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Economics of online advertising: A case study

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Abstract

Nowadays internet became an important tool .Growing of online audience has force advertisers ,businesses to change their focus and revise thinking about possibilities of delivering advertisement and marketing messages to consumers.

Changes of web technologies and clients behavior in many cases gives and increases opportunities to target advertising .The main objective of the study is to evaluate possibilities ,advantages and forms of online advertisement. This work includes observation methods of internet advertisement forms of monetizing and practical research.

Key words :On line advertisement ,internet, CPC ,Banners ,E-mail ,PPC ,Data ,E-commerce ,E-marketing

Introduction

Nowadays internet become a very important tool .It made the whole new industry of buying online .People are spending more money through world wide web every year .We moving from original mass media sources (TV, radio) to internet, changing our traditional way of live with a course of online sector growth .Through the last decade online commerce made significant step forward ,became a big part and influential aspect of global economics. It made online advertisement undoubtedly effective. The opportunity to connect with the exact customer u want ,possibility to predict and analyze your potential client base, made it so valuable. Companies are making large investments in e-commerce applications but are hard pressed to evaluate the success of their e-commerce systems. The Internet has dramatically affected the conduct of business. Markets, industries, and businesses are being transformed. In last few years a lot of businesses(tickets , clothing shops etc.) moved to internet area not completely but companies cares a lot about their online auditory. Also e-commerce caused a phenomenon of E-businesses such as Online advertisement companies which provide special range of services for moving marketing messages to consumers. The amount spent on advertising can be adjusted for a variety of factors(type of good, area of interests, market share etc.). In addition, you can determine whether the advertisement appears regionally or nationwide. Chose from huge varieties of preferences(age, gender, income),to specify your target group. That made this topic so important and interesting for me, so i choose this thesis to make research about.

Goals and methodology

The aim of the work is to investigate online advertisement and research case study off online advertisement agency.

Object of investigation: economy of online advertisement and online advertising agency research.

Subject of investigation : Online advertisement, Methods of monetization, online advertisement tools, case study.

In accordance with target aim, object and subject of investigation, we need to settle the following tasks:

- To look through E-commerce and E-marketing
- To evaluate online marketing tools
- To find out the essence of search engine marketing and its optimization
- To look through Methods of monetizing online advertisement website
- To analyze price range of PPC depending on area of business
- To analyze average PPC cost and its dynamics through the last years
- To analyze reasons for monetizing data
- To analyze people interests and needs, through the online advertisement point of view
- To research a real online advertisement business and investigate it's financial review

For an analytic review of the selected object of study were formed by sources and information base work that consists of several groups.

Theory and statistical materials, allow to evaluate the importance, and operating process of online advertisement.

The empirical materials made by author used in course of this study, namely the social survey on the topic "Economy of online advertisement: case study"(a survey conducted among the people of age 20-30)

.Case study of Undisclosed LLC used in research ,was made in cooperation with employee of the company(Name of a company can't be revealed because trade secret)