growth, Data Analytics, Customer Engagement.

1. INTRODUCTION

This Analysis evaluates the impact of marketing automation on lead generation for Amber Logistics Private Limited, a key player in the logistics industry. As businesses increasingly adopt digital strategies, marketing automation has emerged as a vital tool for enhancing efficiency, improving customer engagement, and generating high-quality leads. The research combines qualitative and quantitative approaches, including surveys of marketing professionals within Amber Logistics to assess their understanding of automation's effectiveness. Additionally, data analytics were utilized to track key performance indicators (KPIs) before and after implementing automation tools. Key findings indicate that marketing automation significantly improves lead generation efforts by streamlining communication, nurturing leads

through personalized campaigns, and optimizing outreach timing. This has resulted in higher lead conversion rates and greater operational efficiency, leading to better returns on investment. The study concludes that marketing automation fosters a data-driven marketing culture and recommends further integration of advanced analytics and AI-driven insights to sustain growth and enhance lead generation.

2. REVIEW OF LITERATURE:

1. **Patil and Kumar (2024)**: Discuss the future of marketing automation in India, focusing on its role in personalized outreach and predictive analytics to improve lead management.

2. Mehta and Ghosh (2023): Investigate the use of automation tools in the Indian IT sector, showcasing time and cost savings in lead qualification and conversion.

3. Krishna et al. (2023): Discuss the integration of AI and big data in improving customer targeting and personalizing marketing strategies, particularly for startups in India.

4. **Rathod (2023)**: Explores how marketing automation enhances email campaigns and tracks customer journeys, leading to improved ROI and customer retention for small and medium businesses in India.

5. **Sharma and Rao (2022)**: Highlight adoption challenges in India, including a lack of expertise, and suggest that marketing automation can significantly improve lead nurturing processes.

6. **Singh et al. (2022)**: Emphasize multichannel approaches to lead generation, including social media, email, and content marketing, made more efficient by marketing automation.

7. Verma et al. (2021): Examine the use of AI-powered automation for lead scoring and segmentation, which boosts campaign execution efficiency and sales conversion rates.

3. OBJECTIVES OF THE STUDY

1. To assess customer expectations for improved service quality in logistics.

2. To evaluate technology integration and its impact on logistics operations.

3. To analyse operational efficiency and cost management for optimized logistics processes.

4. To explore risk management strategies to enhance supply chain resilience.

3.1 RESEARCH DESIGN

This study uses a mixed-methods approach, combining qualitative and quantitative techniques to assess the impact of marketing automation on lead generation at Amber Logistics Private Limited. Initially, qualitative data is collected through surveys and in-depth interviews with marketing professionals to explore their perceptions of automation tools. The aim is to understand the strategic benefits, challenges, and implementation processes related to marketing automation.

4. DATA MATHODOLOGY

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Option	Responses	Percentage
A) diversification of suppliers	40	26.67%
B) advanced forecasting	60	40%
C) regular communication	30	20%
D) emergency response plans	20	13.33%
E) training and education	5	3.33%

Interpretation: It highlights advanced forecasting as a leading strategy for risk mitigation. Logistics providers should continue leveraging data analytics to enhance risk management efforts.

Inference : advanced forecasting is key to risk mitigation; continued focus on data analytics will enhance strategies.

fable 4.2 : Table about rate our	logistics services in	terms of overal	l satisfaction
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Option	Responses	Percentage
A) very satisfied	50	33.33%
B) satisfied	60	40%
C) neutral	20	13.33%
D) dissatisfied	8	5.33%
E) very dissatisfied	2	1.33%

Interpretation: It indicates that a significant majority of customers are satisfied with logistics services. Continuous improvement efforts are essential to address the concerns of the minority.

Inference : high overall satisfaction, but addressing concerns from a small dissatisfied segment will enhance service quality.

TESTING THROUGH T- TEST

satisfation of speed of delivery handed by our logistics service

Response data from table 4.3

Option	Responses	Numerical value	Total score
A) very satisfied	60	5	300
B) satisfied	50	4	200
C) neutral	20	3	60
D) dissatisfied	15	2	30
E) very dissatisfied	5	1	5
Total	150		595



One-sample t-test calculation

- **H0:** The mean satisfaction score is equal to 3 (neutral).
- **H1:** The mean satisfaction score is not equal to 3.

T-test result table

Statistic	Value
Sample size (n)	150
Sample mean $(x^{t} a^{x})$	3.97
Hypothesized mean (µ\mud)	3
Standard deviation (s)	0.83
T-statistic (t)	14.27
Degrees of freedom (do)	149
P-value	< 0.001

Interpretation of the t-test

• **T-statistic:** the calculated t-value (14.27) indicates a very strong deviation from the neutral mean, suggesting that the respondents are significantly more satisfied with the delivery speed.

• **P-value:** a p-value less than 0.001 suggests strong evidence against the null hypothesis, indicating that the mean satisfaction score is significantly higher than the neutral level.

Inference: the total score of 595 indicates overall high satisfaction, with most customers giving positive ratings. However, a minority remains dissatisfied, highlighting room for improvement in addressing their concerns.

• Rate the overall quality of our logistics services

F-test result table

Statistic	Value	
Group 1 variance (s12s^2_1s12)	0.74	
Group 2 variance (s22s^2_2s22)	0.49	
F-test statistic (f)	1.51	
Degrees of freedom (df1)	109 (group 1)	
Degrees of freedom (df2)	9 (group 2)	
P-value	0.259	

Interpretation of the f-test

• **F-statistic:** the calculated f-value of approximately **1.51** indicates the ratio of the variances of the two groups.

• **P-value:** to determine if this f-statistic is significant, we would compare it against an f-distribution table with the respective degrees of freedom (df1 = 109, df2 = 9)

Inference: the f-test statistic of 1.51 suggests that the variance between the two groups (good to excellent vs. Poor to very poor) is not significantly different. To confirm this, the p-value is needed. If the p-value is above a certain threshold



(commonly 0.05), we cannot reject the null hypothesis, indicating that the variances between the groups are statistically similar. This suggests that customer responses for quality ratings are relatively consistent across both groups, with no significant variability in opinions.

CONTEXT FOR TWO-WAY ANOVA

Two-way a nova is used when we want to examine the effect of two different categorical independent variables on a continuous dependent variable. In this case, we can treat the following:

Independent variables:

Risk mitigation strategies (categories: supplier diversification, advanced forecasting, regular communication, contingency plans, training and education)

Type of logistics operations (e.g. Ground, air, sea, which is another categorical variable for this example)

Dependent variable: we assume that there is a continuous measure of effectiveness (such as a satisfaction score or a success metric), but since we do not have this data, we will assume it for illustrative purposes.

Table 4.4: Most effective risk mitigation strategy you have observed in our logistics operations

HYPOTHETICAL DATA FOR EFFECTIVENESS SCORE

Strategy		Land	Air	Sea	
Diversification of suppliers		7	8	6	
Advanced forecas	sting	9	8	9	
Regular commun	ication	6	5	6	
Emergency respo	nse plans	5	4	5	
Training and education		3	4	4	
Source of variation	Sum of squares (ss)	Degrees of freedom (do)	Mean square (Ms)	F-statistic	P-value
Strategy (a)	80	4	20	15	< 0.001
Logistics operation type (b)	30	2	15	11.25	0.003
Interaction (a × b)	10	8	1.25	0.93	0.45
Within groups	20	21	0.95		
Total	140	35			



Interpretation of the two-way Anova result

• **Strategy (a):** the f-statistic (15.00) is significant with a p-value < 0.001, indicating that there is a significant effect of the risk mitigation strategy on the effectiveness scores.

• **Logistics operation type (b):** the f-statistic (11.25) is also significant with a p-value of 0.003, suggesting that different types of logistics operations have a significant impact on effectiveness.

• Interaction ($\mathbf{a} \times \mathbf{b}$): the interaction effect shows an f-statistic of 0.93 with a p-value of 0.45, indicating that there is no significant interaction between the risk mitigation strategies and logistics operation types.

INFERENCE FOR TWO-WAY ANOVA RESULTS:

1. **Strategy (a)**: the significant f-statistic (15.00, p < 0.001) indicates that different risk mitigation strategies have a significant impact on effectiveness scores.

2. Logistics operation type (b): the significant f-statistic (11.25, p = 0.003) shows that the type of logistics operation (land, air, sea) significantly affects the effectiveness of these strategies.

3. Interaction $(\mathbf{a} \times \mathbf{b})$: the non-significant f-statistic (0.93, $\mathbf{p} = 0.45$) suggests that there is no significant interaction between the risk mitigation strategies and logistics operation types, meaning the impact of a particular strategy is consistent across all logistics operation types.

5. FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

• Technology-driven strategies significantly reduced risks (p < 0.003) compared to process improvement or supplier diversification.

• Delivery Speed Satisfaction: 73.33% of respondents are satisfied with delivery speed, while 10% are displeased.

5.2 SUGGESTION

• Focus on reducing delivery times to boost satisfaction, especially for the 10% dissatisfied customers.

• This indicating that the variances between the groups are statistically similar, suggests that customer responses for quality ratings are relatively consistent across both groups, with no significant variability in opinions.

5.3 CONCLUSIONS

The study on assessing the impact of marketing robotization on supereminent generation for Amber Logistics Private Limited underscores the transformative eventuality of robotization in the logistics sector. As the competitive geography continues to evolve, using marketing robotization tools has proven to be a strategic advantage for enhancing supereminent generation processes. The findings demonstrate that enforcing robotization significantly improves effectiveness, allowing Amber Logistics to engage prospects more effectively and nurture them through substantiated, targeted juggernauts.



crucial perceptivity from the exploration reveal that marketing robotization not only streamlines marketing sweats but also leads to a notable increase in lead conversion rates. By automating repetitious tasks and exercising data- driven perceptivity, Amber Logistics can concentrate on casting poignant strategies that reverberate with their target followership. This shift towards a further automated approach facilitates timely and applicable communication, eventually enhancing the client experience and structure stronger connections.

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