



Department of Economics and Business Sciences

Master's Degree in Marketing:
Market Relationship and Customer Engagement

Chair of Digital Marketing

Language and Conversion in the Digital Landscape:
an Experimental Analysis on the Impact of
Linguistic Models in Marketing Strategies

Prof. Matteo De Angelis

RELATORE

Prof. Paolo Peverini

CORRELATORE

Lorenzo Ricciardi (78991)

CANDIDATO

Anno Accademico 2024/2025

Table of Content

<i>Abstract</i>	<i>3</i>
<i>Introduction</i>	<i>6</i>
<i>1. Managerial Needs and Risks of Communication.....</i>	<i>8</i>
<i>1.1 The Evolution of Marketing: From Traditional to Digital</i>	<i>9</i>
<i>1.2 Introduction to The Managerial Problem</i>	<i>13</i>
<i>1.3 The Importance of Communication in Digital Marketing.....</i>	<i>24</i>
<i>1.3.1 The Interplay of Marketing Funnel and Customer Journey in Communication</i>	<i>26</i>
<i>1.4 The Digital Ecosystem</i>	<i>40</i>
<i>2. When Communication Fails</i>	<i>45</i>
<i>2.1 The Pandoro-Gate: A Breakdown of Communication Errors</i>	<i>49</i>
<i>2.2 Ferragni’s Response and Balocco’s Statement.....</i>	<i>51</i>
<i>2.3 Brands Perception and Subsequent Developments</i>	<i>51</i>
<i>2.4 Reputational Aftermath and Long-Term Implications.....</i>	<i>53</i>
<i>3. Introducing Artificial Intelligence.....</i>	<i>55</i>
<i>3.1 AI for Business Process Management.....</i>	<i>59</i>
<i>3.1.1 The Role of Artificial intelligence in the Modern Era</i>	<i>59</i>
<i>3.1.2 Business Process Management and AI Integration.....</i>	<i>60</i>
<i>3.2 The Current State of AI and its Evolution Toward Autonomous Reasoning</i>	<i>62</i>
<i>3.3 The integration of Business Knowledge in AI: Challenges and Ethical Implications</i>	<i>63</i>
<i>4. Introducing Martes AI and Research Hypotheses</i>	<i>66</i>
<i>4.1 AI’s Business Needs in the Digital Landscape.....</i>	<i>71</i>
<i>4.2.1 Real-World Case: AI-Driven CRM Implementation</i>	<i>73</i>
<i>4.3 Reactance Theory and Consumer Perspective.....</i>	<i>79</i>
<i>4.4 Research Framework and Hypothesis Development: Linguistic Models’ Impact on Conversion</i>	<i>81</i>
<i>4.5 Methodology.....</i>	<i>85</i>

4.5.1 H1: A/B Testing in Advertising on Meta Platforms	86
4.5.2 H2: YouTube Content's Engagement	86
4.5.3 H3: Personalization and Linguistic Framing in Cold Emailing.....	87
4.6 Stimuli Categorization.....	88
4.6.1 Messaging Advertisements	89
4.6.2 YouTube Video Content	91
4.6.3 Cold Emailing and Linguistic Framing.....	92
4.7 Analysis and Results	96
4.7.1 Meta Advertising Campaigns: Imperative vs. Conditional Messaging	97
4.7.2 YouTube Content Engagement: Informational, Motivational and Practical Demonstration Videos	108
4.7.3 Cold Emailing and Linguistic Framing Campaign.....	112
5. Conclusions.....	115
5.1 Summary and Statements of Key Findings.....	115
5.2 Theoretical and Managerial Implications	119
5.3 Limitations and Directions for Future Research	120
5.4 Final Considerations	121
<i>Bibliography.....</i>	<i>123</i>
<i>Sitography.....</i>	<i>128</i>

Abstract

In the contemporary digital landscape, where marketing strategies are increasingly mediated by artificial intelligence and algorithmic content curation, the role of language as a persuasive and strategic tool has gained more importance over years, by gaining more and more significance by the time passes through. This research “*Language and Conversion in the Digital Landscape: An Experimental Analysis on the Impact of Linguistic Models in Marketing Strategies*”, investigates how specific linguistic structures influence consumer engagement, decision-making and conversion rates across various digital platforms. While previous studies have explored the psychological effects of persuasive language in advertising, few have systematically examined the comparative effectiveness of different linguistic models in real-world marketing campaigns. This study bridges the gap by providing empirical evidence on how language choices shape digital interactions and consumer behavior. Marketing has undergone a profound transformation over the past decade, evolving from traditional, mass media-driven strategies to data driven highly personalized digital approaches. In the past, companies relied primarily on television, radio, print, media and billboard advertising to reach their target audiences, focusing on brand visibility and mass appeal. However, the advent of the internet and the proliferation of social media platforms have fundamentally altered the way businesses interact with consumers. Today, digital marketing allows for unprecedented levels of personalization, enabling brands to engage with consumers at multiple touchpoints across an optimized conversion funnel. The evolution of marketing has led to the creation and maintenance of fluid digital ecosystems, where companies strategically integrate websites, social media, paid advertising, email marketing and AI-driven automation to maximize engagement and drive conversions. These digital ecosystems are designed to not only attract users but also nurture relationships guiding consumers through a structured journey from awareness to loyalty.

This research does not merely explore the evolution of marketing strategies but delves into the growing centrality of communication in shaping consumer perception and behaviors. As digital interactions increase in complexity, the role of language in influencing consumer trust, decision-making and engagement has become even more crucial. Communication is no longer a mere vehicle for information but a core driver of brand positioning, reputation management and conversion optimization. Given the rising

importance of communication, companies are increasingly exposed to the associated risks with misaligned messaging, tone-deaf campaigns and reputational crises. To illustrate the tangible impact of communication failures, this study presents a high-exposed case study of a recent corporate controversy, widely discussed in public discourse, with legal proceedings still ongoing. By analyzing the Balocco-Gate, the research highlights the common cause of the most common communication errors, their long-term implications and the ways in which consumer perception is affected.

This research presents its theoretical foundation, in building it upon a combination of established frameworks in marketing and communication studies. The Shannon-Weaver Model of Communication provides an essential basis for understanding how information is transmitted and received in a digital context, where noise, misinterpretation, and algorithmic mediation play a significant role; the Reactance Theory, which explains how individuals respond to perceived restrictions on their autonomy, is particularly relevant when analyzing the impact of linguistic framing in digital advertising and direct communication. The study also draws on Self-Determination Theory, which emphasizes the role of autonomy, competence, and relatedness in consumer decision-making. These theoretical models are integrated with contemporary perspectives related to digital marketing and AI's business needs by illustrating how brands leverage language to shape consumer behavior, and how AI-driven optimization introduces both opportunities and ethical dilemmas in persuasive communication. Building upon these premises, the study centers on three experimental analyses, all of which are rooted in the strategic use of language influenced by some factors and variables. The practical application, the analyses conducted within this research, is conducted in collaboration with Martes AI, an emerging business operating in the artificial intelligence sector by equipping to businesses artificial intelligence tailor-made solutions aimed at facilitating and optimizing their internal processes and workflows with the integration of chatbots, automated email flows and AI-driven services. Within this research, the action taken by me on behalf of Martes AI serves as the foundation for three linguistic experiments, designed to empirically measure the impact of different language models on digital conversion rates.

The first analysis investigates the effectiveness of imperative versus conditional messaging in social media advertising on Meta platforms. The experiment measures user engagement and conversion rate to determine whether autonomy-supportive language

reduces psychological resistance and increase consumer action. The second study aims at examining the impact of different content formats on YouTube engagement, comparing motivational, informational and practical demonstration videos to assess which approach maximizes audience retention and interaction. The third and finale experiment focuses on cold emailing strategies in B2B marketing, exploring how varying levels of personalization affect open rates, reply rates and lead conversion.

The research employs a rigorous experimental methodology mostly based on quantitative data analysis, integrating A/B tests and real-world application to provide empirical evidence on how language influences consumer behavior based on the chosen and analyzed variables by assuming three hypotheses for each analysis performed. From a theoretical perspective the research, through its studies, expands existing models of digital communication by integrating linguistic psychology insights into marketing strategies. Key research findings contribute to academic discussions such as persuasion, cognitive biases and primarily psychological effect of language in digital environments and the study underscores the need for brands in adopting linguistic strategies aimed at tailoring context-aware messaging to platform-specific dynamics, also by leveraging AI-powered communication tools; furthermore, it raises critical ethical considerations regarding AI-driven communication strategies, particularly concerning consumer autonomy, data privacy and algorithmic manipulation in digital marketing raising more doubts regarding the guidelines of digital platforms such as Meta. Anyway, in conclusion, as digital marketing continues to evolve in an era of hyper-personalization and real-time content optimization, this research Through a cross-study of tests carried out on multiple fronts, this research positions language not merely as a functional element, but as a strategic determinant in digital marketing. By leveraging empirical insights and theoretical advancements, businesses can refine their linguistic approaches to optimize engagement, build stronger consumer relationships, and maximize conversion rates in an increasingly AI-driven marketing ecosystem.

Introduction

In an era where artificial intelligence and algorithmic content curation increasingly shape digital marketing strategies, language has emerged as a pivotal tool in influencing consumer engagement, decision-making, and conversion rates. The shift from traditional marketing to highly personalized digital marketing has transformed how brands interact with their audiences. Today, companies operate within complex digital ecosystems where multiple touchpoints are strategically integrated to optimize consumer journeys and maximize conversions. As digital marketing evolves, so does the centrality of communication in shaping consumer perception and behavior. Language is no longer a mere vehicle for conveying information but a fundamental element of brand positioning, reputation management, and persuasion. However, miscommunication poses increasing risks for companies, as seen in high-profile corporate controversies where strategic messaging failures have led to reputational crises and consumer backlash. This study explores these dynamics, investigating how different linguistic models influence user engagement and trust while addressing the implications of content optimization. This research is grounded in communication a psychological theoretical foundation; frameworks including the Shannon-Weaver Model of Communication, Reactance Theory, and Self-Determination Theory provide a foundation for understanding how consumers interpret language in digital contexts. Through this theoretical insights' combination, the practical application of this research is conducted in collaboration with Martes AI, an emerging company specializing in AI-driven marketing solutions by examining the effectiveness of linguistic models and related variables structure across three major digital marketing channels through a quantitative analysis of: digital advertising on Meta platforms, YouTube content strategies, and B2B cold emailing. To provide robust empirical evidence, the first analysis study employs both A/B testing and chi-square tests to compare user interactions, while t-tests assess the statistical significance of the observed differences in click-through rates and conversions; The second study explores YouTube content engagement, evaluating how varying linguistic tones and structures within video scripts impact audience engagement and conversion. By analyzing view duration, click-through rates, and engagement metrics, it identifies the most effective content category. The third experiment examines B2B cold emailing, measuring the impact of personalization and linguistic framing on response rates in

determining variables affecting users' behavior. In conclusion, this research assesses broader implications of linguistic models in digital marketing; the ability to craft precise, persuasive, and context-aware language is central to brand differentiation, consumer trust, and long-term engagement. Communication language nowadays is a central component of marketing communication and a key determinant of consumer perception and decision-making. I wish everyone could have a good reading.

1. Managerial Needs and Risks of Communication

Digital Marketing nowadays is a corner stone of business success, serving as the interface between companies and their target audiences. Businesses engage in a variety of activities aimed at creating, communicating, and delivering value to customers, fostering engagement and driving conversions. In the modern digital landscape, marketing is not merely a functional necessity; it is a strategic tool that shapes brand identity, influence customer perceptions and drives competitive advantage.

By analyzing the literature and the intricate dynamics of marketing strategies, it becomes evident that language plays a central role in shaping consumer behavior. The selection of linguistic models – whether in advertisements, social medias, email campaigns – significantly influences how messages are perceived and acted upon by the final consumers. Persuasive language, when employed effectively, serves as a catalyst for initial conversion and fosters long-term loyalty by turning occasional customers into brand advocates.

The aim of this chapter is to analyze the critical intersection between linguistic choices and managerial objectives, providing a broad overview of the strategic relevance. Emphasis is placed on how the effective use of persuasive language addresses core business needs. The next sections of this research will illustrate the tangible risks of neglecting linguistic precision; furthermore, this topic will be analyzed through a real case study of a marketing campaign that failed to resonate with the intended audience. A complete overview of this theme starts from the foundations on which this concept has been built for years until now, that is specifically to say from the meaning of marketing as everyone knows it today.

“Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.”

"Marketing is the identification and satisfaction of human and social needs¹."

(Philip Kotler, 2003)

¹ Kotler, P. (2003). *Marketing management* (11a ed.). Prentice Hall.

1.1 The Evolution of Marketing: From Traditional to Digital

The evolution of marketing has undergone a profound transformation over the past two decades, driven by rapid technological advancements and the expansion of digital platforms.

Traditionally, marketing strategies were primarily built around mass media, such as television, radio and print. These channels allowed companies to reach large audiences but with limited opportunities for targeting or personalization. The effectiveness of traditional methods relied heavily on broad reach, but also faced significant issues related to cost, accessibility and measurability; moreover, in contrast with the topic covered within this first section, they were not accessible and usable by everyone. Despite their limitations, traditional marketing strategies were effective for certain business models, particularly those aimed at building brand awareness or reach mass markets.

Together with the advent of the internet and the widespread adoption of digital technologies, marketing has shifted to more sophisticated methods, known as data-driven approaches. These approaches involve collecting, analyzing and interpreting large amounts of data to allow organizations in making more informed decisions to optimize their marketing efforts. By leveraging data, businesses can understand customer behavior, preferences and trends, allowing them to tailor their marketing strategies to specific audience segments. This data may include customer demographics, browsing behavior, post purchase data, social media interactions and other forms of consumer activity. Data-driven approaches immediately have become the fulcrum of real marketing strategies, enabling companies to create more personalized, relevant and effective campaigns, as well as measure and adjust the shot in real-time to improve their performance. The rise of search engines, social media platforms and the widespread use of mobile devices have not only changed the way business interact with consumers but also revolutionized the tools and methodologies used to reach and influence target audiences. Social media, for instance, has become one of the primary channels for engaging with customers, offering businesses the ability to directly interact with their audiences in real-time. This shift towards digital platforms has resulted in more personalized, interactive and as aforementioned, measurable strategies. The access to information on a large scale, made possible by the introduction of digital platforms, and the vast array of tools – ranging from paid search ads and social media campaigns to email marketing automation and AI-

powered analytics – as well as ensuring greater precision in targeting and higher levels of customer engagement, marked the passing of an era, redefining the relationship between brands and consumers and fostering a more dynamic and interactive approach, in which user engagement and interaction are essential. On the contrary, compared to when traditional marketing was largely driven by broad, one-size-fits all strategies, the digitalization ushered in a new era-based personalization, where businesses can engage with customers on a more individual level, tailoring their messages and offerings based on data insights.

Made it clear that today's marketers have access to an array of tools to promote their businesses, despite the sophistication of digital marketing tools, one of the challenges lies in finding the optimal balance between online and offline strategies. While digital marketing allows for more granular targeting and real-time data analysis, offline strategies – such as in-store promotions, events and print advertising – still play a crucial role in certain industries. Although online and offline marketing are not mutually exclusive and can coexist within a broader framework, their approaches and outcomes differ significantly. Choosing between the two depends largely on the nature of the business and its strategic objectives. For businesses with physical storefronts, offline marketing can help drive foot traffic, while for luxury brands, traditional media channels may continue to be a strong pillar of brand-building. The key to success in modern marketing may lie not in choosing between the two but in integrating online and offline strategies into a cohesive, omnichannel approach that maximizes customer engagement at every touchpoint.

Today, businesses not only push their messages to consumers, they're also able to respond to customer's feedback, allowing for a stronger relationship. All of this was made possible by the birth of digital platforms such as Facebook which encouraged community building and fostered dialogue between users, talking to each other many kilometers away could express their preferences based on their experiences, leaving feedback or reviews on what they bought or what they did, also opening doors for the introduction of other platforms where reviews still the main purpose – such as Trip Advisor, Trust Pilot – just to cite a couple of practical examples – and which in turn made possible to integrate this model into some of the most used platforms in helping anyone deciding where to go for a trip or even what to do in its hometown, where to buy clothes, etc. with a focus on service and

quality. All this can be minimized in two key concepts: Communication and Interaction. Not only the ability of businesses to push their messages to consumers but also respond to customer feedback in real-time, remains the focus of the new era, allowing for a more dynamic and two-way business-consumer relationship on any digital platform, as well as the ability to their behavior through data analytics and AI-powered tools has empowered marketers to optimize campaigns, personalize customer interactions and make data-driven decisions in real time.

However, the transition from digital to traditional marketing has faced and continues to face numerous challenges; one of the most pressing issues businesses face today is how to navigate the complexity of an ever-evolving landscape, where the growth of social media platforms and introduction of countless tools – such as the increasing use of Artificial Intelligence (AI) – has made it difficult to keep up with technological innovations in order to maintain a competitive edge, without underestimating the importance of how to use this set of tools which without the right attention may give rise to incorrect outputs which can generate confusion, among the other things. Moreover, several concerns over data privacy and the ethical implications of using personal information in the creation and management of marketing campaigns have emerged, unleashing debates about the responsible use of customer data by company themselves in which it emerges that, organizations must strike a balance between leverage technology to enhance their marketing strategies and respecting consumer privacy. This point is particularly relevant, as many companies in recent years have found themselves at the center of scandals related to consumer data. Companies in trouble have been forced to pay hefty fines or even shut down for engaging in illegal practices² with the data at their disposal, in trying to alter and shape consumer perception by using psychographic analysis to influence their behavior and guide them, illegally, in the desired direction.

A consideration that comes to the fore in the evolution of marketing is the ongoing experimentation and adaptation required to succeed in the digital age. While digital marketing offers vast opportunities, it is not an exact science. Marketers must remain

² The last case that sees a company involved in such illegal practices, involves Apple accused of violating privacy through its Siri Voice Assistant, which allegedly systematically recorded users' private conversations. Apple has decided to close a class action lawsuit filed in the U.S. by agreeing to pay a whopping \$95 million.

flexible and open to experimentation, as consumer behaviors and preferences continue to evolve. As aptly stated,

“Marketing is not advertising or selling something to someone. Marketing is the art of changing someone’s behavior by voluntarily taking them in the direction you want”.

(Seth Godin, 2003-2005)

This statement underscores that marketing is not about pushing products or services; it is about influencing behavior and building long-term relationships with consumers. It requires creativity, adaptability and strategic foresight, as well as a willingness to test new approaches and iterate on existing strategies. Marketing, in essence, is about convincing others – whether to act, think, buy, join, or remember. Its evolving dynamics underscore the importance of anticipating and addressing the needs and requirements of the target audience. Therefore, it is right to guide consumers in the desired direction, but this must be done not so much in compliance with the rules – which marketing doesn’t have – but in compliance with the laws established with the introduction of the GDPR³ in 2016.

Despite the modern tools available, marketing remains fluid and adaptive practice, constantly shaped by consumers’ preferences and needs. However, with the latest advancements enhancing precision and personalization of campaigns, enabling businesses to predict consumer behavior to deliver tailored experiences and providing valuable insights that help marketers fine-tune their strategies in real time, is important for marketers to remain vigilant and adaptable, as the digital landscape continues evolve at a rapid pace.

The evolution of marketing from traditional to digital represents a fundamental shift in how business connect with consumers. While traditional marketing strategies remain relevant in certain contexts, the future of marketing lies in the ability to integrate digital

³ GDPR: The General Data Protection Regulation, regulation of the EU adopted in 2016 and enforced starting on 2018. Its goal is to protect the personal data of EU citizens and harmonize data protection laws across EU member states. It establishes strict rules regarding collection and general use of personal data, requiring companies and organizations to obtain explicit consent individuals to collect their data and ensure its security. In the case of violations, penalties can be particularly severe with fines reaching up to 4% of the company’s global annual turnover.

tools and strategies to create personalized communication. As marketing continues to evolve, businesses must embrace both creativity and technology to meet the changing needs of their target audiences and maintain a competitive advantage in the digital world.

1.2 Introduction to The Managerial Problem

In the realm of Digital Marketing, communication and interaction can be seen as the two main concepts facilitating the comprehension of the subject.

Communication is not merely a channel through which businesses convey their messages, but a fundamental strategic lever for business success. The evolution of the digital landscape, as previously stated, has introduced new challenges and opportunities for companies, which must quickly adapt to an increasingly competitive and ever-changing environment. As digital communication has expanded, businesses must navigate a landscape of constant change, with increasing reliance on social media and digital platforms, Facebook, Instagram, LinkedIn and YouTube, just to cite the more relevant ones. Recent studies show that 60% of marketers agree that digital communication significantly drives brand engagement and conversion rates (Statista, 2024). This evolution highlights the importance of developing strategic communication practices that adapt to new trends, audience preferences and technological advancements.

One of the primary difficulties, not aforementioned in the previous section, for managers today, relates on the understanding and the effective use of communication within digital tools and digital platforms: communication is not luck; communication must be capable to attract and capture consumer attention, build a relationship of trust and ultimately achieve business objectives. The primary challenge lies in understanding the dynamics of communication through digital tools. In a 2023 survey conducted by MarketingProfs and enhanced by the research *Digital Marketing Fundamentals: OMCP's Official Guide to OMCA Certification* di Jarboe, Bailey e Stebbins (2023), 72% of marketers reported struggling with developing digital communication strategies that resonate with diverse consumer segments, particularly across different social media platforms. Companies must continually innovate their approaches to ensure they are not only seen, but also heard, amidst the noise of an oversaturated digital environment.

In an information saturated market, where consumers are constantly exposed to promotional stimuli, businesses face the risk of being ignored or, worse, perceived as irrelevant. To tackle this challenge, it is necessary to develop communication strategies

that not only capture attention but also maintain it over time, fostering a lasting connection with the audience; an organization's inability in building a trust-based relationship, ultimately would prevent consumer loyalty and retention, hindering long-term business growth. Without establishing trust, consumers are more likely to disengage, switch to competitors or remain indifferent to future interactions with the brand.

An even more determinant detrimental occurs when a brand fundamentally misjudges its communication strategy by relying on assumptions that, while deemed valid from an internal perspective, are perceived entirely differently by the target audience. Misunderstandings related to language, culture, or other significant factors can severely damage a brand's reputation and erode the trust built over years, as will be highlighted later. For instance, an advertising campaign that overlook cultural nuances, uses intensive language, or fails to align with the audience's values can provoke a strong backlash, driving potential customers away rather than engaging them. In today's interconnected and culturally diverse global market, where consumer perceptions are deeply influenced by varying cultural contexts, a single misstep in communication can have far-reaching, long-lasting consequences. Such errors can lead to reputational damage that is difficult, if not impossible, to repair, undermining the brand's market position and causing significant harm to consumer trust. Should the company unfortunately find itself facing such situation, it would be clearly not just be a matter of reputation. A similar event would entail more significant challenges, whose reputational damage suffered would only be the tip of the iceberg, particularly in terms of allocating additional budget to "repair the damage". Hence arises the awareness and the need to plan for extraordinary financial resources, inevitably resulting – at least initially – in a negative impact on company's finances. Once a brand faces such a setback, it is forced to reassess and completely overhaul its communication strategy. This process often involves a lengthy and complex task of rebuilding trust, which may require not only redefining messaging and positioning but also addressing the root causes of the miscommunication. The repercussions of such a failure can linger for years, with negative public sentiment potentially persisting and continuing to undermine the brand's credibility and appeal. As a result, the brand must navigate the challenge of mitigating the damage, engaging in consistent efforts to regain consumer confidence, and managing the long-term effects of the reputational harm caused by its initial misstep.

Everything, as will be showed later through the analysis of practical cases, is directly connected to the company's strength to adapt itself and react to gain benefit from such situation, as the past teaches.

Managerial communication particularly when poorly executed, poses significant risks to organizational success. Communication errors often lead to negative outcomes for a brand, manifesting as reduced conversions rated and diminished customer retention; on the opposite, a well-centered and audience focused communication strategy can drive positive results strengthening conversion metrics and retention rates. The aim of this section is to analyze existing studies and theoretical frameworks to understand how communication strategies influence key business outcomes. Customer retention is a critical metric influenced by communication, benefits from proactive and empathetic messaging. Brands employing consistent and personalized communication demonstrate their commitment to customer satisfaction, reducing churn and fostering long-term loyalty.

The Social Exchange Theory⁴ emphasizes this dynamic, suggesting that relationships thrive when communication delivers perceived value that outweighs associated costs. (Blau, 1964)

Research consistently highlights the impact of communication quality on brand performance. Poor communication erodes trust and damages the organization's reputation. Inadequate or inconsistent messaging can alienate customers and stakeholders, fostering disengagement and satisfaction. (Morgan & Hunt, 1994)

⁴ The Social Exchange Theory: This theory posits that customer relationships are built on mutual benefits. Transparent and reciprocal communication strengthens this exchange, creating value for both the customer and the organization.

For instance, unclear promotional campaigns or unresolved customer inquiries can contribute to decreased customer loyalty and increased churn⁵, both detrimental to long-term organizational health.

Effective communication fosters alignment between the organization and its audience. It serves as a vehicle for trust-building and value delivery, particularly through transparent and relevant messages also tailored to stakeholder needs. The Shannon-Weaver Model of Communication underscores the importance of minimizing disruption – such as jargon or cultural misunderstanding to ensure the message resonates with intended audience. (Shannon & Weaver, 1949)

Such clarity and precision directly impact conversion rates, as well-targeted messages are more likely to engage potential customers and drive purchasing decisions. Some factors such as erosion of trust and reputation, decline in conversion rates and increased customer churn may arise from poor communication and directly affect brand's perception related to users' involvement. In the contemporary business environment, conversion⁶ and retention⁷ are essential for sustainable growth. This section explores the dual-edged nature of communication in managerial contexts, examining consequences of both flawed and effective communication practices.

Flawed communication can have a negative impact on brand performance in some important aspects characterizing a brand.

First, trust is fundamental to any successful brand relationship encompassing interactions with customers and external stakeholders, forming the bedrocks of it. Poor communication, marked by inconsistency, lack of transparency or misinformation can irreparably damage trust, eroding the brand. Morgan and Hunt's (1994) *Commitment-*

⁵ Churn Rate or Bounce Rate is a percentage measure of individuals who are not particularly interested or involved and decide to abandon a website, for example. It is one of the two main factors that determine the steady-state level of company's customer interest within its communication channels. At a high percentage, this indicator, is not a good sign for organization.

⁶ The transformation of potential leads into customers.

⁷ The long-term maintenance of customer relationships.

*Trust Theory*⁸ illustrate how trust acts as a prerequisite for a strong customer relationship and especially during the digital age, organizations that fail to articulate their values or respond adequately to stakeholder concerns damaging their reputation increased rapidly caused by the rapid spread of information; Below, a few short examples to better understand.

During the 2017 Pepsi advertisement controversy, the brand faced widespread backlash for perceived insensitivity in its messaging. The campaign, which aimed to convey unity, was criticized for trivializing social justice movements, resulting in a significant dip in customer trust and a decline in brand equity. The brand misjudged how its messaging would resonate with a diverse audience, which led to a decline in consumer trust and a significant loss of brand equity. This case exemplifies the consequences of cultural misalignment in communication. Research by Edelman (2022) found that almost 70% of consumers avoid brands that fail to align with their personal values, demonstrating the critical importance of understanding cultural sensitivities in communication. This incident serves as a clear example, highlighting how poorly executed communication strategies can backfire, leading to negative public perception and reduced customer loyalty as a result.

Another damage resulting from ineffective communication is related to conversion rate, consequently alienating potential customers. Ambiguous messaging, irrelevant content and lack of personalization often result in customer disengagement; Hina, Yudilestari et al (2024), underscores the importance of clear, compelling messaging, particularly in digital campaigns and how it increases consumer awareness and user engagement. Misaligned communication strategies, such as untargeted email marketing or poorly designed landing pages, contribute to the failure to convert leads into paying customers. Third thing is related to customer churn as previously stated. Customer retention is often jeopardized by miscommunication, which leads to dissatisfaction and eventual attrition. Kotler and Keller (2016) emphasize that retaining existing customers is significantly more cost-effective than acquiring new ones. Poor follow-up communication, unresolved complaints and impersonal interactions are common triggers for customer churn. Studies

⁸ This theory provides a relational lens to communication, emphasizing that trust and commitment are pivotal for sustained customer relationships. Effective communication strategies should align with these principles to ensure customer loyalty and advocacy.

indicate that a high percentage of customers, more than the 50%, abandon brands due to a perceived indifference in communication efforts. An important factor that must be underlined again is that the rise of social media has profoundly transformed the landscape of brand's communication and potential consequences of communication errors have intensified significantly. The fact that brands are under continuous observation, with their actions and messages scrutinized in real time by a vast audience has heightened visibility; it means that even a single misstep – be it a poorly worded tweet, an insensitive post, or a mismanaged customer interaction –can spiral out of control and escalate into a significant public relations crisis almost instantaneously. Research by Puriwat and Tripopsakul underscores the dangers inherent in digital communication, where errors can quickly gain traction and go viral, leading to widespread backlash. As a result, the repercussions of such incidents are not merely temporary, since they can inflict lasting damage on a brand's reputation and erode public trust. Once a brand's credibility is shaken, regaining the confidence of consumers can be an arduous and protracted process. Brands must be vigilant and proactive, crafting messages with precision and care to avoid pitfalls that could trigger a negative reaction from their audience. The stakes have never been higher as it is today, and the need for effective communication strategies is paramount in safeguarding brand integrity and building enduring relationships with consumers.

On the contrary, adequate communication, seen as effective communication can bring positive impact on a brand's performance. When the way a company communicate is effective, it can help building solid and lasting relationships between brands and their stakeholders, moreover it's a key enabler of business success. Personalized, timely and transparent messages resonate with audiences, creating a foundation of trust. Reichheld (1996) highlights that customer loyalty is driven by consistent and clear communication that aligns with customer values. Clear, empathetic and personalized messaging can increase engagement, improve customer satisfaction and enhance conversion rates.

A study conducted by HubSpot (2023) found that brands that use personalized messaging see a 20% higher conversion rate compared to those that employ generic communications. Furthermore, according to a report by Bain & Company (2022), customer retention increases by 25% when brands engage in empathetic communication, demonstrating the

long-term benefits of nurturing consumer relationships through transparent and personalized interactions.

Brands like Apple exemplify the power of effective communication, consistently delivering messages that emphasize innovation and quality, thus building a loyal customer base. Furthermore, clear and targeted communication, improves and enhances conversion rates by addressing customer pain points and providing value-driven solutions. The Shannon-Weaver Model of Communication⁹ (1949) underscores the importance minimizing noise – such as cultural misunderstandings or technical jargon – in message transmission. Successful campaigns focus on customer-centric messaging, as demonstrated by Nike’s “Just Do It” campaign, which leverages motivational and relatable communication to inspire consumer action. Effective communication can help organizations also in boosting retention through continuous engagement. Retention is basically enhanced through proactive and engaging communication strategies. Regular updates, personalized offers and attentive customer service foster loyalty and reduce churn. PK Choudhary (2024) observed that AI-driven Customer Relationship Management (CRM) tools significantly improve retention by enabling brands to deliver tailored context-aware communication at scale (these two topics will be further analyzed in the last chapter, showing from a concrete and practical point of view AI’s application to internal company’s processes).

The reason why communication plays such important role is because the last step is intended in driving brand advocacy.

Communication plays such important role because the last step is that it drives brand advocacy. Satisfied customers often become brand advocates, amplifying positive Word-Of-Mouth. Effective communication that addresses customer needs and fosters trust can transform passive customers into active promoters. The commitment-trust framework by Morgan and Hunt (1994) highlights how consistent communication strengthens relational bonds, encouraging customers to advocate for the brand.

There are many noteworthy recent case studies highlighting the role of communication and in this regard, to clarify its importance before reaching the end of this section, there

⁹ This foundational model emphasizes the linear process of communication, highlighting the importance of encoding, transmission, and decoding in minimizing disruptions. In a managerial context, the model serves as a guide for crafting clear and impactful messages.

will be briefly describe, as anticipated and before entering the heart of this research, two more cases highlighting its role as a positive result, sometimes not even deliberately sought.

The first directly involves Domino's Pizza, an American pizza franchising active in over seventy countries around the world. The case is known as Domino's Pizza Turnaround Strategy (2009-2021), where the chain transformed its brand image by addressing customer criticism head-on through transparent communication. The "Pizza Turnaround" campaign acknowledged past mistakes and showcased improvements, resulting in a 14% increase in quarterly sales. This first case underlines that the brand's ability to take active response despite the criticism can change customer perception and turn the situation around from which the brand itself can benefit.

The second one to be mentioned is the Coca-Cola Share a Coke Campaign (2014) in teaching how marketing and communication must aim to touch emotional levers that go beyond the product and its sale. The campaign was a highly personalized marketing initiative resonated with audiences by replacing the iconic logo with individual names on the cans. This emotional campaign significantly boosted engagement, increased sales by 2% in the U.S. and enhanced customer retention.

Managerial communication is an indispensable element of organizational success, influencing both customer acquisition and retention. Poor communication undermines trust, reduces conversion rates and accelerate churn. Conversely, effective communication fosters trust, strengthen relationships and drives brand advocacy. By leveraging theoretical frameworks and adopting audience-centered strategies, organizations can maximize the positive impact of communication, ensuring sustained growth and competitive advantage.

In the light of this discussion, always relying on the importance of communication in marketing strategies, it's clear that language has a central role in shaping consumers behavior and their related perceptions, of a product or a service for example, or more in general towards a brand. According to the fact that consumers are influenced by the communication language a company decides to adopt, it can be said that, always focusing on language, if once adopted by a brand it is capable of shaping consumer behavior and perception also by modifying and intervening the way of interactions, ultimately, language directly affects conversion determining its rates. The nuances of linguistic

choices, especially in digital marketing, can significantly impact how consumers perceive a brand and make a decision particularly in the context of related advertising on digital platforms, such as Facebook, YouTube, Instagram and LinkedIn.

As highlighted, in the digital age, the ability of businesses – especially emerging ones – to effectively communicate with consumers has become one of the most critical factors in driving engagement and ultimately determining conversion rates. As digital platforms continue to dominate marketing strategies, understanding how different linguistic models affect consumer behavior is becoming increasingly interesting if not essential in some cases. With the advent of social and digital media, is being witnessed to the change in the meaning of language which is no longer seen just as a simple means of communication, but rather as a strategic tool able in driving and shaping how consumers perceive brands and make purchasing decisions; the nuances of linguistic choices – such as the use of imperative versus conditional verbs – have profound implications for the reception of an advertisement and the action taken on it by the target audience.

The need to explore how linguistic styles influence conversion rates emerges from a growing body of literature recognizing and underscoring the importance of language in the digital landscape by far demonstrating that linguistic choices significantly impact on users' engagement on digital platforms, influencing target audience's interaction. As emphasized, several empirical studies point to the crucial role that language plays in fostering consumer engagement on social media; for example, studies examining the linguistic styles of global brands on Facebook show that factors such as emotional tone, informality and even pronoun usage can either enhance or diminish consumer engagement. (Spinger Link, 2023)

These findings indicate that language resonates with the emotional or cognitive preferences of consumers can significantly increase interaction with a brand's posts, leading to higher levels of reactions, likes, comments and shares.

Moreover, research on Semantic Scholar (2024) conducted by Ibrhimli, N. & Aghazadeh, has shown that emotionality and informality in a brand's messaging typically result in greater engagement, while more complex language may reduce interaction, suggesting that the linguistic approach must be tailored to the platform and the audience it targets.

Further understandings on this topic have been added from *How Concrete Language Shapes Customer Satisfaction* in suggesting that clear specific and easy to understand

language can improve customer satisfaction by fostering a perception of transparency and attentiveness from the brand. (Oxford Academic, 2023)

The importance of aligning linguistic choices with cultural contexts also cannot be overlooked. Cultural misalignments in language can lead to misunderstandings that negatively affect consumer behavior. Cultural misalignments in language can lead not only to consumer disengagement but also a long-lasting damage to a brand's reputation. For example, in 2019, the global clothing retailer H&M faced a public relation crisis when an ad featuring a black child wearing a hoodie with the slogan "*Coolest monkey in the jungle*" was deemed racially insensitive. This incident highlights how failing to understand cultural contexts can lead to backlash that disproportionately affects global brands. In the digital age, where consumer interactions happen across multiple platforms, it is crucial for brands to tailor their messages according to platform-specific nuances and cultural expectations.

When a brand fails to understand the cultural nuances of its target audience, its message risks being misunderstood or even rejected, leading to diminished engagement and, ultimately, lower conversion rates. This highlights the importance of adapting language not only to the cognitive preferences of consumers but also to their cultural expectations, particularly in global marketing campaigns where the audience is diverse and varied. (Academia.edu, 2023)

It's clear the studies identified are not the only ones underscoring together the critical role of linguistic choices in driving consumer engagement and conversion, providing strong evidence that all the characteristics attributable to the language and the ways in which it can be smoothed, stressing and changing some attributes – which in these cases become variables – when trying to address the audience, as Tone of Voice, emotionality, clarity informality or cultural alignment, are essential factors in shaping interactions with a brand, beyond interest, becoming key factors in what may be the decision on whether to act or whether to engage further.

This aligns closely with the core focus of this research, which seeks to explore how particular linguistic choices can impact engagement, from casual interaction to conversion. After having deeply analyzed the literature, therefore emerges the need and doubt in drawing and delve on these insights to examine the specific impact and audience's perceptions of verb tenses and the way of communicating the topics covered

within the digital channels of an emerging company called Martes AI, which will be introduced later. The essay, for the purpose of this research, aims to empirically test the influence of linguistic choices on conversion rates through a series of A/B tests applied to Meta platforms, initially. By testing the use of imperative versus conditional verbs in digital ads, this study will assess how different communication styles impact consumer behavior and conversion rates. In addition, YouTube videos will be analyzed to explore how language affects engagement and consumer action. These experiments will provide practical insights into how marketing strategies can be optimized through tailored linguistic approaches.

As it follows, initially, it will be demonstrated, through an A/B test for a set of advertisement on Meta platforms trying to give full understanding examining, the specific impact of imperative versus conditional verbs and call to action in digital advertising campaigns. Therefore, by analyzing data from Facebook ads related to verb tenses, and more, Instagram and LinkedIn contents, and again, YouTube videos, with a last but not least integration of Cold Emailing campaigns to reach new potential customers – by stimulating interest –, this study aims to empirically test how marketing strategies are influenced by different linguistic models and how the different languages used by organizations influence conversion rates across digital platforms, through an experimental analysis using a quantitative methodology, as it will become clear later. For instance, an imperative verb form – used to convey urgency or command action – may be effective in driving immediate consumer responses, while a conditional verb form – suggesting a potential benefit or opinion – could appeal more to consumers seeking reassurance or flexibility before making a decision.

The findings from the recent literature and from these studies and models – such as Shannon-Weaver's Model of Communication (1949) and Commitment-Trust Theory (Morgan & Hunt, 1994) – provide a theoretical foundation for understanding the relationship between language and consumer behavior. By investigating how various linguistics choices affect the decision-making process in digital advertising, this research aims to offer practical recommendations for brands seeking to optimize their marketing strategies through targeted, language-driven approaches.

1.3 The Importance of Communication in Digital Marketing

Communication and language, as well as linguistic models of communication, in this regard are the core of this research underlining how to the change in the communication strategy, combined with the linguistic model, that a company decides to adapt and use to convey value to its potential buyers, is crucial for shaping and defining the perception of potential consumers; based on the linguistic model and consumer perception, their behaviors are connected and they will result in various action related to them.

Effective communication lies at the heart of successful digital marketing strategies, as stated. In today's competitive business environment, where information overload and constant connectivity define consumers experience shaping their perception, the ability of companies to capture and maintain customer attention is paramount. Communication serves as the conduit, as a channel, through which businesses deliver their essence proposition, shape perception and build relationship with clients. From social media campaigns to personalized email marketing, the digital space has transformed how companies engage with their target audiences, making communication not just a support function but a strategic imperative. Today's digital marketing is driven by the need to craft compelling, clear and persuasive messages that resonate with consumers and match with their needs. The importance of communication extends beyond simply conveying product features or services, it is about crafting narratives that align with consumer values, address their needs and foster emotional connections. It can be stated that: Every strategy has an objective as its object. If this consideration is true, lays the foundations for the next statement, affirming that: it is also true that for each objective established by a company, there must be an effective communication strategy through a suitable and persuasive language perceived by the consumer.

As consumer behavior becomes increasingly influenced by digital platforms, businesses must tailor their messages to fit the evolving expectations of their audience and not only that, but also being able to reach the right and interested target audience, as it will be disclosed within this research.

In this context, the communication process becomes a fundamental part of a company's broader marketing and business strategy which will initially have to build brand identity and loyalty among consumers, direct and influence consumer perception through

language, and not only, to achieve and drive conversions, establishing thought leadership within its community.

This briefly described process, once started, it turns out to be precisely the focal point through which the concept of modern marketing known as digital marketing, has been built over the past years. It revolves around a single concept, which can be translated as its main objective i.e. the creation of interactions, and still taking shape translated in a simple word linked to a concept defining the digital landscape: to create engagement.

It is clear that, to create engagement, organizations must experiment methods and manage to involve consumers to get to a very specific purpose in the end. Engaging consumers through the right message, at the right time, on the right platform, helps companies build brand awareness, drive conversions, and foster long-term customer loyalty. As digital platforms continue to evolve, marketers are tasked with ensuring their messages reach the right audience, compel them to take action to leave a lasting impression. The goal of these efforts is to align needs with business objective, creating a seamless path from awareness to conversion.

Each phase of the process previously described, will be listed below, explaining how each stage is crucial and how it can help a company in creating, maintaining its foundation over time and how this process can be identical, on a theoretical level for every type of business, but differ on a practical level, recurring at every time and being practicable whenever deemed necessary as it can not only involve a reality in question, the company, in a broad sense, but rather to any kind of product, service or activity a company wants to implement in order to expand and retain its customer base. Before giving a broader vision of what stated above, it is important to have a clear vision of two fundamental frameworks, essential, as what has been outlined so far begins precisely from these concepts, proving to be the most relevant to keep tracked of, in turn giving rise to the creation of another important related concept that will be explored immediately afterwards.

Effective communication strategies are built upon a clear understanding of how consumers engage with brands across multiple stages of interaction. Two fundamental frameworks, the Marketing Funnel and the Customer Journey (CJ) provide an invaluable insight into this dynamic relationship. While the marketing funnel offers a systematic approach to guiding potential customers through some stages starting from awareness

until get to advocacy, the CJ adopts a consumer-centric perspective emphasizing the experimental and emotional aspects of engagement. Both models form the cornerstone of communication strategies, enabling brands to establish their identity, foster loyalty and drive conversion in an increasingly digital environment. In this regard, this paper explores the interplay between the marketing funnel and the customer journey, highlighting their interdependence within the context of modern communication practices. By examining a detailed nine-stage marketing funnel and aligning it with the customer journey's touchpoints, the discussion will demonstrate how these frameworks collectively support the achievement of communication objectives, such as building brand identity, influencing consumer perceptions and establishing thought leadership, up to the importance of managing a digital ecosystem as a final step.

1.3.1 The Interplay of Marketing Funnel and Customer Journey in Communication

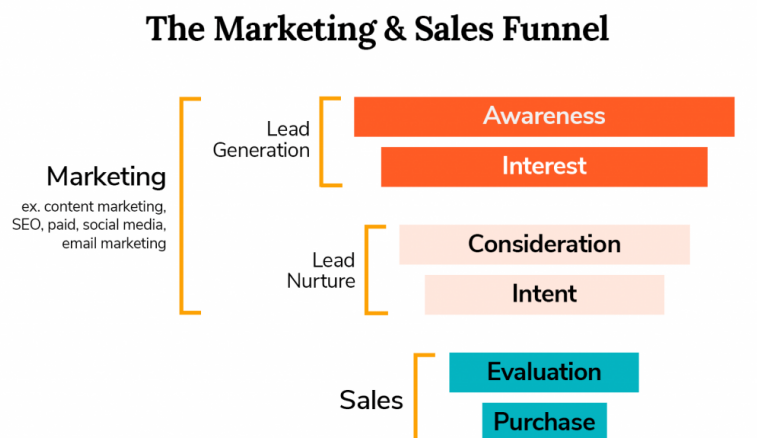
The marketing funnel provides a structured model that outlines the progression of potential customers from initial awareness to post-purchase advocacy. By dividing the CJ into distinct stages, the funnel allows businesses to targeted communication strategies that address the specific needs and behaviors of their audience to each point. There are multiple versions that can be illustrated in explaining the Marketing Funnel and before starting explain in depth what both consist of, it is useful and even more necessary to give an overview of what both the marketing Funnel and the CJ map are, explaining on how they differ and the reason why they should be integrated, i.e. why every Funnel should be based on a CJ map.

The Marketing Funnel is nothing but a marketing model used to plan and guide the path users take to go from simple visitors, coming from company's website for example, to customers. Implementing a Marketing Funnel can be useful, as it allows a business to understand how, at a specific moment, the user is relating to it; maybe he has just discovered it, maybe he is interested on a product but maybe he does not know whether to buy it or if he has already bought it. By knowing the point of the funnel where the user is, a company will automatically know how to maintain high interest, clarify potential customers' doubts and respond to their needs. Thanks to the Marketing Funnel, the chances users encountering the company become customers can also be maximized, as well as the turnover's enhancement the company can make with them. When building a Marketing Funnel some questions must be kept in mind. For example, it could be useful

to know how users can find the company at each stage of the funnel and if it is easy for them; or, for example, what information do the company need to provide to users to get them from one stage to the next one.

The main stages of the marketing funnel can vary and, as this research section progresses, it will be shown in more and more detail; usually, there are generally five main ones to facilitate the steps through and are: Awareness, Interest, Consideration, Intent, Evaluation, Purchase and Post-purchase phase that will be listed later.

Figure 1: *The Marketing & Sales Funnel*



Source: OneUpWeb, 2020 – “What is Full-Funnel Marketing?”

In the first phase of knowing a brand there will be many users, then they will decrease in the intermediate phases and decrease even more in the conversion phase. Below a smooth and fast explanation of this model, to start getting into the optics before going deeper.

In the first Awareness phase, the potential customer experiences a need or desire that can be fulfilled through the acquisition of a specific product or service. At this stage is crucial for the brand to establish a presence on digital platform, particularly search engines, through a professional website or targeted paid advertising campaigns. This marks the initial point of interaction between the consumer and the brand, making it essential to effectively communicate the organization’s identity, mission, objectives and values,

Content strategies such as blog articles, webinars and podcasts can serve as powerful tools to introduce and position the brand in the consumer's mind.

During the Interest phase, the potential customer actively seeks information about the brand and evaluates its reputation through reviews and online discourse, including social media platforms. To address this point, it is imperative to develop persuasive and informative content that encourages progression to the subsequent stage of the marketing funnel. Additionally, brands should reinforce the customer's perceived need or desire by publishing articles or resources that discuss the specific issue and provide potential solutions. To sustain engagement, brands can implement email marketing strategies, such as newsletter and incorporate sign-up forms to establish an ongoing relationship with the audience.

The consideration phase is characterized by the customer's active evaluation of the brand's offerings. At this stage is essential to implement mechanisms to identify when a customer has entered this stage, which may vary depending on the business model. For instance, a service-oriented business might utilize contact forms for quote requests as a marker of interest. At this juncture, content creation should focus on providing detailed information about the product or service, emphasizing its unique attributes and competitive advantages. Furthermore, customer testimonials, reviews and case studies should be showcased to build trust and credibility, demonstrating the brand's capacity to meet customer expectations effectively.

In the Purchase phase, the primary objectives are to simplify the transaction process to ensure a seamless customer experience. It is fundamental showcasing clear, comprehensive instruction on completing the purchase, including information about the payment options and delivery logistics. Ensuring transparency and ease of navigation can significantly influence the customer's decision to finalize the transaction.

The post-purchase phase is pivotal for fostering customer satisfaction and long-term loyalty. Brands must deliver exceptional service by confirming purchases through follow-up emails and, if applicable, providing real-time shipment tracking. Effective post-purchase engagement can generate positive customer reviews, which are instrumental in attracting prospective clients. Additionally, this phase offers an opportunity to implement cross-selling strategies, encouraging customers to purchase complementary products or services, or up-selling strategies, promoting higher-quality alternatives to their initial

purchase. By nurturing post-purchase relationships, brands can enhance customer retention and advocacy.

Despite the Marketing Funnel is widely used it presents certain limitations which must be carefully observed. First, it does not account for a path specifically tailored to individual users based in their interest, behaviors and challenges. Instead, it offers a standardized journey for all users, with the only objective of converting them from strangers into customers. This approach oversimplifies the actual process, presenting it as a linear progression from awareness to purchase. CJs are far more complex and dynamic. Therefore, incorporating a CJ map into the Marketing Funnel is essential to analyze and define the unique paths users take when interacting with a company. Unlike the Marketing Funnel, the CJ considers all the touchpoints a user encounters on its path to conversion. Touchpoints include any interaction with the business, such as visiting the website, engaging with a social media page, or contacting customer service. The CJ's map also reflects the reality that user often revisit previous touchpoints when evaluating a product or a service. Consequently, this journey is neither linear nor straightforward, but rather extended, intricate and multifaceted. As already mentioned, it is stated that unlike Marketing Funnel, which primarily outlines a company's strategies, the CJ model places a stronger emphasis on understanding the user's behavior and interactions with the business. This allows companies to identify opportunities to enhance the user experience. That's why, despite the differences, the most effective strategy involves integrating both models into a comprehensive marketing plan. Below, it is listed how it works.

As explained, complementing the marketing funnel, the CJ shifts the focus to the consumer's experience and emotional engagement with the brand. Rather than a linear progression, the journey encompasses all touchpoints – both online and offline – that influence perceptions and decisions. By mapping these interactions, businesses can create a cohesive and seamless experience that resonates with the audience.

1. Awareness: The journey begins with the consumer's first encounter with the brand. This could occur through organic search results, social media ads, or word of-mouth referrals.

2. Engagement: Consumers actively interact with the brand, such as browsing a website, engaging with social media posts, or attending events. Consistency across channels is critical to maintaining interest.
3. Decision: At this stage, the consumer is ready to make a choice. The ease of navigation, clarity of product descriptions and availability of support can significantly impact the decision-making process.
4. Purchase: Completing the transaction should be a frictionless experience. Factors such as payment security, delivery options and post-purchase communication contribute to consumer satisfaction.
5. Post-Purchase Experience: After the purchase, the brand's ability to deliver on its promise is tested. Follow-up emails, customer support and feedback requests help sustain trust.
6. Loyalty: Retention strategies ensure the customers return for future purchases. Exclusive offers and rewards programs foster a sense of belonging and appreciation.
7. Advocacy: Loyal customers become advocates by sharing their experiences and encouraging others to engage with the brand. Incentives for referrals and active community involvement amplify this effect.

The Marketing Funnel can be used to determine the type of information users need at each stage of their journey. For example, during the awareness phase, educational blog posts about how a product works may be highly beneficial. By identifying the specific needs of users at each stage of the funnel, companies can evaluate whether these needs are being met effectively and adjust their approach where necessary. Meanwhile, the CJ map offers insights into how users first discover the business, the ways they search for the brand online, and the obstacles they may face during the purchasing process. This information is invaluable for refining and improving the overall customer experience. The Marketing Funnel with the CJ map provides a holistic view of the user's journey. This integration enables businesses to better understand and address the steps users take during their interactions with the company enhancing customer satisfaction and driving conversions.

Before a company begins to govern and master the main points, which have been previously mentioned and analyzed to familiarize with the topics regarding the Marketing

Funnel and the Customer Journey, fundamentals when it comes to managing a business in the digital age, it is important to dive deep into these argumentations and outline some characteristics inherent to the processes, explaining how they can be best exploited. So far both models have been explained, but it is important to have a complete picture regarding their specific purpose and their integration to get a complete model, considering the Funnel in guiding consumers from awareness to conversion and the CJ, completing and complementing this process by shifting the focus to the consumer's emotional connection and experience with the brand. As this vision teaches, rather than being a simple linear progression, the journey encompasses all touchpoints – both online and offline – that influence perceptions and decisions and when these touchpoints are mapped effectively, provide businesses with the opportunity to create a cohesive and seamless experience that resonates with their audience at every interaction. By integrating the insights from the Marketing Funnel, with a full understanding of the CJ, businesses can craft strategies that guide consumers foster emotional engagement ensuring long-term relationships and brand loyalty: Below, an explanation of this combined approach which ensures that every aspect of the consumer experience, from initial contact to post-purchase support, is aligned and optimized to generate impact by explaining the interplay of the Marketing Funnel and the CJ, as anticipated.

Therefore, below it will be listed the more detailed one that expands traditional models, integrating both Marketing Funnel and CJ, by offering a more comprehensive and organized approach to every nuance of how to influence consumer behavior through the Marketing Funnel and integrated Customer Journey map, offering a clear overview for each stage of the process.

1. Awareness: The first stage of the Marketing Funnel is crucial, as it represents the entry point of consumers into the purchasing process. At this stage, the primary goal is to create visibility for the brand, product or service so that the target audience, initially becomes aware of its existence. Awareness is generated through targeted communications that reach a broad spectrum of potential customers, focusing on their interests. By going further, traditional and digital advertising activities, such as TV commercials, print ads, social media campaigns and search engine promotions, are practical examples and can be seen as key tools for capturing attention and generating

interest. Moreover, the use of Search Engine Optimization (SEO) ensures that a brand's online presence is enhanced when consumers search for information related to the industry or product, making the brand's website visible during the research phase through search engines. Brand Awareness, at this phase is also built through visual and messaging consistency; campaigns must convey a clear, coherent and recognizable message so that the brand becomes memorable and positively associated in consumers' minds. One of the most crucial activities that businesses must resonate with is to quickly expand their reach; today is crucial reach as many users as possible by optimizing the available resources and the implemented one. This is made possible through Social Media Advertising, leveraging social media platforms to engage the widest possible audience. At this initial step, is fundamental try the hand in encouraging content creation, with creative content able to capture attention, such as videos, blog posts and viral content; a practical example can be capitalize on the popularity and trust of influential figures, able to rapidly spread brand awareness to a wide audience, a well-known practice, definitely popular and recognized on TikTok, known as Influencer marketing campaign. This is the initial stage and, as made clear, it focuses on creating visibility for the brand, in order to make the consumer familiar with it. In practice, the described communication efforts – such as advertising, social media campaigns and search engine optimization (SEO) aimed at capture the attention of a broad audience and generate interest – as at the objective, ensuring the consumer becomes aware of the brand by creating an initial connection that will serve as the foundation for the next stages of the funnel, where the consumer will be progressively guided towards a purchase decision.

2. Discovery: The discovery stage follows the awareness phase and is when potential customers start actively seeking more information about the brand. At this point, consumers are no longer just passively aware of the brand, they are curious and motivated to learn more to understand how the brand can meet their needs or solve their problems. This stage is important mainly in deepening the relationship between the brand and the consumer, transforming initial interest into a more engaged interaction. That's why, at this phase, content marketing strategies play a critical role, with content creation strategies relating to educational, informative and valuable topics – blogs, videos, white papers, case studies and informational resources – in line

with the brand and the values it want to transmit, are key tools in guiding consumers through the journey, since these resources will provide the necessary informations to incentivize the in making an all-round evaluation on the same brand, the products or the services offered, in more depth, answering questions, offering insight and addressing eventual pain points. Blog posts, for example are a great way to share knowledge, offering detailed information about product features, industry trends or the brand's values and also contribute to SEO by providing search engines with content that can drive organic traffic to the brand's website, increasing visibility to consumers actively searching for solutions; videos are important because they can enhance engagement at this stage, as they allow consumers to quickly grasp key brand messages. This stage is essential in building deeper consumer engagement moving beyond just brand awareness. Once awareness is established, potential customers seek to learn more about the brand and those who interact with content are demonstrating a greater level of interest and intent, so as to be able to increase the likelihood for the brand of moving these consumers further down the funnel toward making a purchase decision. This prepares them for the next stages of the funnel

3. Interest: This stage is where consumers begin to actively engage with the brand's offerings after having discovered it. Having moved past the awareness and discovery phases, consumers at this stage demonstrate a deeper level of curiosity and are actively considering whether the brand's product or service aligns with their needs. This is the point at which the brand must maintain and build on the initial engagement, ensuring that the consumer's interest is sustained and nurtured and it's important to understand how. During the interest phase, the goal is to further educate the consumer and provide more detailed information that speaks to their specific needs or challenges. While content marketing mentioned in the discovery phase continues to play a role, more interactive and targeted forms of content become increasingly important as the process goes on. Product demonstrations or live demos allow potential customers to see their need in real time, as if they touched it with their hands and could have it at their disposal, available during the moment they watch the video; demonstration can either be live-streamed or provided through pre-recorded videos, offering consumers a tangible sense; such practice has a positive impact also on in reinforce the brand's expertise and reliability, moving the consumer closer to making

a decision. Other kind of contents may be for example webinar or educational ones, offering a deeper dive into specific topics and wide overview; a practical example can be the publishing of an educational video content through a YouTube channel as, i.e. “How to optimize your marketing strategy with automation”, providing practical knowledge and positioning the brand as the solution. The offering of personalized, relevant and value-driven content, for instance targeted email campaigns, can lead consumers toward making a purchase decision. At this stage, consumers are showing a growing interest in the brand’s offerings also if they are not yet ready to make a purchase. Ultimately, the interest phase is about sustaining the initial enthusiasm that was sparked in the earlier stages of the funnel, providing ongoing value and answering questions that lead the consumers closer to take action. Demonstrations, webinars, and educational content can become essential tools for sustaining engagement and answering preliminary questions. The brand must build trust and address concerns during this phase, establishing a stronger emotional connection by offering relevant, targeted and engaging content to address specific needs; all of which increase the likelihood of a successful conversion.

4. Consideration: Here comes the consideration stage. It occurs when consumers, having developed an interest in the brand, begin to actively evaluate its offerings against those of competitors. At this point in the funnel, the consumers have already gathered basic information about the brand and now are in the process of weighing the options to determine the best solution to choose. Consumers actively evaluate the brand’s offerings against competitors, they may be comparing features, prices and reviews to decide the best value offer. To effectively engage consumers in this phase, the brand must differentiate itself from competitors and establish itself as the best choice. This requires a more persuasive and credibility-building approach, and the focus should be on presenting evidence that supports the brand’s value proposition to address any potential doubts that could emerge. For instance, case studies are one of the most powerful tools to demonstrate the real-world application and success of what is being offered since there will be evidence in showcasing success stories and quantifiable results, allowing customers to envision how the product could help them in similar situations – especially in B2B contexts, where complex solutions require detailed explanations –. Moreover, testimonials play a key role in building trust and

reinforcing credibility; by hearing positive feedback from actual users or clients, new consumers feel more confident in their evaluation on the brand's offering. Also providing detailed comparison, such as side-by-side feature comparisons, value analyses or pricing breakdowns, can help consumers clearly see why the brand stands out. In addition to what has been explained, another practice that in many cases has proven to be effective is the importance on removing barriers, when possible, to decision-making; this might include offering free trials, demos or consultations that allow the consumer to experience the product before committing to purchase. At the end of the consideration phase, it should have helped the brand with an increase in credibility by the consumers and differentiation over competitors; consumers should have all the information they need to confidently choose a brand rather than another. Potential customers should have a clear understanding of how the brand's product or service will solve their problems or fulfill their needs. However, it's not just about presenting facts, it's about building emotional trust positioning the brand as the right choice. By acting in compliance with the advice listed above, the information provided must answer the key questions that are holding them back from making a purchase:

- Does this offer solve the specific problem?
- Are the benefits clear and measurable?
- Why should this option be chosen over others?

Once these questions are answered and the consumer is convinced that the offer service aligns with its needs and expectations, the next phase of the funnel takes over. In short, the next phases; the most important ones will be addressed immediately afterwards.

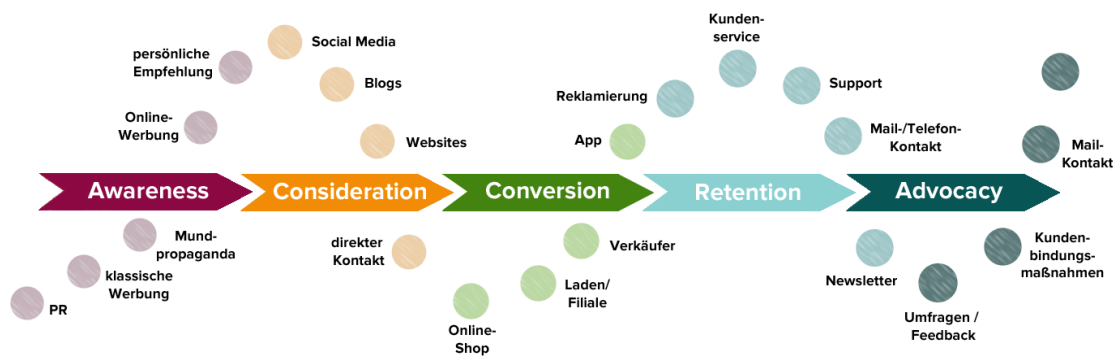
5. Intent: The intent phase signals a strong interest, as evidenced by behaviors like adding products to a shopping cart or signing up for a trial. Personalized communication—such as tailored email campaigns or retargeting ads—can nudge consumers toward conversion.
6. Evaluation: Before committing, consumers weigh their decision, often seeking reassurance. Transparent information on pricing, guarantees, and return policies, coupled with social proof like reviews, plays a crucial role in overcoming final objections.

7. Purchase (Conversion): This stage marks the peak of efforts to guide the consumer to a transaction. A seamless and intuitive purchasing process is critical to reducing friction and ensuring a positive experience.
8. Retention: Post-purchase communication strategies aim to maintain consumer engagement and encourage repeat business. Loyalty programs, personalized follow-ups, and excellent customer service contribute to long-term relationships.
9. Advocacy: Satisfied customers transform into brand ambassadors, sharing their experiences through word-of-mouth or online reviews. Referral programs and community engagement initiatives can amplify this advocacy, furthering brand reach.

While the Purchase phase, or conversion, marks the climax scene of the efforts to guide the consumer towards a transaction, it is important to recognize that the marketing funnel does not end with a simple purchase, rather it is a critical milestone. The act of purchasing is just the beginning of a much broader relationship with the consumer, one that needs to be nurtured to ensure long-term success. This is where the stages last stages, Retention and Advocacy come into play, which are often overlooked but are just as, if not more, important than the conversion itself. After having answered to all the questions and once a brand is chosen by the consumer, it is right there that the focus switch to Retention stage which ensures that customers stay engaged with the brand long after the initial transaction. Retaining customers is about creating an experience that keeps them coming back. In fact, acquiring new customers is significantly more expensive that retaining existing ones and businesses that focus on retention see higher profitability over time. Retention strategies such as loyalty programs, personalized follow-ups and exceptional customer service are key to ensuring that consumers feel valued and supported and that they become fond of the brand, which leads to continuous engagement, as a result. It's right at that phase brands solidify their relationship with customers and create repeat buyers, building foundation of sustained growth. The true power of Retention is in turn amplified by the Advocacy phase, where satisfied customers transform themselves into the brand's most powerful advocates. What is crucial to understand, at the end, is that while the Purchase phase might seem the finish line, it is in fact only a gateway to the greater value that lies and relies once Retention and Advocacy phase have been approached. These two last stages are where long-term based success is truly built as stated and fully demonstrated over years and, by addition, in today's highly competitive

fast-paced market, customer lifetime value (CLV) is often far more important than the immediate revenue generated from a single transaction which at first glance might seem more easily reachable because much easier to obtain. By focusing on Retention, brands not only ensure repeat purchases but also foster loyalty and, by fostering Advocacy they extend their reach organically through positive customer experiences. This is why businesses that invest in post-purchase strategies – whether through loyalty, except customer support or encouraging advocacy – experience sustainable growth and higher profitability in the long run. Below, the illustration of the complete model with the most important phases, to get to the point.

Figure 2: *Example of Funnel Marketing & Customer Journey Decision*



Source: Skyword, 2020 “How the Marketing Funnel Works From Top to Bottom”

At this point it should be clear the intent of this witty explanation. While the marketing funnel provides a structured framework for guiding consumer behavior, the customer journey emphasizes the importance of experiential and emotional connections. Together, these models enable businesses to craft communication strategies that are both goal-oriented and consumer centric. The main points on which a business should focus to carve out its own path and break down barriers have been previously outlined in order. The same points will be reported and described better below to show how the guidelines that both models outline are fundamental and play an important role in this nowadays marketing era, moreover how there is no longer admissible distinguish between traditional marketing and digital marketing, but rather how all the activities undertaken by businesses must be carried forward consistently with the construction of an omnichannel

strategy, another aspect that will be emphasized later in this research. By now, the focus will be on communication and the main points a company can leverage by offering personal considerations and ideas about what and how communication could be encouraged through some simple and different effective techniques, to better understand what is meant behind the concept of communication during the digital age.

1. **Building Brand Identity and Loyalty:** One of the primary objectives of communication is to build brand identity. Through consistent messaging across various touchpoints (mainly digital), companies can penetrate their customers' mind. This point may take shape in a unique brand voice on social media, compelling visuals in online ads, or personalized communication through email marketing. An effective communication strategy not only influences consumer behavior but also helps in positioning for the brand as a trusted authority in its field. Brand loyalty, often driven by positive customer experiences and the emotional resonance of marketing messages, can then translate into repeat business organic recommendations and long-term success.
2. **Influencing Customer Perceptions:** Communication is key to shaping how consumers perceive a brand and its offerings. By strategically choosing language, tone and imagery, marketers can influence the way their brand is perceived or viewed, altering consumer perceptions in subtle yet powerful ways. For example, the use of positive reinforcement in messaging – such as emphasizing the benefits of a product or service – can modify consumer attitudes and influence their decision-making process. Brands that manage to align their messaging with consumer expectations and desires are more likely to build trust and foster engagement.
3. **Driving Conversions:** This objective is crucial as it lies at the heart of digital marketing. Whether the goal is to increase sales (mainly online ones through digital channels), as well as sign-ups or downloads..., digital communication must motivate action. Here, the focus on persuasive communication must be kept high by addressing pain points, overcoming objections and demonstrating the value of a product or a service that wants to be communicated and then sold to the audience. Farther, effective calls to action (CTAs) embedded within digital content push users towards the next step in their buyer journey, leading to tangible business outcomes.

4. Establishing Thought Leadership: By leveraging insights from the discovery and engagement phases, brands can position themselves as industry leaders. By publishing thought-provoking content, engaging with communities and showcasing expertise by showing the entire documentation of the process builds credibility and strengthen consumer trust.

Hence, it is demonstrated that the Marketing Funnel and the CJ are indispensable tools for designing communication strategies in the modern era to achieve objectives aimed at creating trust and loyalty, brand engagement and a strong community, for a long term and successful positioning, in addition to an appropriate language aimed at persuading the potential consumers the company wants to interact with. By combining the structured, goal-oriented approach of the funnel with the experiential focus of the journey, businesses can create cohesive and impactful communication plans. These frameworks not only guide consumers through their decision-making process but also ensure that their experiences align with the brand's values and objectives. Nowadays, digital interactions define consumer behavior in terms of data collection; the more data a business is able to collect and analyze the stronger and more powerful it will be, establishing its presence in the digital world among different communication channels to track its footsteps. Leveraging the synergy between these models is essential for building enduring relationships, driving conversions and achieving long-term success. Coherence and Constancy are the keywords that emphasize this theme.

It's clear that the evolution of the discussed path, has been shaped over time by the profound impact of digitalization within the marketing ecosystem. While the marketing funnel and customer journey have existed for many years, their structure and function have evolved significantly, adapting to new media and digital platforms. These platforms have become essential for businesses, enabling them to communicate their value propositions to a rapidly growing digital audience and establish sales channels that differ from traditional, physical ones.

For those who failed to adapt to the digital transformation in time, the shift resulted in an unprecedented crisis. This was largely due to the mandatory nature of keeping up with technological advancements—a requirement that forced companies to update their

methods or risk falling behind. Unfortunately, many were unable to make this shift quickly enough, facing significant losses.

On the other hand, businesses that embraced digitalization were able to expand their customer base and simplify their operations, often achieving greater efficiency and a broader reach than ever before. This shift didn't just represent a change in how companies communicate with customers, but also how they fundamentally operate and deliver their products or services.

Ultimately, these changes have culminated in the need to build a comprehensive digital ecosystem. This ecosystem goes beyond just integrating digital tools or platforms; it's about creating a seamless, interconnected system where technology, data, and customer interaction work in harmony. For businesses, this ecosystem is now essential—not only for maintaining competitiveness but for ensuring sustainable growth in a world where digitalization is no longer optional, but a critical driver of success. This concept, just mentioned, represents a key to understanding and interpreting the feasibility and execution of the explained path and it is known as Digital Ecosystem. It will be explored further in the following section.

1.4 The Digital Ecosystem

Connection. This is the keyword able to link together the concept of interaction and engagement, that shows the core of the new digital landscape which began to establish its foundations with the advent of Industry 4.0 and which, became a must during the Covid-19 pandemic in 2020. Nowadays connection is essential for every kind of businesses, no matter what nature. Although Connection is a very generic term, it can immediately be associated with the new era and the new scenario witnessed by everyone, every day; in relation to social media and beyond: The Digital World in the broadest sense of the term. Digital ecosystems represent an advanced paradigm in the interconnected and network-driven world of modern businesses. Unlike traditional systems, which are characterized by isolated and autonomous operations, digital ecosystems are dynamic environments where entities collaborate, share resources and create value collectively. And this is precisely the focus: Value Creation. This section aims to introduce the concept of a Digital Ecosystem, emphasizing its purpose, components and its transformative potential.

A Digital Ecosystem is basically a network of diverse participants – including businesses, individuals, and technologies – interacting within a shared digital environment. The ecosystems are characterized by their adaptability, scalability and decentralization, enabling seamless integration among stakeholders. The core features of a Digital Ecosystem, include:

1. **Connectivity:** The ability to link disparate entities through digital platforms and technologies. Connectivity serves as the backbone of a Digital Ecosystem, enabling real-time communication, data exchange and integration of services. Through APIs, cloud-based solutions and IoT devices, connectivity ensures that systems, devices and participants interact seamlessly. By this way, connectivity provides the foundation for building robust, scalable networks that accommodate diverse operational needs. Furthermore, connectivity bridges gaps between global and local players, offering access to broader markets and customer bases.
2. **Interoperability:** A framework that allows diverse systems and technologies to function together harmoniously. Interoperability is crucial for ensuring that systems, devices and platforms from different providers can communicate and work in unison. By enabling seamless integration of tools, technologies and data, interoperability minimizes redundancies and enhances efficiency. It also supports innovation by allowing new solutions to be built on existing frameworks without extensive redevelopment.
3. **Scalability:** Modular structures that can adapt to growth and changing demands. Scalability is an essential feature of digital ecosystems, ensuring that systems can handle increasing volumes of data, users and services, without compromising performance. By adopting modular and flexible architectures, organizations can add, or upgrade components as needed, aligning with business growth and evolving market demands. Cloud computing exemplifies scalability by providing elastic resources that can expand or contract dynamically. This flexibility enables businesses to remain agile and competitive in fast-changing environments.
4. **Collaboration:** Enhanced interaction among participants, promoting shared innovation and resource optimization. Collaboration within digital ecosystems transcends traditional organizational boundaries, enabling participants to pool expertise, share resources and co-create solutions. Tools like collaborative platforms,

virtual workspaces and real-time communication software foster partnerships and drive a collective success. Effective collaboration enhances problem-solving, accelerates innovation and ensures that all participants benefit from the ecosystem's collective intelligence and capabilities.

5. **Data-Driven Insights:** leveraging big data and analytics to make informed decision and drive value creation. Data is cornerstone of digital ecosystems, powering decisions and optimizing operations. By collecting, analyzing and interpreting large volumes of data, participants can identify trends, predict behaviors and uncover opportunities. Advanced analytics, machine learning and Artificial Intelligence transform raw data into actionable insights, enabling business to personalize customer experiences, improve operational efficiency and drive strategic growth. Real-time analytics further enhances responsiveness, ensuring that participants can adapt to market dynamics swiftly.

From these points emerges a short but effective overview of what is a Digital Ecosystem and what means its integration within company's processes. As well as keeping all touchpoints connected to each other to simplify users' navigation, the building of whole process covers a central role in a company's average life to be able to compete with the majority of existing companies for small, medium or large companies through an effective implementation and utilization of all channels, a suitable communication language, the one that will become the company's TOV (Tone Of Voice), without underestimating coherence and consistency in content publishing across all platforms. The possibility of being able to sell anywhere is precisely what characterizes this era and its Digital Landscape. A company categorically can't afford to keep up, otherwise it will die. The chance of being able to exploit different avenues, called Digital Platforms, for a brand's growth such as building a website connected to an Instagram or TikTok profile or catalogue, a Facebook page to reach population, so as the ability in creating an online "shop window" whether for a company or for professional purposes (see LinkedIn), without cost maintenance, is gold in every industry. It's also important knowing how to use and analyze data, but perhaps it doesn't require too much effort after the introduction of AI to the public, as will be showcased later. What a Digital Ecosystem encompasses is a seamless flow of information, including social media, cloud computing, services, mobile applications or website and online shops and data management. The integration

of these components allows organizations to optimize their processes, enhance customer experience and drive innovation. Digital Ecosystems serves several critical functions. Firstly, it enables businesses to reach a global audience, breaking down geographical barriers and facilitating market expansion. Social media platforms, for instance, have revolutionized the way companies interact with customers, allowing for real-time feedback and engagement. Secondly, the digital ecosystem supports data-driven decision-making by providing organizations with access to vast amounts of data that can be analyzed to inform strategies and improve performance. Lastly, it fosters collaboration among various stakeholders, including businesses, customers and technology providers, creating a dynamic conducive to growth and innovation.

Recent research has highlighted the transformative impact of digital ecosystem, particularly in the context of social media. The article *“Revealing Social Media Phenomenon in Time of COVID-19 Pandemic for Boosting Start-Up Businesses through Digital Ecosystem”* emphasizes the challenges and opportunities that arise from the adoption of social media within business environments. Social Networking site (SNSs) such as Facebook, Twitter and WhatsApp have become integral to daily business practices, attracting millions of users and facilitating communication and marketing efforts. One of the recent key findings of the research is the importance of maintaining a robust online presence. Companies that effectively leverage social media can enhance their visibility and credibility, which is crucial for attracting and retaining customers. The study notes that customers reviews and feedback on SM platforms significantly influence consumer behavior, making it essential for organizations to actively engage with their audience and respond to inquiries and concerns. The research underscores also the need of employing encryption techniques for management and customers to safeguard online interactions and transactions. The adoption and the need of creating a Digital Ecosystem to better run internal and external companies’ process has been further accelerated with the pandemic of Covid-19, where even companies that had never reached, digital channels have had to adapt with remote operations and increase online engagement. The research indicates that organizations that embraced social media tools during this period were better positioned to navigate the challenges posed by the pandemic and the integration of social media into business strategies has proven to be a vital component for success, enabling companies to maintain customer relationships and drive sales even in uncertain

times. In conclusion, the Digital Ecosystem represents a fundamental shift in how businesses operate and interact with their customers. By harnessing the power of digital platforms and technologies, organizations can boost their operational efficiency, improve customer engagement and foster innovation. The insights derived from recent research highlight the critical role of social media within this ecosystem, emphasizing both the opportunities it presents and the challenges it poses. As businesses continue to navigate the complexities of the digital landscape, understanding and leveraging the Digital Ecosystems will be essential for achieving sustainable growth and success in the future. This chapter has provided a comprehensive overview of what a Digital Ecosystem is and its significance. The paper's research findings, underscore its importance in the modern business environment and moving forward, it can be said that it is imperative for organizations to remain agile and responsive to the evolving landscape, ensuring they are well equipped to thrive in an increasingly interconnected world.

2. When Communication Fails

As thoroughly disclosed in the previous chapter, it is more evident today than ever that in the current digital scenario, communication is central, since it covers all phases crossed by users; as a consequence, the brand will have the opportunity to get in contact with them not just through physical channels or traditional media increasing the chances of involving new potential consumers very quickly, at any time. However, despite the advancements in technological tools and access to sophisticated linguistic models, many companies keep falling in significant errors that hinder their ability to engage effectively with consumers. The main communication errors range from lack of clarity in language and chaotic flow of information, to inappropriate use of communication channels. As highlighted by recent research, organizations mistake in their interactions with consumers stem from various factors, including the following:

1. **Insensitive Messaging:** Campaigns that fail to address cultural or social sensitivities.
2. **Misleading Advertisements:** Overpromising product capabilities or making unrealistic claims.
3. **Lack of Crisis Communication:** Delayed or poorly crafted responses during public crises.
4. **Technological Over-Reliance:** Overusing automation without human interaction for complex issues.
5. **Failure to Adapt to Cultural Contexts:** Messages that are poorly localized for different markets.

A cross-sectional study further conducted, revealed that these errors can be categorized based on their negative impact on reputation, consumer trust and brand loyalty. As shown below, the primary categories of errors identified, their effects and real-world examples supported by academic studies and industry reports. The most common practices that lead companies to errors are:

1. **Ambiguous and Misleading Communication:** is the first category signed as the most prevalent issues in corporate communication in the use of messaging. Companies often exaggerate claims, craft confusing advertisement or fail to provide clear product descriptions. Such practices, while sometimes intended to capture attention, frequently backfire by eroding consumer trust, sparking legal disputes and tarnishing brand reputations. The consequences of such practice can be highlighted by a relevant

case study from recent years which directly involves Red Bull company. In particular, the organization faced more than one high-profile lawsuit, also by consumers, over its slogan that has now become cult: “*Red Bull gives you wings*”. As trivial as it may seem the slogan was deemed misleading as it implied physical or mental enhancement not substantiated by the product’s capabilities – which everyone knows is an energizing taurine-based drink –. The company eventually settled the case for \$13 million, highlighting the substantial financial and reputational risks associated with unclear or exaggerated messaging. (Lawrence & Fields, 2023)

2. Insensitive or tone-deaf campaigns: Such category represent another common failure in corporate communication, often stemming from a lack of cultural awareness. This kind of campaigns can unintentionally offend or alienate specific demographics, leading to public backlash, boycotts and significant reputational harms especially when a different culture is involved, as demonstrated by the associated case study. The prominent example that needs to be outlined in relevant with this category is the storm that Dolce & Gabbana had to face during its advertisement campaign in China. The campaign featured a series of culturally intensive ads depicting Chinese models struggling to eat Italian pizza with chopsticks; a nice advertisement when thinking about it. Consequently, the backlash was immediate and widespread with consumers organizing boycotts and the brand facing a significant loss in revenue within the Chinese market – a critical geography for luxury brand – in addition to the reputational damage to which the company had to respond and slowly recover to coming out of it before positioning itself again. This case, happened in 2018, will go down in history as one of the most intense scandals of recent years especially by spreading viral through all the internet, including social media, at a crazy speed never seen before enormously damaging the company and marking the darkest period in Dolce&Gabbana’s history. (Huang & Chen, 2019)
3. Lack of Timely Crisis Management: When a company is facing such events, especially when the harm is caused by wrong perceived communication by the consumers, the most important thing is the timing in responding to it. Timely and effective crisis communication is critical for mitigating the fallout from public controversies or scandals. Companies that delay responses or issue poorly crafted statements during crises risk exacerbating consumer dissatisfaction, losing brand

loyalty also incurring in financial damages. One illustrative case is outlined by United Airlines' 2017 crisis involving the violent removal of a passenger from an overbooked flight. The incident went viral, sparking global outrage. The company's delayed and poorly worded apology further aggravated the situation, leading to a steep decline in stock value and long-term reputational damage. (Garcia, 2018)

4. **Poor Localization and Cultural Adaptation:** Localization errors occur when companies fail to adapt their messaging for different cultural contexts. It most commonly happens in relation to advertising campaign slogans. Literal translation or slogans that do not consider cultural nuances often lead to public embarrassment, ridicule and diminished sales in key markets. It happens mainly with translation concerning oriental cultures. In such cases it is fundamental to decide whether to translate following semiotic¹⁰ or semantic¹¹, almost always running into relative errors. There are countless cases that happened in relation to cultural adaptation. A well-known example involves Pepsi's slogan, "*Come alive with Pepsi*", which was mistranslated in Mandarin to imply that the drink could resurrect ancestor – the literal slogan's translation resulted in "*Pepsi raises your ancestors from the grave*". The mistranslation resulted in widespread ridicule and damaged Pepsi's market performance in China, showcasing the importance of thorough adaptation in global campaigns.
5. **Over Automation in Consumer Communication:** Excessive reliance on automation in customer service, such as chatbots or automated systems, can alienate consumers when their issues are too complex to be addressed by machines. This practice often leads to poor customer experiences, increased complaints, and loss of loyalty. Telecommunications companies, for example, frequently face criticism for their overuse of automated customer service systems. These systems often fail to resolve specific concerns, frustrating customers and driving higher churn rates, demonstrating the need to balance automation with human interaction or at most the introduction of

¹⁰ Semiotic: The study of signs and symbols. It explains meaning through our social and cultural background, revealing how we interpret messages instinctively.

¹¹ Semantic: The study of the meaning behind words and phrases. The study of semantics focuses on how words relate to each other and to how the listener decodes the message. Advertisers who employ semantics in their messages must be aware of how their target audience will interpret slogans, images and ad copy.

flow chatbots capable of interacting in real and practical way to resolve requests, to maintain a positive consumer experience. (Jones & White, 2024)

6. **Exploitation of Social Movements or Tragedies:** Using social movements or tragedies for marketing purposes can easily backfire if not executed with authenticity and alignment. Campaigns perceived as exploitative or trivializing sensitive issues often provoke widespread backlash and damage the company's reputation. The notable example related to a real-world case study is briefly explained in chapter one, when talking about Pepsi's 2017 ad featuring Kendall Jenner, which trivialized social justice movements by portraying a can of Pepsi as a tool for resolving societal tensions. The ad was swiftly withdrawn after intense public criticism, illustrating the risks of insensitivity in leveraging social causes for brand promotion.
7. **Lack of Empathy in Customer Relations:** The last category outlined during this cross-sectional study, directly involves empathy. Empathy is a cornerstone of effective customer relations. Companies that fail to provide empathetic responses to consumer complaints, particularly in sensitive situations, risk alienating their customer base and generating negative publicity.

So far, the second paragraph, with the help of some practical cases, has illustrated the critical role that communication has in the digital era, highlighting how missteps in messaging – ambiguous claims, culturally insensitive campaigns or poor crisis management – can have far-reaching consequences on brand reputation, consumer trust and moreover financial performance. The previously discussed cases, such as Red Bull's misleading slogan or Dolce & Gabbana's culturally insensitive advertisements, underscore the power of communication not only as a tool to attract but, in some cases, to alienate consumers. These examples reveal a recurring pattern: when communication fails, the fallout can ripple through a brand's reputation and consumer relationships, regardless of the technological tools or linguistic models employed because everything depends on how it is perceived. After having briefly described some real cases within this section also by giving an overview about the consequences and categorized such common misleading practices that most of the times lead companies to errors in communication to consumers, in the first paragraph was introduced the influencer marketing as a strategy for brands and one of the most used practices to expand customer base, increase brand awareness or trust.

Influencer marketing cannot always be as helpful as it seems – like other strategies, of course – especially when its related practices are characterized by a “trivial communication error”. A specific case study relating to influencer marketing was chosen to further explore the recurring pattern given.

Back in 2022, the collaboration between Chiara Ferragni¹² and Balocco S.p.A.¹³ is an example that encapsulates several dimensions of communication failures within the influencer marketing: misleading advertising, exploitation of a social cause and inadequate crisis management. This case study will offer a compelling illustration of how brands and public figures can mismanage messaging, particularly when leveraging philanthropy as a marketing tool.

2.1 The Pandoro-Gate: A Breakdown of Communication Errors

During Christmas 2022, Balocco and Chiara Ferragni launched a limited-edition pandoro called Pink Christmas as part of a campaign that was supposed to allocate a portion of the proceeds to research on osteosarcoma and Ewing’s sarcoma, with a portion of proceeds allegedly intended for the Regina Margherita Hospital in Turin. The product packaged in Ferragni’s signature pink style, as shown in Figure 4, was sold at a significantly higher price point than a traditional pandoro – a normal pandoro by Balocco was sold at the price €3,68, the Pink Christmas was sold at €9,37, ostensibly justified the charitable contribution.

¹² Italian entrepreneur and blogger known by the most. CEO and founder of TBS Crew S.r.l. and Chiara Ferragni Brand.

¹³ Italian confectionery company operating in the agri-food sector specialized in the production of baked desserts.

Figure 3: *Pink Christmas collaboration Pandoro-Gate*



Source: <https://www.qualitytravel.it/>

However, the initiative quickly unraveled under scrutiny exposing several critical failures in communication and transparency.

As stated, the campaign strongly implied that the increased price of the product directly funded donations to medical research; subsequent investigation by the Italian Antitrust Authority revealed that Balocco has already made a €50.000 donation to the hospital in May 2022, months before the campaign's launch. This donation was independent of pandoro sales, meaning that no additional funds were tied to consumer purchases. Instead, much of the inflated price was directed toward Ferragni's compensation for her collaboration. The effect was immediately redirectable to misleading advertising, generating accusations to both parts involved, as well as opportunistic exploitation of a sensitive social cause.

The public reaction was swift and largely negative, with many consumers expressing outrage at what they perceived as a marketing ploy that leveraged a pediatric cancer cause to justify inflating product prices. The backlash immediately spread and amplified going viral on social media and it echoed some of the categories previously explored: ambiguous and misleading communication, perceived lack of empathy and inadequate crisis management. Much like the cases of Red Bull's misleading tagline ("Red Bull gives you wings"), Pepsi's 2017 advertisement exploiting a social movement, or United

Airlines' clumsy crisis handling, the Balocco-Ferragni collaboration demonstrated how a poorly executed message or delayed transparency can rapidly erode consumer trust.

2.2 Ferragni's Response and Balocco's Statement

Shortly after news of the Antitrust Investigation became public, Chiara Ferragni addressed the controversy in a video posted on her official Instagram account, where she is typically seen by millions of users. In the video (referred to by various news outlet, including *Vanity Fair Italia*, 2022), Ferragni appeared tearful and visibly upset, defining the situation as an “errore di comunicazione” (communication error) and announcing her intention to appeal the ACGM's¹⁴ decision. This emotional tone initially prompted sympathy among some viewers, who interpreted her tears as genuine remorse; however, critics highlighted that Ferragni's polished appearance, and the carefully styled setting suggested a strategic attempt at image control rather than a transparent admission of wrongdoing. Furthermore, observers noted that the overall stance remained defensive, downplaying any broader ethical lapse and focusing on her professed philanthropic intentions, rather than offering a direct apology for misleading consumers about how their purchase would support medical research.

As the public scrutiny intensified, Balocco released a statement emphasizing that the €50.000 donation to the Regina Margherita Hospital had been made well in advance of the pandoro's launch, insisting there was no deliberate intent to deceive. Yet many saw this as insufficient explanation for why the product's higher price was so strongly linked in promotional materials to a supposed charitable contribution. The gap between what consumers believed they were funding and what the campaign delivered became emblematic of the type of communications mishap that can tarnish a brand's reputation. Although Balocco did not publicly disclose data regarding any potential sales drop, the incident sparked significant negative media coverage and online debate, with social media users calling for a boycott.

2.3 Brands Perception and Subsequent Developments

In the broader context of a brand perception and public trust, Balocco faced accusations of engaging in “cause-washing”, a term used when companies leverage social or

¹⁴ In Italian, Autorità Garante della Concorrenza e del Mercato

charitable causes mainly to boost sales and image without genuinely committing to the stated mission. Over time, interviews and commentaries in outlets such as *Il Sole 24 Ore* (2023) have noted that while Balocco remains a significant player in the Italian baked goods sector, the *Pink Christmas* affair forced the company to adopt more traditional, low-profile marketing campaigns to rebuild public confidence. The absence of publicly available audited figures complicates any quantitative assessment of long-term economic damage, yet the reputational setback is widely acknowledged in discussions of cause-related marketing, underscoring the importance of transparent alignment between product pricing, brand values, and charitable claims.

Meanwhile, Ferragni's personal brand, long associated with aspirational lifestyle content and perceived authenticity, experienced a long period of instability, which continues even now, albeit in a subtle way. Following the criticism received and the succession of scandals in which the influencer was involved in that period, the first consequence was the complete removal from the market of all accessories in collaboration with PIGNA¹⁵ and the interruption of commercial relationships of the brand with all companies linked to Chiara Ferragni; furthermore, the termination of the collaboration with Pantene¹⁶, of which the influence was brand ambassador. Moreover, the closing of some of the physical Ferragni's brand stores, as a result from drop sales.

Media commentators (e.g., *Corriere della Sera*, 2023) observed that while Ferragni's global fan base remained predominantly intact on social media platforms—she reportedly lost only a negligible number of followers—there was a palpable shift in public conversation regarding her philanthropic pursuits. In subsequent months (2023 and 2024), Ferragni signaled a more cautious approach, publicly clarifying how funds would be allocated in any new charitable collaboration, to avoid accusations of exploiting social issues for financial gain. Nevertheless, by late 2023 and early 2024, Ferragni drawn up some new fashion and beauty brand partnership.

As for Balocco, observers noted that the company's organizational response, which leaned heavily on claims of “unintentional miscommunication,” did not sufficiently address why the pricing structure was never explicitly clarified to consumers. In the wake

¹⁵ Leader brand in Made in Italy stationery.

¹⁶ internationally recognized Swiss shampoo and hair product company, part of the Procter & Gamble group.

of this episode, the company pivoted back toward campaigns focusing on its traditional product lines and heritage, distancing itself from celebrity endorsements. Though the immediate scandal gradually subsided, references to the Balocco-Ferragni case continue to feature in communications and marketing courses, illustrating how a mismatch between promotional narratives and actual corporate practices can damage both brand integrity and consumer trust.

2.4 Reputational Aftermath and Long-Term Implications

By 2025, the reputational damage inflicted on both parties appears mitigated but not forgotten. Balocco remains profitable and recognized for its confectionery heritage, yet it is cited frequently as an example of how *not* to handle cause-related marketing, particularly when the promise of charitable giving is ambiguously tied to purchase incentives. Ferragni, for her part, has maintained part of her status, but her audience, as well as the media, has become more vigilant in scrutinizing any action she undertakes. In interviews reported by *La Repubblica* (2024), Ferragni herself has acknowledged the need for “comprehensive transparency reports” when linking branded products to philanthropic endeavors.

Together, these interconnected failures highlighting communication errors related to many categories mentioned above – ambiguous and misleading messaging (recalling the Red Bull slogan controversy), exploitation of a socially sensitive cause (evoking the Pepsi campaign misstep), inadequate and delayed crisis management (comparable to the United Airlines case), and a perceived lack of empathy that alienated consumers at the height of public backlash – underscore the ethical and communicative demands of digital marketing in contemporary society, where instant online reactions and viral discussions can amplify reputational risks. As demonstrated by both Balocco and Ferragni, clarity, authenticity, and accountability in cause-related campaigns are vital to maintaining public trust, ensuring that purported philanthropic efforts do not devolve into high-profile cautionary tales.

In concluding this analysis, it is worth reiterating that neither Balocco nor Ferragni experienced irrevocable damage. The brand continues to hold a noteworthy market position, and Ferragni remains influential. Yet the controversy stands as a testament to how rapidly consumer sentiment can shift when promotional narratives fail to match reality. For marketers, influencers, and public figures alike, the *Pink Christmas* case

underlines that strategic communication must be anchored in genuine transparency and consistent ethical standards—particularly when invoking socially resonant topics such as medical research or humanitarian causes.

3. Introducing Artificial Intelligence

By truly understand the functioning of modern technology, particularly artificial intelligence (AI), it is essential to explore its historical roots, going back as far as World War II. During this time, Alan Turing (1912-1954), a British mathematician, logician, cryptographer, and philosopher, made significant contributions to the field of computer science, which would later lay the groundwork for AI. Turing was instrumental in decoding the German communications encrypted with the Enigma machine, a device created by Arthur Scherbius that the Germans used to coordinate military operations. Turing's groundbreaking insight was that a machine, like the one he conceptualized, could perform any operation that could be represented by an algorithm. He believed that applying algorithms to computing could enable machines to operate in ways similar to the human brain.

Turing's first publication, *"On Computable Numbers, with an Application to the Entscheidungsproblem"*, published in 1937, drew on earlier work by Gottfried Leibniz. Leibniz, one of the foremost scientists of the 17th and 18th centuries, had already constructed a mechanical calculating machine and dreamed of building a machine that could manipulate symbols to determine the truth values of mathematical statements. Turing's 1937 publication introduced the concept of a computational machine, laying the foundation for what would later be known as the Turing Machine, and defined the actions of any machine as "mechanical." He then dedicated himself to the construction of his universal machine, leading to the design of the ACE (Automatic Computing Engine), a precursor to modern computers, in 1946.

Nearly a decade later, in the modern era, the term "Artificial Intelligence" was coined by John McCarthy (1927-2011), an American computer scientist and cognitive scientist, considered one of the pioneers of AI, computer science, and interactive computing systems. McCarthy first introduced the term in 1955; one year later, in 1956, was organized the first conference, the *"Dartmouth Summer Research Project on Artificial Intelligence"*, marking the formal beginning of AI as a distinct field of study.

The historical development of computer science, from Turing's early work to McCarthy's formalization of AI's field, has laid the foundations for the diverse applications of most

of the known nowadays technology advanced systems created by the most famous IT companies around the world (for example, Microsoft, Apple, OpenAI, NVIDIA... just to name some). The use of technology and automated systems has been made essential to the point of truly becoming so, even with the introduction of apparently complex systems, but in reality simple creations, which human beings would never thought that one day would become fundamental in everyday life (think of smartphones and integrated apps or systems like Alexa); in a world that for years is moving towards, in using some keywords, speed, usability, automation and seamless integration of technology into everyday life, businesses are increasingly relying on advanced solutions which with the advent of AI have become increasingly sudden highlighting a dynamic environment where, to remain competitive is essential to continuously innovate and adapt to evolving market demands and technological advancements. The latter are increasingly heated debates in the literature and in recent years have become subject of study under every facet. As mentioned, if it is essential to continuously innovate and adapt to the latest technological advancements and be competitive, it is crucial to increasingly meet customers' needs and expectations; that's why automation plays a central role in any known reality, especially when requirements are operating in the market. Workforce, wages, efforts, labor cost, burnout, stress, inconsistent quality, repetitive tasks and limited human capacity... are just some keywords and concepts that can be reflected in one solution which nowadays is ready to be implemented in assisting almost every internal and external activity of a company, bringing more operational efficiency: Artificial Intelligence. AI has become the central topic in recent marketing literature, particularly as business increasingly adopt AI technologies to enhance customer experiences. Company's repeated implementation of integrated systems has increased in recent years, bringing the CRM (Customer Relationship Management: a customer-centric business strategy focuses on placing the customer's needs and expectations at the core of companies attention, switching to a more innovative concept of value-added services) in using innovative software and processes (just to name a few: email marketing, AI chatbots) to collect, organize, analyze and leverage customer information to improve satisfaction, increase sales, optimize marketing efforts and ensure a more efficient and effective customer service experience.

The recent mentioned advancements in Customer Relationship Management allowed companies to implement some of the most innovative AI integrated systems to meet

market's evolving demands; from predictive analytics in order to forecast customer behaviors, to machine learning algorithms to segment customers more precisely and so on with the use of AI in sentiment analysis, where the system can analyze customer feedback in real-time to make understandable satisfaction levels and address potential issues. Among these innovations that have made CRM systems more intelligent, responsive and aligned with both businesses and customers' needs, one of the most used, especially lately is the integration of AI chatbots who were able to find space through various channels and platforms to enhance customer engagement within industry or simply facilitating interaction processes with users and possible customers who have shown particular interest in a certain product or service. Chatbots, in summary, like most applied computer science of which AI is part, can provide support across various platforms and industries to enhance customer engagement, streamline operations and provide instant support. Let's delve into some fields with various references, explaining how they can be useful for, once applied in a certain way to different sectors, more precisely starting with three of the best examples: E-commerce Websites, Social Media Platforms, Internal Business Communications.

1. E-commerce Websites: To provide this type of support AI Chatbots are often integrated into customer service sections to assist with queries related to product information, order tracking and returns or any other type of information useful to assist "lazy" or "incapable" users; that means help customers finding products, check availability or process refunds without needing human intervention with any helpful information.
2. Social Media Platforms: The basic and best-known way to integrate Bots on social media platforms is to automate responses to common questions. For instance, a chatbot might automatically reply to direct messages with information about store hours, promotions or links to products, thus improving services speed and consistency even with answers already formulated when receiving a message.
3. Internal Business Communication: Companies often use AI chatbots within their internal communication systems (ex. Microsoft Teams) to automate routine tasks like scheduling meetings, managing employee requests or providing quick access to company resources.

The mentioned areas are not the only sectors in which Chatbots application have proven to be fundamental in relation to the benefits provided. Certainly, other important examples can be found also in the Banking, Healthcare and Travel sectors, where their application is becoming more precisely in fulfilling any user desire or request in a shorter response time for the more sophisticated requests.

The different implementation of AI in computer science, inherent to that of Chatbots, and its applications will be a central topic in my discussion, thoroughly examining how these technologies have long revolutionized today's rising digital world, while also highlighting both its strengths and critical points, especially in the aforementioned sectors (here are just some examples of "tailor-made" AI automations offered by Martes AI who will find room for maneuver: e-mail flow, AI voice assistant, content creation, lead generation).

Despite the extensive literature on Chatbots and New Media, there remains a notable gap in the realm of small businesses and startups. Much of the existing research focuses on large enterprises, often overlooking the unique challenges and opportunities that smaller organizations face when adopting these technologies. While studies have highlighted the operational benefits of Chatbots in large-scale customer-service, there is a paucity of research on how small businesses can effectively implement these tools to enhance customer engagement and drive growth. By focusing on this specific context this research will also seek to address this gap, through a comprehensive case study of an emerging business that began offering its services by leveraging the power of Artificial Intelligence and the effectiveness of adopting New Media Channels through a solid and coherent communication. It will be tried to highlight the unique advantages that small businesses can gain from adopting such tools and technologies, as well as the hurdles they encounter in the process.

3.1 AI for Business Process Management

Artificial Intelligence (AI)¹⁷ has emerged as one of the most transformative technologies of the 21st century, profoundly impacting how organizations tackle complex challenges, automate processes and enhance overall efficiency. The term “Artificial Intelligence” refers to a broad field of computational techniques and systems designed to perform tasks that typically require human intelligence, such as language understanding, data analysis, decision-making and learning from experience. Modern AI is driven by advanced algorithms, many of which are powered by machine learning (ML) and deep learning (DL)¹⁸ technologies that use vast datasets to continuously improve performance.

The practical application of AI has expanded significantly, moving beyond theoretical domains to serve as a catalyst for innovation in all industries, more recently it has become a necessary tool for Business Project Management (BPM)¹⁹. In BPM, AI is making strides in optimizing complex workflows, enhancing operational efficiency and redefining resource management, making it easier to simplify work on those repetitive tasks. This research’s section begins by examining the evolution and core capabilities of AI, then delves into how AI is reshaping BPM, with a specific focus on a 2023 study published in the Journal of Artificial Intelligence Research, which explores AI’s role in simplifying workflows and enhancing efficiency.

3.1.1 The Role of Artificial intelligence in the Modern Era

To fully understand AI’s contribution to BPM, it is essential to explore its broader context. AI encompasses several subfields, each offering unique capabilities:

1. Machine Learning (ML): ML enables systems to learn from data without explicit programming. Supervised, unsupervised, and reinforcement learning algorithms are

¹⁷ Artificial Intelligence (AI): While commonly used, AI is an umbrella term encompassing a variety of technologies, such as symbolic AI, connectionist models, and probabilistic reasoning. These subfields address distinct aspects of intelligence simulation.

¹⁸ Deep Learning (DL): A subset of machine learning, DL relies on neural networks with many layers, which mimic the structure of the human brain to solve complex tasks like image recognition and natural language understanding.

¹⁹ Business Process Management (BPM): BPM encompasses a range of activities to optimize workflows, from mapping business processes to deploying systems for monitoring and continuous improvement.

employed to predict outcomes, classify information, and improve the performance of complex tasks.

2. **Natural Language Processing (NLP):** NLP allows machines to understand, interpret, and generate human language. Practical applications range from virtual assistants like Siri and Alexa to business-oriented solutions such as document analysis and data processing
3. **Computer Vision:** AI systems can "see" and analyze images or videos, unlocking potential in quality control, security, and real-time operational management.
4. **Generative AI:** Generative models, such as generative adversarial networks (GANs) and transformers, create original content, including text, designs, and strategic business frameworks.

The transformative power of AI lies in its ability to automate manual tasks, reduce costs, and provide actionable insights for decision-making. BPM is one of the domains where these attributes have the most profound implications, enabling companies to design, execute, and optimize their workflows in unprecedented ways.

3.1.2 Business Process Management and AI Integration

Business Process Management (BPM) is a discipline focused on the design, execution, monitoring, and optimization of business processes to achieve strategic goals. Traditionally, BPM relied on static methods and manual tools to analyze and improve workflows. However, as business processes grow in complexity and generate increasing volumes of data, traditional approaches are no longer sufficient.

AI has introduced a paradigm shift in BPM, bringing several transformative capabilities:

1. **Process Automation:** AI-powered tools such as Robotic Process Automation (RPA) enable the automation of repetitive and low-value tasks, freeing employees to focus on strategic and creative work.
2. **Enhanced Decision-Making:** Machine learning algorithms analyze historical data to identify patterns, enabling predictive insights and data-driven decision-making.
3. **Predictive and Prescriptive Analytics:** AI systems anticipate potential process disruptions and recommend optimal solutions, fostering operational resilience.
4. **Improved User Experience:** Virtual assistants and chatbots enhance communication across teams, promoting transparency and efficiency.

The study “Harnessing AI for BPM: Streamlining Complex Workflows and Enhancing Efficiency” (2023). is a seminal work examining the transformative impact of AI in BPM. Published in 2023, it focuses on two primary objectives: simplifying complex workflows and enhancing operational efficiency through AI. The study contributes to demonstrate how AI can identify and eliminate inefficiencies in complex business processes, enable proactive management of operations and highlight the economic benefits of its adoption in BPM. The authors employed a mixed methodology-methods approach, combining theoretical analysis with practical case studies across industries such as logistics, healthcare and manufacturing. Using machine learning and algorithms and RPA²⁰ platforms, the study evaluates AI’s effectiveness in identifying inefficiencies and resolving bottlenecks, underscoring tangible benefits of integrating AI into BPM such as Reduction in Operational Time especially for those repetitive tasks that require no more the use of human workforce since automation tools powered by AI reduces process execution times by an average of 40%; Optimal Resource Allocation, according to the fact that, AI system facilitates better allocation of human and material resources, minimizing waste and maximizing productivity; last but not least, the Dynamic Adaptability combined to AI-driven systems, showcasing the ability to adjust to workload changes in real-time with a positive impact operational resilience. Although the benefits that AI’s implementation and standardization within BPM, digital transformation necessitates cultural shifts and employee training, which can be met with resistance companies’ business process. It stated that AI represents a milestone for the future in general, more specifically for the future of BPM, offering unparalleled tools to address the growing complexity of business processes. However, the successful implementation of AI requires careful planning, employee training, and ongoing attention to ethical and privacy issues. Looking ahead, the integration of AI with emerging technologies such as IoT and blockchain promises to create a more connected and efficient business ecosystem of which key emerging trends include:

1. Generative AI: Advanced models capable of designing customized processes and content.

²⁰ Robotic Process Automation (RPA): RPA uses software robots to automate rule-based tasks, such as data entry or invoice processing. It is considered the simplest form of AI automation.

2. Intelligent Automation: The fusion of RPA, machine learning and advanced data analytics to enable end-to-end business process management.

By embracing AI within their processes, organizations can transform BPM into a driver of innovation and growth, ensuring they remain competitive in an increasingly complex and data driven world.

The integration of AI into daily life and business practices has prompted critical conversations about its future development and potential challenges. Before analyzing a practical case and make a deep dive on AI's possible applications within business mechanisms the next section will offer an insightful perspective on its future trajectory and the profound implications it may bring.

3.2 The Current State of AI and its Evolution Toward Autonomous Reasoning

AI is increasingly recognized as a transformative force in modern society, shaping industries, economies and daily life. Current AI systems, such as Generative Pre-Trained Transformers²¹ (GPTs), have shown remarkable capabilities in data-driven tasks. These systems, however, rely heavily on pre-existing datasets curated by humans, enabling them to identify patterns and produce responses that stimulate reasoning; it can be pointed out the fact that, despite their sophistication, they remain fundamentally limited. As some experts have noted today's AI can be compared to a "parrot" capable of mimicking knowledge without generating genuinely original thought.

This limitation underscores the nature of contemporary AI, which excels at recognizing patterns and automating processes but lack autonomous cognitive frameworks²². The recent collaboration between OpenAI and Microsoft²³, for example, highlights AI's role as a tool for streamlining tasks and enhancing productivity rather than as a system capable

²¹ Generative Pre-Trained Transformers (GPTs): Types of AI model designed to understand and generate human-like text. GPTs are trained on large datasets and use statistical methods to predict the next word in a sequence based on context.

²² Cognitive Frameworks: The mental structures and processes that enable understanding, reasoning, and decision-making. In AI, a true cognitive framework would allow for independent reasoning and problem-solving.

²³ OpenAI-Microsoft Collaboration: A partnership focused on integrating AI capabilities into platforms like Microsoft Office and Azure, enabling advanced functionalities such as natural language processing and data analysis.

of independent reasoning, made evident by the declining reliance on traditional search engines, replaced by AI-driven tools capable of contextualizing and synthesizing information more effectively.

The pursuit of autonomous reasoning in AI represents one of the greatest technical challenges of the coming decade. Unlike current models, which rely on a statistical correlations and pattern recognition²⁴, a reasoning AI would need to construct and articulate original conclusions. Achieving this milestone would blur the lines between human and machine cognition, opening doors to unprecedented opportunities while introducing significant risks. However, the feasibility of such advancements remains uncertain. While progress in neural networks and deep learning ²⁵continues, whether machines will ever truly reason remains an open question. Nonetheless, the drive to create machines capable of independent decision-making and creative problem-solving is intensifying, fueled by the promise of transformative application across industries.

3.3 The integration of Business Knowledge in AI: Challenges and Ethical Implications

As AI systems evolve, a critical and potentially disruptive scenario is emerging, and it can be highlighted by summarizing a main topic relating to the integration of business knowledge into AI.

Today's business strategies, operations and intellectual assets are largely stored into cloud infrastructures²⁶ that act as static advanced digital warehouses for information storage. Data storage and management covers a central role, as it serves as the foundation for

²⁴ Statistical correlations and pattern recognition: Current AI systems rely on detecting patterns in data rather than logical reasoning, which involves forming and testing hypotheses.

²⁵ Neural Networks and Deep Learning: Computational systems inspired by the human brain that consist of layers of interconnected nodes (neurons). Deep learning uses multiple layers to process complex data representations.

²⁶ Cloud Infrastructures: A cloud infrastructure is the collection of hardware and software resources that make up the cloud. It refers to the on-demand availability of the computing resources, such as storage and processing power, delivered on the internet. These infrastructures allow businesses to scale their operations without maintaining physical servers on data centers. Cloud providers maintain global data centers with thousands of IT infrastructure components like servers, physical storage devices and networking equipment. So, the cloud is a global network of remote servers that stores and process data for devices and computers.

decision-making, operational efficiency and strategic planning; data allows companies to analyze market trends, optimize internal workflows and predict future challenges with unprecedented accuracy. Data is gold for organizations, and, in this context, cloud infrastructures have become indispensable enabling organizations to store and access vast amounts of information securely and efficiently, often referring to as the backbone of digital transformation.

As disclosed, cloud infrastructure's main role is store and manage data but not operationalize or internalize the knowledge embedded within it. In this regard, AI has the potential to internalize and operationalize data, transforming it into actionable insights and decisions. This hypothetical transformation raises critical ethical and operational questions, as the boundary between data as an asset and data as an operational entity becomes increasingly blurred. The future may see a fundamental shift where AI, in addition to being an advanced digital warehouse for storing information, will become the operational embodiment of organization's knowledge. The transition from data storage in cloud systems to the integration of business knowledge within AI marks this significant paradigm shift and such a scenario would raise profound implications. Once business knowledge –strategies, processes and intellectual capital– becomes encoded into AI systems, it will no longer exist solely as a proprietary asset managed by humans, it will become replicable, operationalized within AI and potentially accessible to others in many ways that challenge traditional notions of intellectual property and control.

“There will come a time when even the knowledge of businesses and organizations as we know them today will exist entirely within artificial intelligence and this shift will bring out significant challenges. The knowledge of an organization will become repeatable and embedded in AI, transforming it into the operational soul of the business. At that time, AI will no longer be seen as a static entity which merely store data, but it will evolve into a living and dynamic entity, embedding the soul of the business”.

(Guido Vetere²⁷, 2024)

²⁷ Guido Vetere is a member of Translated and formerly served as the manager of the Advanced Studies Center at IBM Italy for 11 years.

Such integration also raises significant ethical and operational question underscoring the potential for disputes over intellectual property and need of robust regulatory frameworks in relation to the “ownership of encoded knowledge once embedded in AI system. Additionally, concerns focus on how business’ competitive advantage can be safeguarded when strategies and expertise will become replicable or susceptible to exploitation within these advanced technologies. Moreover, another critical concern is the dependency on AI systems. As businesses integrate their operational knowledge into AI, their ability to function independently may diminish. This dependency could reduce resilience and adaptability making companies vulnerable to disruption in AI systems or external manipulation.

Embedding business knowledge within AI changes the nature of innovation. Instead of being a product of human creativity and expertise, innovation risks becoming a function of algorithms, potentially limiting the diversity and unpredictability of creative solutions. This scenario further emphasizes the need for ethical oversight and strategic foresight in the development and deployment of AI systems.

The future of AI presents extraordinary opportunities and profound challenges. As systems evolve from data-driven tools to repositories of operational knowledge, they will redefine the way organizations function and innovate. This transition will also demand careful navigation of ethical, legal and operational challenges to ensure that AI serves as an enabler of progress without undermining human creativity, agency and control.

4. Introducing Martes AI and Research Hypotheses

In the previous chapters, the importance of communication and language for businesses has been extensively discussed. Along with, has been mentioned how AI can serve as a pivotal tool to accelerate internal processes within organizations. In a broad sense, these two topics directly refer to the purpose of this research, even if both must be understood from two different perspectives.

The object of the experimental analysis within this research, involves on one hand the implementation of AI with a particular focus on flow chatbots as the core business of an emerging business called Martes AI, that will represent the heart of this chapter, which will not really be the object of the analysis, but rather a description of the main tools and the services through which Martes AI has decided to build and run its initial services offering proposal. On the other hand, as a central discussion topic, the effectiveness of different linguistic models used by the company itself to communicate its value through its various communication channels for content publishing aimed at creating audience, focusing on YouTube and Meta Social Media Platforms (Instagram and Facebook Adv) plays a central role as the main object of the experimental analysis runned out within this research throughout the analysis made on several factors based on metrics and KPIs by understanding the correlation of linguistic models in fostering user interaction and engagement that will be explored and discussed later. Later on, along with this, will be explored and analyze also a practice called Cold Emailing, aimed at building new clientele

Martes AI is a young emerging business, aimed at becoming an innovative company focused on developing custom AI-powered solutions, primarily specialized in creating integrated chatbots for businesses across various industries, including e-commerce, tourism and physical and online retail, just to name a few. It was founded by two students with backgrounds in physics and engineering.

The organization, is committed to providing businesses with advanced automation tools that streamline customer interactions, enhance operational efficiency and ultimately improve user engagement. One of the key strengths of the organization is the ability to offer highly personalized and adaptive chatbot solutions; chatbots designed to stimulate natural human interactions, improving the customer experience by providing dynamic responses based on context and user input. The system is powered by a range of advanced

tools and platforms to ensure functionality and performance. Despite being in its early stages, Martes AI had the opportunity to take part in several project aimed at building intelligent chatbots capable of offering multilingual customer support 24/7, automated appointment management to reduce time and resources and personalized recommendations to guide users towards ideal products they're searching for, tailored AI automations through the creation of customized GPTs, customized email automation, AI-based voice assistants for natural and fast interactions and optimized content generation in line with the brand. In addition to this, Martes AI offers the possibility of generating qualified leads, automated expansion of company's contact networks and intelligent email marketing campaigns that can be adapted to every audience segment. After giving a complete overview of the company's main business, which the central services it offers are AI automation integrations, it is useful to outline and briefly describe some of the automation tools used by the company, and how Martes AI has started building its community also through the previously mentioned Social Media Platforms which will be the object of the experimental analysis in this research. The main tools to be explored below will be Make.com (used for backend automation, handling updates and triggering notifications when consumers show interest, allowing businesses to automate workflow processes efficiently); Airtable (serves as a database to monitor and analyze all chatbot conversations, ensuring structured data management and insights); Voiceflow (a platform for designing chatbot logic and managing conversation flow dynamically, enabling continuous and adaptable interactions); Glow (specializes in creating personalized and natural conversations, enhancing chatbot engagement through advanced language processing); Meta (in that sense provides the integration needed to connect chatbots to WhatsApp, allowing businesses to interact with users seamlessly on a widely used messaging platform). Following their operational specifications.

1. Make.com: It serves as a comprehensive platform for workflow automation and back-end process orchestration. Its core functionality resides in its ability to connect disparate systems, thereby streamlining data transfer and automating routine tasks. By integrating various APIs²⁸, Make.com effectively bridges different software

²⁸ APIs: Application Programming Interfaces are sets of rules and protocols that allow different software applications to communicate with each other. They act as intermediaries that enable one system to request

environments – such as CRM tool, email marketing services and messaging platforms – facilitating seamless data synchronization in real time. Through Make.com, Martes AI automates critical processes such as updating customer records, initiating notifications upon user engagement with chatbot services and triggering subsequent actions within internal systems. In an organizational context this high level of automation, takes care of resources by reducing manual input requirements and fostering more agile data-driven decision making. This tool, practically enables business entities to design automation workflow scenarios without extensive coding expertise, not only accelerating deployment timelines but also diminishing the likelihood of system errors, given that standardized, pre-built modules are regularly tested. Make.com underpins the reliability of Martes AI's solutions, ensuring that chatbot interactions remain both consistent and scalable across diverse operational settings.

2. **Airtable:** It functions as a dynamic database system, merging spreadsheet simplicity with relational database capabilities. For Martes AI, Airtable is primarily employed to store, organize, and analyze the myriad data points generated through chatbot interactions. Each user interaction, whether in the form of text queries or metadata related to user profiles, is systematically recorded and cataloged. This structured approach facilitates both macro-level analytics—such as identifying patterns in frequently asked questions—and micro-level insights, including individual user preferences and purchase histories. The platform's highly customizable interface supports the creation of specialized views (e.g., Kanban boards, grid layouts, or calendar views) to streamline data interpretation. This multi-dimensional perspective on data enables Martes AI to refine chatbot conversation flows and business strategies. By integrating Airtable with other components in its technology stack, such as Make.com, Martes AI automates updates and notifications whenever new interactions occur. The result is an intelligent, feedback-driven development cycle that continuously enhances chatbot relevance and user satisfaction.
3. **Voiceflow:** It is a dedicated platform for designing, prototyping, and deploying conversational experiences. Initially conceptualized for voice assistants, Voiceflow

and exchange data or functionality with another system, without needing to understand its internal workings.

now encompasses a broader range of conversational interfaces, including chatbots for websites and mobile applications. Martes AI leverages Voiceflow's drag-and-drop editor and built-in logic components to outline each step of a user's dialogue journey—defining conversational contexts, crafting response variants, and mapping decision trees that guide the chatbot's behavior; Voiceflow's value lies in its user-centric design philosophy. It allows for iterative testing and rapid prototyping, making it an ideal solution for refining conversational interfaces according to real-time user feedback. By employing Voiceflow, Martes AI ensures that its chatbots are grounded in robust design principles and optimized user experiences. This iterative approach to conversation building not only enhances the chatbot's linguistic coherence but also aligns the system's responses with corporate objectives, such as lead generation or customer support efficiency.

4. **Glow:** Used by Martes AI to create highly personalized and human-like chatbot experiences. The platform's core strength resides in its capacity to generate natural-sounding responses through advanced language processing algorithms. Unlike conventional chatbot frameworks that rely heavily on rule-based interactions, Glow accommodates the nuances of human dialogue facilitating more adaptable and spontaneous exchanges. Through its customizable API endpoints, developers can fine-tune conversational models to resonate with specific brand personalities or business objectives, so that chatbots built with glow can be tailored to different target audiences, ensuring that interactions reflect brand identity and meet user expectations. Such adaptability proves instrumental for businesses operating in multiple sectors, especially those for whom context-specific communication is crucial. For Martes AI, Glow's customizable model architectures empower the creation of conversational flows that maintain high standards of coherence, responsiveness and personalization.
5. **Meta (Whatsapp Integration):** Meta, encompassing platforms such as Whatsapp, Instagram and Facebook, offers extensive communication channels through which chatbots can be deployed to reach diverse user demographics (possible only with Meta's approval). Within Martes AI's suite of solutions, Whatsapp integration stands out as a strategic priority, given the application's widespread global usage, especially after the introduction of business functionalities. After receiving approval, by connecting the chatbot to Whatsapp via Meta's Business API, Martes AI clients can

deliver real-time updates, facilitate user inquiries and streamline customer support operations all within a familiar messaging interface. The ability to embed chatbots within WhatsApp dialogues opens new avenues for marketing campaigns, feedback loops, and personalized customer journeys. For example, businesses can automate product recommendations or appointment scheduling directly through WhatsApp, greatly enhancing user convenience. This integration also complements Martes AI's overarching objective of creating frictionless, accessible user interactions while capitalizing on one of the most prevalent communication channels worldwide. To ensure a seamless and engaging experience, the chatbot will start interactions by sending carefully selected and approved first messages, designed to capture user intent and provide immediate assistance. Based on the user's response and need, the conversation will follow a structured yet flexible dialogue flow, maintaining a natural and human-like interaction tailored to user's specific requests and preferences.

These aforementioned tools, together form the technological backbone of Martes AI's operations and service offered, Make provides a robust layer for back-end automation and efficient integration; Airtable centralizes data management and analytics; Voiceflow and Glow together ensure that the chatbots' conversational design and language generation maintain high levels of quality and personalization and Meta's suite platforms integration enables broad accessibility to potential and existing customers. By finding a synergy between these components, Martes AI demonstrates how effective technological convergence can foster advanced, AI-driven solutions that streamline communication processes and enhance user experience. Moreover, while the founders possess the expertise and skills to code and build complex processes from scratch, the rapid advancement of AI and automation technologies now enables even those without programming or coding knowledge to create and deploy sophisticated solutions. By simply leveraging the right tools and platforms, a minimum technical effort is required – what truly matters is the willingness to take action, a principle that Martes AI actively promotes and exemplifies.

The AI-powered systems discussed so far are, of course paid solutions; however, they are significantly more cost-effective compared to traditional alternatives due to the AI's automation capabilities. Despite their lower costs, businesses that choose to adopt these instruments must still account for a monthly maintenance fee. It can be proudly stated

that, beyond merely utilizing these technologies and building systems based on them, Martes AI has also successfully established partnerships with the companies that develop these solutions. These partnerships allow for the seamless integration of their tools—such as Make.com, Glow, and others—into internal business processes. This development was made possible after these companies recognized the significant volume of traffic generated by Martes AI, which effectively implemented and scaled these services for its clients. Martes AI has leveraged this model to secure strategic partnerships, earning a commission for each client that subscribes to these services through its platform. Additionally, as part of these agreements, Martes AI ensures that its clients benefit from discounted maintenance costs, further enhancing the value proposition of these AI-driven solutions.

The next section aims at exploring the business needs driving the adoption of process automation within companies, particularly in response to the proliferation of AI tools in the digital landscape. It will present a concrete case study demonstrating the tangible impact of AI automation on business growth. Specifically, a real project powered by Martes AI will be examined, including a fast data report showcasing its performance. This will serve as a precursor to the primary analysis of this research, which will focus on the role of linguistic models in shaping consumer perceptions and engagement with AI-driven communication. In an increasingly competitive market, organizations seek solutions that enhance efficiency, scalability and customer engagement while minimizing operational business cost. Business across various industries face challenges such as handling large volumes of customer inquiries, managing repetitive administrative tasks and optimizing lead conversion strategies. The need for intelligent automation has become a fundamental component of digital transformation, ensuring that companies can remain agile and responsive in an ever-evolving economic environment.

4.1 AI's Business Needs in the Digital Landscape

As digital transformation accelerates, businesses are no longer just exploring automation, they are urgently seeking AI-driven solutions that can replace outdated, inefficient workflows. Companies struggle with high volumes of customer inquiries, slow response times, repetitive administrative tasks and hard, manual lead conversion processes. Traditional methods are no longer scalable, as they rely on human intervention for every

stage of customer interaction, leading to bottlenecks, higher operational costs and lost revenue opportunities. Martes AI directly addresses these challenges by offering AI-driven solutions that streamlines business operations, reduce inefficiencies and improve customer interactions by automating, optimizing and personalizing such critical business functions through AI-powered solutions encompassing intelligent chatbots, workflow automation and AI-based lead generation; its key services include 24/7 multilingual customer support, automated appointment scheduling and personalized product recommendations – tailor-made, which means they can be directly integrated into any type of system – all designed to improve user satisfaction and engagement; even more important, to optimize resource allocation. Additionally, as emerging business, it specializes in developing customized GPT models, AI-powered voice assistants and advanced email automation strategies, enabling businesses to scale their operations with few annual interventions. By integrating these services into business workflows, Martes AI is can make companies replace inefficiencies of traditional methods:

Table 1. *Comparison Between Traditional and Martes AI's – Driven Business Approaches.*

Traditional Approach	Martes AI Approach
Manual, repetitive tasks slow down processes.	AI automates workflows, reducing human workload.
Limited scalability for managing customer interactions.	Scalable solutions handle high volumes effortlessly.
Long response times, impersonal interactions.	Instant, AI-powered, context-aware replies.

Source: *Work of the Author (2025).*

These methods represent a fundamental shift in the business automation landscape. AI-powered solutions are not only more cost-effective than traditional software, but they also operate under a subscription-based model, where businesses must consider an ongoing maintenance fee. Martes AI, through its partnerships, negotiates discounts for its clients

while monetizing every successful integration, reinforcing its position also as a strategic AI implementation partner and not just as a service provider.

To fully understand the impact of integrating AI-driven automation, above all in CRM, it is essential to examine a concrete example useful to better understand the application of AI and its potential in any sector up close. Businesses today face critical challenges in managing customer interactions at scale: traditional CRM system, while offering structured data storage and contact management, often require manual input, repetitive data processing and slow lead conversion cycle. AI-powered solutions enhance these systems by automating key processes, reducing human effort and improving customer engagement efficiency.

4.2.1 Real-World Case: AI-Driven CRM Implementation

To fully understand the impact of integrating AI-driven automation in Customer Relationship Management, it is essential to examine a concrete example which will be analyzed below.

The adoption of AI-based technologies by Martes AI has brought significant impact to its clients, in particular to one of the travel agencies and its project development. A practical example comes from WeTravel Group, a travel agency that leveraged Martes AI's automation capabilities. Initially, the company struggled with re-engaging past customers and converting existing leads into bookings, leading to lost sales opportunities and inefficiencies in marketing efforts. The implementation of Martes AI's powered chatbot and automated CRM workflows delivered measurable improvements in performance.

The project has been divided in two steps, explained below, to facilitate understanding. Immediately after, a short report on the data and results obtained.

Phase 1: The first step of the project was dedicated to contacting approximately 3,000 users, including former clients and existing contacts in the agency's Google Contacts. The main objective was to re-engage these contacts by presenting new travel opportunities and converting these interactions into direct sales or qualified leads. Starting from this, the next step was creating, installing and training an AI-based Chatbot to integrate it with Whatsapp with the ability to automatically send flyer and promotional

messages to all contacts; respond to information requests in real time; manage user preferences, such as unsubscribing from your contact list or redirecting chat to a team member. The goal was to create a promotional campaign by having a dynamic interaction with the users. Hence, the chatbot started sending a series of promotional flyers containing multiple destinations for different seasons, dates and basic travel package details, as demonstrated in Figure 5. Users had several options for interaction, they could choose between request more information via automatic responses, declare their disinterest in the offer, or choose never to be contacted again.

Figure 4. *Promotional Campaign for WeTravel Agency*



Source: www.martes-ai.com

Phase 2: Right after the success of the first phase, for which data will be reported later, the chatbot's capabilities were improved, making it capable of handling a wider range of interaction. The next step was essential to increase system's effectiveness and offer a higher level of personalization for each user. The chatbot empowerment was possible with the integration of Large Language Models (LLMs), such as ChatGPT, into the software used to create and train the chatbot to improve its response capabilities. By using these models and inserting targeted and studied prompts, the chatbot could respond naturally and accurately to almost any question posed by the user for a smoother and a richer interaction, which allows the chatbot to better understand the context and specific requests of the customer, ensuring relevant responses even in the most complex conversation. Another improvement was the given chatbot's ability to suggest specific

destination based on a series of parameters provided by users; from an automated chat now the agency is able to recommend destinations depending on the country, time of year, available budget and whether the presence of children, for example, or other special needs; further, offer personalized travel options based on the interest expressed by the user, such as holidays at the seaside, in the mountains or in cities of art.

All information provided by users during the interaction with the chatbot is automatically recorded and sent to the team in a clear and organized way. The data collected is sent via email or message to the agency team members and stored in a Google Sheet, facilitating centralized lead management. Before this can happen, to avoid misunderstandings, the user will initially give explicit consent, in fact Meta has a very rigid policy regulation this cause.

Thanks to this streamlined flow, the team can directly contact interested customers to finalize the purchase of the travel package, ensuring smooth and seamless transitions between the chatbot and human customer service.

TravelAgency was simply missing some crucial points that were identified a priori. The AI-powered transformation is explained below.

Before Martes AI's intervention:

- Limited re-engagement. Many potential customers were lost after initial contact due to lack of follow-up.
- Manual outreach inefficiencies. Sending promotional messages and reminders was time-consuming and inconsistent.
- Slow response times. Agents could not keep up with incoming inquiries in real-time, leading to missed opportunities.

After implementation:

- Automated WhatsApp Outreach. A chatbot was deployed to re-engage existing leads via WhatsApp, offering personalized travel deals.
- AI-Driven Lead Qualification. The system analyzed user interactions to categorize leads based on interest levels and potential conversion.
- Instant Follow-Ups & Bookings. AI automated the entire follow-up process, significantly reducing the time from initial contact to confirmed booking.

Results and Tangible Business Impact:

The implementation of Martes AI's AI-driven CRM automation for WeTravel Group led to substantial improvements in lead generation, customer engagement, and revenue growth, reinforcing the effectiveness of intelligent automation in optimizing business performance. The first phase of the project, which focused on re-engaging existing contacts through an AI-powered WhatsApp chatbot, immediately demonstrated its potential to transform the company's customer acquisition and retention strategies.

Among the 3,000 users initially contacted, 12% actively engaged with the chatbot, starting conversations to request additional information or express their level of interest in the travel offers provided. This high engagement rate highlights the effectiveness of AI in capturing user attention and facilitating real-time interaction, which was previously unattainable with traditional manual outreach methods. Furthermore, a significant 4% of contacted users converted into qualified leads, successfully purchasing a travel package directly through the AI-assisted sales process.

From a financial perspective, these optimizations translated into an immediate increase in revenue, with the chatbot contributing to an additional €27,500 in monthly earnings. This figure underscores the monetary value of AI in streamlining customer interactions and accelerating lead conversion, demonstrating that automated outreach not only improves operational efficiency but also has a direct and measurable impact on business growth.

Beyond the immediate monetary gains, the implementation of Martes AI's automation system also significantly reduced the workload of human agents, allowing them to focus on high-value interactions and complex customer requests rather than handling repetitive inquiries. By centralizing and structuring data collection through AI, the agency's team was able to efficiently manage leads in an organized manner, with all user interactions systematically stored and processed for seamless follow-ups.

The long-term implications of this transformation were evident in the sustained revenue growth observed in the following months. By October 2024, the AI-driven system had generated approximately €75,000, proving that scalable automation and AI-based personalization create a sustainable competitive advantage for businesses. These results validate the strategic decision to integrate AI into CRM processes, demonstrating how

intelligent automation can increase customer engagement, reduce inefficiencies, and ultimately drive higher profitability. As Figure 6. shows, a screenshot of some contracts.

"Thanks to the AI chatbot and integrated automations, we are able to effectively manage 3,000 monthly contacts on WhatsApp for customer acquisition and management activities, generating a significant increase in bookings and an additional monthly profit of €27,500 for the agency."

Diego Vassalli, CEO *WeTravel Group* (2024)

Figure 5. *TravelAgency's sheet showing October contracts of €75,000*

	Extid	Num...	Stato	Agenzia	Nome Cognome	Destinazione/Prodotto	Data...	Totale ...
1	038628...	038628...	Confermato	BV SESTO S.GIOVANNI C...	DA	ZANZIBAR	31/10/20...	4.930,00 €
2	038624...	038624...	Confermato	BV SESTO S.GIOVANNI C...	AD	ANTIGUA	30/10/20...	9.330,00 €
3	038617...	038617...	Confermato	BV SESTO S.GIOVANNI C...	An	ITALIA	29/10/20...	694,00 €
4	038613...	038613...	Confermato	BV SESTO S.GIOVANNI C...	Le	NORVEGIA	28/10/20...	5.104,12 €
5	038611...	038611...	Confermato	BV SESTO S.GIOVANNI C...	CL	CAPE TOWN	26/10/20...	934,10 €
6	038611...	038611...	Confermato	BV SESTO S.GIOVANNI C...	Sil	TOUR STATI UNITI	26/10/20...	22.068,20...
7								
8								
9	038604...	038604...	Confermato	BV SESTO S.GIOVANNI C...	Gi	SHARM EL SHEIKH	24/10/20...	4.022,94 €
10	038590...	038590...	Confermato	BV SESTO S.GIOVANNI C...	M	TOUR STATI UNITI	21/10/20...	26.073,68...
11								
12								
13	038589...	038589...	Confermato	BV SESTO S.GIOVANNI C...	Ge	CROCIERA MEDITERRAN...	20/10/20...	2.260,00 €
14	038588...	038588...	Confermato	BV SESTO S.GIOVANNI C...	M	CROCIERA NORD EUROPA	19/10/20...	6.753,49 €
15								
16								

Source: *www.martes-ai.com*

As demonstrated through multiple cases, the integration of AI-driven automation significantly impacts business efficiency, customer engagement, and revenue generation. The case study presented in this chapter serves as a preliminary gateway to the broader analytical focus of this research, providing concrete evidence of how AI-powered tools reshape business operations. However, the true objective of this study extends beyond the mere implementation of AI; it delves into the linguistic and psychological factors that

drive consumer decision-making when interacting with AI-driven communication systems.

One of the fundamental principles in consumer behavior is that presenting individuals with a choice always leads to an outcome. The key question, however, is what kind of outcome and how language influences that decision-making process. As reiterated throughout this research, and as explicitly stated in its title, the primary objective is to analyze how consumers react based on the language used by companies in digital communication strategies.

The next chapter will introduce the core experimental analysis, which seeks to determine how different linguistic structures affect consumer engagement and conversion rates on digital platforms. The study will leverage an A/B testing experiment conducted specifically for Martes AI on Meta platforms (Instagram and Facebook Ads), where variations in verb tense and messaging style will be tested to assess their impact on user behavior. The experiment has been executed over a predefined period, allowing for a quantitative evaluation of which linguistic patterns drive higher conversion rates.

Beyond paid advertising, the research will extend to an additional analysis of cold emailing strategies, examining how variations in message structure influence business responses and conversion rates in outbound B2B communication. It will be investigated how companies respond to AI-generated outreach, providing valuable insights into the effectiveness of automated messaging in professional settings.

Lastly, the study will consider YouTube as a platform for audience building and brand awareness. By categorizing and evaluating Martes AI's published video content, the research will identify which types of content generate the highest engagement and audience retention, offering a comprehensive understanding of how and, what kind of communication better performs across the digital channel for these types of contents.

The transition from the technical implementation of AI to the psychological and linguistic aspects of digital marketing marks the next stage of this research. The upcoming chapter will explore these elements in depth, providing data-driven insights into consumer behavior and the effectiveness of AI-optimized language in digital communication strategies.

4.3 Reactance Theory and Consumer Perspective

Before delving into the quantitative analysis of the impact of verb tenses (imperative vs. conditional) on consumer perception in advertising, it is essential to establish a solid theoretical foundation. This section explores the Reactance Theory, a crucial psychological concept that underpins the core hypothesis of this study. Given the contemporary landscape of digital marketing, communication and artificial intelligence, combined to personalized advertising, understanding how consumer react to direct messages from organization is fundamental to understand the central topic as object within this research. The Reactance Theory provides the theoretical lens through which consumer responses can be assumed and interpreted to different linguistic structures in advertisements.

The Reactance Theory was introduced by Jack Brehm (1966), who postulated that when individuals perceive their freedom of choice as being threatened or restricted, they experience a motivational state known as *psychological reactance* (Brehm, 1966). This reactance manifests in behaviors aimed at restoring the lost freedom, often leading individuals to resist persuasion or defy the imposed directive.

This theory has been extensively applied in marketing, advertising and consumer behavior studies to explain how different types of persuasive message can trigger resistance (Ghods & Aghayari, 2024). Over the years, researchers have refined the theory, identifying key variables that influence the intensity of reactance, such as the directiveness of the message, the perceived threat or autonomy and the consumer's psychological traits (Wei et al., 2025), consistently showing that factors such as message directiveness, perceived control, and individual psychological predispositions play significant roles in shaping consumer responses altering their perception. From an academic standpoint, reactance is a motivational arousal that can manifest in both cognitive and behavioral forms. Cognitively, individuals may develop attitudes toward the source of the threat, interpreting a message as manipulative or controlling, consequently acting in direct opposition to it and engaging in contrary behaviors to those intended by the persuader. This mechanism is particularly relevant in fields such as marketing, health communication, political persuasion and all relevant subject where messages are designed to influence decisions and actions, directly involving consumer behavior's discipline.

Over the years have been identified several mechanisms that determine the intensity and the nature of resistance in response to a perceived threat of freedom; it is useful to name at least the most important ones, which deserves a brief explanation.

1. **Perceived Threat to Autonomy:** The stronger the individual perceives the restriction of their personal choice, the more intense the reactance response will be. If a persuasive message is framed in an overly forceful manner—such as using imperative language (“You must do this”) or authoritarian rhetoric—it is more likely to provoke reactance (Steindl et al., 2015).
2. **Magnitude of Reactance:** The level of reactance an individual experiences depends on factors such as the importance of the threatened freedom, the perceived legitimacy of the restriction, and individual psychological traits (Rains, 2013). If a consumer values autonomy highly, they are more likely to resist even mild forms of persuasive communication.
3. **Restoration of Freedom:** Once reactance is triggered, individuals seek to reassert their autonomy through different coping mechanisms. This can include rejecting the message, criticizing the source, or even engaging in the opposite behavior as a means of demonstrating their independence (Miron & Brehm, 2006).

Whitin the digital and advertising landscape, also in AI-driven personalized campaigns, mitigating reactance has become one of the key concerns. Marketing and advertising strategies frequently employ persuasive messages to guide consumer behavior, yet the way these messages are framed can significantly influence their reception. Research has demonstrated that advertisements employing imperative commands—such as “Buy now!” or “Don’t miss out!”—tend to generate higher levels of reactance because they are perceived as direct attempts to control consumer behavior. When individuals feel pressured or manipulated, their instinctive response is to resist, which can lead to decreased engagement and even negative attitudes toward the brand. Ghods and Aghayari (2024) found that anti-smoking campaigns using direct language (“Quit smoking now!”) were less effective because they activated psychological reactance, leading smokers to become more defensive rather than receptive to the message. Similarly, marketing strategies that emphasize scarcity-driven urgency—such as “Limited stock available!” or

“Only a few hours left!”—can backfire if consumers perceive them as pressure tactics, reinforcing a refusal to comply rather than fostering immediate action (Oberoi, 2024).

Conversely, research indicates that when advertisements adopt a more suggestive and calm tone, they are less likely to elicit reactance and are more effective in persuading consumers. Phrasing such as “You might enjoy this offer” or “Consider trying this product” gives individuals the sense that they are making their own decision rather than being dictated to. This linguistic approach fosters a perception of autonomy, reducing psychological reactance and increasing the likelihood of a favorable consumer response (Wei et al., 2025).

The Reactance Theory has proven to be an extensively studied framework in various fields, particularly in understanding consumer behavior and perception in response to messaging, including corporate messaging, awareness campaigns and marketing ones. Hence, as discussed, its application extends across multiple domains, including marketing public policy, health communication and digital persuasion. Given its broad relevance, researchers continue to explore its implications in contemporary contexts, particularly in digital advertising, where consumer autonomy and persuasion are central concerns.

The main study in this research, will provide a structured overview of the Reactance Theory’s theoretical foundations, by examining linguistic models employed in advertising campaigns across digital platforms and the core mechanisms of reactance, through which it will be possible to establish a coherent understanding of how consumers react to different persuasive strategies and different linguistic models. The theory serves as a critical interpretative tool for analyzing consumer responses to advertising, particularly in the context of Martes AI’s first digital communication marketing strategies.

4.4 Research Framework and Hypothesis Development: Linguistic Models’ Impact on Conversion

This research is divided in three different analyzes, one linked to each other as they all leverage the central theme of linguistic models used by companies for their digital channels.

The main and first analysis in this research, investigates how linguistic structures, specifically imperative vs. conditional verb usage influence consumer engagement and conversion; given the nature of digital advertising, where competition for user attention is high, the way a message is framed plays a crucial role in shaping user perception and behavior.

Drawing on the Reactance Theory, which suggests that individuals experience psychological resistance when they perceive their freedom of choice being restricted, this study aims to determine whether advertising messages framed using imperative commands provoke a sense of coercion or pressure, leading to lower engagement rates compared to advertisements using conditional phrasing.

The central assumption of this analysis is that when consumers feel over-pushed toward an action, they may reject the advertisement's intended message as a defensive response to protect their autonomy. This means that instead of encouraging a higher click-through rate (CTR) or engagement, imperative messaging may have the opposite effect, causing potential customers to disengage from the advertisement entirely.

By contrast, as previously mentioned, advertisements framed in conditional language—such as "You might want to explore this AI tool", "Consider trying our AI-powered solution", or "It could be the perfect tool for your business"—are perceived as suggestive rather than demanding. This framing maintains consumer autonomy, allowing users to feel that they are making a voluntary and independent decision, which in turn is hypothesized to reduce resistance and increase engagement rates.

The analysis will be conducted by analyzing the engagement and the conversion, where possible, rates through an A/B test, as an experiment on Meta Platforms, where two advertisements for Martes AI have been published – including a call to action to directly reach the website and book a call or a meeting for those interested in Martes AI's services – one featuring imperative messaging and the other employing conditional messaging; this kind of analysis will serve as a bridge for the first hypothesis of this research, formulated as follow:

H1: Advertising messages using imperative verbs will generate higher levels of psychological reactance in consumers, because they would feel obliged and deprived of their freedom of choice, leading to lower engagement and click-through rates compared

to advertisements using conditional verbs, which will result in a higher engagement rate due to the perception of greater autonomy in their own decision-making process.

The results, in that sense, will serve as a foundation for understanding how linguistic structures impact advertising effectiveness; if the hypothesis is supported, it would indicate that imperative messaging in advertising triggers reactance, reducing consumer engagement, whereas conditional messaging would foster a sense of voluntary choice for consumers, increasing conversion.

The second analysis as object for this research focuses on YouTube engagement based on Martes AI audience, specifically examining how different types of videos divided between macro-categories – informational, motivational, practical demonstration (like tutorials) – are more likely to influence audience engagement. Given the subject matter of artificial intelligence, it is hypothesized that the audience engaging with this content is primarily driven by in learning about AI application through practical demonstration and tangible use cases.

According to engagement theories in digital media, viewers are more likely to interact with content that directly fulfills their informational needs (Guo et al., 2014). While motivational and generalized AI discussions can generate awareness and interest, the most valuable content for an AI-interested audience is expected to be practical demonstrations that showcase real-world applications, functionalities, and tangible benefits of AI technologies.

Building upon Reactance Theory, if a content is perceived as overly promotional or lacks substantive informational depth, viewers may disengage or develop resistance. Conversely, videos that provide value through practical knowledge and demonstration may increase engagement, as they fulfill autonomy-supportive learning experiences (Wei et al., 2025). The second research hypothesis for this analysis, as it follows:

H2: YouTube videos such as motivational ones or informational ones, are less likely to engage users, as the target audience is more likely to seek concrete use cases or real explained applications of YouTube channel's purpose. Conversely, videos emphasizing demonstrative and practical applications, in line with YouTube channel's purpose, are more likely to generate higher overall engagement rates.

This hypothesis will be tested by analyzing engagement metrics across different types of YouTube videos published by Martes AI, by assessing the effectiveness of different

content types based on the overall engagement and metric's analysis such as average watch time, viewer retention rate, comment activity and like/dislike ratio.

If the hypothesis is confirmed, it will provide invaluable insights into how new emerging businesses like Martes AI should optimize their video marketing strategies to maximize audience engagement and brand positioning.

The third and last analysis that will be conducted within this research, investigates the impact of linguistic framing and personalization in cold emailing as a strategy for acquiring new clients for Martes AI. Cold emailing is a widely used B2B marketing approach, previously described, and its effectiveness is often influenced by how the message is structured in terms of tone, personalization and linguistic style; some companies were taken as a sample for this purpose, and they were recommended by a custom-built bot, after providing some guidance, created by Martes AI on its own. Through the cold emailing practice, there will be tested different linguistic styles truly implemented in trying to reach companies as new clients through different linguistic Cold Emailing's styles, by changing some text variables, and by changing the recipient selection that will be highlighted. Of each, it will be analyzed the positive response rate based on the tone of the message that will be pointed out. The hypothesis for the third analysis is the following:

H3: Given a company being contacted without care through email, it means without paying attention to some "emotional" factors that could be fundamental to point out – for example, focusing on the recipient's role, company, and potential needs – the result could be the ghosting by the company contacted, meaning no interest in allowing a dialogue with respect to the proposal. Therefore, it will influence conversion rate. Conversely, a direct message adopting a highly personalized and targeted approach will generate higher response and conversion rates than generic, broad-targeted emails, as recipients perceive tailored messages as more relevant and engaging.

A mentioned hint that will be analyzed later, on the basis of this hypothesis for this context is, as follows, that if a message is perceived too generic, sales-driven or impersonal, recipients are more likely to dismiss or ignore the message, conversely a more personalized, human approach where the email feels directed specifically at the recipient's needs and challenges—may reduce reactance and increase response rates. Highly personalized emails, tailored to specific individuals, their roles and their context,

are more likely to generate response rates compared to generic, company-wide outreach messages. Additionally, the tone of the email – if too cold/formal vs. warm/personalized can significantly affect perception, particularly when reaching out to high-level decision-makers, as CEOs, CTOs and business executives.

If also this hypothesis will be supported, it would demonstrate that hyper-personalization in cold emailing is a key driver of engagement and conversion success, reinforcing the audience-specific messaging in digital B2B marketing strategies.

4.5 Methodology

After introducing all deeply relevant matter related to the final purpose of the research, this section aims to outline the methodology used to evaluate the impact of linguistic choices and will be used to assess the analysis conducted with the focus on the three previously explored hypotheses. Each analysis follows a structured approach to data collection and evaluation, ensuring consistency in measuring linguistic influence on consumers. Unlike inferential statistical approaches, which seek to establish causality through significance testing, this study relies on descriptive data analysis by observing patterns and trends in consumer engagement and conversion rates. The focus is on comparative analysis of key performance metrics across the different linguistic structures, content formats and personalization strategies. The methodology follows a structured, multi-phase design, ensuring a comprehensive examination of how linguistic choices influence digital marketing effectiveness.

The research adopts a quantitative experimental approach, employing A/B testing, engagement metrics analysis and response rate tracking across three digital marketing tools, considering both channels and strategies, as it is presented: Meta Platforms (Facebook and Instagram), YouTube channel and Cold Emailing practices. Each of these analyses is designed to test the hypotheses formulated in the previous section, focusing on the impact of linguistic structures, content types and personalization strategies on consumer engagement and conversion rates. Structuring the analysis into three key research phases, each aligned with the respective hypotheses, it follows the methodology adopted.

4.5.1 H1: A/B Testing in Advertising on Meta Platforms

H1: Advertising messages using imperative verbs will generate higher levels of psychological reactance in consumers, because they would feel obliged and deprived of their freedom of choice, leading to lower engagement and click-through rates compared to advertisements using conditional verbs, which will result in a higher engagement rate due to the perception of greater autonomy in their own decision-making process.

The first analysis investigates how imperative vs. conditional messaging influences engagement and conversion rates in digital advertising. To test H1, was conducted an A/B test on Facebook and Instagram by initially creating and launching a group of advertisements for Martes AI, which includes two different mirrored, identical graphics with just one difference in the linguistic structure which specifically refers, as mentioned, to the identified variable of the verbal tense used: imperative in one adv and conditional in the other adv, both including call to action to get to the site and book a call.

The test was conducted over a two-week period, ensuring a sufficient volume of data for meaningful comparisons. The target audience included business and professionals in the AI sector, with segmentation based on different studied criteria to maintain homogeneity. As previously mentioned, both advertisements featured a CTA directing users to a landing page where they could gather additional information or book a consultation. The analysis of advertising effectiveness on Meta Platforms will be conducted through the evaluation of key engagement and conversion metrics, which will serve as fundamental indicators of user interaction and response to different linguistic structures. It follows with some of the relevant metrics that will be present as fundamental indicators for the analysis. The Click Through Rate (CTR) will be used to measure the percentage of users who click on the advertisement, providing insight into its ability to capture attention and generate initial engagement. The Conversion Rate will be assessed by the number of users who completed a desired action, such as following the Adv up to the website, booking a meeting, after clicking on it, allowing for the evaluation of the advertisement's effectiveness in driving meaningful consumer actions. These will not be the only useful indicators to run the analysis, all other relevant KPIs will be clearly reported later.

4.5.2 H2: YouTube Content's Engagement

H2: YouTube videos such as motivational ones or informational ones, are less likely to engage users, as the target audience is more likely to seek concrete use cases or real

explained applications of YouTube channel's purpose. Conversely, videos emphasizing demonstrative and practical applications, in line with the YouTube channel's purpose, are more likely to generate higher overall engagement rates.

The second analysis investigates how different video content formats influence audience engagement on Martes AI's YouTube channel, aiming to determine whether the viewer shows higher preference. To test H2, an in-depth engagement analysis was conducted, evaluating videos classified into three distinct content types: informational videos, motivational videos, and practical demonstration videos.

The primary variable in this analysis is the nature of the content, with each type serving a different communicative purpose. To ensure data reliability and consistency, data collection was conducted over a long period, almost 9 months, allowing for a sufficient sample size to examine engagement pattern across different video types. The dataset includes videos with comparable lengths and structures to control for external influencing factors. The YouTube Analytics platform provided key interaction and audience retention data, which enabled a detailed assessment of user engagement with each content type.

The effectiveness of the different video types will be evaluated using key engagement metrics, which serve as primary indicators of audience behavior and interaction. It follows information about other important and useful KPIs in determining the final evaluation. The Average Watch Time will be used to measure how long viewers remain engaged with a video before leaving, reflecting the content's ability to hold user attention. The Viewer Retention Rate will be analyzed to identify drop-off points, providing insight into where users tend to disengage and whether they stay until the end of practical demonstration videos more than others. Additionally, the Like/Dislike Ratio will be assessed to determine audience sentiment, while Comment Activity will be measured to evaluate user interaction levels, indicating how engaging and discussion-worthy each video is.

4.5.3 H3: Personalization and Linguistic Framing in Cold Emailing

H3: Given a company being contacted without care through email, it means without paying attention to some "emotional" factors that could be fundamental to point out – for example, focusing on the recipient's role, company, and potential needs – the result could be the ghosting by the company contacted, meaning no interest in allowing a dialogue with respect to the proposal. Therefore, it will influence conversion rate. Conversely, a direct message adopting a highly personalized and targeted approach will generate higher

response and conversion rates than generic, broad-targeted emails, as recipients perceive tailored messages as more relevant and engaging.

The third analysis focuses on the effectiveness of cold email outreach for B2B client acquisition, particularly examining how linguistic framing and personalization impact engagement rates and response likelihood. To test H3, an email campaign was conducted, targeting potential clients for Martes AI using varying levels of personalization and different linguistic tones. The main variable in this study is the degree of customization in the email messaging, comparing generic outreach vs. highly tailored emails directed at specific decision-makers.

The campaign involved sending emails to a curated sample of businesses, identified through Martes AI's AI-powered lead generation tool, which selected prospects based on relevance. Criteria will be outlined later.

To ensure sufficient data collection, the Cold Emailing campaign was monitored based on an average response period chosen of a working week, but it can also be extended so up to now since there has been no variation in the results, tracking “engagement” by recording recipient's response behavior. Performance evaluation is based on key response metric that provide insights into how different email types influence the interest related to the answer. Assuming all recipients viewed the email, the number of recipients will be the initial Open Rate as well as a measure of interest based on subject line effectiveness – because as before contacting companies, a business need was already identified –. The Response Rate will be used to assess the proportion of recipients who actively replied, reflecting their level of engagement with the message. Additionally, in the first instance Conversion Rate will not be analyzed, rather there will be a distinction with respect to Positive Response Rate as opposed to Negative Response Rate. So, the Conversion Rate will be measured by identifying the responses that led to further communication, such as scheduling a meeting or requesting additional information.

4.6 Stimuli Categorization

In this section, the three types of stimuli used in the research analyses are presented in detail, each corresponding to the specific study within the broader investigation. Each subsection will focus on the specific stimuli used in the first analysis (advertising on Meta Platforms), the second analysis (YouTube content engagement), and the third analysis (cold emailing effectiveness). By systematically categorizing these stimuli, this section

provides a foundation for understanding how variations in messaging styles and content types are expected to impact user interaction and conversion behaviors.

4.6.1 Messaging Advertisements

H1: Advertising messages using imperative verbs will generate higher levels of psychological reactance in consumers, because they would feel obliged and deprived of their freedom of choice, leading to lower engagement and click-through rates compared to advertisements using conditional verbs, which will result in a higher engagement rate due to the perception of greater autonomy in their own decision-making process.

To test H1, was conducted an A/B test on Facebook and Instagram by initially creating and launching a group of advertisements for Martes AI, which includes two different mirrored, identical graphics with just one difference in the linguistic structure which specifically refers, as mentioned, to the identified variable of the verbal tense used: imperative in one and conditional in another, both realized in Italian language including call to action to get to Martes AI's website landing page and book a call.

To analyze the impact of different linguistic structures on consumer engagement and conversion rates, the advertisements used in the A/B test on Meta Platforms (Facebook and Instagram) have been categorized based on their verbal structure. The two categories are Imperative Messaging Advertisements and Conditional Messaging Advertisements, each designed to test how different linguistic approaches influence user behavior and decision-making.

Imperative Messaging Advertisements

This category includes advertisements that use direct and commanding language, designed to create a sense of urgency and prompt immediate action. The text in this advertisement features imperative verbs, presented below as it has been launched.

«Scopri i nostri servizi di automazione AI. Creazione di GPT customizzati, gestione appuntamenti automatizzata, automazione e-mail personalizzata, assistenti AI per interazioni naturali e veloci. Per maggiori informazioni VISITA IL SITO».

Figure 6. *Conditional Messaging Adv*



Source: <https://adsmanager.facebook.com/>

The objective of the illustrated messaging style, including imperative verb tense, is to encourage users to take immediate action by making the CTA explicit and forceful.

Conditional Messaging Advertisements

The second category consists of an advertisement that use a more suggestive and autonomy-supportive approach, incorporating conditional verb tense and so on a softer language to allow users to feel a sense of choice in their decision-making process, presented below as it has been launched.

«Vorresti automatizzare I tuoi flussi di lavoro? Creazione di GPT customizzati, gestione appuntamenti automatizzata, automazione e-mail personalizzata, assistenti vocali AI per interazioni naturali e veloci. Più tempo per TE, con Martes AI».

Figure 7. *Conditional Messaging Adv*



Source: <https://adsmanager.facebook.com/>

This approach is designed to minimize psychological reactance by making the user feel in control rather than pressured when taking decisions.

By categorizing advertisements into these two distinct linguistic structures, the research aims to examine how imperative vs. conditional messaging affects consumer engagement, particularly in terms of click-through rate (CTR), conversion rate, and overall interaction levels. The analysis will provide user responses to each advertising format, by determining which linguistic approach proves more effective in digital advertising campaigns.

4.6.2 YouTube Video Content

H2: YouTube videos such as motivational ones or informational ones, are less likely to engage users until conversion, as the target audience is more likely to seek concrete use cases or real explained applications of YouTube channel's purpose. Conversely, videos emphasizing demonstrative and practical applications, in line with the YouTube channel's purpose, are more likely to generate higher overall engagement rates which can more easily lead to a higher conversion rate

To test H2, an in-depth engagement analysis was conducted, evaluating videos classified into three distinct content types: informational videos, motivational videos, and practical demonstration videos. This classification is essential for evaluate how different linguistic content and strategies influence viewer interaction, retention and engagement rates. The videos have been categorized by title, as showed below and are sorted based on contents and topics provided. By avoiding confusion, three videos for each category have been chosen.

Informational Videos

Informational Videos includes video that primarily focus on AI-related explanations, industry trends and theoretical discussions, aiming at providing viewers with a deeper understanding of AI technologies, their evolution, and their potential applications in various industries. Below have been presented those chosen for the analysis sorted by title:

1. Come sfruttare l'intelligenza artificiale

2. La moneta di cui nessuno parla
3. Il nuovo ChatGPT o1 è FORMIDABILE

Motivational Videos

Motivational Videos are designed to inspire and encourage viewers, often by sharing success stories, business strategies, or insights into how AI can transform industries and careers, aiming at engaging the audience on an emotional level, making AI more approachable and appealing by demonstrating its real-world impact. Below have been presented those chosen for the analysis sorted by title:

1. Le aspettative saranno la mia rovina
2. Come semplificarti la vita
3. Come ho sviluppato la concentrazione a comando (FLOW)

Practical Demonstration Videos

Practical Demonstration Videos focus on tutorials, case studies, and step-by-step guides that show how AI tools and technologies can be applied in real-life scenarios; these videos are more technical and hands-on, providing viewers with actionable knowledge on how to use AI software, automate processes, or implement AI-driven solutions. Below have been presented those chosen for the analysis sorted by title:

1. Come fare un Chatbot AI in 15 minuti
2. Apro la mia azienda mentre studio ingegneria
3. Deepseek: Agente AI che Automatizza tutto
4. Come rispondo automaticamente alle mail con AI

4.6.3 Cold Emailing and Linguistic Framing

H3: Given a company as a potential client being contacted without care through cold emailing practices, it means without paying attention to some “emotional” factors that could be fundamental to point out – for example, focusing on the recipient's role, company, and potential needs – the result could be the ghosting by the company contacted, meaning no interest in allowing a dialogue with respect to the proposal. Therefore, it will influence conversion rate. Conversely, a direct message adopting a highly personalized and targeted approach will generate higher response and conversion

rates than generic, broad-targeted emails, as recipients perceive tailored messages as more relevant and engaging.

To test H3, an email campaign was conducted targeting potential clients for Martes AI, structured into two main variations. The emails adopted in this campaign and the text used in trying to convert the recipients were studied thanks to other's Cold Emailing campaigns by testing its effectiveness of the results obtained. The current campaigns, about to be explained, turns out to be the best thanks to attention to some variables detail and textual body adopted. These emails were designed to evaluate the impact of linguistic personalization, framing and tonality on recipient engagement and response behavior. The primary differentiation between the two groups lies in the degree of customization and specificity in the message, particularly through the integration of custom variables, persuasive elements and credibility indicators.

To analyze how different linguistic structures and personalization levels affect engagement and response rate, the emails used in this campaign have been categorized into two distinct formats: Generic Cold Email and Highly Personalized Cold Emails, each constructed to test how different messaging approaches influence recipient behavior.

Generic Cold Emails (Low Personalization)

This category includes emails that utilize a broad, standardized structure, addressed to a general audience with a low presence or almost no presence of personalized elements. The linguistic tone is neutral and direct, with a focus on presenting value without tailoring the content to the recipient's business or specific needs. The email text, as launched, is presented below in Figure 9.

E-mail Subject: Ho trovato un modo per far crescere la tua agenzia di viaggi

Figure 8. *Low Personalization Cold Email Text Body*

Ciao,
state facendo davvero un ottimo lavoro nel settore dei viaggi.

Ho dato un'occhiata al tuo sito e ho individuato alcune cose che potrebbero aiutarti ad attirare più clienti.
Ho registrato un breve video personalizzato per spiegarti esattamente come funziona tutto ciò; va bene se lo invio qui?

Questo sistema ha già generato un incremento notevole nei profitti per Bluvacanze C.C. Vulcano.

Aspetto una tua risposta,
Riccardo
inviato da iPhone

Source: *Martes AI's Cold Emailing Strategy*

The structure of this email, at first sight seems to be characterized by a lack of direct recipient engagement, with no custom variables such as name, company details, or location. The language remains general, offering value without building credibility through expertise or specific business references. The CTA is also minimally compelling, relying on an open-ended question rather than a clear, persuasive incentive for the recipient to respond.

Personalized Cold Emails (High Personalization)

The second category consists of emails that incorporate a high level of personalization, leveraging recipient-specific data and linguistic strategies that create a stronger connection between the sender and the potential client. This approach uses custom variables (e.g., recipient's name, more specifically CEO's name, business location, review score and industry-specific needs), bold formatting to emphasize key points and a persuasive tone that builds trust and credibility. The email text, as launched is presented below, in Figure 10.

E-mail Subject: Sistema AI per Ricontattare Automaticamente Tutti i Vecchi Leads

Figure 9. *High Personalization Cold Email Text Body*

Buongiorno **Mauro**,

Stavo vedendo la vostra agenzia lì a **Cagliari...** e si vede quanto i clienti siano soddisfatti del vostro lavoro: una review score di **4,5/5** non è da tutti!

Non volendole rubare tempo vado dritto al punto: sono un laureato in fisica computazionale, ed insieme a mio fratello (ingegnere informatico), abbiamo realizzato un sistema di automazione che si appoggia a modelli di **intelligenza artificiale**, che permette di **ricontattare tutti i vostri vecchi clienti** con un **click**, per proporgli nuovi viaggi, promozioni ecc.

Siamo anche in grado di **suggerire determinate mete** a seconda di necessità e desideri dell'utente (basandoci sulle vostre esperienze) e di registrare tutti i dati forniti dall'utente e mandarli direttamente al vostro team.

Abbiamo registrato un video in cui spieghiamo brevemente come funziona tutto ciò; posso mandarlo qui?

P.S.: Questo sistema di automazione AI lo abbiamo già implementato a Bluvacanze C.C. Vulcano, generando circa **50 clienti in più al mese**.

Aspetto una sua risposta.
Cordialmente,
Andrea Belli Contarini - [Martes-AI](#)

Source: *Martes AI's Cold Emailing Strategy*

This model introduces several linguistic and strategic enhancements that differentiate it from the generic version. The structure of the personalized cold email is designed to enhance recipient engagement through the strategic use of custom variables, credibility markers, and persuasive formatting. By addressing the recipient personally and referencing their company's performance, it has the potential in establishing a connection, reducing the likelihood of being perceived as mass outreach. The important key features: the sender mentions their STEM backgrounds; the call-to-action (CTA) is designed to minimize friction. Furthermore, the email concludes with a more professional signature including links to the company's website, blog, and case studies.

The analysis will focus on evaluating several key engagement metrics to determine the effectiveness of different linguistic structures used, personalization techniques and credibility-building element that influenced recipients to assess the effectiveness of the email outreach in generating responses, positive interactions and potential client conversion through the Response Rate, the Positive Reply Rate, the Lead Conversion Rate and the Total Open Rate.

4.7 Analysis and Results

Following the methodological framework outlined in the previous parts of this chapter, this section presents the analysis and results of the research. The analysis will show evidence about real research and tests actively undertaken and concretely carried out for Martes AI, focusing on the three core areas of investigation, structured as reiterated several times: Advertising on Meta Platforms, YouTube Contents Engagement and Cold Emailing effectiveness. Each of these analyses is designed to test the respective hypotheses formulated earlier, evaluating how different linguistic structures, content formats and personalization strategies influence consumer behavior and engagement across digital marketing channels.

The analysis is structured into three distinct sections, each corresponding to a different communication medium and strategy adopted:

1. **Advertising Effectiveness on Meta Platforms:** This section examines the impact of imperative vs. conditional messaging in digital advertising. Through an A/B test conducted on Facebook and Instagram, engagement metrics such as click-through rate (CTR), conversion rate, and overall interaction levels are analyzed to determine how different linguistic structures affect consumer responses. By taking as a sample two different types of advertisements, live on the platforms; one with a reference to an imperative Call To Action, the other showcasing an Adv built upon conditional verb tense with reference to CTA.
2. **YouTube Content Engagement Analysis:** This part evaluates how different types of video content—informational, motivational, and practical demonstration videos— influence viewer retention, watch time, and interaction levels. The objective is to assess which linguistic and content strategies implemented on the platform is aimed at generating higher engagement among the audience, by taking Martes AI as a sample.
3. **Cold Emailing and Linguistic Framing in B2B Outreach:** The final section investigates the effectiveness of personalized vs. generic cold emailing approaches, examining how different levels of customization, credibility markers, and call-to-action strategies impact open rates, response rates, and lead conversion in B2B outreach campaigns, by always taking Martes AI as a sample.

This section adopts a descriptive analysis approach, identifying patterns and trends in consumer engagement rather than applying inferential statistical methods. Each section will provide a detailed examination of the collected data, highlighting which linguistic and communicative strategies prove most effective in digital marketing and consumer conversion. By systematically analyzing these findings, this chapter aims to offer practical insights into the role of language in digital persuasion and business communication strategies.

4.7.1 Meta Advertising Campaigns: Imperative vs. Conditional Messaging

Overview of the Advertising Campaigns

The first analysis aims to assess the impact of linguistic structures, specifically imperative vs. conditional messaging on user engagement and conversion rate in digital advertising. This evaluation is based on an A/B test conducted on Facebook and Instagram, where two distinct advertisements for Martes AI were launched. The graphic's advertisements, as showed in the previous sections, were identical in design, differing only in their verbal structure; one employing imperative language and the other with conditional phrasing.

The campaign was live on respective channels for seven days, from January 27 to February 3, 2025, with a daily budget of 10€. The targeted audience included professionals and business in the Lazio region, aged 25 and above, with interests related to automation, digital marketing and artificial intelligence. The primary goal of the campaign was to drive the traffic to the Martes AI website, where users could book a consultation. An important factor to mention before showing the result is that no duration was set for the campaign precisely to make the results more transparent, then stop it when the results started showing a significant difference between the two difference advertisements. It took no more than a week.

General Performance Metrics

Before comparing the individual advertisements, an overall evaluation of the key metrics is presented below in Figure 9.

Figure 10: General Performance Metrics of the Campaign

Nome della campagna	Pubblicazione e	Risultati	Impression	Copertura	Clic (tutti)	CTR (tutti i clic)	Frequenza	Importo speso	Costo per risultato	CPC (tutti i clic)	CPM (costo per 1000 impression)
[MARTESA] traffi...	Elemento non a... Campagna	587 Clic sul link	51.874	23.797	610	1,18%	2,18	€ 69,77	€ 0,12 Clic sul link	€ 0,11	€ 1,34
Risultati totali		587 Clic sul link	51.874 totali	23.797 account del Centro...	610 totali	1,18% Per impression	2,18 per account del Ce...	€ 69,77 Spesa totale	€ 0,12 Clic sul link	€ 0,11 per clic	€ 1,34 per 1000 impression

Source: <https://adsmanager.facebook.com/>

1. Total impressions: 51,874
2. Total reach: 23,797 unique users
3. Total clicks on the link: 610
4. Overall Click-Through Rate (CTR): 1.18%
5. Total spend: €69.77
6. Cost per Click (CPC): €0.11
7. Cost per 1000 Impressions (CPM): €1.34

These results indicate that, overall, the campaign performed within expected benchmarks with a CTR above 1%, which is generally considered an effective rate for digital advertising traffic campaigns

Comparative Variables Performance: Imperative vs. Conditional

The critical component of this analysis is the direct comparison between the two advertisements. The key performance indicators (KPIs) for each variation are summarized below.

Figure 11. Direct Comparison Metrics of the Campaigns

Campagne		Elementi selezionati: 1		Gruppi di inserzioni		Elementi selezionati: 1		Inserzioni per 1 Gruppo di inserzioni		27 gen 2025 - 3 feb 2025									
+ Crea		Duplica		Modifica		Test A/B		Altro		Colonne: Personalizzate		Dettagli		Report		Esporta		Grafici	
No/Si	Inserzione	Inizio	Risultati	Impression	Copertura	Clic (tutti)	CTR (tutti i clic)	Frequenza	Importo speso	Costo per risultato	CPC (tutti i clic)	CPM (costo per 1000...							
	 imperativo	27 gen 2025	115 <small>Clic sul link</small>	20.967	11.214	132	0,63%	1,87	€ 13,18	€ 0,11 <small>Per clic sul link</small>	€ 0,10	€ 0,63							
	 condizionale	27 gen 2025	472 <small>Clic sul link</small>	30.907	14.794	478	1,55%	2,09	€ 56,59	€ 0,12 <small>Per clic sul link</small>	€ 0,12	€ 1,83							
Risultati di 2 inserzioni			587 <small>Clic sul link</small>	51.874 <small>totali</small>	23.797 <small>account del Centro...</small>	610 <small>totali</small>	1,18% <small>Per impression</small>	2,18 <small>per account del Ce...</small>	€ 69,77 <small>Spesa totale</small>	€ 0,12 <small>Per clic sul link</small>	€ 0,11 <small>per clic</small>	€ 1,34 <small>per 1000 impression</small>							

Source: <https://adsmanager.facebook.com/>

Already from this image, the data seems to be moving in a specific direction. In the table below, in addition to the data presented, the percentage differences between the two respective campaigns have been added.

Table 2: *Comparative Performance and Metrics of Imperative vs. Conditional Advertisements on Meta Platforms*²⁹.

Metric	Imperative Ad	Conditional Ad	Difference (%)
Impressions	20,967	30,907	+47.4%
Reach	11,214	14,794	+31.9%
Clicks on the Link	132	478	+310.4%
Click-Through Rate (CTR)	0.63%	1.55%	+146%
Frequency	1.87	2.09	+11.8%
Total Spend (€)	13.18	56.59	+329%
Cost per Click (CPC) (€)	0.11	0.12	+9%
Cost per 1000 Impressions (CPM) (€)	0.63	1.83	+190%

Source: *Work of the Author (2025)*.

Key observation and Comparative Analysis

The comparative analysis of the two advertisement formats, imperative vs. conditional messaging, provides substantial insights into user engagement behavior and platform algorithmic prioritization, which mainly newly outline the difference between the two advertisements and justify the duration of the campaign of which the study is the main

²⁹ Table 2 presents a comparative analysis of the key performance metrics between the imperative and conditional advertisements in the A/B test conducted on Meta Platforms. The percentage differences highlight the superior engagement and effectiveness of conditional messaging, as evidenced by significantly higher CTR, link clicks, and reach.

object, also for budget reasons. the conditional advertisement demonstrated a significantly higher level of engagement compared to its imperative counterpart. With a click-through rate (CTR) of 1.55%, it outperformed the imperative ad, which recorded a CTR of only 0.63%. This represents a 146% increase in relative engagement and a more attractive willingness among users to interact with the advertisement. Furthermore, the conditional ad generated a total of 478 clicks, in contrast to the 132 clicks obtained by the imperative advertisements, making a 310% increase. This difference underscores, above all, a psychological effect of linguistic framing in digital advertising.

Meta's internal algorithm dynamically adjusts the distribution of a group of advertisements, based on the trend; it means, based on their performance initial metrics. As it is, the conditional advertisement exhibited higher engagement by awarding in total 30,907 impressions, a great number compared to 20,967 of the imperative ad. This represents a 47.4% increase in visibility suggesting not only the well-going of such advertisement, validating its effectiveness in capturing audience interest. Meta's machine learning models identified it as the most relevant and impactful content, since it generated stronger engagement signals, by adjusting the advertising in real-time; it reflects also how digital advertising platforms optimize for user interaction amplifying the exposure of content that demonstrates a higher probability of engaging the target audience. This last finding it is useful for the Total Cost analysis which will be analyzed immediately below. The analysis of cost-related metrics further clarifies the financial implications of the differential performance between the two advertisements. The total expenditure for the conditional advertisement turns out to be €56 whereas the imperative advertisement consumed only €14 of the budget. The increased spending on the conditional ad can be attributed to Meta's preference for promoting higher-performing content based on public interest and trends. Despite this higher allocation, the cost per click (CPC) remained relatively stable, at €0.12 for the conditional ad and €0.11 for the imperative one, demonstrating that the higher engagement is not a result of artificially inflated costs but rather a reflection of users' preference and possibility of conversion as campaign's object. Additionally, the Cost Per Mille (CPM) was significantly higher for the conditional advertisement (1.83 vs. 0.63), indicating that meta allocated more budget to maintain its reach, given its higher engagement potential. These findings suggest that while the

conditional ad incurred greater expenses, the returns in terms of engagement and visibility justified the cost allocation, aligning with best practices in digital advertising where higher-performing ads receive increased exposure to maximize campaign effectiveness. Following the comparative analysis of the two advertisements, clear patterns emerge regarding the impact of linguistic choices on user engagement, visibility, and budget allocation. Based on the outlined observations, the results of the analysis can be summarized into three main useful points for trace conclusions at the end:

1. **Higher Engagement with Conditional Messaging** – The conditional advertisement achieved significantly better engagement rates, with a 146% increase in CTR and a 310% increase in clicks, reinforcing the effectiveness of suggestive rather than directive language.
2. **Increased Visibility for the Conditional Ad** – Meta’s algorithm allocated more impressions (+47.4%) to the conditional ad due to its stronger performance, amplifying its reach and visibility.
3. **Budget Allocation and Cost Efficiency** – The platform dynamically adjusted budget allocation in favor of the conditional ad, leading to a higher total spend but maintaining a similar CPC, confirming that the increased visibility resulted from user engagement rather than cost inflation.

Temporal Analysis: Performance Over Time

To further investigate the effectiveness of the two advertisements, a temporal analysis is needed to understand the daily trend of the two distinct advertisements, to establish their performance over time, examining daily engagement trends. This approach allows for a deeper understanding of how user interactions evolved throughout the campaign duration and optimization process in terms of daily performance metrics for both imperative and conditional adv from January 27 to February 3 (e.g., Figure 11: Daily Performance Breakdown of Advertisements; Imperative vs. Conditional).

Figure 12. *Daily Performance Breakdown of Advertisements; Imperative vs. Conditional*

Campagne Elementi selezionati: 1 Gruppi di inserzioni Elementi selezionati: 1 Inserzioni per 1 Gruppo di inserzioni 27 gen 2025 - 3 feb 2025													
+ Crea Duplica Modifica Test A/B Altro Colonne: Personalizzate Dettagli: Dettagli sele... Report Esporta Grafici													
No/SI	Inserzione	Inizio	Risultati	Impression	Copertura	Clic (tutti)	CTR (tutti i clic)	Frequenza	Importo speso	Costo per risultato	CPC (tutti i clic)	CPM (costo per 1000...)	
	imperativo	27 gen 2025	115 Clic sul link	20.967	11.214	132	0,63%	1,87	€ 13,18	€ 0,11	€ 0,10	€ 0,63	
		2025-02-03	—	14	10	—	—	1,40	€ 0,01	—	—	€ 0,71	
		2025-02-02	5	289	161	5	1,73%	1,80	€ 0,41	€ 0,08	€ 0,08	€ 1,42	
		2025-02-01	—	210	167	—	—	1,26	€ 0,40	—	—	€ 1,90	
		2025-01-31	15	1591	881	16	1,01%	1,81	€ 1,29	€ 0,09	€ 0,08	€ 0,81	
		2025-01-30	21	4103	1953	22	0,54%	2,10	€ 2,04	€ 0,10	€ 0,09	€ 0,50	
		2025-01-29	21	3492	2071	22	0,63%	1,69	€ 2,63	€ 0,13	€ 0,12	€ 0,75	
		2025-01-28	34	9294	5357	42	0,45%	1,73	€ 4,78	€ 0,14	€ 0,11	€ 0,51	
		2025-01-27	19	1974	1744	25	1,27%	1,13	€ 1,62	€ 0,09	€ 0,06	€ 0,82	
	condizionale	27 gen 2025	472 Clic sul link	30.907	14.794	478	1,55%	2,09	€ 56,59	€ 0,12	€ 0,12	€ 1,83	
		2025-02-03	45	819	627	45	5,49%	1,31	€ 6,09	€ 0,14	€ 0,14	€ 7,44	
		2025-02-02	106	2338	1342	106	4,53%	1,74	€ 11,10	€ 0,10	€ 0,10	€ 4,75	
		2025-02-01	78	922	713	78	8,46%	1,29	€ 8,76	€ 0,11	€ 0,11	€ 9,50	
		2025-01-31	59	2099	1239	59	2,81%	1,69	€ 8,04	€ 0,14	€ 0,14	€ 3,83	
		2025-01-30	65	8113	3540	67	0,83%	2,29	€ 9,15	€ 0,14	€ 0,14	€ 1,13	
		2025-01-29	61	4887	2605	61	1,25%	1,88	€ 7,21	€ 0,12	€ 0,12	€ 1,48	
		2025-01-28	44	10.374	4985	47	0,45%	2,08	€ 4,76	€ 0,11	€ 0,10	€ 0,46	
		2025-01-27	14	1355	975	15	1,11%	1,39	€ 1,48	€ 0,11	€ 0,10	€ 1,09	
	Risultati di 2 inserzio		587 Clic sul link	51.874 totali	23.782 account del Centro ge...	610 totali	1,18%	2,18	€ 69,77 Spesa totale	€ 0,12	€ 0,11	€ 1,34	

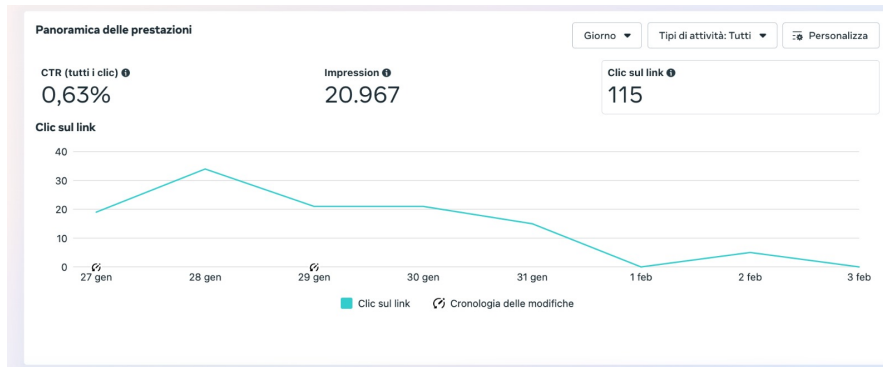
Source: <https://adsmanager.facebook.com/>

This breakdown illustrates the contrasting engagement patterns, with the conditional advertisement gaining momentum over time, while the imperative advertisement experienced an early peak followed by a decline. It will be described in more detail below.

Imperative and Conditional Trends in Adv Messaging

The Imperative Advertisement initially showed a brief period of higher engagement, reaching its peak on January 28 with 34 clicks. However, after this initial spike, engagement steadily declined, with user interaction progressively decreasing over the following days. By February 2 and 3, the advertisement recorded minimal interaction, indicating a diminishing effect over time. This downward trend suggests that the imperative messaging style did not sustain audience interest and the ad's visibility was likely deprioritized by Meta's algorithm due to its lower engagement within the advertisement group launched. Below, in Figure 12, evidence of the daily trends in Imperative Advertisements.

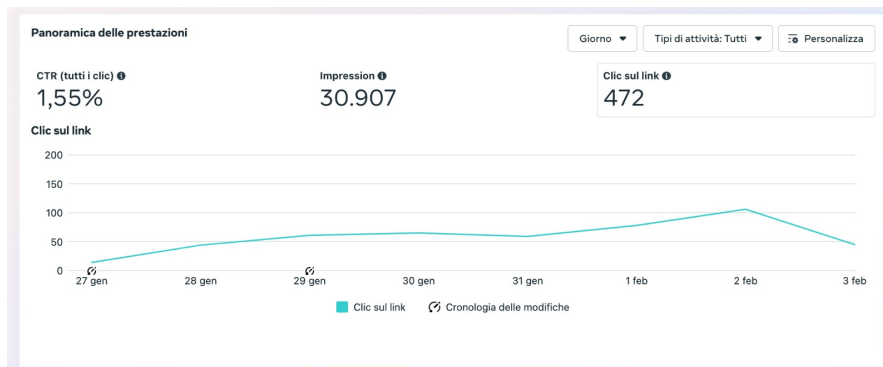
Figure 13. *Graphic Showcasing Daily Clicks ' Trend for Imperative Advertising*



Source: <https://adsmanager.facebook.com/>

In contrast, the Conditional Advertisement exhibited a progressive increase in engagement over time. Rather than experiencing an early peak followed by a decline, the advertisement gradually gained traction reaching its highest level of interaction on February 2, with 106 clicks. The upward trend in engagement suggests that Meta's algorithm continuously optimized the distribution of this ad recognizing its higher engagement potential and improving its reach and effectiveness over time. Below, in Figure 13, evidence of the daily trends in Conditional Advertisements.

Figure 14. *Graphic Showcasing Daily Clicks ' Trend for Conditional Advertising*



Source: <https://adsmanager.facebook.com/>

Both trends reinforce the findings from the comparative analysis: the conditional advertisement not only attracted more immediate engagement but also maintained sustained interest throughout the campaign benefiting, because of this, from Meta's internal optimization process.

Statistical Validation

While the comparative analysis of engagement metrics provided clear evidence of the superior performance of conditional messaging over imperative messaging, it is crucial to complement these findings with statistical validation, at least for this part of the analysis which is the most important for the research. To ensure the observed differences are not the result of random variation but rather a significant effect of linguistic framing, two key statistical tests were applied:

1. Chi-Square Test for Click Distribution: to assess whether the observed click distribution across the two ad types deviate significantly from what they would be expected under the assumption of equal performance.
2. T-test for Click-Through Rate (CTR) and Clicks: to determine whether the differences in mean CTR and total clicks between the two advertisement formats are statistically significant.

By incorporating and giving evidence of these statistical tests, the study moves beyond descriptive observations and establishes a quantitative basis for evaluating the impact of linguistic structures on digital advertising performance implemented. The results of these tests are made clear below.

Chi-Square Test for Language in Advertising

The chi-square test is used to verify whether there is a relationship between two categorical variables, in this case, the type of ad (imperative vs. conditional) and the number of clicks received. In this regard, two hypotheses have been formulated:

1. H_0 (null hypothesis): No evident relationship between the type of ad and the number of clicks (the distribution of clicks is random).
2. H_1 (alternative hypothesis): Evident relationship between the type of ad and the number of clicks (one type of ad has significantly more clicks than the other).

To determine whether the difference in clicks between the imperative and conditional advertisements is statistically significant, it must first be calculated the total number of clicks, under the assumption that they are distributed proportionally to the number of impressions. It follows the table with the observed data:

Table 3: *Contingency table with observed values.*

Ad Type	Click on the Link (O)	Total Impressions
Imperativo	115	20,967
Condizionale	472	30,907
Totale	587	51,874

Source: *Work of the Author (2025).*

Since clicks should be proportionally distributed based on impressions, the expected number of clicks (E) for each type of ad is calculated as follows:

$$E = \frac{\text{Total Impressions}}{\text{Total Clicks}} \times \text{Impression for Ad}$$

$$E (\text{Imperative}) = 237.1$$

$$E (\text{Conditional}) = 349.9$$

Once determined the expected number of clicks for each ad type based on the total impressions, the next step is to compare these expected values with the actual observed clicks. This is where the chi-square test (χ^2) comes in.

If the observed clicks closely match the expected clicks, then any differences are likely due to random variation (meaning the type of language in the ad has no effect).

If the observed clicks deviate significantly from the expected clicks, this suggests that the language in the ad does influence user engagement.

To measure this difference, by calculating the chi-square statistic, the formula is the following:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

where:

O = Observed clicks (actual clicks recorded for each ad).

E = Expected clicks (calculated assuming clicks are proportional to impressions).

The summation (Σ) means performing this calculation for both ad types and add the results.

By doing this for both advertisements, it comes out that:

$$\chi^2 = 105.44$$

To determine if this result is statistically significant, data must be compared with a critical value from a chi-square table. Since there are two groups of advertisement to be analyzed, Imperative vs. Conditional, and two observed values, the Degrees of Freedom (df) = 1. The significance level attributed is $p = 0.05$. Therefore, it is possible to estimate, from the chi-square table, the Critical Value = 3.84

Since the observed and expected values differ significantly, $105.44 > 3.84$, it is a clear result that the type of language in the ad has a real impact on user behavior. By assuming this, the null hypothesis (H_0) can be rejected.

T-test for Language in Advertising

The t-test is used to determine whether there is a statistically significant difference between the mean Click-Through Rates (CTR) of the two advertisements (Imperative vs. Conditional). In this case the test is applied to compare the effectiveness of the two linguistic structures in generating user engagement. This test is particularly useful for evaluating whether the observed difference in user engagement is due to random variation or if it is influenced by the linguistic structure of the advertisement. Accordingly, to perform the t-test the following hypotheses have been formulated:

1. H_0 (null hypothesis): No significant difference between the CTR of the imperative and conditional ads. Any variation is due to random chance.
2. H_1 (alternative hypothesis): Significant difference between the CTR of the imperative and conditional ads, indicating that one linguistic structure is more effective in driving user engagement.

To determine whether the difference in Click-Through Rates (CTR) between the imperative and conditional advertisements is statistically significant, it is first necessary

to calculate the CTR for each ad type based on the total number of clicks and impressions. The table below presents the observed data:

Table 4. *Contingency table with observed values.*

Ad Type	Clicks	Total Impressions	CTR (%)
Imperative	115	20,967	0.63%
Conditional	472	30,907	1.55%
Total	587	51,874	—

Source: *Work of the Author (2025).*

Since the Click-Through Rate (CTR) is calculated as the proportion of clicks relative to impressions, the mean CTR for each type of ad can be compared to determine if there is a statistically significant difference. This comparison is conducted using an independent t-test, which is calculated as follows:

$$t = \frac{\overline{X}_1 - \overline{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Where:

\overline{X}_1 and \overline{X}_2 are the mean CTR values for the imperative and conditional ads, respectively.
 s_1^2 and s_2^2 are the variances of the CTR values.

n_1 and n_2 are the number of impressions for each ad type.

To compute the standard deviation (s) it has been used the formula for variance:

$$s^2 = p(1 - p)$$

Where p is the CTR for each group.

By applying this formula $s_1^2 = 0.00626$ and $s_2^2 = 0.01526$

Then, it must be computed the Standard Error (SE) by applying its relative isolated formula. The result of the SE turns to be 0.00089.

At this point, the t-statistics it is computed, in which $t = 10.34$

To determine if the result is statistically significant, the calculated t-value it has to be compared with the critical value from the t-distribution table.

The Degrees of Freedom can be approximated as:

$$df = 51,874$$

The significance level ($p = 0.05$): the critical t-value for a high degree of freedom ($df = 50,000$) at $p = 0.05$ turns to be equal to 1.96. Since $10.34 > 1.96$, the null hypothesis (H_0) can be rejected.

4.7.2 YouTube Content Engagement: Informational, Motivational and Practical Demonstration Videos

Overview of the YouTube Analysis

This analysis evaluates the impact of different video content formats—Informational, Motivational, and Practical Demonstration videos—on viewer engagement and conversion rates within Martes AI’s YouTube channel. Key performance indicators (KPIs) such as watch time, retention rate, click-through rate (CTR), and total engagement are analyzed to determine which type of content drives higher user interaction and action. The study considers all videos published on the channel from its creation to February 17, 2025, examining performance trends across different content categories. Figure 14 below presents data extracted from Martes AI’s YouTube channel, the primary source of the company’s funnel, serving as the foundation for this analysis. Moreover, these metrics will be discussed and analyzed, with a descriptive and comparative analysis, by offering strategic optimization points for creating a funnel and strategy optimizations for YouTube channels.

Figure 15. *YouTube Videos Metrics*

Category	Video Title	Views	Watch Time (Hours)	Average View Duration (Minutes)	Average Percentage Displayed	CTR (%)	Impressions (k)	Likes	Comments	Engagement Rate (%)	Conversions
Practical Demonstration	Deepseek: Agente AI	3032	147.9	00:02:55	31.9%	5.05%	37.981k	183	20	11.71%	152
Practical Demonstration	Apro la mia azienda mentre studio ingegneria	9461	324	00:02:03	41.9%	2.7%	263.673k	403	27	6.88%	221
Practical Demonstration	Come fare un Chatbot AI in 15 minuti	3326	216.1	00:03:53	23.1%	2.3%	91.687k	168	18	8.81%	107
Practical Demonstration	Come rispondo automaticamente alle email con AI	2237	111.1	00:02:58	11.9%	4.4%	31.821k	107	19	8.94%	74
Informational	Il nuovo ChatGPT o1 è formidabile	642	14	00:01:18	52.4%	3.3%	113.34k	43	6	9.03%	9
Informational	La moneta di cui nessuno parla	788	30.7	00:02:20	34.2%	3.1%	11.335k	81	8	12%	10
Informational	Come sfruttare l'intelligenza artificiale	1497	103.1	00:04:07	41.3%	3.8%	8.975k	101	22	9.55%	20
Motivational	Come ho sviluppato la concentrazione a comando (FLOW)	1097	59.6	00:03:15	47.8%	4.4%	13.198k	122	19	15.31%	27
Motivational	Come semplificarvi la vita	1524	52.3	00:02:03	50.4%	7.2%	7.492k	125	25	11.74%	29
Motivational	Le aspettative saranno la mia rovina	761	26.3	00:02:04	45.5%	6.2%	5.086k	55	8	10.24	15

Source: <https://studio.youtube.com/channel/riccardobellicontarini>

The analysis of YouTube video performance provides critical insights into how different content formats – practical demonstration, informational and motivational, affect viewer

engagement, retention and conversion rates. This study systematically evaluates the effectiveness of each category by examining key performance metrics such as watch time, click-through rate (CTR), engagement rate and total conversions. Understanding these differences allows for a more data-driven approach to optimizing video content strategies, particularly in the context of AI-focused educational and promotional content.

A comparative evaluation of three content categories reveals distinct patterns in user behavior and interaction.

General Overview of Video Performance

The dataset reveals clear distinctions in video performance across content categories, highlighting different audience engagement patterns. Practical demonstration videos dominate in total watch time and conversions, while motivational videos excel in driving initial curiosity and interaction (CTR). Informational videos, on the other hand, sustain the longest individual viewer retention but have lower direct engagement and conversion rates. A view of key trends emerged across categories is presented below:

Total Views: Practical demonstration videos collectively received the highest number of views.

Watch Time: Informational videos have the highest average view duration per session, but practical demonstration videos accumulate the highest total watch hours, indicating stronger overall audience engagement.

CTR: Motivational videos achieve the highest click-through rates, indicating their effectiveness in sparking curiosity and initial engagement.

Engagement: While motivational videos have the highest overall engagement rate, practical demonstration content proves to be most effective at driving meaningful actions (conversions).

Comparative Trends and Implications

By leveraging the available dataset, it was possible to extract and categorize key video performance metrics to assess audience behavior across different content types. This structured approach provides a clearer overview of content effectiveness, facilitating more precise strategic decisions. Below is a summarized table aggregating key metrics divided by category, as Table 5 shows:

Table 5. *Category Video Metrics*

Category	Average Views	Average View Duration (min)	Total Engagement (%)	Average Conversions
Practical Demonstration	4.515	00:03:01	8,30%	139
Informational	976	00:02:26	10%	13
Motivational	1.127	00:02:39	12%	24

Source: *Work of the Author (2025)*.

Comparing this overview with the full dataset reveals clear distinctions in how each category performs, providing valuable insights into content effectiveness.

From a descriptive standpoint, the data highlights distinct audience behaviors for each content type:

1. Practical demonstration videos generate the highest total watch time and conversions, making them the most effective format for action-driven outcomes.
2. Informational videos retain individual viewers the longest, suggesting they effectively sustain audience attention but struggle with conversions.
3. Motivational videos attract higher initial engagement (CTR) and interaction rates but do not translate effectively into measurable actions such as website visits or product inquiries.

Performance Analysis by Category

1. Practical demonstration videos emerge as the most effective category in terms of total audience retention and conversion rates. These videos, which showcase AI applications in real-world contexts, consistently achieve higher total watch hours and engagement.
 - *Apro la mia azienda mentre studio ingegneria* recorded 324 watch hours, with an engagement rate of 6.88%, leading to 221 conversions.
 - *Deepseek: Agente AI* generated 147.9 watch hours and an engagement rate of 11.71%, translating into 152 conversions.

These figures indicate that practical demonstration videos provide tangible value, reinforcing audience intent to explore the advertised solutions further. Additionally, their steady total watch time suggests that viewers engage for longer periods in aggregate, even though individual session durations (2 min 39 sec) are slightly lower than informational content. This implies that audiences prefer structured, hands-on demonstrations over purely conceptual discussions.

Despite their effectiveness in retention and conversions, practical demonstration videos have lower CTR values (2.3% to 5.05%) compared to motivational content. This indicates that while they attract a highly engaged audience, they may not be as effective at generating initial interest through click-through rates.

2. Informational videos demonstrate moderate performance across multiple metrics, particularly excelling in individual session retention. These videos maintain the longest average view duration (3 min 1 sec), surpassing both practical and motivational content. However, despite this advantage, their conversion rates remain low.

- *Il nuovo ChatGPT o1 è formidabile* registered 14 watch hours and 9 conversions, despite an engagement rate of 9.03%.

This suggests that while informational content successfully educates viewers, it often lacks immediate applicability or call-to-action incentives needed to drive stronger conversion outcomes. The tendency of informational videos to attract passive consumption rather than interactive engagement highlights their role as a supplementary content strategy, best suited for knowledge dissemination and industry trend awareness rather than immediate lead generation.

Informational videos effectively retain audience attention, with the highest individual session durations (3 min 1 sec on average). However, their lower conversion rates suggest that viewers engage more passively, consuming the content without strong intent to take action.

3. Motivational content exhibits the highest CTR values among all categories, with videos such as:
 - *Come semplificarvi la vita* achieving a CTR of 7.2%,
 - *Come sviluppare la concentrazione a comando (FLOW)* recording an engagement rate of 15.31%.

However, despite strong engagement, these videos yield comparatively lower conversion rates.

- *Le aspettative saranno la mia rovina* secured only 15 conversions, even with an engagement rate of 10.24%.

This trend suggests that motivational content is highly effective in capturing attention and fostering an emotional connection but does not necessarily translate into concrete actions such as website visits or inquiries. Instead, these videos contribute significantly to brand-building, long-term audience loyalty, and community engagement. Their strength lies in creating broader audience reach, which can be leveraged for brand awareness campaigns rather than direct response marketing.

While motivational videos generate the highest CTR (up to 7.2%), indicating strong initial engagement, they struggle to sustain viewer interest beyond the first interactions. This suggests that viewers may click out of curiosity rather than intent, limiting their effectiveness in driving measurable actions

By analyzing the channel and the formats related to the category of content published, it emerges that, from a content strategy standpoint, practical demonstration videos should remain the primary focus for maximizing engagement and conversions. Informational videos, while effective for educating viewers, require optimization strategies to enhance retention and interaction—such as integrating interactive elements or case studies. Meanwhile, motivational content should be leveraged primarily for promotional campaigns that prioritize audience expansion rather than immediate lead generation.

The broader implications of this analysis underscore the importance of aligning content types with specific marketing objectives. Therefore, if the primary objective is to maximize conversions, practical demonstration videos represent the most effective format, maintaining both high engagement and conversion rates compared to other categories. On the other hand, motivational videos serve best for audience expansion, strengthening brand visibility and long-term community engagement rather than short-term actions.

4.7.3 Cold Emailing and Linguistic Framing Campaign

The third analysis aims to assess the results of Cold Emailing's campaign implemented for Martes AI, by providing a brief overview through the emerged insights regarding the

impact of linguistic personalization and framing on recipient engagement and conversion rates. To evaluate the effectiveness of the cold email outreach, KPIs such as Response Rate, Positive Reply Rate, Lead Conversion Rate and Total Open Rate have been analyzed and summarized in Table 6 below:

Table 6. *Performance Metrics of Generic vs. Personalized Cold Emails*

Email Version	Emails Sent	Responses	Positive Replies	Lead Conversions	Open Rate
Generic Cold Email	50	1	1	0	-
Highly Personalized Email	62	4	2	2	-
Total	112	5	3	2	75%

Source: *Work of the Author (2025)*.

As in the table, the Total Open Rate for both email versions reached 75% (84/112), indicating that a significant portion of recipients engaged with the email content at least at a superficial level. However, the disparity in response rates highlights the importance of personalization and credibility-building elements in influencing recipient behavior.

Impact of Personalization and Framing

The results underscore the role of strategic linguistic choices in optimizing cold emailing performance. The generic email, characterized by minimal personalization and neutral tone, yielded a low response rate (2%) with only one positive reply and no conversions. The lack of specific recipient engagement markers, outlined within the stimuli chapter, likely contribute to its low effectiveness.

Conversely, the highly personalized email demonstrated a significantly higher response rate (6.45%) and positive reply rate (3.2%), leading to two confirmed lead conversion. The tested variables, used in the more personalized email text, are the proof of such reached results, since directly contributed to the improved performance and Response Rate as well as Conversion Rate, as hypothesized. Below a complete overview of the tested variables w may have influenced recipients with annex explication:

Use of Custom Variables: By incorporating details such as the recipient's name, business location, and review score established a sense of familiarity and relevance.

Credibility Indicators: By mentioning directly, the sender's background in STEM fields (physics and engineering) positioned the offer as technically sound and innovative.

Persuasive Formatting: It means the use of bold text for key phrases helped direct attention to critical points, enhancing the readability and impact of the message.

Results-Oriented Messaging: Presenting real case studies, showcasing the success of a similar implementation (Bluvacanze C.C. Vulcano), has provided tangible proof of effectiveness, fostered trust and increased engagement.

Call to Action (CTA) Optimization: The request to send a short explanatory video rather than immediately scheduling a meeting minimized friction and made the next step more accessible for the recipient.

Integration of External Links: The email signature included a direct link to the Martes AI website, providing recipients with additional resources such as blog posts, case studies, and explanatory videos.

AI-Based Automation Positioning: The email explicitly stated that the system is based on artificial intelligence models, reinforcing the technological advantage and increasing perceived value.

Utilization of a Dedicated Cold Emailing Platform: The campaign was executed using Instantly.ai, a specialized tool for cold email automation, ensuring structured delivery and monitoring of key metrics.

The results of the third analysis from the two cold emailing practice variations, demonstrate a clear distinction in the effectiveness of analyzed variable's implementation reinforcing the hypothesis (H3) that personalized and targeted communication strategies yield higher response rates compared to generic approaches. Data clearly indicates that a transition from generic messaging to highly customized outreach can lead to a more effective engagement process, ultimately increasing lead conversion potential.

5. Conclusions

This research is coming to an end the analyses involved, so far, have explored the impact of linguistic structures on digital marketing effectiveness, focusing primary on advertising messages – that covers the most meaningful part of the analysis conducted for Martes AI, within this research – video content engagement and cold emailing personalization. By integrating the Reactance Theory as a theoretical framework, the research has provided empirical evidence demonstrating how linguistic strategies, applied to different fields influence consumer behavior and engagement until influence also conversion rates just as intended to demonstrate from the beginning of the study. About it, right through, a series of controlled experiments and data-driven analyses, the findings emerged reveal critical insights into how linguistic choices shape marketing outcome across digital platforms.

5.1 Summary and Statements of Key Findings

This section provides a comprehensive summary of the key findings from the three primary areas of investigation—advertising on Meta Platforms, YouTube content engagement, and cold emailing strategies—while reaffirming the hypotheses formulated in this research. The analysis conducted across these domains has demonstrated how linguistic structures influence engagement, user interaction, and ultimately, conversion rates. By integrating insights from the **Reactance Theory**, the study has confirmed that directive, impersonal messaging can generate resistance among consumers, whereas suggestive, autonomy-supportive, and personalized approaches enhance engagement. Each subsection below summarizes the core results, interpreting their broader implications for digital marketing strategies.

Imperative vs. Conditional Messaging Statement

The advertising experiment conducted on Meta Platforms has provided compelling evidence of the significant impact of linguistic framing on user engagement. The results indicate that conditional phrasing in advertisements outperforms imperative messaging, generating a 310% higher click rate and a 146% increase in click-through rate (CTR). These findings reinforce the notion that directive language in advertising can trigger psychological reactance, leading to reduced engagement. Conversely, messages that

support user autonomy are more effective in fostering interaction, particularly for an emerging brand investing in digital advertising.

Moreover, Meta's internal algorithm favored the conditional advertisement, dynamically boosting its reach due to stronger engagement signals. This effect is evident in the 47% increase in impressions for the conditional ad, further reducing interaction and user involvement with the imperative version. Meta has recognized this difference and optimized the distribution of the conditional advertisement, increasing its impressions and allocated budget. This evidence reinforces the hypothesis that linguistic framing plays a crucial role in digital advertising. Statistical validation, conducted through a chi-square test and a t-test, confirms the significance of these findings, providing empirical support for the first research hypothesis. The chi-square test confirms that the difference in the number of clicks between the two advertisements is not due to random chance but is statistically significant ($p < 0.05$). The t-test on CTR further validates this finding, demonstrating that the linguistic structure of the advertisement directly influences at least user engagement directly related to conversion.

The theoretical foundation for these findings is rooted in both the Reactance Theory and, indirectly, the Self-Determination Theory, which further substantiates the relationship between consumer autonomy related to engagement and conversion. It is therefore possible to definitively affirm that the first hypothesis (H1) is true:

"Advertising messages using imperative verbs will generate higher levels of psychological reactance in consumers, because they would feel obliged and deprived of their freedom of choice, leading to lower engagement and click-through rates compared to advertisements using conditional verbs, which will result in a higher engagement rate due to the perception of greater autonomy in their own decision-making process."

Thus, the null hypothesis is rejected, confirming that the choice of linguistic structure significantly affects user engagement and conversion rate in digital advertising. This result provides empirical evidence that linguistic strategy can optimize advertising performance in digital marketing.

While the primary objective of the A/B test was to determine which linguistic structure would drive more conversions, it must be noted that no tracking pixel was set up to monitor user behavior beyond the website. However, through post-interaction surveys conducted during calls, Martes AI reported four confirmed lead conversions (with two

pending), originating from the conditional advertisement on Facebook and Instagram. Additionally, the campaign led to increased website traffic and growth in Instagram, Facebook, and LinkedIn followings, highlighting the broader impact of linguistic choices in digital advertising.

YouTube Content Format Statement

The analysis of Martes AI's YouTube channel has provided valuable insights into how different video formats influence audience engagement and lead generation. The study aimed to determine which type of content—informational, motivational, or practical demonstration videos—was most effective in driving user interaction and conversions. The results confirm that practical demonstration videos outperform other formats, achieving the highest average watch time and interaction rates. While motivational videos generate high initial click-through rates, they fail to sustain viewer attention over time, whereas informational videos exhibit the longest retention per session, but with lower direct engagement and conversion rates.

These findings align with digital media engagement theories, which suggest that content delivering tangible applications and immediate value fosters greater interaction, while abstract or motivational content primarily functions as a brand awareness tool. While all content types contribute to channel growth, the focus of this research is to assess how linguistic framing influences conversion from a user perspective.

In most YouTube analyses, conversion is often simplistically linked to subscriber growth. However, in this case, the success metric extends beyond mere audience expansion. The study demonstrates that practical demonstration videos have played a crucial strategic role in Martes AI's marketing funnel, acting as the primary source of lead generation and client acquisition. Unlike informational or motivational content, which primarily builds interest or awareness, practical demonstration videos have directly contributed to business growth by guiding users through the conversion funnel.

Given the fundamental role of these videos in lead generation, the second research hypothesis is conclusively confirmed. The ability of practical demonstration videos to translate viewership into actionable business interactions reinforces their effectiveness as a key digital marketing asset.

The research therefore fully supports Hypothesis 2 (H2):

"YouTube videos such as motivational ones or informational ones are less likely to engage users, as the target audience is more likely to seek concrete use cases or real explained applications of YouTube channel's purpose. Conversely, videos emphasizing demonstrative and practical applications, in line with the YouTube channel's purpose, are more likely to generate higher overall engagement rates."

Cold Emailing and Language Framing Statement

The third analysis investigated the impact of linguistic personalization and framing in cold emailing, specifically within a B2B outreach context. The results clearly demonstrate that personalized emails significantly outperform generic messages, with a 6.45% response rate compared to only 2% for low-personalization emails.

Emails integrating recipient-specific details, credibility markers, and persuasive structuring were substantially more effective in eliciting engagement. Notably, all lead conversions from the cold email campaign originated from the high-personalization email group, confirming that linguistic customization enhances response rates and drives meaningful business interactions.

The inclusion of credibility-enhancing elements, such as references to the recipient's business environment and the sender's expertise, played a critical role in improving response and lead conversion rates. The findings confirm the hypothesis that direct, non-personalized communication can be perceived as intrusive or generic, diminishing its effectiveness in acquiring new clients.

By reinforcing the importance of emotional and contextual adaptation in B2B communication, the study validates the third research hypothesis:

"Given a company being contacted without care through email, it means without paying attention to some 'emotional' factors that could be fundamental to point out – for example, focusing on the recipient's role, company, and potential needs – the result could be the ghosting by the company contacted, meaning no interest in allowing a dialogue with respect to the proposal. Therefore, it will influence conversion rate. Conversely, a direct message adopting a highly personalized and targeted approach will generate higher response and conversion rates than generic, broad-targeted emails, as recipients perceive tailored messages as more relevant and engaging."

These results confirm that hyper-personalization in cold emailing is a key driver of engagement and conversion success, reinforcing the importance of audience-specific messaging in digital B2B marketing strategies.

5.2 Theoretical and Managerial Implications

The key findings of this research provide strong empirical evidence on the role of linguistic framing in digital marketing, reinforcing the theoretical foundations of Reactance Theory and its application in consumer behavior studies. Across all three analyses, a consistent pattern emerges, indicating that directive, impersonal, and coercive language tends to generate resistance, while suggestive, autonomy-supportive, and personalized communication fosters higher engagement and conversion rates. These insights contribute to a broader understanding of how linguistic structures influence persuasion and decision-making in digital marketing strategies, shaping consumer interactions in the digital landscape.

From a theoretical standpoint, this study advances the application of psychological reactance in digital advertising, particularly in the first analysis, by empirically demonstrating that imperative messaging can reduce consumer responsiveness. The results align with existing literature on persuasive communication, confirming that when consumers perceive an attempt to control their behavior, they are more likely to resist. These findings highlight the necessity of structuring marketing messages in a way that minimizes perceived pressure while maximizing the consumer's sense of autonomy, thereby fostering a more natural and voluntary engagement with the content.

The study extends this analysis to content marketing on YouTube, where content format emerges as a critical factor in audience engagement and conversion rates. The results indicate that practical demonstration videos outperform motivational and informational content, as they provide actionable, tangible insights rather than abstract or promotional messaging. This suggests that consumers respond more favorably to content that delivers practical and applicable information, allowing them to visualize real-world applications rather than passively consuming generalized content. The role of language remains central in this dynamic, as the way information is framed and presented significantly influences how audiences process, retain, and act upon digital content.

The third and final analysis, focused on B2B cold emailing, further underscores the significant impact of linguistic personalization on consumer engagement and conversion

rates. The study confirms that customized messages—incorporating recipient-specific details, credibility markers, and persuasive structuring—are more likely to be read, considered, and acted upon. Hyper-personalization enhances perceived relevance, reducing the likelihood that messages are dismissed as impersonal or automated outreach. This reinforces the importance of trust-building linguistic structures in digital persuasion, as consumers and potential clients are more inclined to engage with messages that appear tailored to their specific needs and business context.

5.3 Limitations and Directions for Future Research

Despite the demonstrated robustness of these findings, certain limitations must be acknowledged. One of the key considerations relates to the practical implementation of conditional vs. imperative messaging in advertising. While the study demonstrates that conditional messaging leads to higher engagement and lower psychological reactance, real world advertising practices often favor imperative structures to their directness and efficiency in prompting user action. Major brands consistently use imperative language in their advertisements and call-to-action texts as this framing often results in immediate, instinctual consumer responses. This raises a crucial question regarding whether the influence of linguistic framing varies depending on brand positioning and the context, in a broad sense, in which the adv is presented. Established brands with strong brand equity may rely on imperative messaging because their credibility and trustworthiness have already been established, while emerging brands may need to adopt a softer, more autonomy-supportive approach to reduce consumer skepticism and increase engagement. Future research about advertising messaging and language in advertising should explore the differential impact of linguistic models in advertising for well-known brands versus new market entrants, and different application contexts of an advertising, assessing whether consumer reactions to direct messaging vary based on brand familiarity and perceived authority or whether an advertising showing a specific verb tense compared to another appears to be more effective based on the context in which it was applied.

Similarly, while YouTube content analysis offers valuable insights into audience engagement, its scope is limited to a single channel and industry. The effectiveness of different content formats, based on language variables and different categories, may be influenced by sector-specific factors, such as audience demographics, market maturity and consumers expectations, also related to their preferences. For example, industries

centered around technical expertise may benefit from practical demonstration videos, whereas fashion brands might see stronger engagement from storytelling-based content. A starting point, in this sense, should conduct cross-industry comparison to determine whether such content categories influence engagement across different consumer segments or additionally could provide deeper insights into how digital platforms optimize content delivery based on behavioral data and engagement metrics.

In conclusion, the cold emailing experiment also presents certain challenges in scalability and automation. While the study confirms that highly personalized emails generate significantly higher response rates, the ability to implement this level of customization at scale remains a concern for business engaging in large-scale B2B outreach. An additional note in the case of the research presented, is that the text bodies of the emails sent are of human nature while the sending to a large sample was possible thanks to instantly.ai, an AI cold emailing automation software which provides a monthly fee of €30. Companies operating in high-volume lead generation often rely on automation tools, making it difficult to achieve deep personalization for every recipient, sometimes even with the help AI tools. Future research should investigate how AI and machine learning models can enhance linguistic personalization at scale, testing whether automated content adaptation can replicate the effectiveness of manually crafted messaging. Additionally, cultural and geographic variations in the perception of personalization could be further explored, as linguistic preferences and professional communication norms differ across regions and industries.

5.4 Final Considerations

This research aims at reinforcing the strategic importance of language in the digital landscape persuasion, demonstrating that subtle shifts in message framing and linguistic models can significantly impact engagement and conversion rates across multiple digital marketing channels and implemented marketing strategies. The presented findings contribute to a deeper understanding of how linguistic strategies interact with consumer behavior and psychology, providing strong empirical support for the application of Reactance Theory and cognitive engagement principles in digital advertising, content marketing and B2B outreach. As AI-driven marketing tools continue to evolve and businesses increasingly rely on personalized, dynamic content strategies, understanding

the psychological mechanisms governing consumer responses will remain the focus for optimizing digital communication frameworks and adapting marketing strategies.

Future research should continue to expand these insights, by integrating advanced linguistic adaptation models, cross-industry analyses and different personalization techniques to refine the understanding of consumers behavior and interaction with digital marketing contents and advertisements. The ability to strategically craft language—whether in advertisements, content marketing, or outreach campaigns—will remain a key competitive advantage for brands aiming to maximize engagement and business growth in an increasingly dynamic and technologically driven digital landscape.

Bibliography

- Alpaydin, E. (2021). Introduction to Machine Learning. MIT Press.
- Argenti, P. A. (2007). Strategic corporate communication: A global approach for doing business in the new world. McGraw-Hill Education.
- Bain & Company. (2022). Customer retention and satisfaction: The role of empathetic communication. Bain & Company.
- Barcelos, R.H., Munaro, A.C. (2022). The Influence of Linguistic Style on Consumer Engagement: A Study from Top Global Brands' Posts on Facebook. In: Martínez-López, F.J., Martinez, L.F. (eds) Advances in Digital Marketing and eCommerce. DMEC 2022. Springer Proceedings in Business and Economics. Springer, Cham.
- Barker, R., & Angelopulo, G. (2006). Integrated organisational communication. Juta and Company Ltd.
- Bensaia, A. (2024). *Brand reputation, crisis management e implicazioni giuridiche nell'industria dell'influencer marketing: Il caso Chiara Ferragni*
- Berry, L. L. (1983). Relationship marketing. In L. L. Berry, G. L. Shostack, & G. D. Upah (Eds.), Emerging perspectives on services marketing (pp. 25–38). American Marketing Association.
- Bongi, M. (2024). *Responsabilità penale nell'era degli influencers digitali*
- Bowen, J. P. (2016). Alan Turing: Founder of computer science. *School on Engineering Trustworthy Software Systems*.
- Brehm, J. W. (1966). *A theory of psychological reactance*. Academic Press.
- Buchanan, B. G. (2005). A (very) brief history of artificial intelligence. *AI Magazine*, 26(4), 53-60.
- Catarinella, P., Kram, S., & Bin Hashim, A. (2024). E-Commerce and live stream slip-ups: *Sic transit gloria Italian top influencer Chiara Ferragni. Uncovering new attitudes in both consumer behavior and brand strategies. International Journal of Social Science and Human Research*, 7(6), 3839-3851.
- Celestin, M., Sujatha, S., & Kumar, A. D. (2024). Leveraging digital channels for customer engagement and sales: Evaluating SEO, content marketing, and social media for brand growth. *International Journal of Advanced Research*.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice (7th ed.). Pearson Education.

- Chen, Y., & Prentice, C. (2024). Integrating artificial intelligence and customer experience. *Journal of Marketing and Consumer Behaviour*, OnlineFirst.
- Choudhary, Pradeep & Scholar II, Research. (2024). Integrating AI into Financial CRM: A Path to Personalized Customer Engagement. 7. 24-32
- Da Silva, D. M., Farias, R. C., & Cunha, A. (2024). History and Legacy of Alan Turing for Computer Science. *Journal of Scientific Computing*.
- Davenport, T. H., & Ronanki, R. (2018). Artificial Intelligence for the Real World. Harvard Business Review.
- Dillard, J. P., & Shen, L. (2005). On the Nature of Reactance and its Role in Persuasive Health Communication. *Communication Monographs*, 72(2), 144–168.
- Edelman. (2022). Consumer behavior and brand loyalty: The importance of values in communication. Edelman Trust Barometer.
- European Commission. (2021). Ethics Guidelines for Trustworthy AI.
- Furnell, S. (2024). AI in e-commerce and customer engagement. *Oxford AI Research*.
- Furnell, S. (2024). Impact over metrics: Turing and the ultimate contribution of cryptology. *The Computer Journal*.
- Garcia, H. (2018). Crisis communication failures in the aviation industry. *Journal of Corporate Communication*, 14(1), 25–40.
- Ghods, H., & Aghayari, M. (2024). Maximizing the effectiveness of anti-smoking campaigns with targeted framing strategies: Evidence from behavioral and neurological studies. *Social Marketing Quarterly*.
- Godin, S. (2003). Purple cow: Transform your business by being remarkable. Portfolio.
- Godin, S. (2018). This is Marketing: You Can't Be Seen Until You Learn to See.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning. MIT Press.
- Grant Packard, Jonah Berger, How Concrete Language Shapes Customer Satisfaction, *Journal of Consumer Research*, Volume 47, Issue 5, February 2021, Pages 787–806
- Grant Packard, Jonah Berger, Reihane Boghrati, How Verb Tense Shapes Persuasion, *Journal of Consumer Research*, Volume 50, Issue 3, October 2023, Pages 645–660
- Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4–20.

- Guo, P. J., Kim, J., & Rubin, R. (2014). How video production affects student engagement: An empirical study of MOOC videos. *Proceedings of the first ACM conference on Learning@ Scale conference*, 41-50.
- Hastie, T., Tibshirani, R., & Friedman, J. (2009). *The Elements of Statistical Learning*. Springer.
- Homans, G. C. (1958). Social behavior as exchange. *American Journal of Sociology*, 63(6), 597–606. <https://doi.org/10.1086/222355>
- Howard, J. (2019). *Artificial Intelligence: Implications for the Future of Work. American Journal of Industrial Medicine, Wiley*.
- Huang, Y., & Chen, L. (2019). Marketing missteps in cross-cultural contexts: Lessons from global fashion brands. *Asia-Pacific Marketing Journal*, 8(2), 110–125.
- HubSpot. (2023). The power of personalized messaging in conversion rates. HubSpot Research.
- Ibrahimli, N., & Aghazadeh Tabrizi, A. (2024). *The role of emotional content on consumer engagement*. DiVA Portal.
- Jones, K., & White, T. (2024). Automation in customer service: Balancing efficiency and empathy. *Customer Experience Quarterly*, 18(2), 89–102.
- Jurafsky, D., & Martin, J. H. (2020). *Speech and Language Processing*. Pearson Education.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Khedher, M. (2014). Personal Branding Phenomenon. *International Journal of Information, Business and Management*, 6(2), 29-40.
- Kotler, P. (2001). In Price, R. W., *Internet and Business*, 2001-2002.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education Limited.
- Krauss, P. (2024). *What is Artificial Intelligence? Springer*.

- Laurin, K., Kay, A. C., & Fitzsimons, G. M. (2013). Reactance versus rationalization: Divergent responses to policies that constrain freedom. *Psychological Science*, 24(9), 1975-1984.
- Lawrence, R., & Field, S. (2023). Truth in advertising: The legal and reputational risks of marketing exaggerations. *Journal of Consumer Protection*, 12(3), 45–60.
- Lu, Y., & Weng, W. (2022). AI in Business Applications. *Journal of Business Research*.
- MarketingProfs. (2023). Challenges for marketers in developing effective digital communication strategies. MarketingProfs.
- McCarthy, J., Rochester, N., & Shannon, C. (1956). Dartmouth Workshop on Artificial Intelligence.
- McKinsey & Company. (2021). The State of AI in Business.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Murray, S., & Davis, R. (2018). The ethics of leveraging social movements in advertising. *Journal of Marketing Ethics*, 5(1), 33–48.
- Negnevitsky, M. (2024). The history of artificial intelligence. *WIT Transactions on Information and Communication Technologies*.
- Oberoi, N. (2024). How can limited-time discounts affect urgency and impulsive buying behavior? *EPH-International Journal of Business & Management*.
- Peters, T. (1997). The Brand Called You. *Fast Company*, 10, 83-90.
- Rains, S. A. (2013). The nature of psychological reactance revisited: A meta-analytic review. *Human Communication Research*, 39(1), 47-73.
- Reichheld, F. F. (1996). *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Harvard Business Press.
- Reshitco, A. (2024). Creating a landing page for a beauty salon. Sesiune Națională cu Participare Internațională de Cercetare.
- Russell, S., & Norvig, P. (2016). *Artificial Intelligence: A Modern Approach*. Pearson Education.
- Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.

- Savioli, V. (2024). Il fenomeno della user resistance verso i social media influencer: Il caso Chiara Ferragni
- Schmidt, R., Alt, R., & Zimmermann, A. (2023). Assistant Platforms: AI and Automation in Banking and Healthcare. *Electronic Markets, Springer*.
- Shannon, C. E., & Weaver, W. (1949). The mathematical theory of communication. University of Illinois Press.
- Springer AI BPM Study (2023). Harnessing AI for BPM: Streamlining Complex Workflows and Enhancing Efficiency.
- Statista. (2024). Impact of digital communication on brand engagement and conversion rates. Statista.
- Sullivan, K., & Cheney, G. (2005). Marketization and the Personal Brand: The Role of the Individual in the Branding Process. *Journal of Marketing Management*, 21(5-6), 589-606.
- Susanto, H., Fang Yie, L., Mohiddin, F., Rahman Setiawan, A.A., Haghi, P.K., & Setiana, D. (2021). Revealing Social Media Phenomenon in Time of COVID-19 Pandemic for Boosting Start-Up Businesses through Digital Ecosystem. *Systems Innovation*, 4(6), 6-21.
- Van Assen, M., Muscogiuri, E., & Tessarini, G. (2022). Artificial intelligence: A century-old story. *Springer*.
- Van der Aalst, W. M. P. (2016). Process Mining: Data Science in Action. Springer.
- Wei, H., Liu, J., Zhu, S., & Lyu, B. (2025). Activation or Rigidity: The Dual-Channel Mechanism of Responsibility on Consumer Citizenship Behavior. *Psychology & Marketing*.
- Zabell, S. (2012). Commentary on Alan M. Turing: The applications of probability to cryptography. *Cryptologia*.

Sitography

<https://creative-words.com/marketing-interculturale-5-errori-di-localizzazione/>
<https://cxl.com/blog/semiotics-marketing/>
<https://everythingx.it/funnel-marketing-differenze-customer-journey/#:~:text=La%20customer%20journey%20map%20%C3%A8,prima%20di%20effettuare%20un%20acquisto.>
<https://innovalang.eu/blog/gli-errori-di-traduzione-nella-storia-1/>
<https://journals.sagepub.com/doi/10.1509/jmkg.69.1.63.55511>
<https://link.springer.com/>
<https://longadvisory.eu/errori-brand-occidentali-cina/>
https://pdfs.semanticscholar.org/fbfd/aad57471dfef18890a9e3a616bf90497c0d0.pdf?utm_
<https://smallbusiness.chron.com/examples-semantics-advertising-70096.html>
https://spectrum.ieee.org/dartmouth-ai-workshop?utm_
https://tesi.luiss.it/23993/1/216501_DE%20LUCIA_CARMEN.pdf
<https://ultimora.zanichelli.it/diritto/materie-diritto/diritto-commerciale-e-turistico/il-caso-ferragni-balocco-la-sanzione-dellantitrust-per-la-promozione-ingannevole-di-pandori-a-scopo-benefico/>
<https://webthesis.biblio.polito.it/10558/1/tesi.pdf>
<https://www.academia.edu/>
https://www.academia.edu/71949723/1_Language_and_culture_linguistic_effects_on_consumer_behavior_in_international_marketing_research?utm_
https://www.aiinsightcentral.com/p/the-1956-dartmouth-conference-the-birth-of-artificial-intelligence?utm_
<https://www.editorialedomani.it/fatti/chiara-ferragni-pandori-balocco-uova-pasqua-chiusa-indagine-ingiusto-profitto-rocsz01r>
<https://www.epsilon.com/us/insights/blog/customer-interaction-management/>
<https://www.foodforfuture.unipr.it/news/il-caso-pandoro-pink-christmas-lingannevolezza-della-comunicazione-sui-nuovi-media-nel-settore-agroalimentare>
<https://www.hbr.org/>
https://www.hbs.edu/ris/Publication%20Files/ascarza_et_al_cns_17_e08d63cf-0b65-4526-9d23-b0b09dcee9b9_538a6ea6-a480-4841-b9f0-a87be24989ba.pdf

<https://www.hubspot.com/>

<https://www.ilfoglio.it/economia/2024/02/21/news/il-caso-ferragni-oltre-che-etico-e-stato-per-balocco-un-disastro-commerciale-numeri-alla-mano-6242639/>

https://www.ilmattino.it/lifestyle/persone/chiera_ferragni_pandoro_balocco_costo_zuchero_rosa_oggi_14_1_2024-7871396.html

<https://www.marketingprofs.com/>

https://www.nist.gov/blogs/taking-measure/alan-turings-everlasting-contributions-computing-ai-and-cryptography?utm_

https://www.researchgate.net/publication/367798591_Customer_Retention_A_Literature_Review

https://www.reuters.com/world/uk/britain-stops-export-world-war-two-code-breaker-alan-turings-wartime-papers-2024-08-16/?utm_

<https://www.semanticscholar.org/>

<https://www.statista.com/>

<https://www.theguardian.com/>

https://www.thesun.co.uk/tech/28505170/ai-chatbot-turing-test-openai-gpt-4-artificial-intelligence/?utm_

https://www.thetimes.co.uk/article/the-fight-to-keep-alan-turings-notes-and-his-cipher-secrets-gtqs8blbj?utm_

<https://www.youtube.com/@riccardobellicontarini/videos>

www.chatgpt.com

www.martes-ai.com