

Abstract

The competitive marketing environment has changed as businesses increasingly use big data analytics (BDA), but there is limited theoretical understanding of how raw data translates into measurable marketing results. The paper introduces a five-stage process model showing how BDA data streams transform into sustainable marketing results through intelligence transformation as the mediating component. The model developed from Resource-Based View (RBV), Dynamic Capabilities Theory, and Data-Information-Knowledge-Wisdom (DIKW) hierarchy principles was used to conduct systematic literature synthesis through peer-reviewed sources between 2018 and 2024. It was created through structured literature synthesis, identifying 76 sources via PRISMA-based screening from Web of Science, Scopus, and Google Scholar. The model identifies intelligence transformation as the pivotal mediating stage at which the BDA-performance relationship is most decisively shaped. The study presents five research-based hypotheses that identify organizational absorptive capacity and data governance maturity as crucial factors that define the study's limits. The study results provide a step-by-step implementation guide and KPI framework to help marketing managers and chief data officers achieve their strategic and sustainable marketing goals through BDA investments, while the research presents a unified theoretical framework that shows how organized data sensing develops into sustained competitive advantage.