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**ESTIMATION OF THE EFFICIENCY
OF INTERNET-USER INTERACTION WITH ADVERTISING INFORMATION****GLEB SERADA, NATALIA BELORUSOVA**
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The article describes the factors affecting the effectiveness of network advertising, presents a pyramid of the formation of real buyers from visitors to the Internet site, key indicators for evaluating the effectiveness of Internet advertising. Yandex.Metrica and Google Analytics are considered as systems of statistics and analysis of website traffic. A number of activities are offered for more accurate assessment of the effectiveness of online advertising.

Marketing activities of any organization today are impossible without the use of the Internet, and the role of the Internet in marketing is constantly increasing. Today, almost all business entities, regions, individual sectors of the national economy are striving to make themselves known on the Internet [1, p. 885]. Traditional marketing tools that are used on the Web are becoming more effective, and the Internet provides businesses with new opportunities to establish and maintain relationship with partners, search for necessary information, electronic commerce, and promote goods and services.

The online advertising market in Belarus has been showing a steady growth for several years. One of the main advantages of online advertising is that it is initially cheaper than other types. When developing an online advertising campaign, the following factors affecting its effectiveness should be taken into account:

- placement on the page, size and the format of advertising;
- subject of the resource, demo portrait of the audience;
- server quality;
- correct operation of the redirect service to the advertiser's site;
- unrecorded visits;
- user screen resolution;
- usability of advertising content.

Advertising may not be visible to the user without additional scrolling of the screen in the browser, which necessitates separate attention to the choice of location, size and format of advertising, since these parameters affect the "visibility" and the degree of impact on the user. The theme of the resource, the demo-portrait of the audience influence how much the creators of advertising get to the target audience and thereby form the initial attitude to advertising. The quality and speed of loading the site directly depends on the quality of the server. Unrecorded visits create inaccuracies in the assessment, in particular, users can get the page and / or banners from the cache, and the server will not fix the request and display of the banner. At a lower resolution screen user than in the advertising message, it may not be visible.

Figure 1 shows the pyramid of the formation of real buyers from visitors to the company's website.

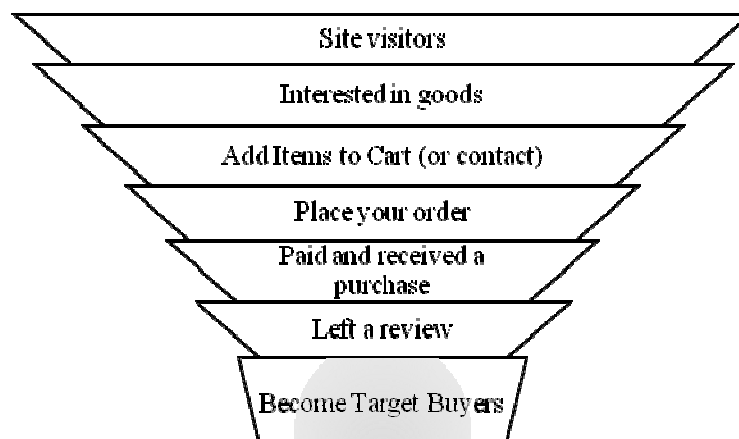


Figure 1. - Pyramid of formation of target consumers from visitors to the Internet site

Economics

The implementation of promotional activities is always associated with costs and these funds are not always used in the best way. Such a situation can be avoided by conducting a systematic assessment of the effectiveness of advertising and timely taking the necessary measures aimed at increasing its effectiveness. The ambiguity of the definition and interpretation of the concept of advertising effectiveness largely depends on the advertiser's goals in a specific marketing situation. Since all goals are ultimately related to the reaction of consumers to advertising, it is advisable to attribute the concept of advertising effectiveness primarily to the effectiveness of its impact on the consumer. The advantages of online advertising, such as targeted advertising and the ability to automate many advertising impacts, significantly reduce the cost of an advertising campaign. Interactive advertising content forms a positive image of the company with the consumer, and free access to statistics allows you to evaluate the effectiveness of decisions made.

Key indicators used to assess the effectiveness of online advertising can be obtained using Web site analytics. Web analytics is a useful tool to effectively track the impact, response, and overall effectiveness of online advertising for collecting and systematically analyzing data.

Yandex.Metrica and GoogleAnalytics are currently the most popular systems for statistics and analysis of website traffic. In most cases, they show similar data. The only difference is in the interface, attribution models and report lists. But it is quite often possible to meet cases when some data are not in one system, but they are in another.

In order to properly assess the traffic of your site, you must periodically look at and analyze a number of metrics and measurements, which include the following (the first word in the list indicates the name of the metric in Google Analytics, and in brackets in Yandex Metric):

- visits (visits);
- page views (views);
- average length of visit (time on site);
- unique visitors (visitors);
- average viewing depth (viewing depth);
- bounce rate (refusals);
- new visits (new).

The "Visits" indicator shows the total number of visitors who were on the analyzed web resource for a certain period of time.

The parameter of page views gives average-arithmetic data on the number of pages of the site that were viewed by all visitors in general. That is, this is the average value of the number of seen pages of a web resource for a certain period of time.

Unique visitors – this is a necessary indicator that can allow to evaluate your blog in terms of the importance of the resource in the eyes of search engine users and regular readers. Among the unique visitors are visitors who have at least one visit.

The parameter of the average depth of view reflects the average number of pages of a site seen by a person.

In Google Analytics, Bounce Rate means visiting one page of a site without performing any actions (transactions). In Yandex Metric, this parameter is calculated quite differently. The bounce rate for it is the proportion of visits in which only one page view took place.

A high bounce rate indicates that there is untargeted traffic on the landing page, or there are technical problems with the landing page, for example, "went" layout on mobile devices.

The "New Visits" parameter shows the number of unique visitors who visited the site for the first time in a certain period of time.

Every marketer should know which indicators of the effectiveness of online advertising should be monitored first. After all, the goal of any advertising on the Internet is lead generation, that is, getting the most "leads" from the site. Lead is the number of reactions (requests, calls, chats) from the landing page. According to modern research on the topic of this article and using the obtained statistical and economic data, you can calculate the main generally accepted indicators of the effectiveness of Internet advertising [2, 3, 4]:

1. Conversion describes the proportion of visits during which visitors performed a targeted action (for example, they sent registration data, placed an order, etc.).

The conversion rate is defined as the ratio of the number of applications to the number of visitors to the landing page. Reference points for online stores – from 0,5 % to 1,5 %. For a one-page site is considered the normal conversion in the corridor from 3 % to 20 %. Conversion depends on the subject, quality of traffic and a unique value proposition on the site.

2. The main indicator of online advertising is CTR (Click Through Rate). Simply put, this is the attitude of the users who saw your ad to the users who clicked on it.

CTR is measured as a percentage and is defined as the ratio of the number of clicks on an ad to the number of its hits.

CTR is an important indicator that measures the effectiveness of advertisements and the quality of traffic that a site visits by an advertisement. It is important to know that incorrect selection of the target audience and key phrases for which advertisements will be shown will lead to a low click through rate (CTR).

The main task of the advertising manager is to track the CTR and work on improving it through ads, key phrases and banner placement sites.

CTR has the so-called reference points or average norm: on the search – 3-15 %, in the banner network CTR – 0,3-1%. It is important to understand that CTR is not always from 3 to 15 %. If the traffic is tuned to the target audience by hot requests (for example, to buy a house in Polotsk), then the CTR will be higher. On the contrary, if the traffic is near target (by portraits of the target audience targeting and placement topics), the CTR will be lower. Reference points serve as a guideline for identifying advertising errors. For example, if the “hot” CTR traffic is below 3 %, this is a signal that something is wrong with the ads. For example, the ad text is not developed or the title does not catch the audience. For banner advertising, the CTR is lower than for advertisements in search results. The main reason – banner advertising has ten times more hits.

CTR allows you to evaluate which sites and ads bring more user transitions. Statistics of impressions, clicks and CTR is available in standard Google AdWords reports and Yandex.Direct, both in terms of campaigns and specific keywords.

3. CPC (Cost per click) is the price per click. This is the actual cost per click that the advertiser pays for the ad. This indicator is defined as the ratio of advertising costs to the number of clicks on advertising. It can also be calculated as the cost per thousand impressions. This value is one of the fundamentals of pricing in online advertising.

4. CPA (Cost per Action) – the cost of the target action, i.e. how much the target action is costing the advertiser. This indicator is determined by the ratio of advertising costs to the number of targeted actions performed.

For example, for attracting 100 visitors to the site, they paid 200 dollars; only 20 of them performed a targeted action, which means that the CPA will be 10 dollars.

If the site has correctly configured goals, then you can track their achievement, conversion, ratio, and cost of the target action in Google Analytics and Yandex.Metrica.

CPA underlies such indicators as CPL and CPO.

5. CPL (Cost per Lead) cost of obtaining lead – user contact details. Calculated by the ratio of advertising costs to the number of leads received.

For example, the consulting company paid 6,000 dollars to attract 1,200 visitors to the site, only 60 of them sent a feedback form to their contacts, which means that the CPL costs 100 dollars. At the same time, it is necessary to understand what percentage of leads is converted into company customers. You also need to divide the number of leads that you received through online advertising from those that came through other channels.

6. CPO (Cost per Order) or CPB (Cost per buyer) – the cost of the order made. This indicator is calculated as the ratio of advertising costs to the number of transactions.

For example, the online store paid 1200 dollars to attract 100 visitors, only four of them placed an order, which means that the CPO is 300 dollars.

7. ROI (Return of investment) – a key indicator of online advertising, the return on investment, reflecting the profitability of investments. It is defined as the ratio of profit to advertising costs.

ROI above 100 % means working in profit. ROI less than 100 % means that advertising does not pay off. If advertising is conducted on the online store, then you can calculate the ROI separately for each product. Thus, we calculate the product group, which brings the maximum profit and vice versa.

8. The same indicator – ROMI (Return on Marketing Investment) – the coefficient of return on investment in marketing, estimates the profitability of advertising. The formula is similar to ROI, with the difference that the revenues used by advertising campaigns are used as profits, and the volume of the marketing budget is used as expenses.

The presented indicators should be used to assess the economic effectiveness of Internet advertising. For the evaluation of communicative effect, you can use a short questionnaire to determine how the customer learned about the product or service. Another possible method is to provide clients with on-site special promotional codes entitling them to discounts and serve individual client ID [4, p. 133].

Economics

Modern entrepreneurs are sufficiently aware of the indicators to measure the effectiveness of Internet advertising, but use them without any system, selecting specific indicators trying to form and evaluate the effectiveness of activities in the field of Internet marketing [4, p. 131]. Therefore, using an integrated approach to assess the effectiveness of online advertising will most fully reflect the degree of economic and communicative impact on consumers, identify the strengths and weaknesses of advertising campaigns, increase business efficiency through a comprehensive analysis of the results of advertising campaigns on the Internet and using this data planning and carrying out subsequent advertising campaigns.

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