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Digital Marketing Strategy and Consumer Engagement: Measuring Campaign Performance Across Platforms in India

Bett Tarei*^1

^1 Graduate, University of Delhi
*Corresponding author: journals@isrnjournals.org

Abstract

In India, consumers engage with brands through a variety of channels, including social media, search, online video, e-commerce marketplaces, influencer content, mobile apps, email, websites, and messaging, making digital marketing strategy integral to connect with consumers and drive campaign performance. The proliferation of internet access, low-cost mobile data, digital payment, creator-generated content and platform commerce has reshaped how companies gain attention, cultivate relationships, measure engagement and drive interest to purchase. This article will dive into the world of digital marketing strategy and consumer engagement in India, focusing on how to measure the performance of digital marketing campaigns. The article was created as a desk-based literature review, as it brings together a synthesis of academic literature and selected industry reports, relating to digital marketing, customer engagement, social media marketing, customer experience, omnichannel strategy, attribution modelling and marketing analytics. The review confirms that the campaigns that perform best are those in which brands are in sync with the quality of their content, fit of their platform, personalization, level of interaction, sense of trust, customer experience, and measurement systems throughout the consumer journey. But the Indian digital landscape also throws up measurement hurdles due to fractured platforms, region and language differences, privacy concerns, cross device experience, credibility of influencers, change in platform algorithms and overemphasis on vanity metrics. The article wraps up with the idea that a holistic approach to digital marketing performance metrics is necessary, using a combination of reach, engagement quality, customer experience, conversion, retention, brand equity, and ROI. For successful digital marketing in India, it's essential to segment, plan platforms, curate credible content, employ ethical data practices, and embrace a mindset of ongoing learning through analytics.

Key words: *consumer engagement; campaign performance; customer experience; social media marketing; India; marketing analytics*

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1. Introduction

Digital marketing strategy is at the heart of modern marketing as consumers see brands via various digital channels before they buy. This change is especially impactful in India, as the advent of mobile-first Internet

browsing, platform commerce, social media usage, online video, digital payments and e-commerce have redefined how consumers search, compare, connect with brands and transact. According to DataReportal, India had 806 million internet users and 491 million social media user identities that were active in January 2025, indicating that the online space has emerged as a significant platform for brands to communicate, engage with customers, and assess campaigns (DataReportal, 2025).

Digital marketing strategy is the deliberate application of digital marketing channels, content, data, platforms, and technologies to value creation for customers and marketing goals. This covers social media marketing, search engine marketing, online video marketing, content marketing, influencer marketing, e-mail marketing, mobile advertising, websites, marketplaces, display advertising, and customer relationship platforms. Digital strategy is therefore not just about promotional communication but relates to customer insight, segmentation, targeting, positioning, content planning, engagement design, conversion optimization, analytics, and performance learning (Chaffey & Ellis-Chadwick, 2022; Kannan & Li, 2017).

Consumer engagement is defined as the psychological, emotional and behavioural connection customers have to brands, content, communities and platforms. This encompasses attention, interest, interaction, sharing, commenting, liking, reviewing, advocacy, repeat visit, co-creation and purchase related behaviour. Customer engagement theory suggests that customers are not passive recipients of marketing messages, but are actively involved in creating brand meaning, value, and the development of brand relationships (Brodie et al., 2011; Hollebeek et al., 2014). Engagement can be seen in behaviours on platforms, however the value of these behaviours is if they help foster deeper brand relationships and business performance (Harmeling et al., 2017; Kumar & Pansari, 2016).

Considering diversity in culture, language, regional, income, and the large scale adoption of digital, that is why, the Indian market offers a strong context to examine digital marketing strategy. Indian brands are catering to metropolitan consumers, tier-two/tier-three consumers, first-time mobile consumers in the rural mass market, the young mobile consumers of the digital generation, value-conscious consumers, and premium-seeking consumers, from within the same platform ecosystem. To navigate this diversity, marketers must customize content, language, media formats, targeting of influencers, customer experience design, and performance metrics by consumer group (Ipsos & ET Brand Equity, 2025; World Bank, 2024).

The measurement of the performance of campaigns across platforms is now a key challenge for marketers. A brand can initially be discovered on Instagram Reels, then check out the YouTube reviews, Google prices, marketplace reviews, remarketing ads, WhatsApp chats about the product, and finally buy via e-commerce apps or brick-and-mortar stores. These trips are challenging to credit to any one platform, ad or message. That's why marketing attribution research focuses on considering the incremental effect of each touchpoint throughout the customer journey, beyond just last-click conversions (Beck et al., 2021; Li & Kannan, 2014).

This article explores the concept of digital marketing strategy in India, the engagement of consumers with it, and how to measure the performance of digital marketing campaigns across platforms. It proposes that a balanced approach to campaign measurement is needed that connects platform metrics to the phases of the customer journey, engagement quality, customer experience, customer conversion, customer retention, and long-term brand value. The article is written in the form of a literature review, an approach that involves a desk study and synthesises evidence from academic research and selected industry reports related to digital marketing, social media, customer engagement, campaign analytics and platform performance (Appel et al., 2020; Dwivedi et al., 2021).

2. Literature Review

2.1 Digital Marketing Strategy and the Platform Economy

Digital marketing strategy has evolved from basic online marketing to a strategic process, which is integrated and connected between firms, consumers, platforms, data and value networks. Digital marketing is defined as the wide-ranging approach that encompasses the digital environment, marketing actions, outcomes, market research and strategy by Kannan and Li (2017), and social media, mobile technologies, artificial intelligence, customer participation, and privacy are identified as important areas that will shape the future of marketing research by Dwivedi et al. (2021). These perspectives demonstrate that digital marketing strategy is about communication and data-driven decision-making.

It is the platform economy that has redefined the marketing communication landscape since consumers engage with product brands in the defined contexts of platforms. Instagram is a platform for visual storytelling and influencer content, YouTube is a platform for long-form and short-form video discovery, search engines are a platform for information seeking based on intent, marketplaces are a platform for comparative and conversion content, and messaging platforms are a platform for relationship maintenance and referrals. However, Voorveld et al. (2018) demonstrate that there are discrepancies in engagement across platform types, and marketers should not assume that all social media platforms will create the same experience for their consumers or the same advertising results.

When it comes to integrated digital marketing strategy, it needs to be consistent while each platform plays a unique part in the customer's journey. Batra and Keller (2016) state that communication effectiveness on multiple media and messages is important and Lemon and Verhoef (2016) state that customer experience is created through a number of touchpoints that occur over time. This holistic approach is significant in India, where consumers frequently traverse various regional content platforms, e-commerce websites, social media networks, mobile applications, digital payment systems, and offline stores before making final purchasing decisions (Ipsos & ET Brand Equity, 2025).

2.2 Consumer Engagement in Digital Marketing

Consumer engagement has emerged as one of the most significant constructs in marketing as it reflects the degree of customer-brand relationships that goes beyond transaction behaviour. According to Brodie et al. (2011), customer engagement is a state of mind that comes from interactive customer experiences with a focal object; Hollebeek et al. (2014) view consumer brand engagement as taking place at a cognitive, affectional and an activation level. This means that there is engagement when people think about a brand, feel like it is connected to them, and act in relation to it.

Relevance, entertainment, interactivity, personalization, social influence, brand credibility and perceived value are all factors that influence digital engagement. Cheung et al., (2020) present that social media marketing factors like entertainment, customisation, interactivity, e-WoM, and trending have an impact on consumer-brand engagement and value co-creation. Likewise, Hollebeek and Macky (2019) state that digital content marketing is effective in creating engagement by providing evidence-based, relevant, and trust-building content instead of sending marketing messages.

The most common indicators of engagement include impressions, reach, likes, comments, shares, saves, video completion, click-through rate, website visits, app installs, cart additions and purchases, and are typically determined by the visible platforms interactions. But platform "activity" doesn't necessarily mean significant engagement. According to Järvinen and Karjaluoto (2015), a digital marketing performance measurement should be linked to strategic goals not only to the data that easily is available. As a result, it is essential to take the target segment, content type, store journey phase, platform function, and campaign goals into account when interpreting the engagement metrics.

2.3 Brand Engagement, Customer Experience, and Purchase Intention

Purchase intention is closely related to brand engagement and customer experience as customers are more prone to buy brands that give them useful information, emotional appeal, social proof, convenience, and trustworthy interactions. Customer experience is the cognitive, emotional, behavioural, sensory and social responses of the customer throughout the purchasing process (Lemon & Verhoef, 2016; Homburg et al., 2017). Customer experience in digital marketing involves aspects like page speed, content relevance, search convenience, payment experience, return policy, chat support, personalization, and communication post-purchase.

Social Media Marketing can impact the purchase intention when it creates brand awareness, brand trust, brand image, brand value, and engagement. Alalwan (2018) identified that the features of social media advertising have an impact on purchase intention, and Kim and Ko (2012) related social media marketing activities to customer equity and purchase outcomes. Recent empirical studies in the Indian context show that social media marketing, electronic word-of-mouth, brand trust, customer engagement, and prior experience are significant pathways through which digital marketing can impact purchase intention (Bajpai et al., 2025; Gupta & Syed, 2025).

Electronic word-of-mouth has a strong impact on digital engagement for consumers, as they use reviews, ratings, testimonials, creator recommendations, and peer discussion to mitigate uncertainty. The concept of consumers' online brand related activities was first proposed by Muntinga et al. (2011) and Malthouse et al. (2013) state that the use of social media alters customer relationship management by enabling a more interactive and public communication with customers. eWOM plays a pivotal role in campaign performance in India, where peer recommendations, influencer credibility, community groups, and marketplace ratings significantly influence consumer confidence (DataReportal, 2025; Ipsos & ET Brand Equity, 2025).

2.4 Campaign Performance Across Platforms

Campaign performance measurement is determining if marketing actions are resulting in desired outcomes. While a traditional campaign evaluation focused on reach, frequency, recall and sales response, digital marketing offers several more detailed metrics, including clicks, impressions, cost per acquisition, conversion rate, customer lifetime value, engagement rate, retention, attribution weights and return on advertising spend. According to Wedel and Kannan (2016), marketing analytics in data-rich environments allows companies to leverage the wealth of behavioral data, for segmentation, targeting, performance measurement, and business decisions.

Consumer journeys are seldom carried out in a single channel, so cross-platform measurement has to take place. Li & Kannan (2014) describe how businesses must use touchpoint attribution models to quantifying the incremental value of touchpoints in multichannel online settings. However, Beck et al. (2021) state that data-driven attribution models are crucial to understand channel contribution to conversion, but models are also plagued by factors of data quality, data model assumptions, privacy, and organizational adoption.

Many organizations are still using social media metrics that are available on social platforms, but they don't necessarily link them to other business metrics, making it hard to measure performance. The literature review on social media marketing and performance measurement systems from 2025 to present highlights the necessity for interdisciplinary connections between social media analytics and performance measurement systems, strategic goals, and managerial decision-making (Magnaghi et al., 2025). Especially in India, where brands can now run campaigns on Meta platforms, Google, YouTube, Amazon, Flipkart, influencers networks, short-video platforms and messaging apps, which cannot be reflected through a single platform report (dentsu & exchange4media, 2024).

2.5 India's Digital Marketing Context

Scale, mobile, platform diversity, regional language content, social commerce, creator influence and e-commerce growth are all defining the digital marketing landscape in India. Data Reportal (2025) found that there were 806 million internet users and 491 million active social media user identities in India in January 2025. These numbers illustrate that Indian consumers are quite accessible on digital platforms, but that the access to and usage of digital platforms is different among age groups, gender, location, income bracket, and language.

Digital advertising has also turned into a big section of the Indian marketing system. The ET Brand Equity-Ipsos report said that digital advertising accounted for Rs.44% of the total pie of India's advertising market. This is equivalent to an expenditure of 49,000 crore in FY2025, which is in line with the migration of marketing spend to digital platforms (Ipsos & ET Brand Equity, 2025). According to the dentsu-e4m Digital Advertising Report 2024, social media, online video and paid search also played a significant part in digital media investments in India (dentsu & exchange4media, 2024).

Different strategies are needed to consider the Indian context and make it culturally responsive. Campaigns should consider language diversity, urban and rural differences, differing levels of digital literacy, regional festivals, local influencers, price sensitivity, trust issues and category decision making. Marketing strategy needs to be therefore a blend of national brand consistency, local relevance and platform adaptation. This is consistent with the general digital marketing literature which focuses on the design of the customer journey, fit of the platform, content-for-context, and data-driven personalization (Chaffey & Ellis-Chadwick, 2022; Kannan & Li, 2017).

3. Methodology

This article is developed in the form of desk based literature review. The review collates academic publications and selected industry publications related to digital marketing strategy, consumer engagement, campaign performance, customer experience, social media marketing, attribution modelling and digital advertising in India. The design of the desk review is suitable for the aim of the article, to synthesize existing knowledge and to develop a conceptual understanding of how the performance of a campaign can be measured across platforms, rather than to present primary survey or experimental data (Tranfield et al., 2003; Snyder, 2019).

The review was guided by five questions. Let's first look at the strategic factors that influence effective digital marketing in India. Second, what effect does consumer engagement have on campaign outcomes? Third, where is the link between brand engagement and purchase intention to customer experience? Fourth, what are some good metrics for campaign performance, platform-by-platform? Fifth, what are the problems that hinder reliable performance measurement in the Indian digital marketing? The questions were used to create structure in the selection, organization and interpretation of the literature (Boell & Cecez-Kecmanovic, 2015; Paul & Criado, 2020).

Peer-reviewed journal articles about digital marketing, customer engagement, social media marketing, customer experience, omnichannel marketing, marketing analytics and attribution modelling were focused during the literature selection process. Wherever possible, foundational studies that had established theories were leveraged, whilst recent studies were included to understand the recent developments in platform marketing, analytics, engagement and Indian digital behaviour. The Indian digital advertising landscape, internet usage, and adoption of social media were contextualised using select industry reports (DataReportal, 2025; Ipsos & ET Brand Equity, 2025).

Thematic analysis was used to analyse the literature that was reviewed. The main areas were strategic platform integration, engagement mechanisms, customer experience, purchase intent, performance of

campaigns, attribution issues, data-driven decision making and India-specific challenges of implementation. The thematic approach is useful for conceptual synthesis which can bring evidence from various research traditions together into practical implications for marketers, researchers and readers interested in policy (Snyder, 2019).

Review component	Scope applied in the article
Type of article	Desk-based literature review and conceptual synthesis
Main focus	Digital marketing strategy, consumer engagement, and cross-platform campaign performance in India
Core literature domains	Digital marketing, social media marketing, customer engagement, customer experience, attribution modelling, marketing analytics
Main evidence sources	Peer-reviewed journal articles, academic books, and selected industry reports
Analytical approach	Thematic synthesis organized around strategy, engagement, measurement, and India-specific challenges

4. Findings and Discussion

4.1 Digital Marketing Strategy Requires Cross-Platform Integration

The Review confirms that digital marketing strategy is best served by a complementarity of platforms, rather than one-off channels. These platforms have different functions in the customer journey: Search is for intent, social is for visibility and interaction, video is for storytelling and demonstration, marketplaces are for comparison and purchase, and messaging is for relationship. This validates the customer journey approach, which is based on customers developing experiences across a number of touchpoints and not within a single communication channel (Lemon & Verhoef, 2016; Verhoef et al., 2015).

Cross-platform integration in India is crucial as consumers have a multi-faceted digital presence for various reasons. An individual can be introduced to a brand via an influencer reel, look up details about a product on Google, compare prices on an e-commerce platform, read reviews from other consumers on YouTube, and even purchase the product using a mobile app. Brands may be measuring each platform separately, and giving too much credit to the last platform that generated a conversion (Beck et al., 2021; Li & Kannan, 2014).

Message consistency is also an important requirement for cross-platform integration. When a brand tells a story of quality on one platform and a discount on another, it can dilute the brand meaning and cause confusion. The IMC approach emphasizes that consistent messages communicated through multiple channels will result in deeper brand association and customer understanding (Batra & Keller, 2016). Thus, digital marketing strategy in India should be a blend of creativity that varies with the platform, and maintaining uniformity of positioning, tone, value proposition and customer experience.

4.2 Consumer Engagement Is a Mediating Link Between Strategy and Performance

Consumer engagement acts as a mediator that helps understand how digital marketing strategy can impact campaign results. In all cases, content doesn't necessarily lead to purchase, it first captures attention, generates interest, encourages engagement, fosters trust and improves the quality of the relationship with the brand. This is consistent with customer engagement theory, which considers engagement as a

multifaceted phenomenon which encompasses cognition, emotion and behaviour (Brodie et al., 2011; Hollebeek et al., 2014).

Strong engagement outcomes are realized when digital content is of value. When it comes to content, entertainment, information, personalization, trendiness, interactivity, and social proof are all factors that make it more likely that consumers will get engaged with brand content. Cheung et al. (2020) indicate that social media marketing elements do affect the interaction between consumer and brand, and Hollebeek and Macky (2019) state that digital content marketing does increase the trust and perceived value. These data points suggest that brands need to look beyond their engagement metrics and consider if the engagement is relevant, if it demonstrates trust, and if it indicates progress through the customer journey.

In India consumer engagement is also influenced by cultural, language, price sensitivity, influencer credibility and mobile content formats. Short videos, content posts in local languages, festival campaigns, creator collaborations and community-led product discussions can draw in a lot of attention, as they align with local consumption habits. Recent studies in the field of social media marketing have examined how social media marketing influences purchase intention, revealing a significant role for consumer engagement as a mediator, particularly when emotional attention and cognitive appraisal are involved (Bajpai et al., 2025).

4.3 Customer Experience Determines Whether Engagement Converts Into Purchase

When the customer is engaged, it doesn't equate to purchase intent until the customer journey is aligned to move the customer from engaged to purchasing. Though a campaign can rack up likes, comments, and shares, if the landing page isn't fast, the product details are not clear, the payment system is not convenient, the delivery terms are not certain, or the customer support is weak, consumers may be reluctant to purchase. Customer experience literature, therefore, puts a focus on the entire experience from the initial customer search to purchase and post-purchase customer interaction (Homburg et al., 2017; Lemon & Verhoef, 2016).

Customer experience is particularly applicable across India as there are variations in language preferences, payment confidence, delivery expectations, trust in sellers, and comfort with digital transactions among digital consumers. Therefore, it is crucial for brands to create campaigns that will link the communication to the experience of the service. For instance, if a regional-language ad is used, product pages and support and post-purchase communication should be equally accessible. This aligns with the omnichannel marketing research which emphasizes the importance of smooth switching from online to offline and vice versa (Verhoef et al., 2015).

Trust is a key ingredient to moving from engagement to purchase intent. Trust is crucial in understanding the effects of SMM on brand equity and brand loyalty as illustrated by (Ebrahim, 2020) and eWOM as illustrated by research on peer opinion and review in reducing perceived risk. To build trust in the Indian digital market, verified reviews, clear pricing, trustworthy influencers, transparent return policies, secure payment methods, and responsive customer service could be the key (Muntinga et al., 2011; Ipsos & ET Brand Equity, 2025).

4.4 Campaign Performance Should Be Measured Through Balanced Metrics

One of the biggest takeaways is there is a need to go past vanity metrics for measuring the success of a campaign. While reach, impressions, likes and views are good metrics for visibility, they don't guarantee persuasion, relationship quality, conversion or profitability. Järvinen and Karjaluoto (2015) caution that only the data available in the digital analytics should be used without being associated with business goals, and Magnaghi et al. (2025) point out the need to tie social media metrics with performance measurement systems and managerial decision-making.

A scale of measurement ought to have indicators at all levels of the campaign funnel. Awareness metrics comprise reach, impressions, unique users, search lift and video views. The metrics of engagement include comments, shares, saves, click through rates, viewing time, community participation, and quality of content interaction. Experience metrics are things like bounce rate, time on site, page speed, customer service response, app retention and review sentiment. Measurement indicators are leads, sales, cost per acquisition, conversion rate, return on advertising spend and repeat purchase. Brand metrics comprise of recall, sentiment, preference, advocacy, and customer lifetime value (Kumar et al., 2016; Wedel & Kannan, 2016).

Campaign goals need to be linked to performance metrics as well. When assessing a brand awareness campaign, its immediate sales results are not the primary measure and the same applies when assessing a retargeting campaign – reach is not the primary measure. In the same way, influencer campaigns can be judged by credibility, quality of engagement, inbound traffic, conversion rate, and brand fit—it's not just about the number of followers. Campaigns in India often include multiple objectives, such as raising awareness, providing education, building trust, driving conversions, and retaining customers, all of which must be measured objectively.

Campaign stage	Relevant cross-platform indicators
Awareness	Reach, impressions, video views, search lift, audience growth, share of voice
Engagement	Comments, shares, saves, click-through rate, viewing duration, interaction quality, eWOM
Experience	Landing-page speed, bounce rate, sentiment, app retention, customer support response, review quality
Conversion	Leads, sales, cost per acquisition, return on advertising spend, cart additions, subscription sign-ups
Retention and advocacy	Repeat purchase, referral, loyalty participation, customer lifetime value, review generation

4.5 Attribution Modelling Is Necessary but Methodologically Difficult

This is where attribution modelling comes into the picture, because marketers need to understand the value of each touchpoint in the conversion process. While last-click attribution might be straightforward, it gives all of the credit to the last click and undervalues earlier click awareness and engagement. Li and Kannan (2014) demonstrate that data from touchpoints on the customer level can be used to estimate the incremental value of online channels, and Nisar and Yeung (2018) explain that attribution models can help marketers better understand consumer behavior and optimize their investments in digital advertising.

But in real-world digital marketing in India, it is not so easy to provide it. Users browse different devices, have multiple accounts, shop at marketplaces and compare products, interact with offline stores, share recommendations via private messaging, and react to content that isn't necessarily measurable on advertising platforms. The limitations of privacy restrictions, cookie limitations, platform data silos, and walled gardens further limit the ability to build a complete customer journey record (Beck et al., 2021; Wedel & Kannan, 2016).

Attribution, therefore, needs to be viewed as a tool in decision making, and not a definitive truth. Marketers should use attribution models in conjunction with experiments, platform analytics, brand lift studies, customer surveys, marketing mix modelling, cohort analysis and qualitative customer insight. This blended measurement method helps mitigate the risk of analytics myopia, in which marketers only look at the easy-

to-measure metrics and overlook the more nuanced ones that can still influence customer experience and brand equity (Court et al., 2009; McColl-Kennedy et al., 2019).

4.6 Content Quality and Local Relevance Drive Engagement in India

Consumers are subjected to a lot of competing messages, and quality content is a key factor in drawing them into the message. The ingredients of good content are: Emotionally engaging, informative, easy to consume, relevant, credible, and platform appropriate. Ashley and Tuten (2015) state that creative branded content is a way to engage; Hollebeek and Macky (2019) highlight the need for digital content marketing to be more about trust and value than an act of direct promotion.

Local relevance is particularly important in India. Campaigns that are based on regional languages, festivals, lifestyle, family decision making, affordability and cultural meaning will have a better chance at creating attention and trust. While national campaigns can reach out, localized content resonates with different audiences. This aligns with studies of customer engagement, which indicate engagement is a function of context, identity, social interaction and perceived relevance (Brodie et al., 2013; Kumar & Pansari, 2016).

Furthermore, influencer and creator marketing impact engagement as consumers tend to believe more in relatable personalities than corporate messages. But for an influencer to be effective, they must be authentic, knowledgeable, audience fit, transparent, and consistent with the brand values. The wrong influencer match-ups can provide fleeting exposure that doesn't lead to lasting trust or buying. Therefore, the platform-specific and creator-specific performance should be evaluated by the engagement quality, referral behaviour, sentiment and conversion, instead of impressions (Appel et al., 2020; Lou & Yuan, 2019).

4.7 Ethical Data Use and Consumer Trust Are Strategic Performance Conditions

Ethical use of data is becoming more and more essential in digital marketing performance. Personalization can increase relevance, but too much intrusive targeting, opaque data use and too much remarketing can lead to loss of trust. In data-rich marketing environments, the opportunities for analytics are plentiful, according to Wedel and Kannan (2016), but so is the need for careful management of data quality and consumer privacy. A key factor in the long-term engagement of consumers in India, a country with a rapidly growing digital presence, is the confidence in how their data is used and the security of payment systems, as well as the responsibility of the platform involved (DataReportal, 2025; Ipsos & ET Brand Equity, 2025).

Ethical marketing is also characterized by clear influencer promotions, honest claims, careful targeting, and safeguarding of vulnerable consumers. The persuasive communication can spread like wildfire on social media, while the false reviews, bogus engagement and misleading claims, and unrealistic product expectations can spread like wildfire as well. Therefore, in order to ensure good campaign governance, content approval; disclosure standards, data protection compliance; brand safety monitoring, and consumer complaint response mechanisms should be included (Appel et al., 2020; Dwivedi et al., 2021).

Trust should not be regarded as merely a general brand value, but as a campaign performance outcome. A conversion-creating campaign with false claims can lead to sales in the short term, but result in negative reviews, loss of loyalty and reputation in the long-term. Sentiment, complaint trends, return rates, review authenticity, customer support, and repeat purchase should, therefore, be included in the parameters used to assess performance for brands. This is consistent with relationship marketing research which sets trust, satisfaction, engagement and loyalty in relation to one another (Ebrahim, 2020; Kumar & Pansari, 2016).

4.8 Managerial Implications for Indian Marketers

The results suggest that marketers in India need to create digital campaigns based on customer journeys instead of platform silos. In the beginning of strategy it is very important to start with target segment insight, customer need, journey stage, platform role, content objective and measurement plan. This implies that

media planning, creative development, analytics, e-commerce and customer service should be done in tandem and not separately (Chaffey & Ellis-Chadwick, 2022; Lemon & Verhoef, 2016).

Marketers should also create dashboards that link with platform metrics to strategic results. A good dashboard needs to not just report impressions and clicks, it should also display engagement quality, customer experience metrics, conversion efficiency, retention, CAC, and ROAS. The metrics should be broken down by platform, region, language, audience segment, campaign goal, and funnel step. This allows managers to make better decisions about the allocation of budget and optimization of content (Järvinen & Karjaluoto, 2015; Kumar et al., 2016).

Last, companies need to have the ability to experiment and to learn constantly. A/B testing, creative testing, incrementality testing, geo-experiments, cohort tracking and attribution analysis are all ways through which a brand can find out what works on which platform. But, along with this experimentation, there's a need for qualitative, consumer experience-based understanding as well — not all the important results may be apparent in platform analytics. This balance is crucial in India's rapidly evolving digital landscape, where algorithmic shifts, platform preferences, consumer behaviour, and competition among categories evolve at a swift pace (Dwivedi et al., 2021; Magnaghi et al., 2025).

5. Conclusion and Recommendations

In India, digital marketing strategy and consumer engagement play a crucial role in ensuring the effectiveness of campaigns, as consumers engage with brands through various channels prior to purchase. The review reveals that good digital marketing isn't necessarily about having a lot of channels, but about how to utilise platforms, content, customer experience, data and measurement. Consumer engagement is one of the key channels that digital marketing can impact brand awareness, brand trust, purchase intent, conversion, and brand loyalty (Brodie et al., 2011; Hollebeek et al., 2014).

The article concludes that a balanced approach should be used to measure campaign performance across platforms. Reach and impressions are indicators of visibility, but they don't necessarily illustrate the quality of engagement or value to the business. Engagement metrics need to be read in conjunction with a number of other metrics such as customer experience, conversion, retention, brand equity, customer lifetime value, and return on advertising spend. While attribution models are great to have, they should be used alongside experimentation, customer surveys, brand lift studies, and qualitative insight since customer journeys are discontinuous and not fully observable (Beck et al., 2021; Li & Kannan, 2014).

The review provides the basis for a number of recommendations. One, Indian brands need to think about digital campaigns based on consumer journey and specify the roles on each platform. Second, you shouldn't measure awareness, engagement, conversion and retention campaigns with the same metrics. Third, marketers need to increase relevance by leveraging regional language copy, regional cultural references and segment-specific creatives. Fourth, campaign dashboards should integrate platform metrics with customer experience and business performance metrics. Fifth, companies must make an effort to build an attribution modelling, experimentation and marketing analytics capability and stop relying too heavily on vanity metrics. Sixth, the ethical handling of data, clear communication with influencers, truthful claims, and good customer service should be considered as strategic needs to build consumer trust and lasting engagement (Batra & Keller, 2016; Ipsos & ET Brand Equity, 2025).

Future studies should focus on formulating India-specific empirical model which will analyze the combined effect of platform type, content format, regional language, credibility of the influencers, customer experience, trust and quality of engagement on purchase intention and performance of campaigns. Also, research should be carried out for the various industries like banking, retail, education, health, fast-moving goods, travel, and e-commerce. The mixed method research, in particular, would be highly beneficial as it

allows for consumption of platform analytics and consumer interviews, as well as survey measures of brand engagement, brand trust, and purchase intention (Bajpai et al., 2025; Gupta & Syed, 2025).

Digital marketing in India is leaning towards a more integrated, data-driven and customer-centric approach overall. The top brands will be the ones that integrate creative content with analytics, platform-specific performance with consistent brand meaning and short-term campaign performance with long-term consumer trust. Therefore, the measurement of campaign performance on each platform is not only a technical analytics task but a strategic process to comprehend how digital interactions generate value to both consumers and firms (Dwivedi et al., 2021; Kannan & Li, 2017).

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