Contextual Marketing – Insights from Literature Review and Implications

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Abstract

The proliferation of new technologies, such as personal digital assistants, or PDAs, and interactive television, amongst other things, has opened a wealth of potential for effectively targeting customers in real time while they are present in a virtual environment. This opens a lot of opportunities for businesses. Customers have access to the World Wide Web and the Internet through their wireless devices, no matter where they are or when they want to use them. Contextual marketing, often referred to as CM and commonly abbreviated as CM, is a strategy that entails providing customers with information that is both individualized and pertinent to their present position at the precise moment when customers need such information. This strategy is essential for luring in new clients and keeping the ones you already have. Clients in an economy that is already oversaturated with information demand not only knowledge, but also products and services that are relevant, personalized, and contextual at the time of purchase. The purpose of this research is to conduct a comprehensive review of the existing literature on contextual marketing in the preceding 20 years, focusing on both the global and the Indian contexts. The development and expansion of contextual marketing, as well as its contemporary consequences regarding earlier published works, are investigated. In the study, the systematic literature review approach of searching for relevant material is used. This research was carried out with the intention of conducting a comprehensive assessment of the existing literature with the purpose of ensuring that the fullest possible list of relevant studies is taken into consideration. To compile the papers comprising the systematic review, an algorithmic search strategy was utilized. An analysis of the previous research was carried out with the use of online databases such as Elsevier, Routledge, Emerald Group, Springer Nature, Sage, Directory of Open Access Journals, Semantic Scholar, Wiley, Academia, JSTOR, and Guildford Press. The study reaches its conclusion by providing a tangible theoretical foundation for contextual marketing while also outlining the ramifications that contextual marketing has in the modern digital world.

Keywords: *Contextual Marketing; Marketing; Implications.*

1. Introduction

Contextual Revolution uses strategic contextual factors to match consumers with products as part of their marketing strategy to draw customers and increase their product affinity (Kenny& Marshall, 2000). Through its platform, the mobile application enables business-consumer communication for ongoing contacts between both parties. Context operates as a marketing instrument that stems from human past development. The system demonstrates a method for collecting and examining user data during the mobile internet period (Jalaja et al., 2024). Maribel Lopez explains in her writing that context involves more than just mobile Internet location awareness, even though numerous people think that way (Lopez, 2014). The processing status, along with behavioral type, weather conditions, and devices, environmental elements (Petrova& Kowalski, 2025), social interaction, device usage, current location, and processing status, comprise these essential elements according to (Deacon & Harris, 2011; Zheng et al., 2021; Radhi, 2022).

This strategic approach delivers beneficial content to suitable audiences at their devices at times of maximum benefit (according to Luo &Seyedian, 2003). Conventional marketing starts with product selection before identifying target consumers, while contextual marketing customizes products to specific consumer segments according to Lee & Jun, 2007). The actual contextual experience finds its source in different user communities (Satya Subrahmanyam et al., 2024). The interaction of diverse people from different groups in context produces exclusive values that result in contextual experiences and active consumer participation (Luo, 2003). The capabilities of contextual marketing techniques in mobile applications empower exceptional user experiences because they know users specifically what they need, according to Barbosa et al. (2023). The provided information and services demonstrate intelligent (Malhotra &Iyer, 2024) and personalized characteristics that adjust effectively for different occasions and timing intervals (Smith et al., 2015). The ability to adapt allows people to handle every aspect of their requirements, which include physical data and emotional states. Individuals can easily move their mobile phone application audio to their vehicle's audio system when they step inside (Von Der Au et al., 2023). A scheduling application connects with the car navigation system to set desired destinations according to (López-Pastoret al., 2021). After entering a conference room, the scheduling application will instantly provide the agenda contents to every participant (Jain & Babu, 2024). Modern technological

integration shows exceptional value for enterprise operations (Sweezey, 2020). Through its functions, the application allows work progress integration of employees while producing reports that help managers (Dou et al., 2021). Users located in the dining area can utilize the catering application to locate the best restaurant match by analyzing their positioning data and prior dining choices, as well as current food lines at restaurants. In summary, mobile applications encompass various facets of individuals' lives (Kotler et al., 2021).

The primary aim of this study is to gain a comprehensive understanding of contextual marketing by examining and analysing relevant scholarly literature. The research methodology is typically presented after the introductory section. The findings and subsequent analysis are presented within the context of the relevant scholarly literature (Hashemi, 2019).

2. Research Methods

Dewey&Drahota (2016) describe SLR as a research method that chooses and critically analyzes specific research to answer a precise topic. The review procedure needs a clear definition of both inclusion and exclusion criteria before initiation. The systematic review requires execution based on a predefined, transparent strategy that received prior protocol development. A complete open-source database search targeted multiple information platforms as well as gray literature sources. Any researcher can replicate and reconstruct the findings of this search pattern. An accurate account of the search outcomes must specify the keywords used, the databases and platforms accessed, the exact dates covered, and any filters or limits that were applied. Hiebl, 2023. For this study, the authors performed a systematic literature review to map, assess, and synthesize all publications related to their research questions in a clear and reproducible way.

Systematic Literature Review Protocol

Conducting a literature search necessitates a well-structured strategy tailored either to a known component of a larger issue or to a fresh question that has emerged. The ensuing review documents which document the research team consulted while undertaking evaluations and preparing reports over designated periods. The present study adopts a Systematic Literature Review SLR methodology grounded in the PRISMA framework, Preferred Reporting Items for Systematic Reviews and Meta-Analyses. Relevant articles were retrieved from Elsevier's ScienceDirect, Springer's platform, the Emerald Insight database, Sages Journals online, the Directory of Open Access Journals DOAJ, and Google Scholar's advanced search using keywords such as contextual marketing, contextual advertising, and digital personalization. A total of 72 articles were initially identified. Inclusion criteria included: peer-reviewed, English-language articles published between 2000 and 2024, directly relevant to contextual marketing. Exclusion criteria included duplicates, editorials, and unrelated studies. After full-text screening, 35 studies were selected for synthesis. A PRISMA flowchart (Figure X) detailing the selection process is included in the Appendix. Each study was assessed for quality and relevance using a 5-point evaluation matrix to ensure methodological rigor.

3. Results and Discussion

3.1 Contextual Marketing

Contextual marketing refers to an online marketing strategy that involves the delivery of targeted advertisements to individuals based on their search queries or recent browsing activities. Advertisers aim to enhance user satisfaction with online marketing while simultaneously improving click-through and conversion rates by aligning the ads users encounter with their expressed interests(Logman, 2008).

Contextual marketing employs behavioural targeting techniques to deliver pertinent or contextually appropriate advertisements to individuals within the target audience, considering their specific interests. As an illustration,

Assume that a web user conducts a search on a mobile device for evaluations of mid-size cars, peruses one or two reviews, and subsequently engages with an article about models that prioritize fuel efficiency. Subsequently, the user may navigate to a widely accessible news website where they could encounter advertisements promoting mid-size hybrid vehicles.

The user may perceive the occurrence of relevant advertisements on seemingly unrelated websites as a mere coincidence or perhaps even as an instance of synchronicity (Von Der Au et al., 2023).

Whenever a user engages in a search, peruses an article, or interacts with an advertisement, a third-party cookie residing on the user's computer records these activities, subsequently enabling the creation of a consumer's behavioural profile for marketing objectives(Smith et al., 2015).

Furthermore, it is important to acknowledge that contextual marketing is no longer restricted solely to computer users. Additionally, this can be implemented for individuals accessing websites through their mobile devices or cell phones(López-Pastor et al., 2021).

3.2 Implementation of Contextual Marketing

Contextual marketing can be utilized or provided by any website that showcases advertisements. Presented below are several illustrative instances.

Search Engines - Search engines are online tools that allow users to search for information on the internet. One instance of contextual marketing can be observed in Google's AdSense program, wherein an advertising profile is created for each search query. This profile is generated by analyzing the entered search terms, enabling the selection of a relevant advertisement tailored to the individual user (Logman, 2008).

News websites-News sites can employ contextual marketing as a means of delivering advertisements. For instance, prominent news outlets such as The New York Times or Fox News can deliver contextual advertisements to individuals who are perusing their website (Um, 2017).

Social media platforms - Contextual marketing is also employed on popular social media platforms such as Facebook, LinkedIn, and Twitter, wherein advertisements are tailored and delivered to users in accordance with their browsing behavior within the respective site. Frequently, this activity involves the utilization of search queries or keywords within comments and open forums(Ping, 2019; Jaakonmäki et al., 2017).

E-commerce Platforms- In addition to their primary function as online vendors, retailers also employ the strategy of delivering contextual advertisements to individuals who have previously engaged with their website and conducted searches for comparable products. As an illustration, an individual who has accessed the Amazon online platform to search for a book about a specific subject matter may encounter an advertisement promoting a correlated DVD upon subsequent visits to the website (Luo &Seyedian, 2003; Vanessa &Japutra, 2018).

3.3 Benefits of a Contextual Marketing Campaign

Technology companies, online retailers, and travel companies represent a significant portion of the user base for contextual advertising. Nevertheless, businesses aiming to enhance their return on investment (ROI) in digital advertising can employ contextual marketing strategies.

The following are several additional advantages associated with contextual marketing.

Increased click-through rate - Contextual marketing is a strategic approach that involves presenting customers with tailored content that aligns with their specific needs and preferences. This phenomenon enhances the likelihood of customers actively participating in digital advertising (Lian et al., 2019; Effendi & Ali, 2017).

Relevant content - The information provided is pertinent and applicable to the topic at hand. The concept of buyer persona pertains to the archetype of an ideal customer that is most suited for a specific product. Once a carefully constructed buyer persona is ready, marketers often supplement it with demographic details and online behaviour patterns, allowing campaigns to speak to the audience in an unusually personal manner (Repoviene, 2017). Higher Revenue. When ads showcase products closely aligned with a person's preferences, conversion rates rise dramatically, boosting both sales volume and overall profit. That revenue lift explains why many e-commerce firms stake their growth plans on performance-driven online advertising (Ada et al., 2022; Tu et al., 2018). Enhanced Customer Experience. By showing messages that mirror a user's immediate intent, contextual marketing feels more like a helpful prompt than a jarring pop-up. Because these precisely timed ads respond to live page content, they streamline surfing and elevate satisfaction: visitors encounter far fewer off-target offers and see more promotions that genuinely reflect their interests. From an economic viewpoint, evidence suggests that contextual marketing not only reduces wasted ad spend but also drives stronger return on investment over time. To anchor contextual marketing within accounting and economics, this section references familiar metrics-return on investment (ROI), customer lifetime value (CLV), and cost per click (CPC)-showing that every digital impression ultimately converts into measurable financial value for firms. Campaigns that prioritize relevance typically report higher ROIs, which translates back to lower acquisition expenses and deeper engagement. Marketing and finance teams can therefore feed target data into forecasting models as they plan budgets and report results. Table X shows side-by-side ROI estimates across digital channels for advertisers leaning on contextual Strategies

.Economic and Financial Relevance of Contextual Marketing

When contextual marketing is examined next to basic accounting and economics, the review leans on well-known financial measures-return on investment ROI, customer lifetime value CLV, and cost per click CPC. Managers use these metrics to check if a contextual campaign is genuinely profitable. Observational studies show that firms embracing the approach tend to lift ROI through sharper audience fit and higher interaction, results linked to lower outlays for bringing in new customers. Additionally, budgeting models in both marketing and finance now fold in contextual data, letting managers project costs more accurately and track spending through monthly performance dashboards. To aid that effort, Table X in the appendix compares rumored ROIs for several digital platforms when fed by contextual ads.

3.4 The Challenges of a Contextual Marketing Campaign

Contextual marketing offers valuable benefits, yet significant challenges accompany those advantages, and practitioners must grasp both before moving forward. The paragraphs that follow examine these hurdles in more detail. Privacy concerns-perhaps the most widely discussed hurdle-emerge directly from the techniques contextual marketing uses. At heart, the approach follows users online through cookies, seeking to pair their past behavior with ads that seem most relevant. Though useful for tailoring content, many web visitors still feel uneasy, interpreting such tracking as an unwelcome peek into their personal lives. Recent laws, most prominently the General Data Protection Regulation (GDPR) in Europe and California's Consumer Privacy Act (CCPA), now require sites to secure explicit consent before any cookie-based data collection occurs (Petrescu &Krishen, 2018). Absence of Standardisation - Most firms trying to do contextual marketing soon trip over the same obstacle: there is no industry-wide, approved blueprint for getting the job done. Because the discipline is still evolving, one group's strategy rarely mirrors another, compelling leaders to wade through multiple methods and platforms until something works. Such ambiguity clouds the selection process and, if neglected, raises the risk of inadvertently contravening privacy regulations (Rosário et al., 2023).Incorrect Targeting - Another risk is misdirected ads; because contextual marketing interprets past browsing behaviour rather than live consent, the wrong message can surface on the wrong site (Vos & Armstrong, 2019). Despite these hurdles, when the practice is designed with strategy, testing, and consent in mind, it becomes a powerful lever for boosting the return on digital advertising spend.

3.5 Prospects of Contextual Marketing

Recent shifts in the online environment--notably the rise of identity-driven advertising and the steady phase-out of third-party cookies by major browsers--have prompted marketers to pivot their strategies toward first-party data and contextual targeting. This development is widely regarded as a significant milestone for advertisers who are making substantial investments in the potential of adtech.

Contextual advertising has experienced a decline in popularity following the emergence of behavioural targeting. However, it is now experiencing a resurgence and is once again becoming a prominent method for digitally projecting brands (López-Pastor et al., 2021).

A significant proportion of Indian consumers believe that the placement of advertisements alongside pertinent content has a discernible influence. Furthermore, the perception of the advertisement by consumers is influenced by the contextual content in which it is presented. This phenomenon is observed across various industries, rather than being limited to a specific sector.

It is noteworthy to observe that consumers exhibit a higher level of recall for contextual advertisements compared to standalone advertisements, as the association between the content and the advertisement is more clearly delineated.

Considering the impending 'Cookiecalypse', the field of digital marketing will be compelled to adapt and enhance its utilization of data. Furthermore, the utilization of third-party data to track and deliver advertisements.

Upon Google's announcement in 2021 regarding the intended discontinuation of third-party cookies by the end of 2023, the implications for cross-site tracking in the context of ad serving became increasingly apparent. Third-party cookies enable marketers to collect and analyze user behavior on the internet, subsequently utilizing this information to deliver targeted advertisements on various websites (Von Der Au et al., 2023).

Furthermore, it is worth noting that Google is not the sole entity engaged in such activities. Apple has implemented measures to address privacy concerns by removing certain tracking capabilities from its Safari browser and mandating that applications obtain user consent prior to tracking their activities. The blocking of them by Mozilla's Firefox commenced in approximately 2019. Moreover, there is a growing population of individuals who prioritize privacy and employ alternative methods and applications to obstruct such practices.

India's forthcoming Data Protection Bill marks a significant milestone as it establishes the foundational framework for safeguarding personal data. The identification of targeting methods that rely on user data obtained through cookies and similar means is necessary, and marketers must explore alternative approaches. Contextual advertising serves as one such alternative

Policy Recommendations and Recent Developments

Given the rise of privacy regulations such as GDPR, CCPA, and India's Data Protection Bill, contextual marketing must be evaluated not only for its effectiveness but also for regulatory compliance. Policy frameworks should be developed to guide companies on the ethical and financial implementation of CM. These may include: (1) standardized KPIs for contextual advertising effectiveness, (2) guidelines for consent-based data capture, and (3) a regulatory audit trail for AI-driven personalization. Additionally, emerging developments such as Google's Privacy Sandbox and Apple's App Tracking Transparency must be included in future studies to reflect the evolving legal-tech landscape in digital marketing.

3.6 The Better ROI &Engagement Game

The utilization of contextual advertising has facilitated the acquisition of insights beyond mere audience behavior. Numerous reports and studies have provided support for the impact and preference of the Indian audience for contextually relevant advertisements. In recent times, there has been a notable increase in the volume of content available. Consequently, brands are compelled to enhance their understanding of their target audience to effectively engage with them. Brands moved quickly to embrace contextual advertising in 2022, largely because the slow erosion of generic audience data made that option more attractive, and because the old model of targeting everyone by interest began to feel less reliable. Mindful ad placement during a relevant page visit not only curbs dependence on third-party cookies but, when executed with care, consistently delivers stronger engagement and sharper return on investment, should verification systems be trusted (Ada et al. 2022). Beyond numbers alone, advertisers note a bonus: ads delivered in obvious, pertinent settings tend to be perceived as more trustworthy, relevant, and memorable. A U.S.-based A.I.research firm, Gum, illustrates the point; its 2020 report, Cognitextual: A Neuroanalytic Study of Contextual Ad Effectiveness, recorded about a 43 percent lift in neural focus and roughly 2.2 times better recall, all of which correlate with higher purchase intent (Tu et al. 2018).

3.7 Including Contextual Marketing to Up the Game

Marketers who want to implement contextual advertising in their marketing plan must first identify their targeted categories and assess relevant content beneficial to consumers. The process of understanding customers for building strong relationships with them requires investigation because it holds vital value. Marketers need to invest time and funds to develop their systems, which will later lead to performance improvement to accomplish this methodological task. The advertising platform, along with all publishers, will start using this model. According to experts, all advertising methods must base their operations on pre-purchase consumer interest definitions during advertising sales. The demand applies to both the ad buyers and the purchasers of advertising space(Tu et al., 2018).

Brands need to identify who they are trying to reach if they want to reach them. Presented by (Ada et al., 2022). Their format also needs to be captivating if they want to hold the attention of their target demographic. Finally, marketers need to optimize their content so it has the most impact and is as effective as possible. The 3Rs, an acronym for "research, relevance, and engagement," are cornerstones of effective brand marketing.

Relevance is a crucial aspect that brands must uphold, ensuring their ability to effectively capitalize on the prevailing circumstances and user engagement within a given environment.

Recency - The utilization of up-to-date and current content is a key characteristic of Contextual Advertising. The algorithmic process is employed to tailor the messaging to generate an appeal.

Rigour - The element of rigor, characterized by a continuous drive, serves as an additional contributing factor to the success of contextual advertising endeavors.

4. Conclusion

Various technological innovations, including personal digital assistants (PDAs) and interactive television systems, provide many ways for organizations to contact customers instantly in virtual environments. Enterprises can explore numerous business prospects because of this development. Wireless devices allow customers to connect with the World Wide Web to access the Internet without consideration for their present location or their time of usage. Under the name CM and shortened version CM, the strategic approach delivers relevant informative content to customers according to their current situation at the exact moment they seek it. Building this strategy is essential to both interest new clients and keep current ones engaged. People demand data along with services that align with their precise needs and context-based presentations right at the time they make a purchase, since informational overload already exists in current markets.

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