

TARGETING AS A MARKETING TOOL

Every day, many consumers face a huge amount of advertising that is everywhere: on television, on banners, radio, and it even accompanies a person on the way home from work. However, the most effective advertising, of course, is on the Internet, as it is targeted at the potential consumer.

The aim of this paper is to consider the essence of the concept of targeting, its types and possible ways of development in the future.

Targeting is a set of methods that segments users according to a number of indicators. Technology narrows the reach of the campaign and delivers the offer to the most targeted audience. Marketers get more impact with a smaller budget [1].

The process of targeting is similar to the process of audience segmentation offline. Traditionally the following stages are singled out:

1. Collection of information using cookies – files that are stored in the profile. Based on this information, the tastes, needs, interests and capabilities of the user can be studied.

2. Data analysis and identification of the target audience that may be interested in certain products.

3. Automatic recording of all data about the group and the issuance of information in the form of charts and graphs for convenient information monitoring.

4. Creation and placement of an advertisement, taking into account the characteristics of the target audience and the frequency of visiting certain sites [2].

However, this process varies depending on what type of targeting is used.

There are the following types of targeting:

- thematic targeting – advertising messages are shown on information platforms of a certain subject;
- contextual targeting – advertising content is shown to users depending on their search queries;
- geographic targeting – advertising messages are shown to the target audience that is included in the geographic region specified by the advertiser;
- local targeting – showing ads to users who are within the radius specified by the advertiser (up to 500 m);
- socio-demographic targeting – showing ads to users of a certain age, gender, social status, income, etc.;
- behavioral targeting – showing ads to users based on data about planned and current user actions (for example, transportation methods, routes, favorite web resources, places to visit, upcoming holidays, trips abroad, etc.);
- time targeting – displaying ads in a certain period of time;
- targeting by impressions – a type of targeting that sets a certain number of impressions per user (frequency of impressions);

- device targeting – showing ads to users using a certain type of device (mobile phones, computers, tablets) [3].

In the nearby future, companies will be able to customize their advertising on the Internet using psycho-geographic targeting.

The development of such a startup was taken up by the Austrian company RelevanceNow. The company offers to segment the audience by psychotype based on social accounts and blogs. Psychographic user assessment is a unique feature available only on social networks [4].

Also, the next possible way to develop advertising on the Internet is predictive targeting. If the behavioral model focuses on the user's past activity, then the predictive campaigns try to predict the actions and desires of the client in the future.

The peculiarity of predictive targeting is that the first results of the constructed model are amenable to subsequent analysis and can be used to further train the model and increase its accuracy.

Thus, the use of targeting significantly increases the effectiveness of the distribution of advertising information on the Internet, especially in social networks such as Instagram, Facebook, and, recently, TikTok, and also reduces the time and cost of advertising campaigns.

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PSYCHOLOGY OF COLOR IN MARKETING AND ADVERTISING

Color is one of the most powerful tools in the designer's toolkit. With its help, you can attract attention, create a certain mood, influence emotions, perception and behavior.

A survey a study was conducted among students of the Belarusian State University of Economics, "What attracts you in advertising?". From this survey, we wanted to find