

# Global marketing and digital personalization: AI-driven strategies for reaching diverse markets and building customer loyalty\*

Marketing global y personalización digital: estrategias impulsadas por IA para llegar a mercados diversos y fidelizar a los clientes

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## How to cite:

Díaz Pulido, J. M. (2026). Global marketing and digital personalization: AI-driven strategies for reaching diverse markets and building customer loyalty. *CITAS*, 12(1), 24-33.

 <https://doi.org/10.15332/24224529.11454>

Recibido: 08/11/2025

Aceptado: 24/03/2026



## Abstract

Market globalization has required organizations to develop smarter, more personalized marketing strategies that can adapt to diverse cultural contexts. In this scenario, artificial intelligence (AI) has emerged as a key resource for transforming traditional digital marketing practices. This article analyzes how AI-supported digital strategies enable organizations to reach and retain global audiences through automated personalization processes, predictive analytics, and advanced segmentation. Using a mixed-methods approach, including semi-structured interviews with Colombian experts and structured surveys based on a Likert scale, the study identified the most commonly used tools, such as personalized expert systems, message automation, applications designed to simulate human conversations, and sentiment analysis, among others, as well as their effects on customer loyalty. The findings reveal a high level of adoption of artificial intelligence solutions in medium-sized

\*Research article. This article is based on interdisciplinary research focused on global marketing and digital personalization through AI-driven strategies.

and large companies, along with a positive perception of their effectiveness in building strong relationships with consumers. However, significant challenges related to the technology gap, the cultural adaptation of algorithms, and the ethical implications of data management were also identified. It is concluded that the success of these strategies depends on organizations' ability to integrate technology, cultural understanding, and user experience in global digital environments. This study provides a contextualized perspective from Colombia, with practical implications for companies seeking to expand into international markets through emerging technologies focused on personalization and the customer experience, which offer new opportunities while also posing challenges for their implementation and management.

**Keywords:**

global marketing, artificial intelligence, digital personalization, customer loyalty, digital strategies.

**Resumen**

La globalización de los mercados ha exigido a las organizaciones desarrollar estrategias de marketing más inteligentes y personalizadas capaces de adaptarse a diversos contextos culturales. En este escenario, la inteligencia artificial (IA) ha surgido como un recurso clave para transformar las prácticas tradicionales del marketing digital. Este artículo analiza cómo las estrategias digitales respaldadas por IA permiten a las organizaciones alcanzar y retener audiencias globales mediante procesos automatizados de personalización, analítica predictiva y segmentación avanzada. Mediante un enfoque de métodos mixtos, que incluyó entrevistas semiestructuradas con expertos colombianos y encuestas estructuradas basadas en una escala Likert, el estudio identificó las herramientas más utilizadas, como los sistemas expertos personalizados, la automatización de mensajes, las aplicaciones diseñadas para simular conversaciones humanas y el análisis de sentimientos, entre otras, así como sus efectos en la fidelización de los clientes. Los hallazgos revelan un alto nivel de adopción de soluciones de inteligencia artificial en empresas medianas y grandes, junto con una percepción positiva de su eficacia para construir relaciones sólidas con los consumidores. Sin embargo, también se identificaron desafíos significativos relacionados con la brecha tecnológica, la adaptación cultural de los algoritmos y las implicaciones éticas de la gestión de datos. Se concluye que el éxito de estas estrategias depende de la capacidad de las organizaciones para integrar tecnología, comprensión cultural y experiencia del usuario en entornos digitales globales. Este estudio ofrece una perspectiva contextualizada desde Colombia, con implicaciones prácticas para las empresas que buscan expandirse a mercados internacionales mediante tecnologías emergentes centradas en la personalización y la experiencia del cliente, las cuales ofrecen nuevas oportunidades, pero también plantean desafíos para su implementación y gestión.

**Palabras clave:**

marketing global, inteligencia artificial, personalización digital, fidelización de clientes, estrategias digitales.

**Introducción**

Market globalization has intensified competition among organizations, forcing them to design increasingly sophisticated, adaptable, and customer-centered marketing strategies. In this context, one of the main challenges lies in companies' ability to understand and respond effectively to culturally diverse audiences with heterogeneous behaviors, expectations, and needs.

Despite advances in digital marketing, many organizations still face limitations in personalizing their strategies on a large scale, especially in international settings where cultural, linguistic, and contextual variables come into play. This challenge is further exacerbated by data overload, difficulties in data interpretation, and the limited capacity of traditional approaches to deliver personalized experiences in real time. In this scenario, artificial intelligence (AI) emerges as a strategic solution that enables process automation, the analysis of large volumes of information, and the generation of predictive patterns of consumer behavior. However, its implementation is not without challenges, particularly in relation to the cultural adaptation of algorithms,

technological gaps, and the ethical implications of data use. Therefore, it is necessary to critically analyze how AI-supported digital strategies contribute to marketing personalization in global contexts, as well as their scope and limitations in emerging markets such as Colombia.

In this regard, the objective of this research is to analyze the role of artificial intelligence in the design of digital marketing strategies aimed at personalizing communication and building audience loyalty in diverse markets. The hypothesis guiding this study is that AI-based digital strategies facilitate access to diverse markets and foster customer loyalty through contextualized and automated marketing personalization. The relevance of this study lies in its contribution of empirical evidence from the Colombian context, offering practical implications for organizations seeking to expand internationally using emerging technologies.

## Theoretical framework

### Artificial intelligence in digital marketing

Artificial intelligence has transformed digital marketing by enabling process automation, advanced analytics, and real-time personalization. According to Chatterjee et al. (2021) AI facilitates data-driven decision-making, thereby improving efficiency and customer interaction.

### Digital personalization and customer experience

Personalization has become a strategic pillar of modern marketing. Wedel & Kannan (2016) note that the ability to tailor content and offers based on user behavior significantly increases the effectiveness of digital strategies.

### Global marketing and cultural adaptation

Authors such as Kumar et al. (2021) emphasize that the standardization of strategies in global markets is limited when elements of cultural adaptation are not incorporated. AI allows for a certain degree of localization; however, it still faces limitations in interpreting sociocultural contexts.

### Empirical evidence

Recent studies, such as (Arora et al., 2020) show that the use of AI in marketing increases conversion and retention rates, especially in highly competitive digital environments. However, risks associated with data misuse and algorithmic biases have also been identified.

## Data collection and analysis methodology

### 1. Methodological approach

This study was based on an exploratory and descriptive mixed-methods approach, combining qualitative and quantitative methods to understand and analyze the use of AI in digital personalization strategies within global marketing. This methodological combination allowed for a deeper exploration of both expert perceptions and the frequency and effectiveness of the use of technological tools. The research sought to test the following hypothesis: Digital strategies based on artificial intelligence enable access to and retention of diverse markets through contextualized and automated marketing personalization.

### *Methodological approach*

A non-probabilistic, criterion-based, or purposive sampling method was used, selecting experts who met specific criteria related to experience in digital marketing and artificial intelligence.

### *Justification of sample size*

The sample size (25 participants) was determined based on the following criteria:

- Accessibility to highly qualified experts.
- Theoretical saturation in the qualitative analysis (15 interviews).
- Operational feasibility of the study.

This is consistent with exploratory mixed-methods studies such as Creswell & Plano Clark (2018).

### *Variables and categories*

The variables were structured as follows:

#### **Quantitative (survey):**

- Level of AI implementation
- Perception of effectiveness
- Impact on customer loyalty

#### **Qualitative (interviews):**

- Experience using AI
- Perceived benefits
- Implementation challenges

## **2. Subjects, groups, and context of analysis**

The study population consisted of Colombian experts in digital marketing, technology, and artificial intelligence, all of whom had experience in both national and international projects.

### *Sample selection criteria*

Participants were selected according to the following criteria:

- Professionals with a minimum of five years of experience in areas related to digital marketing or artificial intelligence.
- Verified participation in digital personalization strategies.
- Employment at Colombian companies with international operations or in multinational companies based in Colombia.
- Representation from diverse industry sectors, including retail, technology, education, and financial services.

Participant characteristics:

- Total number: 25 experts.
- Ages: between 28 and 52.
- Educational level: postgraduate qualifications (specialization, master's, or doctoral degrees).
- City of employment: Bogotá (16), Medellín (5), Cali (2), and Barranquilla (2).
- Socioeconomic status: upper-middle and high.
- Occupation: marketing managers, data scientists, digital strategists, and university faculty members.

### 3. Data collection techniques and instruments

To obtain a comprehensive and reliable overview, the following techniques were applied:

#### *a. Semi-structured interviews*

**Objective:** To explore experts' experiences and perspectives regarding the use of AI for digital personalization in global contexts. **Instrument:** An interview guide validated by academic peers. **Format:** Virtual interviews conducted via Google Meet and Zoom. **Average duration:** 45–60 minutes. **Number of interviews:** 15. **Dates:** Between February 10 and March 10, 2025. **Conditions:** The interviews were conducted during work hours, with informed consent, ensuring confidentiality and anonymity.

#### *b. Structured surveys*

**Objective:** To quantitatively measure the level of implementation of AI tools and perceptions of their effectiveness. **Instrument:** A digital questionnaire consisting of 20 items based on a 5-point Likert scale. **Survey method:** Google Forms and Microsoft Forms. **Number of respondents:** 25 experts. **Data collection period:** March 12 to 25, 2025. **Conditions:** The surveys were administered remotely on a self-administered and voluntary basis.

#### *c. Analytical observation (non-participatory)*

**Objective:** To identify patterns in the use of AI and digital personalization on platforms of Colombian companies with an international presence. **Instrument:** Structured observation forms including date, channel, type of personalization, and tools used. **Channels observed:** Websites, mobile apps, and social media platforms of five companies. **Observation period:** April 1 to 15, 2025. **Situations observed:** Interactive advertising campaigns, personalized user experiences, and automated responses.

### 4. Study procedure and phases

The methodological process was carried out chronologically in the following phases:

#### *Phase 1: Study preparation (January 2025)*

- Literature review on AI and global marketing, based on sources from Scopus, Web of Science, and specialized books.
- Definition of the objectives, hypotheses, and problem scope.
- Development and validation of the data collection instruments (interviews and surveys).

#### *Phase 2: Data collection (February–March 2025)*

- Contact with participants and distribution of informed consent forms.
- Conducting virtual interviews with 15 experts.
- Distribution and collection of surveys from 25 participants.
- Direct observation of active digital platforms.

#### *Phase 3: Data analysis (April 2025)*

- Qualitative analysis: Thematic coding of interviews using Atlas.ti software.
- Quantitative analysis: Descriptive statistical analysis in SPSS, including percentages, means, and standard deviations.
- Triangulation: Integration of findings from interviews, surveys, and observation with theoretical approaches and documentary evidence. Distribution and collection of surveys from 25 participants.

## 5. Theoretical foundation of the analysis

The analytical model adopted in this study was based on the principles of the Customer-Centric AI Personalization Framework (Kumar et al., 2021), which links data, context, and customer experience through artificial intelligence. Additionally, a discourse analysis approach applied to digital marketing was incorporated to interpret communicative personalization across the observed channels.

## 6. Validation and research ethics

Methodological triangulation was applied to validate the results. The instruments were validated by experts in methodology and marketing. All participants signed a digital informed consent form. Data confidentiality and anonymity were ensured throughout the study records.

## Results

The collection of qualitative data (interviews) and quantitative data (Likert-type surveys) made it possible to identify the main trends, perceptions, and experiences surrounding the use of AI as a central pillar of personalized marketing strategies applied in global markets. The results were organized into three main analytical categories, in accordance to the mixed-methods approach adopted in this study.

### Category 1: Level of implementation of AI tools in global marketing

Data collected through structured surveys administered to 25 professionals reveal a high level of adoption of AI-based technologies in corporate environments with either international reach or national operations oriented toward expansion. The most commonly used tools are presented in table 1.

**Table 1**

*Level of implementation of AI tools in global marketing*

AI tools in marketing	Percentage of use (%)
Personalized recommendation systems	85
Email and message automation	80
Conversational chatbots	72
Predictive segmentation based on big data	68
Social media sentiment analysis	61

Source: own elaboration.

Most organizations are incorporating recommendation systems and automation tools as key elements to enhance the customer experience. Although sentiment analysis is less widely adopted, it shows steady growth in B2C contexts with a strong digital presence.

### Category 2: Perceptions regarding the effectiveness of AI-driven digital personalization

Based on the 15 interviews conducted, recurring patterns were identified regarding the impact and effectiveness of AI in personalization processes across diverse markets (table 2).

Experts recognize that AI is transforming traditional marketing practices by enabling adaptive, relevant, and timely responses across multiple channels. This is particularly relevant in multicultural contexts, where personalization becomes a key driver of commercial success.

**Table 2**  
*Perceptions regarding the effectiveness of AI-driven digital personalization*

Subcategory	Evidence obtained
More precise segmentation	AI enables real-time hyper-segmentation based on user behavior, context, and profile.
Improved customer loyalty	Retention rates reportedly increase by 15–25% in campaigns that use automated personalization.
Effective omnichannel personalization	Consistency across channels is enhanced through AI-powered message orchestration systems.
Agility and scalability	Respondents agree that AI reduces operating costs and enables the scaling of personalization efforts.

Source: own elaboration.

### Category 3: challenges in digital personalization in global contexts

Both the interviews and the survey comments revealed structural and cultural challenges in the implementation of AI-based strategies (table 3).

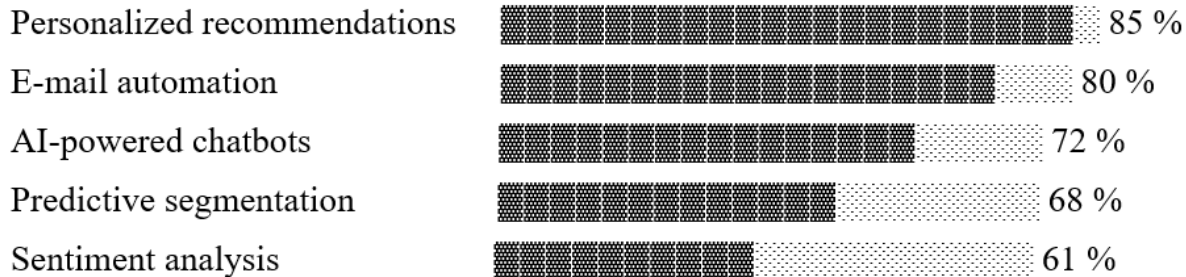
**Table 3**  
*Challenges in digital personalization in global contexts*

Type of challenge	Description according to experts
Cultural barriers	AI still has limitations in interpreting specific cultural variables, which can lead to errors messaging.
Language and idiomatic expressions	Some algorithms fail to semantically interpret idiomatic or regional expressions accurately.
Technological gaps	In countries with less developed digital infrastructure, AI tools have limited functionality.
Ethics and privacy	Concerns persist regarding data collection without clear consent and the presence of algorithmic bias.

Source: own elaboration.

Although AI facilitates the global expansion of personalized marketing, technical, linguistic, and regulatory obstacles continue to hinder its consistent implementation. Overcoming these challenges requires local adaptation and a user-centered approach. Overcoming these challenges requires a simpler adaptation and a focus on the end user, as shown below in Figure 1.

**Figure 1**  
*Distribution of AI tool usage in marketing*



*Source:* own elaboration.

### Preliminary conclusions drawn from the results

- AI is no longer an emerging trend, but rather an established tool in global marketing and digital personalization.
- AI-based personalization enables the adaptation of content, products, and services to diverse cultural contexts and consumer realities.
- Operational, cultural, and ethical challenges persist and must be taken into account as these technologies expand into new markets.

## Discussion

### General discussion of the results

The findings of this research highlight a well-established trend toward the implementation of AI as a key enabler of digital marketing strategies focused on personalization in global markets. The adoption of tools such as recommendation engines, message automation, and sentiment analysis has transformed the way companies reach, segment, and build loyalty among their audiences.

As noted by authors such as Chatterjee et al. (2021) AI-enabled personalization increases consumer satisfaction by delivering tailored experiences in real time. This phenomenon was corroborated in the present study, in which 85 % of experts reported the active use of recommendation systems, while 80 % identified automation as a key factor in effective and continuous customer interaction.

Likewise, the qualitative results provided deeper insight into the effects of AI on marketing, particularly in terms of efficiency, scalability, and precision in segmentation. The experts interviewed agreed that AI-supported strategies not only enable closer engagement with consumers but also generate significant savings in human resources and time, thus supporting the argument advanced by Wedel & Kannan (2016) regarding AI's capacity to redefine value in marketing models. However, the challenges identified, particularly those related to cultural adaptation, support the observations of Kumar et al. (2021), who warn about the limitations of standardized global models.

## Analysis by category

### a. Technological implementation

The adoption of AI technologies in digital marketing is high, with particular emphasis on automation and predictive analytics. This trend is consistent with the findings of Jarek & Mazurek (2019), who highlight that AI-driven automation optimizes the customer lifecycle from initial contact to post-sale.

### b. Personalization as a competitive advantage

Most participants consider digital personalization essential for competing in global markets. The ability to adapt content and services to different cultural, linguistic, and behavioral contexts is perceived as a highly effective strategy for building customer loyalty. This view is supported by the work of (Arora et al., 2020), who note that global consumers increasingly value personalized and locally relevant experiences.

### c. Cultural and technological challenges

The most frequently mentioned challenges were the cultural interpretation of data, language barriers in automated algorithms, and the technological gap in some countries. These difficulties limit the effectiveness of AI models when they are not properly adapted to local contexts. Hence, authors such as Kumar et al. (2021) warn of the risk of applying “global” strategies without intelligent localization.

## Validation of the method

The combination of qualitative and quantitative methods proved effective in providing a holistic view of the phenomenon. Semi-structured interviews allowed for an in-depth exploration of professionals’ experiences and perceptions, while the surveys generated quantifiable data that facilitated the identification of patterns. This mixed-methods approach strengthened both the internal and external validity of the study, in accordance with the recommendations of Creswell & Plano Clark (2018).

## Limitations

Although the results are representative of the Colombian context and partially applicable to similar settings, they cannot be generalized to all global contexts. The sample focused on experts with experience in medium-sized and large companies; therefore, the perspectives of small businesses and informal markets were only marginally represented. Furthermore, the rapid advancement of AI may render some of the findings outdated in a relatively short period of time.

## Hypothesis validation

Based on the results obtained, the following findings are identified:

- High adoption of AI (over 70)
- Evidence of improved retention rates (15–25)
- A positive perception supported by the data.

It is therefore concluded that the proposed hypothesis is accepted, as the findings show that AI-based strategies significantly contribute to personalization and customer loyalty across diverse markets.

## Conclusions

Artificial intelligence (AI) has become an essential tool for the development of personalized marketing strategies in global contexts, as it enables organizations to optimize segmentation, targeting, and customer loyalty. In this sense, AI-enabled digital personalization represents a significant competitive advantage, particularly when it is adapted to the cultural and technological conditions of each market. The findings of this study show that companies seeking to enter and strengthen their position in diverse markets must invest not only in technological resources, but also in staff training, cultural localization, and the ethical management of data. At the same time, despite the progress made in the implementation of AI-based strategies, important structural and contextual challenges remain. Therefore, the success of these strategies depends on organizations' ability to adapt continuously to changing market conditions and user expectations. In light of this, the progressive integration of AI into digital ecosystems is recommended through a user-centered, sustainable, and culturally responsible approach.

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