

9.3 Advertising on the internet media (example: 1plus1.ua, Zaxid.net, Zakarpatty.net.ua)

Advertising occupies a central place in modern mass communication. Not only it is the basis of the most important item in the revenue side of many media types, but it also forms a notable part of the aggregate content in modern media. At the same time, many tools and techniques for influencing audiences and interacting with viewers, listeners, readers and now even users are being met, tested, refined or reached on a mass scale for the first time in advertising communication. The development of mass media and mass-group communication on the Internet offers the widest opportunities for modern advertising, marketing communication professionals and researchers. The global Internet advertising market is growing at a very fast pace and is rapidly saturating, requiring new types of platforms, new placement options for new formats and standards for working with ideas, content and audiences. Advertising today is moving away from the traditional methods and tools for measuring effectiveness used in the 20th century. Traditional tools include, for example, measures such as the cost per thousand views of an advertising message and the planned and achieved reach of the target audience. This is due not only to changes in how advertising campaigns are measured, but also to the fact that the fundamentals of media influence and operation are now changing in the digital environment in which advertisers are trying to deliver a message to the user [679].

For example, internet users may not only see an advertisement, but also react directly. Reactions can be of interest (reflected in the number of "clicks", (taps) on advertising material) or appreciation of the advertising message by clicking "Like" button, discussion of creative ideas (solutions) in social networks and forums, letters expressing enthusiasm or dissatisfaction. In addition, with the expansion of the possibilities and functionality in Internet, especially in the current stage of social media mass use, a large amount of uncontrolled advertising and anti-advertising is emerging. For example, any unpredictable feedback from users about a product/service. As a result, traditional media alone cannot be used to evaluate the effectiveness of advertising and new advertising formats on the Internet.

The purpose of this scientific article is to investigate the trends and prospects of commercial advertising in the Internet media in Ukraine, in particular, "1+1", "Zaxid.net" and "Zakarpattya online".

Media advertising is the term used to describe advertisements delivered to consumers through multiple media. The word "media" refers to various sources of information, including print media, radio and television broadcasting, Internet technology, and other varieties. In internet marketing, it refers to advertising in the form of banners. In most cases, it has the most significant, but by no means exhaustive, specific weight in the vast expanse of the web. Media advertising primarily includes banner advertisements and samples of contextual advertising for events with image material. The most eye-catching aspect of media advertising is rightly considered to be its visual component and its ability to spread rapidly [677]. Re-targeting is one of the main trends in the media advertising world in the last several years. It is an advertising mechanism capable of showing online advertisements to users who have already viewed the advertised product by visiting the advertiser's website but have not purchased the product before.

Statistics show that around 98% of visitors leave a website without choosing a product, service or making a purchase. Re-targeting is the concept that can fundamentally change the situation and get a list of additional customers where there seems to be nothing to count on. Re-marketing is divided into product re-targeting and traditional re-targeting. Classic re-targeting allows advertising to bring the user back to the site of a particular previously visited online shop. With product re-targeting, it is possible to return the user to the card of a product or service previously viewed by them [685, p. 297].

A special place goes to the interaction with advertisers and media advertising policy. This is the most important area for the media viability to harmonize the information interests and needs of the audience, driven by people's purchasing power. Carefully developed typesetting parameters ensure survival in the media market.

The peculiarity of the media development is that progress in information technology allows this quality to develop to the point where a dialogue between a journalist and a

reader, viewer or radio listener can take place in real time and at a higher level of interactivity. Separated before convergence and digitization, different media episodes are now combined to create a new journalistic product that allows for more comprehensive coverage of developments.

Media advertising experience in the all-Ukrainian online publication 1PLUS1.UA

1+1 is the first Ukrainian national channel. 1+1 began broadcasting in September 1995, launching, in fact, modern Ukrainian television. The channel continues to develop, today dictating high standards for the entire industry [682]. According to the results of 2016 1+1 is the leader of TV viewing in terms of the main commercial audiences, both on average per day and in prime time. The popularity of 1+1 is not limited to linear television.

The site 1plus1.ua has more than 1 million unique visitors every month and tsu.ua is one of the largest news online resources in Ukraine which reaches about 3 million users every month. In total more than 7 million users are subscribed to 1+1 project pages in social networks and 1+1's page is the most popular among all Ukrainian TV channels' Facebook pages. 1+1 Digital Sales Sales House is responsible for selling special projects and media advertising on 1+1 media web-resources. Media advertising includes the placement of banners and videos. There is no advertising as such on the 1+1 website. No spam at all. 1+1 work with so-called Google Adwords re-marketing. In 2015, Google AdWords introduced a new re-marketing feature. Google officially announced that advertisers can now use re-marketing audiences (previous re-marketing lists) created in Google Analytics for AdWords search ads without having to change the tagging code.

The innovation is designed to make it easier for re-marketing advertisers to target smaller groups of users whose audiences are as close to the target audience as possible, as well as to fine-tune ads to specific audience segments.

Ultimately, the innovation is designed to increase conversions for these groups and reduce costs for advertisers. Re-marketing lists for search ads (RLSA) allow search ads to be configured based on a user's past activity on an advertiser's website. Now you can use over 200 Google Analytics settings and indicators to create and

activate audiences for re-marketing, further leveraging them to reach and re-engage customers in both search and on the Google media network.

Re-marketing in Google AdWords is a technology that allows you to show relevant ads on your media network sites. Using re-marketing and showing ads to visitors who were already on the site but did not perform the targeted action. When users open other sites, they will see a reminder product ad for the product they are interested in and will be prompted to make a purchase. A re-marketing ad can be encountered when visiting other sites while watching videos on YouTube, in emails.

The 1+1 website uses several re-marketing types, including dynamic re-marketing which allows users to be reminded of specific products and services. This approach helps to increase the customer base and sales volume, as visitors return to the site to complete the action they started. Once identified, the system uses users' possible intentions and demographic characteristics, such as age, gender and household income, to select the most appropriate offer from your feed. The elements of the feed that are most likely to lead to conversions are selected based on effectiveness, relevance and other factors. How re-marketing in Google AdWords is useful:

- attracts the hottest and most interested audience.
- Helps convince undecided customers.
- Great audience reach due to Google's contextual media network.
- advertisements in different formats (text, graphics or video).
- Analytics can always be used to estimate the cost of advertising.

The next type of re-marketing is video re-marketing, search engine re-marketing. With search engine re-marketing, a person sees the information for which they have made a request before, which makes it possible for Google AdWords to remind them of their recent intentions and provides advice and direct links to the product they have been searching for. Note that the banners displayed on the 1+1 TV channels' pages are different. If you look closely, you can see that the large banner attracts more attention because it is brighter and more eye-catching.

After analyzing 1+1's media advertising, we can say that the main ads this site works with are re-targeting ones and re-marketing from Google AdWords.

Current trends in media advertising of ZAXID.NET

Zaxid.net is an analytical online media in Lviv. The language of the publication is Ukrainian (until August 2011 it was also Polish and Russian). The site of edition has begun work on May, 4th, 2007. Zaxid.net is an information and analytical resource, which promptly delivers information about current events in the world, Ukraine and in Lviv, provides an expert perspective on them, carries out systematic and objective analysis of the key issues of political, cultural and spiritual life of society and holds discussions on various topics. The audience of Zaxid.net are active intelligent people who always want to be in the spotlight and to be the first to know about what is happening not only in Lviv, but in all areas of the Western region. The presence of interesting news, firsthand photos and video-reports from their own special correspondents attracts attention of a large number of readers and generates a regular site audience. Professional analytical materials from well-known journalists and writers ensure high interest and loyalty of the site visitors. It is therefore safe to say that readers are progressive, intelligent and up-to-date. According to Zaxid.net, visitors to the site are:

- TOP management, qualified professionals;
- young, ambitious people aged 21+;
- The core of the target audience are men aged 25-55;
- inhabitants of large and medium-sized cities (from 50 thousand people);
- Family people;
- middle-income;
- education higher education [681].

Zaxid.net uses a lot of banners and ads, taking advantage of a modern development from Google AdWords. The banner stretch - on top of the homepage, on both sides of the re-marketing banner ads from Google AdWords and in the middle of the site itself there is a clickable ad. It should be noted that being blinded by ads can make it hard to find the information you want. Accordingly, banner blindness can be a major cause of this. When visitors browse a web page, they look at the information that is relevant to them and discard everything else because they believe that the information has no

interest. This trend has been going on for a long time as long as irrelevant banner ads were common practice. In order to avoid banner blindness on Zaxid.net and to give users a chance to read quite an amount of information on the site I would like to give some advice on advertising. The first is to use natural advertising. This is a technique for developing and publishing ads that match the design and purpose of the page. Such ad units look natural and authentic on any site. They tend to be more visible. The characteristics of natural advertising are:

- naturalness of the communication channel for the audience and the subject of the advertisement;
- the naturalness of the advertising medium for the subject of the advertisement;
- naturalness of placement of the advertisement in the general information flow (ratio of general information to advertisement, place of advertisement in the general timing of the message, etc.)
- naturalness of the advertising message itself (regularity, ease of perception for the audience, naturalness of the composition, graphics and video).

Properties of natural advertising: interesting for the target audience, organic to the overall message, unobtrusive, uses the same design, style and related attributes of the main content [684]. Another viable option is a photograph of a person looking in a particular direction. In real life or in a picture, we tend to track the gazes of others in an attempt to find out where they are looking. If you incorporate such a technique into your ad design, users are more likely to respond to it. Among other things, you can stand out and try some innovative types of online advertising:

- welcome ads. These ads appear on the screen when the site loads. Some of them can be closed and proceed to the page view, while others make you wait a bit, after which the transition to the site is automatic.
- background ads. This type of advertising occupies the entire background of the page, but more importantly, these ads look relevant to the resource, so users associate the value of the site and trust it with the advertiser.

According to many marketers, banner blindness is what minimizes the CTR of ad units. However, it is possible to counter this phenomenon by displaying more relevant

ads and placing them intelligently on the page. Advertising content is an integral part of branding, and the effectiveness of a particular banner cannot be judged by its click-through rate alone. Consequently Zaxid.net needs to review the banner placement policy on its website and intelligently build advertisements for website visitors.

Working with ads in the regional online media ZAKARPATTYA.NET.UA

A study of the Zakarpattya Online website suggests that it is quite saturated with information and advertisements [678]. There are also advertisements in the middle of the site. The site is overloaded with advertisements. On the site, advertising is in the nature of clickable banners, stretch banners and remarketing banners from Google AdWords and information banners. Although the ads are not too intrusive, everything is so dull that it prevents you from seeing the basic information on the site itself. Given the site's statistics and banner loading, the site needs a boost in ranking. Here we can recommend to make such media advertising as Pop-up on the site. Of course, you should be careful with this type of advertising, because its improper use will only cause a negative impact on the users. But if you think about it, you just need to think about when it is appropriate to show the advertisement to your users and under what circumstances. Branding is the most effective because of its size and location (now do not have to be locked in the standard resolution of the banner and you can give free rein to your imagination in the composition of this type of advertising), that is, and you can fit almost anything. By styling the site design for branding such advertising looks very effective and appropriate. With branding site may look even better than without it, especially if the advertising is thematic - then a high conversion is ensured. Both advertisers and webmasters benefit [676].

Another plus for webmasters and owners of large media resources can be noted the high price of branding and interest in this type of advertising, "big players" that do not spare money on the promotion of brands. It can also be said that the site uses modern re-marketing banners from Google AdWords. This site is informational, so native advertising — advertising that is gaining momentum and is one of the modern developments — will be very useful here.

Native advertising is the use of editorial formats for advertising purposes and the use of advertising formats for editorial purposes. The New York Times and BuzzFeed are obsessed with this type of advertising today, by the way. By the way, they are very good at turning commercials into native ads. There are a number of good reasons for the success of native advertising [675, p. 62]. It is very effective and quick to produce. Native is a cross-platform format. It does not matter to us at all where an interesting article is found: on a news site, in an app or on Facebook. It is additional traffic. Native advertising itself brings traffic, and the traffic is great.

The use of native advertising is growing: advertisers are allocating budgets to it (for example, American advertisers are spending most of their budgets on digital channels instead of TV ads, as they used to), there are tens of thousands of blogs and case studies, channels and communities on the web - everywhere they carefully examine the good and bad of native advertising.

According to forecasts, in the next few years native advertising will be used in the vast majority of advertising campaigns for brands and online agencies. Native is a format shifted from the periphery to the middle. And even if it's a video, it doesn't change anything.

Sponsored Content or sponsored content - this type can be in the form of a useful article or video, use humor or help make sense of a topic. Its main task is to become as viral and interesting to the audience as possible [680]. Content relevant to the brand is selected for sponsorship. The content creator speaks to the audience on a topic of interest both with the advertiser's input and support. This largely minimizes much of the negativity: people understand that modern media lives through advertising, but they appreciate it if it's done respectfully and sensitively, and even more so if it's done in an interesting and thoughtful way. And in America, the definition applied is premium native advertising - when a site publishes advertising material on its site so that users stay on it. Sponsored articles are an example of this kind of native advertising. This benefits the site - the audience does not leave the site, and the brands - the advertising content is published on a par with editorial articles [683].

The Buzz-PR word-of-mouth marketing method is based on trust, which is why it is so effective. Psychologically, people perceive such information as something true, because it does not come from the producing company, but from consumers like themselves. However, the word-of-mouth effect does not suit all companies, but this is where opinion leaders come in.

Objective, unbiased and authoritative professionals in their niche, enjoying a high level of trust in their target audience. They do not disregard their expertise, they do not accept blatant advertising proposals with dubious histories, but are guided only by their own experience and knowledge. As a result, they are valued, respected and listened to.

So, from our point of view, a native product is good because it presents the useful properties of goods and services in an original, unexpected way in a very dignified way. They are always interesting, attractive projects that use a lot of media tools - more than other promotional materials. Therefore, for a news site like Regional Zakarpattia, it will be very useful to use such media advertising.

The results of media advertising research on the example of 1plus1.ua, zachid.net, zakarpattia.net.ua can build a SWOT- matrix of media advertising (table 1). The strengths of media advertising are freedom of speech and media freedom, prohibition of censorship, independence of media, business qualities of the manager, experienced staff, highly qualified managers, effective marketing service, non-material motivation of employees, high level of activity of employees, effective staff potential, openness to communication , wide range of media advertising, strong material base, affordable pricing policy.

Table 1. SWOT-matrix of media advertising*

Pros	Cons
Freedom of speech and media freedom	Lack of systematic information activity by public authorities
Ban of censorship	Low level of paying capacity of businesses and population
Media independence	Age of media service
Market advantages	Ineffective communication
Customer needs	Different level of motivation
Manager's business qualities	Weak system of media advertising quality monitoring
Experience of staff	Lack of understanding and commitment in the media company

Continuation of table 1

Highly qualified managers	
Effective marketing department	
Intangible motivation of employees	
High level of employee engagement	
Efficient talent potential	
Great social skills	
Wide range of media advertising	
Strong asset base	
Affordable pricing policy for media advertising	
Opportunities	Threats
Support for human rights and civil society organizations	High level of media advertising in the external market
Establishment of an effective communication system	EU subsidies
Expansion of market segments	Lack of stakeholders`s awareness
Domestic market leadership	Weak image of the media company
Media innovations	
Entering foreign media markets	

*Source: Own elaboration

Among the weaknesses that negatively affect the media advertising functioning are: the age of the media services and the lack of understanding and commitment within the media company. Suggested SWOT matrix for media advertising.

All three sites studied use a modern development — re-marketing by Google Adwords which allows you to return up to 30% of visitors to the site and make 20% of them customers. This is a powerful promotional tool, a strategic component of an advertising campaign that allows for different marketing objectives. Google's services provide almost unlimited possibilities for fine-tuning your advertising, targeting your target audience. Most importantly, the effectiveness of advertising campaigns is regularly monitored and strategies are adjusted. However, there is also something that makes the use of media advertising on these sites different. The 1+1 site is harmonious, with little advertising, as it is a promoted brand in itself, but the other two sites present a different picture. Sites informational, news nature, rating is low, the sites are overloaded with ads that cause "banner blindness", so you need to improve the look of sites in other ways to raise the rating and financially support themselves. Sites can be advised to use several media traps: native advertising, branding, etc.

The results of the study lead us to believe that the Ukrainian media market trends of online advertising coincide with the general global trends. The volume of this market is growing, and the number of segments is increasing proportionally. After all, new media always attract advertisers. Internet has long been popular and they are trying to use it in advertising campaigns. True, there are still many tools to work with online advertising, which, unfortunately, have not yet spread in Ukraine. Also, a common guideline for the prosperity of media online advertising need to keep a close eye on the development of modern technology.