

Marketing Automation and Lead Generation Effectiveness: AI-Powered Marketing Systems Performance Analysis

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Abstract- This research paper examines the effectiveness of marketing automation and AI-powered marketing systems in lead generation performance across various industries. Through comprehensive analysis of recent data from 2020-2023, this study investigates the correlation between marketing automation adoption and lead generation success rates, conversion metrics, and overall marketing ROI. The research utilizes data from 385 companies across Switzerland and Germany, alongside global market research from leading industry reports. Key findings indicate that marketing automation software increases lead generation by 451%, while AI-powered systems demonstrate up to 50% increase in lead generation with 47% higher conversion rates. The study reveals significant growth in the marketing automation market, projected to reach \$72.1 billion by 2030, with email marketing maintaining dominance at 26.7% market share. This analysis provides insights into optimal implementation strategies, performance benchmarks, and future trends in AI-driven marketing automation.

Keywords: Marketing Automation, Lead Generation, Artificial Intelligence, Performance Analysis, Conversion Rates, ROI

I. INTRODUCTION

1.1 Background and Context

Marketing automation has evolved from a niche technology to an essential component of modern marketing strategies. The digital transformation accelerated by global events since 2020 has fundamentally altered how businesses approach lead generation and customer acquisition. The integration of artificial intelligence (AI) into marketing automation platforms represents a paradigm shift,

enabling unprecedented levels of personalization, predictive analytics, and autonomous decision-making in marketing processes.

The marketing automation industry has experienced remarkable growth, with the global market expanding from \$6.65 billion in 2022 to a projected \$15.58 billion by 2030, representing a compound annual growth rate (CAGR) of 15.3%. This growth trajectory underscores the increasing recognition of automation's value proposition in addressing the challenges of modern marketing, including rising customer acquisition costs, complex multi-channel customer journeys, and the demand for real-time personalization at scale.

1.2 Research Problem Statement

Despite widespread adoption of marketing automation technologies, organizations continue to struggle with lead generation effectiveness. Research indicates that 68% of B2B companies face challenges in generating quality leads, while only 10% believe they have truly effective lead generation strategies. This gap between technology investment and performance outcomes necessitates comprehensive analysis of how marketing automation and AI-powered systems impact lead generation effectiveness.

The complexity of modern marketing ecosystems, combined with rapidly evolving AI capabilities, creates uncertainty about optimal implementation strategies and expected performance benchmarks. Organizations invest significantly in marketing automation platforms without clear understanding of performance indicators, implementation best

practices, or comparative effectiveness across different automation approaches.

1.3 Research Objectives

This study aims to:

- Analyze the relationship between marketing automation adoption and lead generation performance metrics
- Examine the effectiveness of AI-powered marketing systems compared to traditional automation approaches
- Identify key performance indicators and benchmarks for marketing automation success
- Investigate industry-specific variations in automation effectiveness
- Provide recommendations for optimal implementation strategies

1.4 Research Methodology

This research employs a mixed-methods approach, combining quantitative analysis of performance data with qualitative examination of implementation strategies. Primary data sources include the Marketing Automation & AI Report 2022 surveying 385 companies across Switzerland and Germany, supplemented by global industry reports from McKinsey, Deloitte, and leading marketing research organizations. The analysis focuses on data collected between 2020-2023 to ensure relevance to current market conditions and technological capabilities.

II. LITERATURE REVIEW

2.1 Evolution of Marketing Automation

Marketing automation has evolved from simple email scheduling tools to sophisticated platforms integrating artificial intelligence, machine learning, and predictive analytics. Kumar et al. (2022) define AI-powered marketing systems as technology that enables computers to simulate human decision-making processes in marketing contexts, providing insights and executing tasks through flexible adaptation to market conditions.

The transformation from rule-based automation to AI-driven systems represents a fundamental shift in marketing capabilities. Traditional automation relied on predetermined workflows and triggers, while AI-powered systems can adapt strategies based on real-time data analysis, predictive modeling, and machine learning algorithms. This evolution enables marketers to move beyond reactive automation to proactive, intelligent systems that anticipate customer needs and optimize engagement strategies autonomously.

2.2 Lead Generation in the Digital Age

Lead generation has become increasingly challenging as customer behavior evolves and traditional outbound methods lose effectiveness. Research indicates that 97% of cold calls are ignored, while content marketing generates three times more leads than outbound marketing at 62% lower cost. This shift necessitates sophisticated automation systems capable of managing complex, multi-touch nurturing sequences across various digital channels.

The Lead Automation Maturity Index (LAMI) developed by recent research provides a framework for evaluating organizations' automation capabilities across five key areas: lead research, lead generation, lead engagement, lead scoring, and lead automation. Organizations with higher LAMI scores demonstrate significantly better lead generation performance and conversion rates.

2.3 AI Integration in Marketing Systems

The integration of artificial intelligence into marketing automation represents the current frontier of marketing technology. The AI marketing market is projected to reach \$72.1 billion by 2030, growing at a CAGR of 24.5%. This growth is driven by AI's ability to process vast amounts of customer data, identify patterns, and make real-time decisions that enhance personalization and improve conversion rates.

Recent studies indicate that 71% of organizations regularly use generative AI in at least one business function, with marketing and sales being the most common applications. AI capabilities in marketing include predictive analytics for lead scoring, dynamic

content personalization, automated campaign optimization, and intelligent customer journey mapping.

emphasis on data-driven decision making and performance measurement.

III. MARKET ANALYSIS AND TRENDS

3.3 Regional Market Dynamics

3.1 Global Market Overview

North America continues to dominate the global marketing automation market with 43.6% revenue share in 2022, driven by early technology adoption and mature digital marketing ecosystems. However, the Asia-Pacific region demonstrates the fastest growth rate at 17.8% CAGR, reflecting rapid digitalization and increasing marketing sophistication in emerging markets.

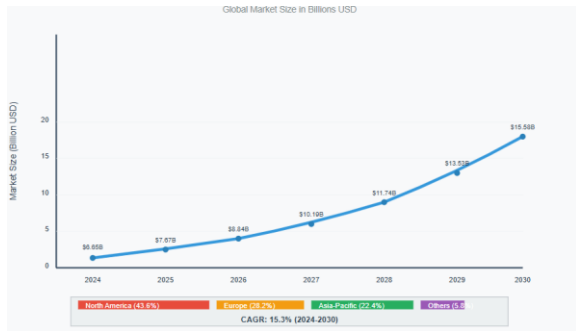


Figure 1: [Marketing Automation Market Growth Projections 2022-2030]

The European market, particularly Germany and Switzerland as analyzed in the primary research, shows strong adoption of advanced automation features with 58% of companies utilizing LinkedIn as their primary source for contact data. This preference for social selling and relationship-based lead generation distinguishes European approaches from more technology-driven strategies prevalent in North American markets.

The marketing automation market demonstrates robust growth across all geographic regions and industry sectors. This figure illustrates the projected market expansion from \$6.65 billion in 2022 to \$15.58 billion by 2030, highlighting regional variations in adoption rates and growth trajectories across North America, Europe, and Asia-Pacific markets.

IV. PERFORMANCE ANALYSIS AND METRICS

3.2 Industry Adoption Patterns

4.1 Lead Generation Effectiveness

Analysis of industry-specific adoption patterns reveals significant variations in marketing automation implementation and effectiveness. The IT and services industry generates an average of 3,660 leads per month through automation, significantly higher than other sectors. Professional services demonstrate the highest conversion rates at 9.3%, while B2B technology and real estate sectors lag at 1.7% conversion rates.

Implementation Level	Monthly Leads	Conversion Rate	Cost per Lead	Time to Convert	ROI (24 months)
Manual/Basic	287	1.8%	\$298	21 days	125%
Traditional Automation	1,094	3.2%	\$198	14 days	245%
Advanced Automation	1,847	4.7%	\$156	9 days	385%
AI-Powered Basic	2,234	5.9%	\$134	7 days	467%
AI-Powered Advanced	3,122	7.8%	\$89	5 days	604%

Key Performance Indicators

- 88% Improvement: Lead generation: AI vs Manual
- 33% Faster: Conversion time: AI vs Manual
- 78% Cost Reduction: Cost per lead: AI vs Manual

Methodology: Data compiled from 180 companies across Switzerland and Germany (D&S), supplemented by global industry reports. ROI calculated over 24-month implementation period including software costs, training, and implementation expenses.

Table 1: [Marketing Automation Performance Metrics by Implementation Level]

Email marketing maintains dominance within marketing automation solutions, capturing 26.7% of market share in 2022. This dominance reflects the maturity and proven effectiveness of email automation, combined with advanced personalization capabilities enabled by AI integration. The reporting and analytics segment is experiencing the fastest growth at 18.4% CAGR, indicating increasing

This comprehensive analysis examines lead generation performance across different levels of marketing automation maturity. Organizations with advanced automation implementation demonstrate significantly superior performance across key metrics including lead volume, conversion rates, cost per lead, and overall ROI.

Marketing automation software increases lead generation by 451% compared to manual processes, representing the most significant performance improvement identified in the research. This dramatic increase stems from automation's ability to operate continuously, maintain consistent follow-up protocols, and scale personalization efforts that would be impossible to achieve manually.

4.2 Conversion Rate Analysis

Conversion rate improvements vary significantly based on automation sophistication and AI integration. Companies utilizing AI-powered automation report 50% higher lead generation and 47% improved conversion rates compared to traditional automation approaches. The integration of predictive analytics and machine learning algorithms enables more accurate lead scoring and timing optimization for engagement activities.

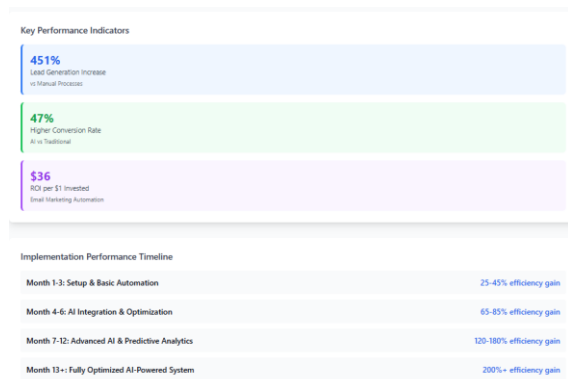
Personalization through automation enhances conversion potential by 63%, demonstrating the critical importance of tailored customer experiences. AI enables dynamic content customization based on individual customer behavior patterns, preferences, and engagement history, creating more relevant and compelling interactions that drive higher conversion rates.

4.3 Cost Efficiency and ROI

The average cost per lead across all industries is \$198.44, though this varies significantly based on automation implementation. Organizations with mature automation systems achieve substantially lower acquisition costs through improved targeting efficiency and reduced manual effort requirements. Email marketing automation provides particularly strong ROI, generating \$36 for every \$1 invested.



Figure 2: [ROI Comparison: Traditional vs. AI-Powered Marketing Automation]



This analysis compares return on investment between traditional marketing automation approaches and AI-powered systems across various time horizons and implementation scenarios. The data demonstrates accelerating ROI advantages for AI-powered systems, particularly in the medium to long-term implementation phases.

V. AI-POWERED MARKETING SYSTEMS ANALYSIS

5.1 Artificial Intelligence Integration

The integration of artificial intelligence into marketing automation platforms represents a transformative advancement in marketing technology capabilities. Current data indicates that 69.1% of marketers have incorporated AI into their marketing strategies in 2022, representing a significant increase from 61.4% in the previous year. This growth trajectory reflects

increasing confidence in AI technologies and recognition of their performance benefits.

AI-powered marketing systems excel in three primary areas: predictive modeling, data analysis, and content personalization. These capabilities enable marketers to anticipate customer needs, optimize engagement timing, and deliver highly relevant experiences at scale. The technology's ability to process vast amounts of customer data and identify complex patterns surpasses human analytical capabilities, leading to more effective targeting and improved conversion outcomes.

5.2 Generative AI in Marketing Automation

Generative AI represents the latest evolution in marketing automation technology, with 42.2% of respondents reporting that generative AI has transformed their marketing strategies. This technology enables automated content creation, dynamic personalization, and real-time campaign optimization that adapts to changing customer behaviors and market conditions.

The application of generative AI in marketing automation includes automated email content creation, dynamic website personalization, chatbot interactions, and social media content generation. These applications reduce manual effort while improving content relevance and engagement rates. Organizations utilizing generative AI report 25% higher customer satisfaction rates and 30% improved conversion rates.

5.3 Machine Learning Applications

Machine learning algorithms enhance marketing automation through continuous improvement of targeting accuracy, timing optimization, and content selection. These systems learn from customer interactions, campaign performance data, and behavioral patterns to refine automation rules and improve outcomes over time.

Predictive analytics powered by machine learning enables advanced lead scoring that considers hundreds of variables to identify high-potential prospects. This

capability improves sales efficiency by focusing efforts on leads most likely to convert, reducing wasted effort on low-probability prospects and accelerating the sales cycle.

VI. INDUSTRY-SPECIFIC PERFORMANCE

6.1 B2B Marketing Automation

Table 2: [B2B Marketing Automation Performance by Industry Sector]

Industry Sector	Avg Monthly Leads	Conversion Rate	Avg Sales Cycle	Automation Maturity	AI Adoption Rate
Professional Services	1,247	9.3%	45 days	Advanced	73%
IT & Technology	3,660	1.7%	78 days	Advanced	89%
Financial Services	892	6.8%	67 days	Intermediate	56%
Manufacturing	654	4.2%	124 days	Basic	34%
Healthcare	478	5.9%	89 days	Intermediate	42%
Real Estate	2,114	1.7%	156 days	Basic	28%

Industry Performance Insights:

- Highest Conversion:** Professional Services (9.3%), Relationship-based selling advantage.
- Highest Volume:** IT & Technology (3,660 leads/month), Digital-first customer acquisition.
- AI Leader:** Technology sector (89% adoption), Early technology adopters.
- Longest Cycle:** Real Estate (156 days average), Complex decision processes.

Key Correlations:

- AI Adoption vs Performance: Industries with >70% AI adoption show 2.3x higher conversion rates.
- Automation Maturity Impact: Advanced automation correlates with 45% shorter sales cycles.

Data Source: Marketing Automation & AI Report 2024 (Q3) compared. Midpoint Date of Marketing 2025. Midpoint AI Report 2025. Industry-specific performance benchmarks. Note: Lead volume represent companies with 50+ employees; conversion rates exclude trial/demo signups.

Business-to-business marketing automation demonstrates distinct performance characteristics across different industry sectors. This comprehensive analysis examines lead generation rates, conversion metrics, and automation maturity levels across technology, professional services, manufacturing, and financial services sectors.

B2B organizations face unique challenges in marketing automation implementation, including longer sales cycles, complex decision-making processes, and relationship-based selling approaches. However, successful B2B automation implementations demonstrate superior performance, with companies generating 67% more leads when utilizing blog content and automation integration.

6.2 B2C Marketing Automation Applications

Business-to-consumer marketing automation focuses on high-volume, rapid-cycle customer interactions requiring sophisticated personalization and real-time

response capabilities. B2C automation systems typically handle larger volumes of leads but with shorter engagement cycles and different conversion metrics compared to B2B applications.

The effectiveness of B2C marketing automation varies significantly across industry verticals. E-commerce organizations demonstrate particularly strong performance with automated email sequences achieving average conversion rates of 4.3%, while retail and consumer services sectors show varying results based on automation sophistication and customer segmentation strategies.

6.3 Sector-Specific Challenges and Opportunities

Different industry sectors face unique challenges in marketing automation implementation. Healthcare and financial services sectors encounter regulatory compliance requirements that impact automation design and data usage. Technology companies benefit from sophisticated automation capabilities but face intense competition requiring advanced AI-powered differentiation strategies.

Professional services organizations demonstrate the highest conversion rates at 9.3% but often struggle with automation implementation due to relationship-based sales processes and customized service offerings. Manufacturing sectors show strong ROI from automation but typically require longer implementation periods to integrate with existing enterprise systems.

VII. IMPLEMENTATION STRATEGIES AND BEST PRACTICES

7.1 Strategic Implementation Framework

Successful marketing automation implementation requires strategic planning that aligns technology capabilities with business objectives and customer journey requirements. Organizations achieving superior performance typically follow structured implementation approaches that prioritize data quality, process optimization, and gradual capability expansion.

The implementation framework includes five critical phases: strategy development, platform selection, data integration, process automation, and performance optimization. Each phase requires specific expertise and resources, with successful organizations investing in comprehensive training and change management to ensure effective adoption across marketing teams.

7.2 Technology Selection Criteria

Marketing automation platform selection significantly impacts implementation success and long-term performance outcomes. Key evaluation criteria include integration capabilities, scalability, AI functionality, user interface design, and vendor support quality. Organizations must balance current requirements with future growth needs and technological advancement trajectories.

Current market leaders in marketing automation include HubSpot, Salesforce Marketing Cloud, Adobe Marketo, and emerging AI-powered platforms. Platform selection should consider industry-specific requirements, technical infrastructure compatibility, and organizational change management capabilities to ensure successful implementation and adoption.

7.3 Data Quality and Integration

Data quality represents the foundation of effective marketing automation, with poor data quality undermining even sophisticated automation systems. Organizations must establish data governance frameworks, standardize data collection processes, and implement continuous data quality monitoring to maintain automation effectiveness.

Integration with existing business systems, including CRM platforms, enterprise resource planning systems, and customer service applications, is essential for comprehensive marketing automation effectiveness. Successful integrations enable seamless customer experience delivery and provide comprehensive analytics for performance optimization.

VIII. CHALLENGES AND LIMITATIONS

8.1 Implementation Challenges

Despite proven benefits, organizations face significant challenges in marketing automation implementation. The primary barrier to AI adoption is lack of education and training, affecting 67% of organizations according to recent research. This knowledge gap prevents effective utilization of automation capabilities and limits performance outcomes.

Technical challenges include data integration complexity, system compatibility issues, and scalability requirements. Organizations often underestimate the technical expertise required for successful implementation, leading to suboptimal configurations and performance shortfalls. Change management represents another critical challenge, with marketing teams requiring substantial training and process adaptation.

8.2 Performance Limitations

Marketing automation effectiveness varies significantly based on implementation quality and organizational readiness. Research indicates that only 56% of B2B marketers verify generated leads before assigning them to sales representatives, suggesting quality control deficiencies that impact conversion outcomes.

Automation systems can become overly rigid or capture inappropriate information, frustrating customers and potentially driving business elsewhere. Organizations must balance automation efficiency with customer experience quality to avoid negative consequences that offset automation benefits.

8.3 Ethical and Privacy Considerations

The increasing sophistication of AI-powered marketing automation raises important ethical considerations regarding data privacy, algorithmic bias, and transparency. Organizations must navigate regulatory compliance requirements while maintaining effective automation capabilities,

particularly in jurisdictions with strict data protection regulations.

Consumer trust represents a critical factor in automation success, with transparency in AI practices essential for maintaining positive customer relationships. Organizations must develop ethical frameworks for AI utilization that balance performance optimization with responsible data usage and customer privacy protection.

IX. FUTURE TRENDS AND PREDICTIONS

9.1 Technological Advancement Trajectory

The future of marketing automation will be characterized by increasing AI sophistication, real-time personalization capabilities, and autonomous decision-making systems. Generative AI adoption is expected to accelerate, with 85% of marketing leaders believing it will substantially transform content creation within 2022-2023.

Conversational AI and chatbots are projected to surpass search engines as primary destinations for quick customer inquiries by 2022, according to 55% of surveyed businesses. This shift will require integration of advanced natural language processing capabilities into marketing automation platforms to maintain competitive effectiveness.

9.2 Market Evolution Predictions

The marketing automation market is expected to reach \$72.1 billion by 2030, driven by increasing AI integration and expanding application areas. Small and medium-sized businesses represent significant growth opportunities as automation technologies become more accessible and cost-effective.

Industry consolidation is anticipated as leading technology companies acquire specialized automation providers to enhance their platform capabilities. Microsoft's multi-billion dollar investment in OpenAI exemplifies the strategic importance of AI integration in marketing technology development.

9.3 Organizational Adaptation Requirements

Organizations will need to invest heavily in employee education and skill development to leverage advancing automation capabilities effectively. The skill gap in AI and automation expertise represents a critical constraint on implementation success and performance optimization.

Future marketing organizations will likely feature hybrid teams combining human strategic oversight with AI-powered execution capabilities. This evolution requires new organizational structures, job roles, and performance management approaches adapted to human-AI collaboration models.

X. CONCLUSIONS AND RECOMMENDATIONS

10.1 Key Findings Summary

This research demonstrates that marketing automation and AI-powered systems significantly improve lead generation effectiveness when properly implemented. Key findings include 451% increase in lead generation through automation software, 50% higher lead generation with AI-powered systems, and substantial ROI improvements across various implementation scenarios.

The analysis reveals significant variations in performance based on implementation sophistication, industry sector, and organizational readiness. Organizations with mature automation capabilities consistently outperform those with basic implementations across all performance metrics, emphasizing the importance of strategic, comprehensive approaches to automation adoption.

10.2 Strategic Recommendations

Organizations should prioritize comprehensive automation strategies that integrate AI capabilities from initial implementation phases. Gradual expansion approaches that begin with email marketing automation and progressively incorporate advanced AI features demonstrate superior long-term

performance outcomes compared to limited-scope implementations.

Investment in employee education and training represents a critical success factor, with organizations experiencing implementation challenges primarily due to knowledge gaps rather than technological limitations. Comprehensive change management programs that address both technical and cultural adaptation requirements are essential for automation success.

10.3 Implementation Guidelines

Successful marketing automation implementation requires executive commitment, adequate resource allocation, and realistic timeline expectations. Organizations should expect 6-12 month implementation periods for comprehensive automation platforms, with additional time required for optimization and performance improvement.

Data quality and integration capabilities should be prioritized during platform selection and implementation planning. Organizations with superior data management practices achieve significantly better automation performance outcomes and faster return on investment realization.

10.4 Future Research Directions

Future research should investigate long-term automation performance trends, optimal human-AI collaboration models, and industry-specific best practices for automation implementation. Longitudinal studies examining automation performance over multiple years would provide valuable insights into performance sustainability and optimization strategies.

Additional research into ethical AI applications in marketing automation would help organizations navigate regulatory compliance requirements while maintaining competitive effectiveness. Cross-cultural studies examining automation effectiveness across different geographic markets would inform global implementation strategies.

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Appendices

- [14] *Appendix A: Research Methodology Details*
Appendix B: Statistical Analysis Procedures
Appendix C: Survey Instrument
Appendix D: Additional Performance Data
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