

DETERMINATION OF MODERN ADVERTISING EFFICIENCY

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Research methodology. The results were obtained through the use of methods: abstraction – in determining the nature of the term "advertising effectiveness"; generalization – when defining the key areas of determining the effectiveness of modern advertising; standard methods of sociological research – in determining the priority categories of evaluation of the effectiveness of modern advertising used by advertising customers.

Results. The essence of the concepts of efficiency of promotion in general, and in particular, under the impact of current trends and the specifics of the modern consumer is revealed.

Specialized literature is analyzed to determine the specifics of perception of advertising appeal to modern consumers and to identify the main trends in the methodology to determine the effectiveness of promotional activities.

It was found that current preferences of advertisers in the methods of evaluating the effectiveness of advertising is defined by two fairly large groups of methods based on classical techniques of estimating economic efficiency and psychological effectiveness. The psychological component is playing more and more significant role in determining the effectiveness of the promotion.

Based on the analysis of the sociological research in priority areas of advertising evaluation results, it was found that the modified classical methods of evaluation are more credible among advertisers and are characterized as more informative.

Novelty. In the course of monitoring the preferences of advertisers and customers of modern advertising techniques in the evaluation of the effectiveness of modern advertising, it was found that classical technique are more credible and more meaningful in comparison with innovative methods, despite the great variety of the latter.

Practical value. Guidelines for the economy of the advertising market entities are proposed aimed at creating the most effective advertising policies based on the use of both classical methods as basic ones, and innovative methods as a means to boost performance.

Keywords: advertising appeal, efficiency advertising, turnover, profit, influence on consumer, the criterion of advertising efficiency.

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