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**Nitsenko Vitalii**

Doctor in Economics, Professor  
Department of Entrepreneurship and Marketing  
Ivano-Frankivsk National Technical Oil and Gas University  
76019, 15 Karpatska Str., Ivano-Frankivsk, Ukraine  
e-mail: [vitalii.nitsenko@nung.edu.ua](mailto:vitalii.nitsenko@nung.edu.ua)  
ORCID ID: [0000-0002-2185-0341](https://orcid.org/0000-0002-2185-0341)

**Ostapenko Roman**

PhD in Economics, Associate Professor  
State Biotechnology University  
61002, 44 Alchevskikh Str., Kharkiv, Ukraine  
e-mail: [rm\\_ostap@ukr.net](mailto:rm_ostap@ukr.net)  
ORCID ID: [0000-0002-5976-5871](https://orcid.org/0000-0002-5976-5871)

## Digital transformation of marketing: how business analytics is changing promotion strategies in Ukraine

**Abstract.** Digital transformation of marketing in Ukraine is a strategic factor in business adaptation to post-conflict recovery, economic instability, and shifting consumer behavior. The study focuses on the role of business analytics, artificial intelligence, mobile platforms, and personalized strategies in shaping a new promotional model.

**Problem statement.** The core issue lies in fragmented implementation of digital tools, unequal access to analytics, and insufficient adaptation of marketing strategies to Ukraine's cultural and regulatory context. Enterprises face rising customer acquisition costs, demographic decline, and increased price sensitivity.

**Unresolved aspects.** Key challenges include limited cross-channel data integration, low analytical maturity among SMEs, and difficulties in complying with personal data protection regulations. The impact of government support, mobile commerce, and emotional content on promotional effectiveness requires further analysis.

**Purpose of the article.** To substantiate the strategic role of business analytics in transforming marketing practices of Ukrainian enterprises and propose an adaptive digital promotion model that accounts for technological, regulatory, and behavioral factors.

**Presentation of the main material.** The article analyzes campaign performance indicators (conversion, LTV, ROI), sector-specific applications of analytics in e-commerce, pharmaceuticals, and social commerce. It examines the influence of video content, micro-influencers, chatbots, and AI platforms on customer engagement. Special attention is given to regulatory constraints, mobile-first strategies, and unified data systems.

**Conclusions.** Digital transformation of marketing in Ukraine enhances promotional effectiveness, strengthens business adaptability, and fosters long-term competitiveness. A comprehensive analytics approach enables enterprises to navigate uncertainty and achieve sustainable growth in both domestic and international markets.

**Keywords:** digital transformation, business analytics, AI, personalization, customer retention, Ukraine, marketing strategy, post-conflict economy.

**JEL classification:** M31, C55, O33, D83.

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**Introduction.** In the context of post-conflict recovery, economic instability, and intensified digital competition, Ukrainian enterprises are compelled to modernize their marketing strategies to ensure resilience and sustainable growth. Rising cost-per-click, demographic decline, and increased consumer price sensitivity necessitate a shift from traditional promotion to data-driven approaches. Business analytics has become central to this transformation, enabling real-time personalization, predictive modeling, and multichannel synchronization. The integration of AI tools, mobile-first strategies, and unified analytics systems enhances campaign effectiveness, customer retention, and budget optimization across key sectors such as e-commerce, pharmaceuticals, and logistics.

At the same time, Ukrainian marketers must navigate regulatory constraints, uneven digital infrastructure, and cultural factors influencing consumer trust. Governmental initiatives like the SME Strategy 2024–2027 aim to close the digital gap, while the growing role of video platforms, micro-influencers, and social commerce reshapes the promotional landscape. This study examines the impact of business analytics on marketing transformation in Ukraine, proposes a classification of key drivers, and offers a framework for developing adaptive, performance-oriented strategies in the evolving digital economy.

**Literature Review.** The transformation of marketing strategies in Ukraine under conditions of digitalization and post-conflict recovery is a multidimensional process that integrates technological, behavioral, and institutional factors. Recent studies emphasize the need for comprehensive analytical frameworks that reflect both macroeconomic shifts and micro-level business dynamics.

Chepelyuk M. I. (2025) proposes a balanced model of digital resilience, combining AI-powered personalization with traditional branding tools. The author highlights the role of omnichannel marketing and systemic analysis in adapting promotional strategies to wartime constraints and consumer volatility. Her work underscores the importance of integrating innovation with cultural relevance to maintain brand trust.

Moroz O., Korobchenko V., and Tonkoshkur M. (2024) examine the behavioral impact of digital technologies on Ukrainian consumers. Their study demonstrates that the rise of mobile platforms and social networks has rendered traditional marketing approaches less effective, prompting a shift toward automated, personalized campaigns. The authors provide empirical evidence of the effectiveness of tools like Google Performance Max in increasing ROI and customer engagement.

Zhehus O. and Illyashenko O. V. (2023) focus on the strategic role of marketing analytics in business recovery. They argue that rapid decision-making, scenario modeling, and proactive campaign management are essential for survival in volatile environments. Their work introduces a framework for identifying breakthrough transformations in business models and marketing processes, emphasizing the need for critical thinking and adaptive analytics.

Miroshnychenko V. (2024) explores the intersection of digitalization and European integration in shaping Ukraine's advertising sector. Her study identifies key digital tools—SMM, content marketing, AI, and big data—as drivers of efficiency and competitiveness. The proposed implementation algorithms offer practical guidance for SMEs and startups navigating the digital transition.

Alaverdyan L. and Romanenko O. (2020) analyze the structure of successful marketing strategies in Ukraine's digital economy. Using deep interviews and social media research, they identify core instruments for small and medium enterprises, including socially responsible marketing and internet technologies. Their findings highlight the importance of flexibility and responsiveness in adapting to external risks.

Poyta I., Mosiichuk I., and Kalinichenko O. O. (2023) assess the current state and development prospects of digital marketing in Ukraine. Their research emphasizes the role of the 4P model in online environments and identifies key advantages of digital tools—cost efficiency,

audience reach, and real-time analytics. The authors stress the need for rapid adaptation and internal capacity building to maintain market positions.

Baardman L. et al. (2021) present a case study on the use of business analytics to optimize sales promotions. Their work outlines the full cycle of data collection, modeling, and recommendation generation, offering a replicable methodology for Ukrainian retailers seeking to enhance promotional effectiveness.

Kasyanyuk S. and Kasyanyuk O. (2023) provide a conceptual overview of business analytics as a cross-disciplinary field. They emphasize its growing importance in Ukraine, noting the need for contextual adaptation to local market conditions, infrastructure levels, and cultural factors. Their study advocates for the strategic use of analytics to improve decision-making, resource allocation, and risk management.

Collectively, these studies demonstrate that the transformation of marketing strategies in Ukraine depends not only on technological adoption but also on analytical maturity, regulatory adaptation, and cultural resonance. The integration of AI, predictive analytics, and unified data systems into marketing processes is essential for building resilience, enhancing personalization, and sustaining competitiveness in Ukraine's evolving digital economy.

**Purpose, objectives and research methods.** The purpose of the study is to substantiate the strategic role of business analytics in transforming marketing practices of Ukrainian enterprises under conditions of post-conflict recovery, economic instability, and accelerated digitalization. In a context marked by rising competition, consumer price sensitivity, and technological disruption, marketing requires a comprehensive analytical framework that integrates performance metrics, technological adoption, regulatory constraints, and cultural factors.

Achieving this purpose involves solving the following research objectives:

- to analyze key performance indicators (conversion rates, ROI, customer lifetime value) that reflect the effectiveness of data-driven marketing strategies;
- to examine sectoral applications of business analytics in e-commerce, pharmaceuticals, logistics, and social commerce under wartime and economic constraints;
- to assess the impact of external factors—regulatory frameworks, governmental support, and digital infrastructure—on the scalability and effectiveness of marketing analytics;
- to characterize emerging trends such as AI-powered personalization, chatbot automation, and livestream shopping in shaping consumer engagement and brand loyalty;
- to evaluate risks and limitations associated with uneven digital adoption, data protection compliance, and cultural trust in digital platforms.

The study applies methods of system analysis, comparative benchmarking, structural diagnostics, expert evaluation, and inductive generalization. The methodological framework is based on an interdisciplinary approach that combines marketing analytics, digital strategy, behavioral economics, and public policy analysis. This enables a comprehensive understanding of both quantitative indicators and qualitative transformation drivers shaping the digital marketing landscape in Ukraine.

**Results.** Digital transformation in marketing represents a fundamental shift in how businesses engage with customers through the integration of advanced technologies like artificial intelligence, data analytics, and automation across all marketing processes. By 2025, this evolution has accelerated dramatically, with AI now powering up to 95% of customer interactions and enabling unprecedented levels of personalization at scale. For Ukrainian businesses, this transformation has become not just advantageous but essential, as they navigate economic challenges while seeking to maintain competitiveness in both domestic and international markets (Digital Transformation in Marketing 2025: Unlock Growth - Creative & Digital Solutions, 2025). This strategic imperative is further reinforced by the measurable acceleration of Ukraine's marketing landscape (Nitsenko & Tsukanov, 2014; Nitsenko & Mykhaylova, 2018). Despite ongoing macroeconomic and geopolitical challenges, advertising budgets have grown by 12% in USD terms, while competition for online

visibility has intensified, evidenced by a 53% increase in cost-per-click. Ukrainian businesses are actively expanding into new digital markets and optimizing processes to achieve their target of 11% year-over-year revenue growth. These efforts unfold amid demographic decline and currency pressures, which render consumers increasingly price-sensitive and promotion-focused, thereby reshaping marketing strategies and digital approaches (Ukrainian eCommerce Trends in H1 2025, 2025).

Between 2023 and 2025, video content became the leading format, with TikTok and Instagram Reels as key channels for brands targeting Ukrainian consumers. This shift is reflected in 60% of purchases being made on mobile devices and a 25% increase in online spending in 2024. The integration of shopping features into social platforms has enhanced social commerce, facilitating smoother paths from discovery to purchase for tech-savvy Ukrainians. Table 1 summarizes the impact of video platforms, AI tools, and influencers on marketing strategies. (Ukraine Online Advertising Market, 2024).

Table 1. Trends and impact of digital platforms and technologies

Platform/Technology	Trend	Impact on Ukrainian Marketing
Video Platforms (TikTok, Instagram Reels)	Dominant content format	Essential for engagement and brand awareness
AI Tools (ChatGPT, Google Gemini, HAPP AI)	Rapid adoption	Reshaping campaign management and content personalization
Social Commerce	Integration of shopping features	Creating seamless purchase pathways
Micro/Nano Influencers	Growing prominence	Delivering authentic engagement with local audiences

Source: constructed using (Ukraine Online Advertising Market, 2024)

The technological landscape is shaped by both international and domestic actors. Leading marketing technology platforms such as alison.ai, gohighlevel.com, peerclick.com, and clickcease.com have gained traction among Ukrainian marketers. In parallel, local agencies like Netpeak, Promodo, and UAMASTER have emerged as industry leaders, offering comprehensive services across SEO, content marketing, PPC, and social media management. Instagram remains central to digital campaigns, with its advertising reach encompassing over 31% of the Ukrainian population as of early 2025 (Top Social Media Marketing Agencies in Ukraine, 2025). However, the adoption of digital marketing varies significantly by business size. While nearly 70% of large firms maintain an active website presence, this figure drops to approximately 50% for medium-sized businesses and less than 33% for small enterprises. This digital divide underscores persistent challenges in the broader adoption of digital marketing strategies across Ukraine. Nevertheless, digital advertising expenditure has rebounded sharply since the post-invasion period, with notable increases across banner and video ad formats as businesses expand their digital budgets to sustain revenue growth in a challenging economic environment.

Governmental support has played a pivotal role in accelerating digital transformation, particularly for SMEs. Initiatives such as the SME Strategy 2024–27 aim to close the digital gap and enhance competitiveness. Despite these efforts, overall digital business activity in Ukraine remains below OECD averages, indicating substantial room for growth. With over 56% of Ukrainians actively using social media in 2025 and every second e-commerce purchase now accompanied by social media engagement, the potential for further digital marketing expansion is significant. Businesses are increasingly focusing on personalized, immersive, and culturally resonant advertising to build trust and brand loyalty among price-sensitive consumers navigating economic uncertainties (Ukraine’s Tech Landscape, 2025).

Business analytics has become essential for promotion strategies in Ukraine's digital landscape, enabling companies to gather and analyze customer data from diverse sources, including internal data and public registries. This extensive data collection aids marketers in understanding

consumer behavior and market trends. Businesses employ advanced statistical analysis, machine learning, and data visualization to convert raw data into actionable insights, enhancing campaign performance and ROI. Kaschena et al. (2024) view business analytics as a strategic tool for data integration and informed decision-making. The use of interactive dashboards, like Tableau and Power BI, for real-time metrics tracking is prevalent. AI platforms, including ChatGPT and HAPP AI, facilitate content creation and customer interaction, contributing to a growing business intelligence market in Ukraine projected to exceed \$230 million by 2025 (Top tools for Data Analytics in 2025, 2025).

These sector-specific applications and their measurable outcomes are clearly illustrated in Table 2, which highlights how data-driven strategies have impacted e-commerce, pharmaceuticals, and social commerce.

Table 2. Data-driven strategies and their impact across key business sectors (2024–2025)

Sector	Data-Driven Strategy	Results (2024–2025)
E-commerce	15% increase in digital ad budgets, auction-based advertising	25% growth in online shopping volume, 19% of companies reporting increased sales
Pharmaceutical	Performance-driven campaigns (PMax), focus on high-margin products	23% revenue increase, 12% growth in PMax campaign budgets
Social Commerce	Shoppable posts, stories, chatbot automation	Increased impulse buying, enhanced personalized engagement with younger consumers

Source: constructed using (Top tools for Data Analytics in 2025, 2025)

Alongside technological adoption, Ukrainian marketing operations are shaped by strict regulatory frameworks. Data processing follows stringent verification and standardization procedures to ensure accuracy and compliance with local laws. Unlike Western markets operating under GDPR, Ukraine's data protection laws often require explicit written consent for personal data usage, mandate transparency about data purpose, and impose robust notification requirements. These regulatory distinctions shape how Ukrainian businesses approach data collection and utilization in their promotion strategies, necessitating careful attention to compliance while still leveraging data for competitive advantage. This aligns with Ryzhykova et al. (2024), Nitsenko & Tsukanov (2016) and Nitsenko (2016), who emphasize that digitalization transforms business models and introduces new regulatory risks affecting tax policy, reporting standards, and data security.

Moreover, the application of business analytics reflects a nuanced understanding of local consumer preferences. Data insights reveal that Ukrainian consumers demonstrate stronger trust in locally validated advertising and exhibit some hesitation toward e-commerce compared to global averages. In response, successful campaigns integrate these cultural insights with data-driven approaches, combining advanced analytics with targeted messaging that resonates with local values. This adaptation has proven particularly effective in the rapidly growing mobile commerce sector, where 60% of purchases now occur via mobile devices, prompting businesses to prioritize mobile-first analytics and campaign optimization (Horizon Europe, 2025).

Building on this foundation, Ukrainian businesses are increasingly integrating data from diverse channels into unified analytics systems. These systems create comprehensive views of customer journeys and enable more effective decision-making. Integration involves synchronizing information from online stores, physical retail locations, social media platforms, mobile applications, and customer service interactions into centralized data management platforms. Best practices include ensuring real-time data consistency between online and offline sales channels, integrating popular local payment and delivery services like LiqPay and Nova Poshta, and maintaining active engagement across prevalent social media platforms. These operational and

performance benefits are clearly illustrated in Figure 1, which presents sector-specific examples of how unified analytics systems have improved conversion rates and lead generation across retail, cryptocurrency, and logistics (Чукурна О. та ін., 2018; Negovska, Nitsenko, & Ponomareva, 2023).

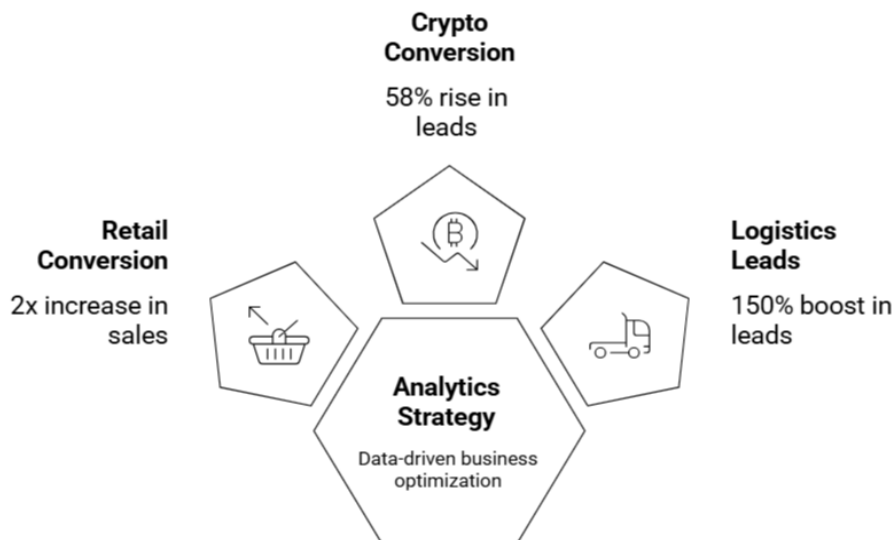


Figure 1. Impact of Analytics Strategy on Business Performance Improvement

Unified analytics significantly enhance conversion rates. ARGO, a Ukrainian clothing retailer, doubled its conversion rate via integrated analytics identifying usability barriers. A Ukrainian cryptocurrency merchandise store saw a 58.19% increase after using analytics tools to align visitor expectations with offerings. A logistics company experienced an 89% uplift in form conversions and a 150% rise in leads, showcasing the benefits of data-driven enhancements in customer journeys (How you can increase your eCommerce website’s conversion rate non-stop, 2025).

Customer retention has also benefited from unified analytics. As Ukrainian companies face rising acquisition costs and declining new buyer numbers, advanced analytics systems have enabled a shift from basic email triggers to sophisticated segmentation and personalized marketing strategies. By harnessing big data and artificial intelligence, these companies can predict churn, deploy targeted retention campaigns, and match the right products and price points to individual consumers at optimal moments. Top-performing brands report up to 25–30% increases in customer lifetime value, positioning analytics adopters at a clear advantage over competitors less committed to data integration (Ніценко В.С., Гоголь М.М., 2018).

Recent trends in Ukrainian digital marketing highlight a shift towards emotional engagement, automation, and predictive intelligence. Authentic brand storytelling is replacing polished messaging, emphasizing emotional transparency, cultural relevance, and relatable narratives. Collaborations with local micro and nano influencers on platforms like Instagram and TikTok are effective for building trust. Automation through chatbots and AI virtual assistants enhances customer interactions and personalizes experiences. Major retailers, including Foxtrot and Epicenter, utilize advanced language models like GPT-4 and ChatGPT for optimizing processes and tailored marketing. Financial institutions like ICU have created innovative Telegram chatbots for consultations and transactions, while Ukraine's national language model aims to boost security and cultural relevance.

These evolving practices are clearly summarized in Table 3, which outlines the defining features and business impact of authentic storytelling, automated solutions, and predictive analytics in Ukraine’s digital marketing landscape.

Table 3. *Emerging Marketing Trends and Their Business Impact*

<b>Trend</b>	<b>Key Features</b>	<b>Business Impact</b>
Authentic Brand Storytelling	Human-centered narratives, micro-influencer partnerships, cultural relevance	Deeper emotional connections, increased trust, stronger community loyalty
Automated Solutions	AI chatbots, virtual assistants, livestream shopping integration	Enhanced customer service, operational efficiency, personalized interactions at scale
Predictive Analytics	Real-time audience segmentation, automated campaign optimization, hyper-personalization	Improved engagement rates, higher ROI, proactive marketing interventions

Predictive analytics represents perhaps the most transformative trend in Ukrainian digital marketing, powered by AI platforms like GPT-4o, Google Gemini, and specialized machine learning tools. Ukrainian marketers are increasingly deploying sophisticated models that process streaming data to anticipate customer behaviors and automatically adapt campaigns in real-time. These systems integrate transaction histories with contextual and sentiment data to deliver hyper-personalized experiences across channels. The implementation of event-driven architectures enables marketers to act on insights immediately, replacing manual campaign adjustments with proactive, automated interventions that optimize budget allocation and maximize revenue generation (Bertram, 2025).

Livestream shopping in Ukraine is gaining traction within the evolving e-commerce landscape, leveraging the country's high internet penetration, tech-savvy population, and investment in e-commerce infrastructure. Businesses are exploring real-time shopping experiences that merge entertainment, product demos, and instant purchases, aided by a cost-effective IT talent pool and supportive digital policies. This shift enhances local marketers' competitive edge in deploying advanced solutions. Concurrently, business analytics are transforming Ukrainian promotional strategies, moving away from traditional methods towards integrated digital campaigns. As competition rises, analytics enables precise budget optimization, personalized customer offers, and deeper client relationships, essential for stabilizing revenue amid increasing customer acquisition costs. Analyzing customer journeys facilitates effective multichannel coordination, integrating paid advertising, SEO, social media, and marketplace tactics to maximize outreach while minimizing acquisition expenses.

The most successful data-driven promotion campaigns in Ukraine from 2023 to 2025 have demonstrated the power of analytics across diverse sectors. Agricultural producers, particularly in the berry industry, have leveraged analytics to optimize social media content and campaign targeting for international audiences, achieving measurable ROI improvements. E-commerce businesses have excelled by implementing AI-powered personalization and predictive analytics to segment audiences and anticipate consumer behaviors, significantly enhancing engagement and retention rates. These best-in-class campaigns share common elements: real-time content adjustment capabilities, feedback-driven learning cycles, and authentic localization that resonates with Ukrainian cultural nuances—all powered by sophisticated data analytics systems (Kvasova et al., 2025).

Ukraine's digital marketing landscape is increasingly shaped by AI-powered personalization, automation, and immersive content experiences. The country's strong IT talent pool and supportive policy environment place Ukrainian marketers at the forefront of these innovations. With a growing share of advertising workflows managed by AI, businesses are transitioning from manual segmentation to scalable, data-driven campaigns. The digital ecosystem continues to evolve around conversational search interfaces, privacy-first strategies based on first-party data, and AR/VR-enhanced engagement. Ukraine's unique blend of technical expertise, cost efficiency, and rapid AI adoption provides a competitive advantage in the global digital marketing arena, driving ongoing innovation and measurable performance gains.

**Discussion.** The research results confirm that the transformation of marketing strategies in Ukraine is driven by a combination of technological adoption, analytical maturity, regulatory adaptation, and cultural resonance. Despite economic instability, demographic decline, and war-related disruptions, Ukrainian enterprises demonstrate resilience through the integration of AI-powered personalization, predictive analytics, and unified data systems. These tools enable real-time campaign optimization, customer retention, and budget efficiency across key sectors such as e-commerce, pharmaceuticals, logistics, and social commerce.

Chepelyuk (2025) emphasizes that digital resilience requires a balance between innovation and cultural relevance. Her findings support the need for omnichannel strategies that adapt to consumer volatility and wartime constraints. Moroz, Korobchenko, and Tonkoshkur (2024) highlight the behavioral shift among Ukrainian consumers, noting that mobile-first platforms and social networks have rendered traditional marketing approaches less effective. Their conclusions align with the observed rise in automated, personalized campaigns and the growing importance of tools like Google Performance Max.

Zhehus and Ilyashenko (2023) argue that marketing analytics plays a strategic role in business recovery, enabling rapid decision-making and adaptive campaign management. Their framework reinforces the importance of scenario modeling, proactive interventions, and real-time feedback loops in volatile environments. Miroschnychenko (2024) explores the intersection of digitalization and European integration, identifying key digital tools—such as SMM, content marketing, and big data—as drivers of efficiency and competitiveness. Her proposed implementation algorithms offer practical guidance for SMEs and startups navigating the digital transition.

Kaschena, Ostapenko, and Veliieva (2024) view business analytics as a strategic instrument for data integration, risk reduction, and informed decision-making. Their work supports the widespread use of interactive dashboards and AI platforms in Ukrainian marketing operations, particularly for campaign monitoring, customer segmentation, and ROI optimization. Similarly, Ryzhykova, Birchenko, and Ostapenko (2025) emphasize that digitalization transforms business models and introduces new regulatory risks, particularly in tax policy, reporting standards, and data security. These findings underscore the need for compliance-oriented strategies that balance innovation with legal accountability and data protection.

The study also highlights the growing role of authentic brand storytelling, micro-influencer engagement, and livestream shopping in shaping consumer trust and emotional connection. As noted in recent industry reports, Ukrainian consumers increasingly respond to culturally resonant narratives and personalized experiences, especially in mobile and social commerce environments. This shift requires marketers to integrate behavioral insights with advanced analytics to deliver relevant, timely, and emotionally compelling content.

Overall, the discussion supports a multidimensional approach to marketing transformation, where technological tools must be complemented by regulatory awareness, cultural sensitivity, and strategic planning. Future research should focus on developing integrated frameworks that combine performance diagnostics with behavioral analytics, compliance modeling, and scenario-based forecasting. Such models will enable Ukrainian enterprises to navigate uncertainty, enhance customer engagement, and sustain competitiveness in the evolving digital economy. Moreover, comparative studies with other post-conflict or emerging markets could provide valuable benchmarks for assessing the scalability and long-term impact of analytics-driven marketing strategies.

**Conclusions.** The conducted research confirms that the transformation of marketing strategies in Ukraine under conditions of post-conflict recovery and economic instability is a multifactorial process shaped by technological innovation, analytical maturity, regulatory adaptation, and cultural resonance. In this context, business analytics has emerged as a strategic instrument for enhancing campaign effectiveness, customer engagement, and budget optimization.

Key findings indicate that enterprises integrating AI-powered personalization, predictive analytics, and unified data systems demonstrate higher adaptability and competitiveness in volatile market conditions. The use of real-time segmentation, automated campaign optimization, and mobile-first strategies contributes to measurable improvements in conversion rates, customer lifetime value, and return on investment.

The analysis of sectoral dynamics and digital adoption trends shows that marketing decisions are increasingly influenced by regulatory constraints, data protection requirements, and the availability of governmental support programs. The role of authentic brand storytelling, micro-influencer engagement, and livestream shopping further reinforces the need for culturally sensitive and emotionally resonant promotional approaches.

It is concluded that a comprehensive evaluation of marketing transformation should combine quantitative performance indicators with qualitative assessments of technological integration, regulatory compliance, and consumer behavior. Future research should focus on developing integrated frameworks that support scenario-based forecasting, behavioral analytics, and strategic planning to guide Ukrainian enterprises in navigating digital disruption and sustaining long-term competitiveness.

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### **Ніценко Віталій**

доктор економічних наук, професор  
кафедра підприємництва та маркетингу  
Івано-Франківський національний технічний університет нафти і газу  
вул. Карпатська, 15, 76019 Івано-Франківськ, Україна  
e-mail: [vitalii.nitsenko@nung.edu.ua](mailto:vitalii.nitsenko@nung.edu.ua)  
ORCID ID: [0000-0002-2185-0341](https://orcid.org/0000-0002-2185-0341)

### **Остапенко Роман**

кандидат економічних наук, доцент  
кафедра обліку, аудиту та оподаткування  
Державний біотехнологічний університет Харків, Україна  
вул. Алчевських, 44, 61000 Харків, Україна  
e-mail: [rm\\_ostap@ukr.net](mailto:rm_ostap@ukr.net)  
ORCID ID: [0000-0002-5976-5871](https://orcid.org/0000-0002-5976-5871)

## **Цифрова трансформація маркетингу: як бізнес-аналітика змінює стратегії просування в Україні**

**Анотація.** Цифрова трансформація маркетингу в Україні є стратегічним чинником адаптації бізнесу до умов постконфліктного відновлення, економічної нестабільності та зміни споживчої поведінки. Дослідження зосереджується на ролі бізнес-аналітики, штучного інтелекту, мобільних платформ та персоналізованих стратегій у формуванні нової моделі просування.

**Постановка проблеми.** Основна проблема полягає у фрагментарному впровадженні цифрових рішень, нерівному доступі до аналітичних інструментів та недостатній адаптації маркетингових стратегій до культурних і регуляторних особливостей українського ринку. Підприємства стикаються з високою вартістю залучення клієнтів, демографічним спадом та зростанням цінової чутливості.

**Невирішені аспекти проблеми.** До ключових викликів належать обмежена інтеграція даних між каналами, низький рівень аналітичної зрілості серед МСП, а також складність дотримання вимог щодо захисту персональних даних. Вплив державної підтримки, мобільної комерції та емоційного контенту на ефективність просування потребує подальшого аналізу.

**Мета статті.** Обґрунтувати стратегічну роль бізнес-аналітики у трансформації маркетингових практик українських підприємств та запропонувати адаптивну модель цифрового просування з урахуванням технологічних, регуляторних і поведінкових чинників.

**Виклад основного матеріалу.** У статті проаналізовано показники ефективності кампаній (конверсія, LTV, ROI), особливості застосування аналітики в електронній комерції, фармацевтиці та соціальній комерції. Розглянуто вплив відеоконтенту, мікроінфлюенсерів, чат-ботів та платформ ШІ на залучення клієнтів. Окрему увагу приділено регуляторним обмеженням, мобільним стратегіям та уніфікованим системам даних.

**Висновки.** Цифрова трансформація маркетингу в Україні сприяє підвищенню ефективності просування, зміцненню адаптивності бізнесу та формуванню довгострокової конкурентоспроможності. Комплексний підхід до аналітики дозволяє підприємствам краще орієнтуватися в умовах нестабільності, забезпечуючи стійке зростання на внутрішньому та міжнародному ринках.

**Ключові слова:** цифрова трансформація, бізнес-аналітика, штучний інтелект, персоналізація, утримання клієнтів, Україна, маркетингова стратегія, постконфліктна економіка.

**Класифікація JEL:** M31, C55, O33, D83.

**Формули:** 0; **рис.:** 1; **табл.:** 3; **бібліографія:** 22.

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