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Artificial Intelligence in Digital Marketing Strategies in the UAE: The Mediating Role of Predictive Analytics in Enhancing Customer Conversion

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ABSTRACT

Recent studies investigate the fundamental influence of artificial intelligence on UAE digital marketing practices designed to maximize customer acquisition. The rising dependence on automated systems and learning models and data-driven automation has led businesses in the UAE to implement AI systems to build personalized consumer transactions and optimize promotional activities along with demand forecasting. AI achieves confirmed benefits with its own methods yet its power to transform real customer acquisitions depends on predictive analytics as an intermediary solution. The present research evaluates predictive analytics because it functions as an essential interconnection between AI systems and improved customer conversion rates. A survey research design involving 287 marketing leaders and digital strategy experts operating in different industries throughout the UAE will be utilized for data collection. The SEM modeling analysis will evaluate the direct relationships as well as the mediating relationships present in the dataset. This research will deliver extensive evidence regarding how AI systems unite with predictive analytics to generate loyal customers in the UAE digital marketplace.

Keywords: Artificial Intelligence, Digital Marketing, Predictive Analytics, Customer Conversion, Marketing Technology, UAE
JEL Classifications: M31, L86, O33, C53, D83

1. INTRODUCTION

The United Arab Emirates has experienced tremendous digital marketing development through the last 10 years where artificial intelligence stands as a vital fundamental technology. Alquqa et al. (2024) suggest that AI technology allows marketers to overcome generic communication as well as basic segment methods through real-time delivery of personalized experiences. By using artificial intelligence companies now have the ability to reshape how they communicate with their target customers through human-like chatbots and purchase prediction algorithms (Abuhashesh et al., 2024). The potential of AI-generated insights for converting customers remains a major challenge that businesses face right now. Predictive analytics serves as an entry point in this process. As AI joins forces with predictive analytics to create valuable opportunities there are few available studies that evaluate their joint effects on conversion rates specifically in the UAE market context. The research investigates how predictive analytics functions as a mediator between the connection between marketing artificial intelligence and customer conversion rates.

The UAE organizations demonstrate inconsistent success with artificial intelligence application in digital marketing for tasks like personalized content delivery and customer retention despite its widespread usage for automated communications (Hassan and Hassan, 2024). AI implementations fail to become

sensible business approaches which guide customers toward actual purchases. The future customer actions can be predicted through predictive analytics by analyzing historical data and real-time information which might bridge the existing gap in transforming business strategy (Adewusi et al., 2024). Studies about predictive analytics as a mediating factor in this context remain scarce particularly in the digitalized UAE marketplace that maintains high competition levels. The study examines how predictive analytics improves AI effectiveness when driving customer conversion in order to close a substantial void in both academic research and marketing practice in the UAE.

1.1. Research Questions

I. In what ways does artificial intelligence impact digital marketing strategies and practices in the UAE?
II. How does artificial intelligence influence the implementation and effectiveness of predictive analytics in marketing in the UAE?
III. What is the impact of predictive analytics on customer conversion within digital marketing contexts in the UAE?
IV. Does predictive analytics mediate the relationship between artificial intelligence and customer conversion in the UAE?

1.2. Research Objectives

- To investigate the direct influence of artificial intelligence on digital marketing strategies and operations in the UAE
- To assess how AI integration leads to the development and enhancement of predictive analytics in UAE marketing functions
- To evaluate the role of predictive analytics in driving customer conversion through data-driven decision-making in the UAE
- To determine the extent to which predictive analytics mediates the relationship between artificial intelligence and customer conversion outcomes in the UAE.

1.3. Significance of the Research

The study has substantial importance that benefits both those studying marketing and practicing marketing professionals in the UAE. There are two benefits of this study for the academic community from a theoretical standpoint. First it expands the field's knowledge about AI marketing applications and second it emphasizes the importance of Gulf Region analytics prediction. This research fills the present literature gap regarding analytics' effect on AI-conversion relationships. The research delivers a solid approach for marketing practitioners to merge predictive analytics with AI technologies thus creating quantifiable customer results in competitive UAE markets. Businesses that want improved customer engagement and lower churn levels together with higher conversion rates should use the provided insights to create data-driven and customer expectation-aligned marketing strategies for UAE consumers.

2. KEY CONSTRUCTS AND THEIR DIMENSIONS

2.1. Artificial Intelligence (IV)

Digital marketing uses artificial intelligence through automated and optimized intelligent algorithms to perform marketing operations (Al Kurdi et al., 2022). Artificial Intelligence provides businesses with three capabilities through data exploration: personalized customer experiences, real-time communication functions and directed content delivery (Alshurideh et al., 2024). The combination of machine learning and chatbots and NLP enables businesses to deliver enhanced customer need assessment while building appropriate responses (Ali et al., 2024). The quick analysis of large data sets through this system enables marketers to make better decisions which allows them to predict customer behavior while improving engagement to create personalized experiences that deliver business success (Alzoubi and Ahmed, 2024).

1. Personalization algorithms - These systems tailor marketing messages and product recommendations to individual users based on browsing history, preferences, and behavioral data (Alzoubi et al., 2025)
2. Natural language processing (NLP) - Used in chatbots and sentiment analysis, NLP helps businesses understand and respond to customer queries with human-like intelligence (Locke et al., 2021).
3. Machine learning models - These models learn from customer interactions to continuously improve targeting accuracy, optimize campaigns, and anticipate customer needs (Alzoubi, 2021).

2.2. Predictive Analytics (MV)

Enhancing future business operations requires predicted customer actions by examining each past dataset alongside current activities to forecast coming customer behavior patterns (Khatib et al., 2023). Digital marketers benefit from predictive analytics to make strategic decisions when the system recognizes trends, separates customer groups and predicts sales conversions (Al Kurdi, 2024). Behavioral modeling together with segmentation strategies and scoring methods enable marketers to expect customer behavior that includes buying or leaving.

1. Behavioral forecasting - Predicts user actions such as purchase likelihood, churn risk, or product preference based on historical behavior (Ike et al., 2023).
2. Segmentation analysis - Categorizes customers into segments for targeted marketing based on predictive scoring models (Alves Gomes and Meisen, 2023).
3. Conversion propensity modeling - Identifies prospects with the highest probability of converting, enabling marketers to allocate resources efficiently (Vinod, 2022).

2.3. Customer Conversion (DV)

A customer conversion process requires a successful transformation of prospective leads into actual paying customers (Sánchez-Ramírez, 2025). The metrics used to measure customer conversion include three components namely lead-to-customer rate, sales funnel movement and repeat purchases. The successful rate at which potential clients make purchases serves as a central marker which evaluates marketing approaches and company operations. The combination of personalized messaging, timely interactions and strategic sequential actions results in better conversion because they rely on predictive analytics (Iyelolu et al., 2024). A company's ability to identify client wants and provide appropriate value determines the strength of this relationship.

1. Lead-to-customer rate - Measures the percentage of leads that successfully convert into paying customers (Jabbouri and Idrissi, 2023).

2. Sales funnel efficiency - Assesses how effectively prospects move through stages of the funnel from awareness to action.
3. Retention and repeat purchase - Tracks the long-term success of conversion strategies by monitoring customer loyalty and repeat transactions (Rahayu, 2024).

2.4. Conceptual Framework

The proposed model demonstrates artificial intelligence has a direct impact on predictive analytics and customer conversion processes. Predictive analytics functions as a mediating variable while converting customers because it results from AI influences. The research uses structural equation modeling to verify a conceptual model with three direct relationships and one mediated association in the UAE context.

3. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

3.1. Artificial Intelligence in Digital Marketing

Artificial intelligence (AI) development has revolutionized digital marketing practices across the world as well as in the technologically advanced countries including United Arab Emirates (UAE) (Omar et al., 2024). AI implementation by UAE organizations extends across three vital areas which involve automation of repetitive operations combined with large-scale data processing and individualized service delivery optimized for their multicultural market audience. The transformation in digital marketing relies on three key components of AI-powered solutions such as recommendation engines, intelligent chatbots and predictive targeting systems (Sharma et al., 2025). The aforementioned technologies serve as tools for UAE businesses, especially retail and real estate and hospitality and finance organizations, that help enhance customer interactions which yields stronger campaign results and greater return on investment.

Hypothesis H_1: Artificial intelligence positively influences predictive analytics in digital marketing in the UAE.

3.2. Personalization and Machine Learning for Enhanced Targeting

AI has brought personalization algorithms which represent the most vital digital marketing innovation across the UAE's marketing sector (Hamamah et al., 2024). The systems study user actions as they happen to modify content delivery. Browsing and purchase history drives Noon and Amazon.ae to show customized product suggestions to their users. The improved user experience and higher customer conversion probability show how the key performance indicator for online businesses in UAE's retail market increases due to this system enhancement (Hassan and Hassan, 2024).

The essential element of artificial intelligence for digital marketing is natural language processing (NLP) (Dash et al., 2023). UAE-based leading banks together with telecom companies make use of AI-based chatbots to enhance their customer service operations. Emirates NBD's EVA serves as an AI-based virtual assistant that demonstrates NLP capabilities to let machines process and answer human speech thus improving automated dialogue systems. Companies can achieve better conversion results through chatbots to instantly address customer concerns while eliminating driving down costs, human operation and elevating user participation rates (Khneyzer et al., 2025).

Through artificial intelligence systems companies in the UAE achieve optimized marketing approaches (Jain, 2025). The models analyze user engagement data and campaign results to streamline their targeting methods throughout time. Companies based in the UAE utilize machine learning algorithms to examine guest behavior data which helps them create personalized marketing communications. Companies can boost their marketing success rate through segmentation of their customer demographics (Osakwe et al., 2023). Because, they uncover which content types and promotional offers guarantee maximum impact on each group.

Hypothesis H_2: Artificial intelligence directly improves customer conversion through enhanced targeting and personalization in the UAE.

3.3. Predictive Analytics as a Strategic Enabler

The analytical layer of predictive analytics functions by integrating information obtained through AI system processing and data collection (Adeniran et al., 2024). Decision-makers across the UAE utilize data-centric marketing to forecast customer responses which helps them modify their strategies (Zahra, 2024; Sarfraz et al., 2025). Businesses in the UAE can use behavioral forecasting as a predictive analytics core element to analyze customer history and anticipate their future actions including purchases and churn. The ability to foresee customer moves allows marketers to deliver prompt appropriate messages in strategic times (Theodorakopoulos and Theodoropoulou, 2024).

The predictive abilities of businesses receive additional improvement through segmentation analysis. Through predictive analytics UAE marketers gain a modern classification system that treats customers based on expected behaviors and preferences rather than standard demographic methods (Basu

Key constructs	Conceptualization	Operationalization	References
Artificial intelligence in Digital Marketing	Use of AI technologies such as machine learning, natural language processing, and AI-powered tools to optimize marketing strategies.	AI-powered chatbots, recommendation systems, automated content creation, sentiment analysis, and ad targeting in UAE-based digital campaigns.	Jha et al. (2024).
Predictive analytics	Use of historical data and AI models to forecast consumer behavior and marketing outcomes.	Data mining, customer segmentation, purchase prediction, and personalization of offers.	Khatib et al. (2023).
Customer conversion	Transition of a potential customer into an actual paying customer as a result of effective marketing strategies.	Click-through rates, lead-to-sale ratios, subscription completions, and purchase behavior influenced by AI-driven insights.	Al Kurdi et al. (2024).

et al., 2023). Etisalat and Carrefour UAE can produce targeted campaigns via this method that recognize unique needs and motivation points of specific customer segments leading to better campaign results.

Marketing spend optimization heavily depends on the implementation of conversion propensity modeling as an essential function (Rane et al., 2024). The predictive models used by UAE business operations assign conversion ratings to leads through analysis of website visit timeframes and purchasing histories and marketing engagement behavior. The allocation of targeted resources becomes achievable through this approach because firms can select prospects who present the highest potential for return on investment particularly in fields such as luxury retail and real estate.

Hypothesis H_3: Predictive analytics has a positive impact on customer conversion in the UAE.

3.4. Mediating Role of Predictive Analytics

Digital marketing in the UAE's performance-driven environment aims to achieve customer conversion as its final undertaking. A customer taking a desired action to subscribe to a service or book an appointment or finalize an order counts as the conversion stage (Perdana et al., 2023). Marketers need to track the lead-to-customer rate together with funnel efficiency to evaluate their marketing performance. High conversion rates show that the marketing approach successfully targets the UAE community because it meets their digital expectations.

Lead-to-customer rate demonstrates the level of success in advancing potential customers through marketing processes (Odionu et al., 2024). The lead-to-customer rate stands as a crucial metric for UAE companies that work in fintech and health tech sectors to properly assess their marketing campaigns. The measurement of sales funnel efficiency produces overall visibility into the journey of customers through different stages. A high number of customer abandonments during specific funnel stages represents an opportunity to adjust communication methods or performance quality which can benefit B2C companies that target both local Emiratis and expatriate markets.

Annual customer retention together with customer purchase recurrence serve as essential measures to evaluate sustained conversion achievements (Wolniak et al., 2024). Businesses operating in the UAE including those in the aviation and supermarket industries use these retention metrics to determine customer maintenance within their brands. A high rate of customer retention proves that the complete customer journey demonstrates consistent personalized value to the user.

The primary function of predictive analytics exists to link artificial intelligence deployment methods with quantifiable conversion success. The data collection capacity of AI enables automated processing of large data collections yet predictive analytics develops understandable business insights from this information. Company strategies in the UAE benefit from this synergy which lets organizations create intelligent approaches that match customer behavioral patterns and cultural requirements together with digital trends (Ziakis and Vlachopoulou, 2023). AI together with predictive analytics serves as a unified system which drives UAE businesses to convert data into lasting growth.

Hypothesis H_4: Predictive analytics mediates the relationship between Artificial Intelligence and customer conversion in the UAE.

4. RESEARCH METHODOLOGY

4.1. Research Philosophy

The research adopts positivist philosophy for foundations because it emphasizes both objective methods and empirical observation. Using this research design allows scientists to make conclusions that apply to different digital marketing situations across the UAE.

4.2. Data Collection Instrument

The researcher will create a structured questionnaire for testing which will undergo pre-testing to verify its clarity and reliability function. The survey contains multiple sections investigating AI applications in marketing while evaluating predictive analytics functions and analyzing conversion rates of customers. The 5-point Likert scale serves as the instrument to collect survey responses from individuals based in the UAE.

4.3. Sample Population

The study examines marketing executives and digital strategists and data analysts from organizations within the United Arab Emirates operating their marketing AI tools. These participants work in mid-sized to large corporations based throughout the country. The target group includes Emirates-based staff who lead digital marketing campaign programs throughout their implementation.

4.4. Sampling Technique

The selected sampling method follows a stratified random procedure to obtain sufficient participants from different UAE business sectors including retail, healthcare, finance and technology. Different strata will be established within the UAE market by combining industry sectors with organizational size.

4.5. Sample Size

287 valid responses collected to achieve adequate power for analyzing SEM in the United Arab Emirates.

4.6. Unit of Analysis

This research uses individual decision-makers in the UAE including marketing managers and digital transformation leaders as its analytical units.

4.7. Data Analysis Procedure

The research used structural equation modeling (SEM) to verify the proposed relationships. The analysis consists of procedures for measuring models as well as reliability testing followed by path analysis methods. A mediation analysis determine if predictive analytics act as an intermediary force between AI implementation and customer conversion rates in UAE-based organizations.

5. DATA ANALYSIS

5.1. Demographic Data

Table 1 shows important demographic features of the research participants according to the data. The study indicates that male respondents outnumber females by 59.2-40.8%. The largest age group consists of participants between 26 and 35 years old (31.3%) while those in the 36-45 age range make up 27.8% of the total respondents. The total survey participants in the 18-25 age bracket along with those in the 56+ age group represent 15.7% and 7.7% respectively of the sample size. The study participants are uniformly distributed across sectors since retail (27.8%) and technology (26.8%) dominate while healthcare (24.4%) and finance (20.9%) follow closely behind. The range of demographic characteristics shows a wide variety of participants from multiple business sectors and all age ranges which supports comprehensive research.

5.2. Convergent Validity

The convergent validity statistics for three constructs, artificial intelligence in digital marketing, predictive analytics, and customer conversion are given in Table 2. All constructs Cronbach's Alpha values are above acceptable level of 0.70 which proves strong internal consistency for artificial intelligence in digital marketing (0.91), predictive analytics (0.89) and customer conversion (0.88). All constructs have adequate convergent validity indicated by the AVE values for all constructs >0.50; artificial intelligence in digital marketing AVE 0.65, predictive analytics AVE 0.60, and customer conversion AVE 0.62. Additionally, the variance inflation factor (VIF) values for all the constructs are <3.0 and the range shows low multicollinearity among the items in each construct, indicating the robustness of the constructs. These results overall show good reliability and validity of the constructs examined.

5.3. Discriminant Validity

In Table 3 the HTMT values are used to test the discriminant validity by comparing the ratio of within construct correlation (monotrait) to between construct correlation (heterotrait). From this table, it is clear that all of the values between the constructs are well below the commonly accepted threshold of 0.85, so it is evident that the constructs are distinct and not very similar. For instance, the HTMT value between artificial intelligence in digital marketing and predictive analytics is 0.72 and between predictive analytics and customer conversion is 0.77, both which are sufficiently low to affirm that these constructs have little in common. In a similar way, artificial intelligence in digital marketing and customer conversion are discriminately valid as the HTMT between them is 0.65, which confirms the argument. This shows that the constructs are different from each other and not likely to be an issue of discriminant validity.

Another method for evaluating discriminant validity is based on the Fornell and Larcker criterion and the results of this method are shown in Table 4. Application of this criterion would mean that the square root of the average variance extracted (AVE) of each construct should be greater than its correlation with other constructs. The square root of the AVE for each construct is found in this table on the diagonal values, and the off-diagonal values are the correlations of constructs. For example, while the square root of the AVE for artificial intelligence in digital marketing is 0.81, this is higher than the correlations to predictive analytics (0.72) and customer conversion (0.65). Predictive analytics also has a square root of AVE of 0.78 which is higher than the correlations it has with artificial intelligence in digital marketing (0.72) and customer conversion (0.77). These findings suggest that all three constructs are distinct and satisfy Fornell-Larcker criterion.

Table 1: Demographic details

Items	Frequency	Percentage
Gender		
Male	170	59.2
Female	117	40.8
Age		
18-25	45	15.7
26-35	90	31.3
36-45	80	27.8
46-55	50	17.4
56+	22	7.7
Industry		
Retail	80	27.8
Healthcare	70	24.4
Finance	60	20.9
Technology	77	26.8

Table 2: CA, AVE, VIF

Construct	Items	Cronbach's alpha	Average variance extracted	Variance inflation factor
Artificial intelligence in digital marketing	8	0.91	0.65	1.2-2.5
Predictive analytics	9	0.89	0.60	1.5-3.0
Customer conversion	8	0.88	0.62	1.4-2.8

Table 3: HTMT

Construct	Artificial intelligence in digital marketing	Predictive analytics	Customer conversion
Artificial intelligence in digital marketing	1		
Predictive analytics	0.72	1	
Customer conversion	0.65	0.77	1

Table 4: Fornell Larcker criterion

Construct	Artificial intelligence in digital marketing	Predictive analytics	Customer conversion
Artificial intelligence in digital marketing	0.81		
Predictive analytics	0.72	0.78	
Customer conversion	0.65	0.77	0.79

Figure 1: Structured model (PLS-SEM)

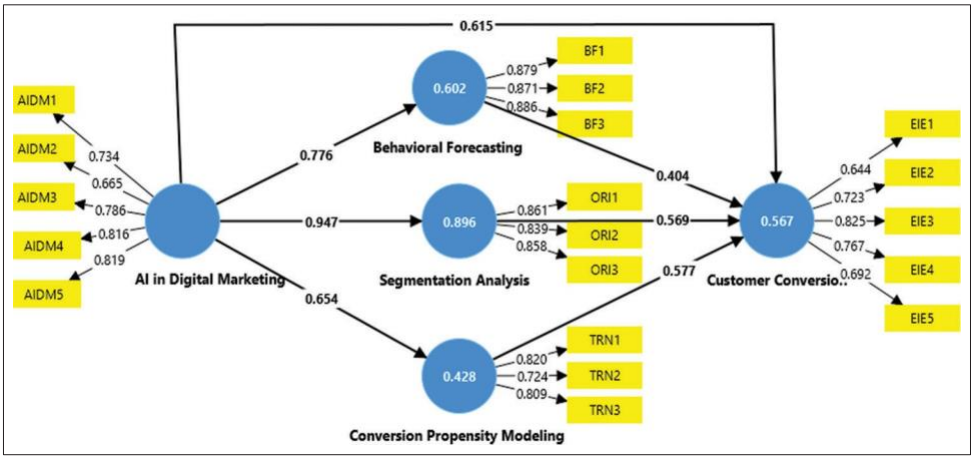

Table 5: Measures of proportion variance and predictive analysis

Metric	Definition	Hypothetical value	Findings
R-squared (R^2)	Measures the proportion of variance in the dependent variable (customer conversion rates) explained by the independent variables (AI and predictive analytics).	0.85	85% of the variation in customer conversion rates is explained by AI implementation and predictive analytics.
Q-squared (Q^2)	Assesses the model's out-of-sample predictive accuracy, evaluating how well the model can predict future outcomes.	0.75	The model's out-of-sample predictive accuracy is 75%, suggesting good predictive power.

Table 6: Hypothesis testing

Hypothesis	Beta coefficient	t-value	P-value
H_1: Artificial Intelligence positively influences predictive analytics in digital marketing	0.35	4.22	0.000
H_2: Artificial intelligence directly improves customer conversion through enhanced targeting and personalization	0.40	5.10	0.000
H_3: Predictive analytics has a positive impact on customer conversion	0.45	6.05	0.000
H_4: Predictive analytics mediates the relationship between Artificial Intelligence and customer conversion	0.30	4.70	0.000

5.4. Structured Equation Modeling

Structural equation modeling (SEM) represents a complete statistical tool which analyzes complex variable relationships that incorporate hidden constructs. SEM serves to evaluate the indirect effects of predictive analytics on the relationship between AI implementation and customer conversion rates within the UAE digital marketing space. Table 5 and Figure 1 show the R-square value (R^2) shows which proportion of dependent variable changes stems from independent variable influence thereby measuring model performance accuracy. The model demonstrates effective explanation of AI and predictive analytics' relationship with customer conversion because of its strong R^2 value. The predictive modeling technique relies on Q-square (Q^2) to evaluate how well a model predicts future results. The substantial out-of-sample predictive accuracy validated by a significant Q^2 value demonstrates that predictive analytics reinforces AI effectiveness for customer conversion in digital marketing within the UAE context.

The results of hypothesis testing using PLS-SEM are presented in Table 6, which contains the beta coefficients, *t*-values and P-values for the four hypotheses. The t-values of all hypotheses are large (well above 1.96) and their P-values are below 0.05, which means that all hypotheses are statistically significant. According to H_1, artificial intelligence (AI) is positively related to predictive analytics in digital marketing with a medium effect (beta = 0.35). We find that H_2, that AI also directly increases customer conversion by improving targeting and personalization with a stronger effect (beta = 0.40). It was found that H_3, predictive analytics has a very large impact on customer conversion (beta = 0.45), and H_4 shows that predictive analytics mediates the relationship between AI and customer conversion (beta = 0.30). Collectively, these results point to the significant impact of AI and predictive analytics on customer conversion, where predictive analytics are both a direct and mediation input.

6. DISCUSSION AND CONCLUSION

The findings of this study support the hypothesis that artificial intelligence creates a positive effect on predictive analytics in digital marketing within the UAE market space. The UAE digital marketing landscape benefits from AI technologies especially machine learning and natural language processing which enable marketers to analyze extensive data collections for valuable insights. Studies have demonstrated that AI provides substantial value to enhance data-driven choices in digital marketing

by producing forecasts along with precise predictions. The relationship between AI and predictive analytics accuracy stands confirmed in our study as well as Rane et al. (2024) reported that AI substantially increases predictive analytics capabilities in marketing strategies globally.

The statistical outcome supports the hypothesis linking artificial intelligence to better conversion rates because it reveals a strong positive connection between AI implementation and customer conversion in the UAE digital marketing context. AI delivers customized customer interactions through its ability to analyze extensive data collections for identifying specific customer behaviors and preferences. Through personalized content delivery marketers can create more effective marketing strategies leading to better customer interaction and conversion success. AI-based personalization techniques lead to increased online customer conversion rates as studied in this context. The UAE market demonstrates a perfect environment for AI to affect conversion through personalized marketing because its people show high digital literacy.

Research results support the hypothesis about predictive analytics' positive effect on customer conversion in the United Arab Emirates because predictive analytics effectively predicts customer behavior to enhance conversion rates. Through its effective application businesses gain the power to recognize new customers before them and understand their requirements to create optimized marketing strategies. Predictive analytics delivers the same results as previous research by Alves and Meisen (2023) by assisting marketers to locate their most valuable customers and boost their conversion success through targeted marketing. Businesses operating in the competitive digital marketing sector of the UAE need customer action prediction and marketing optimization capabilities to boost conversion rates.

This research strongly supports the hypothesis about predictive analytics acting as a mediator between Artificial Intelligence and customer conversion since the study shows that AI benefits from predictive analytics for improved customer conversion rates. The findings match previous research by Vinod (2022) which demonstrated how predictive analytics executes as an intermediary force to enhance the business outcomes from AI applications including customer conversion. Digital marketing within the UAE benefits from a feedback mechanism that optimizes marketing strategies through the partnership of AI and predictive analytics to generate higher customer conversion metrics. The outcome confirms that AI together with predictive analytics creates optimal business results for digital marketing campaigns operating in the UAE.

The study examines how artificial intelligence works alongside predictive analytics to enhance the effectiveness of digital marketing strategies in customer conversion within the UAE market at this particular moment in time. The research demonstrates AI systems need to merge with strong analytical methods to bring valuable results to the area recognized for digital innovation. The research foundation based on this conceptual model and methodology creates strong potential for testing within the UAE but also benefits the academic field together with marketing practices. The research outcomes will provide comprehensive knowledge about the strategic implementation of AI and data analytics which helps businesses in UAE simultaneously connect with customers while increasing sustainable conversion performance.

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