Abstract

This study examines how four marketing theories, the Marketing Concept, the STP Framework, the 4Ps Model and the AIDA Model, are applied within an e-commerce advertising agency in Jakarta, and whether they correspond to measurable effectiveness. A case study combined thematic analysis of interviews with all three members of one operational team, its full population, with performance data from the six Shopee and TikTok Shop accounts they managed between January and March 2026. Each respondent was scored on a four-point Theory Application Index, and each account classified as compliant or non-compliant with the agency's stated platform-product rules.

Portfolio return on ad spend rose from 9.97 to 11.72, a 17.5 percent gain on a 5.6 percent increase in spend. Index scores clustered between 5 and 7 of 12, with no codified application recorded. Compliance separated outcomes more sharply than articulation: the four compliant accounts averaged a 41.0 percent gain in return and a 25.0 percent fall in cost per order, while the two non-compliant accounts averaged an 8.2 percent decline and 11.7 percent increase. The coffee brand, managed by the same respondent on both platforms, improved from 5.89 to 7.52 on Shopee while falling from 8.62 to 6.89 on TikTok, isolating platform selection as the operative variable.

Articulation of theory did not distinguish strong accounts from weak ones; adherence to the agency's own rules did. The recommendation is to codify existing segmentation knowledge into a mandatory platform-product check at campaign briefing.

Keywords: marketing theory application; advertising effectiveness; e-commerce advertising; platform-product alignment; purposive sampling