

# CONTEMPORARY CONCEPTS OF DIGITAL MARKETING CAMPAIGNS: ARTIFICIAL INTELLIGENCE AND ENVIRONMENTAL RESPONSIBILITY

BRANKICA TODOROVIC

University of Business Academy, Faculty of Contemporary Arts, Belgrade, Serbia  
brankica.todorovic@fsu.edu.rs

In the context of digital transformation, digital marketing campaigns are implemented as an integral part of digital business models. Within these models, companies adopt omnichannel management approaches that integrate digital and physical channels, providing customers with a seamless, consistent, and connected experience. This paper examines key performance indicators of digital marketing campaigns with diverse objectives, including environmental responsibility, the enhancement of environmental awareness, and other socially relevant issues, as well as the relationship between investment levels and target audiences. The analysis is conducted through a case study of campaigns implemented by Costa Coffee. In addition, the paper analyses key performance indicators and critical responses to a digital marketing campaign created with the support of artificial intelligence, using the example of Coca-Cola. The study applies a qualitative research methodology based on a descriptive-analytical approach and the analysis of secondary data sources. A case study method and comparative analysis are employed to examine the advantages, limitations, and potential risks associated with the use of artificial intelligence and environmentally oriented campaigns in comparison with other forms of digital marketing campaigns.

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## 1 Introduction

Digitalization has also led to significant changes in business models and the emergence of a new concept: the digital business model (Verhoef & Bijmolt, 2019). A digital business model represents the way in which an organization creates, delivers, and captures value through digital technology. This involves not only the use of the Internet and digital platforms in creating and delivering value but also the transformation of business operations, customer relationships, and revenue structures. Digital business models encompass four dimensions: digital channels, digital customers, digital infrastructure, and digital products and services (Verhoef et al., 2021).

In addition to digital business models, companies implement omnichannel management, a strategy for integrating and coordinating all channels through which a company communicates with consumers and sells products or services, ensuring that the customer experiences a seamless, unified, and connected journey regardless of the channel used. While multichannel management involves presence across multiple channels (physical stores, website, mobile application, social media), omnichannel implies that all these channels are interconnected, so the consumer experience is uninterrupted when switching from one channel to another. The omnichannel approach integrates digital and physical channels to provide customers with a unified brand interaction (Verhoef et al., 2015).

Omnichannel retailers use ICT to enable information continuity and personalized communication with consumers (Piotrowicz & Cuthbertson, 2014). Companies employing diverse social media strategies—i.e., presence across multiple platforms—achieve better outcomes than those focusing on fewer platforms, increasing overall online sales by 2% to 5% (Wand et al., 2025).

Companies should measure the performance outcomes of marketing campaigns (KPIs) using various indicators. KPI targets are set as SMART objectives (Macready, 2025).

The research objectives of this study focus on identifying KPI indicators for measuring the ecological impact of campaigns as an important component of contributing to sustainable development based on a case study: Costa Coffee's Campaign Effectiveness and Environmental Impact.

## **2 Methodology and literature review**

A qualitative research methodology was applied in this study, based on a descriptive-analytical approach. The research relies on the analysis of secondary data sources, including relevant scientific and professional literature in the fields of digital marketing, digital business models, and omnichannel management.

In addition, the case study method was employed through an analysis of the digital marketing campaigns of Costa Coffee, with the aim of identifying key performance indicators of campaigns that integrate sustainability objectives, social responsibility, and environmental awareness.

The objectives of this study are:

- To analyze the role of digital marketing campaigns within contemporary digital business models and omnichannel management.
- To identify key performance indicators of digital marketing campaigns in the context of digital transformation.
- To examine the ways in which digital marketing campaigns integrate sustainability objectives, including a responsible approach to the environment and the strengthening of environmental awareness.

The literature review indicates that it examines digital tools in marketing strategies (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2019). Digital marketing strategies are essential for brand promotion and ensuring sustainability in the tourism and hospitality industry (Kamyabi et al., 2025).

In addition to the role of digital tools, studies also examine the role of AI as support for digital marketing strategies. The study by Acatrinei et al., (2026) explores how AI influences consumer behavior and sustainable digital strategies through mobile and

social media platforms, including empirical findings on trust, transparency, and the acceptance of AI tools in marketing. AI has a positive impact on consumer experience and consumer engagement on social media (Bilal et al., 2024).

The contribution of AI to digital marketing is reflected in the personalization of customer experience, the optimization of strategies, and its contribution to sustainable business practices (Gündüzyeli, 2024; Jarek & Mazurek, 2019). In addition, studies address the issue of green marketing in the context of business digitalization, emphasizing (Alkhatib et al., 2023) that marketing campaigns created using AI contribute to higher KPIs (Klein & Kutlar, 2024). Schultz et al., (2011) highlight the role of integrated marketing communications in social responsibility and brand sustainability through digital platforms. Sustainable marketing initiatives contribute to the achievement of the SDGs (Anuradha et al., 2023), as does green marketing (Peattie & Crane, 2005).

The aforementioned studies indicate a segmented approach to the role of digital campaigns, AI as support for digital tools, KPIs, and integrated marketing communications, whereas the study in this paper focuses on synthesizing all these aspects within the framework of the analyzed case study.

### **3 A case study: Costa Coffee's Campaign Effectiveness and Environmental Impact**

This paper analyzes three digital marketing campaigns implemented by Costa Coffee from the perspective of their objectives, applied digital tools, and key performance indicators: Behind Every Cup, Costa Express, and Sustainability First Campaign. The campaigns were selected based on data availability and comparability, as well as the diversity of objectives and performance indicators (Marketing Maverick, 2025).

Behind Every Cup was implemented with the objective of demonstrating to customers the coffee preparation process in Costa Coffee outlets. The campaign was carried out through video content featuring baristas preparing beverages, from tamping the coffee to carefully steaming the milk. The company aimed to highlight its commitment to quality and employee expertise, thereby fostering customer trust and respect.

Costa Express is a campaign based on a product quality guarantee, acknowledging potential customer dissatisfaction with beverages purchased from Costa Express machines. The company announced that customers who were not satisfied with a drink purchased from a Costa Express machine would receive a complimentary handcrafted beverage in a Costa outlet. Clear signage was placed on Costa Express machines explaining how customers could redeem this guarantee.

Costa For Everyone is a campaign designed to demonstrate that the company offers products tailored to different customer segments. The company restructured its menu to emphasize various options available at different times of the day and for different consumer profiles. Special offers for students were also introduced and promoted in proximity to universities.

The Sustainability First Campaign was implemented with the objective of demonstrating the company's commitment to environmental sustainability through the following activities:

- Designing new cups that are fully recyclable;
- Installing recycling points in every store;
- Rewarding customers who brought their own reusable cups with additional loyalty points as an incentive.

The campaign encouraged activities aimed at waste reduction, education, and motivating customers toward more environmentally responsible behavior. The company created a panel in each store displaying the number of cups recycled and the amount of plastic saved. Store staff underwent training in order to explain this environmental initiative to customers.

The analysis and discussion of the results are conducted from the perspective of the key characteristics of omnichannel management in marketing campaigns, as well as the fundamental elements of digital marketing strategy and the marketing plan. The key characteristics of the omnichannel approach analyzed in the campaigns include:

Unified customer experience: Customers can initiate a purchase on one channel, continue it on another, and complete it on a third—without losing data or context. Customers no longer differentiate between physical and digital channels; they expect an integrated experience, which requires a high level of internal resource coordination (Brynjolfsson & Hu, 2013).

Integrated customer data: All customer data are collected within a unified system, enabling personalization and real-time tracking of customer behavior.

Coordination of marketing, sales, and logistics: All company functions operate in synchronization—social media activities are aligned with in-store inventory. Consumers expect consistency in communication, pricing, and services regardless of the channel (Rigby, 2011).

Consumers who purchase beverages from Costa Express machines are able to redeem a handcrafted beverage in a Costa Coffee store, ensuring integration between automated and physical retail channels.

Behind Every Cup: A dedicated website was developed where customers could “meet” their local baristas and learn coffee preparation tips, thereby extending the in-store experience into the digital environment.

Costa Express: The campaign involved well-known social media influencers who recorded themselves trying Costa Express machines at various locations—such as petrol stations, supermarkets, and railway stations. In addition, radio advertisements were broadcast during morning time slots, when consumers are most likely to consider purchasing coffee. The campaign, also, included staff training at locations where Express machines were installed, enabling employees to assist customers in using the machines and to explain the quality guarantee.

Within the analyzed campaigns, the element of integrated customer data was not identified, as no publicly available data related to this aspect were provided.

Furthermore, in 2021, Costa Coffee launched its first TikTok campaign, The Costa For You. The campaign consisted of 14 video advertisements that were personalized and displayed to users based on TikTok’s search algorithm (Marketing

Communication News, 2021). Entertaining characters created באמצעות eye and mouth filters explained different ways to enjoy Costa Coffee products.

The presented results indicate that Costa Coffee selects social media platforms that influence consumer behavior and marketing outcomes, while aligning them with the objectives of the specific campaign (Wirtz et al., 2013).

The analysis of the implemented campaigns demonstrates that the fundamental elements of the digital marketing strategy and marketing plan of Costa Coffee include:

- Use of digital tools: Within the Sustainability First Campaign, the company began cooperating with local authorities to ensure the proper recycling of its cups. Digital screens were installed in stores to display real-time data on environmental impact—for example, the number of trees saved due to the use of reusable cups on a given day.
- The Costa Coffee Club loyalty program was designed to reward regular customers (Berohn, 2024). For every penny spent, customers accumulate points that can later be redeemed. The introduction of this program encourages repeat visits and fosters long-term loyalty. Integration with the mobile application enhances convenience, allowing customers to order in advance, pay digitally, and skip queues, which represents a significant advantage for busy professionals.
- Personalized offers based on previous purchases contribute to a tailored and carefully designed customer experience.
- Presence on social media: active communication with consumers.
- Measurement of digital marketing campaign effectiveness and return on investment.
- Promotion of environmentally responsible business practices through the company's website and social media channels.

On the company's website, two articles—Recycling Paper Cups and Partnership for Collection and Recycling—clearly highlight Costa Coffee's environmental initiatives (Costa Coffee, n.d.).

Recycling Paper Cups – The company emphasizes its commitment to improving recycling infrastructure, supporting collaborative recycling initiatives, and exploring new cup design technologies to make recycling easier.

Partnership for Collection and Recycling – In 2018, the company participated in establishing the National Cup Recycling System in the United Kingdom. Within this system, Costa Coffee financially supports cup recycling by providing incentives to waste collectors for each ton of cups collected for recycling. Customers are encouraged to recycle takeaway paper cups at participating stores. Thanks to this program, more than 200 million cups have been recycled to date.

#### **4 Key Performance Indicators of Marketing Campaigns**

Key performance indicators (KPIs) of marketing campaigns can be classified into five categories (Macready, 2025):

1. Engagement KPIs
2. Awareness KPIs
3. Conversion KPIs
4. Customer Care KPIs
5. Content Performance KPIs

The indicators marketing campaigns are grouped into five categories of KPIs (Table 1).

The analysis indicates that all campaigns achieved Customer Care KPIs, which, in the case of the Sustainability First Campaign, reflect corporate social responsibility and environmental stewardship. These indicators accounted for 23.3% of the total KPIs reported across the campaigns, while Conversion KPIs represented 33.3%. The Conversion KPIs demonstrate that campaign success rates increased across various omnichannel management sources. No campaign achieved success indicators within to the Content Performance KPIs category.

**Table 1: KPIs**

Indicators	Behind Every Cup	Costa Express	Sustainability First Campaign
Engagement KPIs	Instagram engagement increased by 218%	-	Use of reusable cups increased by 78%. 2.8 million customers joined the recycling program.
Awareness KPIs	TV advertisements reached 40 million viewers in the United Kingdom	-	Customer environmental awareness scores increased by 34%.
Conversion KPIs	Store visits rose by 8% during the campaign period.	Sales through Express machines increased by 32%. Machine usage rose from 52% to 67%. 1,000 new Express locations were added. Customer satisfaction with the machines increased from 71% to 89%.	-
Customer care KPIs	Brand trust index increased from 72% to 84%.	Only 0.5% of beverages were returned (using the quality guarantee).	Saved 12.6 million single-use cups. Reduced plastic usage by 45 tons.
Content performance KPIs	-	-	-

Source: author, based on Marketing Maverick, 2025.

Measuring ROI helps assess the success of marketing campaigns through the use of relevant metrics and KPIs (Lenskold, 2003). However, despite the positive impact of the Sustainability First Campaign on sustainable development and the circular economy, this campaign yielded the lowest return on investment for the company - \$2.10 per \$1 invested (Table 2).

**Table 2: Return ROI**

Return	Return on investment (\$)	Financial gap
Lowest	2.1	-1,1
Average	3.2	-

Source: Marketing Maverick, 2025.

Coca-Cola utilized advanced AI and predictive analytics to identify demand for low-calorie products six months before corresponding sales data became available (Zahara, 2025). The implementation of this strategy resulted in an 18% increase in ROI (Cherian et al., 2025).

By applying AI-driven analytics for real-time consumer data analysis, optimization of advertising expenditure, and campaign performance evaluation, the company improved ROI by 22%, as budgets were reallocated toward campaigns with higher engagement levels (Zahara, 2025).

Click-through rates increased by 18–22% when the AI system generated and evaluated creative advertisements in real time, thereby enhancing digital advertising performance during the 2023 FIFA World Cup campaign (Ramnani, 2024).

## 5 Conclusions

The study's findings confirm that the success of digital marketing campaigns depends on a combination of an omnichannel approach, the integration of digital tools and AI, and the establishment of relevant KPIs. The analyzed campaigns were not created using AI; however, AI was indirectly present in identifying key consumer preferences, algorithms for personalized offers, and other functions. The combination of digital tools and AI contributed to high KPI values and ROI. Nevertheless, the study highlights differences in returns across campaigns, with the largest monetary gap observed in the campaign that most significantly contributed to environmental protection and the enhancement of ecological awareness.

The limitations of this study lie in the absence of data for campaigns generated by AI; consequently, there are no available KPI or ROI metrics, which prevented a comprehensive comparative analysis of the advantages of digital tools versus AI. This, however, does not diminish the value of the study, which can serve as a foundation for further research, particularly regarding the relationship between campaigns focused on sustainability and those not primarily oriented toward it.

The effectiveness of digital marketing campaigns was achieved through an omnichannel approach, demonstrating the use of various social media channels to strengthen the customer experience. Additionally, one campaign combined

traditional and digital marketing, which contributed to increased foot traffic in stores.

The campaigns aimed to enhance customer experience and brand satisfaction, as evidenced by KPI indicators. The conclusions of the study emphasize the need to measure the results of each campaign to better understand its effects and to improve future activities. Loyalty programs contribute to customer experience and conversion rates and serve as an element for planning future campaigns.

Moreover, the ecological impact of the campaigns represents an important indicator of sustainability and corporate social responsibility. Costa Coffee largely leverages digital transformation for digital marketing campaigns, but greater integration with AI could open new opportunities for enhancing marketing activities and customer engagement.

The use of digital technology and AI in sustainable marketing initiatives contributes to reduced resource consumption, decreased plastic usage, and increased recycling awareness. Such practices should be incorporated into digital campaigns by other companies as well, prioritizing environmental benefits over purely financial gains.

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