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TARGETING IN THE MODERN WORLD

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Резюме – в данной статье рассмотрены типы рекламного таргетинга и способы сбора информации о потенциальных покупателях.

Resume – this article discusses the types of advertising targeting and ways to collect information about potential buyers.

Introduction. In the modern world, the concept of targeted advertising appeared with the launch of social networks, thanks to users who shared basic information about themselves on their pages: date of birth, city of residence, educational institution, etc. Already thanks to these simple data, we can show the user an advertisement for a cafe for a birthday party with friends; tell about a conference that will be held in his city; advertise paid additional courses in his specialty.

Main part. At the moment, there are several types of targeting advertising, which allows targeting specialists to find the main audience on the Internet, according to their preferences. Today, targeting is constantly improving, finding new technologies for collecting data about the user and, as a result, shows interesting ads for him. There are several types of targeted advertising:

1. Targeted advertising on social networks.
2. Mobile targeting in social networks.
3. Content-targeted advertising.
4. Targeted advertising in real time, etc.

The first type of advertising can be configured in special advertising cabinets in social networks. There you can see your preferences, which the network has considered necessary to add. So, if you were looking for something, for example a sofa, in social network groups, then after a while you will notice that the network offers you to enter these groups, or shows a link to a website with a product. In turn, mobile targeting is much more advanced than on a personal computer or laptop. The phone can collect data not only about which groups or sites you visit, it can also collect data about the user's location, his conversations and various notes in the phone. Today, almost everyone has a smartphone, which allows you to simultaneously analyze a very large audience.

Content-targeted advertising is another way to offer a product or service to a user. So when choosing a car, an advertisement about insurance may appear on the site. This advertising is usually achieved through an ad matching system or a "big date" analysis. Real Time Bidding or RTB is a technology for displaying

ads on the Internet based on an automated auction, which allows an advertiser to place ads only to a certain audience on various Internet resources. This technology allows the advertiser to conduct the most effective advertising campaign. However, there is a big disadvantage for consumers in this advertisement – it is a matter of confidentiality. Data collection takes place by analyzing consumers using online services such as cookies and data collection, which can in turn damage consumer confidentiality. After all, almost all sites currently collect information about you using cookies, and you may not always know about it.

Conclusion. In the modern world of technology, when even a kettle can be connected to the Internet, targeting occurs everywhere and always. This is an inevitable analysis of all potential consumers. Everyone decides for himself whether it is bad, constant "surveillance", or not. But today targeting is done not only for advertising, but also for the selection of music, videos or your price segment on the Internet.

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COMPETITIVENESS AS A FACTOR OF ECONOMIC GROWTH

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Резюме – экономический рост – одна из главных проблем, стоящих сегодня перед государствами. Благосостояние государства в целом и в международных отношениях зависит от скорости его развития. Одним из важнейших факторов экономического роста является конкурентоспособность, которая будет подробно рассмотрена в данной статье.

Resume – economic growth is one of the main problems facing states today. The welfare of the state as a whole and in international relations depends on the rate of its development. One of the most important factors of economic growth is competitiveness, which will be considered in detail in this article.

Introduction. Today there are many types of enterprises, one way or another none of them can exist without a marketing service. Usually, enterprises resort to absolutely different ways of increasing the efficiency of work and get-