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EDITORIAL

Mapping 2022 in *Journal of Marketing Analytics*: what lies ahead?

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The 27 peer-reviewed articles published in the *Journal of Marketing Analytics* (*JMA*) in 2022 present relevant insights regarding both the current state of marketing analytics and trends and topics to be considered by research and practice in 2023 and beyond. Considering the dynamic evolution of analytics, data science, and related technologies, we present here an overview of the essential questions and issues which may cross our paths in the weeks and months to come.

A semantic analysis mapping of *JMA's* peer-reviewed articles is included in Fig. 1 (e.g., Krishen et al. 2019). The main themes identified in this unsupervised lexical analysis (via Leximancer) display the central areas of research in 2022. We will now expand on each of these themes.

Consumers

Articles in the *consumers* theme reflected on analytics in the context of consumer engagement and retention (Bozkurt et al. 2022; Simões and Nogueira 2022), customer inertia (Kautish et al. 2022), and customer experience and preferences (Kaabachi et al. 2022; Yoo and Yoon 2022). Consumer communication in the context of the pandemic (Li and McCrary 2022) and the customer decision journey (Vollrath and Villegas 2022) were also topics approached in the context of marketing analytics.

Brands

Research related to the *brands* theme mainly discusses the role and benefits of marketing analytics in brand relationships and loyalty (Damberg et al. 2022; Haverila et al. 2022a, b; Yee et al. 2022). Brand reputation (Doong 2022) and brand communities in an informational, co-creation context were also topics of interest in this theme (Piriyakul and Piriyakul 2022).

Processes and strategies

With regard to the *processes and strategies* theme, Abrantes and Ostergaard (2022) study dataveillance, a topic that also has a contemporary role in 2023, while Leong et al. (2022) interrogate the issue of strategic analytics in social media electronic word of mouth (eWOM). Risk and company strategy is another important analytics-related concept (Mathur 2022) accompanied by decision-making criteria and metrics (Rave et al. 2022).

Capabilities and performance

The *capabilities and performance* theme discusses aspects related to organizational capabilities, business performance, and marketing return-on-investment (ROI). The business-related effects of capital equipment and performance analytics are also studied in a multitude of industries and business environments (Harmath et al. 2022; Legg et al. 2022; Moriyama and Kuwano 2022; Zeybek and Ülengin 2022). Moreover, the impact and implementation of artificial intelligence (AI) in marketing is analyzed in a network context (Schiessl et al. 2022).

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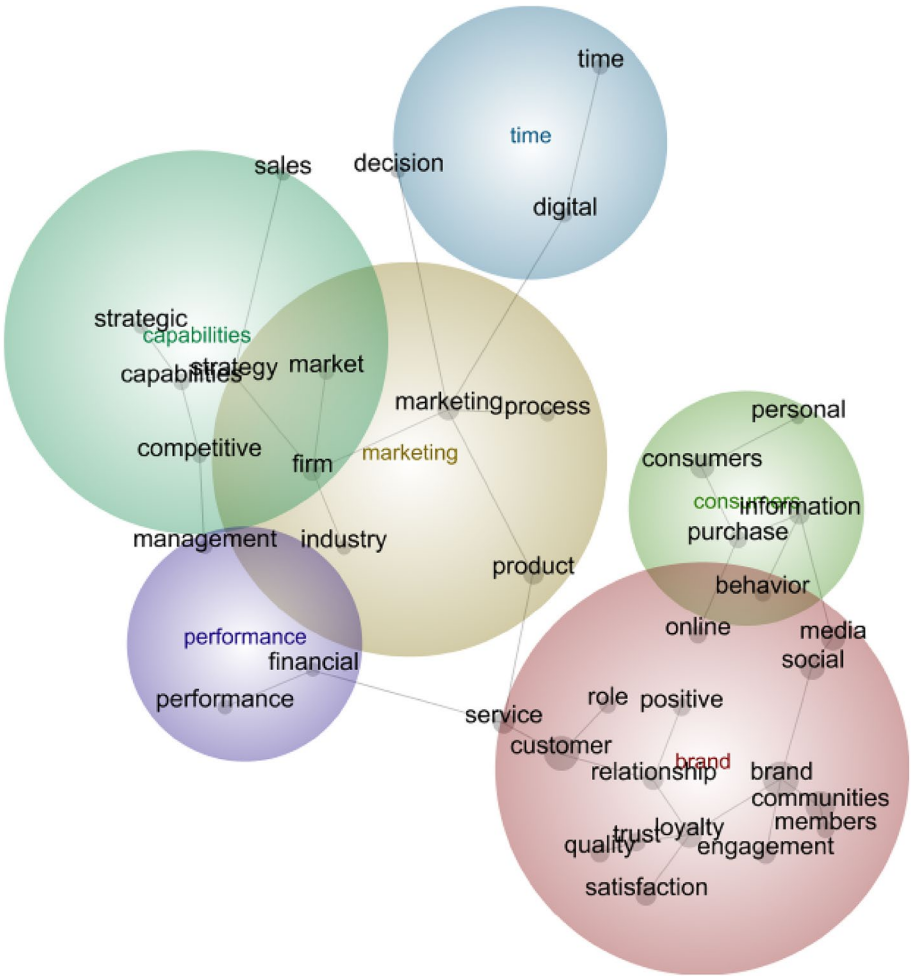

Fig. 1 Marketing analytics themes in 2022

Time and longitudinal evolution

The *time and longitudinal evolution* theme includes analytics and data analysis methods over time (Blozis 2022), as well as the insights of bibliometrics and their relevance in marketing research and analytics (Caputo and Kargina 2022; Ghorbani et al. 2022). *JMA* studies also reflected on an essential topic in marketing analytics—i.e., prediction—in relation to performance and profitability, as well as machine learning methods (Valluri et al. 2022; Vriens et al. 2022).

Overall, the central research themes reflected in the *JMA* in 2022 also emphasize and pave the way for additional research and a continuation of their efforts into 2023 and beyond. The market has already uncovered some key areas of interest for this year, including AI-augmented smarter data-driven decisions, content authenticity measures, and accountability for ethical AI in marketing (Gartner 2023). Considering JMA's recent publications and market trends, papers published online, as well as planned special issues, what follows is a potential list of topics that represent priorities for the coming year.

Consumers, customers, and clients

- The use of analytics in identifying fake and deceptive content,
- Marketing analytics that refocus on the strategic differences between consumers, customers, and clients,
- The evolution of information search and processing in the AI era.

Branding

- Brand communities in the context of virtual reality,
- The new analytics of brand loyalty in the digital economy,
- Brand communications and AI-generated content (e.g., ChatGPT).

Marketing processes and strategies

- Industry-specific marketing analytics use and implementation,
- AI-based decision-making,

– Marketing analytics and data sharing on a micro, meso, and macro level.

Marketing capabilities and performance

– The elusive analytics ROI,
– Strategic analytics capabilities and impact,
– Marketing analytics quality standards.

Prediction and evolution

– Advances in the use of analytics for predictive and prescriptive purposes,
– Cognitive and AI-based analytics,
– Black-box analysis in neural networks.

Data availability The data includes the text of the peer-reviewed journal articles published in 2022 in the JMA.

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