Pak. j. life soc. Sci. (2024), 22(2):10484-10494 E-ISSN: 2221-7630;P-ISSN: 1727-4915

Pakistan Journal of Life and Social Sciences
www.pjlss.edu.pk

https://doi.org/10.57239/PJLSS-2024-22.2.00793

RESEARCH ARTICLE

Comparative Analysis between B to B and B to C Marketing Campaign Performance

Taha Chebbi[1*], Mesud Essa TAYEB[2], M'henna Mohamed Amine[3], Mohammed Mamoun Ahmed Abubaker[4]

[1,2,4] College of Business Administration, Northern Borders University,

[3] Department of Human Studies, Khurma University College, Taif University, Saudi Arabia

ARTICLE INFO

Received: Sep 17, 2024

Accepted: Oct 24, 2024

Keywords

Business-To-Business

Business-To-Consumer

Marketing Campaign

ROI

Conversion Rate

***Corresponding Author:**

taha.chebbi@nbu.edu.sa

ABSTRACT

It has been acknowledged that marketing communication is an important tool used by companies to spread knowledge, attract, and persuade potential clients over an extended period. In this research, two marketing tactics are studied in comparison. The results show that, despite their seeming similarity, there are important differences and parallels between B2B and B2C operations. This article investigates the difference between the marketing campaign performance in B to B and B to C sectors. For this, we used a database of 1000 enterprises, and we looked for marketing performance indicators, which are the return on investment, the conversion rate, the marketing revenue, and the marketing budget. In this research, we found a clear difference between B to B and B to C marketing performance indicator. The results of this study show that we cannot use the same tools to measure the performance. Marketing managers must react differently when they are evaluating their marketing campaigns B to B and B to C. This study suggests that B2B marketers should create technologies that make it easier for conversion rates to rise because decision-making in this industry is highly complicated and requires the involvement of numerous parties. Business-to-consumer marketers must discover new resources to reduce their marketing expenditures and increase their companies' profits. This research highlights that the use of the IA will improve significantly the performance of both B to B and B to B sectors.

INTRODUCTION

Designing efficient marketing strategies is crucial for companies to enlarge the customer community and increase the firm's revenue. However, the question is, how do we know if this strategy is performant and which kind of metric should we use to measure or assess this performance? Marketing performance measurement (MPM) is more important in our days because of the continuous evolution of competition and technology (O'Sullivan et al 2009). According to the study of Ambler (2000) the evaluation of marketing performance is a very important task that a few marketers can accomplish efficiently in their department. The study of Gungor Hacioglu1 and Osman Gök (2013) demonstrates that a big part of marketing performance metrics are non-financial, many marketers give great importance to customer satisfaction to measure marketing performance. In our study, we are going to explore marketing performance campaigns in terms of the financial side. Practitioners are turning to performance to enhance marketing productivity (Clarck 2001, Morgan et al 2002) and marketers are paying more attention to the financial returns of marketing programs and actions (webster 2005). This study aimed to compare the similarities and differences between B2B and B2C marketing campaigns. It will identify and showcase the best practices for both B2B and B2C marketing campaigns. By doing so, the findings can illustrate different needs and target points for B2B and B2C clients which can shorten the search for effective marketing methods. This helps the marketing professionals and researchers to have a clearer idea of this and align their marketing strategies and timing. By knowing the key success factors, marketing professionals can tailor their

marketing strategies and ameliorate the performance of their marketing campaigns. The findings of this research will also benefit marketing academicians. This study is conducted with the literature review and statistical data

LITERATURE REVIEW

Comparative analysis of B to B and B to C marketing campaigns

The term "business to business," or "B2B," describes the interchange of commercial activities between two or more companies (Josan 2018). The trade of goods and services between businesses and customers is referred to as business-to-consumer, or B2C. Business-to-business (B2B) marketing, which excludes consumer marketing is the term used to define a company that exclusively markets its goods or services to other companies. Conversely, companies that market their goods or services to final customers are referred to as business-to-consumer, or B2C. Kumar and Raheja make these distinctions (2012). Businesses must plan and carry out their marketing communications in a way that considers the obvious differences between B2C and B2B markets to achieve great results (Reklaitis & Pileliene 2019).

In conclusion, there are many commonalities and significant distinctions between B2B and B2C marketing, including the target market and marketing strategies employed. Careful preparation, research, and strategy are necessary for both forms of marketing, in addition to cultivating client connections. Through comprehension of these parallels and divergences, advertisers can create impactful promotional strategies that address the requirements and inclinations of their intended audience.

The concept of marketing performance

These days, managers and researchers rely heavily on marketing performance data to maximize the decision-making process. Six categories of marketing indicators can be identified, according to Ambler and Clark (2001): Consumer Intermediate, Consumer Behaviour, Trade Customer, Relative to Competitor, Innovation, and Financial. According to Ambler and colleagues (2004), financial metrics were the ones that were brought up most frequently in their interviews. Their study also revealed that financial metrics—like sales, margin, and profit were employed more often than other performance indicators. Clark's data revealed that sales and profit were the most used data when analysing marketing performance. The findings of Lamberti and Noci's (2010) empirical study show that there are considerable differences in the three business groups' adoption of MPM systems. Consequently, marketing performance is assessed using a variety of financial and non-financial metrics, making it multifaceted. on the other hand.

Early studies on marketing performance measuring had strong ties to the literature on accounting and finance. These methods, which are frequently quantitative and centered on financial ratios like sales and return on investment, are mainly intended to assess how marketing initiatives contribute to the creation of financial outcomes (Youb 2022). In this study, we will compare the B to B and B to C sectors using three different types of financial and nonfinancial marketing performance indicators: marketing revenue, conversion rate, and return on investment.

The returns on investment

As a result, there has been a heated discussion about the return on marketing investments (ROMI) for several years. On the one hand, the top management's belief that marketing lacks financial discipline and that the function needs to be effectively controlled is reflected in these calls and the enthusiasm for the development of new marketing indicators. (Menurka & Kazmierczak 2005) Return on investment (ROI) is a crucial financial indicator that firms, people, and investors all use to guide their decisions. It is a measure of an investment's efficacy and profitability that helps determine how much money stakeholders may be able to get back. ROI is largely acknowledged as an important indicator for figuring out the success and effectiveness of various financial decisions. ROI is typically expressed as a percentage and is calculated using the formula below...

$$ROI = \frac{\text{Investment cost}}{\text{Net Profit or Benefit}}$$

The relationship between profit and the investment that produced it is expressed by return on investment, or ROI. It is frequently employed to evaluate company spending effectiveness. A financial metric known as marketing return on investment is calculated by dividing the marketing budget "invested" or "risked" for a certain set of marketing actions by the total number of actions

(Paul W. Farris et al 2015). ROI is a term used in B2B marketing to describe the profit that a marketing campaign generates. Often represented as a percentage, ROI is used to indicate if a campaign was profitable and ascertain if similar actions should be launched in the future. Marketing managers, whose decisions are primarily driven by profit maximization, must continually weigh the pros and drawbacks of conflicting strategic marketing actions, as stated by Kaske et al. (2012). ROI thereby satisfies the necessity for a business to obtain a measurable return on investment. In digital marketing, it is crucial to track the return on investment (ROI) of sponsored advertising initiatives. Companies can use it to identify which strategies, platforms, and advertising channels provide the greatest outcomes so they can manage their marketing budget more prudently.

H1: B2B has more Return on investment than B2C

Conversion rate optimization

In the context of digital marketing, the idea of CRO conversion rate optimization—which is the procedure via which a user transitions from visitor to buyer status—is helpful. Through websites and applications, this electronic marketing process is continuously refined, leading to an improvement in conversion rate. Shah and Nasnodkar, 2021; Purnomo, 2023). Through the completion of a transaction, signing up on the website or application, or even just downloading the app from the store, the goal of CRO is to turn website or app visitors into actual customers or consumers of the company (Das, 2021). CRO marketers aim to maximize the value of various marketing initiatives while continuously raising the conversion rate. According to Chaffey and Smith (2022), businesses typically select a variety of tactics to boost conversion rates based on data analysis, improve the customer experience,

H2: The conversion rate in B2C is higher than in B2B

The marketing budget:

When and where is the greatest moment to spend the money? Traditional organizations have been researching this topic for decades because the answer to this question is critical for marketing budget allocation (Zhao et al. 2019). The marketing budget is the total amount of money allocated by a company, organization, or brand to any marketing-related activities. A variety of items are usually included in this budget, including events, market research, advertising, digital marketing, public relations, sales promotion, and events. It is normally planned for a set duration of time, usually once a year. The conventional approach to marketing resource allocation frequently looks for the best distribution of such resources among consumer segments to increase financial outcomes. However, other research focuses solely on advertising, attempting to determine the most efficient way to allocate advertising budget to optimize profits (Holthausen and Assmus, 1982). As stated by Guiltinan and Paul (1982), the budgeting process consists of four parts. First, a baseline budget is fixed as the budget of previous periods, and it is then adapted according number of factors like maintaining competitiveness, maintaining a percentage of sales norm based on predicted sales, and so on.

H4: B2C businesses invest more than B2B businesses in term of budget

The marketing campaign revenue

Marketing campaign revenue refers to the profits or financial gains generated directly by a specific campaign. This revenue can come from various sources, such as sales of products or services promoted by the campaign, new customers acquired through the campaign, re-registrations or repeat purchases from existing customers, etc. Evaluating the revenue of a marketing campaign is essential to measuring its success and return on investment (ROI). To calculate campaign revenue, it is necessary to carefully track the performance of different marketing tactics used and link them to customer transactions or actions. This can be achieved using analytics and tracking tools, as well as customer relationship management (CRM) systems to track the customer journey from initial

interaction with the campaign to completion. Purchase or conversion. Ultimately, a marketing campaign's revenue is a key indicator of its effectiveness and profitability. They enable marketers and decision-makers to make informed decisions on future resource allocation and optimization of marketing strategies to achieve business objectives.

H3: B2B businesses have greater revenue than B2C

Empirical study

To compare B2B and B2C. The analysis has four major steps. The first step is an Introduction to data, then descriptive statistics with Boxplots, after that testing hypotheses, and finally cross tabulation.

Data

The data for this research were collected from 1000 campaigns. Data variables contain the budget, ROI, Type, Target audience, Conversion rate, and revenue. In Table 1, since all campaigns have all information available then there is no missing data. In Table 2, according to our data, the most useful type for marketing campaigns is Webinar dedicated percentage is 26.1% compared to other existing types. Based on Table 3, the marketing campaign is devoted more the B2B through a percentage of 51.4% but this difference is not significant. Through Table 4, the most category in the channel is promotion. All values are summarized in Figure 1 showing pie charts for type, target audience, and channel respectively.

Table 1: Statistics

		type	target_audience	Channel
N	**Valid**	1000	1000	1000
	Missing	0	0	0

Table 2: Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**email**	278	27.8	27.8	27.8
	podcast	228	22.8	22.8	50.6
	social media	233	23.3	23.3	73.9
	webinar	261	26.1	26.1	100.0
	Total	1000	100.0	100.0	

Table 3: Target audience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**B2B**	514	51.4	51.4	51.4
	B2C	486	48.6	48.6	100.0
	Total	1000	100.0	100.0	

Table 4: Channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**organic**	240	24.0	24.0	24.0
	paid	238	23.8	23.8	47.8
	promotion	271	27.1	27.1	74.9
	referral	251	25.1	25.1	100.0
	Total	1000	100.0	100.0	

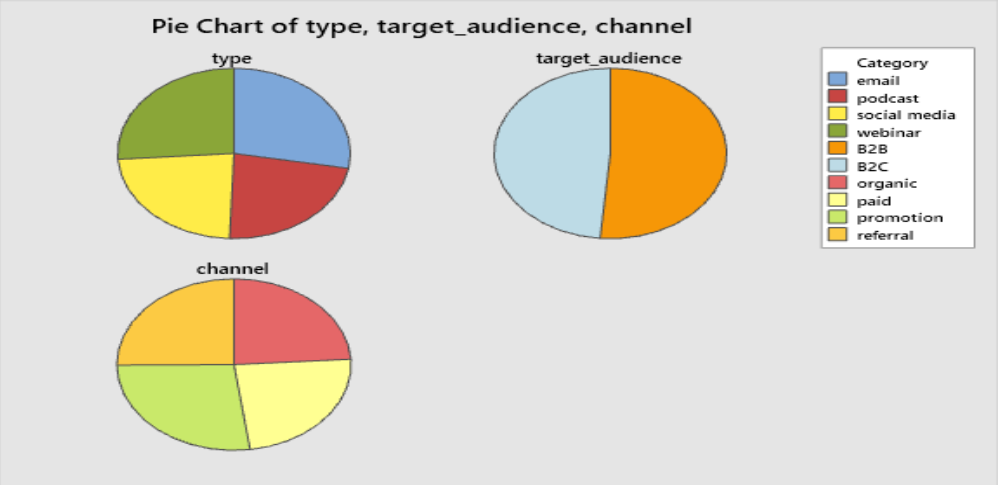


Figure 1: Pie charts for Type, Target audience, and channel

Descriptive analysis with boxplots

To better understand our data, the measures of central tendency will be represented which depict the center point of a dataset describing the typical location of data points. Three standard metrics are used to measure central tendency: The first one is Mean, referred to as average, which is determined by dividing the total number of observations by the sum of all data points. The second common measure is the Median showing the middle value when the data is sorted in ascending or descending order. It divides the dataset into two halves. The last known measure is the Mode which symbolizes the value that appears the most frequently in the dataset. These all-previous listed measures help us to quickly understand where data values typically fall and are useful for summarizing data.

It is also important to study the Standard Error (SE) which measures how different the sample mean is likely to be from the population mean. It quantifies the variability of sample means if we were to repeat the study using new samples from the same population. A high standard error indicates that sample means are widely spread around the population mean, while a low standard error suggests that sample means closely represent the population. Increasing the sample size reduces the standard error, making the sample more representative of the population.

The **Measure of position** gives insights into the relative standing of a specific data point within the dataset, providing context on how it compares to other values in terms of position or rank.

The most typical measure of position is the Quartile. Quartiles split sorted data into four equal parts, each containing an equal number of observations. Quartiles help us understand the distribution of data and divide it into equal segments. The three quartiles are First Quartile (Q1): The value halfway between the lowest and middle data points. Second Quartile (Q2): Also known as the median, it lies between the lowest and highest data points. Third Quartile (Q3): The value halfway between the middle and highest data points.

To comprehend the distribution, variability, and properties of a dataset and to provide insightful information for statistical inference and decision-making, all forms of measures are essential in data analysis.

In Tables 5, 6, and 7, descriptive statistics were presented for four variables under the study.

Table 5 depends on channels (Organic, Paid, Promotion, and referral). Organic Marketing: is a strategy that generates traffic to the business over time without relying on paid methods. While Paid Marketing: uses monetary investment to target, reach, engage, and convert audiences quickly. Promotion: involves short-term campaigns to boost visibility, sales, or engagement. Referral marketing relies on existing customers to recommend your brand to others. Noticed that the organic channel has a higher budget and revenue, lower ROI, and conversion rate. For the dispersion data,

the bigger variation was also recorded for a budget. This dispersion is explained by arises from the dynamic interplay of natural processes, resource availability, and the commitment to sustainable practices.

Table 5: Descriptive Statistics: budget, ROI, conversion_rate, revenue according to channel

Variable	channel	N	N*	Mean	SE Mean	StDev	Minimum	Q1	Median	Q3	Maximum
Budget	Organic	240	0	50254	1909	29581	1309	25459	46934	77439	99839
	Paid	238	0	49917	1840	28379	1224	25382	50760	76737	99535
	Promotion	271	0	49800	1778	29277	1053	21940	49505	75067	99891
	Referral	251	0	48257	1782	28228	1816	24633	44251	72530	99957
Roi	Organic	240	0	0.5185	0.0174	0.2698	0.0000	0.2725	0.5000	0.7675	0.9900
	Paid	238	0	0.5408	0.0173	0.2668	0.0000	0.3100	0.5450	0.7700	0.9900
	Promotion	271	0	0.5339	0.0152	0.2499	0.0000	0.3300	0.5400	0.7400	0.9900
	Referral	251	0	0.5528	0.0166	0.2632	0.0000	0.3300	0.5600	0.7900	0.9900
conversion_rate	Organic	240	0	0.5377	0.0168	0.2606	0.0000	0.3000	0.5500	0.7300	0.9900
	Paid	238	0	0.5547	0.0176	0.2713	0.0000	0.3000	0.6000	0.7825	0.9900
	Promotion	271	0	0.5421	0.0163	0.2681	0.0000	0.3000	0.5400	0.8000	0.9900
	Referral	251	0	0.5396	0.0168	0.2667	0.0000	0.3200	0.5400	0.7700	0.9900
Revenue	Organic	240	0	554602	18036	279407	2811	344237	572058	798751	994306
	Paid	238	0	533951	18106	279332	108	295571	521011	776590	997657
	Promotion	271	0	502518	17613	289950	3641	244772	508514	761651	999318
	Referral	251	0	483116	18436	292084	4191	244492	492601	759445	999712

Table 6: Descriptive Statistics: budget, ROI, conversion_rate, revenue according to type

Variable	Recorded type	N	N*	Mean	SE Mean	StDev	Minimum	Q1	Median	Q3	Maximum
Budget	Email	278	0	49958	1750	29180	1053	25198	48780	73974	99891
	Podcast	228	0	50506	1942	29329	1309	25567	47397	77921	99521
	Social media	233	0	47282	1878	28670	1224	23065	45500	71670	99579
	Webinar	261	0	50304	1750	28271	1407	25869	48365	76880	99957
Roi	Email	278	0	0.5282	0.0158	0.2635	0.0000	0.3075	0.5200	0.7400	0.9900
	Podcast	228	0	0.5346	0.0178	0.2691	0.1000	0.3000	0.5200	0.7800	0.9900
	Social media	233	0	0.5515	0.0169	0.2572	0.0000	0.3350	0.5500	0.7800	0.9900
	Webinar	261	0	0.5341	0.0161	0.2594	0.1000	0.3000	0.5400	0.7700	0.9900
conversion_rate	Email	278	0	0.5454	0.0161	0.2686	0.0000	0.3000	0.5600	0.7700	0.9900
	Podcast	228	0	0.5290	0.0172	0.2600	0.0000	0.3000	0.5150	0.7575	0.9900
	Social media	233	0	0.5415	0.0182	0.2775	0.0000	0.2800	0.5600	0.7900	0.9900
	Webinar	261	0	0.5555	0.0161	0.2604	0.0000	0.3550	0.5700	0.7800	0.9900
Revenue	Email	278	0	525668	17395	290026	5972	294146	535356	780865	996578
	Podcast	228	0	517895	18755	283187	2811	270186	550814	764496	997657
	Social media	233	0	531482	19255	293911	108	270746	558302	785655	999318
	Webinar	261	0	496469	17255	278771	4191	259574	487046	744762	999712

Table 7: Descriptive Statistics: budget, ROI, conversion_rate, revenue according to Target audience

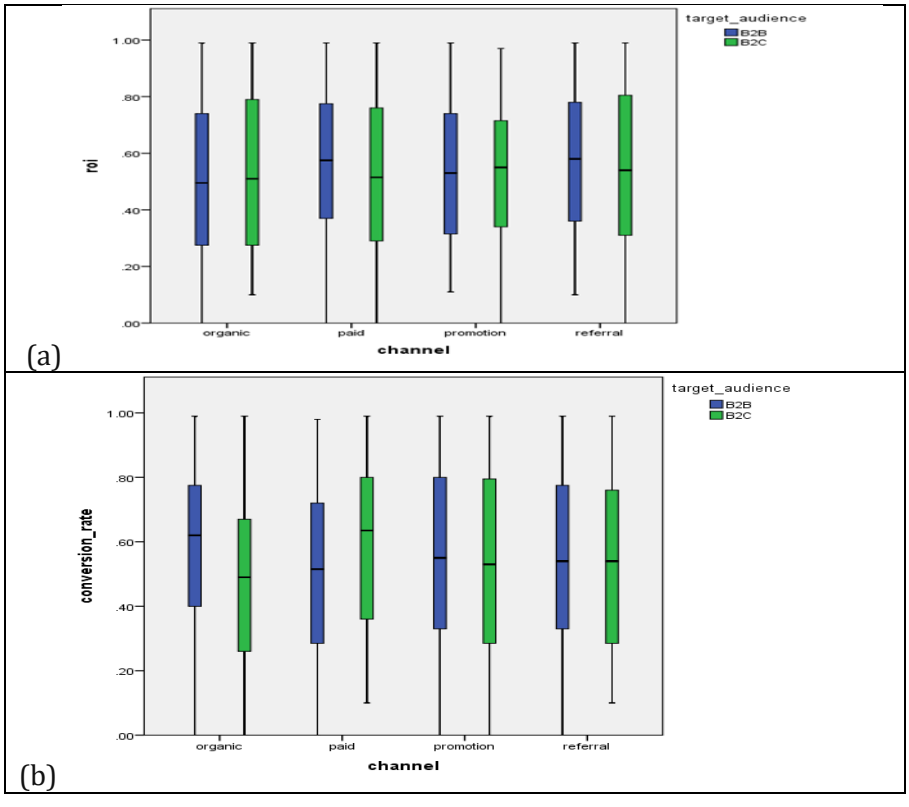
Variable	Recorded target_audience	N	N*	Mean	SE Mean	StDev	Minimum	Q1	Median	Q3	Maximum
budget	B2B	514	0	49043	1256	28468	1379	24485	48136	73136	99839
	B2C	486	0	50086	1327	29259	1053	25382	46718	77319	99957
roi	B2B	514	0	0.5436	0.0116	0.2619	0.0000	0.3200	0.5450	0.7625	0.9900
	B2C	486	0	0.5292	0.0119	0.2622	0.0000	0.3000	0.5250	0.7700	0.9900

conversion_rate	B2B	514	0	0.5517	0.0116	0.2640	0.0000	0.3300	0.5700	0.7725	0.9900
	B2C	486	0	0.5346	0.0122	0.2689	0.0000	0.2875	0.5300	0.7700	0.9900
revenue	B2B	514	0	523208	12739	288817	5972	269023	541533	777669	999712
	B2C	486	0	511730	12880	283954	108	273773	512704	769808	995341

Table 6 depends on types (Email, Podcast, social media, and webinar). Email Marketing involves using email to advertise your business, goods, or services to existing and potential customers. Podcast Marketing leverages audio content to educate, engage, and promote products or services. Social Media Marketing: uses platforms like Facebook, Instagram, and Twitter to connect with audiences. Webinar Marketing: involves hosting online seminars to educate, engage, and generate leads. Each channel serves different purposes, and a balanced approach can yield the best results for your marketing strategy. In this table, the mean budget for email and social media were approximately the same and were lower for webinars and podcasts. ROI for social media is higher compared to others explained. In the context of social media, ROI represents the return from your social media activities and expenses. Instagram and Facebook platforms Provide the highest ROI for marketers since they have more users all over the world.

Table 7 depends on the target audience (B2B and B2C). Since in this study, we are more interested in the variation of four characteristics (ROI, Conversion rate, budget, and revenue) according to the two different target audiences, we started by analyzing statistically our data and after that, we will prove our results based on statistical tests.B2C have higher mean dedicated for budget with also higher dispersion. Also, the elevated recorded value for ROI is noted in B2C. While conversion rate and revenue for B2B exceed B2C.

A boxplot, also known as a box-and-whisker plot, is a standardized way of displaying the distribution of a dataset based on its five-number summary: Minimum, First quartile (Q1), Median (Q2), Third quartile (Q3), and Maximum. A box represents the interquartile range (IQR), which covers the middle 50% of data points (between Q1 and Q3). Whiskers shown from the box to demonstrate the variability of minimum and maximum data points compared to the IQR. If present, a dot, cross, or diamond inside the box represents the mean of the data. Creating Clustered Boxplots: To create a clustered boxplot, we have used the software SPSS. In SPSS: Navigate to Graphs > Legacy Dialogs > Boxplot. Choose either Simple or Clustered. Select variables and customize the chart options.



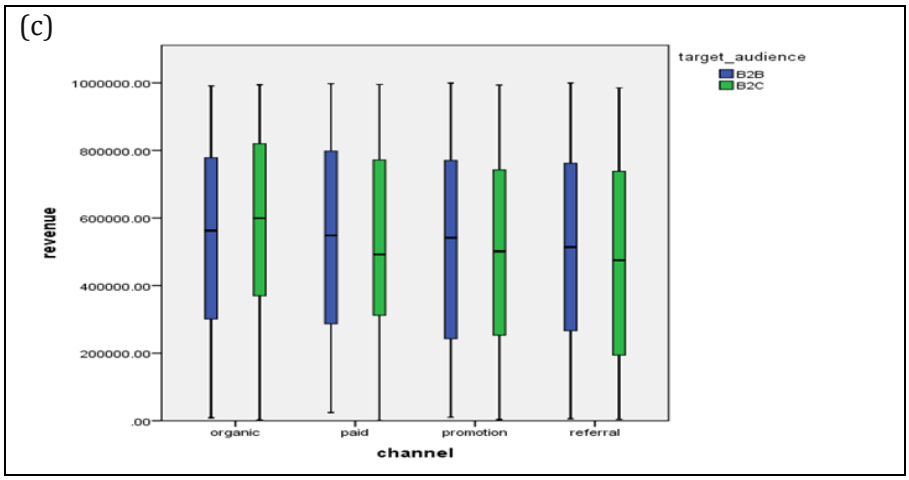


Figure 2: Boxplots according to target audience (B2B and B2C) based on different channels (a) for ROI (b).

In Figure 2, comparative boxplots were depicted. For ROI, the B2C has high dispersion of data for Organic, paid, and referral. While for conversion rate, the spread of data is similar. Moreover, in terms of revenue analysis the referral in B2C is bigger compared to B2B.

Testing hypotheses

The goal of this study was to examine the Return on investment rate [ROI], Conversion rate [CR], Revenue [Re], and Budget [Bgt] for B2B and B2C. The observed data for 1000 different campaigns. As a result, the following theories were investigated:

- **H1:** B2B has more Return on investment than B2C ($\mu 1 < \mu 2$).-ROI
- **H2:** The conversion rate in B2C is higher than in B2B ($\mu 1 > \mu 2$).-CR
- **H3:** B2B businesses have greater revenue than B2C ($\mu 1 < \mu 2$).-Re
- **H4:** B2C businesses invest more than B2B businesses in term of budget ($\mu 1 > \mu 2$).-Bgt

Where, $\mu 1$ represents the B2C strategy, and $\mu 2$ is meant for the B2B strategy.

For our investigation, the research method of choice is hypothesis testing. The t-test enables us to establish whether the hypothesis is accepted or rejected. We compared two distinct groups in our study using the independent samples t-test, where the data from the two populations are unrelated to one another. We can determine whether there is a significant distinction between B2B and B2C using the independent samples t-test.

Table 8: Statistical inference

ROI Null hypothesis $H_0: \mu_1 - \mu_2 = 0$ Alternative hypothesis $H_1: \mu_1 - \mu_2 < 0$ **T-Value DF P-Value** 0.87 998 0.807	Null hypothesis $H_0: \mu_1 - \mu_2 = 0$ Alternative hypothesis $H_1: \mu_1 - \mu_2 \neq 0$ **T-Value DF P-Value** 0.87 998 0.387
CR Null hypothesis $H_0: \mu_1 - \mu_2 = 0$ Alternative hypothesis $H_1: \mu_1 - \mu_2 > 0$ **T-Value DF P-Value** 1.01 998 0.156	Null hypothesis $H_0: \mu_1 - \mu_2 = 0$ Alternative hypothesis $H_1: \mu_1 - \mu_2 \neq 0$ **T-Value DF P-Value** 1.01 998 0.312

Re Null hypothesis H_0: $\mu_1 - \mu_2 = 0$ Alternative hypothesis H_1: $\mu_1 - \mu_2 < 0$ **T-Value DF P-Value** 0.63 998 0.737	Null hypothesis H_0: $\mu_1 - \mu_2 = 0$ Alternative hypothesis H_1: $\mu_1 - \mu_2 \neq 0$ **T-Value DF P-Value** 0.63 998 0.527
Bgt Null hypothesis H_0: $\mu_1 - \mu_2 = 0$ Alternative hypothesis H_1: $\mu_1 - \mu_2 > 0$ **T-Value DF P-Value** -0.57 998 0.716	Null hypothesis H_0: $\mu_1 - \mu_2 = 0$ Alternative hypothesis H_1: $\mu_1 - \mu_2 \neq 0$ **T-Value DF P-Value** -0.57 998 0.568

Assuming the level of significance $\alpha = 0.05$.

In Table 8, For all tests, all our hypothesis Ho is retained since p-values are greater than the critical value of 5%.

Cross-tabulation analysis

In this study, we investigated the four variables according to the target audience but also we tried to analyze the target audience constructed according to different channels to understand more the differences and similarities between both of them. We will explore the channel diversifications in B2B and B2C as claimed by cross-tabulation.

Firstly, the meaning of crosstabulation is A statistical technique for statistically examining the association between several variables called cross-tabulation. It organizes variables to comprehend the relationship between several groups or categories. Crosstabulation, often known as contingency tables, provides light on how connections alter as data is arranged in different ways. Crosstabulation is Useful in terms of Perceptive Analogies: By comparing variables side by side, crosstabs let to identify trends and connections. Also, in Finding Associations.

Table 9: target_audience * channel Crosstabulation

		channel				
		organic	Paid	promotion	referral	Total
target_audience	B2B	124	116	147	127	514
	B2C	116	122	124	124	486
Total		240	238	271	251	1000

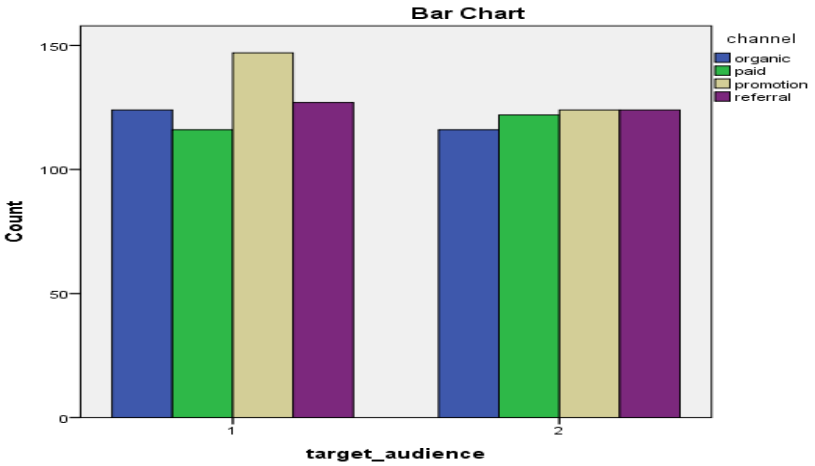


Figure 3: Bar chart analysis for B2B and B2C based on the different channel

According to Table 9 and Figure 3, it was evident that there is no significant difference between referrals for B2B and B2C. While promotion for B2B exceed B2C.

CONCLUSION

The study's conclusion demonstrates that marketing performance in B to B and B to C differs. Compared to B to C, ROI in B to B is higher. ROI revealed that the conversion rate from B to C was greater than that from B to B. We see that marketing expenditures in B to C are greater than those in B to B. All of these findings indicate that marketing managers in these two industries need to figure out how to effectively manage their marketing efforts.

Products and services in the business-to-business market are frequently more expensive, and decision-making is typically quite difficult. Marketers in this industry need to develop innovative strategies to boost conversion rates. The return on investment (ROI) for B-to-C marketing investments is rather low, therefore marketers need to develop innovative ways to cut costs and increase profitability.

In light of the study's findings, we recommend the B to C sector to invest in IA marketing since it will be less expensive than traditional digital marketing techniques. We advise marketers in the B-to-B industry to be more clear about what they are offering to facilitate their clients' purchases.

This study demonstrates the critical importance of macro analysis for marketing researchers, as it provides a more efficient means of identifying industry trends and determining if various marketing strategies have been successful.

Author contributions: In this research article, the contributions of the four authors are distinctly highlighted, showcasing their diverse expertise and collaborative efforts. Dr. Taha Chebbi, conducted the field studies that provided crucial data B to B and B to C business, ensuring the research was grounded in robust empirical evidence. Dr. Mesud Essa TAYEB developed advanced analytical statistics that enabled the team to interpret the data with precision,. Dr. Mohammed Amine Mhenna , contributed by contextualizing the findings within broader. Dr Mohammed Mamoun did the final discussion and conclusion of the paper

REFERENCES

Ambler, T. (2000). Marketing Metrics. Business Strategy Review. 1(2):59 – 66 **https://doi.org/10.1111/1467-8616.00138**

Ambler, T., Kokkinaki, F., and Puntoni, S. (2004). Assessing Marketing Performance: Reasons for Metrics Selection, Journal of Marketing Management. 20, 3/4, pp. 475-498. http://dx.doi.org/10.1362/026725704323080506

Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Routledge. https://doi.org/10.4324/9781003009498

Clark .B. H.(2001): A summary of thinking on measuring the value of marketing Journal of Targeting, Measurement, and Analysis for Marketing Vol. 9, 4, 357–369 10.1504/IJBPM.2001.000101

Clark, B.H. and Ambler, T. (2001). Marketing Performance Measurement: Evolution of Research and Practice, International Journal of Business Performance Management. 3, Winter, pp. 231-244 . https://doi.org/10.1504/IJBPM.2001.000101

Das, N. (2021). Digital marketing: Problems and prospects. Business and Management, 13(2), 192-197. 10.1108/JRIM-04-2018-0062

Farris, P. W., Hanssens, D. M., Lenskold, J. D., & Reibstein, D. J. (2015). Marketing return on investment: Seeking clarity for concept and measurement. Applied Marketing Analytics, 1(3), 267-282. 10.69554/FFOM1594

Frederick E. Webster, Jr (2005): A Perspective on the Evolution of Marketing management, journal of public policy and marketing 121-126 https://doi.org/10.1509/jppm.24.1.121.63888

Guiltinan, J. P., & Paul, G. W. (1982). Marketing management: Strategies and programs. (Google Scholar)

Gungor.H & Osman .G , (2013). "Marketing performance measurement: marketing metrics in Turkish firms," Journal of Business Economics and Management, Taylor & Francis Journals,vol.14(sup1),page 413-432, June https://doi.org/10.3846/16111699.2012.729156

Holthausen Jr, D. M., & Assmus, G. (1982). Advertising budget allocation under uncertainty. Management Science, 28(5), 487-499. https://doi.org/10.1287/mnsc.28.5.487

Josan, M. (2018). B2B vs. B2C: A Comparative Analysis. IJRAR-International Journal of Research and Analytical Reviews, 5(4), 438-442. (Google Scholar)

Kaske, F., Kugler, M., & Smolnik, S. (2012, January). Return on investment in social media--Does the hype pay off? Towards an assessment of the profitability of social media in organizations. In 2012 45th Hawaii International Conference on System Sciences (pp. 3898-3907). IEEE. DOI 10.1109/HICSS.2012.504

Kumar, Vinod, and Gagandeep Raheja. 2012. Business to Business (B2B) and Business to Consumer (B2C) Management. International Journal of Computers & Technology 3: 447–51 (Google Scholar)

Lamberti, L., & Noci, G. (2010). Marketing strategy and marketing performance measurement system: Exploring https://doi.org/10.1016/j.emj.2009.04.007

Merunka, D., & Kazmierczak, J. B. (2005). Repenser la performance en marketing. Décisions Marketing, (4), 7-8. (Google Scholar)

Neil A Morgan, Bruce H Clark, R. Gooner (2002): Marketing productivity, marketing audits, and systems for marketing performance assessment: integrating multiple perspectives, Journal of Business Research Volume 55, Issue 5 May 2002, Pages 363-375 https://doi.org/10.1016/S0148-2963(00)00162-4

Olasiuk, Hanna Petrivna (2019) *Identifying better marketing efficiency metrics.* In: State, Regions, Entrepreneurship: Information, Social-Legal, Socio-Economic aspects of development,November 21-22, 2019, Kyiv, Ukraine. https://pure.jgu.edu.in/id/eprint/2581

O'Sullivan, D., Abela, A.V. and Hutchinson, M. (2009), "Marketing performance measurement and firm performance: Evidence from the European high-technology sector", European Journal of Marketing, Vol. 43 No. 5/6, pp. 843-8629 https://doi.org/10.1509/jmkg.71.2.079

Purnomo, Y. J. (2023). Digital marketing strategy to increase sales conversion on e-commerce platforms. Journal of Contemporary Administration and Management (ADMAN), 1(2), 54-62. https://doi.org/10.61100/adman.v1i2.23

Reklaitis, K ˛estutis, and Lina .P (2019) Principle Differences between B2B and B2C Marketing Communication Processes. ˙Management of Organizations: Systematic Research 1: 73–86. 10.1515/mosr-2019-0005

Shah, A., & Nasnodkar, S. (2021). The Impacts of User Experience Metrics on Click-Through Rate (CTR) in Digital Advertising: A Machine Learning Approach. Sage Science Review of Applied Machine Learning, 4(1), 27-44. (Google Scholar)

Lamberti, L., & Noci, G. (2010). Marketing strategy and marketing performance measurement system: Exploring the relationship. European management journal, 28(2), 139-152. https://doi.org/10.1016/j.emj.2009.04.007Zhao, K., Hua, J., Yan, L., Zhang, Q., Xu, H., & Yang, C. (2019, July). A unified framework for marketing budget allocation. In Proceedings of the 25th ACM SIGKDD International Conference on Knowledge Discovery & Data Mining (pp. 1820-1830). https://doi.org/10.1145/3292500.333070