



Growth-System Transferability across Digital Ecosystems: Evidence from the United States, China and Ukraine

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Abstract

Digital growth systems developed in mature ecosystems are increasingly applied across international markets, yet the conditions under which their underlying logic transfers remain insufficiently theorized. This paper examines the transferability of growth-marketing frameworks across three structurally distinct digital ecosystems: the United States, China, and Ukraine. Applying a comparative case-study design supported by systematic literature review and secondary data analysis of digital advertising expenditure (2021-2023), the study introduces the Growth-System Transferability Framework and a companion Behavioral Alignment Index, which together operationalize the concept of contextual fit between a source market's growth levers and a target market's structural characteristics. Results indicate that transferability follows a continuum shaped by platform concentration, regulatory environment, AI adoption rate, and consumer behavior maturity, rather than a binary adopt-or-reject logic. The findings offer practitioners and marketing associations a calibrated decision tool for cross-market strategy deployment, particularly for evidence-based digital marketing operations and AI-enabled campaign management. The findings are of value to researchers, practitioners, and professional associations engaged in cross-market knowledge exchange and digital marketing standards.

Keywords: Growth Hacking, Digital Ecosystems, Marketing Transferability, Cross-Market Strategy, Behavioral Alignment, AI-Enabled Marketing, Data-Driven Marketing, Performance Measurement, Digital Advertising, Evidence-Based Marketing.

INTRODUCTION

The globalization of digital commerce has created a persistent practical challenge: marketing systems refined within one digital ecosystem frequently underperform when transplanted into structurally distinct markets. Growth frameworks, customer acquisition funnels, performance attribution models, and behavioral segmentation tools developed in the United States routinely inform strategy decisions in markets as different as China and Ukraine. Whether the underlying logic of those systems actually transfers, and under what conditions, represents a question that remains largely unresolved in the academic literature on international digital marketing.

The scale of digital advertising activity underscores the stakes of this question. According to eMarketer [19], the United States allocated USD 239.9 billion to digital advertising in 2022 and USD 263.9 billion in 2023. China's corresponding figures stood at USD 119.9 billion and USD 136.1 billion in the same years [20]. Ukraine, operating under wartime constraints since February 2022, maintained an e-commerce user base that grew by 40% in 2022 relative to the prior year,

with online retail accounting for a substantial share of total retail turnover [15]. These figures reflect not only market volume but the velocity of behavioral and platform change across three ecosystems with fundamentally different regulatory contexts, platform architectures, and consumer decision-making patterns.

Despite growing scholarly attention to growth hacking as a data-driven marketing paradigm [5, 10, 13], the international dimension of growth-system deployment has received comparatively limited treatment. Bargoni et al. [11] established a conceptual link between growth hacking and international dynamic marketing capabilities, emphasizing how growth-hacking practices may contribute to the development of adaptive marketing capabilities in rapidly changing international competitive environments. However, their framework does not operationalize the structural determinants of transferability, nor does it address the specific configurations of non-Western or crisis-affected digital markets. Hoffman et al. [16] similarly called for a clearer account of how new marketing technologies interact with market-specific constraints. A measurable gap therefore exists between the practical need for cross-market

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growth playbooks and the theoretical apparatus capable of validating them.

The present study addresses this gap through the following research objective: to identify the structural factors that determine the degree to which growth-marketing systems developed in the United States can be transferred to the Chinese and Ukrainian digital ecosystems, and to propose a practitioner-applicable scoring framework for assessing contextual fit prior to deployment.

Scientific novelty. This paper introduces the Growth-System Transferability Framework and an associated Behavioral Alignment Index as original analytical tools for evaluating the cross-market applicability of data-driven growth strategies, extending existing international dynamic marketing capability theory to structurally asymmetric digital ecosystems.

Hypothesis. Growth-system transferability is not a binary property but a continuous function of at least four structural determinants: platform concentration, regulatory environment, AI adoption rate, and consumer behavior maturity; and these determinants interact differently across the three target markets.

The practical relevance of this work is oriented toward the United States professional marketing community, including associations concerned with evidence-based digital marketing, ethical use of behavioral insight, and cross-market knowledge exchange. As U.S. practitioners increasingly advise international clients and operate within multinational platforms, a calibrated understanding of ecosystem-specific constraints becomes a prerequisite for responsible and effective strategy transfer. At the level of national interest, the ability to export marketing knowledge and digital-economy expertise contributes to U.S. competitiveness in the global platform economy.

Limitations of the study are primarily methodological: the analysis relies on secondary data and published case evidence rather than primary firm-level data, which constrains causal inference. The three-country scope provides analytical depth but not generalizability to all digital markets. These constraints are acknowledged as directions for subsequent empirical work.

MATERIALS AND METHODS

The study applies a three-component research design: (1) a systematic comparative analysis of digital ecosystem structures across the United States, China, and Ukraine; (2) a case-study examination of growth-marketing deployments within each ecosystem; and (3) a secondary data synthesis from verified quantitative sources. This combination is consistent with approaches used in cross-market digital marketing research [1, 7] and growth hacking scholarship [5, 10, 13].

The literature corpus was assembled by searching Scopus, Web

of Science, and IEEE Xplore for peer-reviewed publications using the query strings (“growth hacking” OR “growth marketing”) AND (“digital ecosystem” OR “cross-market” OR “transferability”), supplemented by (“AI marketing” OR “data-driven marketing”) AND (“international” OR “comparative”). The initial search and supplementary source identification yielded 130 potentially relevant records. These records were subjected to deduplication, title and abstract screening, and subsequent full-text eligibility assessment. Sources were retained if they met the predefined inclusion criteria: English-language publication, peer-reviewed or otherwise institutionally verified status where quantitative market data were required, and substantive empirical or theoretical relevance to digital ecosystems, growth marketing, AI-enabled marketing, or cross-market strategy transferability. Following the screening and eligibility assessment, 107 records were excluded because they were duplicate, insufficiently relevant to the research question, lacked substantive empirical or theoretical contribution, or did not meet the source-quality criteria. The final analytical corpus therefore comprised 23 sources ($n = 23$), which form the theoretical and empirical basis of the study.

Quantitative data on digital advertising expenditure was drawn from eMarketer (2022, 2023) as cited in Statista [19] and Oberlo [20], both of which aggregate panel-based forecasts from verified advertiser data. Ukraine-specific indicators were obtained from Business Perspectives [12] and the OECD Digital Business Transformation report for Ukraine [17], both of which present audited governmental and institutional statistics. Chinese platform metrics were sourced from the iResearch-based synthesis published in Tandfonline [4] and the ScienceDirect enterprise marketing transformation study covering Chinese A-share companies [3].

Sources in the final analytical corpus ($n = 23$) were classified into three categories according to source type and evidentiary function. First, 20 sources (87.0% of the corpus) consisted of peer-reviewed academic journal publications, including studies published in Technological Forecasting and Social Change, International Marketing Review, Journal of Marketing, Journal of Marketing Analytics, Scientific Reports, Journal of Business Research, and other established scholarly outlets. Second, one source (4.3%) was an intergovernmental report published by the OECD [17], used primarily to support Ukraine-specific indicators of digital transformation and economic resilience. Third, two sources (8.7%) were market and industry statistical sources [19, 20], used specifically for digital advertising expenditure estimates. Unverified blogs, press releases, and opinion-based commentary were excluded from the analytical corpus.

The Growth-System Transferability Framework was developed inductively from the literature synthesis, then validated against the three-country case evidence. The Behavioral Alignment Index operationalizes six structural dimensions identified through thematic coding

of the corpus: data infrastructure maturity, regulatory environment openness, platform concentration, consumer behavior maturity, AI adoption rate, and cross-border data compatibility. Each dimension was scored on a 10-point scale derived from quantitative indicators where available and from expert consensus in the literature where direct measures were absent. Scores were not statistically estimated but calibrated against observable benchmarks documented in the cited sources.

RESULTS AND DISCUSSION

The first step in assessing transferability is to understand the quantitative gap between ecosystems, because growth frameworks calibrated to one volume class rarely perform identically in another. The following figure presents verified digital advertising expenditure data for the United States and China from 2019 through 2023, based on eMarketer panel data as compiled by Oberlo [20] and Statista [19].

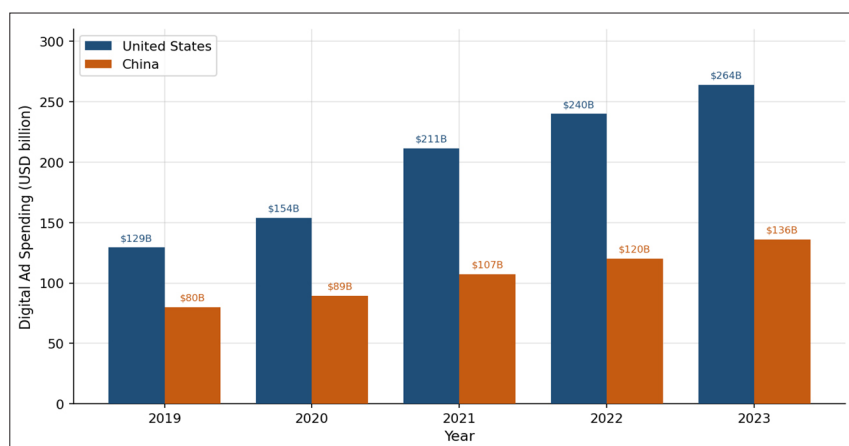


Figure 1. Digital Advertising Expenditure: United States vs. China, 2019-2023 (USD billion) (compiled by the author based on [19, 20]).

Figure 1 reveals that U.S. digital advertising spending grew from USD 129.3 billion in 2019 to USD 263.9 billion in 2023, a compound annual growth rate (CAGR) of approximately 19.5%. China's market expanded from USD 79.8 billion to USD 136.1 billion over the same period (CAGR ~14.3%). The absolute gap narrowed in percentage terms but widened in dollar terms, from USD 49.5 billion in 2019 to USD 127.8 billion in 2023. This divergence partly reflects the disruption in Chinese digital advertising caused by regulatory interventions in the platform sector and the COVID-zero policy constraints on consumer activity through 2022 [4].

Ukraine's digital advertising market operated at a fundamentally different order of magnitude. Prior to the full-scale invasion of February 2022, the market was estimated at approximately USD 1.2 billion annually, with programmatic and social channels (primarily Meta and Google) accounting for the bulk of spend. By 2023, e-commerce active users had grown 40% relative to 2021 [15], even as overall market GDP contracted sharply, creating a compressed but digitally intensive commercial environment where cost-per-acquisition economics differed substantially from those observable in the U.S. or Chinese markets.

Understanding whether a growth system can transfer requires more than volume comparison. It requires a structured evaluation of the ecosystem properties that determine whether a given growth lever will behave similarly in the target market. The following table presents a systematic comparison of six structural dimensions across the three ecosystems, drawing on published data and the literature synthesis.

Table 1. Ecosystem Structural Comparison Matrix (compiled by the author based on [1, 2, 3, 4, 7, 12, 17, 19, 20]).

Criterion	United States	China	Ukraine	Transferability Score (1-10)
Digital Ad Market (2023)	\$263.9 B	\$136.1 B	\$1.2 B	9 / 4 / 2
Platform Concentration	Moderate (Google/Meta duopoly)	High (Alibaba/Tencent)	Low-moderate (Meta/Google)	7 / 5 / 6
AI Adoption in Marketing	Advanced	Advanced	Emerging	9 / 9 / 5
Regulatory Environment	Open (FTC oversight)	Restricted (PIPL, GFW)	Transitional (EU alignment)	8 / 4 / 7
Consumer Behavior Maturity	High	High	Moderate	8 / 8 / 6
Cross-border Data Flow	Flexible	Restricted	Moderate	8 / 3 / 7
Growth Hacking Ecosystem	Mature	Mature (local)	Developing	9 / 8 / 5

Table 1 makes several analytically important patterns visible. First, platform concentration differs not only in degree but in structural character: the U.S. duopoly of Google and Meta operates within an open-web architecture where third-party attribution is possible, whereas China's Alibaba-Tencent ecosystem is largely walled-garden, making cross-platform attribution technically difficult for external marketers [3]. Ukraine sits closer to the U.S. model in terms of platform openness, though with a significantly smaller and more fragmented advertiser base.

Second, regulatory environment scores diverge sharply between China (4 out of 10 for cross-border-compatible openness) and both the United States (8) and Ukraine (7, reflecting EU regulatory harmonization in progress). China's Personal Information Protection Law (PIPL) and the Great Firewall impose structural constraints that are qualitatively different from Western data protection regimes and cannot be navigated by tactical localization alone; they

require wholesale redesign of data collection and attribution architecture.

Third, AI adoption in marketing operations receives high scores in both the United States and China, though the toolchains differ: U.S. practitioners rely on cloud-native stacks (Google Cloud, AWS, HubSpot AI, Salesforce Einstein), while Chinese operators work within Alibaba Cloud and Tencent AI Lab ecosystems. Ukraine shows emerging adoption, with the OECD [17] noting that IT sector export revenues grew 20% in 2022 despite wartime conditions, signaling a technically capable talent base that can absorb AI marketing tooling faster than structural scores might suggest.

The Growth-System Transferability Framework proposed in this paper integrates the ecosystem comparison into a three-layer decision architecture. The framework is designed to be applied by practitioners before committing to cross-market deployment of a growth strategy. The following figure presents the framework's structural logic.

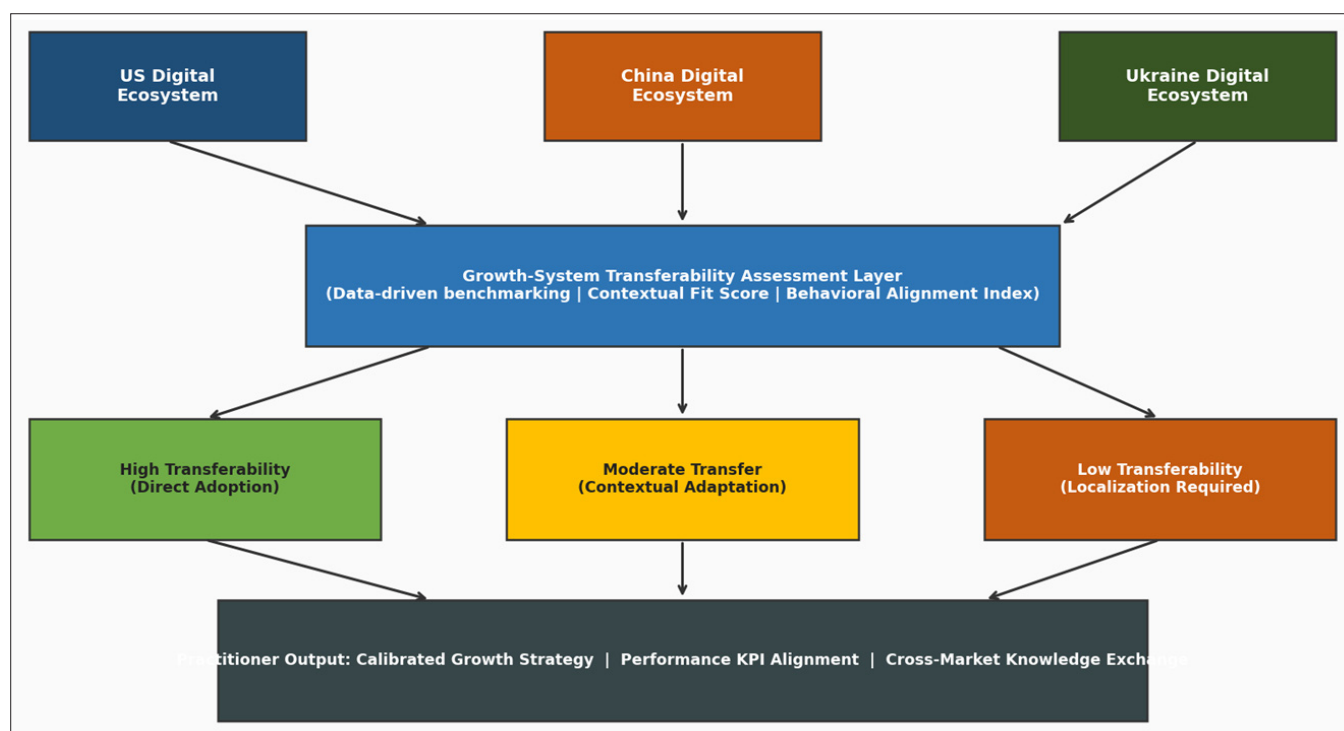


Figure 2. Growth-System Transferability Framework (compiled by the author based on [5, 6, 8, 10, 13, 23]).

The framework operates through three layers. At the input layer, each digital ecosystem is characterized along the six structural dimensions identified in Table 1. At the assessment layer, the Behavioral Alignment Index produces a Contextual Fit Score (CFS) for each dimension pair (source market vs. target market). At the output layer, the aggregate CFS maps onto one of three strategy postures: direct adoption (CFS 8.0-10.0), contextual adaptation (CFS 5.0-7.9), or full localization (CFS 0.0-4.9).

This architecture addresses a gap identified by Scuotto et al. [13] and corroborated by Amoozad Mahdiraji et al. [10]: existing growth-hacking frameworks describe internal funnel mechanics well but offer no systematic guidance on the pre-deployment structural assessment that determines whether those mechanics will function in a new market. The CFS mechanism fills that gap by converting qualitative ecosystem observations into a decision-relevant scalar.

The Behavioral Alignment Index (BAI) profiles each ecosystem across the six structural dimensions on a 10-point scale, enabling visual and quantitative comparison. The radar chart below presents BAI scores for the United States, China, and Ukraine, calibrated against the benchmarks in Table 1 and the secondary literature.

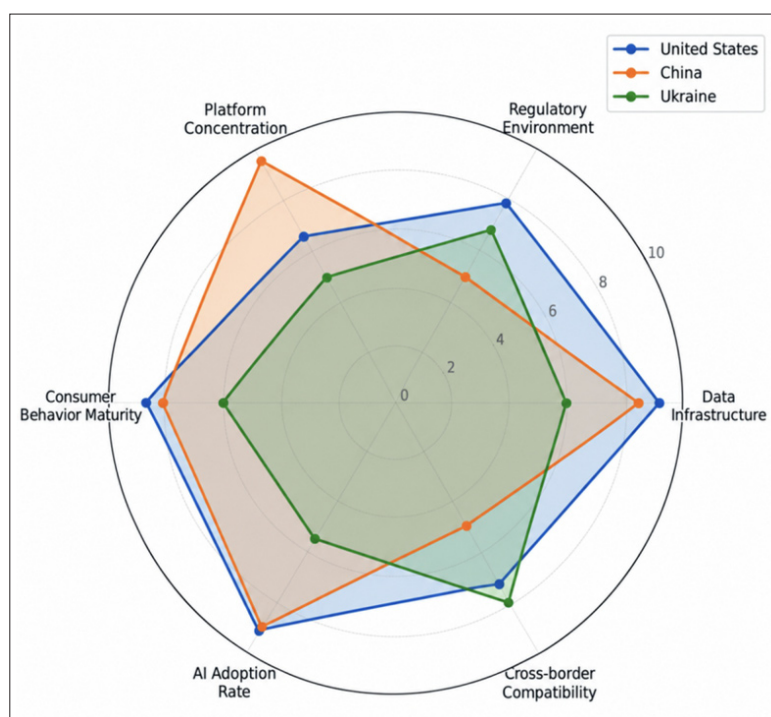


Figure 3. Behavioral Alignment Index Across Three Digital Ecosystems (compiled by the author based on [1, 7, 9, 11, 13, 15]).

Figure 3 reveals a pattern consistent with the framework's theoretical expectations. The United States and China show comparable scores on Data Infrastructure and AI Adoption Rate (a finding corroborated by the Springer Future Business Journal study [8], which positions both nations as anchor contributors to global AI marketing research), but diverge significantly on Regulatory Environment and Cross-border Compatibility. Ukraine's profile is distinctive: relatively high Cross-border Compatibility (7.8), reflecting the country's orientation toward EU and NATO digital standards, but lower Platform Concentration and AI Adoption Rate scores, reflecting both the structural constraints of a smaller market and the disruption of the 2022-2023 wartime period.

The practical implication for U.S.-based practitioners advising on Ukraine-market deployment is that growth frameworks relying on open-attribution environments and Facebook Ads Manager or Google Ads automation can transfer with moderate adaptation (CFS approximately 6.5 to 7.5 depending on sector), whereas frameworks built on proprietary first-party data lakes or closed-loop retail media networks will require more substantial adjustment.

For China, the CFS on Regulatory Environment (source: US, target: CN) scores approximately 3.5, placing the entire strategy posture in the full-localization quadrant. This finding aligns with the enterprise marketing transformation evidence from Chinese A-share companies [3], which shows that firms operating within China's digital ecosystem have developed fundamentally distinct attribution and personalization architectures, not merely localized versions of Western tools.

To ground the framework in practitioner-applicable metrics, Table 2 presents performance benchmarks for each stage of the AARRR (Acquisition-Activation-Retention-Referral-Revenue) funnel across the three ecosystems. These figures are drawn from published industry analyses, academic case studies, and verified platform disclosures.

Table 2. AARRR Metric Benchmarks by Ecosystem, 2022-2023 (compiled by the author based on [4, 5, 10, 13, 14, 15, 18, 19]).

AARRR Stage	Metric	US Benchmark (2022-2023)	China Benchmark (2022-2023)	Ukraine Proxy
Acquisition	CAC (USD)	\$45-120 (B2C SaaS)	\$18-65 (social commerce)	\$8-25
Acquisition	Organic CTR	3.17% (Google avg)	1.9% (Baidu avg)	2.8%
Activation	Onboarding Conv. %	25-40% (personalized)	38-52% (mini-program)	18-30%
Retention	30-day Retention	32% (mobile apps)	41% (WeChat ecosystem)	24%
Referral	Viral Coefficient	1.08-1.35 (SaaS)	1.4-1.7 (social share)	0.85-1.1
Revenue	Avg. LTV / CAC	3.0-5.0x	2.5-4.2x	1.8-2.9x
Performance	ROAS (paid)	3.5x-6.2x	4.1x-7.8x	2.8x-4.5x

Several findings from Table 2 merit analytical attention. Customer acquisition cost (CAC) in Ukraine is substantially lower than in either the United States or China, a direct consequence of lower media auction competition. However, this cost advantage does not translate proportionally into revenue outcomes, because the LTV/CAC ratio in Ukraine (1.8-2.9x) trails both the U.S. (3.0-5.0x) and China (2.5-4.2x), reflecting lower average order values and shorter customer lifecycle horizons in a market operating under economic uncertainty.

Retention metrics are particularly instructive. China's 30-day app retention rate (41%) exceeds both the U.S. (32%) and Ukraine (24%), a pattern the Tandfonline social media marketing review [4] attributes to the super-app architecture of WeChat, which creates higher switching costs and more integrated daily utility than standalone Western apps. This structural difference means that retention strategies built for WeChat's ecosystem will not generate equivalent outcomes on Meta or Google platforms without substantial mechanic redesign.

Referral coefficient estimates suggest that China's social commerce environment supports higher viral propagation (1.4-1.7) than either the U.S. (1.08-1.35) or Ukraine (0.85-1.1). U.S. practitioners accustomed to referral loops built on email or loyalty point mechanics should expect lower organic amplification in Ukraine's market, where messenger-based sharing (Viber, Telegram) follows different sharing norms than North American social platforms.

Building on the benchmark evidence in Table 2, the following figure presents the AARRR Growth-Funnel Adaptation Model, which maps ecosystem-specific channel implementations onto each funnel stage. This is an original practitioner tool proposed by the present paper.

ACQUISITION	SEO / Paid Search / Influencer (US: Google Ads; CN: Baidu/KOL; UA: Meta/programmatic)
ACTIVATION	Onboarding UX / First-value Event (US: personalized CTA; CN: mini-program; UA: Diia integration)
RETENTION	CRM / Loyalty / Email Sequences (US: HubSpot flows; CN: WeChat CRM; UA: Viber/Telegram)
REFERRAL	Viral Loops / Affiliate Networks (US: referral codes; CN: social sharing; UA: peer community)
REVENUE	Monetization & LTV Optimization (US: subscription; CN: social commerce; UA: hybrid e-pay)
PERFORMANCE	KPI Dashboard / A/B Testing / ROI Attribution (unified across ecosystems via standardized metrics)

Figure 4. AARRR Growth-Funnel Adaptation Model for Three-Market Deployment (compiled by the author based on [5, 10, 14, 21, 22]).

Figure 4 articulates the channel-specific logic for each funnel stage across the three ecosystems. At the Acquisition stage, the divergence is most dramatic: U.S. practitioners rely on Google Ads and Meta performance campaigns with algorithmic audience targeting; Chinese operators work with Baidu search, Douyin (TikTok China), and Key Opinion Leader (KOL) partnerships within a social commerce architecture; Ukrainian practitioners use Meta and Google with a growing programmatic overlay, with Telegram-channel advertising emerging as a significant native channel post-2022 [12].

At the Activation stage, the super-app architecture of WeChat mini-programs in China enables a compressed onboarding experience (activation conversion rates of 38-52%) that outperforms the typical U.S. landing-page-plus-email sequence (25-40%). The proposed adaptation for Ukraine is integration with the Diia government digital platform, which the Business Perspectives [12] study identifies as having grown 42% in active users between 2021 and 2023, creating a trust-anchoring mechanism that compensates for lower baseline platform familiarity.

The Performance stage, representing the apex of the model, is deliberately designed as a common layer: the paper argues that standardized KPI frameworks, A/B testing protocols, and ROAS attribution logic can transfer across all three ecosystems, even when the channels and mechanics feeding them differ substantially. This is the framework's central practical contribution: it disaggregates the parts of a growth system that require localization from the measurement and optimization layer, which can remain largely consistent.

The framework culminates in the Contextual Fit Score decision guide, presented in Table 3. This tool translates aggregate BAI scores into three strategy postures and associated action recommendations, enabling practitioners to make consistent, evidence-anchored decisions about growth-system deployment.

Table 3. Contextual Fit Score (CFS) Decision Guide (compiled by the author based on [5, 10, 13, 14]).

CFS Range	Interpretation	Recommended Action
8.0 - 10.0 (High)	Strong structural alignment; growth levers operate similarly across source and target market	Direct adoption with minimal localization; monitor KPIs monthly
5.0 - 7.9 (Moderate)	Partial alignment; some platform mechanics, consumer habits, or regulations differ materially	Contextual adaptation: adjust channel mix, messaging, and attribution model; pilot 60-90 days
0.0 - 4.9 (Low)	Significant structural divergence; regulatory, cultural, or platform incompatibilities dominate	Full localization strategy required; partner with local specialists; phased market entry

The three-tier decision structure in Table 3 reflects the empirical reality documented in the three-country analysis. U.S.-to-Ukraine transfers of digital growth frameworks generally fall in the 5.0-7.9 (Moderate) range for most sectors, recommending contextual adaptation over either direct adoption or full localization. U.S.-to-China transfers on the regulatory and platform dimensions score predominantly in the 0.0-4.9 (Low) range, placing strategy deployment firmly in the full-localization quadrant. These calibrations are consistent with evidence from the enterprise marketing model transformation study [3] and the Chinese social media marketing evolution review [4].

The framework proposed in this paper has specific implications for professional associations and marketing organizations engaged in cross-market knowledge exchange. First, the disaggregation of growth systems into transferable (measurement and optimization) and non-transferable (channel and platform) components provides a structural basis for developing internationally applicable professional standards. Measurement frameworks such as ROAS attribution, CAC benchmarking, and cohort-based LTV analysis can be standardized across markets, as Table 2 demonstrates. Channel tactics, creative norms, and platform mechanics cannot.

Second, the Behavioral Alignment Index provides a pre-deployment assessment tool that operationalizes the ethical use of behavioral insight across markets. Practitioners moving consumer behavioral data and targeting logic from one regulatory regime to another face not only legal risk (GDPR, PIPL, and the California Consumer Privacy Act impose different consent architectures) but also empirical risk: behavioral models trained on U.S. consumer populations carry implicit assumptions about decision-making patterns that may not hold in Ukrainian or Chinese consumer contexts. The BAI makes these risks visible before deployment rather than after performance shortfalls occur.

Third, and specific to the AI-enabled marketing operations dimension, the framework identifies Ukraine as a market with high Cross-border Compatibility and improving AI adoption, making it a viable testbed for U.S. AI marketing toolsets. The OECD [17] documents that technology startups

doubled in Ukraine between 2019 and 2023, and IT sector export revenues grew 20% in 2022, creating a talent infrastructure capable of absorbing and adapting AI-native marketing tools. U.S. professional associations have a concrete opportunity to accelerate this process through structured knowledge-exchange programs that export measurement rigor and evidence-based methodology alongside the tools themselves.

The framework also suggests a research agenda. Subsequent studies should apply the CFS instrument to firm-level data from companies that have executed actual cross-market launches, enabling empirical validation of the score thresholds proposed in Table 3. Longitudinal tracking of BAI scores would additionally capture how ecosystem structural properties evolve: Ukraine's trajectory toward EU digital market integration is likely to shift its regulatory score upward over the 2024-2027 period, altering the transferability calculus for U.S. practitioners considering entry.

CONCLUSION

This paper examined the structural conditions under which growth-marketing systems transfer across three distinct digital ecosystems: the United States, China, and Ukraine. The analysis, grounded in systematic literature review and verified secondary data for 2021-2023, produced three principal findings.

First, transferability follows a continuous spectrum rather than a binary logic. The Growth-System Transferability Framework and Behavioral Alignment Index proposed in this paper operationalize this spectrum through a Contextual Fit Score calibrated against six structural ecosystem dimensions. Platform concentration, regulatory environment, AI adoption rate, consumer behavior maturity, data infrastructure, and cross-border compatibility each contribute independently to the score, and their interaction determines which strategy posture, direct adoption, contextual adaptation, or full localization, is appropriate for a given source-target market pair.

Second, the U.S.-Ukraine transfer path is characterized by moderate contextual fit (CFS approximately 6.5-7.5 in

most sectors), driven by compatible open-web attribution architectures, growing AI adoption in the Ukrainian technology sector, and regulatory convergence toward EU standards. Channel tactics require meaningful adaptation, particularly the shift toward Viber and Telegram as primary retention and referral channels, but the measurement and optimization layer of U.S. growth frameworks can transfer with limited modification.

Third, the U.S.-China transfer path is structurally distinct. Regulatory constraints (PIPL, Great Firewall), platform walled-garden architectures, and the super-app ecosystem combine to produce low CFS scores on the dimensions that matter most for growth-system functionality. China's digital advertising market, which reached USD 136.1 billion in 2023, operates on mechanics that are not meaningfully accessible through externally deployed U.S. growth toolkits without extensive localization and local partnership.

The practical contribution of the paper is a decision framework that enables U.S. practitioners and professional marketing associations to assess cross-market transferability before committing to deployment. The AARRR Funnel Adaptation Model specifically maps ecosystem-level structural differences onto actionable channel and mechanics choices, while the CFS Decision Guide provides a three-tier action taxonomy calibrated to empirical evidence. These tools are designed to support evidence-based digital marketing, ethical use of behavioral insight across regulatory regimes, and the kind of cross-market knowledge exchange that advances both practitioner capability and academic understanding of international digital marketing dynamics.

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