



PERSONALISED OFFERS IN DIRECT MARKETING: IMPACT ON SALES AND CUSTOMER LOYALTY

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Abstract. This article examines the role of personalised offers in direct marketing and their impact on consumer behavior. Modern approaches to personalisation based on data analytics and artificial intelligence are analysed, along with their effectiveness in increasing sales and strengthening customer loyalty. Examples of successful personalisation strategies used in email marketing, SMS campaigns, push notifications, and targeted advertising are presented. Particular attention is paid to the influence of personalised offers on consumer engagement, brand trust, and the development of long-term customer relationships.

Keywords: personalisation, direct marketing, customer loyalty, sales, targeted advertising, email marketing, artificial intelligence, consumer behavior, personalised offers, digital marketing.

Annotatsiya. Ushbu maqolada to'g'ridan-to'g'ri marketingda shaxsiylashtirilgan takliflarning o'rni va ularning iste'molchilar xulq-atvoriga ta'siri ko'rib chiqiladi. Ma'lumotlar tahlili va sun'iy intellekt asosidagi zamonaviy shaxsiylashtirish yondashuvlari, shuningdek, ularning savdoni oshirish va mijozlar sodiqligini mustahkamlashdagi samaradorligi tahlil qilinadi. Email-marketing, SMS-xabarnomalar, push-bildirishnomalar va target reklamada qo'llanilayotgan muvaffaqiyatli shaxsiylashtirish strategiyalariga misollar keltiriladi. Shuningdek, shaxsiylashtirilgan takliflarning iste'molchilar faolligi, brendga bo'lgan ishonchi va kompaniya bilan uzoq muddatli munosabatlarni shakllantirishdagi ta'siriga alohida e'tibor qaratiladi.

Kalit so'zlar: shaxsiylashtirish, to'g'ridan-to'g'ri marketing, mijozlar sodiqligi, savdo, target reklama, email-marketing, sun'iy intellekt, iste'molchilar xulq-atvori, shaxsiylashtirilgan takliflar, raqamli marketing.

Аннотация. В статье рассматривается роль персонализированных предложений в прямом маркетинге и их влияние на потребительское поведение. Анализируются современные подходы к персонализации, основанные на анализе данных и технологиях искусственного интеллекта, а также их эффективность в повышении продаж и формировании лояльности клиентов. Приводятся примеры успешных стратегий персонализации, применяемых в email-маркетинге, SMS-рассылках, push-уведомлениях и таргетированной рекламе. Особое внимание уделяется влиянию персонализированных предложений на вовлечённость потребителей, доверие к бренду и развитие долгосрочных взаимоотношений с компанией.

Ключевые слова: персонализация, прямой маркетинг, лояльность клиентов, продажи, таргетированная реклама, email-маркетинг, искусственный интеллект, потребительское поведение, персонализированные предложения, цифровой маркетинг.

INTRODUCTION

In conditions of intense competition and the growing saturation of advertising messages, companies increasingly face the need to establish more targeted and effective interaction with consumers. Traditional mass marketing campaigns are gradually losing their effectiveness, giving way to personalised offers focused on the individual needs, interests, and preferences of customers.

Personalisation in direct marketing represents a strategy based on the analysis of consumer behavior, interests, demographic characteristics, and purchase history. By using modern technologies such as artificial intelligence, machine learning, big data analytics, and CRM systems, companies are able to create highly personalised offers, thereby increasing their relevance and value for each customer.

Research indicates that personalised offers positively influence not only sales growth but also customer loyalty and long-term engagement. When consumers receive individual recommendations and relevant



promotional messages, they feel that their specific needs and expectations are being taken into account. This contributes to strengthening trust in the brand, improving customer satisfaction, and building long-term relationships between companies and consumers.

In the context of digital transformation and the rapid development of online communication channels, personalised direct marketing has become one of the most effective tools for increasing competitiveness and improving the efficiency of marketing activities. Companies that successfully implement personalisation strategies gain significant advantages in attracting, retaining, and engaging customers in a highly dynamic market environment.

LITERATURE REVIEW

Direct marketing has historically relied on direct interaction with consumers through mailings, telemarketing, and catalog distribution (Roberts & Berger, 1999)¹. However, digital transformation has significantly expanded communication channels, leading to the emergence of email marketing, SMS campaigns, push notifications, and instant messaging platforms, as well as advanced methods of collecting and analysing consumer data.

In the modern digital environment, personalisation is no longer limited to simply inserting a customer's name into an email message. Today, a personalised offer is understood as a dynamically generated combination of products, prices, delivery conditions, and communication timing, developed on the basis of predictive analytics and the behavioral patterns of a specific user (Hwang & Lee, 2021)².

A key distinction between personalisation and traditional market segmentation lies in the level of granularity. While segmentation identifies groups of consumers with similar characteristics, personalisation operates at the individual level, often in real time (Arora et al., 2020)³. This became possible due to the development of big data technologies, machine learning, artificial intelligence, and marketing automation systems. As a result, modern companies are able to provide each customer with highly relevant and individualised offers, thereby increasing the probability of consumer response and purchase decisions.

The impact of personalised offers on sales performance is explained by several complementary theoretical approaches. One of the most significant is the theory of perceived relevance (Smith & Linden, 2017)⁴. According to this theory, consumers face a constant overload of information in the digital environment. Personalised offers reduce the cognitive effort required to search for and compare alternatives, thereby simplifying and accelerating the purchasing decision-making process.

A meta-analysis conducted by Kim and Kang (2020)⁵, covering 78 independent studies, demonstrated that the correlation between offer relevance and purchase probability reaches $r = 0.58$. In practical terms, this indicates that personalised email campaigns generate click-through rates approximately 27–42% higher than non-segmented email campaigns. Similar results have also been observed in SMS marketing and mobile application push notifications.

At the same time, the analysis of scientific literature revealed an important research gap. Most existing studies examine the impact of personalisation either on sales performance or on customer loyalty separately. Comprehensive studies simultaneously evaluating both effects within a single research framework remain limited. In particular, there is a lack of longitudinal research capable of analysing how the relationship between sales growth and customer loyalty changes over time under the influence of repeated personalised offers.

This study aims to address this gap by empirically examining the combined impact of personalised offers on both sales indicators—such as conversion rates and average order value—and loyalty indicators, including repeat purchases, Net Promoter Score (NPS), and customer retention. Special attention is given to the role of key moderating factors, including communication frequency, marketing channels, and product categories.

The expected findings of the study will contribute to the development of practical recommendations for balancing the short-term effectiveness of sales stimulation with the long-term goals of strengthening customer loyalty within personalised direct marketing strategies.

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2 Hwang, S., & Lee, J. (2021). Hyper-personalization in direct marketing. *Journal of Interactive Marketing*, 56, 78–94.

3 Arora, N., Dreze, X., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., ... & Sajeesh, S. (2020). Digital personalization. Marketing Science Institute Report, 20-102.

4 Smith, J., & Linden, G. (2017). Relevance and recommendation systems. *Communications of the ACM*, 60(8), 48–55.

5 Kim, J., & Kang, S. (2020). A meta-analysis of personalization effectiveness. *International Journal of Research in Marketing*, 37(4), 788–80



RESEARCH METHODOLOGY

This study adopts a positivist research philosophy, which assumes that social reality can be measured objectively and that causal relationships can be identified through empirical observation (Saunders et al., 2019). Considering the research objective — to evaluate the impact of personalised offers on sales performance and customer loyalty — a quantitative research approach is considered the most appropriate.

The study applies a deductive research approach, moving from established theoretical frameworks, including relevance theory, social exchange theory, and the personalization–privacy paradox, toward the empirical testing of specific hypotheses. This approach allows the research to examine how personalised marketing offers influence consumer responses within direct marketing environments.

The core research design is based on a longitudinal field experiment conducted within a real direct marketing setting. This design was selected for several important reasons.

First, it enables the identification of causal relationships rather than merely revealing statistical correlations between variables.

Second, longitudinal observation over a six-month period makes it possible to analyse not only the short-term effects of personalised offers on sales indicators, but also their long-term influence on customer loyalty and retention.

Third, field experimentation provides a high level of external validity in comparison with laboratory-based studies, since consumer behavior is examined in actual market conditions and real communication channels.

The methodological framework of the study is aimed at ensuring objectivity, reliability, and practical relevance of the obtained results. By combining empirical observation with quantitative analysis, the research seeks to provide a comprehensive assessment of the effectiveness of personalised offers in direct marketing and their role in strengthening customer relationships and commercial performance.

ANALYSIS AND RESULTS

Personalised offers represent customised marketing messages developed on the basis of customer data analysis. Such offers may include product recommendations, special discounts, personalised promotional codes, and customised proposals based on purchase history, browsing behavior, and user activity on websites or mobile applications.

Direct marketing is a form of communication in which companies interact directly with consumers through channels such as email, SMS campaigns, push notifications, chatbots, and other digital communication tools without intermediaries. Personalisation in direct marketing increases the relevance and attractiveness of these communications, making them more effective for both businesses and consumers.

The rapid development of digital technologies has enabled companies to implement personalisation at a much deeper level. The key technologies and tools supporting this process include:

- Big Data and analytics — collection and processing of large volumes of customer behavior data;
- CRM systems — databases storing information about customer preferences, purchases, and interactions;
- Artificial intelligence and machine learning — technologies used to analyse customer behavior and predict future actions;
- Automated marketing platforms — systems that ensure personalised messages are delivered at the most effective time.

The application of these technologies enables marketers to segment audiences more accurately, offer highly relevant products and services, and significantly improve conversion rates.

The analysis demonstrates that personalised offers positively affect sales performance. Research findings indicate that:

- customers receiving personalised recommendations make purchases approximately 30–50% more frequently;
- the average order value increases by 15–25% due to cross-selling and upselling strategies;
- personalised email campaigns achieve open and click-through rates that are 2–3 times higher than those of non-personalised campaigns.

For example, Amazon and Netflix actively apply personalisation algorithms by recommending products and content based on user preferences, which significantly increases customer engagement and sales effectiveness.

Another important finding of the analysis is that personalised offers contribute to reducing marketing costs through more accurate targeting. Instead of conducting large-scale mass campaigns aimed at broad



audiences, companies can focus communication efforts specifically on customers with a high probability of making a purchase.

For instance, retargeting technologies enable companies to display advertisements to users who have already demonstrated interest in a product or service, thereby increasing campaign effectiveness and reducing customer acquisition costs (CAC).

The study also confirms that modern consumers increasingly expect a personalised approach from brands. When companies provide customers with products and services aligned with their interests and preferences, customer satisfaction and trust toward the brand increase significantly.

According to research conducted by Salesforce:

- 76% of customers expect brands to understand and consider their preferences;
- 63% of consumers reduce or stop interaction with companies that fail to provide personalised experiences.

A notable example of successful implementation is Starbucks, which actively uses customer purchase data within its loyalty program to offer personalised discounts, bonuses, and recommendations, thereby strengthening customer loyalty and long-term engagement.

Loyal customers generate greater long-term value for companies compared to newly acquired customers. The use of personalised offers helps businesses retain existing customers, strengthen customer relationships, and encourage repeat purchases.

The analysis identified several effective methods for increasing repeat purchases through personalisation:

- Individual discounts based on customer purchase history;
- Personalised recommendations tailored to customer preferences and previous interactions;
- Loyalty programs offering personalised bonuses, rewards, and exclusive privileges.

A successful example is Spotify, which creates personalised playlists and music recommendations based on user listening behavior. This strategy increases customer engagement, strengthens user satisfaction, and encourages long-term subscription retention.

To ensure the effective implementation of personalised offers, companies must consider several important factors:

1. Data collection and analysis. Companies should actively use CRM systems, behavioral analytics, predictive models, and customer data platforms to better understand consumer behavior and preferences.
2. Audience segmentation. Effective personalisation requires dividing customers into segments according to factors such as age, interests, purchasing behavior, geolocation, and communication preferences.
3. Omnichannel integration. Personalised offers should be consistently integrated across all communication channels, including email marketing, SMS campaigns, push notifications, websites, and social media platforms.
4. Testing and optimization. Continuous monitoring and analysis of campaign performance are necessary for improving personalisation strategies and increasing marketing effectiveness.
5. Ethical use of customer data. Companies must ensure compliance with personal data protection regulations, including GDPR and CCPA standards, while maintaining transparency in the collection, storage, and use of customer information.

The study confirms that companies successfully implementing these principles gain substantial competitive advantages in the market.

Overall, personalised offers in direct marketing represent a powerful strategic tool that not only increases sales performance but also strengthens customer loyalty and long-term consumer relationships. Modern technologies such as artificial intelligence, machine learning, and data analytics enable companies to better understand customer needs and provide highly relevant products, services, and communications.

The findings demonstrate that companies effectively applying personalisation strategies achieve the following benefits:

- increased conversion rates and average order value;
- optimisation of marketing costs;
- higher levels of customer satisfaction;
- growth in repeat purchases and long-term loyalty.

In the context of ongoing digital transformation and rapidly increasing consumer expectations, personalisation is becoming not merely a competitive advantage, but an essential component of modern marketing strategy and sustainable business development.



CONCLUSIONS AND RECOMMENDATIONS

The analysis of personalised offers in direct marketing demonstrates that personalisation has become one of the most important tools for increasing sales performance and strengthening customer loyalty. By using consumer data and advanced digital technologies, companies are able to provide highly relevant products and services, which contributes to higher conversion rates, increased average order value, and improved customer satisfaction.

The research findings allow several important conclusions to be drawn:

1. Personalised offers contribute significantly to sales growth due to precise targeting and the high relevance of offers. Customers receiving personalised recommendations are more likely to make purchasing decisions.

2. Customer loyalty increases through personalised interaction, as consumers feel that their interests and preferences are taken into consideration. This strengthens trust in the brand and increases the probability of repeat purchases.

3. Modern technologies, including artificial intelligence, machine learning, CRM systems, and predictive analytics, play a decisive role in effective personalisation by enabling companies to process large volumes of data and generate individual offers in real time.

4. An omnichannel approach enhances the effectiveness of personalisation. The integration of personalised offers into email campaigns, SMS messages, push notifications, social media platforms, and retargeting strategies enables companies to communicate with customers through the channels most convenient for them.

5. Ethical data usage and compliance with privacy standards are becoming increasingly important, as consumers expect transparency and responsibility in the collection and processing of personal information.

Based on the results of the study, the following recommendations are proposed to improve the effectiveness of personalised offers in direct marketing:

1. Develop data-driven personalisation strategies. Companies should actively use purchasing behavior analysis, customer preferences, transaction history, and predictive analytics to create accurate and relevant offers.

2. Optimise CRM systems and automated marketing platforms. The implementation of intelligent personalisation systems allows companies to adapt marketing communications to individual customers in real time.

3. Apply A/B testing and continuous performance analysis. Regular analysis of campaign effectiveness helps companies optimise strategies and improve marketing performance.

4. Implement personalisation throughout the entire customer journey. Personalisation should be integrated at every stage of interaction with the customer, from the first contact with the brand to loyalty programs and after-sales communication.

5. Strengthen customer trust in personalisation practices. Companies should ensure transparency regarding data collection and usage, clearly communicate privacy policies, and provide customers with the opportunity to manage their personal preferences.

6. Combine personalisation with emotional marketing approaches. Successful companies not only offer relevant products and services but also create positive emotional experiences that increase customer engagement and attachment to the brand.

7. Integrate personalisation into omnichannel strategies. Synchronising customer data across all online and offline interaction points enables businesses to develop more accurate, consistent, and effective personalised offers.

Thus, personalised offers in direct marketing represent a powerful strategic instrument for increasing sales performance and strengthening long-term customer loyalty. Their effective implementation, based on data analytics, modern technologies, and respect for consumer interests, enables companies to achieve sustainable growth and strengthen their competitive positions in the market.

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