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## METHODS OF EVALUATING THE EFFECTIVENESS OF INTERNET ADVERTISING

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*Resume – This article discusses the development of Internet advertising, as a consequence of the development of Internet technologies. There are also seven ways to determine the effectiveness of online advertising, their advantages and disadvantages, methods of application. It is revealed that one of the most common methods of evaluation is to determine the position in the search results.*

*Резюме – В данной статье рассматриваются развитие интернет-рекламы, как следствие развитие интернет-технологий. Также представлены семь способов определения эффективности интернет-рекламы, их преимущества и недостатки, способы применения. Выявлено, что одним из самых распространенных методов оценки является определение положения в поисковой выдаче.*

**Introduction.** Nowadays, it is difficult to find a person who does not use Internet technology. The Internet provides a lot of opportunities, the number of which is growing daily. As the Internet is a place of constant communication and exchange of information between real and potential customers, it automatically becomes an indispensable tool for promoting products and creating advertising campaigns.

**Main part.** Today, more than half of transactions and orders are made through the Internet. Internet technologies are constantly developing, new formats and methods of advertising, such as search engine optimization, contextual advertising, blogging, email-marketing, advertising in social networks, etc., are developing too [1].

Contextual advertising is a text or text-graphic ads that are shown on similar sites or displayed on the basis of the search queries of the user. Banner advertising placed on banners, it can be static or animated and it is focused on attracting user's attention. As a rule, it is used not so much to promote products, as to increase brand awareness. Email-marketing - sending messages to notify consumers about new products, special offers or promotions and to remind about the brand. Search engine optimization is not advertising in the truest sense of the word, but its the goals and objectives are similar. Due to the qualitative promotion of the site can be in the first position in the search results, which greatly increases the probability of visiting the site by users and the ability to attract potential customers. Each type of advertising will work in a specific area. in order to calculate which types of advertising are effective for your business, the main indicators of the effectiveness of online advertising are used.

The main indicators of the effectiveness of online advertising are:

1. Clickability. Clickthrough rate is the ratio of the number of clicks on an ad to the number of impressions [2]. By using this tool, you can understand: the preferences of the target audience, what information clients enter into the search bar and what format of the advertisement works better: text or graphic.

2. Interaction with advertising and behavior on the site. This indicator is an alternative to clickability. It is used to identify the degree of interest of the site visitor in the information received on it. This metric measures the time spent by the user on the site. However, time may indicate not only the interest of the client, but also the complex structure of the site and the complexity of the information search.

3. Conversions. The effectiveness evaluation is carried out to monitor all reactions of users to the received advertising. The conversion method is suitable for any enterprise. When choosing this tool, it is important to establish feedback with the client, so that you can compare conversions for different periods of time, draw conclusions and make changes to the advertising company.

4. Use control and test groups. This tool works in the following way, the whole Internet audience is divided into control and test groups. The control group does not see advertising and does not interact with it (5-10% of the total number of users), and the test group, on the contrary, receives advertisements. Then the results are compared and it turns out the degree of "pure" impact of advertising on users. The three tools mentioned above are used to track results.

5. Investment return. In advertising, the return on investment is measured as the ratio of the financial result to the cost of advertising. The main advantage is consistency with business goals and the ability to compare investments in advertising with other types of investments (staff training, improvement of material and technical base). The calculation of this indicator is the calculation of the profit that conversions bring.

6. Metrics in social networks. User communities in social networks are active focus groups where products are discussed. It is often conducted without the participation of the discussed campaign. Promotion in social

networks makes it possible to monitor the opinions and desires of users, which in turn contributes to the growth of sales.

Large social networks are a wide range of tools for audience analysis, and therefore to achieve marketing goals.

7. Position in search results. Nowadays, this method is given special importance, because the higher the position in the search results, the more likely that the client will go to the site. The increase in this indicator has practical benefits, since the percentage of clicks on the first link averages 18.2% of all clicks on one request, the second — 10.05%, the third — already 7.22%. It corresponds to the purpose of increasing sales, but it is determined primarily by the quality of the site, its structure (text materials, links) [2].

**Conclusion.** Thus, the analysis of existing methods of evaluating the effectiveness of Internet advertising showed that with these tools will help to determine the feasibility of using a particular type of advertising to promote products on the Internet, but the use of only one method will not give a complete picture of the results of the advertising campaign. This is possible only with the use of several tools and thorough analysis.

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#### ELECTRONIC HUMAN RESOURCE MANAGEMENT SYSTEM

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*Resume – Every year companies change their understanding of values and goals. Currently, companies are thinking about the importance of human resources. An Electronic Human Resource is needed to monitor the quality, skills and capabilities of employees. In recent years electronic human resource management (E-HRM) is a leading organizational system in human resource management (HRM), applications of which are considered to be very cost-effective. Is it necessary to implement this concept in every company?*

*Резюме – С каждым годом компании меняют свое понимание о ценностях и целях. В настоящее время компании задумываются о важности человеческих ресурсов. Электронный человеческий ресурс необходим для контроля над качеством, навыками и возможностями работников. В последние годы электронный человеческий ресурс используется в большинстве крупных компаний и учреждений и является одним из ведущих организационных систем в управлении человеческими ресурсами, применение которых считается очень эффективным и экономичным. Необходимо ли внедрять данную концепцию в каждую компанию?*

**Introduction.** Human potential, the ability of a top-manager to properly set a goal and effectively manage resources become the main factor in the success of any company. Nowadays the HR managers are responsible for increasing competition in a market place, changes in the employer relationship and rapid advances in HR technology. Today companies involve high-qualified employees in a working process. Human Resources department finds HR managers who are involved in mentoring, training, coaching. Many HR departments are charged with company's development and generate the culture of the company. They build teams empowerment policies. New technical knowledge, skills, experiences and abilities require HR managers who are flexible and willing to deal with the changes and difficulties in the global workplace [1].

According to these, companies introduced web-based applications for HRM purposes, and these are named as E-HRM system. The rapid development of the Internet during the last time has improved the application and implementation of electronic HRM.

So in order to implement and develop the E-HRM system globally, there is a need for interested, expert and professional managers in the area of web and know how to apply this system's tools internationally to take basic steps in potential of companies.

**The main element in potential of companies.** Technological development, innovations, electronic applications lead today employees to a greater awareness, capability, opportunities. New technologies have created a new generation of employees. The new concept of E-HRM has become the part of human resources. This concept is suitable for managers, who keep all departments under control and play an important role for the company. E-HRM is worked out by information technologies. It helps companies to get well-educated human capital. It