

3. Study of the potential of internet marketing in promoting brands in the fast moving consumer goods market in Ukraine

PREFACE

Internet marketing tools are especially important in the context of limited budgetary resources during transformation processes. Its customer-oriented approach, which is not inferior to traditional marketing, allows changing the very paradigm of doing business, creates favorable conditions for the functioning and development of enterprises of various sizes, forms and industries. Today, almost the entire population of developed countries has access to the Internet environment and each user can quickly find the necessary information. At the same time, the dynamics of Internet expansion continues. This is mainly due to countries with a relatively low level of development.

Internet marketing can be considered a new marketing concept of the 21st century, while at the same time acting as a means of promoting and selling goods and services. At the same time, its significant drawback is that its systematic application today is impossible without a full scientific justification. In practice, Internet marketing is often used in a fragmented manner, without the formation of integrated systems for promoting and selling products. In addition, new tools and means of promoting and selling products are constantly emerging in the field of Internet marketing, and some outdated tools are losing their relevance. This situation requires constant monitoring of Internet marketing effectiveness evaluation systems. That is why research in this area is highly relevant.

The scientific achievements of Internet marketing are presented in the works of numerous Western scholars: I. Ansoff, B. Berman, R. Blackwell, S. Dibb, E. Dichter, P. Doyle, P. Drucker, F. Kotler, A. Koshkin, X. Meffert, J. Nielsen, A. Thompson, D. Trout, R. Wilson, X. Hershgen and many others. The study of Internet marketing among domestic scientists is carried out in the works of E. M. Azaryan, L. I. Arkhipova, L. V. Balabanova, N. Y. Vlasova, A. N. Germanchuk, O. M. Oklander, O. V. Tkachuk, O. O. Sevonkayeva and many others.

The purpose of this paper is to form a system for the development of Internet marketing at domestic processing enterprises based on the data of theoretical and applied research.

The object of research in this paper is the system of Internet marketing of Bayadera Ukraine LLC in the field of fast moving consumer goods.

The subject of the research in the monograph combines a set of indicators, properties and features of Internet marketing in the activities of a trade and production enterprise.

The theoretical and methodological basis of the study includes scientific publications in the form of published scientific articles, scientific notes, and materials of scientific conferences. Textbooks, monographs, collections of scientific works of domestic and foreign scholars, etc. are used. Expert publications in the field of activity, materials of statistical services, regulatory legal acts, etc. are used. The information base also includes web analytics data, thematic and industry-specific portal data, and analytics of Internet services.

The study involves the use of a wide range of methods, including: structural, logical and semantic analysis (to clarify and organize terminology in the system of Internet marketing categories), logical method (study of marketing paradigms and concepts), comparative economic analysis (analysis of indicators of dynamics and structure of enterprises); statistical methods (forecasting of expected results). Microsoft Office and Microsoft Excel packages were used to generate tables, graphs, charts, flowcharts and general processing of statistical information.

The monograph consists of an introduction, three chapters, a conclusion, a list of references and appendices.

3.1. Theoretical foundations of the study of internet marketing in the activities of processing enterprises

A special feature of marketing activities and its role in ensuring the company's functioning is the overall complexity and breadth of the activity. Thus, marketing

activity has a direct or indirect impact on most elements of the structure of the organization's activities, starting from the planning stage (determining the market, scope of activities and planning its organization, etc.) to direct product promotion, after-sales service, etc.

The importance of understanding the role and place of marketing within the functioning of a modern enterprise determines the need for their disclosure from the point of view of scientists and industry professionals. Only after that, we will be able to focus more specifically on the disclosure of its specific features in the online environment.

The most general and classical approach to the definition of marketing was applied by F. Kotler, who noted that marketing is a special specific type of activity aimed at meeting the needs of the organization's consumers through exchange. It is noted that this process should be more effective than that of competitors [1, p. 47].

The American Marketing Association defines marketing as a system of methods and tools used to effectively sell through the formation of. Positioning, as well as displaying the benefits of the organization's goods and services, thereby creating value for consumers and other contact audiences [2, p. 102].

According to H. Maffet, marketing is a type of management activity that includes planning, coordination, implementation and control in the market environment in the current and potential markets of the enterprise, while this activity is constant [3, p. 51].

According to the domestic scientist S. V. Mocherny, marketing is a kind of system for managing and organizing the company's activities in the development and sale of new products, based on the results of market research, and aimed at end users in order to best meet their needs, in order to make a profit [4].

According to the definition of E. P. Golubkov, marketing is a socio-managerial process that forms the conditions under which individual consumers satisfy their own needs by obtaining the goods and services they need through exchange [5].

Summarizing these studies, we can define marketing as a certain philosophy of doing business, which is manifested in the analysis and research of the market

environment in order to determine its characteristics and adjust its own activities to best meet the needs of consumers to maximize profits.

Innovations play a key role in this process. It is innovations that determine the general specific features and peculiarities of collecting and analyzing material about the internal and external environment, as well as enable the company's goods and services to stand out from competitors and better meet the existing needs of consumers. Innovations are manifested in all areas of the company's marketing activities and are a key component of ensuring the availability of competitive advantages, which helps to strengthen the overall market position and contributes to the company's sustainable development.

In the context of innovation, the Internet environment plays a special role, and its role and place in the activities of a modern enterprise can hardly be overestimated. The active development of the Internet has created a convenient and effective channel for finding and influencing consumers. At the same time, the overall dynamic development of the sphere determines the constant emergence of new means and tools of influence, which makes it more effective and dynamic.

The overall development of digital tools for influencing consumers is directly related to the overall technical development. The active evolution and increasing role of marketing has created a situation in which, in the activities of a significant number of companies, the role of Internet marketing is not inferior to traditional marketing methods and tools, and in some cases, has a much greater impact or is characterized by the use of exclusively online tools.

The standard interpretation of Internet marketing is based on the fact that it is a type of marketing that uses elements of traditional marketing, but is adapted to the online environment [6].

The global pandemic and related quarantine measures, which resulted in a significant number of people being restricted in their physical movement and made Internet technologies the most effective means of communication with the “outside world,” have become a major impetus for the development of digital technologies in the field of communication. The use of the Internet has also become more frequent in

business operations, not only due to restrictions on employee movement, but also due to a significant decrease in the level of certain traditional communication channels, which has led to the need to find alternatives [7].

In order to provide a more accurate description of the enterprise's activities in the Internet environment, we need to consider its main components. Thus, the general specificity of the enterprise's marketing activities in the field of classical marketing is considered through the prism of the marketing complex. The classic and most popular approach in this area is the 4P marketing mix, which is formed from such components as product, price, place, promotion. The use of these tools is also appropriate in the context of Internet marketing. At the same time, their use in this environment determines certain specific conditions of their application.

The specifics of operating in the online environment, in some cases, allow companies to operate in the absence or minimization of their own warehouse stocks. In such cases, the company acts as an intermediary between the manufacturer and the customer. In addition to its own delivery service, a company can use couriers, postal and logistics operators to transport its products.

Among the main positive aspects of using marketing activities in the Internet environment is the absence of physical barriers and restrictions in the provision of its own services. Thus, a company can sell its own products both in the country of its base and abroad. It is also worth noting the significant potential for finding a target audience and attracting it, as the company is not limited by its physical location. This aspect makes it possible to develop even a very limited company on a large scale. As part of the implementation of specific types of services and products.

Among the positive components is the presence of general flexibility, which is characterized by the ability to make changes within the framework of its online activities, in accordance with the needs of the external environment, changes in market conditions, consumer demands and tastes, changes in the competitive environment, etc. Flexibility in the operation of the enterprise is also determined by the total set and the possibility of combining various communication methods and tools in order to build the most effective system of communication influence on the target audience. It is also

necessary to determine the availability of a wide range of payment options, which can be made through a bank card or specialized payment services [10].

To summarize the main positive and negative features of the use of marketing methods and tools in the online environment, we present their main components in Table 1.1.

In addition to the positive aspects. It is also worthwhile to identify in more detail the existing disadvantages of its use. One of the main problems is the extremely wide opportunities for deceiving users and using fraudulent schemes. Thus, the user is exposed to a significant number of risks for him or her, and a general distrust of various little-known resources is formed. It is also possible to identify wide opportunities for the use of unfair competition in the Internet environment, among which it is worth highlighting the use of DoS attacks.

The problem with using this tool is that it may have a limited impact on certain categories of users, such as pensioners and people living in remote areas who do not have access to the Internet or the ability to receive goods.

Table 1.1 - The main positive and negative features of the use of Internet
marketing by a modern enterprise

Positive features	Negative features
• Wide potential for reaching the target audience; • Possibility of extensive real-time tracking of performance indicators of all tools; • Lower costs to support the operation of the enterprise; • Providing convenient access to the company's offer for consumers; • The potential for an extremely large number of different methods and tools of communication influence;	• Wide opportunities for deception and fraudulent schemes; • Wide opportunities for unfair competition; • Lack of physical contact, which impairs the perception of products; • Effective use of online tools requires appropriate skills and competencies; • Lack of access to certain categories of consumers and geographical areas;

Continuation of table 1.1

• Possibility to apply individualization and personalization of the company's communication process, wider opportunities to form and maintain consumer loyalty; • Cheapness of application, compared to most traditional marketing tools.	• Active growth in the cost of using certain tools, as well as increased competition.
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Source: Compiled by the author based on [6]; [8]; [9]; [11];

Today, the Internet component of an enterprise's marketing activities is an indispensable component of ensuring sustainable development and effective functioning in the modern dynamite environment. It is worth noting that the digital environment itself is also characterized by a significant level of dynamism of development, which is associated with general technological progress and increased computing power of technical means. All of this leads to the development and change of certain types of communication activity, as well as the active implementation and development of new communication areas.

The combination of individual ties that connect the consumer and his target audience on the Internet forms a set of communication tools that can be defined as a complex of marketing Internet communications. With a view to a general disclosure of the features and essence of this concept, we propose to analyze the theoretical information on this material, which was formed by individual industry experts.

Thus, as a result of the analysis of the theoretical approaches of various scholars, we can summarize the general ambiguity and lack of unified approaches to defining the main directions and tools of communication activities in the online environment. It is also worth noting the general mixing of these concepts, which is determined by the lack of a sufficiently established methodological framework, as well as the general dynamism and ephemerality of the Internet environment. As a result, we can point to ample opportunities for further research in this area.

Given the lack of a single approach and interpretation of certain areas of Internet marketing, we will try to summarize certain areas of this type of communication activity, which will be summarized in Table 1.2.

Table 1.2 - Key areas of Internet communication of the enterprise

Internet communications direction	Main tools	Features
<i>Website</i>	Online resources of various types (landing page, business card site, online store, promo site, etc.)	A key integrated communications tool that contains a variety of information and represents the company.
<i>SEO optimization tools</i>	External and internal optimization of the company's website to improve its position in the search engine.	It is used to strengthen the position of the website in the search engine, as well as to increase the level of interaction with website users.
<i>External communication tools</i>	Email marketing, aggressive marketing, viral marketing, RSS	The activity is aimed at increasing the overall recognition of a brand or its product in the online environment in order to increase the level of popularity and sales.
<i>PR-activities</i>	Online advertising (search, contextual, banner, video, etc.), sponsorship, online branding, and online PR.	The use of advertising tools to promote own products and communication outlets (website, mobile application, etc.) by combining different types of flow and combining them within the framework of interactive communication.
<i>SMM-communications</i>	Own social media presence, bloggers, etc.	Building and maintaining the brand image, increasing awareness, increasing the level of loyalty and building it, ensuring increased sales, etc. through the use of social media.

Source: based on [12]; [14]; [16]; [17].

The basic element of most communication complexes of individual companies on the Internet is an Internet site. This area is an integrated communication channel

that acts as the core of the company's communication core, uniting all other components. This role is associated with the wide possibilities of customizing the website and the potential to use and combine various forms of communication impact of text, video, audio and their combination. General multimedia and the ability to interact between the user and the resource in real time also play an important role [19].

Describing a promo website and a business card website, it can be noted that these types of web resources are characterized by the presence of a small amount of information that is more for reference and contains a presentation of a certain project or company contacts.

A landing page is a single-page website that is used to visualize a certain product or company events. This site is used to present information in a concise but informative form in order to effectively influence the consumer. This tool is used to encourage the user to take an action, for example, to register, purchase a product, provide a link to the main web resource, etc.

The online environment is characterized by a significant level of opportunities for ensuring the functioning of an organization's PR activities. An enterprise can run its own blog, engage in sponsorship, charity, and raise awareness through participation in public events. A key role in using these tools in the online environment is played by their coverage using available online communication tools. One of the key roles in this area is played by the online media, which can help a company shape its image and increase awareness through publications, articles, interviews, etc.

It is also worth noting one of the key roles of social networks, which have an impact on a large audience, regardless of its geographical location, interests, social status, income level, etc.

The use of social networks is characterized by the application of advertising activities, which are quite effective due to the ability to customize a large number of segmentation parameters. Thus, the overall effectiveness of social media advertising is quite efficient.

Businesses can also use their own social media accounts, which are used to keep in touch with their audience, as well as to keep them informed about the

company's life and activities, its products, congratulate them on holidays and provide useful information for consumers. In addition, the company can communicate with its consumers through correspondence in comments or personal messages.

A rather effective means of influence in social networks can be the use of opinion leaders who have their own stable audience that trusts the blogger and which he or she can influence for advertising purposes. Significant audience engagement with the blogger's content allows you to achieve a high level of conversion of the advertising message.

When analyzing online communications, it is impossible to ignore the place and role played by mobile devices as a means of accessing the Internet environment, as well as through the use of specialized applications. This type of communication allows you to reach a large audience, as mobile devices generate the bulk of traffic on the modern Internet. Thus, forms of communication through mobile devices include specialized applications, mobile advertising, SMS and push notifications, etc. [20].

The overall effectiveness of an enterprise's communication activities in the Internet environment is determined not by the effectiveness of using one particular channel or indicator, but by determining the effectiveness of the complex impact of all available methods and tools that should be combined into a single integrative structure.

The specifics of applying various methods of assessing the effectiveness of using various tools of the enterprise's marketing communications complex remain extremely relevant. Thus, the traditional components of marketing communications are characterized by the lack of unified effective approaches to their definition and analysis, the results of which can be presented to the management.

Analyzing SEO optimization activities, it can be noted that they are aimed at ensuring the effective functioning of the company's website. Therefore, the effectiveness of this activity is reflected in the overall efficiency of the resource. In addition, the main task of SEO optimization is to ensure that the position of a web resource in the overall ranking is increased, and therefore the overall position in it will demonstrate the results of the effectiveness of this type of communication activity.

A generalized indicator of the effectiveness of advertising activity in monetary terms is the return on advertising campaign or ROAS, which demonstrates the overall ratio of revenues generated from advertising activity to the total level of expenses for it. This indicator is calculated as follows:

$$\text{Payback rate} = \frac{\text{Advertising revenue}}{\text{Advertising costs}} * 100\% \quad (1.1)$$

In the context of assessing the effectiveness of certain marketing tools, it is necessary not only to know the necessary indicators to be calculated, but also to know which methods and tools for analyzing and collecting information are best used. For example, a key tool for collecting and analyzing information about your website is Google Analytics, which contains a significant number of results that are easy to track over time. As part of the effectiveness of advertising campaigns, it is appropriate to use the tools in which they were launched, demonstrating their overall cost and effectiveness, so the most popular tool in this area is the Google Ads ad customization service. In addition to these services, there are many other tools for analyzing performance. They can be relatively free, built-in, or paid, and they can be used for web pages, ad campaigns, social media, and more.

Returning to the assessment of the effectiveness of the email itself, it is also worth noting such a component as Click-to-Open-Rate. It shows the ratio of the number of clicks on the link in the email to the total number of opens [27].

The overall conversion rate also characterizes how email is used. It shows the percentage of users who performed the targeted action relative to the total number of users to whom the message was sent. To assess effectiveness, you can also use the average number of sales after the campaign, the percentage of messages that reached the recipient, etc.[28].

Social media is also actively using performance indicators. This area is characterized by a large number of different indicators that can be grouped into four key blocks: user interaction; feedback effectiveness; specialist performance (responsible for this area of the company's activities); traffic generation and conversion efficiency.

Thus, when analyzing the effectiveness of user interaction, we can note the importance of such indicators as the number of likes, subscriptions, unsubscribes, subscriber growth rates, the number of views of publications over a certain period of time, as well as the reach of its own audience (the ratio of views to subscriptions). The assessment should also take into account the reach through free or organic channels and paid methods [29].

Ensure the process of effective feedback evaluation. There are a number of indicators that demonstrate a certain reaction to the firm's publications. For example, there is the “attractiveness coefficient,” which demonstrates the share of users who have “liked” a publication. Another important indicator is the level of audience activity in the comments to individual publications, which allows you to determine both the effectiveness of the publication itself and the level of audience engagement in general. From this point of view, it is also worth highlighting the user indicator. This is the number of people who have shared a post with other users.

Among the performance indicators, you can also determine the frequency of publishing new posts, the average duration of the audience's reaction to the post, the overall frequency of responses, the % of requests that were answered by company representatives, etc.

Social media also uses standard indicators, both quantitative and qualitative: traffic; number of clicks; % of targeted actions, etc.

The collection and evaluation of the effectiveness of indicators can be carried out both manually (this may be appropriate in the case of competitor analysis) and with the help of internal social media analytics services and specialized services (Socialstats, Popsters, etc.).

These indicators are evaluated using internal social media tools and special free and paid information resources (Socialstats, Popsters, etc.).

It is worth noting that the assessment of the effectiveness of the use of Internet communications should be carried out not only at the level of individual areas or tools, but also generalized in the overall performance indicators of the company's communication activities in the Internet environment. These evaluation indicators can

be quite diverse (increase in market share, recognition, image, growth of loyalty, number of attracted customers, etc.) However, the most common and effective indicator is the return on investment (ROI). This indicator is universal in terms of its use in the business environment, with the help of which it is possible to assess the economic efficiency from each specific tool to the assessment of the company's activities as a whole. The indicator is calculated as follows:

$$ROI = \frac{\text{Revenue level} - \text{Expenditure level}}{\text{Level of expenditures}} * 100\% \quad (1.2)$$

The main advantage of this indicator is its general universality. It is worth noting that when assessing the effectiveness of Internet marketing communications using this method, it is necessary to take into account the amount of money spent on this type of activity and the income received from it [27].

Summarizing the work carried out in this section, we can note the general complexity and ambiguity of the concept of “Internet marketing”, which is due to its versatility, breadth of application and active transformation. This area of communication activity is being actively studied due to its relevance and growing role. The most classical approach to understanding this concept is to define it from the standpoint of a traditional marketing complex used by an enterprise, which acquires specific features in the online environment.

As part of the practical activities of enterprises, Internet marketing is used as an additional system within the overall communication marketing system of the enterprise, in order to influence consumers and as an additional channel for selling products. At the same time, in the online environment, issues related to product and pricing policy are largely similar to these activities in the offline environment. Thus, the main focus of the company's orientation is communication activities. Its effectiveness is based on a significant number of methods and tools that try to attract as many audiences as possible, inform them, retain them and encourage them to take certain actions. It is within the framework of these activities that it is necessary to build a company's communications system in the online environment.

Currently, the Internet environment provides an extremely large number of

different methods and tools for influencing the audience, which leads to the existence of a significant level of approaches to their analysis and classification in the scientific environment. Within the framework of a generalized approach, the following key areas of activity can be distinguished: website, SEO optimization, external communications, PR activity in the online environment, social networks, mobile applications, etc. It is worth noting that each of these areas and tools is characterized by its own specific features that distinguish it from other types of communication tools. This also means that each of the channels has its own specific audience, which necessitates the use of several tools at once. The formation of an integrated complex of marketing Internet communications should be based on the totality of all areas of communication activities in this area, which should actively interact with each other and create a comprehensive impact on the target audience.

The specificity of using Internet communications lies in a significant and wide range of tools for tracking and analyzing their effectiveness. Each of the existing areas and tools is characterized by both general and specific performance indicators. General performance indicators are related to tracking general indicators of resource popularity, user engagement, specific forms of contact, conversion rates, financial performance indicators of a particular communication channel, etc.

It is also important to determine other performance indicators, both within individual tools and in general areas, as well as for online communications in general. For this purpose, it is most appropriate to use universal indicators of economic efficiency, such as ROI (return on investment). Let's consider the results of applied research in the rapidly changing consumer goods market.

3.2. Studying the effectiveness of internet marketing in promoting the products of enterprises in the fast moving consumer goods market

Let us consider the path of successes and failures of the Bayadera Group, the largest alcohol holding in Eastern Europe, which was established in 1991. The company's website: <https://bayaderagroup.com/uk/>.

"Bayadera Group unites core assets in the alcohol industry - distribution companies and several of its own production sites. The company owns a popular portfolio of its own alcohol brands in various categories and is an exclusive importer of the world's most famous alcohol companies. One of the main exporters of alcoholic beverages in the world, the company's export map includes more than 45 countries. The company is also the largest employer in the industry, employing more than 6 thousand people worldwide. The company's distribution network in Ukraine includes more than 30 representative offices across the country. The company is a major taxpayer and budget contributor in the industry.

The well-known brand 'Kozatska Rada' is currently the world leader in terms of growth among vodka products. Official website: <https://kozatska-rada.ua/>. [СторінкаFacebook](#) (Fig. 2.1).

It should be noted that the share of the Kozatska Rada brand in the overall sales structure of vodka of Bayadera Group has already reached 35 percent. According to some industry experts, the success of this brand is largely due to a significant increase in public support for patriotic brands (Fig. 2.2).

It should be noted that in some markets the brand is represented under other names, while maintaining the brand identity. The second most common brand name in the world is Kozak <https://bayaderagroup.com/en/catalogue/vodka/kozatska-rada>. The need to use a different, somewhat simplified brand name is due to the difficulty of pronouncing the original name in the markets of other countries.



Fig. 2.1. Total sales of the Kozatska Rada brand in the world in 2021.

Source:

<https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=99b53229-8276-4b6e-a2db-f3608b972a25>

The brand is positioned as a premium brand. The price on the market is 10%-20% higher than vodkas in the mid-price segment. Due to the higher price, approximately the same cost of production and unit costs, the brand's financial result accounts for 50% of the total profit.

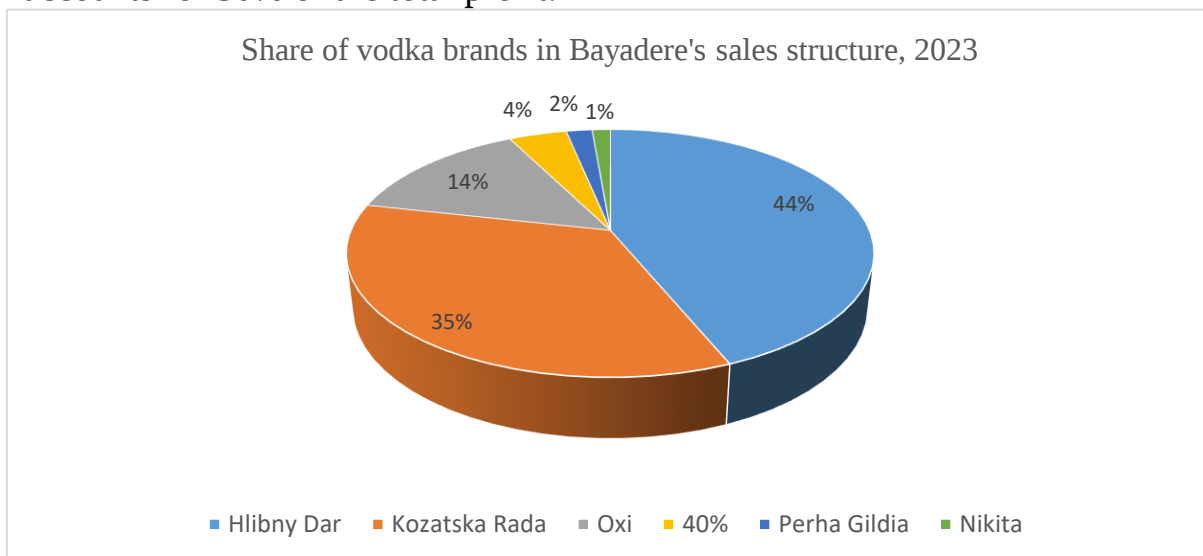


Fig. 2.2. Structure of the vodka market by individual brands.

Source: Data from the Bayadera website <https://bayaderagroup.com/en/>.

Author's research.

In other markets, the brand is represented under different names, while maintaining the brand's identity. The most widespread brand name in the world is Kozak <https://bayaderagroup.com/en/catalogue/vodka/kozatska-rada>, which was a prerequisite for using a different, simplified and well-known history of our people, and due to the difficulty of pronouncing the original name in foreign languages.

The domestic market occupies a predominant share in the sales structure of these products and has already reached more than 80 percent of the total sales of this brand. In 2023, after the full-scale invasion of the Russian Federation, the brand was forced to change its logo, removing the letter Z, which was actively used by the occupying forces. As part of the Brand Health Diagnostics study, an additional stage was conducted to investigate the knowledge of the new logo of the Kozatska Rada brand. As a result, it was found that half of the consumers paid attention to the logo change, and the vast majority perceived these changes positively.

The study confirmed an increase in knowledge, trial and consumption of the Kozatska Rada brand over 3 months. The share of regular customers of the brand remained at the level of 2021 - the new audience of consumers could not be retained. As a result, there is a decrease in conversion from consumption in 3 months to loyalty. However, the brand demonstrates positive potential, as there is a significant increase in the level of spontaneous knowledge and the share of those who are ready to consider Kozatska Rada products before buying. 46% of consumers of the brand who have purchased it in the last 3 months have noticed the change in the logo, and the vast majority of them (78%) said they liked the change.

However, there was no impact of the logo on brand knowledge, consumption, and loyalty - the brand's performance at all stages of the consumption funnel is identical to the previous measurement (Fig. 2.3).

As part of the consumption study, a map of the potential of vodka brands in Ukraine was built. It was based on the ratio of brand awareness and consumption. The brands were divided into four groups: Newcomers, Developing, Fading, and Leaders.

The Kozatska Rada brand is included in the Leaders group and has the potential to grow by increasing knowledge gained through advertising.

Given the perception of the brand as the most expensive in the portfolio of other vodkas of Bayadera Group and its share in the company's financial results, it can be considered the most successful, profitable and attractive for investment (Fig. 2.4).

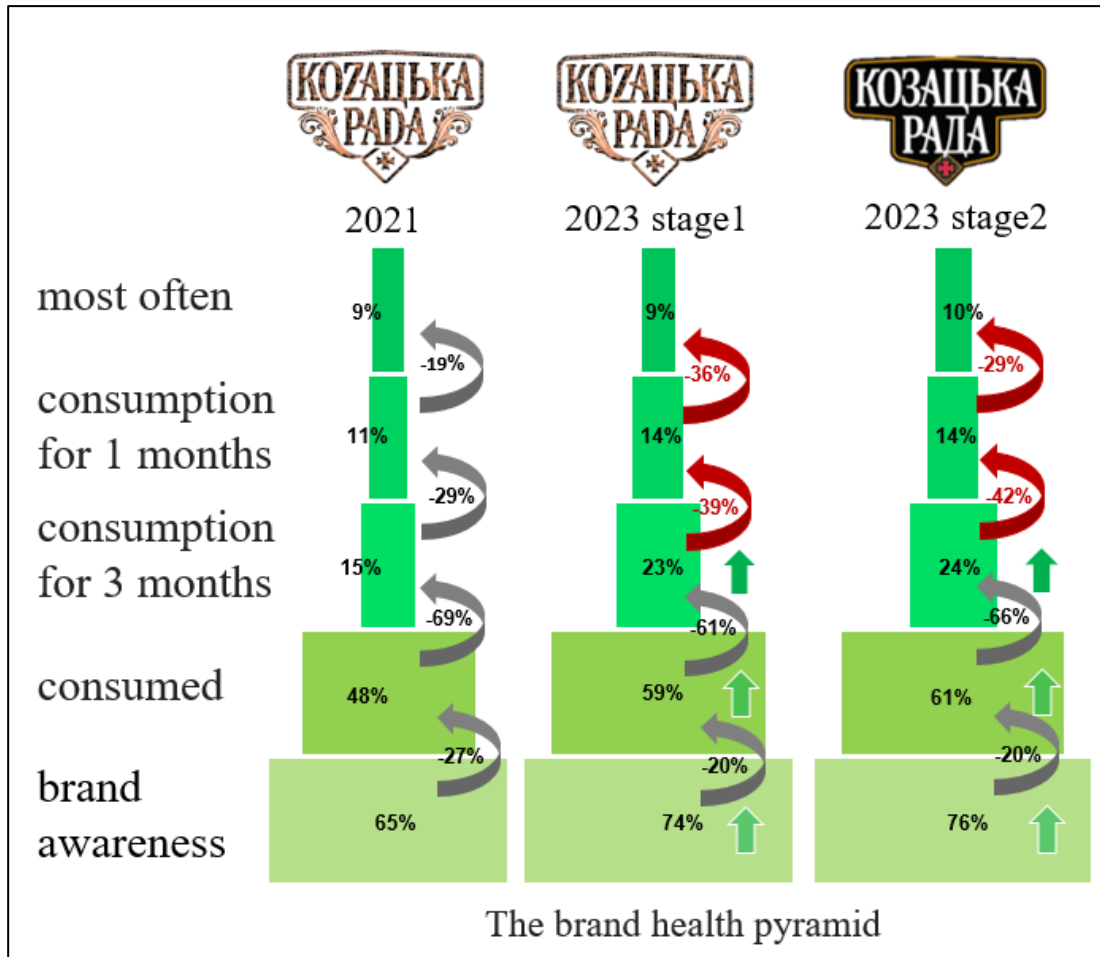


Fig. 2.3. The results of the quantitative research “Diagnostics of brand health in the vodka category”. 2023.

Source: Author's research.

Our research convincingly proves that in the vodka market, it is the brand that is of primary importance, not any quality features of these products, and therefore its recognizability is an equally important integral indicator of successful sales. Let's conduct a small experiment: let's try to name the most technologically advanced car, the coolest cell phone, or the largest online store. We are confident that all contact audiences will think of Tesla, iPhone, and Amazon. These are the companies that have developed simple and clear strategies for promoting their own brands on the market. This list of successes in various fields can be continued, but the bottom line is that

when choosing two similar products on the market, consumers will most often prefer the product of a better known brand. Therefore, increasing brand awareness is one of the key tasks in promoting domestic products on the market. Next, let's take a closer look at the fundamental principles, methods and principles of communications management even under martial law.

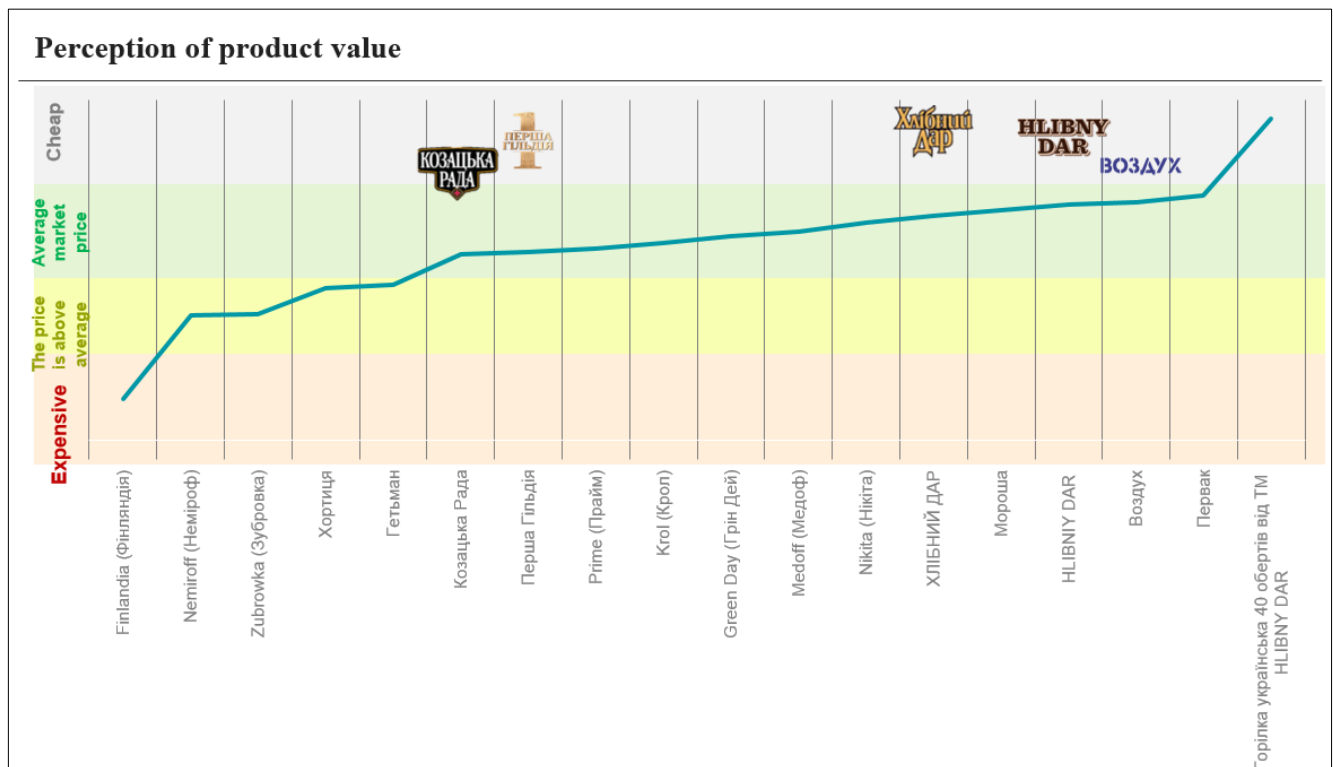


Fig. 2.4. Ranking of vodka brands by investment attractiveness. 2023.
Source: Author's research.

What does brand awareness in marketing mean to the authors? Brand awareness is a definition that indicates the degree of familiarity of the target audience with the company. Brands with high brand awareness are often called "trendy," "noteworthy," or simply "popular." Working to make a company famous is of great importance in promoting its products at almost all stages of business development.

Some people consider brand awareness to be a relative and fuzzy concept. For marketers and entrepreneurs who prefer to measure success with concrete numbers, it

can be difficult to quantify. However, the fact that it can't be measured unambiguously (although we'll offer you some ways to do so later) doesn't diminish its importance.

So why work on increasing brand awareness? In a world where consumers thoroughly research the market before making a choice and make decisions based on reviews and recommendations, trust in a company is a key factor. When users get to know your brand and associate it with quality, it becomes easier for them to make purchasing decisions. In other words, brand awareness builds trust.

Another important point. When a brand becomes famous, users have associations with it. Using the brand name instead of the generic name of the product shows a strong connection between them in people's minds. In general, businesses should definitely set a goal to increase brand awareness in order to:

- draw users' attention to their product;
- inspire a sense of trust among consumers
- maintain sustainability in a competitive environment;
- consolidate its value in people's minds;
- attract investments and business partners.

The level of recognition is an indicator of the effectiveness of marketing efforts. If this indicator does not increase, it is necessary to review the promotion strategy. It is also important that customers associate your company with positive impressions.

To understand what level your company is at, we suggest you familiarize yourself with the 4 stages of its development and how to measure brand awareness.

Absolute obscurity. At this level, consumers are completely unfamiliar with the brand and have no idea about the products or services offered by the company. This level is typical for new brands that have just appeared on the market.

Recognition with a hint. At this stage, consumers can recall the brand when they have some clues (e.g., logo, corporate colors, slogan, packaging, and other associations with the product). Without external reminders, consumers do not come to the brand. This level of recognition is most often characteristic of small companies. Such an association can also occur when choosing inexpensive products.

Spontaneous recognition. This stage is evidenced by the fact that consumers can identify a brand without external cues and reminders. The brand name is associated with specific goods or services. This level of recognition is most often characteristic of large companies.

For example, when people in Ukraine hear the word "chocolate," some consumers think of Roshen, others think of Milka, and others think of Toblerone.

Top of Mind (the first brand). We mentioned such examples above. At this level of recognition, consumers associate an entire product category with a particular brand, and the company name often becomes generic for these products. For example, there are many manufacturers of copiers, but consumers can name only one - Xerox. The same is true for the name of a search engine or, for example, an electric car.

How can we measure brand awareness and how exactly can we do it? The importance of the benefits of a quantitative approach is indicated by the fact that tracking this parameter can help our businesses

- understand how they are perceived by consumers;
- assess the effectiveness of marketing campaigns
- identify the main problems in product promotion and analyze the influence of competitors;
- understand how to improve marketing strategy and brand positioning.

More precisely, the final conclusions can be drawn by analyzing the dynamics of changes in these indicators.

There are several methods for measuring brand awareness:

Polls. They can be conducted on social media and other platforms. For example, ask people to fill out a questionnaire. The list may contain questions without hints, asking respondents to name companies related to a certain category of goods or services. You can also show logos and ask for brand names.

Collecting analytical data. Google Analytics tools allow you to track how often users search for a brand in search engines, what keywords they use, and how changes traffic to the company's website. Here you can see how often people use branded queries and evaluate user engagement.

Monitoring social networks and other media. On platforms like Facebook, Instagram, and other social networks, you can analyze your audience's reach and mentions of your brand. The information obtained will allow you to assess consumer attitudes toward the company and its products. This method will allow you to establish prompt feedback, resolve possible disputes, and establish communication with your audience. To track brand mentions on the Internet, we recommend using tools such as Google Alerts, Mentionlytics Brandwatch, and others.

Brand Lift research. This method is used when launching video ads on YouTube and allows you to evaluate the memorability of the advertising message, the level of brand knowledge, interest in it, and changes in consumer preferences after advertising (Fig. 2.5).

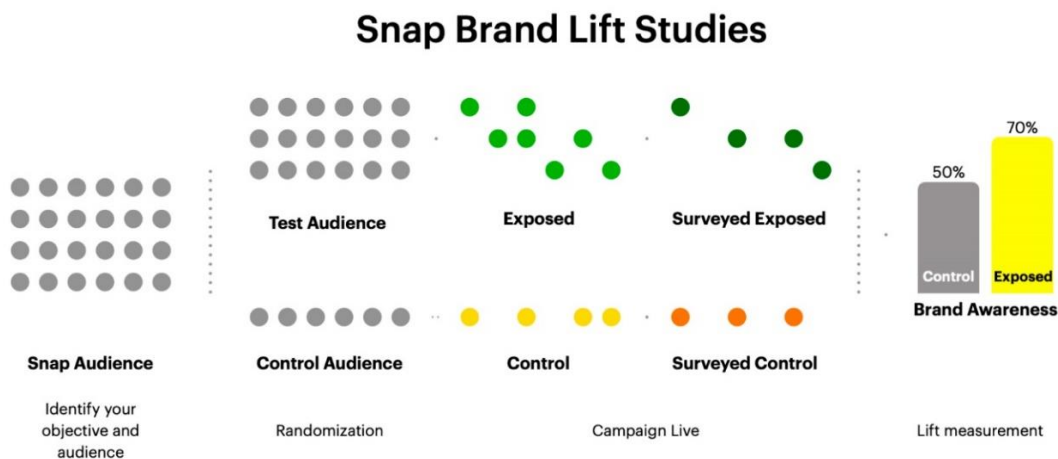


Fig. 2.5. Stages of brand marketing research.

Source: https://businesshelp.snapchat.com/s/article/brand-lift?language=en_US

Once the data is collected, you need to analyze brand awareness. It is important that there are no unambiguous indicators that would directly indicate the success of a campaign to increase awareness. To analyze the effectiveness of such marketing efforts, a correlation with other parameters is often used: profit growth, increased traffic, or conversion. For example, a company may notice that after launching contextual advertising, there has been an increase in brand name searches and traffic to its website. This suggests that advertising has had a positive impact on brand awareness.

In our opinion, it is advisable to use various brand awareness metrics, including the number of impressions, the number of unique users, CTR, engagement rates, and others, and measure them after each campaign. This will allow you to understand which channels of communication with customers have proven to be the most effective and make timely changes to your marketing activities.

Increasing the company's awareness among the audience is not an instant process. This result cannot be achieved through a simple advertising campaign. To have a long-term impact on target audiences, you need to take many simultaneous steps that go beyond mere attempts to attract customers.

Let's take a closer look at some of the principles of brand development:

1. Present yourself as a person, not a company. Just as we take an interest in the life and personality of a new friend, your brand should define its characteristics and promote them. You should position yourself as something more than a company that sells goods or services. Try to present your brand as you would recommend it to a new friend.

2. Establish contacts. Active exchange of information with the audience is an important factor. Communicating on social media, answering questions, commenting and sharing content can significantly increase the company's awareness.

3. Tell a story. Storytelling is a powerful marketing method. It makes a brand much more human and adds depth to it. It can be a story about the founder, the origin of a product idea, or a business success story.

4. Make information sharing easier. Allow the audience to share content easily. Word-of-mouth marketing, where people share information about a brand with others, is one of the most effective ways to build trust among customers.

If your company is focusing on increasing brand awareness, remember that it's not just about talking about increasing sales, but rather about building long-term, mutually beneficial relationships with your customers. Our research suggests that the following tools can help with this.

Contextual, targeted, video, and other advertising will help you convey brand information to a wide audience. Professionally prepared and memorable creatives can

significantly help raise awareness of your company. The key is to make the brand stand out from the crowd.

Partnerships and sponsorships. A company can help movements, campaigns, or events by providing financial or informational support. This allows the brand to access the audience that is interested in these events. For example, Swarovski supported the international forum Design Miami for interior designers, where it created a unique installation using crystals.

Posting content on external platforms. This type of marketing involves the use of third-party platforms to promote a company: niche media resources, blogging platforms, and others. It can also include guest posts on social networks. This method of promotion helps to expand the audience reach and increase brand trust.

Social media. An active presence on social media can significantly improve a company's recognition in the eyes of the public. Due to the close interaction between the brand and the target audience, social media activity helps to remember the brand name even for those who have not yet become its customers.

Organizing events. Events to increase brand awareness are a great way not only to draw attention to a brand, but also to communicate its values and position. For example, Nova Poshta recently initiated the World's Longest Marathon. This charity race is intended to support the memory of the heroes who defend Ukraine's freedom. In connection with this event, a collection of charity sports merchandise was released in collaboration with Ukrainian brands PAKA and DF Original.

SEO optimization. Reaching the top of organic search results is the main goal for a website. People trust those companies whose web resources are at the top of search results the most. The advantage is that the site will be displayed to users in response to their queries when they show interest in the company's product or services. Search engine optimization is not the fastest way to optimize your website, but it is one of the most reliable, and you don't have to pay extra for traffic coming to your website from search engines.

Referral programs for regular customers. Referral programs are cooperation between a company and its customers, who are rewarded for attracting new ones. In

fact, it is a way to increase brand awareness with the active support of existing customers, which is a profitable and reasonable solution.

Maintaining an informational blog. Creating and maintaining your own corporate blog not only helps to improve your website's position in search results. It also provides users with answers to their questions, shares useful information, and up-to-date news. This approach allows a brand to shape its image, increase its level of trust, and remain recognizable.

We considered the analysis of existing mistakes in the work on improving brand awareness on the Internet to be an important stage of this study.

As we have found, there are cases when companies work very hard and try to solve the problem of how to increase brand awareness, but make significant miscalculations. Such problematic cases include situations where:

seek a sharp increase in recognition and set unrealistic goals for marketers. In this case, we recommend that you remember that the process of increasing awareness usually starts with the level of awareness of the tip, then moves on to the next stage. And in order to become the "first" brand, you will need an appropriate budget and expertise;

try to involve celebrities in advertising the company at the initial stage of promotion. This can be not only expensive, but also not always a justified decision. When celebrities are used in advertising, people are likely to remember the person better than the brand they advertise;

acting mechanically. Sometimes publications about a brand look lifeless. Such information quickly becomes information noise, and users skip it. Remember that people want to communicate with other people and buy from real interlocutors, not robots.

In the end, every trademark strives to become a brand, but not always the manager is ready to work constantly to improve the reputation. Check every action with how much it affects the company's reputation and whether it works to increase brand awareness. If you always keep this in mind, success will surely come.

Thus, brand awareness is the extent to which consumers can identify which company is the manufacturer of a particular product. The logo, name, corporate colors, and packaging design are used as identifiers. The extent to which a person can recall the existence of a brand often determines his or her decision to purchase a product.

One of the most effective methods for assessing brand awareness is the recognition rate. It is calculated as the ratio between the number of potential customers who know about the brand and the total number of such customers. One method of measuring brand awareness is the frequency of brand-related search queries. This metric can be calculated using Google Trends.

It should be borne in mind that the level of brand awareness demonstrates how well people can identify a company by its name, logo, and other external characteristics. This indicator shows the level of trust and loyalty to the company. Before a buyer makes a decision to choose a particular product, he or she finds out who created it. Therefore, brand awareness is the first step on the consumer's path to a decision to interact with the brand. Depending on how quickly consumers can identify a brand, several levels of brand awareness are defined. These are the stages of absolute obscurity, recognizability with a hint, and spontaneous recognizability. And, of course, top brands dream of becoming Top of Mind - the "first" brand.

Marketers characterize the Ukrainian vodka market as a "red ocean" - fierce competition and significant and often unpredictable limitations to growth opportunities. Market leaders have very strong positions in the key indicators of their brands in Top of Mind. They built their knowledge many years ago on a relatively low level of advertising noise and without specific restrictions on alcohol advertising. In today's environment, it is unfortunately almost impossible for "young" vodka brands to build such a high level of awareness.

According to the knowledge activity coefficient (spontaneous knowledge/knowledge with a hint), four Ukrainian vodka brands should be distinguished, in order of their rating: Nemiroff, Khortytsa, Hlibny Dar and Kozatska Rada. According to the above, these brands are also in the sales ranking and make up

the so-called "first tier" of vodka brands. These four brands account for 80% of total vodka sales in Ukraine. That is, knowledge equals sales (Figure 2.6). Based on the knowledge of brand advertising, we can track the impact of advertising on the growth of spontaneous knowledge and knowledge with a hint. This is a direct correlation. Knowledge of the brands whose ads have been seen has increased. After the coronavirus epidemic spread in Ukraine, almost all brands with FMCG products tried to work through marketplaces. As a result, some businesses were very satisfied, while others were disappointed. So we tried to figure out what is happening in FMCG at Rozetka, the largest marketplace in Ukraine. In November, this service received 22 million audience members. The analysis of the collected data showed a significant stratification of the positions of certain categories on the Rozetka marketplace.

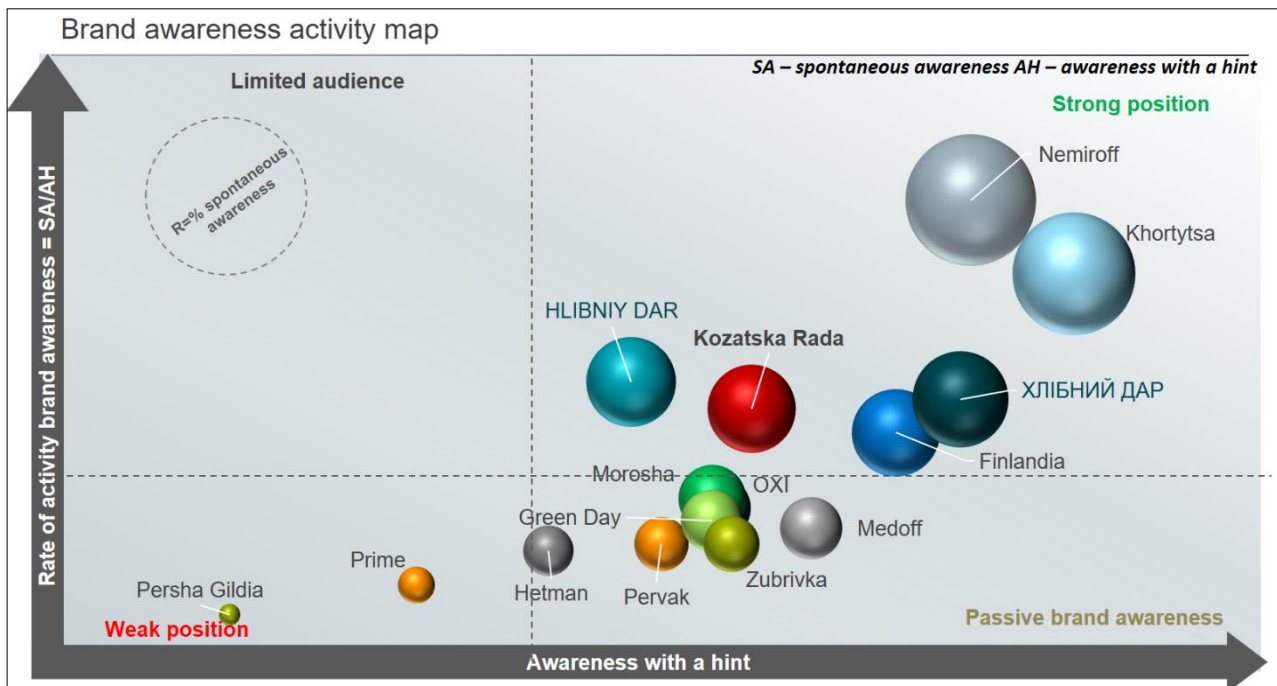


Fig. 2.6. Rate of activity brand awareness. 2023.
Source: Author's research.

In terms of the dynamics of brand awareness with a hint, imported vodka brands Zubrovka, Finlandia and Ukrainian "second tier" brands are growing in Ukraine GreenDay, Hetman (Fig. 2.7.).

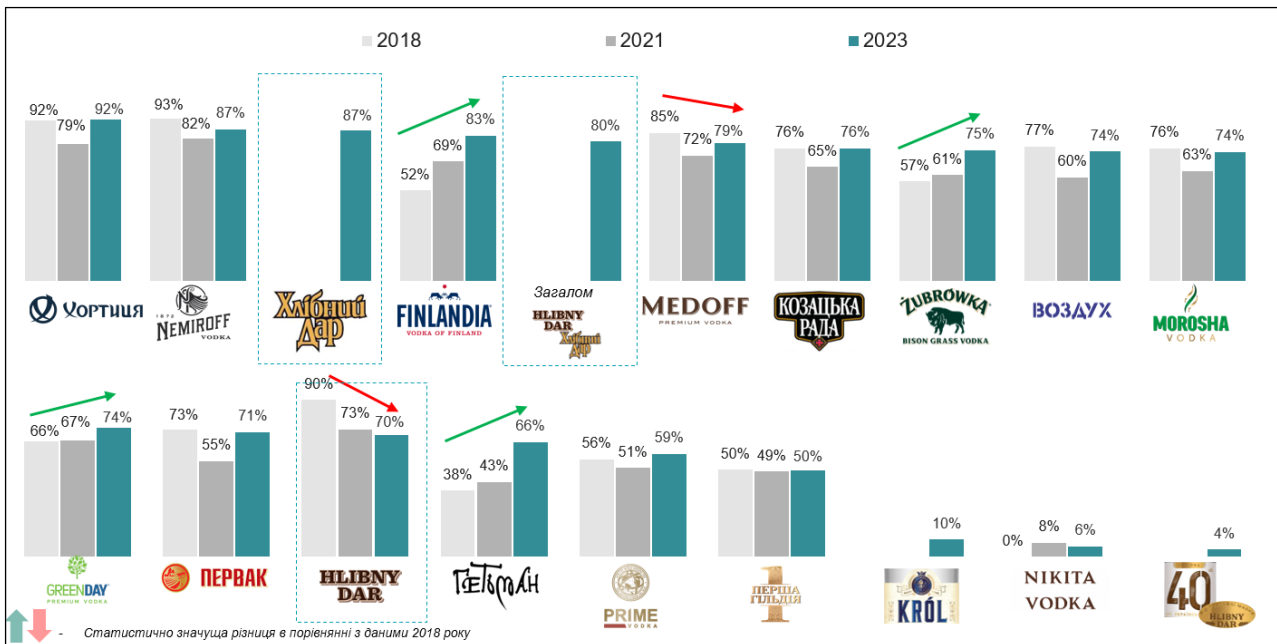


Fig. 2.7. The dynamics of brand awareness with a hint. 2023.

Source: Author's research.

Based on the knowledge of brand advertisements, we can track the impact of advertising on the growth of spontaneous knowledge and knowledge with a hint. This is a direct correlation. The increased knowledge is related to the brands whose ads have been seen.

Consumers see most vodka brand ads on the Internet. These are mostly video ads on YouTube. It should be noted that direct advertising of alcohol and tobacco is prohibited in Ukraine. The use of digital tools allows us to circumvent these restrictions within the framework of Meta's alcohol advertising policy (Google, Facebook, Instagram). In traditional ATL tools (TV, Radio), alcohol advertising is allowed only at night from 23:00-06:00. Outdoor advertising of alcohol is completely prohibited. Thus, in order to reach the largest share of the audience in Ukraine, the brand uses Western digital tools that allow advertising during the day, although there are no significant restrictions on audience targeting and the "alcohol" label for such advertising (Fig. 2.8).

Sources of advertising

		YouTube commercial	The brand sponsored a TV program (movie)	The brand was a sponsor of the event	Advertising on the Internet	Advertising on the radio	I saw this brand in a movie	Advertising elsewhere
Khortyt'sa	98	41%	27%	16%	63%	9%	10%	7%
HLIBNIY DAR	88	35%	29%	5%	55%	11%	7%	11%
Nemiroff	86	46%	16%	24%	65%	6%	16%	13%
Finlandia	84	51%	25%	8%	51%	8%	10%	8%
Kozatska Rada	74	42%	32%	12%	55%	5%	4%	12%
Green Day	63	35%	25%	12%	60%	8%	7%	8%
OXI	37	32%	21%	13%	61%	3%	0%	8%
Morosha	35	33%	24%	6%	52%	9%	6%	12%
Hetman	31	45%	27%	18%	61%	6%	0%	18%
Zubrowka	31	42%	18%	13%	53%	5%	18%	26%

Fig. 2.8 Sources of vodka brand advertising. 2023.

Source: Author's research.

Statistics show that 85% of Internet users access the World Wide Web regularly. According to various studies, Internet penetration in Ukraine ranges from 76 to 82%. Thus, the Internet is becoming a real addiction among the population (Figure 2.8).

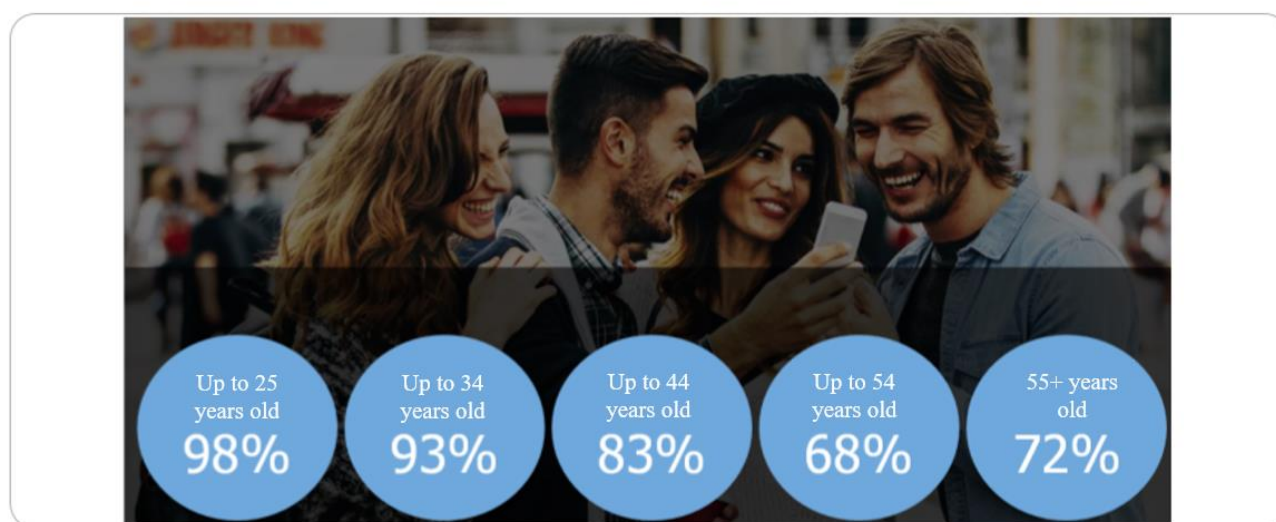


Fig. 2.8. Internet coverage of the Ukrainian population by age, 2023

Source: <https://www.undp.org/uk/ukraine/press-releases/ukrayintsi-staly-chastishe-korystuvatysya-internetom-80-onlayn-shchodnya-sotsopytuvannya>

The Internet has become the first communication tool in terms of population coverage. FMCG brands most often start their communication with TV. However, we

see that in Poland, Hungary, Romania and other neighboring countries, this dynamic is gradually slowing down.

Teenagers and children are "born with a phone in their hands," so they start interacting with a product or brand directly from a smartphone... The Internet coverage of the Ukrainian youth audience under 25 is almost one hundred percent. But the older audience aged 45 to 55 is covered by the Internet by 60-70%. This segment of consumers watches not only TV but also YouTube.

Those brands that seek to communicate with their target audiences only through television need to finally realize that integrated communication channels work much better. And even the one-third of people who prefer television are willing to work with other media and become preferred users of Internet communication providers. They check their email, watch news and videos, and interact in some form when discussing information from computer networks. The intersection of these channels of information always has a very influential and significant effect on changing modern patterns of human behavior.

From the perspective of modern business practice, which defines development alternatives, there are 4 common promotion strategies and methodological approaches used by FMCG brands, depending on the company's portfolio. Usually, these strategies are conditional for the agricultural production and processing industry, as the advertising and contextual activities of enterprises may overlap.

The first of them (a rather rare method) is the company's website. For example, these are the central websites of Coca-Cola or Pepsi that promote beverages. They contain both communication tasks (representation of branded companies) and advertising tasks. They have a part of advertising and search traffic.

The second and most popular strategy is the brand's website, where the team attracts an audience through social media, display advertising, newsletters, etc., up to mentions on television or outdoor advertising. It is actively used by FMCG brands.

The third strategy is the use of special projects. To do this, a separate website is created that is tailored to a specific target audience and usually contains competitive activation mechanisms, etc. Currently, YouTube, TikTok, Instagram channels,

Facebook, chatbots, messengers are used for special projects, i.e., new options are tested. But in this strategy, it is important to understand how to evaluate these opportunities for perception and reach of target audiences.

The fourth strategy is the logic of presence on marketplaces. Almost all major players in the FMCG segment have had experience in entering Rozetka or other popular marketplaces over the past two to three years, and have accessed the websites of other retailers. Thus, first of all, it is reasonable to talk about the introduction of additional promotions on websites (for example, food delivery for food retailers) as part of this strategy. Figure 2.9 shows data on the traffic dynamics of websites of leading brands in the vodka market.

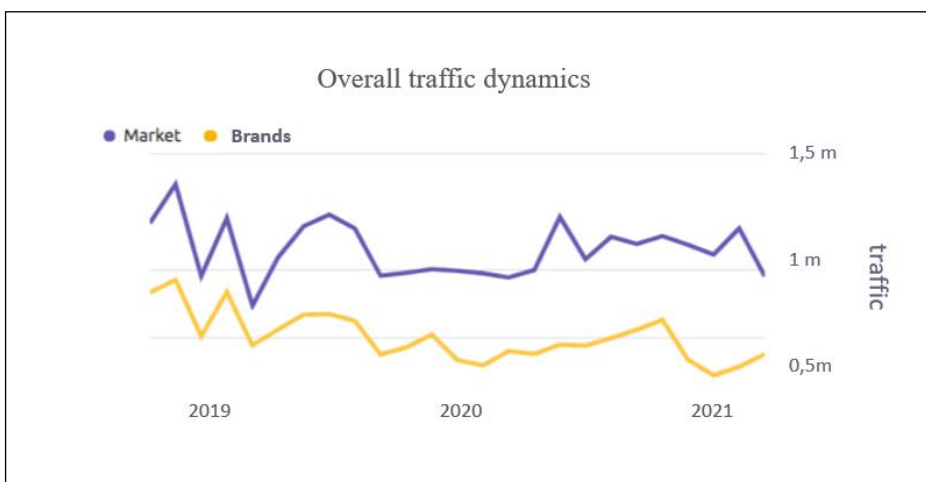


Fig. 2.9. Trends in the development of Internet traffic of the leading websites in the FMCG brands market, 2021

Source: <https://webpromoexperts.net/ua/blog/prodvizhenie-fmcg-tovarov-v-2021-2022-gg-chto-delayut-izvestnye-brendy-v-digital/>

3.3. Increasing the efficiency of using internet marketing tools in the fast moving consumer goods market

The main issue for modern marketers is measuring the effectiveness of FMCG brand promotion. Back in the days of television advertising, the analytical field of FMCG brand formation was based on a correlation approach. However, the problem with this approach was that the first branding attempts usually took place on a very limited budget. Therefore, it was extremely difficult to evaluate the results qualitatively. Accordingly, it was not possible to get the same result and direct

correlation with a budget 10 times smaller than the budget of a TV campaign, which was caused by TV advertising.

Correlation analysis still works today. Many brands evaluate the effectiveness of their communications by reaching the audience on YouTube and through banner ads. Experts already note good results of brand promotion on TikTok. This correlation is difficult to calculate. However, this is a classic methodology that FMCG companies are used to working with and continue to interact with it confidently.

Among the four strategies discussed above, the largest FMCG brands usually use all four, not just one or two. In addition to them, FMCG brands also use other strategic solutions.

Their own e-commerce, special projects, their own delivery, company resources. These are the key areas where you can clearly measure roles and calculate efficiency, gather your base and understand who your customers are.

A special task for any company is always to understand the target audience and its needs. The insights that can be gained about the target audience provide a sufficient number of ideas and options for promotion.

A significant amount of customer data has already been collected online. In Google Analytics, Facebook and Instagram statistics, YouTube, and third-party services. Now is a great time for FMCG brands to accumulate this data, process it, and build their online presence properly based on insights.

Large providers are starting to reduce the amount of information available about their users. Everything is going to the point where we will know less and less about a specific user, more, and more about a faceless audience.

To plan effective digital advertising campaigns, you need to take into account five important trends in FMCG strategies.

1. Many small businesses that have previously paid for advertising without VAT will have to pay another tax. On top of our standard 35% inflation, there is an additional 20% cost. If you don't have a clear system for measuring the power of online advertising, the question of cost-effectiveness becomes more acute;

2. A huge amount of value in digital is contained in Google and Facebook data. The systems have strengthened automation and optimization tools and are killing manual targeting;

3. Targeting significantly limits organic reach and, accordingly, there will be no reach on Facebook and Instagram without spending on promotion. The only social network with organic traffic is TikTok, but its policy is also that paid coverage will grow and become more expensive. The challenge is not only to create relevant content, but also to allocate and properly target the budget for its promotion;

4. The fourth trend is the strengthening of Google's SEO. This is not popular channel for promoting FMCG products. Nevertheless, at the same time, we have seen that the largest brands ranked this item second or third in terms of audience engagement;

5. The fifth trend is that Google is strengthening its programmatic jumps and allows you to effectively build outreach to a wide audience. You should use this tool.

Given the ban on alcohol advertising in traditional media, modern digital tools should be considered as the main platform. According to research, before the full-scale invasion of the Russian Federation, 24 million out of 31 million adults in Ukraine used the Internet, which is 77.4%. In 2023, due to population migration and loss of territory, the number of Internet users decreased by 6 million, while the penetration rate increased to 78.3%.

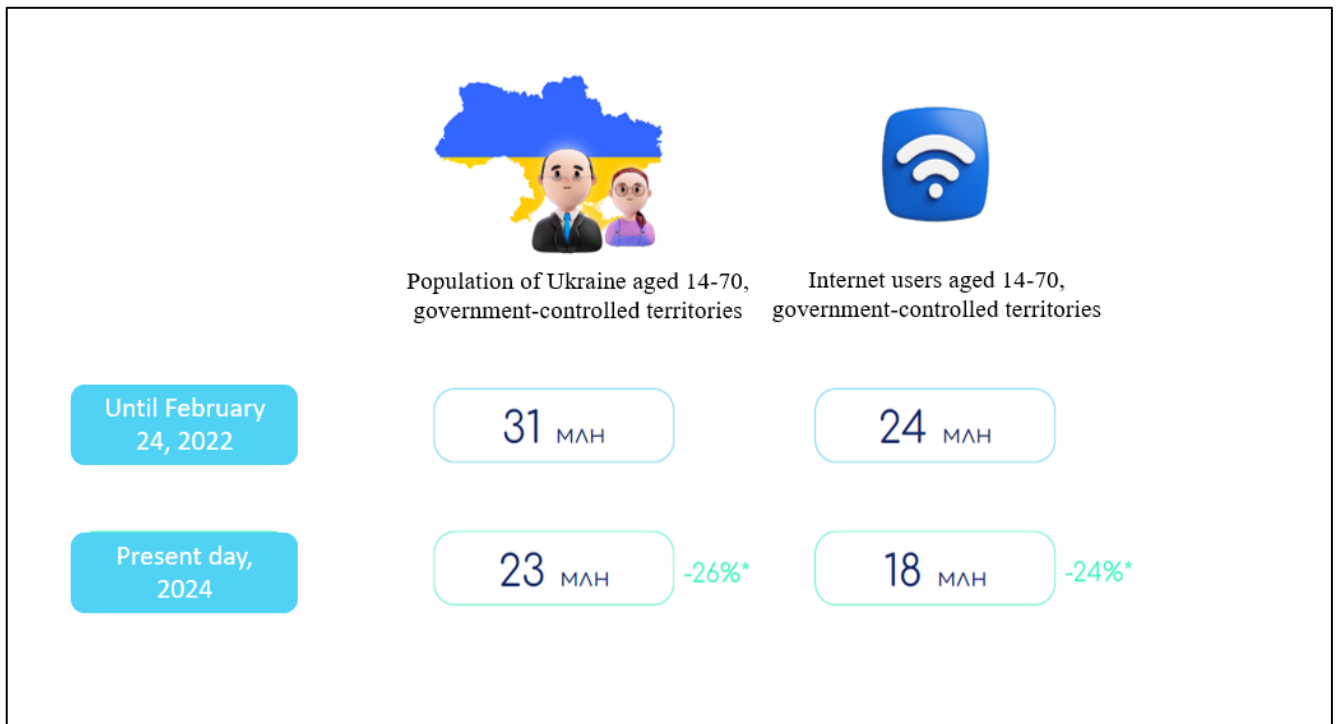


Figure 3.1. Dynamics of the number of Internet users in Ukraine.

Source: Kantar CMeter data, State Statistics Service of Ukraine, age group 14-70, data without occupied territories

The most popular platform among Ukrainians is YouTube, which is used by 69% of the adult population of Ukraine every month. Thus, to solve the problem of increasing brand awareness through its popularization through advertising, an advertising campaign is launched on this platform.

When planning an advertising campaign in Digital, we consider it necessary to determine:

1. Digital strategy

- Methodology for creating a digital strategy: structure, main steps.
- Mathematical models for calculating the optimal advertising budget.

2. Tactics in Digital

- Key settings of Google and Facebook advertising tools in FMCG.
- Managing the frequency of contacts in online advertising.
- Monitoring of competitors' advertising activities.
- Creative management: idea - production - placement - performance evaluation.

- Control points.
 - The place of content marketing, SMM and email in your digital strategy.
 - Working with reviews and SERM.
3. Methods for evaluating the effectiveness of online advertising
- Web analytics: key reports for those who do not sell online.
 - Brand Lift marketing research by Google and Facebook.

Thus, before the launch of advertising for the Cossack Council brand, the main KPIs, targeting, and tools were determined (Fig. 3.2).

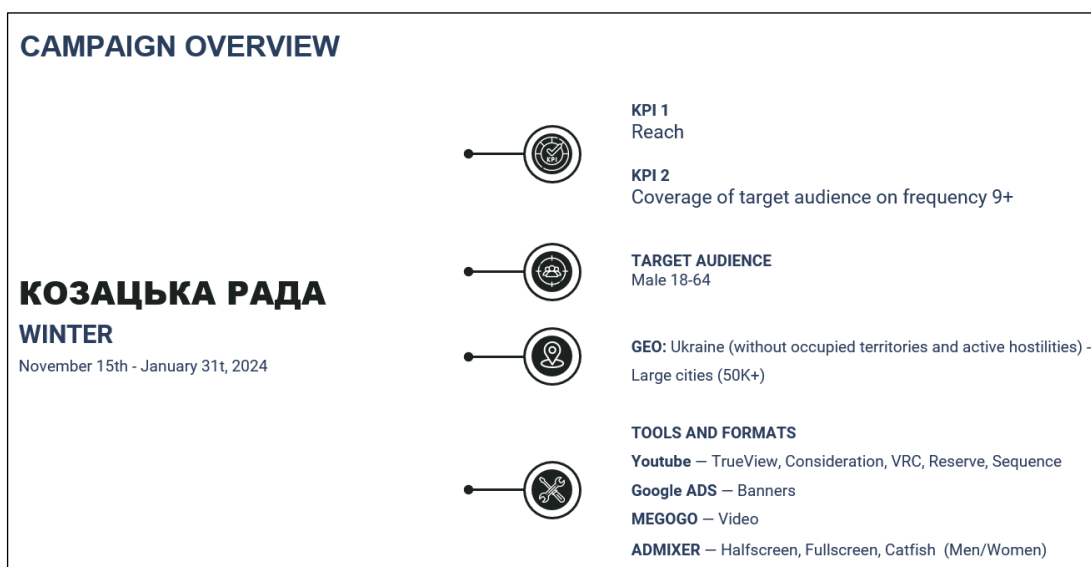


Figure 3.2. Methodological approaches to assessing the effectiveness of a digital advertising campaign of the Kozatska Rada brand.

Source: Author's research.

An important step in planning an advertising campaign is the media strategy. This is how the interaction between the advertising message and the audience will be built (3.3). There are a lot of variations in setting up digital advertising and, unfortunately, there is still no single right solution.

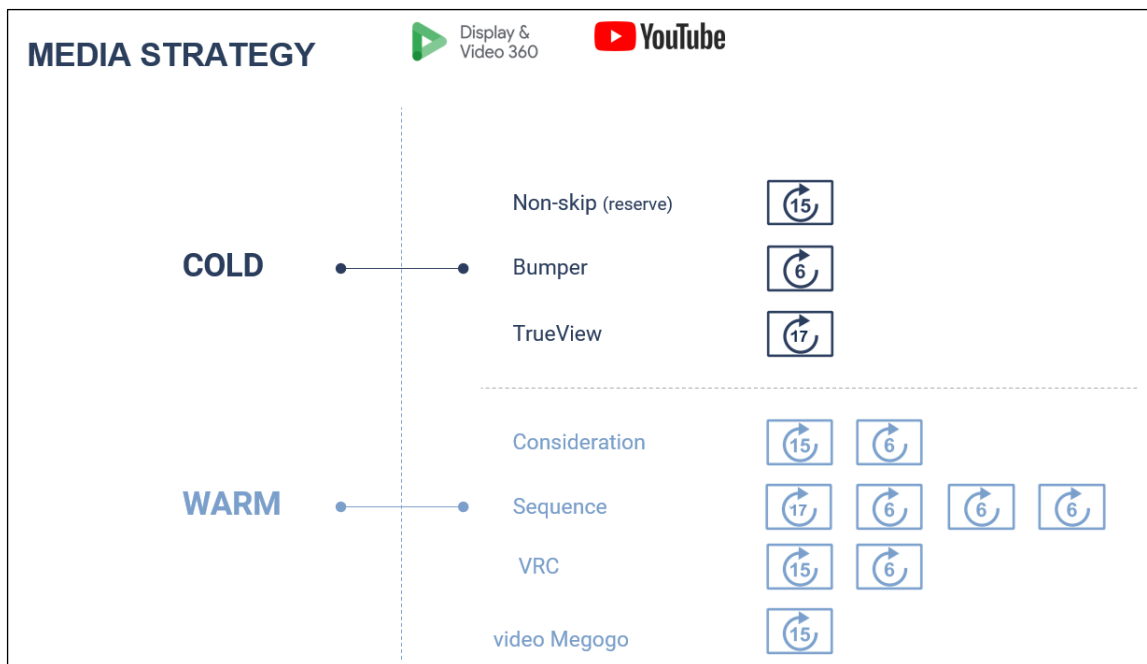


Figure 3.3. Media strategy of the Kozatska Rada brand..
Source: Author's research.

The specificity of Internet marketing is that we can't just pay a certain amount of money and show our ads to the whole world, like on billboards. To get your creative seen, you need to participate in auctions, for example, on Facebook, where there is competition with a large number of advertisers promoting similar products and their own creative.

The challenge is to create a creative that will win in the marketplace and attract the attention of consumers.

The second task is to make sure that users remember ours among all the ads shown to them on social media, and that it motivates them to perform a specific action.

Here are some factors to consider when creating an effective creative:

1. Target audience. When we scroll through a feed or watch a video, we pay attention to what resonates with us the most. Therefore, it is important to take into account the age, gender, interests of the target audience, nationality, language, etc.
2. Simplicity and clarity. Users receive a very large flow of information every day, including advertising. Therefore, they scroll very quickly. In order for users to understand what we want to convey with our creative in 2-3 seconds, it must be clear and understandable.

3. User engagement. The algorithms of digital advertising platforms are designed in such a way that it is important for them to understand how much the audience likes your ad. If a creative has a large number of likes, comments, and shares, the platform starts showing it to a larger audience. You can artificially provoke engagement, ask questions, and select visuals that will make the audience write comments or tag friends.

4. Originality and uniqueness. We compete on all platforms with a large number of products and creatives. If our creatives are visually very similar to others, they will not work. It is worth looking for non-standard ideas.

5. Emotion, pain, problem. Creative should evoke emotion, appeal to the audience's "pain" and promise to solve their problem. For example, many people can't sleep because they are disturbed by thoughts at night. They spend their evenings on social media, and if they see a creative for an app in the Calm category, it will probably encourage them to click.

6. Virtue. It is important because, in fact, you can bring a free audience. If your creative is such that the audience wants to like it, share it, and test the functionality, you get a lot of coverage for free. The difficulty is that it is quite difficult to make a viral creative, and it is influenced by numerous factors.

The effectiveness of creative is measured not only by how the audience clicks on the ad, but also by product metrics. For example, the number of click-through from a creative to a website may be high, but the conversion rate may be low. You should focus on the second metric. Because the purpose of creative is to bring results. In addition, if it brings an irrelevant, insolvent audience, it will be ineffective.

There are several metrics of effective creative in modern communications:

- CTR - conversion from view to click;
- Conversion Rate - transition to the targeted action, for example, from a click to the shopping cart;
- The number of targeted actions.

To understand whether our creative is working, and not the weather or the day of the week, we need to collect data over a long period and conduct regular monitoring.

Creatives can also be used to test your own product hypotheses.

Product companies work through the full product development cycle. Creatives can be used not only for marketing and user engagement, but also to identify hypotheses that are more workable.

Conducting interviews and surveys is time-consuming. To understand what habits people want to form, we can create creatives, run ads, analyze what people click on, and we will get some information on which to start working on our product.

Creatives can also be used to test new functionality or design to understand how the target audience will perceive the innovation even before it is created.

Having carefully analyzed all these factors, the Kozatska Rada brand creates a series of creatives aimed at a specific audience. According to the results of test studies, the storyline stands out among other advertising. As a result of the advertising campaign, we received results for each created creative. This made it possible to evaluate which one worked best. The indicators that were worth analyzing for different creatives were:

- engagement of the target audience;
- cost per click (transition from advertising to the sales site);
- the percentage of click-throughs to the website from a specific advertising message.

According to the data, V1 worked more efficiently than the others did, with a click-through rate of 0.33%, which is 10% higher than the other creatives (Fig. 3.4).

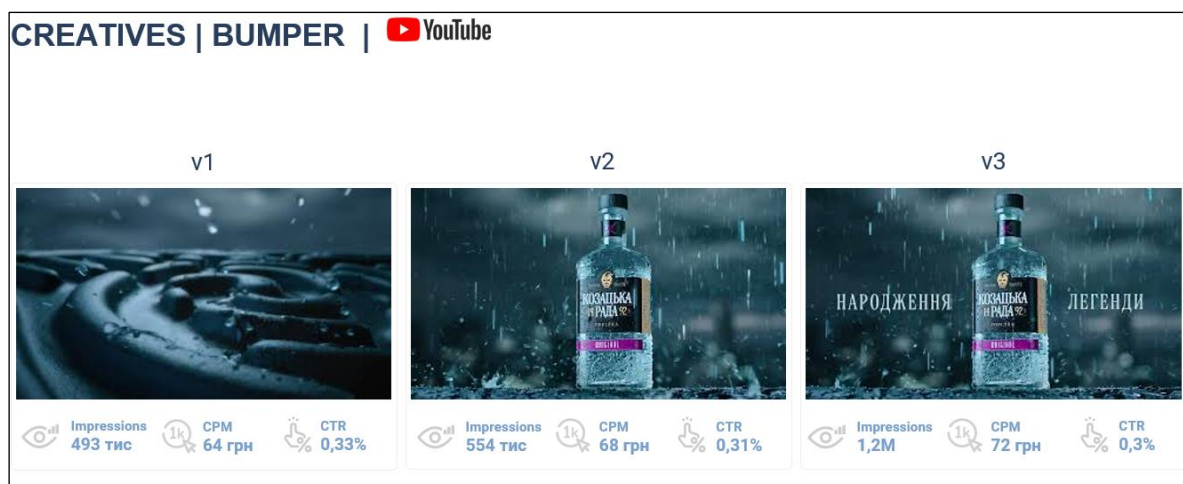


Figure 3.4. Advertising creatives for the video advertising of the Kozatska Rada brand.

If we compare advertising formats, we see that the percentage of click-through from banner ads to a website is significantly higher than video ads. The size of the banner also plays an important role: the larger it is, the higher its click-through rate. In this case, you should take into account the ratio of the cost of placement and the click-through rate (Fig. 3.5).

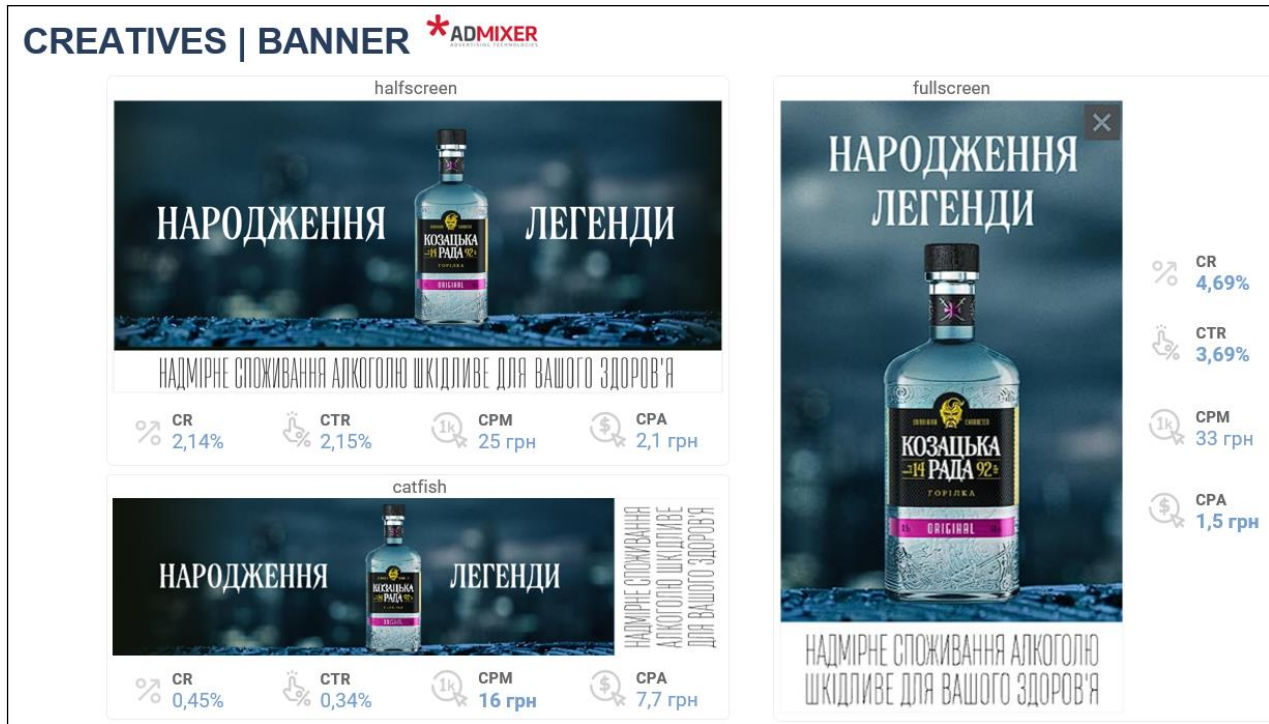


Figure 3.5. Advertising creatives for banner advertising of the Kozatska Rada brand.

In order to maximize the audience coverage at the required frequency of the advertising message, different formats of advertising purchase and placement are used.

For example, in the advertising campaign of the Kozatska Rada brand, the budget was divided into 11 different formats, which are distributed according to the procurement system and its format (Fig. 3.6).

Advertising message formats can vary significantly:

- in terms of image size and video duration;
- with or without the option to skip ads;
- by static or dynamic banner advertising;
- by banner size and full-screen format.

In this case, regardless of the format, the advertisement must be executed in a uniform style and solve the communication task. In the case of the Kozatska Rada brand, it is the formation of knowledge and the presentation of a new bottle.

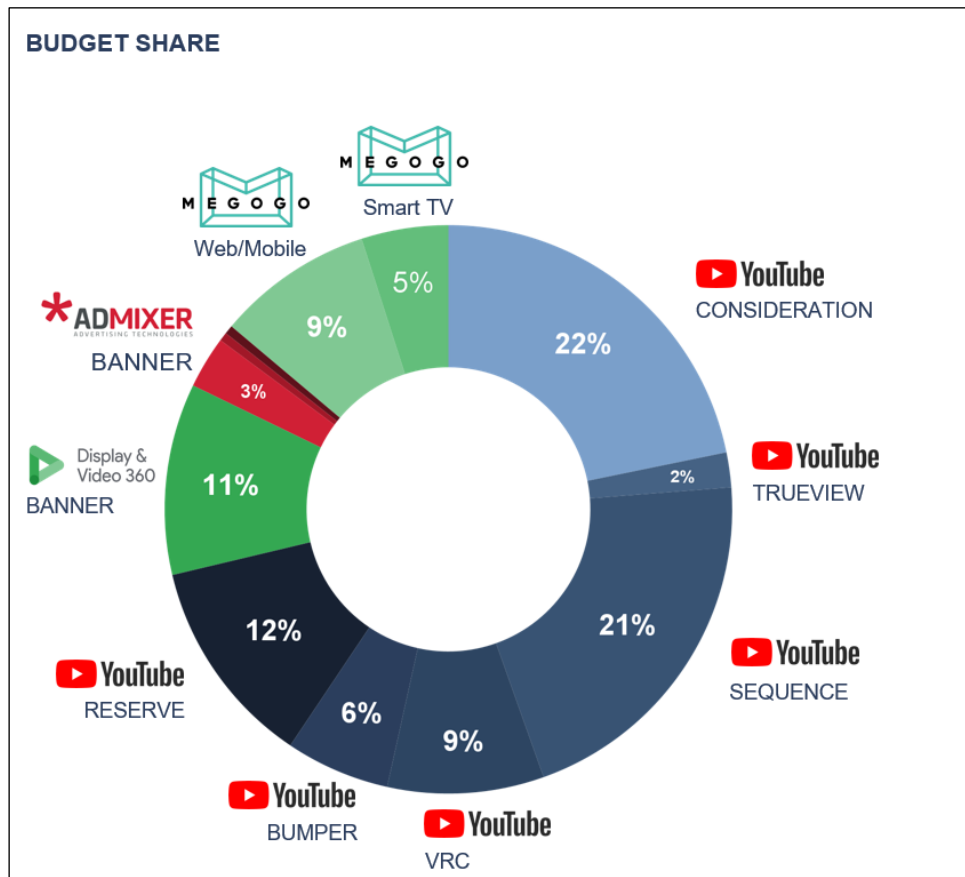


Figure 3.6. Budget allocation by formats of advertising creatives of the Kozatska Rada brand.

The key indicator of the effectiveness of advertising communication is the frequency of contact with the advertising message. In display advertising, the average frequency is determined by how many times a person should see your ad on average. In digital, there are no advertising companies where the planned average frequency is equal to the actual frequency. There will always be those who have seen your ad only once and those who have seen it hundreds of times. Correct setup of advertising tools allows you to bring the maximum number of audience members closer to the average frequency of contact with the advertising message.

In the advertising campaign of the Kozatska Rada brand, with a planned average frequency of 4+ and reaching 8.2 million people, 52% of the audience saw this ad less than 4 times (Fig. 3.7). That is, it can be assumed that 4.3 million people saw the ad

not enough times to remember it. It is likely that the level of awareness of the Cossack Council brand among this audience will not increase.

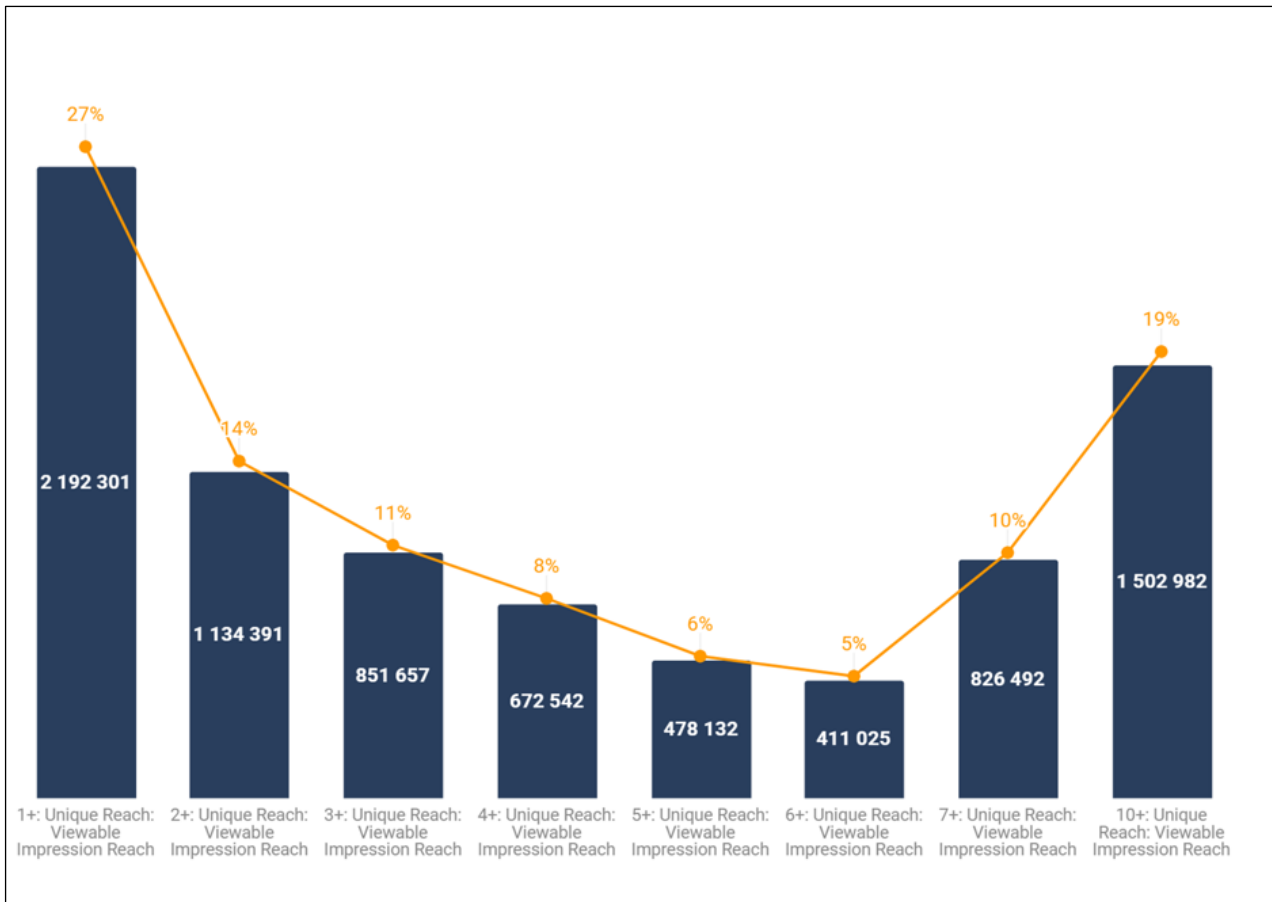


Figure 3.7. Actual frequency of advertising messages of the Kozatska Rada brand.

There is no consensus among scholars and practitioners on the minimum number of contacts with an advertising message. Some studies suggest that two contacts per purchase cycle is an effective level of contact. At the same time, they point to the expediency of abandoning the concept of “optimality” of the frequency of contacts, since the nature of the distribution of contacts during the cycle of an advertising campaign is essential. The significance of one contact per cycle is obvious for well-known brands that occupy a large market share. Subsequent contacts increase the likelihood of purchasing a product, but this “contribution” tends to decrease.

The “Three Contact Concept” is useful for addressing this issue. In the widely known works of H. Kragman, it was argued that three contacts with the video are the necessary minimum to ensure that potential buyers pay attention and are aware of the

brand. On the one hand, the value of this author's work was that he confirmed the conclusions drawn by other scholars on solid empirical material (R. Grass). On the other hand, these works offered a clear psychological explanation of the concept of three contacts. According to the author, the first contact ensures the addressee's initial attention to the message and provides an answer to the question "What is it?". The second contact has a more personal character, during which the answer to the question "What does this advertisement mean to the addressee?" is formed. The third contact serves as a reminder. At the same time, the third contact is the beginning of the process of "removing" attention from the subject of interest.

When creating display advertising campaigns on YouTube and Facebook, it's almost impossible to calculate their direct impact on a company's revenue. However, you can check how they affect brand awareness, brand loyalty, and purchase intent. This can be done, in particular, with the help of the Brand Lift tool.

The Brand Lift methodology is a measurement of the effectiveness of advertising messages, namely how they change and shape consumer perception and behavior. The methodology allows you to get the results that a brand has received after launching a digital media advertising campaign, demonstrating the interaction of consumers with a particular brand. For this purpose, a sociological survey is conducted when the network asks users multiple-choice questions during the ad demonstration to get direct feedback on such indicators as memorability of the ad, its recognition, and readiness to choose, preference for the brand over others, and purchase intent.

The Brand Elevator methodology involves dividing respondents into two audiences:

- People who have seen the ads - the test group.
- People who could have seen the ads but did not - the control group.

Then a representative sample is created. Usually, this is from 4,000 users who are divided into approximately two equal groups (those who watched your video and those who did not see your ad).

The Brand Lift study is conducted within three hours to days after watching the video. During this period, users are asked to answer several questions. The results of the surveys are compared with each other.

The number of questions and their type depend on the budget. In campaigns with a small budget, Brand Lift will not even be launched because the number of people will be too small to create a representative sample.

Research is available for all advertising formats on YouTube. Usually, these can be 6-second Bumper Ads or In-Stream videos of 10 or 15 seconds with or without the option to skip. Surveys are not conducted for banner and Discovery ads. Another advantage of this methodology is that the organizer can optimize his campaign at an intermediate stage based on the results of almost real-time research and adjust advertising messages by demographics, age, consumer interests, etc.

All values of Brand Lift indicators are calculated qualitatively, not quantitatively.

The main indicators of YouTube Brand Lift research include:

- Ad Recall is a study that shows the number of people who remembered an ad within 2 days of viewing it.
- It is important that this indicator does not exceed 50-55% - this is the maximum achievable level of brand perception.
- Brand Awareness is an indicator that shows how much users know about a particular brand or product after seeing an advertisement.
- Consideration is an indicator that characterizes the extent to which users consider a brand as a potential choice when making a purchase decision.
- Favorability is an indicator that shows how positive users feel about a brand or product after viewing an ad.
- Purchase Intent is an indicator that demonstrates the extent to which users intend to purchase a product or service after viewing an ad.

In addition to the above, let's focus on the key differences between the Brand Lift methodology on YouTube and Facebook (Table 3.1):

- YouTube has a younger audience than Facebook.

- Content: YouTube is a video-sharing platform, so evaluating Brand Lift campaigns on YouTube can be more visually appealing and interesting than on Facebook.
- Targeting: YouTube offers more targeting options than Facebook.
- Reporting: YouTube offers more detailed reports than Facebook.
- Ultimately, the best platform for evaluating an advertising campaign with Brand Lift depends on the specific goals and objectives of the business.

In general, Brand Lift on Facebook is rarely launched in video format.

By launching an ad campaign to a wide audience, we can see the most effective audience segment (gender, age, etc.) during the fly-through and adjust it for better effect. For example, when we launched the ad, we chose the age of 18-55. Nevertheless, Brand Lift showed that the 18-24-year-old audience responded better. So we made changes to the audience segmentation and got a better effect.

There are virtually no mistakes with Brand Lift. However, there is a high risk that it will not be able to collect the relevant data due to insufficient budget. Alternatively, it may not show an increase in the metric we measured due to a not-so-successful video.

In addition, thanks to Brand Lift, we can confirm a hypothesis or completely destroy it. For example, a survey may reveal that brand advertising has a significant impact on women and no impact on men. Based on this, we can draw conclusions.

Table 3.1 Comparative analysis of Brand Lift methods on Youtube and Facebook.

Features	Brand Lift on YouTube	Brand Lift on Facebook
Budget	It's a free tool, but you need to have a sufficient budget to launch a video ad campaign.	A free tool, but campaigns and ad sets may have certain budget requirements.
Conditions of use	You need to be a YouTube partner	You need to have a Facebook business page
Audience	26.7 million users in Ukraine as of the beginning of 2023	12.85 million users in Ukraine as of the beginning of 2023

Continuation of table 3.1

Special features	- The study is available for any type of video ad up to 30 seconds. - Creatives do not need to be pre-approved by the platform. They are checked by an automatic system that can refuse ads if they violate YouTube's rules. - Provides dynamic campaign optimization for key results in near real-time. - Once completed, the report can be viewed in the Google Ads interface.	- The study is available only for video ads, but no longer than 15 seconds are. - You can add up to three queries, one of which must evaluate Ad Recall. - Creatives need to be agreed with the platform in advance. Check the team of experts, leave feedback and recommendations. It will take about five business days to complete this survey. - After the Brand Lift report is completed, another team of Facebook employees is supported.
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By launching an advertising campaign to a wide audience, we can identify the best segment of the target audience (by gender, age, etc.) during the flyout and adjust it for better effect. For example, at the beginning, the ads were aimed at the age group of consumers from 25 to 55 years old. However, Brand Lift showed that the 18-24 year old audience responded much better to this ad. Therefore, it is advisable to make changes to the segmentation of the target audience, which will allow you to get a much greater effect.

There were virtually no errors in the practical application of the Brand Lift methodology. However, there is still a risk that this methodology will not allow collecting relevant data due to insufficient budget. Or it will not demonstrate a real increase in the indicator we measured because of a bad video.

It should be noted that thanks to the tools of the Brand Lift methodology, we could confirm the working hypothesis of an advertising campaign or cancel it completely. For example, a survey may reveal that a brand's advertising has a significant impact on women and no impact on men. Based on this, it is advisable to draw appropriate conclusions.

In a practical example of using the Brand Lift methodology to evaluate the results of promoting the Kozatska Rada brand, we can note a significant increase in the percentage of people who saw the brand's advertisement. We can also evaluate other

coverage indicators for different audiences. Moreover, despite the fact that more advertising options were shown to adult consumers, it was the young audience of brand supporters that grew the most (Figure 3.8). In our opinion, this is due to the original creative idea of the writers and directors of the ads, which was aimed at young people, and that is why they paid much more attention to it.

The analysis of the practice of applying the Brand Lift methodology on the example of the Kozatska Rada brand allows us to draw conclusions about the effectiveness of demonstrating an advertising message for each category of consumers. It will also be appropriate for us and the company's managers to conduct a comparative analysis of the indicators of the Brand Lift methodology in past advertising campaigns, if they were conducted in other periods. We can also compare the advertising memorability and brand awareness among different consumer audiences.

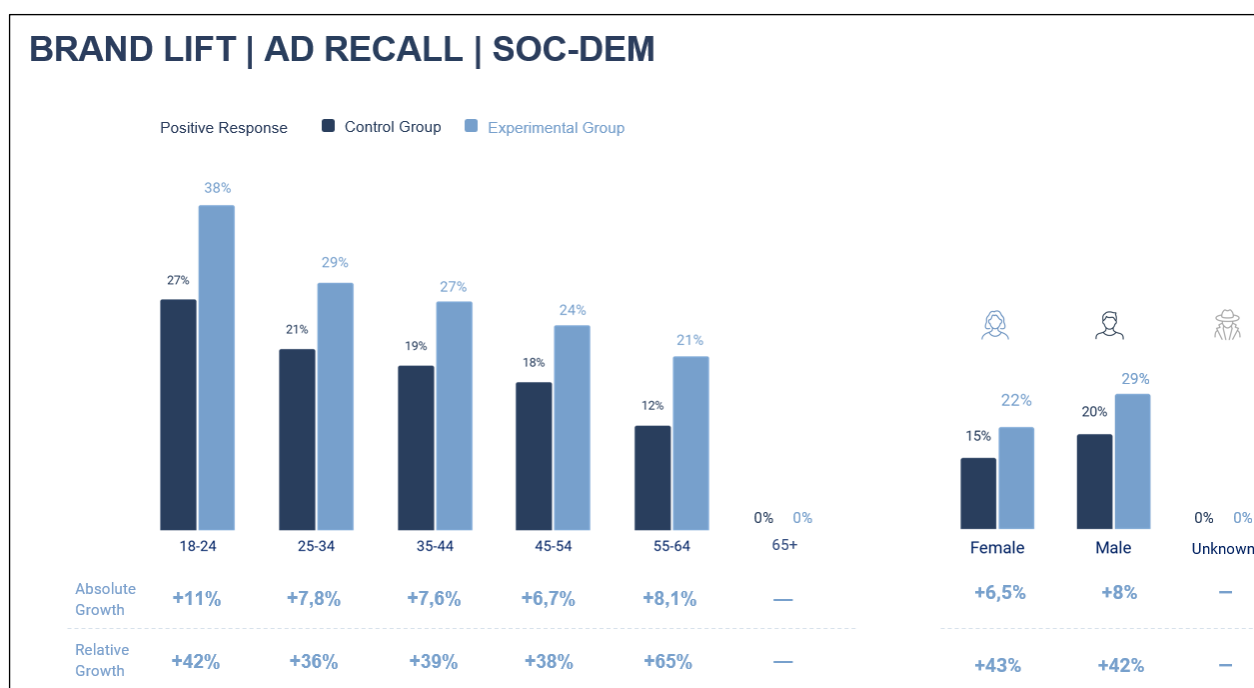


Figure 3.8. Attitude of different age groups of consumers to the Kozatska Rada brand.

It is worth noting that the awareness of the Kozatska Rada brand increased by 3.7%, i.e. from 76.4% to 80.1%, due to the advertising campaign. This is a fairly high growth rate for those brands that have such a high level of awareness among the target audience. Unfortunately, the higher the brand awareness, the more difficult it is to gain additional points of recognition.

Because of the advertising campaign, it was possible to track the conversion of clicks to the store's website and subsequent purchases. It should be noted that this indicator is not key for the Kozatska Rada brand. This is due to consumers' habits of buying vodka in a store near their homes. Online ordering requires time to wait for delivery and additional costs for this service. Therefore, the brand's advertising campaign was aimed at maximizing the coverage of the target audience in order to convey the idea of the advertising message about the new product to the widest possible audience and to increase the level of brand awareness, which directly affects sales.

However, every digital advertising campaign has room for improvement and optimization.

Thus, using the example of the report for the Kozatska Rada brand, we can summarize the following results and provide some recommendations.

General results.

To optimize the campaign, several adjustments were made to the plan during its implementation. The results were better than expected in both the initial and final versions of the media plan. With the budget fulfilled by 97%, 100% of impressions were received, the average frequency was 3% less than expected, and CPM was 3% lower than planned. The plan for clicks was exceeded by 1%, the CPC is 4% cheaper than expected. In total, 100% of the target audience was reached (which is 89% of all Internet users in the GEO), CPU is 4% cheaper than planned. Direct placements were the best in terms of reach (126% of the plan in banners and 112% in video).

Media results.

The highest CPM was recorded in video reserves, but the CTR of this placement was also the highest among DV360 video segments. Overall, we achieved good results in terms of full video views. The coverage plan was exceeded in the Direct banner segments, with the highest CTR recorded for these placements.

In Video Reach and Video Consideration, campaigns targeting women showed a higher CTR than those targeting men, indicating the potential interest of the female audience in the brand.

Reach.

The highest share of impressions (78% for DV360, 44% for Direct) and reach (85% for DV360, 53% for Direct) was achieved on smartphones. The highest frequency of impressions for DV360 was also recorded on smartphones, and for Direct - on PCs. The cheapest (in terms of cost per view) DV360 ads were on PCs, while the most expensive were on TV.

The highest percentage of complete views of video ads in DV360 (88%) was recorded on TV.

As for Direct, the lowest CPU was recorded on tablets, and the highest on PCs.

The overlap between Direct placements is quite insignificant (14-18%), which indicates that these segments reach a unique audience.

The gender split (men/women, %) for DV360 ads was 60/36, while for Directs it was 44/51.

The highest frequency of impressions was recorded among men, in DV360 in the 55-64 age group, and in Directs - 65+.

Brand Lift.

Ad Recall increased by 8.3%. The growth was recorded across all age groups; the highest growth was among young people (18-24 years old, +11.2%), the lowest - in the 45-54 years old segment (+6.7%). Memorability increased more among men than among women (+8.4% and +6.5%, respectively).

The growth in brand awareness was +1.7%; the absolute value of the metric among those reached by the ad was 51%. The growth was recorded in the age groups 18-24 (+6%) and 35-44 (+3.3%). The increase in the metric was recorded among men (+1.9%).

Purchase Intent increased by 2.8% in the 35-44 age group.

Ad memorability increased the most among PC users, and the least among smartphone users. However, the latter recorded a 2.4% increase in brand awareness.

The video sequence increased Ad Recall by 10.1% (abs.) and brand awareness by 6.1%.

The increase in both indicators was also recorded in the Video Reach campaign for men (+8.3% in memorability, +3.1% in awareness).

In addition, Ad Recall growth was recorded in In-Stream Non-skip Reserves (+8.7%), 6-second Bumpers (+8.5%), Video Reach campaigns for women (+8%) and Video Consideration campaigns (+5.9% in the campaign targeting men, +4.7% in the campaign targeting women).

Organic search on Google

During the campaign, organic search traffic to the website for branded queries increased compared to the previous period and its position in Google search results improved.

Online sales.

0.4% of those reached by the advertising went to the website; 0.3% of the latter added the product to the cart, 4% completed the purchase. Post-Click conversions accounted for 52% of conversions and 40% of Post-View conversions.

The dates of the sharp increase/decrease in traffic to the landing page coincide with the start/finish dates of the campaign. During the campaign, more than 175 thousand users visited the landing page; the peak of traffic occurred on the last days of December before the New Year.

Half of the traffic to the landing page came from Android devices, 36% from PCs, and 13% from iOS. The dynamics of impressions is in line with the advertising strategy. In November, we worked on building awareness with a focus on maximum coverage. In the early days of the campaign, we had problems with ad impressions in video segments due to insufficient inventory, which was fixed by expanding Whitelists. Due to cyber-attacks on Kyivstar, there were fluctuations in impressions on Direct placements. In December, we warmed up the audience and worked with maximum intensity in the last days of the year. Since the New Year, we have only shown ads on DV360.

Platforms.

The largest share of video ad views came from blogger/reviewer channels, news channels, and channels with movies and TV series/entertainment. The combination of low CPM and high View Rate was recorded on news channels.

The majority of banner ad impressions were received on websites with Ukrainian and international news. The share of impressions on sports news sites and automotive websites was also significant.

Geography.

Advertising in Odesa region was the most expensive (in terms of CPM and CPC). The lowest CPM was recorded in Kyiv region (9% of impressions), but CPC in this region is above average. The combination of low CPM and CPC was recorded in Zakarpattia and Ternopil regions.

Frequency.

The recommended frequency of impressions for Direct placements to attract people to the site is 2-4.

Segments.

The highest CR for website click-throughs is in the segment of 6-second sequential videos. It is also worth noting Video Consideration campaigns (for men and women). Cross-Device conversions prevail in video segments, and Post-View conversions are practically not recorded. In the banner segments, In-Market targeting of the audience and users by interest topics worked better. For these placements, most of the recorded conversions are Post-Click.

For lower-level conversions, the banner has a higher CR, with Post-View conversions dominating. However, due to the small total number of these conversions, the results are of low statistical significance.

For conversions to the site from DV360, Post-Click conversions have a higher share (87%), while Post-View conversions are more common for adding products to the cart and purchasing. We can see a quick response to advertising in terms of conversions to the site: 88% of events occur on the day of contact, 96% within a week of viewing.

Lower-level conversions show that interest is maintained over a longer period. To maintain interest, we can use creative rotation for users who have already seen our ads for a week or two.

For clicks to the site from Direct placements, almost 100% of conversions are in Post-Click, and for adding products to the cart and purchasing, the majority are in Post-View. We see a very fast response to advertising in terms of click-throughs: 99% of events occur on the day of contact, 99.7% - within a week of viewing.

For lower-level conversions, we see that interest is maintained for a longer period.

Conversion.

Direct placements brought almost 80% of conversions to the site and more than half of the additions to the cart. The highest CR for these placements was shown by Megogo video (impressions on PCs and smartphones); AdMixer fullscreen banner also performed well. Bumpers showed the highest CTR among YouTube.

Creativity.

Women have a higher percentage of full 15-second video views in Video Reach campaigns than men. Similarly, the rate of complete video views in Video Consideration campaigns is higher among women. This indicates the potential interest of the female audience in the brand, and we recommend running a test campaign for the female audience. Short video formats (6-second bumpers) work better for increasing Ad Recall, while longer ones (17 seconds) are more effective for increasing brand awareness.

Among the bumpers, the first version of the 6-second video worked better than the second and third (lower CPM, CPU, CPV, and higher CTR).

Effective frequency and GEO.

To attract people to the site from YouTube and banners, DV360 recommends working at high frequencies: 9-16 conversion rates for All Site Unique are significantly higher, with almost 38% of conversions to the site at these frequencies.

The recommended display frequency for Direct placements to attract people to the site is 2-4.

The combination of low CPM and CPC was recorded in Zakarpattia and Ternopil regions. It is worth trying to work with these regions separately to see if this is a scalable story.

Knowledge.

The Brand Lift study showed brand Awareness among the target audience at 51%, but Purchase Intent at only 21%. It is recommended to work on increasing Consideration and Purchase Intent. Customers know the brand but choose competitors. Accordingly, creatives should focus on the USP/benefits of the product (for example: “crystal clear, classic mild taste and compatibility with almost any dish”), rather than making general emotional videos (as in this campaign).

Targeting the audience.

We recommend working more with the female audience, because tests have shown that women in some cases convert better than men. That is, they are a prospective target audience that has not yet been well developed by the brand.

Creatives.

We recommend using additional videos that will be adapted for YouTube moderation. This will help improve your planning strategy and optimize your cost performance.

For long-term campaigns, we recommend using creative rotation (replacing the plot). Or use more stories in general. This will help us understand which story is more effective for our target audience. It also reduces the chances of creative burnout, especially at high frequencies.

If you plan to work on increasing website traffic or landing pages, we recommend trying the SOMPLO creative format for Admixer. It provides very high engagement due to its interactivity.

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