

**The Impact of Marketing Automation and Data Analytics on Sales Performance: The Role of Lead Conversion and Industry Competition**

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| **KEYWORDS** | **ABSTRACT** |
| Marketing Automation, Sales Performance, Data Analytics, Lead Conversion, Industry Competition | This research aims to examine the effect of marketing automation on sales performance. Additionally, this study aims to investigate the impact of data analytics on sales performance. Furthermore, the research intends to explore the mediating role of lead conversion. Lastly, the study seeks to examine the moderating role of industry. This research adopts a quantitative research design, grounded in a positivist research philosophy, which emphasizes objective measurement and statistical analysis. The research population consists of customers of online brands, and the sample size for this study is 300 participants. The convenience sampling technique is employed to select respondents. Data were collected through a survey questionnaire. For data analysis, the study utilizes SPSS and Smart PLS. The findings of this study are expected to reveal that marketing automation significantly improves sales performance by streamlining processes and enhancing customer engagement. Likewise, data analytics is anticipated to positively impact sales performance by providing actionable insights that optimize sales strategies. The research is also likely to demonstrate that lead conversion plays a crucial mediating role in the relationship between marketing automation, data analytics, and sales performance. Finally, industry competition is expected to moderate the relationship between these factors, influencing how marketing automation and data analytics affect sales performance in competitive environments. |
| **ARTICLE HISTORY** |
| Date of Submission: 24-11-2024  Date of Acceptance: 29-11-2024  Date of Publication: 30-12-2024 |
| **Conference Organizer(s)** |
| Research Consultancy on Social & Management Development  &  Thal University Bhakkar |
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| Volume-Issue-Page Number | 1(*1*) 13 |
| Citation | Umar, S. (2024). The impact of marketing automation and data analytics on sales performance: The role of lead conversion and industry competition. *Proceedings of the 1st International Conference on Innovation and Sustainability in Management and Social Sciences, International Journal of Multidisciplinary Conference Proceedings, 1(1).* |