

THE EVOLUTION OF DIGITAL ADVERTISING: TRENDS, CHALLENGES, AND FUTURE DIRECTIONS

In recent decades, advertising has undergone significant changes, adapting to the digital environment and new technologies. Previously, print ads, television, and radio were the main tools of marketers, but today advertising has become more personalized and interactive. The development of the Internet, the emergence of social networks, and the improvement of artificial intelligence have led companies to increasingly use user data for point targeting, and advertising messages have become dynamic and multi-channel.

However, along with the opportunities, new difficulties have come: users are increasingly blocking ads, regulators are imposing restrictions on data collection, and competition for audience attention is becoming tougher. This paper examines the key stages of the development of digital advertising, current trends and possible prospects for its further development [1, p. 45].

Digital advertising is constantly changing, and companies are forced to adapt to new realities. One of the main trends today is the automation of advertising processes, or the so—called programmatic advertising. The bottom line is that ads are no longer purchased manually, but automatically, based on user behavior data. This means that advertising becomes more accurate: for example, a person searches the Internet for new sneakers, and in just a couple of minutes they begin to see ads with a selection of popular models.

Another important trend is personalization. Companies try to show ads to those who are really interested in them. They analyze which sites a person visits, what they like on social networks, what videos they watch, and based on this, they offer relevant content. This approach works better, but it causes a lot of controversy, especially when it comes to data privacy [2, p. 67].

In addition, it has become apparent in recent years that people are much more willing to respond to video content than to regular banners or text ads. Short videos on TikTok, Instagram, and YouTube have become one of the most powerful advertising tools because they look more natural and don't cause users to reject them. Companies are increasingly relying on interactive and entertainment formats, because many people simply do not notice ordinary advertising.

All these trends show that advertising is getting smarter and closer to the consumer. But along with this, new problems appear, which will be discussed further.

Despite all the advantages of digital advertising, it faces serious challenges. One of the main ones is "advertising blindness". People are so used to advertising on the Internet that they simply stop noticing it. They scroll through the pages, ignoring the banners, and quickly scroll through sponsored posts on social media. Because of this, brands have to

look for new ways to attract the audience's attention: to make ads more native, similar to regular content, or to create really catchy creatives.

Another big problem is Ad-blockers. More and more users are installing programs that simply block ads. For a business, this means losing a huge audience. Companies are forced to either negotiate with the developers of such blockers so that their ads are still shown, or look for alternative methods of promotion, for example, through bloggers or partner integrations.

We must not forget about the confidentiality of data. People are increasingly worried about how their personal information is being used. Because of this, strict laws are being introduced, such as the GDPR in Europe, restricting the collection and processing of user information. This means additional difficulties for advertisers: they have to come up with new strategies that will allow them to display personalized ads without violating the law.

Thus, the main challenges of digital advertising are related to the fact that users are increasingly avoiding advertising, and laws are making it less accurate and difficult to implement. Companies must adapt, otherwise their marketing budgets simply won't produce the desired results.

Despite all the difficulties, digital advertising will only develop. One of the most promising areas is artificial intelligence. Already, algorithms are analyzing huge amounts of data and selecting ads so that they match human interests as much as possible. In the future, advertising may become even smarter: for example, it will take into account the user's mood or adjust to his behavior in real time.

Another interesting area is the metaverse and virtual reality. Many companies are already experimenting with advertising in the VR space. Imagine that you enter a virtual store, "try on" clothes or test gadgets from the comfort of your home. This is not just a fantasy, but a real trend that can completely change the usual methods of promoting goods and services.

To sum up, digital advertising continues to evolve rapidly, opening up new horizons for businesses. Brands are looking for more sophisticated ways to interact with their audience, but they are facing challenges: people are tired of intrusive content, ad-blocking technologies are becoming more popular, and regulators are tightening control over data usage. In the future, advertising strategies will be based not only on technological capabilities, but also on the ability to build trusting relationships with consumers. Companies that can find a balance between efficiency, privacy and creativity will not only promote their products, but also form a long-term connection with the audience.

REFERENCES:

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