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Designing a Digital Marketing Engage AI Platform Using Design Science Research

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Completed Research Paper

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ABSTRACT

In a digital organization, analysts should focus exclusively on analysis to expedite the market entry of their solutions, thereby enhancing efficiency and effectiveness in their domain. Expanding analysts' responsibilities beyond their primary functions can dilute their concentration on core competencies. Additionally, analysts have varying technical, analytical, and domain expertise levels. Consequently, the cost, effort, and time required to develop efficient analytics solutions are high and inevitably slow to market when analysts must support critical processes outside their core competencies or have limited skills. Therefore, this study focuses on designing an engagement platform for analysts using digital analytics. Specifically, it focuses on the digital marketing domain and designs a novel EngageAI platform to Engage Analysts Innovatively. EngageAI seamlessly integrates the capabilities of an analytics engagement platform and an analytics application platform. EngageAI enables more strategic and informed decision-making, enhancing efficiency and increasing ROI within the digital marketing agency. A field study was also conducted at Epsilon, a Publicis Groupe, Inc. division, using business use cases. The result encourages further exploration into the design of broad-based, sustainable digital platforms for analyst engagement beyond digital marketing.

Keywords

Analysts Engagement Platform, Action Design Research, Intelligent Process Automation, Self-service Analytics, Analytics-skill-agnostic Applications.