



Marketing analytics research for the *better good*: thoughts and ideas

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Marketing analytics can be an important social marketing tool to address global challenges designed to align business strategies with the United Nations' (UN) Sustainable Development Goals (SDGs) and UN's annual priorities (DeBerry-Spence et al. 2023; El-Haddadeh et al. 2021). As the UN prioritizes conflict management, inequalities, the climate crisis, and the risks of unchecked technology in 2025 (United Nations 2024, 2025), marketing analytics can provide actionable insights to support these efforts. Through data-driven decision-making, businesses and organizations can improve their contributions to sustainable development while promoting economic and social progress.

Since one of the most pressing concerns of the UN is the rising inequality and ongoing conflicts across the world, marketing analytics can support solutions to these issues by using big data and predictive modeling to better understand socioeconomic disparities. Organizations and researchers can use these insights to design interventions that address inequality and encourage social inclusion (Orhan and Guajardo 2022). For example, data-driven marketing campaigns can target marginalized communities with personalized messaging and resources, ensuring that essential services and opportunities reach those who need them most. El-Haddadeh et al. (2021) emphasize the value of big data analytics in creating predictive capabilities for organizations, allowing them to formulate better-informed business decisions that align with social and economic goals. Through the adoption of big data analytics, organizations can optimize their outreach strategies, ensuring that they are reaching underprivileged

populations effectively and helping bridge gaps in education, healthcare, and economic opportunities.

Social marketing strategies have also been instrumental in advancing social welfare objectives, such as promoting gender equality and reducing poverty (DeBerry-Spence et al. 2023). By integrating marketing analytics with social marketing principles, businesses and governments can create data-driven campaigns that amplify the impact of social policies.

Marketing analytics also have an important role in promoting sustainability by identifying consumer behaviors and trends that contribute to climate change. According to Lim (2022), the Sustainability Pyramid framework prioritizes economic, social, and environmental sustainability in marketing efforts, suggesting that businesses should emphasize the economic value of sustainability to drive behavioral change among mainstream consumers. To do this, companies can use data insights to highlight the financial benefits of eco-friendly products, making sustainability an appealing choice for a broader audience. Moreover, analytics can optimize supply chain processes to reduce environmental impact, since big data can be used to enhance resource efficiency and sustainability across industries (El-Haddadeh et al. 2021). While technological advancements have driven progress, they have also created risks related to data privacy, misinformation, and digital divides. Hence, marketing analytics must be employed responsibly to ensure ethical data practices and equitable digital access (Wymer 2023) and the UN has emphasized the need for governance frameworks that safeguard against the misuse of AI, big data, and digital platforms (United Nations 2024).

Campaigns that educate the public on digital literacy, misinformation, and privacy protection can be designed using marketing analytics to ensure that they reach the targeted audiences effectively (Galan-Ladero et al. 2023). In addition, organizations can use data analytics to track and mitigate algorithmic biases that perpetuate inequalities in access to digital services and economic opportunities (Orhan & Guajardo 2022).

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Table 1 Future research suggestions for *Journal of Marketing Analytics* authors

2025 UN priority	Future research topic
Climate crisis	Predictive modeling for consumer adoption of sustainable products Optimizing supply chain sustainability using data-driven insights Behavioral analytics for promoting low-carbon lifestyle choices
Conflicts	Analyzing sentiment trends in conflict zones using social media data Impact assessment of crisis communication strategies during conflicts Using geospatial analytics to map and mitigate conflict-driven market impacts
Inequalities	Using big data to identify and address wage gaps across industries Marketing analytics for improving access to financial services in underserved communities Using AI to design targeted educational campaigns for marginalized groups
Dangers of unchecked technology	Ethical AI governance and addressing bias in marketing algorithms Consumer trust in AI-driven advertising Detecting and mitigating misinformation in digital marketing campaigns

Overall, marketing analytics are not just a tool for profit-driven businesses; they can also be used as a strategic asset for achieving the UN's 2025 priorities. Table 1 provides potential related research opportunities for publishing in *Journal of Marketing Analytics* and categorizes them by each major 2025 UN Priority. In relation to the climate crisis, marketing analytics can predict consumer behavior regarding sustainable products and help companies design effective marketing strategies that promote eco-friendly choices. By using analytics-based insights, businesses can encourage the adoption of sustainable practices, contributing to environmental conservation. Also, optimizing supply chain sustainability through data-driven insights can reduce the carbon footprint of products, aligning with global sustainability goals.

Marketing analytics can also prove helpful in conflict management, especially in terms of anticipating and measuring economic impact. For example, by using social media analytics, researchers can monitor public sentiment in regions experiencing conflict, which allows them to assess developing tensions in real time and determine effective communication strategies. Also, sentiment analysis can identify escalating negative emotion, providing resources to deploy timely interventions to prevent violence. Big data analytics can also help uncover wage disparities by analyzing compensation data across various sectors, and inform policies aimed at promoting equitable pay and reducing income inequality. Furthermore, marketing analytics can provide insights for strategies to improve access to financial services in underserved communities by identifying barriers and adapting outreach efforts accordingly. Regarding the potential threats of unchecked technology, marketing analytics researchers can focus on identifying and mitigating biases in AI-driven marketing tools. Ensuring ethical AI governance is necessary to prevent discrimination and uphold consumer trust. In addition, analyzing consumer trust

in AI-driven advertising through data analysis can provide insights into public perceptions and guide the development of responsible marketing practices.

In conclusion, marketing analytics offers valuable methodologies and a theoretical framework to address the UN's 2025 priorities and contribute to UN's Sustainable Development Goals, also supported by our publisher, Springer Nature. By performing research in these areas, researchers and practitioners can contribute to global efforts aimed at building peace, equality, environmental sustainability, and ethical technological advancement. *Journal of Marketing Analytics* welcomes innovative research that addresses these global challenges.

Data availability All data is available upon request.

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