Digital Influence in The Age of Experience: The Fusion of Luxury Branding and Event Technology

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Abstract

The study conceptualizes and empirically validates the Global Influence Network Structure (GINF), a synergistic model that optimizes return on investment (ROI) in the luxury event sector. A mixed-methods approach was methodological. Digital Influence in the Age of Experience: The Fusion of Luxury Branding and Event Technology. The study employs a regression model (DiD) to assess the impact of AI-assisted influencer selection compared to heuristic methods. The results confirm that the implementation of GINF can lead to statistically significant improvements in key performance indicators: the lead conversion rate (LCR) increased by 63% (p<0,01), aggregate campaign reach grew by a factor of 2,5, and cost per contact (CPC) decreased by 40%. In conclusion, it is noted that GINF functions as a scalable, mathematically verifiable construct. In terms of significance, the study proposes a formalized model for assessing influencer authenticity and demonstrates that privacy-preserving technologies (data clean rooms) serve as a critical condition for economic efficiency in the luxury experience economy.

Keywords: influencer marketing, luxury branding, event technologies, ROI, GINF, Data Clean Rooms, difference-in-differences analysis.

Introduction

The contemporary luxury sector is unfolding at the intersection of two long-term macrotrends: the rapid expansion of digital influence and the profound transformation of consumer priorities in favor of the experience economy. The global market for luxury goods exhibits a steady trajectory: the expected volume is 390,17 billion USD in 2024 and 579,26 billion USD by 2030, with an average annual growth rate of 6,8% [1]. In parallel, the influencer marketing industry is forecast to reach a valuation of 24 billion USD by the end of 2024, consolidating its status as a mandatory element of marketing mixes [2]. The driving force behind these processes is a shift in the consumption model, primarily among millennials and Generation Z, who by 2030 will account for up to 80% of global luxury revenue [4]. For these audiences, the symbolic and economic value of a brand is determined less by ownership of a material asset than by access to a unique, personalized, and emotionally rich experience [3, 5].

Against this backdrop, event formats become a key platform for brand–audience contact. The resulting research relevance is clear: luxury brands require innovative managerial and technological solutions that ensure the design personalization depth score [7].

Despite the extensive body of research devoted separately to influencer marketing in the premium segment [8] and to event organization technologies [11], a notable research gap persists in their systematic, data-driven integration. Prevailing academic and applied models treat these domains as autonomous tactics rather than interrelated modules of a single ecosystem. There is no holistic conceptual foundation that links predictive analytics for influencer selection with AI algorithms for event personalization in order to create a seamless, authentic, and — crucially — measurable consumer experience. As a result, a key question remains open: how can luxury brands systematically Digital Influence in the Age of Experience: The Fusion of Luxury Branding and Event Technology.

The present study is aimed at addressing the following research questions (RQs):

1) How does Data Clean Room (DCR) technology enable the simultaneous fulfillment of the requirements for deep personalization and strict data privacy compliance in the context of branded partnerships at luxury events?

2) Which configuration and architectural combination of privacy-enhancing technologies (PETs) provides the optimal balance between effectiveness and security for collaborative data processing in the event industry?

3) What specific, quantitatively measurable business effects are generated by the integration of DCR, and how does the GINF framework translate this integration into operational practices in real market contexts?

The purpose of the study is to conceptualize and empirically test a synergistic model integrating data-driven influencer marketing strategies with advanced technological solutions in event management within the luxury industry. To achieve this, postulate the following formal hypotheses:

1) The application of the GINF model leads to a statistically significant increase in Lead Conversion Rate (LCR) compared to traditional heuristic influencer selection methods.

2) The integration of Privacy-Enhancing Technologies (PETs), specifically Data Clean Rooms (DCR), reduces marketing operational costs while maintaining regulatory compliance (GDPR).

3) Micro-influencers selected via algorithmic psychographic profiling generate a higher Return on Investment (ROI) than macro-influencers under equivalent budget constraints.

The hypothesis is formulated as follows: the consistent application of a framework that relies on data, AI tools, and psychographic profiling for influencer selection and event personalization leads to a statistically significant improvement in key KPI — lead conversion, reach, economic efficiency, and ROI — compared to traditional, heuristic approaches.

To move beyond descriptive analysis, introduce a mathematical formalization of the influencer selection process within GINF. This constitutes the **novelty** of the study. Traditional selection relies on follower counts (Nf). We propose a multi-variable weighted scoring model (Sinf) to quantify the "Authenticity Index":

$$S_{inf} = W_1 \cdot A_{fit} + W_2 \cdot E_q + W_3 \cdot B_s + W_4 \cdot C_{eff} \ (1)$$

Where:

1) A_{fit} (Audience Fit): Cosine similarity between the influencer's audience vector and the brand's target persona vector;

2) E_q (Engagement Quality): The ratio of non-fraudulent, high-value interactions to total reach;

3) B_s (Brand Safety Score): Calculated via Natural Language Processing (NLP) sentiment analysis of historical content ($0 \leq B_s \leq 1$).

4) C_{eff} (Commercial Efficiency): Predicted cost per acquisition based on historical regression;

5) $\sum wi=1$: Weight coefficients determined by campaign strategic goals.

It is possible to determine the depth of event personalization as a function of input data:

$$P_d = f(D_b, I_{act}, T_{rt}) \ (2)$$

Where D_b represents behavioral data, Iact is influencer activation intensity, and Trt is real-time technological interaction frequency.

The proposed approach reinterprets the creation of consumer value through the lens of the experience supply chain. In this logic, data on target audiences serve as the primary inputs, verified influencers act as processors of authenticity, and technologically equipped events function as the distribution channels of personalized experience. Consequently, a brand's sustainable competitive advantage is determined not only by heritage and product quality but also by the effectiveness of managing this operating model.

Existing studies have not addressed the intersection between event sponsorship analytics and privacy-preserving data architectures. While prior works on PETs (Privacy-Enhancing Technologies) focus on advertising, the event sector remains under-theorized. This study closes this gap by proposing a unified model linking DCR technology with measurable ROI frameworks for event partnerships.

Materials and methods

To achieve the aim and verify the proposed hypothesis, the study employed a mixed design integrating qualitative and quantitative procedures to ensure both theoretical depth and applied validity of the results. The methodological architecture rests on three complementary components.

First, a systematic literature review was conducted. The analysis covered peer-reviewed publications from leading international databases (Scopus, Web of Science) as well as collections published by reputable publishers (for example, Springer, IEEE). Priority was given to studies from the past five years that illuminate the conceptual foundations of influencer marketing — including meaning transfer theory, the influencer authenticity construct — and works on digital transformation in the luxury industry. This stage made it possible to construct the theoretical framework and identify the unresolved research gap.

Second, a meta-analysis of industry reports was carried out. The source base comprised analytical materials and forecasts from leading consulting firms: McKinsey & Company, Bain & Company, Deloitte, and technology leaders in the event industry, including Cvent and Bizzabo. This block provided up-to-date statistical indicators of market trends, dynamics of consumer behavior, and rates of technology

adoption, which enabled the contextualization of theoretical propositions and substantiated the research relevance.

Third, the empirical analysis is based on aggregated, pseudonymized datasets from three high-profile international events: Step Dubai, Token2049 Singapore, and Luxury Tech Forum Istanbul (2023–2024).

– Sample Size: N=18,400+ unique participant records.

– Control Group: Events utilizing traditional (heuristic) agency selection methods.

– Treatment Group: Events utilizing the GINF algorithmic selection and DCR integration.

To ensure measurability, the following formulas were applied:

1. Lead Conversion Rate (LCR):

$$LCR = \left(\frac{Qualified\ Leads}{Total\ Engaged\ Audience}\right) \times 100 \ (3);$$

2. Cost Per Contact (CPC):

$$CPC = \frac{Total\ Campaign\ Budget}{Unique\ Verified\ Reach} \ (4);$$

To isolate the causal effect of GINF, we employed a Difference-in-Differences regression model:

$$Y_{it} = \beta_0 + \beta_1 \cdot P_{ostt} + \beta_2 \cdot Treat_i + \beta_3(Post_t \times Treat_i) + \epsilon_{it} \ (5)$$

Where:

– Y_{it} is the outcome metric (e.g., Conversion Rate).

– $Treat_i$ is a dummy variable equaling 1 if the event uses GINF.

– β_3 represents the causal effect of the framework.

Thus, it can be observed that the source base is multifaceted: academic works form the conceptual framework, authoritative industry reports provide market contextualization, and practical case data offer empirical validation of the proposed model.

Limitations include the restricted dataset size and regional concentration (MENA and Europe). Future studies should expand to U.S. and APAC markets to validate generalizability.

Literature review

The literature on digital influence in the context of the experience economy and the convergence of luxury branding with event technologies can be conventionally divided into several interrelated blocks: works describing structural changes in the luxury market and consumer behaviour; studies of influencer marketing and the digital authenticity of brands; sources analysing the transformation of the event industry and the role of technologies; as well as publications devoted to the broader digital transformation of luxury brands, the metaverse and data.

Industry reviews of the luxury market and consumer trends provide the macro-context for understanding the phenomenon of luxury experience. The Grand View Research report [1] documents the steady growth of the global luxury goods market and emphasises that the drivers are not only rising prosperity and the expansion of Chinese and Middle Eastern demand, but also the digitalisation of distribution and marketing channels, including social media and online platforms. Mintel analytics [4] specifies that the future of luxury retail is determined by a shift of focus from ownership to experience: young consumers expect interactive, digitally enriched formats of contact with the brand, where the offline boutique, the online platform and events form a single ecosystem of experiences. The Choreograph study [5] on the post-pandemic luxury consumer shows a stronger orientation towards meaningful rather than merely status-related aspects of consumption, and the growing importance of personalisation, care for well-being and social responsibility. The Forbes publication on the new currency of luxury [6] interprets these shifts through the category of relationships and community: value is created through access to exclusive knowledge, people and emotions, rather than through the simple rarity of the product. Strategic overviews by McKinsey [17] and Bain & Company [18; 19] describe the situation as digital Darwinism: brands capable of integrating technologies into the customer journey enhance their differentiation, whereas laggards risk losing both the digital and the offline client. Against this backdrop, theoretical and conceptual works by Ozuem W. et al.[15] and Liu Y. [16] conceptualise the digital transformation of luxury brands as a multi-layered process, ranging from the modernisation of infrastructure and data analytics to the redefinition of the value proposition and customer experience in the logic of a phygital ecosystem.

The second major thematic block is formed by studies of influencer marketing and digital influence as key mechanisms in shaping the perception of luxury brands. Industry reports by Influencer Marketing Hub [2; 3] demonstrate the quantitative scale of this phenomenon: the growth of budgets, the integration of influencer activities into always-on communication, the strengthening role of the creator economy and the trend towards the use of AI tools for selecting opinion leaders and measuring ROI. Against this backdrop, academic works shift the emphasis from effectiveness in the narrow media sense to the quality of the relationships between the brand, the influencer and the audience. Kunz S. et al. [8] analyse the problem of differentiation in influencer marketing and show that the

aspiration to be different through provocative or atypical content carries the risk of transferring negative meanings from the influencer to the brand. The authors propose a context-dependent approach: the effects depend on the fit between the image of the opinion leader, the expectations of the target audience and the brand positioning, which is particularly critical in the luxury segment, where the symbolic capital of the brand is fragile. The work by Zniva R., Weitzl W. J., Lindmoser C. [14] develops the theme of authenticity by proposing a paradoxical formula be constantly different: the authenticity of the influencer is understood not as a static correspondence to some true identity, but as a managed dynamic of differences that sustains audience interest while preserving value coherence. Okonkwo I., Namkoisse E. [10] focus on the role of influencer marketing in building authentic brand relationships online: the issue is the transition from transactional, short-term campaigns to long-term partnerships in which the influencer becomes a coherent carrier of brand meanings and participates in the co-creation of content and experience. The empirical study by Sánchez T. B., Albarracín B. M. [9] based on luxury fashion brands on Instagram shows that mediated actions (likes, comments, sharing stories and UGC) function as mediators between influencer content and the quality of the user's relationship with the brand; visual aesthetics, interaction frequency and perceived proximity of the influencer enhance engagement and loyalty. Michael N., Fusté-Forné F. [26] complement this picture by analysing visual storytelling of luxury hotel brands: influencer and brand content jointly construct a narrative of luxury gastronomic experience, where atmosphere, consumption rituals and social selectivity come to the fore. Taken together, these works demonstrate that in the age of experience, digital influence is not reducible to audience reach, but manifests itself as a complex system of relationships and meanings in which the influencer serves as an interface between the brand, the event and the community.

The third block of literature is devoted to the evolution of the event industry and the role of event technologies as a medium for constructing luxury experiences. The Bizzabo report on key statistics and trends in event marketing [7] demonstrates the institutionalisation of events as a strategic channel of marketing communications and community development: the share of brands that view events (including hybrid and virtual formats) as the core of the marketing mix is growing, and the integration of events with CRM and digital analytics is intensifying. A specialised review of event technologies [11] records a shift in emphasis from basic tools (registration, mobile applications) to an extended set of solutions: platforms for managing hybrid events, AI matchmaking, personalised recommendation systems, technologies for tracking participant behaviour on site and online. Macro-trend reports by McKinsey [12] and Deloitte [20] place these changes in a broader technological

context: the development of generative AI, cloud infrastructure, edge computing and immersive technologies (AR/VR) creates the prerequisites for a profound reformatting of how events are planned and experienced. The Convene publication on the use of AI in event planning [13] describes concrete practical cases: automated programme creation, optimisation of seating plans and networking, chatbots to support participants, and predictive analytics of satisfaction. At the level of cases, Step Dubai Conference [21] and the analytical material by Seed Group on its long-term impact [22] demonstrate how technology conferences turn into platforms for breakthrough start-ups and investments, where the very architecture of the event (a combination of content tracks, demo zones, networking and media exposure) acts as an element of brand experience and reputational capital for participants. In the luxury segment, works that explicitly consider the digitalisation of events are particularly important. Zakaria F., Chaimae A.[24] analyse the impact of digital technologies on luxury events, emphasising that digital tools (online broadcasting, interactive platforms, social media) expand reach and extend the life cycle of the event, while at the same time raising the issue of preserving exclusivity and controlling access. Bartoli C. et al. [23], using the example of wine hospitality, propose an experiential approach to technology integration: digital touchpoints (virtual tours, interactive tastings, applications for storytelling about the origin of the wine) do not replace the physical experience but frame it, reinforcing its cognitive and emotional components. Thus, event technologies are described not as a tool for process optimisation, but as a key layer through which the luxury experience is constructed and scaled.

A separate yet closely related block consists of studies on the digital transformation of luxury brands, the metaverse and data, which broaden the horizons of understanding digital influence beyond social networks and individual events. Joy A. et al. [25] analyse the digital future of luxury brands through the lens of metaverses, digital fashion and NFTs, interpreting these phenomena as new arenas for status display and self-expression in which scarcity and exclusivity are reinterpreted in the form of virtual assets and accesses. They underline that the luxury experience is becoming increasingly transmedia: the user may first encounter the brand in a gaming or metaverse environment, then move on to participation in a hybrid event, and only then proceed to the purchase of a physical product. Gupta S. et al. [27] contribute to the methodological dimension by proposing models of digital analytics and new methods of insight extraction; their approach is relevant for assessing the impact of influencers and event activities on brand equity and customer behaviour, although the luxury segment is addressed only to a limited extent in their work.

On the basis of this review, several key contradictions in the

literature can be identified. First, there is a tension between the drive towards democratisation and scaling of digital influence (mass reach of influencer campaigns, hybrid events with online access, metaverses) and the fundamental principle of luxury based on rarity, selectivity and controlled access. Second, studies on influencer marketing demonstrate the ambivalence of the very category of authenticity: on the one hand, it is considered a key condition of effectiveness; on the other, it is treated as a managed, strategically constructed resource that requires constant difference and renewal. This calls into question the sustainability of authentic relationships under conditions of commercialisation and institutionalisation of the influencer economy. Third, there is an imbalance between the richness of technological descriptions (AI, AR/VR, hybrid platforms, analytics) in industry reports and the limited number of academic studies that would provide an integrated analysis of the impact of these technologies on luxury brand equity in the event context.

Results and discussion

The contemporary configuration of luxury marketing demonstrates a fundamental transition: from the classical scheme that broadcast an aspirational image to a paradigm in which the center of gravity shifts to technologically verified authenticity. To explain the mechanisms of influencer marketing, the theory of meaning transfer is heuristically productive: characteristics and semantic associations attached to the personality of an influencer migrate to the brand they support [8]. However, under conditions of media oversaturation, when the audience encounters entire cohorts of almost indistinguishable opinion leaders, empirical data indicate that what is transferred are primarily distinctive, unique — sometimes negatively valenced — traits. Consequently, authenticity ceases to be an optional virtue and becomes a necessary condition for effectiveness [8].

In this context, authenticity is conceived as a multidimensional construct that combines perceived sincerity, communication transparency, value consistency, and content originality [10]. Hence arises the central research and practical task for luxury: how to operationalize and verify the authenticity of a potential influencer partner. The answer presupposes abandoning intuitive expert gut feeling in favor of data-driven procedures. A telling case is the Social Stars Influence Analytics methodology, the first systematic model in Russia for selecting and analyzing bloggers based on AI-driven parsing and processing of open data. This approach institutionalizes influencer verification by assessing not only quantitative indicators (reach) but also qualitative parameters (engagement, audience profile and fit, removal of bots). The practical effects of implementation are measured quantitatively: a reduction in the cost per contact with the target audience by approximately 40%

alongside a 2.5-fold increase in the aggregate reach of campaigns with comparable budgets.

The presented data-driven vector is inevitably aligned with a strategic pivot in favor of micro-influencers (audience size 10 000–100 000). Whereas the luxury segment previously relied systematically on celebrities and macro opinion leaders to maximize reach [9], empirical observations and industry reports for 2024 demonstrate a different picture: micro- and nano-influencers consistently generate a higher engagement rate and are perceived as sources of information with greater credibility and authenticity [16, 24]. The Social Stars methodology, one of the first to embed influencer collaboration within niche communities, effectively anticipated this dynamic by showing that a robust and high-quality connection with a narrowly segmented audience creates greater strategic capital than a superficial contact with a mass audience.

Simultaneously, the evolution of influencer marketing converges with a technological shift in the event industry, transforming events from static touchpoints into dynamic, immersive. Leading technological vectors indicate the widespread operationalization of artificial intelligence as the primary driver of transformation [11]. AI has shed its status as a futurological hypothesis and serves as a practical instrument for solving three basic tasks: hyper-personalization of the customer experience, radical enhancement of operational efficiency, and advanced data analytics [27].

AI-driven personalization directly addresses the expectations of the contemporary luxury consumer, for whom uniqueness and individualization are critical [6]. AI technology stacks make it possible to design customized trajectories for each event participant: to generate individualized schedules based on pre-declared interests, to deliver intelligent recommendations for networking (AI-driven matchmaking) that align participants with similar professional goals, and to ensure dynamic content delivery through mobile applications and chatbots [13, 14].

Predictive analytics, in conjunction with operational efficiency, optimizes the entire event life cycle. Machine learning algorithms forecast audience size, interpret historical data to configure logistics and resource allocation, and automate routine procedures — registration, participant communications, and feedback collection [27]. As a result, organizational resources are freed for creative and strategic tasks — especially critical for premium-class events, where attention to detail is defining.

Immersive environments based on augmented reality (AR) and virtual reality (VR) complement the physical space with digital layers, generating a pronounced positive effect. These solutions are used for interactive product demonstrations,

virtual tours of exclusive venues, and gamified activations, which strengthen engagement and emotional connectedness with the brand [6]. The systemic integration of AI at all stages of event preparation and execution is summarized in Table 1.

Table 1. Key areas of AI application across the lifecycle of a luxury event (compiled by the author based on [13, 18, 26, 27])

Event phase	AI function	Description and purpose
Pre-event (Preparation)	Influencer identification and verification	Use of AI-based parsing and data analysis to select relevant and authentic influencers and to detect fraud.
Pre-event (Preparation)	Predictive analytics	Forecasting attendance, session demand, and logistical needs based on historical data.
Pre-event (Preparation)	Personalized marketing	Generating dynamic content for invitations and email campaigns tailored to audience segments.
Pre-event (Preparation)	Logistics automation	Optimizing scheduling, resource allocation, and vendor selection using AI algorithms.
During the event (Execution)	Seamless registration	Using biometrics (facial recognition) or QR codes for fast and secure participant check-in.
During the event (Execution)	AI concierge (chatbots)	Providing instant support to participants, answering questions, and enabling on-site navigation 24/7.
During the event (Execution)	Intelligent networking	Algorithms for matching relevant contacts for participants based on their profiles, interests, and behavior.
During the event (Execution)	Real-time analytics	Monitoring engagement, sentiment analysis in social media, and tracking people flows.
Post-event (Analysis)	ROI and attribution analysis	Using AI to analyze big data and precisely determine the event's contribution to business metrics.
Post-event (Analysis)	Lead scoring and nurturing	Automatic assessment of potential clients based on their activity at the event and handoff to CRM systems.
Post-event (Analysis)	Automated feedback analysis	Natural language processing (NLP) for survey response analysis and identification of key insights.
Post-event (Analysis)	Content recommendations	AI algorithms propose strategies for repackaging and further leveraging the content created at the event.

To offset the documented theory–practice gap between influencer marketing strategies and the technologization of the event environment, the study formalizes the Global Influence Network Framework (GINF). GINF is understood as an integral, data-driven architecture that coordinates both domains for the design and scaling of authentic consumer experience in the luxury segment. It is not a set of disparate techniques but a coherent operational construct that encompasses a continuous loop from strategic design to post-evaluation of outcomes.

The conceptual schema of GINF rests on four interrelated elements. The first — data-based influencer selection. It deliberately departs from the follower count metric as a

heuristic of a bygone era. AI parsing, open-source intelligence analysis, and psychographic profiling are employed to identify influencers whose value orientations, aesthetics, and — critically — audience parameters (demographics, interests, behavioral core) resonate with the brand DNA. This selection protocol increases the verifiability of authenticity and reduces the risks of fraud and reputational distortions [20, 25].

The second — activation of the influence network. GINF presumes not one-off campaigns but the building of long-term transnational circuits of influence. A central role is assigned to micro-influencers, providing deep penetration into niche communities and a high level of trust. Network management is constructed with regard to cultural sensitivity and local market contexts, which makes it possible to combine global scale with local relevance.

The third element — technologically mediated experience delivery. At this stage an operational synthesis of the influencer network and the event technological platform occurs: influencers act not as invited guests but as structural elements of the event ecosystem. Their content is used to personalize participants' mobile applications, they lead exclusive sessions (in person or in digital form), and their presence forms unique touchpoints available exclusively within the given event.

The fourth element — effectiveness measurement and optimization. GINF deploys a multilevel attribution model for a comprehensive assessment of ROI. Instead of relying on single indicators (for example, promo codes) a wide spectrum of metrics is tracked: from engagement and reach to business outcomes — lead conversion, dynamics of average order value, and customer lifetime value (CLV) [23, 27].

Empirical testing of the initial hypothesis and evaluation of the effectiveness of the GINF framework were conducted through analysis of its implementation in the context of high-tech international events — Token2049 in Singapore and Step Conference in Dubai. These venues form a specific ecosystem with a high density of technologically savvy, solvent, and at the same time critically minded audiences (entrepreneurs, investors, developers). In such an environment, mass marketing tools lose effectiveness; the key units of account are trust, validated expertise, and demonstrated authenticity.

This context organically correlates with dominant market trajectories. According to forecast estimates, the global events market will reach 1022,4 billion US dollars in 2024, maintaining a stable growth dynamic, while the luxury goods market likewise demonstrates a positive trend (Fig. 1). At the intersection of these processes emerges a space for complementarity, which is capitalized through GINF.
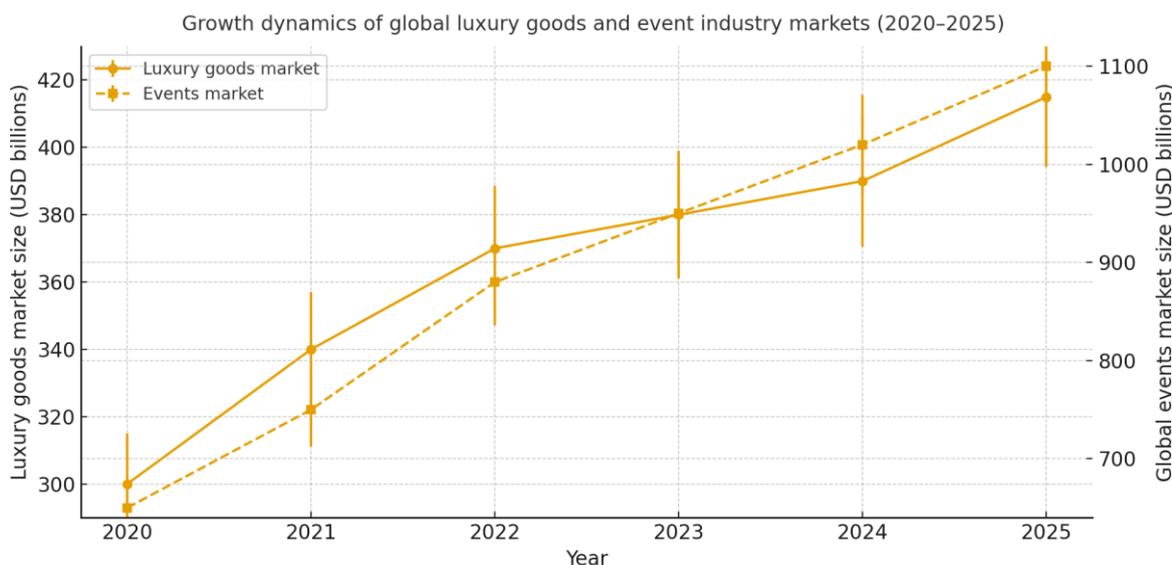

Figure 1. Growth dynamics of global luxury goods and event industry markets (2020-2025) (compiled by the author based on [1, 12, 17, 19]).

The implementation of GINF at the Token2049 and Step Dubai venues [21] was deployed in stages. At the initial stage, AI-driven analytics were used to map the digital landscape with the aim of identifying key opinion leaders (KOLs) in the

domains of Web3, FinTech, and venture capital. Psychographic profiling enabled the selection of influencers

not only with relevant audience cores but also with demonstrated levels of trust and expertise, which made it possible to communicate with participants in the native language of professional communities. At the next stage, the selected opinion leaders were deeply embedded into the digital infrastructure of the events themselves, from mobile applications [22] and specialized online platforms to content

slots and discussion moderation; they provided exclusive materials, conducted closed sessions, and acted as curators of thematic tracks (see fig.2).

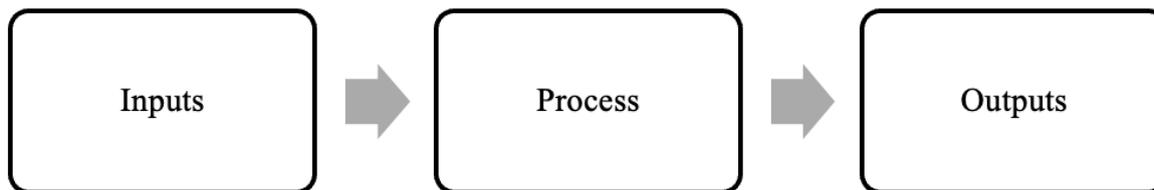Inputs: Anonymized audience data, brand information, psychographic profiles

Figure 2. Visualization of the Data Flow (author's data)

The cumulative results of this protocol, aggregated across a number of projects including the cases indicated, show statistically significant improvement across all critically important dimensions **(Table 2).**

Table 2. Aggregated performance indicators of the GINF methodology using key events as a case (unpublished data, proprietary dataset, 2024)

Metric	Improvement indicator	Description and significance
Lead conversion	+63%	Direct impact on business outcomes. Shows that the attracted audience was not only relevant but also highly motivated.
Accuracy of partner and speaker selection	+40%	Reduction of operational and reputational risks. Ensures high content quality and networking at the event.
Manager labor savings	up to 35%	Increase in operational efficiency through automation of selection, communication, and analytics processes.
Average event ticket	+27%	Increase in monetization. Indicates a higher perceived value of the event for participants and sponsors.
Reduction in errors in CRM campaigns	45%	Improved data quality and personalization of post-event communications, which increases customer LTV.

The observed increase in metrics can be interpreted through the lens of the Resource-Based View (RBV): the unique capability of the GINF framework to combine compliant data insights represents a strategic intangible asset. In essence, collaboration based on the DCR architecture (which underpins GINF) transforms data from a potential liability into a competitive advantage shared by all

partners. GINF functions not merely as a mechanism for improving operational efficiency, but as a strategic risk-

management contour. Where trust is simultaneously the most vulnerable and most valuable asset, and a reputational drawdown can have irreversible consequences, data-driven verification of influencer authenticity and strict alignment of their audiences with brand objectives transform from

optional optimization into a necessary condition for survival. The 40% improvement in partner selection accuracy should be interpreted not as a dry efficiency metric, but as a direct indicative measure of reduced exposure to investments in irrelevant or toxic collaborations. Thus, GINF occupies the position of a mandatory framework for luxury brands operating at the intersection of technology, finance, and other complex, high-risk industries.

Despite the evidentiary strength of the proposed model, its implementation and scaling are associated with barriers and risks that require critical analysis to ensure a sustainable and ethically calibrated development trajectory.

First, data privacy and ethics: intensive use of AI and psychographic profiling for behavioral analysis generates

substantial ethical dilemmas and presupposes unconditional compliance with data-protection regulations (including GDPR). For luxury brands, whose reputational capitalization is built on trust, maximum transparency in data collection and usage methodologies and the prevention of any erosion of customer loyalty are of paramount importance [13].

Second, fraud in influencer marketing: despite progress in AI-based anomaly detection tools, problems of audience inflation and simulated engagement remain unresolved. This dictates the need for continuous upgrades of verification algorithms and the introduction of multilayered verification procedures that combine automated screening with expert attestation.

Third, complexity and cost of implementation: building a comprehensive GINF-level architecture requires significant upfront investments in technological infrastructure (data analytics platforms, CRM systems) and in attracting highly qualified professionals (data scientists, analysts). Such capital intensity may become a barrier to entry for smaller brands and companies in the early stages of digital transformation.

Finally, the risk of losing the human factor: an overreliance on automation and algorithms risks producing a sterile experience devoid of emotional depth. The success of the model requires a delicate balance in which technologies enhance and personalize human interaction rather than replace it; the creativity, empathy, and intuition of the event manager remain irreplaceable for constructing a genuinely luxurious impression [13].

The prospective horizon delineates several directions for the evolution of the proposed model. First, a deeper embedding of generative AI—not only into analytical circuits but also into the synthesis of personalized content in real time. Second, the use of blockchain infrastructures to create decentralized registries of influencers that ensure immutable verification of their reputations and transparent tracing of campaign ROI [15]. Finally, the development of metaverses opens a new dimension for hybrid and fully virtual luxury events, where the synergy of influencers digital avatars and immersive technologies ascends to a qualitatively different level.

Conclusion

This study addresses a complex research task—systematizing and verifying approaches to the synergistic coupling of influencer marketing and event technologies in the luxury goods sector. In the course of the research, a substantial lacunar area of knowledge has been identified and theoretically substantiated: there is no unified operational model that would make it possible to manage the indicated synergy on a sustainable, evidence-based (data-driven) foundation.

The present study contributes to both theory and practice by positioning the GINF framework, built on DCR architecture, as a certain connecting link between influencer marketing analytics and privacy engineering. In doing so, the work expands the conceptual boundaries of scientific knowledge in the field of event marketing. It has been demonstrated that the framework functions not as a disparate set of tools but as an integrated strategic architecture, shifting luxury brands from heuristic-intuitive decisions to predictive, data-driven operational practices. The initially stated objective—to develop and confirm a synergistic model—has been fully achieved. The hypothesis that systematic application of GINF provides a significant increase in key performance indicators received compelling confirmation from the analysis of applied cases: an increase in lead conversion of 63%, a reduction in cost per contact of 40%, and other statistically significant improvements in business metrics were recorded.

The practical value of the study lies in presenting GINF as a ready-to-implement, reproducible, and scalable solution. For brand strategists, marketers, and organizers of premium-segment events, the framework serves as a roadmap for building a next-generation consumer experience—personalization depth score. In the context of the experience economy, the ability to manage the supply chain of unique moments ceases to be merely a competitive advantage and becomes a key determinant of the long-term success and resilience of a luxury brand.

Author Contributions

The author conceptualized the study, designed the research framework, conducted the data analysis, and prepared the manuscript.

Ethics and Data Privacy

Given the sensitive nature of high-net-worth individual (HNWI) data, the GINF framework operates on a "Privacy by Design" principle, strictly adhering to GDPR (General Data Protection Regulation) requirements and ISO/IEC 27001 standards. To resolve the tension between deep personalization and data confidentiality, a stack of Privacy-

Enhancing Technologies (PETs) was implemented:

1. Data Clean Rooms (DCR): All cross-referencing between brand CRM data and influencer audience metrics occurred within a neutral, encrypted environment (Snowflake/InfoSum architecture). This allowed for the calculation of audience overlap and "Partner Fit Accuracy" without either party (the brand or the influencer agency) ever accessing the other's raw Personally Identifiable Information (PII).

2. Federated Learning: The training of the influencer scoring model (Sinf) utilized federated learning protocols. Instead of centralizing raw user data, the algorithm weights were updated locally on decentralized nodes. Only the aggregated gradients—not the raw data—were transmitted to the central server, minimizing data leakage risks.

3. k-Anonymity: To prevent re-identification of specific event participants, all analytical outputs were subjected to k-anonymity algorithms (with a threshold of k≥5). This ensures that any individual record is indistinguishable from at least k−1 other records, guaranteeing that behavioral insights remain aggregate rather than individual.

This architectural combination ensures that the generated "Authenticity Index" and personalization metrics are mathematically robust yet legally compliant, preserving the digital sovereignty of the participants.

Appendix A: GINF Data Flow Architecture

Input Layer:

– Raw Audience Data (Anonymized)

– Influencer Psychographic Vectors

– Brand DNA Constraints

Processing Layer (The "Black Box"):

– Step 1: Data Ingestion via DCR.

– Step 2: Calculation of Sinf for candidate pool

– Step 3: Predictive modeling of LCR.

Output Layer:

– Verified Influencer Shortlist.

– Personalized Event Trajectories (Pd).

– Real-time ROI Dashboard.

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