

# Exploring Influencer Marketing Among Women Entrepreneurs using Encrypted CRM Analytics and Adaptive Progressive Web App Development

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## Abstract

This research investigates the intersection of influencer marketing, customer relationship management (CRM) analytics, and progressive web application (PWA) development to empower women entrepreneurs in the digital economy. With the rapid proliferation of social media and e-commerce, influencer marketing has become a strategic tool for female-led businesses to enhance brand visibility, consumer trust, and sales performance. However, the effective integration of influencer campaigns with secure, data-driven decision-making remains underexplored. This study proposes a framework that leverages encrypted CRM analytics to protect sensitive customer data while enabling real-time insights into campaign effectiveness, consumer behavior, and engagement metrics. The research further explores the role of adaptive PWA technologies in extending marketing reach, improving customer experience, and enhancing platform accessibility across devices and geographies. Using mixed methods—comprising qualitative interviews with women entrepreneurs and quantitative analysis of CRM datasets—the study evaluates how secure and responsive digital ecosystems influence marketing ROI and business growth. Findings aim to provide actionable guidelines for integrating secure analytics and mobile-first technologies into influencer marketing strategies tailored for women entrepreneurs. This paper contributes to digital entrepreneurship literature by bridging cybersecurity, data analytics, and inclusive technology design, advocating for scalable, privacy-preserving innovations in marketing automation and customer engagement.

**Keywords:** Influencer Marketing; Women Entrepreneurs; Encrypted CRM Analytics; Progressive Web Apps (PWAs); Digital Entrepreneurship.

## I. INTRODUCTION

### ➤ Background on Influencer Marketing and Women Entrepreneurs

Influencer marketing has emerged as a powerful tool for shaping consumer behavior, particularly on platforms like Instagram, YouTube, and TikTok, where curated content fosters trust and emotional connection with audiences. For women entrepreneurs, this digital marketing strategy offers a transformative pathway to penetrate markets, build authentic brands, and engage consumers in a personalized manner. Research indicates that young female users are especially influenced by the perceived credibility and relatability of online celebrities, which can significantly drive purchasing behavior (Djafarova & Rushworth, 2017). Consequently, women-led businesses are increasingly leveraging social

influencers to reach niche audiences, overcome entry barriers, and create brand loyalty in competitive industries.

Parallel to this growth is a rise in female entrepreneurship globally, often motivated by the desire for autonomy, flexibility, and social impact. However, structural and systemic barriers—such as limited access to capital, mentorship, and formal networks—still constrain scalability (Yadav, & Unni, 2016). Influencer marketing helps mitigate some of these barriers by enabling low-cost, high-reach strategies that align with entrepreneurial goals. By integrating influencer strategies with digital tools like encrypted CRM systems and mobile-first platforms, women entrepreneurs can achieve real-time campaign insights while ensuring secure customer engagement (Imoh, et al., 2022). This alignment of influencer marketing with data-driven, privacy-centric technologies

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highlights the evolving digital ecosystem supporting women’s entrepreneurial advancement.

➤ *Importance of Data Security in Digital Marketing*

The strategic integration of data security in digital marketing is increasingly critical as firms depend on consumer data to optimize campaign performance, personalize outreach, and enhance user experience. For women entrepreneurs adopting influencer marketing and CRM-integrated web applications, safeguarding customer data is not merely a regulatory requirement but a competitive advantage that fosters trust and long-term loyalty. As digital platforms evolve, the vast exchange of consumer information—ranging from purchase behavior to psychographics—has heightened privacy concerns. Failure to address these concerns can result in reputational damage, legal repercussions, and reduced customer engagement (Martin et al., 2017) as represented in figure 1. Encryption protocols, anonymization techniques, and secure APIs have thus become fundamental in preserving data integrity across CRM systems and digital marketing pipelines. For instance, encrypted CRM analytics enable granular customer insights while maintaining compliance with data protection laws such as GDPR and CCPA (Imoh, 2023). Such capabilities are crucial for women-led businesses aiming to scale operations through influencer-driven campaigns while respecting user privacy. Moreover, studies show that privacy-preserving technologies can stimulate innovation by encouraging experimentation without compromising sensitive data (Goldfarb & Tucker, 2012). When applied to progressive web apps supporting influencer strategies, encrypted analytics can empower entrepreneurs to test, adapt, and

optimize marketing actions in real-time—enhancing performance while upholding ethical standards in digital marketing ecosystems.

Figure 1 visually represents the importance of data security in digital marketing, particularly in environments where multiple users interact with sensitive business and consumer data across digital platforms. The image shows a collaborative workspace with several individuals using smartphones, tablets, and laptops—devices commonly used in marketing operations. Overlaid on the image is a network of security icons, including padlocks and a central shield with a lock, symbolizing end-to-end data encryption, secured access points, and network-level protection. This visual metaphor reinforces the principle that modern digital marketing ecosystems, especially those involving customer relationship management (CRM) systems and influencer data exchanges, require robust cybersecurity frameworks. These protections ensure that sensitive information such as customer demographics, purchase history, and engagement patterns are protected against unauthorized access, breaches, and misuse. The interconnected lines emphasize the flow of data across multiple devices and platforms—highlighting the need for Transport Layer Security (TLS), Advanced Encryption Standards (AES-256), and role-based access controls (RBAC) within CRM infrastructure. In the context of the study, this image underscores the strategic necessity for women entrepreneurs to adopt privacy-first CRM platforms. By doing so, they not only meet regulatory standards (like GDPR or CCPA) but also build customer trust, safeguard brand integrity, and enable secure, data-driven marketing decisions that respect user privacy.



Fig 1 Picture of Secure Digital Collaboration – Ensuring Data Privacy in Multi-Device Marketing Environments Through Encrypted CRM and Network-Level Protection (Feder, M. 2022).

➤ *Role of Progressive Web Apps in Enhancing User Engagement*

Progressive Web Apps (PWAs) have emerged as transformative digital tools that enhance user engagement by bridging the functionality of native mobile applications with the accessibility of traditional websites. For women entrepreneurs implementing influencer marketing

strategies, PWAs offer a scalable, cost-effective solution for maintaining continuous customer interaction across devices and geographies. These applications are designed with adaptive loading capabilities, offline functionality, and push notification features, which collectively contribute to higher user retention and re-engagement rates (Gupta et al., 2021). Unlike standard websites, PWAs

leverage service workers and responsive frameworks to provide a seamless experience, reducing friction during content consumption or e-commerce transactions. The heightened interactivity and performance optimization foster an intuitive environment where users feel more connected to brands—an essential factor in influencer-driven campaigns targeting emotionally responsive audiences (Ihimoyan, et al., 2022). Research shows that users perceive PWAs as more reliable and efficient, resulting in greater app usage duration and increased frequency of engagement (Alam et al., 2022). Additionally, women entrepreneurs benefit from PWA-enabled CRM integrations, where customer interactions can be tracked and analyzed in real-time without sacrificing mobile performance. This dynamic environment enables personalized content delivery and responsive feedback mechanisms that reinforce brand credibility, amplify influencer efforts, and improve conversion rates—all within a privacy-conscious and mobile-centric user journey.

#### ➤ *Research Problem and Questions*

Despite the proliferation of influencer marketing and its demonstrated capacity to influence consumer behavior and drive entrepreneurial growth, significant gaps persist in integrating this strategy with secure, data-driven technologies specifically tailored for women entrepreneurs. Many female-led ventures struggle to operationalize customer insights derived from influencer campaigns due to fragmented data pipelines, limited technical infrastructure, and privacy risks associated with CRM tools. The convergence of influencer marketing with encrypted CRM analytics and progressive web app development remains underexplored, especially in the context of small-to-medium women-owned enterprises operating in highly digitized ecosystems (Kapoor et al., 2021). Moreover, although influencers have proven effective in enhancing brand engagement, questions remain regarding the measurement of real-time user interaction, data ownership, and the reliability of digital touchpoints on mobile platforms. Addressing these challenges requires a holistic framework that blends secure CRM systems, adaptive application design, and content authenticity to reinforce consumer trust (Lou & Yuan, 2019).

#### • *Accordingly, this Study Poses the Following Research Questions:*

- ✓ How can encrypted CRM analytics enhance the performance of influencer marketing among women entrepreneurs?
- ✓ What role do progressive web applications play in improving consumer engagement and data security in influencer-driven campaigns?
- ✓ How can women entrepreneurs effectively integrate these technologies to optimize business growth while safeguarding customer trust and privacy?

#### ➤ *Objectives and Significance of the Study*

This study aims to explore how encrypted customer relationship management (CRM) analytics can enhance

the effectiveness of influencer marketing strategies adopted by women entrepreneurs. Specifically, it seeks to uncover how secure data handling and privacy-preserving analytics can empower women-led enterprises to make more informed marketing decisions, improve campaign targeting, and foster long-term customer trust. The first objective is to evaluate how the integration of encrypted CRM systems supports data-driven personalization and secure engagement across influencer marketing channels.

Secondly, the research investigates the role of progressive web applications (PWAs) in improving consumer interaction, platform accessibility, and engagement outcomes. This objective is rooted in understanding how adaptive, mobile-first technologies can enable women entrepreneurs to maintain continuous communication with their audience while maintaining performance across diverse digital environments.

The final objective is to assess how the combined use of influencer marketing, encrypted CRM analytics, and PWAs contributes to the overall growth, efficiency, and competitiveness of women-led enterprises in the digital economy. By aligning secure technology integration with business scalability, the study highlights actionable strategies for optimizing customer trust and campaign success.

The significance of this study lies in its focus on empowering women entrepreneurs with scalable, privacy-aware, and technologically adaptive marketing tools—thereby contributing to inclusive digital transformation and sustainable entrepreneurial development.

#### ➤ *Structure of the Paper*

This paper is organized into five main sections to provide a comprehensive exploration of the research topic. Following the introduction, Section 2 presents a detailed literature review covering key themes such as influencer marketing strategies among women entrepreneurs, the application of encrypted CRM analytics, and the role of progressive web apps in enhancing user engagement. Section 3 outlines the research methodology, including the study design, data collection techniques, and analytical tools used. Section 4 discusses the results and key findings, examining how the integration of influencer marketing, secure CRM systems, and adaptive web technologies influences digital performance and business growth. Finally, Section 5 concludes the paper by summarizing the major insights, offering practical recommendations for women entrepreneurs and stakeholders, and suggesting directions for future research in the field of secure and inclusive digital marketing innovation.

## II. LITERATURE REVIEW

#### ➤ *Influencer Marketing Strategies in Female-Owned Businesses*

Influencer marketing has become a core strategy for female-owned businesses aiming to amplify brand visibility, cultivate authenticity, and foster trust within targeted consumer segments. Women entrepreneurs,

particularly in lifestyle, beauty, and wellness sectors, often leverage micro-influencers to communicate relatable brand stories that resonate with niche audiences (Atalor, 2022). These partnerships not only humanize brand messaging but also generate user-generated content that strengthens customer engagement (Usta, 2023) as represented in figure 2. By aligning their brand values with the personalities of influencers, women entrepreneurs can build emotional connections with consumers, increasing loyalty and conversion rates. Personal branding is also a critical component of influencer strategy within female-led enterprises. Entrepreneurs often act as their own brand ambassadors, integrating personal narratives and thought leadership into content streams to drive audience growth

and differentiate themselves in saturated markets. Such self-branding efforts, when supported by platform analytics, enable precise targeting and campaign refinement (Thompson-Whiteside, et al., 2018). Moreover, female entrepreneurs are increasingly adopting cross-platform influencer strategies—extending campaigns across Instagram, TikTok, and YouTube to optimize reach and engagement. This omnichannel approach, combined with data insights from CRM tools, allows for consistent storytelling and performance monitoring. These strategies underscore the importance of influencer marketing not only as a promotional tool but also as a relational mechanism for sustainable brand development in female-owned businesses.



Fig 2 Picture of a Female Entrepreneur using Influencer Marketing for Brand Growth (Axiomq, 2020)

Figure 2 illustrates a core aspect of influencer marketing strategies in female-owned businesses, particularly in visually driven industries like beauty and lifestyle. It shows a woman entrepreneur actively recording a makeup tutorial using professional video equipment, a laptop, and a cosmetic palette—highlighting a content creation environment tailored for digital platforms such as Instagram, YouTube, or TikTok. This setup reflects a strategic use of micro-influencing, where the entrepreneur leverages personal branding and product demonstration to foster authenticity and trust with a targeted audience. The inclusion of a ring light and DSLR camera indicates attention to high production quality, essential for maintaining engagement and competing in saturated influencer markets. By integrating this content with CRM systems, she can analyze viewer behavior, track campaign effectiveness, and segment audiences based on interaction metrics such as video watch time or click-through rates. This approach allows female entrepreneurs to refine their messaging, personalize promotions, and drive conversion across platforms, demonstrating how content-led engagement, backed by data analytics, enhances brand growth and consumer loyalty in influencer marketing ecosystems.

#### ➤ CRM Analytics: Tools, Benefits, and Challenges

CRM analytics have become an essential component of digital business strategy, offering organizations the

ability to extract actionable insights from vast customer data to improve marketing performance, loyalty, and engagement. Modern CRM platforms utilize advanced tools such as predictive modeling, real-time dashboards, and AI-driven segmentation to optimize customer targeting and campaign personalization. These tools are particularly beneficial for small and medium-sized enterprises, including female-owned businesses, seeking to maximize limited marketing budgets through precision and automation (Meena, & Sahu, 2021). One of the key benefits of CRM analytics is the ability to map the customer journey across multiple touchpoints, allowing entrepreneurs to identify high-value segments, track lead conversion rates, and evaluate influencer campaign effectiveness. Integrating CRM with influencer marketing platforms enables seamless tracking of referral traffic, user engagement, and ROI attribution—insights critical for iterative decision-making and customer lifecycle management. Despite its advantages, CRM adoption also presents notable challenges. These include data silos, poor system integration, and limited technical expertise, which often hinder the realization of full analytics potential. Furthermore, as AI and machine learning become embedded in CRM systems, issues related to algorithmic transparency and data bias must be addressed to preserve trust and ethical governance in customer interactions (Wamba-Taguimdje et al., 2020).

➤ *Data Privacy and Encryption in CRM Systems*

Data privacy and encryption in CRM systems have become paramount in the digital marketing landscape, particularly as consumers grow increasingly concerned about how their personal information is collected, stored, and utilized. The sensitivity surrounding CRM databases—which often contain identifiable personal and behavioral data—necessitates robust security frameworks to prevent unauthorized access, data breaches, and misuse. Encryption, specifically end-to-end and at-rest encryption, has emerged as a critical tool to safeguard customer data integrity within CRM platforms, ensuring that information remains secure even if systems are compromised (Milne & Bahl, 2010). For women entrepreneurs leveraging influencer marketing and digital CRM tools, ensuring privacy compliance is not just a regulatory requirement but a strategic imperative for maintaining brand trust. By integrating encrypted data pipelines and access controls, businesses can align with global data protection regulations like the GDPR and CCPA while supporting secure data analytics (Atalor, et al., 2023). This is especially critical in cross-channel marketing campaigns where user interactions span social media, progressive web apps, and CRM systems. Furthermore, research shows that customer perceptions of privacy significantly influence their willingness to engage with brands and share personal information. Encryption reinforces the psychological contract between business and consumer, promoting transparency, ethical data use, and long-term engagement (Yin et al., 2014). Such trust-centric systems are essential for scaling digital businesses in privacy-conscious markets.

➤ *Progressive Web Apps (PWAs): Capabilities and Business Impacts*

Progressive Web Apps (PWAs) have redefined the digital experience by blending the capabilities of native mobile applications with the reach and accessibility of traditional web technologies. These applications are engineered to deliver high performance across diverse devices and network conditions through features such as offline access, background syncing, push notifications, and responsive interfaces. From a development standpoint, PWAs utilize service workers and web app manifests to enable browser-independent caching, fast loading speeds, and consistent user interactions—all without requiring installation from app stores (Fauzan, et al., 2022) as shown in figure 3. For women entrepreneurs aiming to scale digitally, PWAs provide a cost-efficient alternative to building separate mobile and desktop applications. They eliminate barriers to entry, enhance customer retention, and improve cross-platform user engagement through seamless integration with CRM systems and marketing automation tools. PWAs are also highly adaptive, ensuring accessibility in underserved regions with limited internet infrastructure—making them ideal for inclusive digital expansion strategies (Atalor, et al., 2023). From a business impact perspective, PWAs significantly improve user session duration, conversion rates, and repeat visit frequency. Their ability to personalize experiences and maintain performance consistency enhances customer satisfaction and loyalty. As these apps continue to evolve with machine learning and real-time analytics, they offer strategic value in influencer-driven campaigns by enabling dynamic content delivery and actionable insights (de Barros & Coutinho, 2020).



**Building a Progressive Web App (PWA)  
with React Offline Capabilities**

Fig 3 Picture of Enhancing Customer Engagement with Progressive Web Apps Across Devices (Shukla, M. 2023).

Figure 3 vividly illustrates the functional capabilities and business impact of Progressive Web Apps (PWAs) by showcasing a user interacting with a discount coupon on a mobile device, while concurrently browsing an e-commerce site on a laptop. This dual-device interaction highlights a key feature of PWAs—cross-platform synchronization, which ensures a seamless user experience across mobile and desktop interfaces. The mobile display of an offline-accessible coupon with a QR code exemplifies PWA functionality such as offline support, push notifications, and real-time updates. These features are made possible through service workers, which cache resources and enable continuous user interaction even in low-connectivity environments. The e-commerce layout on the laptop underscores the responsive design of PWAs, ensuring high-speed performance and app-like navigation regardless of the device. From a business perspective, such functionality enhances customer engagement, supports personalized marketing, and boosts conversion rates. The image encapsulates how PWAs empower women entrepreneurs and digital brands by providing cost-effective, scalable alternatives to native apps, integrating seamlessly with secure CRM systems for enhanced data-driven decision-making and customer retention.

➤ *Gaps in Research on Integrating Influencer Marketing with Encrypted CRM and PWAs*

Despite advancements in digital marketing, current literature remains fragmented regarding the integration of influencer marketing with encrypted CRM analytics and Progressive Web Apps (PWAs). While influencer marketing has been extensively studied as a tool for driving engagement and brand affinity, few studies have explored how this strategy can be reinforced through encrypted, data-driven platforms that also uphold consumer privacy (Grewal et al., 2020). The intersection between secure CRM systems and real-time influencer campaign optimization remains under-theorized, especially in entrepreneurial ecosystems dominated by women-led small and medium enterprises (Atalor, 2022). Moreover, while PWAs are recognized for their usability and scalability, limited research has addressed their direct integration with CRM platforms to support dynamic influencer content delivery. There is also a scarcity of empirical studies that examine how these technologies jointly contribute to measurable marketing performance, conversion tracking, and customer lifecycle management. Existing frameworks rarely account for encryption standards or regulatory compliance as core components of digital marketing infrastructure (Barger, et al., 2016). This gap creates challenges for women entrepreneurs who seek to deploy ethical, efficient, and secure omnichannel strategies. Understanding the synergies between privacy-preserving CRM tools, PWAs, and influencer engagement

mechanisms is essential for future research aimed at optimizing digital marketing ecosystems that are inclusive, secure, and performance-oriented.

### III. RESEARCH METHODOLOGY

➤ *Research Design and Rationale*

This study adopts a mixed-methods research design to investigate the integration of influencer marketing, encrypted CRM analytics, and Progressive Web Apps (PWAs) among women entrepreneurs. The rationale behind this design lies in its ability to combine the depth of qualitative insights with the generalizability of quantitative findings. Qualitative data will be gathered through semi-structured interviews with women entrepreneurs who utilize digital marketing platforms, providing contextual understanding of their experiences with data security, user engagement, and influencer strategies. Quantitative data will be obtained from CRM logs and web analytics extracted from PWA-enabled platforms, focusing on metrics such as customer acquisition, campaign conversion rates, and bounce rates. This dual approach ensures that both behavioral and perceptual dimensions of the research are captured. The design supports triangulation, enhancing the validity of findings and enabling a comprehensive assessment of how encrypted CRM systems and adaptive web technologies impact marketing outcomes and digital scalability.

➤ *Sample Selection: Women Entrepreneurs and Digital Brands*

The study targets a purposive sample of women entrepreneurs who actively operate digital brands and implement influencer marketing strategies across mobile and web platforms. Participants are selected based on predefined criteria: ownership or leadership of a business with an active digital presence, utilization of CRM systems for customer engagement, and integration of Progressive Web Apps (PWAs) or equivalent mobile-first technologies as shown in table 1. The sample spans diverse sectors including fashion, beauty, health, and e-commerce, ensuring a multidimensional perspective on digital marketing practices. To capture variation in scale and technical maturity, both early-stage startups and growth-phase enterprises are included. Participants are drawn from urban and semi-urban regions, where digital adoption is prominent but privacy compliance challenges vary. This stratified purposive approach allows the study to explore common patterns and contextual distinctions in the deployment of encrypted CRM analytics and adaptive technologies, thereby yielding insights relevant to both practice and policy in digitally driven entrepreneurial ecosystems.

Table 1 Summary of Sample Selection: Women Entrepreneurs and Digital Brands

Selection Criteria	Description	Examples of Participants	Purpose and Relevance
Ownership and Leadership	Participants must be women who own or lead digital enterprises.	Founders of online retail, beauty, tech, or service-based businesses.	Ensures the study captures decision-making roles in digital marketing.
Digital Infrastructure Usage	Active use of CRM systems and web/mobile platforms is required.	Businesses with CRM tools and Progressive Web Apps integrated.	Aligns with study objectives on secure, scalable digital marketing.
Industry Diversity	Inclusion across different sectors for broader insight.	Fashion, wellness, education, consulting, sustainability-focused brands.	Enables comparative analysis of adoption across business models.
Geographic Representation	Inclusion of participants from urban and semi-urban regions.	Entrepreneurs from cities and digitally active towns in developing regions.	Reflects regional differences in technology access and marketing outcomes.

➤ *Data Collection Methods (Surveys, Interviews, CRM Logs)*

Data collection for this study employs a triangulated approach, combining structured surveys, semi-structured interviews, and CRM log analysis to ensure comprehensive insights. Surveys are administered online to gather standardized data from a broader group of women entrepreneurs on their use of influencer marketing, CRM tools, and Progressive Web Apps (PWAs). These instruments capture metrics related to campaign performance, customer engagement, and perceived security practices. Semi-structured interviews are conducted with a targeted subset of participants to delve deeper into strategic decision-making, technology adoption challenges, and experiences with data privacy. Interviews are recorded and transcribed for thematic analysis. Complementing these qualitative methods, anonymized CRM logs are extracted from digital marketing platforms to evaluate real-time engagement patterns, referral sources, click-through rates, and conversion metrics. By integrating behavioral data with subjective narratives and quantitative survey responses, this method enables a robust understanding of how secure, adaptive marketing ecosystems influence growth and user trust in women-led digital brands.

➤ *Analytical Tools and Encryption Protocols Used*

The study utilizes a combination of analytical tools and encryption protocols to ensure both the integrity of the data and the accuracy of insights generated. Quantitative data from CRM logs and surveys are processed using statistical software such as SPSS and Python-based libraries (e.g., Pandas, NumPy) for descriptive analytics, correlation analysis, and regression modeling. Qualitative data from interviews are coded and analyzed using NVivo

to identify recurring themes related to privacy, user engagement, and marketing performance. To secure data handling, Advanced Encryption Standard (AES-256) is implemented for encrypting CRM data both in transit and at rest, ensuring compliance with industry-standard privacy protocols. Secure Sockets Layer (SSL) and Transport Layer Security (TLS) are deployed for protecting online data exchanges via PWAs and survey platforms. Role-based access control (RBAC) is enforced to limit data visibility, ensuring that sensitive analytics remain accessible only to authorized research personnel during processing and interpretation.

➤ *Ethical Considerations and Data Protection Measures*

This study adheres to strict ethical standards to ensure participant confidentiality, informed consent, and responsible data stewardship. Prior to data collection, all participants are provided with detailed consent forms outlining the study's purpose, the nature of data to be collected, and their rights to withdraw at any time without penalty as represented in figure 4. Personally identifiable information (PII) is anonymized using alphanumeric codes, and no raw data is shared outside the research team. All digital communications and data transfers are conducted over encrypted channels using SSL/TLS protocols. Data at rest, including CRM logs and interview transcripts, are secured using AES-256 encryption on password-protected servers. Only authorized researchers with role-specific access can retrieve or analyze sensitive information. Additionally, ethical approval is obtained from a recognized institutional review board, ensuring compliance with global standards for research involving human subjects. These measures collectively safeguard participant trust and reinforce the integrity of findings derived from secure digital marketing ecosystems.

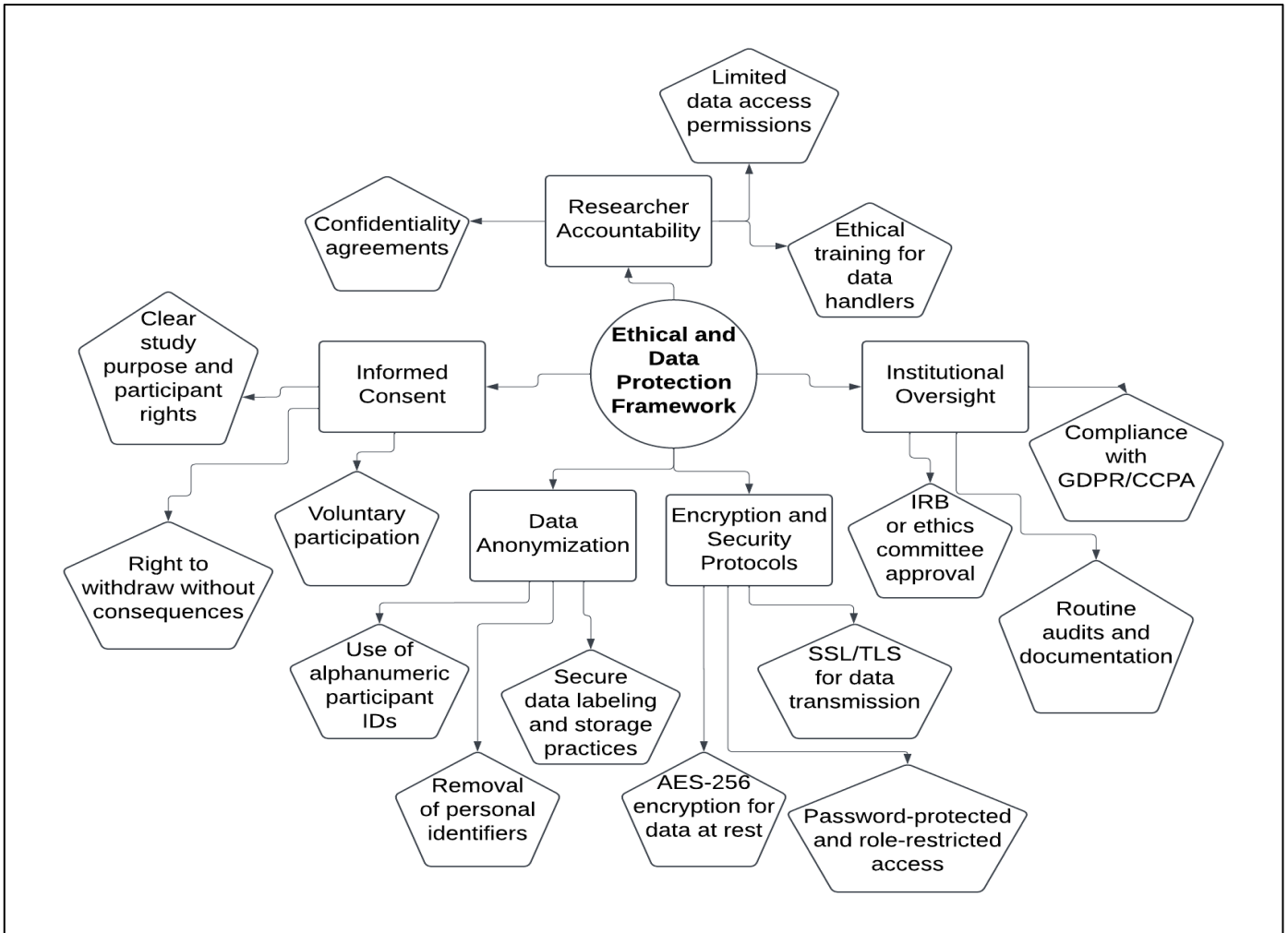


Fig 4 Diagram Illustration of Framework for Ethical Compliance and Data Protection in Digital Marketing Research

Figure 4 presents a structured framework centered on safeguarding participant rights and securing data integrity in studies involving encrypted CRM systems and Progressive Web Apps. At the core is the Ethical and Data Protection Framework, from which five critical branches extend. The Informed Consent branch ensures participants are fully aware of the study’s objectives, their rights, and the voluntary nature of their involvement. Data Anonymization outlines steps taken to strip personally identifiable information and assign secure, coded identifiers. The Encryption and Security Protocols branch details technical safeguards such as AES-256 encryption and SSL/TLS-secured data transmission, along with controlled access systems. Institutional Oversight emphasizes the importance of formal review through ethics boards and regulatory compliance with standards like GDPR and CCPA. Finally, Researcher Accountability reinforces internal data governance through confidentiality agreements, access controls, and mandatory ethics training. Together, these components uphold trust, transparency, and legal compliance throughout the research lifecycle.

#### IV. RESULTS AND DISCUSSION

##### ➤ Influence of Encrypted CRM Analytics on Marketing Decision-Making

Encrypted CRM analytics significantly enhance marketing decision-making by providing women entrepreneurs with secure, real-time insights into customer behavior, segmentation trends, and campaign performance as shown in table 2. Through encrypted data streams, business owners gain confidence in analyzing sensitive metrics such as click-through rates, lead conversion paths, and engagement duration without compromising user privacy. The use of encryption protocols like AES-256 ensures that even while data is being processed for insights, it remains inaccessible to unauthorized users. This fosters a trusted environment where entrepreneurs can confidently implement data-driven strategies. For example, patterns in influencer-generated traffic and repeat user activity can inform decisions on resource allocation, promotional timing, and content personalization. Moreover, secure dashboards allow for visual exploration of encrypted datasets, helping entrepreneurs detect underperforming segments and optimize targeting criteria. By preserving data confidentiality while enabling granular analytics, encrypted CRM systems empower women-led businesses to make responsive, informed decisions that align with customer expectations and regulatory mandates.

Table 2 Summary of Influence of Encrypted CRM Analytics on Marketing Decision-Making

Key Aspect	Description	Technical Example	Impact on Decision-Making
Secure Customer Data Analysis	Encrypted CRM systems allow secure real-time tracking of customer behavior.	Use of AES-256 encryption ensures data privacy during CRM analysis.	Enables confident, privacy-compliant marketing decisions.
Behavioral Insight Extraction	Analytics uncover patterns such as click-through rates and engagement duration.	Dashboards visualize metrics like session time and referral traffic.	Helps identify effective content and optimize campaign timing.
Performance Monitoring	Tracks ROI of influencer-driven campaigns securely and accurately.	CRM logs track referral codes, lead conversion, and customer segmentation.	Facilitates resource reallocation and performance-based influencer selection.
Trust and Compliance Alignment	Maintains customer trust while aligning with data regulations.	Role-based access controls and encrypted data flows meet GDPR/CCPA standards.	Promotes ethical marketing and customer loyalty.

➤ *Role of PWAs in Enhancing Campaign Reach and Customer Interaction*

Progressive Web Apps (PWAs) play a pivotal role in expanding the reach and depth of influencer marketing campaigns among women entrepreneurs by offering seamless, high-performance digital experiences across devices and network conditions. Unlike traditional mobile applications that require installation, PWAs are lightweight, browser-based applications that function offline, support push notifications, and provide native app-like responsiveness—all of which are crucial for sustained customer interaction. These capabilities ensure uninterrupted access to content, even in low-bandwidth environments, thereby extending campaign visibility to broader and often underserved user bases. From a customer interaction standpoint, PWAs facilitate real-time feedback mechanisms through embedded chat features, personalized user dashboards, and secure contact forms. Women entrepreneurs benefit from this direct engagement loop, where user behaviors such as product views, wishlist additions, or influencer-driven referrals can be instantly tracked and acted upon. For example, a beauty brand using a PWA integrated with CRM can instantly notify users about limited-time promotions triggered by influencer collaborations, increasing the likelihood of impulse purchases and higher conversion rates. PWAs also support seamless integration with analytics tools, allowing entrepreneurs to evaluate engagement metrics like session duration, repeat visits, and click-through behavior. This data-driven responsiveness not only improves customer satisfaction but also allows for agile marketing decisions that enhance campaign adaptability and effectiveness.

➤ *Correlation Between Influencer Engagement Metrics and Business Growth*

Influencer engagement metrics are strongly correlated with business growth among women-led digital brands, as these indicators serve as proxies for market responsiveness, audience reach, and customer acquisition effectiveness as presented in table 3. Metrics such as likes, shares, comments, saves, and story interactions not only quantify visibility but also signal the level of emotional and cognitive engagement an influencer-generated post has triggered. When strategically aligned with encrypted CRM analytics, these metrics enable women entrepreneurs to measure downstream effects such as lead quality, conversion rates, and repeat purchase behavior. For instance, high engagement on influencer content often correlates with spikes in referral traffic, newsletter sign-ups, and product page visits—data that can be cross-validated within CRM systems to confirm actual purchase intent and lifecycle movement. Furthermore, tracking influencer-driven discount code redemptions, unique URLs, and affiliate conversions provides granular insights into ROI attribution, enabling brands to optimize their influencer partnerships based on actual performance. The real-time availability of this data allows entrepreneurs to refine targeting strategies, allocate marketing budgets more effectively, and personalize follow-up interactions. As a result, brands that consistently monitor and act upon influencer engagement data often experience accelerated brand awareness, improved customer retention, and sustainable revenue growth, demonstrating the tangible business value of integrated digital influence strategies.

Table 3 Summary of Correlation Between Influencer Engagement Metrics and Business Growth

Engagement Metric	Description	Business Growth Indicator	Strategic Application
Likes, Shares, Comments	Measure audience interaction and content resonance.	Increased brand visibility and audience reach.	Adjust content strategy and influencer tone to boost engagement.
Click-Through and Referral Traffic	Tracks user movement from influencer content to brand platforms.	Higher website visits and lead generation.	Optimize landing pages and promotional timing based on traffic peaks.

Conversion and Redemption Rates	Quantifies sales driven by influencer codes or tracked links.	Boost in sales revenue and customer acquisition.	Evaluate influencer ROI and reallocate marketing budgets effectively.
Repeat Engagement and Loyalty	Measures recurring interaction with influencer content.	Improved customer retention and lifetime value.	Use CRM segmentation to tailor retention strategies and loyalty programs.

➤ *Comparative Analysis Across Industries or Regions*

A comparative analysis across industries and regions reveals notable differences in how women entrepreneurs adopt and benefit from encrypted CRM analytics and Progressive Web Apps (PWAs) in their influencer marketing strategies. In industries such as fashion, beauty, and wellness, influencer-driven marketing is more prevalent, with entrepreneurs leveraging micro and macro influencers to amplify brand narratives. These sectors typically demonstrate higher engagement metrics and greater integration of CRM tools to track customer sentiment, personalization outcomes, and retention patterns. The immediacy of consumer feedback in these visually driven industries enables rapid optimization of content and campaign structure. In contrast, women entrepreneurs in sectors such as consulting, education, or eco-sustainability face unique constraints. While influencer marketing is still valuable, these industries often prioritize thought leadership and trust-building over visual appeal, leading to slower engagement curves and more complex CRM data structures. Here, PWAs play a critical role in maintaining educational content repositories, collecting qualitative user feedback, and offering interactive features like webinars and calculators to sustain long-term interaction. Regional disparities also influence outcomes. In urban centers, where digital infrastructure is robust, entrepreneurs report greater returns from real-time CRM analytics and PWA deployment. Meanwhile, in rural or underserved regions, PWAs enhance accessibility, but limited bandwidth and digital literacy can reduce CRM utility, necessitating simplified interfaces and localized strategies.

➤ *Implications for Policy, Technology Adoption, and Entrepreneurial Training*

The findings of this study present significant implications for policy formulation, technology adoption strategies, and entrepreneurial training programs targeting women-led businesses. At the policy level, there is a critical need for frameworks that support the integration of privacy-preserving technologies, particularly encrypted CRM systems, into small and medium-sized enterprises as presented in table 4. Governments and regulatory bodies must incentivize secure digital infrastructure adoption through grants, subsidies, and tax credits, while also ensuring compliance with data protection laws to build consumer trust. From a technology adoption perspective, developers and vendors must prioritize user-centric design, ensuring that CRM tools and Progressive Web Apps (PWAs) are accessible, affordable, and scalable for female entrepreneurs across various industries. The integration of intuitive dashboards, low-code customization, and secure analytics features will increase uptake and reduce the technical barrier to entry. Entrepreneurial training initiatives must evolve to include digital literacy modules that cover data security, influencer strategy optimization, and CRM-driven decision-making. For example, hands-on workshops that simulate influencer campaign monitoring or CRM data interpretation can equip entrepreneurs with actionable skills. Special focus should be given to rural or underserved communities, where digital access may be limited but entrepreneurial potential remains high. Empowering women with secure, data-driven tools will foster inclusive economic growth and innovation.

Table 4 Summary of Implications for Policy, Technology Adoption, and Entrepreneurial Training

Focus Area	Key Insight	Example/Strategy	Expected Impact
Policy Development	Need for supportive frameworks for secure digital adoption.	Offer government grants or tax incentives for adopting encrypted CRM systems.	Encourages privacy-compliant digital transformation in women-led businesses.
Technology Adoption	Tools must be accessible, secure, and scalable.	Promote low-code encrypted CRM tools and PWA templates for SMEs.	Lowers technical barriers and increases adoption across diverse enterprises.
Entrepreneurial Training	Training should include privacy, analytics, and influencer strategy.	Conduct workshops on CRM data interpretation and influencer ROI tracking.	Builds data literacy and strategic marketing skills in women entrepreneurs.
Inclusive Access	Underserved regions need adapted digital strategies.	Deploy offline-capable PWAs and localized CRM interfaces.	Expands reach and effectiveness of digital tools in low-connectivity areas.

V. CONCLUSION AND RECOMMENDATIONS

➤ *Summary of Key Findings*

This study reveals that the integration of influencer marketing with encrypted CRM analytics and Progressive Web Apps (PWAs) significantly enhances digital marketing effectiveness among women entrepreneurs.

Encrypted CRM systems enable real-time, privacy-preserving analysis of customer behavior, supporting more accurate and secure decision-making. PWAs extend campaign reach and user engagement by offering mobile-first, high-performance experiences that function even in low-connectivity environments. The findings demonstrate a strong correlation between influencer engagement

metrics—such as clicks, shares, and conversions—and business growth indicators like repeat purchases and customer lifetime value. Additionally, comparative insights highlight that adoption and effectiveness vary across industries and regions, with visually driven sectors and urban areas showing higher impact levels. The study also underscores the need for supportive policy measures, accessible technology, and training programs to empower women-led enterprises. These findings collectively affirm the importance of secure, adaptive technologies in driving scalable and sustainable digital entrepreneurship for women across diverse market contexts.

#### ➤ *Practical Recommendations for Women Entrepreneurs*

Based on the study's findings, several actionable recommendations can guide women entrepreneurs in maximizing the impact of influencer marketing through secure and adaptive technologies. First, adopting encrypted CRM platforms should be prioritized to ensure that customer data remains protected while enabling real-time performance tracking and segmentation. Entrepreneurs should seek tools that offer AES-256 encryption, customizable dashboards, and integration with influencer tracking systems to monitor campaign ROI effectively.

Second, Progressive Web Apps (PWAs) should be embraced to expand reach across mobile and low-bandwidth environments. Women-led businesses can enhance engagement by deploying PWAs that support offline access, push notifications, and seamless integration with CRM systems. For example, a boutique fashion brand can use a PWA to deliver influencer-curated lookbooks that remain accessible even when offline, increasing interaction time and purchase likelihood.

Third, it is essential to build internal capacity in data literacy and digital marketing analytics. Entrepreneurs should invest time in learning how to interpret engagement metrics, customer journeys, and encryption protocols. This can be supported through online courses, peer learning communities, and mentorship programs.

Finally, partnerships with micro-influencers should be data-informed, focusing not just on follower count but on conversion metrics and alignment with brand values, ensuring sustainable, ethical, and high-impact marketing outcomes.

#### ➤ *Limitations of the Study*

While this study offers valuable insights into the integration of influencer marketing, encrypted CRM analytics, and Progressive Web Apps (PWAs) among women entrepreneurs, it is not without limitations. One major constraint lies in the sample scope, which primarily focuses on digitally active women-led businesses with existing CRM infrastructure and influencer partnerships. As a result, the findings may not fully capture the experiences of entrepreneurs in earlier stages of digital transformation or those operating in informal economies. Another limitation concerns the reliance on self-reported data from surveys and interviews, which may be

influenced by social desirability bias or limited technical understanding among participants. Although triangulated with CRM logs and engagement analytics, these qualitative inputs might not reflect all operational nuances, particularly in fast-evolving digital environments.

Additionally, the study emphasizes short-term engagement metrics and campaign outcomes, potentially overlooking long-term brand development and customer retention dynamics. Regional variability in digital infrastructure, such as internet bandwidth and mobile accessibility, also presents a challenge in generalizing findings across all geographies.

Finally, while encryption protocols were discussed, the study does not empirically test different levels or types of encryption and their specific performance implications. Future research could expand on these areas to build a more comprehensive understanding of secure, adaptive digital marketing ecosystems.

#### ➤ *Suggestions for Future Research*

Future research should explore longitudinal impacts of influencer marketing integrated with encrypted CRM analytics and Progressive Web Apps (PWAs) on business scalability and customer lifetime value in women-led enterprises. While this study focused on short-term engagement and campaign performance, future investigations should assess the sustained effects of these technologies on brand equity, retention, and revenue growth over extended periods. Further studies should also compare the performance of different encryption methods—such as homomorphic encryption, zero-knowledge proofs, and tokenization—in safeguarding CRM data during real-time marketing analytics. This would provide deeper technical validation for privacy-preserving practices within entrepreneurial contexts. There is also a need to examine the role of artificial intelligence in automating influencer selection, campaign optimization, and predictive CRM segmentation in secure environments. Future research could test AI-enhanced marketing platforms built into PWAs that adapt content and timing based on behavioral triggers. Expanding the geographic and socio-economic diversity of samples is essential. Including entrepreneurs from rural regions, informal sectors, or underrepresented communities would yield more inclusive insights and guide technology design tailored to varying levels of digital literacy and infrastructure. Lastly, integrating psychological or sociocultural variables—such as trust, perceived data control, and tech self-efficacy—into the analysis would enrich the understanding of adoption behavior and technology acceptance in women-led digital enterprises.

#### ➤ *Final Thoughts on Integrating Secure, Scalable Marketing Technologies*

Integrating secure and scalable marketing technologies is no longer optional for women entrepreneurs aiming to build resilient and data-driven digital enterprises. This study illustrates that the convergence of encrypted CRM analytics, influencer marketing, and Progressive Web Apps (PWAs) forms a

powerful ecosystem that enhances customer trust, optimizes engagement, and drives sustainable growth. Encrypted CRM platforms provide the analytical backbone for campaign decisions, ensuring that sensitive customer data is protected while enabling real-time insights into behavior and conversion trends. When paired with PWAs, these insights are actioned through mobile-first, fast-loading interfaces that maintain continuity even in offline conditions—critical for expanding reach across digitally underserved regions. Influencer marketing, when supported by such technologies, becomes not only a visibility tool but a performance-oriented strategy grounded in ethical data use and measurable outcomes. For instance, an entrepreneur can launch a PWA-based referral campaign tracked through encrypted CRM systems, offering precise metrics on user interaction, click-through behavior, and transaction attribution. As digital markets grow increasingly complex, women entrepreneurs must adopt tools that are not only functional but also privacy-compliant, interoperable, and adaptable. The future of digital entrepreneurship lies in technologies that blend user-centric design with security-by-default architecture—creating inclusive, intelligent marketing infrastructures that scale without compromising integrity.

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