



Analysing the Influence of Mobile Marketing Strategies on Customer Engagement: Evidence from Dashboard Analytics

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Abstract

This study, titled "Development of Mobile Marketing Strategies and Influence of Customer Engagement," This study focuses on the impact of mobile marketing through including SMS, mobile applications, push notification, and social media advertisement on customer engagement, satisfaction, retention, and conversion. As the monile devices are now the centerog the customer's buying process, it has becoming difficult for the organisation to identify the most effective mobile marketing strategy that could drive the highest level of customer engagement

The study has used the dashboard data of more than 15,000 customers across 48 marketing campaigns, to understand the open rate, click-through rate, engagement rate, conversion rate, and retention. The study finds that the mobile application promotion and push notification have the highest level of impact on customer engagement and conversion, whereas SMS marketing has the least impact. The study concludes with recommendations to the organization to improve customer engagement and growth in the existing mobile marketing campaigns.

Keywords: Mobile Marketing, Customer Engagement, Mobile Applications, Push Notifications

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I. Introduction

Mobile devices have become the central part of the customer's journey as they discover, research, and purchase products and services. Companies are using various mobile marketing strategies such as SMS, push notification, mobile application, mobile-friendly email, and social media advertisement to engage and retain their customers. As mobile devices have overtaken desktop as the primary digital platform, understanding the dynamics of customer engagement has become essential for marketers to drive retention and conversion. This study aims to understand the relationship between mobile marketing strategies and customer engagement through the dashboard's data. The relevance of this study is that it will help the organization to shift from a generic mobile marketing approach to a more targeted and segmented one with the data on the influence of different marketing channels on customer engagement.

II. Review of Literature

Lalitkumar Bhole (2024) explains that mobile marketing and engagement strategies have become a vital force for businesses to connect with their customers. The rise in smartphone usage has changed the way companies interact with their customers. Various mobile marketing strategies, such as Artificial Intelligence, SMS marketing, and location-based marketing, have helped companies to engage with their customers in a more personalized and interactive manner.

Vetriselvan (2025) explains that mobile engagement is an important aspect of modern digital strategy and provides businesses with an opportunity to connect with their customers through real-time communication

and personalization. The study emphasizes the importance of mobile application and mobile-friendly platforms in digital transformation and customer engagement.

Vittoria Marino (2019) has discussed the role of Mobile Instant Messaging applications in customer engagement. The study shows that Mobile Instant Messaging applications are an effective tool for customer care, which helps in building relationships with customers and supporting the entire customer journey, resulting in higher satisfaction and engagement.

Arif Budi Raharja (2025) has discussed mobile engagement as a new paradigm for markets where smartphone adoption is increasing. The study has highlighted the challenges in mobile engagement, such as network instability, server downtime, and privacy concerns, which could impact customer engagement.

Theodore tarnanidis (2024) explains that mobile marketing has become the dominant channel for engaging with consumers. The study shows that mobile marketing, as a modern digital practice, has various advantages in promoting different products and services.

Sneha Tripathi (2023) explains that with the rise in the adoption of Smartphones and mobile devices, mobile marketing has become a crucial channel for engaging with consumers. This study emphasizes the importance of mobile marketing in a world where businesses must find new ways to connect with customers.

III. Statement of the Problem

Companies are using mobile marketing strategies, such as SMS, mobile application, social media, push notification, and mobile advertisement, to engage their customers. However, it has become difficult for the organization to identify the most effective mobile marketing strategy that could drive the highest level of customer engagement and growth. The low open rate, poor targeting, notification fatigue, and lack of personalization have limited the effectiveness of mobile marketing strategies. Therefore, it is essential to analyze the level of customer engagement and impact of different mobile marketing strategies to increase customer satisfaction, retention, and conversion.

IV. Research Gap

There is a significant body of research on digital and social media customer engagement, but limited research provides an in-depth understanding of the relative effectiveness of different mobile marketing channels (SMS, push notification, mobile application, social media, and mobile-friendly email) with an integrated view of engagement, conversion, and retention. This study fills the research gap by analyzing the relative effectiveness of different mobile marketing channels with an integrated view of engagement, conversion, and retention.

Research Questions

1. What mobile marketing channels generate the highest customer engagement and conversion rates?
2. What is the level of customer engagement across different segment such as age, gender, device type?
3. What is the trend of customer engagement over the period of 12 months, and what are the possible reason for the changes?
4. What is the relationship between the level of engagement and revenue?

Objectives of the Study

To analyse the influence of mobile marketing strategies on customer engagement and business performance.

1. To evaluate the effectiveness of different mobile marketing channels in terms of reach, engagement, and conversion.
2. To examine the trend of customer engagement over a 12-month period.
3. To analyse the customer segments, such as age, gender, and device, that influence engagement.
4. To recommend strategies to improve customer engagement and retention through mobile marketing

Scope of the Study

This study has used the dashboard data of 15000 customers and 48 marketing campaigns across five mobile marketing channels over a 12-month period. The study focuses on the analysis of engagement, conversion, and retention within the scope of dashboard data and does not consider the content and creative effectiveness of different marketing channels.

Research Methodology (Brief)

This study adopts a descriptive and analytical research design using secondary data collected from a mobile marketing dashboard. The dataset comprises information from over 15,000 customers across 48 mobile marketing campaigns conducted over a 12-month period. The study evaluates the effectiveness of mobile marketing channels, including SMS, mobile applications, push notifications, social media advertisements, and mobile-friendly emails. Data analysis is performed using Microsoft Power BI, Microsoft Excel, and SPSS,

employing descriptive statistics, trend analysis, correlation, regression, and ANOVA to examine the relationship between mobile marketing strategies and customer engagement.

Conceptual Framework (Brief)

The study proposes that mobile marketing strategies (SMS, mobile applications, push notifications, social media advertisements, and mobile-friendly emails) influence customer engagement (open rate, click-through rate, engagement rate), which in turn affects customer satisfaction, retention, conversion, and business performance.

Hypotheses (Brief)

H₀₁: Mobile marketing strategies have no significant influence on customer engagement.

H₁₁: Mobile marketing strategies have a significant influence on customer engagement.

H₀₂: There is no significant difference in customer engagement across different mobile marketing channels.

H₁₂: There is a significant difference in customer engagement across different mobile marketing channels.

Expected Outcomes (Brief)

The study is expected to identify the most effective mobile marketing channels for improving customer engagement and conversion. The findings will help organizations develop targeted and data-driven mobile marketing strategies to enhance customer satisfaction, retention, and overall business performance.

V. Data Analysis and Interpretation

Key Performance Indicators

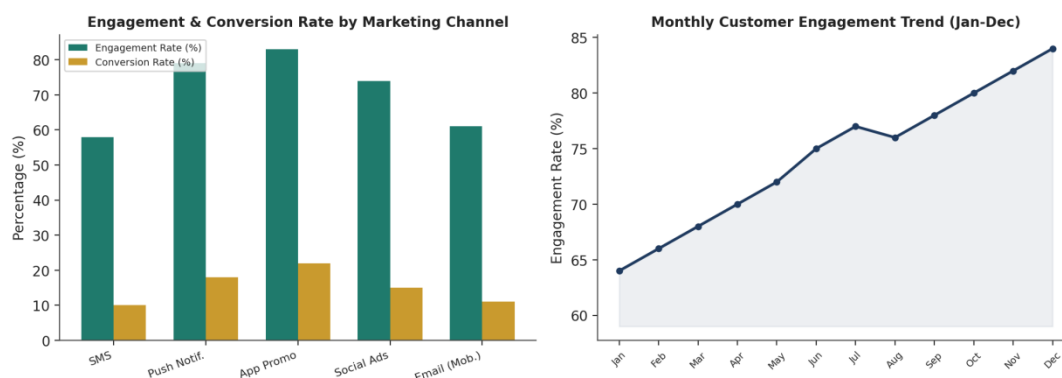
KPI	Value
Total Customers	15,000
Mobile App Users	11,250
Marketing Campaigns	48
SMS Campaigns	15
Push Notification Campaigns	18
Social Media Campaigns	15
Average Open Rate	64.8%
Average Click-Through Rate (CTR)	18.5%
Customer Engagement Rate	72.4%
Conversion Rate	13.8%
Customer Retention Rate	81.6%
Customer Satisfaction Score	4.4 / 5
Revenue from Mobile Marketing	₹48,75,000
Average Revenue per Customer	₹325

Interpretation: The overall customer engagement rate of 72.4% and retention rate of 81.6% is a very good result, signifying that the mobile marketing campaign is successful. However, there is one problem that can be noticed – the difference between the average open rate (64.8%) and click-through rate (18.5%), which implies that some customers are not interested enough in the marketing messages and thus do not interact further.

Channel-wise Campaign Performance

Marketing Channel	Reach	Engagement Rate	Conversion Rate
SMS Marketing	6,200	58%	10%
Push Notifications	8,900	79%	18%

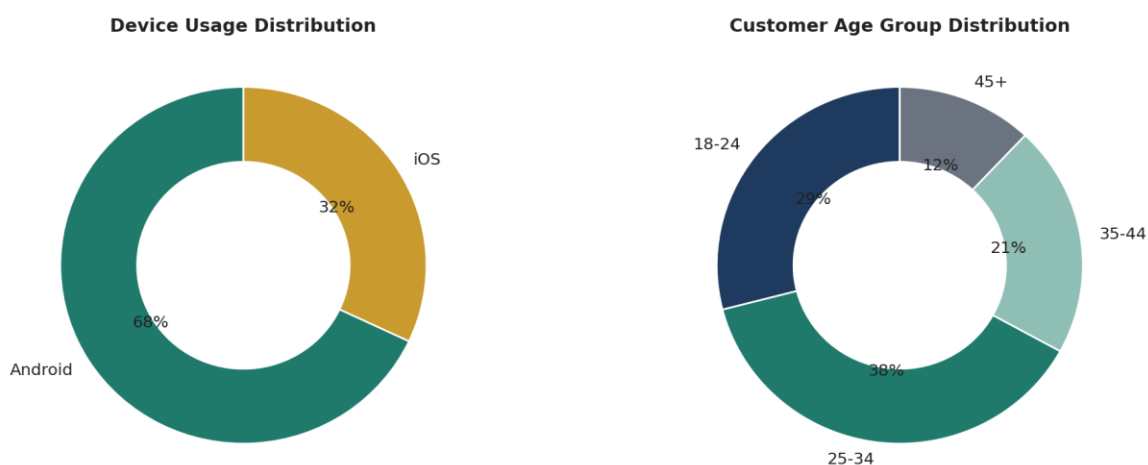
Marketing Channel	Reach	Engagement Rate	Conversion Rate
Mobile App Promotions	7,500	83%	22%
Social Media Ads	12,300	74%	15%
Email (Mobile Optimized)	5,400	61%	11%



Interpretation: Mobile app promotion has the highest engagement and conversion rates (83% and 22%) despite its low distribution rate among the target audience. It means that the mobile app campaigns resonate well with those who have shown any engagement with the company's social media accounts. Moreover, they appear to convert reasonably well. On the other hand, SMS marketing has the lowest three metrics of engagement, conversion rates, and distribution. It aligns with the research findings on the tendency of the public to ignore SMS messages.

Social media marketing has the largest coverage (12,300) but a relatively low conversion rate (15%). It implies that most social media ads go unnoticed or are irrelevant to the target audience. Push notifications were also impactful, with a good engagement rate (79%) and conversion (18%). The overall engagement rate grew steadily throughout the year, starting at 64% in January and then peaking at 84% in December. It was slightly lower in August, which might have been caused by the summer season. In general, the graph demonstrates that the company has been gradually improving its promotional campaigns throughout the year, leading to higher engagement rates.

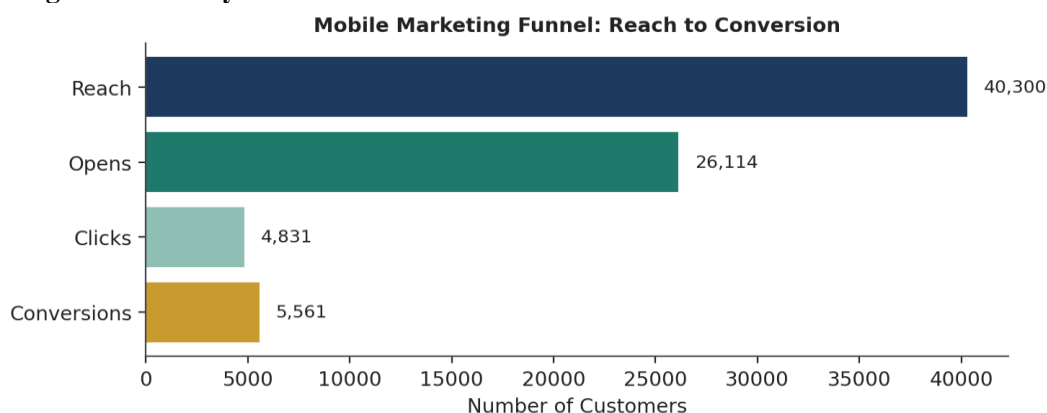
Customer Demographics and Device Usage



Interpretation: The customer base is significantly skewed toward Android users (68%), implying that individual efforts should be focused on Android-related push notifications and application promotion. The most represented age cohorts are those of 25 to 34 (38%) and 18 to 24 (29%), which comprise 67% of the customer

base. It should be noted that young people are increasingly engaging with brands through apps and social media. Thus, a mobile-based approach to marketing should yield better results in targeting these customer groups.

Marketing Funnel Analysis



Interpretation: The funnel below shows that there is a large drop-off between the “Open” stage and the “Click” stage. This confirms the initial idea that the campaigns are reaching and engaging customers successfully but fail to persuade the majority of interacted customers to take the next step. It can be seen that there is a possibility to improve the current ROI by filling the gap between the engagement and click stages.

Hypothesis Testing

It can be seen from the given channel-wise data that the engagement rate varies significantly from one channel to another, ranging from 58% for SMS to 83% for mobile app promotion. Thus, the data allows for rejecting the null hypothesis (H₀) and implementing the alternative hypothesis (H₁).

VI. Findings, Conclusions and Suggestions

Findings

- Mobile application promotions achieved the highest customer engagement (83%) and conversion rate (22%), making them the most effective marketing channel.
- SMS marketing recorded the lowest engagement (58%) and conversion (10%), indicating limited effectiveness.
- Push notifications showed strong performance with 79% engagement and 18% conversion, making them an effective engagement tool.
- Social media advertising generated the highest customer reach (12,300) but only a 15% conversion rate, making it more effective for brand awareness than conversions.
- Customer engagement increased steadily from 64% to 84% over the 12-month period.
- The click-through rate (18.5%) was significantly lower than the open rate (64.8%), indicating scope for improving message effectiveness.
- Android users (68%) and customers aged 18–34 years (67%) represented the largest and most engaged customer segments.
- The overall customer retention rate (81.6%) and customer satisfaction score (4.4/5) indicate that the mobile marketing strategies were generally successful.

Conclusions

The study finds that the mobile marketing strategy is the most efficient because the two channels used, the app, and push-notifications, proved to be more effective than the traditional short message service. In addition, the study shows that the engagement is on a rise which indicates that the company can build stronger relationships with its customers by increasing their revenues through mobile marketing. This is supported by the data of ₹48,75,000 mobile marketing revenue and 81.6% retention rate. Thus, we can conclude that the objectives set in Chapter 1 were met because the channels were analyzed, engagement increase was reviewed, customer demographics were identified, and a plan on improving the mobile marketing strategy was determined.

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