

**THE PERFORMANCE OF ONLINE MARKETING COMPANIES****Gabriela-Liliana CIOBAN***Stefan cel Mare University of Suceava, 720229, Romania*  
[gabriela.cioban@usm.ro](mailto:gabriela.cioban@usm.ro)**Abstract**

*Marketing communication has become an extremely important phenomenon due to its scope and implications on the life of organizations and society in general. Marketing research should improve our understanding of how digital advertising influences the purchase of products or services. A number of studies have examined how advertising influences consumers' intentions to seek product information, particularly in a digital context, but recent changes in marketing spending and consumer behavior suggest that an investigation is warranted. Digital advertising is a digital advertising strategy effort in online-based decision making that accomplishes the promotion and marketing of a brand or brand through the use of digital media. This paper aimed to provide a comprehensive understanding of how companies can utilize online marketing techniques to enhance their digital presence and effectively engage consumers. From the definition and evolution of online marketing to a detailed exploration of promotional campaigns on various digital platforms (Google Ads, YouTube Ads, Facebook Ads and Instagram Ads) this paper has addressed the key issues shaping today's digital landscape.*

**Keywords:** *online branding, marketing campaigns, video campaigns, video advertising, video advertising, internet.*

**JEL Classification:** *L25, M31, M37*

**I. INTRODUCTION**

The evaluation of digital communication on a variety of digital platforms, including websites, emails, social networks, and mobile apps, has become a prominent area of interest in light of the advancements in technology and the evolving customer/consumer behaviour patterns. In this context, specialised companies employ sophisticated data analytics techniques to gain insight into customer preferences and behaviour, thereby enabling them to personalise offers and communicate more effectively (Cosmulese et al., 2021). The success of a business is contingent upon its online presence. Online marketing provides businesses with the requisite tools and methods to transform consumer interactions and optimise economic performance. In light of the ongoing shifts in consumer behavior and the evolving methods through which consumers engage with brands, it is imperative to implement effective marketing strategies that leverage artificial intelligence techniques for personalized outreach while ensuring robust cybersecurity measures to protect consumer data and maintain trust (Dragomir, 2017).

It should be noted that the term "marketing" is defined as "the sum of all efforts directed by a business to satisfy its consumers with a profit." (McCarthy, 1987) Furthermore, it is asserted that marketing is "a managerial process by which consumer requirements are identified, anticipated and profitably satisfied" (Dune, 2023).

In this context, this study demonstrates that the current involvement of online marketing responds to both the emerging needs of digital business and the expansion of the literature with new models of theories adapted to the realities of today's market. Concurrently, the study represents an exploration and evaluation of the efficacy of online marketing in the digital age, emphasising its distinctive characteristics and advantages in comparison to traditional marketing methods. The specific tactics and strategies of internet marketing and promotion will be considered, with a focus on the use of social media as the primary promotional tool. The following advertising platforms will be considered: Google Ads, YouTube Ads, Facebook Ads and Instagram Ads. In order to ascertain the efficacy of online marketing campaigns, an analysis will be conducted in order to address the objectives and hypotheses proposed in this study. Also, in this sense, we start from the premise that online marketing organizations' effectiveness is greatly impacted by their usage of cutting-edge technologies, like recommendation algorithms, which improve consumer experience while addressing issues with spotting and removing abusive provisions in e-commerce contracts (Dragomir et al., 2021; Grosu, 2023).

Consequently, the efficacy of a marketing strategy can be pivotal in exceeding expectations and fostering a compelling customer experience, thereby encouraging customers to seek further products or services from the same company (Frone, 2022).

## II. RESEARCH METHODOLOGY

The topicality of the theme is derived from the pervasive presence of social networks and the continual adaptation of promotional methods to digital trends. The objective of this study is to evaluate and compare the effectiveness of the utilisation of online marketing tools (Google Ads, Facebook Ads, Instagram and YouTube) by marketing firms in Suceava. This will facilitate the identification of optimised strategies that can be adopted by them to enhance their online presence and the efficacy of their advertising campaigns.

In light of the aforementioned issues and the objective of this paper, the following objectives were identified:

- O.1. The objective is to analyse the manner in which each of the firms ZAO Media, E-Advertising, Canopy and Re7consulting implement marketing campaigns on Google Ads.*
- O.2. An examination of the use of Facebook Ads by the aforementioned firms, with a focus on the strategies employed and the resulting outcomes.*
- O.3. The objective is to study the presence and activity on Instagram of the selected firms.*
- O.4. The objective of this study is to analyse the utilisation of YouTube as a marketing platform, with a particular focus on the types of video content that are promoted and their effectiveness.*
- O.5. An evaluation of customer perceptions and satisfaction with the online marketing campaigns conducted by ZAO Media, E-Advertising, Canopy and Re7consulting.*

The research methodology is based on a theoretical approach to the problem. Consequently, several research methods were employed during the research process, including the following: an analytical method (Codrean, 2022) (specialised literature, national and international scientific papers), a webographic analysis (search engines, websites), a comparison method, and a quantitative method (questionnaire).

### Study hypotheses

- H1: Investments in online marketing exert a positive influence on business performance among marketing firms in Suceava.*
- H2: The implementation of personalised online marketing strategies has been demonstrated to enhance customer satisfaction.*
- H3: The effective utilisation of visual content in online marketing facilitates enhanced brand recognition.*
- H4: The utilisation of emerging technologies in online marketing, such as artificial intelligence (AI) and machine learning, is associated with enhanced campaign efficacy.*

The term "tool" is used in this context to refer to a device or instrument that is used to achieve a specific purpose. In this study, we employ the Internet as a marketing tool. We recognize that the use of the Internet as a marketing tool has been shown to increase the profitability of companies (Gosling et al., 2016). According to Ph Kotler and G. Armstrong, the implementation of integrated marketing communication (IMC) (Kotler & Armstrong, 2008) in the online environment also has the greatest impact on consumers.

In order to achieve the aforementioned objectives, a questionnaire was constructed and subsequently employed for the purpose of gathering information directly from the respondents (Annex No. 1).

The questionnaire comprises a series of questions designed to elicit pertinent data on the opinions, perceptions and behaviours of a target group. In the context of our research, the questionnaire was selected as the most appropriate tool due to its efficacy in capturing a substantial quantity of data and its capacity to standardise the responses obtained, thereby facilitating a comprehensive and systematic comparative analysis. The questionnaire was selected as the most appropriate tool for obtaining detailed and comparable information on how users perceive the online marketing campaigns run by ZAO Media, E-Advertising, Canopy and Re7consulting. This tool allows data to be collected in a structured manner, providing the opportunity to formulate questions that directly address key research issues such as the quality of advertisements, the relevance of the content and the information preferences of respondents.

The questionnaire was meticulously crafted and structured into three principal sections, with the objective of providing comprehensive coverage of the subject matter. The initial section of the questionnaire was designed to collect demographic information from respondents, thereby facilitating the appropriate segmentation of the data. The second section of the questionnaire concentrated on the respondents' interactions with the online marketing campaigns of the aforementioned firms, with a particular emphasis on their perceptions of the effectiveness and quality of the advertisements. The final section of the questionnaire was dedicated to the collection of suggestions and preferences from users, thereby affording them the opportunity to express their opinions on potential improvements to the campaigns. The questionnaire was designed with great care to ensure

clarity, relevance and the facilitation of accurate and useful answers. The questions were formulated in accessible yet precise language to elicit the most accurate responses from respondents. The distribution of the questionnaire was conducted over a period of six weeks, from 10 July to 10 September 2024. This timeframe was deemed sufficient to obtain a representative sample of responses. The questionnaire was developed using the Google Forms platform and distributed primarily through social media platforms, including WhatsApp and Facebook. These channels were selected on the grounds of their accessibility and popularity among the target audience, thus ensuring the participation of a broad and diverse range of individuals. The utilisation of social networks for the dissemination of the questionnaire facilitated access to a diverse audience, encompassing a range of demographic and behavioural segments. This method of distribution proved effective in increasing the response rate and obtaining a greater diversity of perspectives, which is essential for an in-depth and nuanced analysis of the data collected. The respondents participating in this questionnaire were selected using a non-probability sampling method known as the snowball method. This method, commonly used in social and marketing research, involves identifying an initial number of participants who then recommend other respondents, a process that continues until the desired number of subjects is reached. This approach resulted in a diverse sample, reflecting to some extent the social and professional networks of the initial respondents, thus contributing to a diversification of the profiles included in the study.

### **III. GENERAL INFORMATION ON FIRMS ZAO MEDIA (*Zao*), E-ADVERTISING (*E-Advertising*), CANOPY (*Canopy*) AND RE7CONSULTING (*Re7consulting*).**

The present study analyses four online marketing companies in Suceava: ZAO Media, E-Advertising, Canopy and Re7consulting. Each of these companies is well-established in the local digital landscape and contributes significantly to the development and implementation of online marketing strategies for various businesses. These companies have demonstrated expertise in utilising platforms such as Google Ads, Facebook Ads, Instagram and YouTube to help clients achieve their business goals.

ZAO Media is a Suceava-based online marketing agency that has gained a reputation for its creative and personalised approaches to the creation of digital advertising campaigns. The agency's primary objective is to develop integrated strategies that will optimise the impact of campaigns on digital platforms such as Google Ads and Facebook Ads. Through a comprehensive analysis of user behaviour and the utilisation of cutting-edge targeting technologies, ZAO Media is able to reduce costs and ensure effective results for its clients. The agency's commitment to innovation and adaptability enables it to maintain a competitive edge in the local market in Suceava.

Another Suceava-based online marketing agency that merits mention is E-Advertising, which has distinguished itself by virtue of its sophisticated utilisation of data and analytics to inform the strategic direction of its clients' marketing endeavours. The agency is renowned for the efficacy of its advertising campaigns on social networks and video-sharing platforms such as YouTube. E-Advertising places a significant emphasis on the creation of compelling visual content and the utilisation of storytelling to attract and retain the audience's attention. These approaches facilitate the development of successful campaigns that are meticulously tailored to the needs and expectations of their target audience.

Canopy is an online marketing agency with a notable presence in Suceava, distinguished for its proficiency in the administration of digital advertising campaigns on Google Ads and Facebook Ads. The Canopy team is comprised of certified experts who utilise data-driven marketing strategies with the objective of ensuring a high return on investment (ROI) for clients. The agency is committed to providing full transparency into campaign performance through continuous monitoring and detailed reporting. This commitment to tangible and measurable results makes Canopy a trusted partner for Suceava businesses looking to increase their online visibility.

Re7consulting is a digital marketing agency with a notable presence in Suceava. The agency's specialisation is in increasing online visibility and developing effective advertising campaigns on various platforms, including Google Ads, Facebook Ads, Instagram and YouTube. The agency is distinguished by its adaptability in adapting campaigns to the particular requirements of each client, as well as its capacity to implement bespoke solutions that meet the most exacting market demands. Re7consulting deploys both contemporary automation technologies and the expertise of its personnel to deliver outcomes that surpass client expectations.

#### *The efficacy of online marketing campaigns*

In order to evaluate the efficacy and impact of online marketing campaigns conducted by ZAO Media, E-Advertising, Canopy and Re7consulting, a series of key performance indicators were subjected to analysis (see Zao media; Dobre & Milovan, 2019) (see Figure 1).

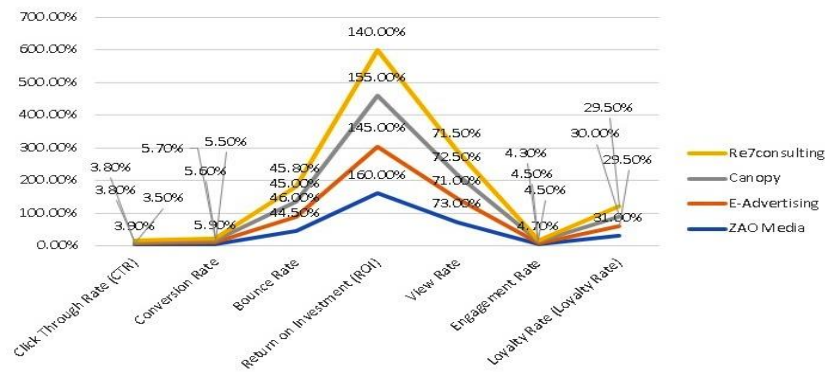


Figure 1. Performance of online marketing campaigns  
Source: Author's own processing

The evaluated indicators were as follows: click-through rate (CTR), cost per click (CPC), conversion rate (Conversion Rate), bounce rate (Bounce Rate), cost per acquisition (CPA), bounce rate (Bounce Rate), return on investment (ROI), view rate (View Rate), cost per mille (CPM), engagement rate (Engagement Rate), customer acquisition cost (CAC), customer lifetime value (LTV), loyalty rate (Loyalty Rate) (Figure 2).

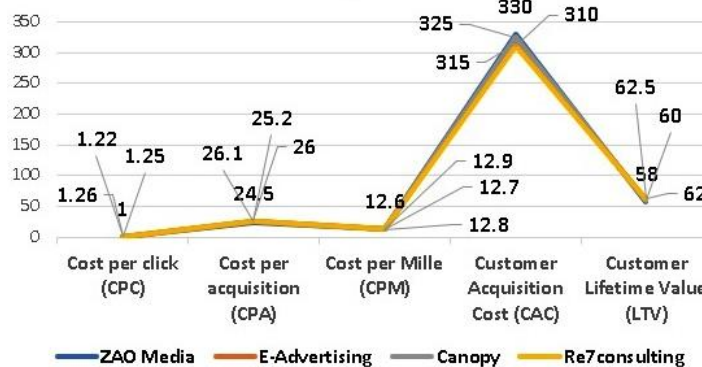


Figure 2. Indicators showing economic efficiency  
Source: Author's own processing

In the case of ZAO Media, the click-through rate (CTR) of 3.90% and the conversion rate of 5.90% indicate that the campaign was well-targeted and effective. The cost per click (CPC) of 1.20 RON and the cost per acquisition (CPA) of 24.50 RON indicate that the campaign is economically efficient. The return on investment (ROI) of 160.00% is indicative of a highly profitable campaign, while the view rate (73.00%) and engagement rate (4.70%) demonstrate a high level of interest and interaction from the audience. The customer lifetime value (LTV) of ROI 330.00, in comparison to the customer acquisition cost (CAC) of ROI 58.00, indicates the potential for a profitable long-term relationship.

The click-through rate (CTR) and conversion rate of e-advertising are 3.50% and 5.50%, respectively, indicating a performance that is slightly lower than that of ZAO Media. The cost per click (CPC) of 1.25 RON and the cost per acquisition (CPA) of 26.00 RON demonstrate a satisfactory economic efficiency. The return on investment (ROI) of 145.00% is favourable, although it is lower than that of other companies under analysis. The view rate (71.00%) and engagement rate (4.30%) indicate a satisfactory level of interaction with the audience. The lifetime value (LTV) of RON 315.00 and the customer acquisition cost (CAC) of RON 62.00 suggest a profitable ratio, but with lower margins compared to Zao Media.

The Canopy results are in close alignment with the overall average, exhibiting a click-through rate (CTR) of 3.80% and a conversion rate of 5.70%. The cost per click (CPC) of £1.22 and the cost per acquisition (CPA) of £25.20 reflect a satisfactory level of campaign efficiency. The return on investment (ROI) of 155% indicates a high level of profitability, while the view rate (72.5%) and engagement rate (4.5%) suggest a positive interaction with the content. With an LTV of RON 325 and a CAC of RON 60, Canopy maintains a consistent profitable ratio.

Re7consulting has a click-through rate (CTR) of 3.80% and a conversion rate of 5.60%, indicating a stable performance. The cost per click (CPC) of RON 1.26 and the cost per acquisition (CPA) of RON 26.10 are

somewhat higher than those of the other companies, which may indicate potential for optimization. The return on investment (ROI) of 140.00% and the visualisation rate (71.50%) indicate a favourable profitability, although this is slightly below the average observed in the analysis. With an LTV of RON 310.00 and a CAC of RON 62.50, Re7consulting demonstrates long-term profitability, but with a higher acquisition cost in comparison to the other competitors.

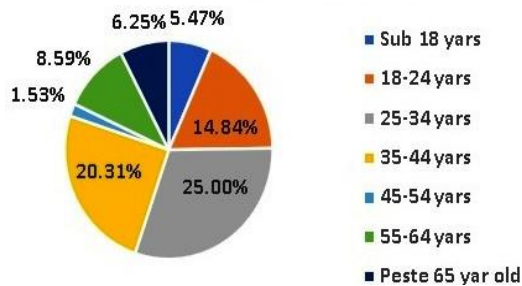
**IV. THE FOLLOWING REPRESENTS THE FINDINGS OF THE QUESTIONNAIRE ON "CUSTOMER PERCEPTIONS AND SATISFACTION WITH ONLINE CAMPAIGNS OF ZAO MEDIA, E-ADVERTISING, CANOPY AND RE7CONSULTING".**

**Section 1: Respondents' Identifying Information**

A total of 129 subjects completed this questionnaire, representing both urban (70.31%) and rural (29.69%) populations. This geographic distribution enabled the capture of differences in perception and behaviour between residents of these two environments, thereby providing a more nuanced perspective on the reception of online marketing campaigns in different socio-economic contexts.

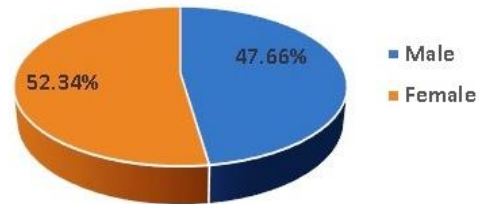
In the context of respondent identification, it became evident that the age distribution among respondents is notably heterogeneous, exhibiting a pronounced concentration in the younger and middle age segments. The results demonstrate that the majority of respondents are within the 25-34 (25.00%) and 35-44 (20.31%) age groups, with the 45-54 age group representing a close second at 19.53%. It is notable that respondents in the under-18 (5.47%) and over-65 (6.25%) age groups are under-represented, indicating a lower level of participation from these groups in the questionnaire. This may be attributed to a potential lack of interest or involvement in online marketing (see Figure 3).

Upon inquiring about the gender of respondents, a balanced distribution was observed, with a slight predominance of female respondents. The results indicate that 52.34% of respondents are female and 47.66% are male. This relatively balanced distribution suggests that both men and women are similarly involved in online marketing and were equally interested in participating in this survey. This trend underscores the necessity for online marketing strategies that are tailored to attract and retain both genders effectively (see Figure 4).



**Figure 3.** What age category do you fall into?

Source: Author's own processing

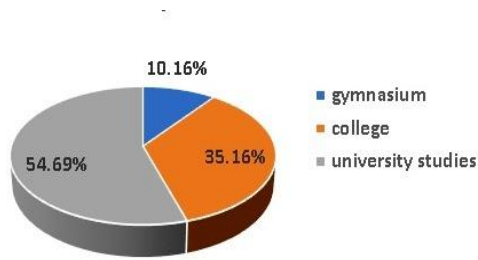


**Figure 4.** What is your gender?

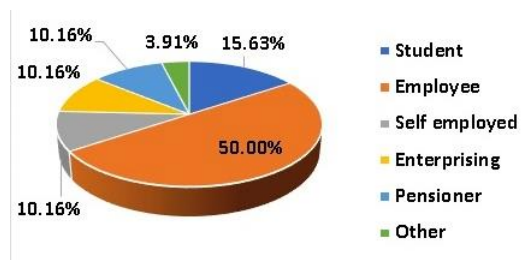
Source: Author's own processing

In response to the question "What is your level of education?", it can be observed that the majority of respondents have obtained a higher education qualification (54.69%), which suggests a high level of educational attainment among the survey participants. Additionally, 35.16% of respondents have completed high school, while 10.16% have completed secondary school. This indicates that firms' online marketing strategies should be specifically tailored to highly educated audiences, who may possess a more sophisticated understanding and elevated expectations from advertising campaigns. Concurrently, the high-school educated segment, which constitutes a substantial portion of the audience, should not be overlooked (see Figure 5).

The results obtained for the question "What is your occupation?" indicated that a substantial proportion (50%) of the respondents are employed, which suggests that the target demographic for online marketing campaigns is primarily comprised of individuals who are actively engaged in the labour market. Furthermore, 15.63% of respondents are students, indicating a heightened interest in online activity. The categories of 'self-employed', 'entrepreneur' and 'retired' are each represented by 10.16% of respondents, which suggests the occupational diversity of the audience and the population's interest in online activities. The 'other' category is very small at less than 4%, indicating that the majority of respondents fall into the traditional occupational categories (see Figure 6).



**Figure 5.** What is your level of education?  
Source: Author's own processing

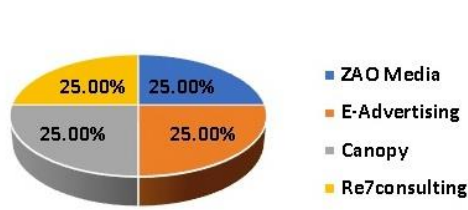


**Figure 6.** What is your occupation?  
Source: Author's own processing

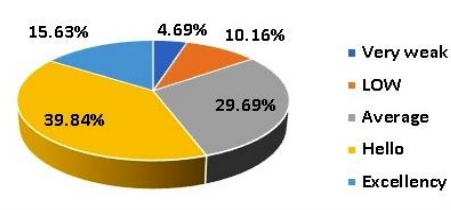
**Section 2: An examination of the interactions between consumers and companies' online marketing campaigns**

In response to the question "Which of the following firms have you interacted with online?," respondents indicated that they had engaged with all four firms to a relatively equal extent, indicating no clear dominant firm. The responses to this question indicate that each of the four firms, ZAO Media, E-Advertising, Canopy, and Re7consulting, had an equal level of interactions, with a 25% share for each firm. This balanced distribution suggests that all of the firms mentioned have a comparable online presence and that none of the firms clearly dominate the market in terms of user interactions. This may represent an opportunity for the firms under analysis to develop a strategy for differentiating their online marketing campaigns and thereby gain competitive advantages (see Figure 7).

The responses to the question "How do you rate the quality of the Google Ads ads made by the companies mentioned?" indicate that the majority of respondents consider the Google Ads ads made by the companies mentioned to be average (29.6%) or good (39.84%). A total of 15.63% of respondents rated the ads as excellent, indicating a generally positive perception of the ads. Conversely, 10.16% of respondents rated the ads as poor, while a small 4.69% rated them as very poor. For those respondents who perceive these ads as substandard, businesses could employ various strategies to further improve the content and relevance of their ads on Google Ads, thereby enhancing user interest and satisfaction (see Figure 8).



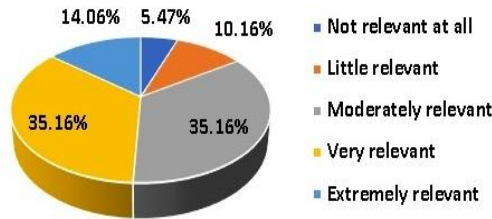
**Figure 7.** Which of the following companies have you interacted with online?  
Source: Author's own processing



**Figure 8.** How do you rate the quality of the Google Ads ads made by the companies mentioned?  
Source: Author's own processing

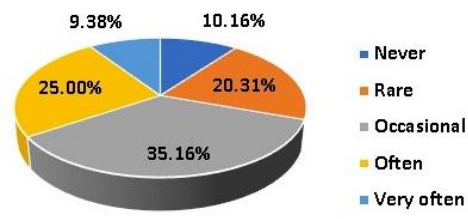
In response to the question, "To what extent do you find the advertising content from these companies on Facebook to be relevant?," A total of 35.16% of respondents indicated that they found Facebook advertising content to be moderately relevant, while a similar proportion (35.16%) reported that they found it to be moderately or very relevant. Similarly, 14.06% of respondents indicate that Facebook advertising content is highly relevant, 10.16% rate it as not very relevant, and 5.47% deem it irrelevant. The data indicates that the majority of Facebook advertising campaigns are effectively targeted and relevant to the intended audience. However, a notable proportion of the audience still perceives the ads as irrelevant. Businesses may utilize this information to refine their targeting and personalization strategies, thereby enhancing the relevance and impact of their ads (see Figure 9).

The results of the question "How frequently do you respond to campaigns on Instagram from these firms?" indicate that 35.16% of respondents occasionally respond to Instagram campaigns from the aforementioned firms. A significant proportion of respondents (25.00%) indicated that they frequently respond to such campaigns, while a notable minority (20.31%) stated that they rarely do so, and a further 10.16% reported that they never respond. Only 9.38% of respondents indicate that they respond very often to campaigns on Instagram. The results highlight the potential for improvement in engagement. Businesses could explore ways to enhance the engagement and interactivity of their campaigns, with the aim of driving a higher frequency of responses from users. Similarly, personalizing content with greater precision and offering incentives (such as exclusive promotions) could encourage a more active response to campaigns on Instagram (see Figure 10).



**Figure 9.** How relevant do you find Facebook advertising content from these companies?

Source: Author's own processing

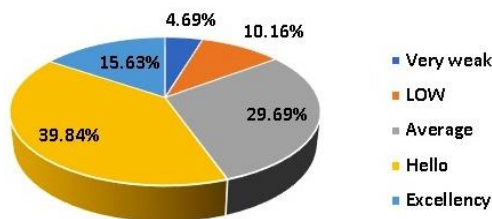


**Figure 10.** How often do you respond to Instagram campaigns from these businesses?

Source: Author's own processing

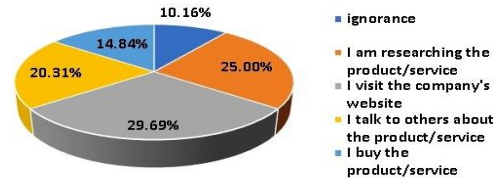
The responses to the inquiry are as follows: The results of the survey indicate that 39.84% of respondents perceive the YouTube advertising videos created by these companies to be of good quality, while 29.69% of respondents rate them as average quality. The remaining respondents provided a rating of "excellent" for the videos in question (15.63%), while a minority (10.16%) rated the videos as "poor" and a smaller proportion (4.69%) rated them as "very poor" (see Figure 11).

The subsequent inquiry, "What actions do you most frequently undertake following the viewing of an online advertisement from these companies?" indicates that 29.69% of respondents visit the firm's website subsequent to viewing an online advertisement, while 25.00% of respondents conduct research on the product or service. Additionally, 20.31% of respondents engage in discussion about the product or service with others, while 14.84% make a purchasing decision after viewing the advertisement. However, 10.16% of respondents do not respond to the advertisement (see Figure 12).



**Figure 11.** How do you rate YouTube advertising videos created by these companies?

Source: Author's own processing

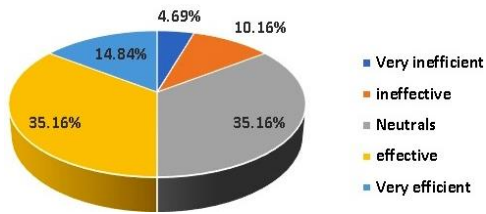


**Figure 12.** What type of actions do you most often take after viewing an online ad from these businesses?

Source: Author's own processing

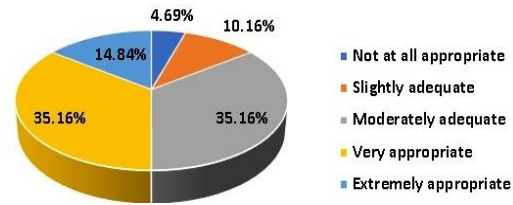
The results of the question "How effective do you consider YouTube video campaigns to be in influencing your purchasing decision?" indicate that 35.16% of respondents consider YouTube video campaigns to be effective, while the same percentage find them neutral. Conversely, 14.84% of respondents indicated that they found YouTube video campaigns to be highly effective, suggesting a predominantly positive perception of these campaigns in influencing purchasing decisions. Nevertheless, 10.16% of respondents deemed them ineffective, while 4.69% rated them as very ineffective (see Figure 13).

The results obtained for the question are as follows: The results of the question "Do you consider that the personalization of online ads by these companies is appropriate to your needs?" indicate that 35.16% of respondents consider the personalization of ads to be very appropriate, while a further 35.16% consider it to be moderately appropriate. Approximately 14.84% of respondents indicated that personalization was highly appropriate, suggesting a general satisfaction with the relevance of advertisements. Nevertheless, 10.16% of respondents indicated that they found the personalization to be less appropriate, while 4.69% stated that it was not at all appropriate (see Figure 14).



**Figure 13.** How effective do you find YouTube video campaigns in influencing your purchase decision?

Source: Author's own processing

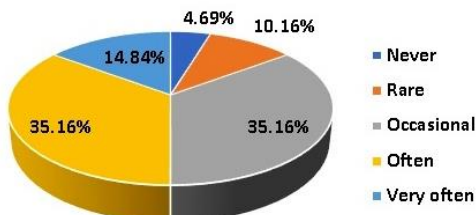


**Figure 14.** Do you think that online ad customization by these companies is appropriate for your needs?

Source: Author's own processing

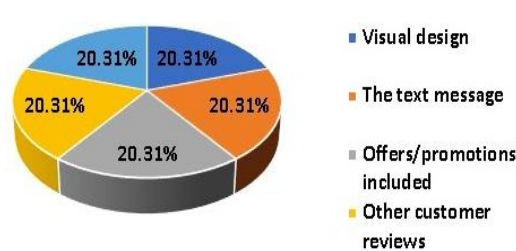
The results obtained for the aforementioned question are as follows: The question, "How often have you recommended the aforementioned firms to other individuals based on your online experiences?" yielded the following results: 35.16% of respondents indicated that they have occasionally recommended the firms in question, while the same percentage (35.16%) stated that they have recommended them often. Conversely, 14.84% of respondents indicated that they had recommended the aforementioned firms to others with great frequency. Conversely, 10.16% of respondents indicated that they had recommended the aforementioned firms to others with minimal frequency, while 4.69% of respondents indicated that they had never recommended the aforementioned firms to others (see Figure 15).

In response to the question, "Which of the following most influences your perception of an online campaign?," it became evident that respondents' perception of an online campaign is influenced by a multitude of elements, with no discernible preference for a single element. The results demonstrate that each of the proposed elements—visual design, text message, offers/promotions, other customer reviews, and content personalization—was considered equally influential by respondents, with a percentage of 20.31% for each. This suggests that the perception of an online campaign is driven by a combination of factors, rather than a single dominant element (see Figure 16).



**Figure 15.** How often have you recommended the mentioned companies to others based on online experiences?

Source: Author's own processing



**Figure 16.** Which of the following influences your perception of an online campaign the most?

Source: Author's own processing

### Section 3: Recommendations for Enhancing Campaigns

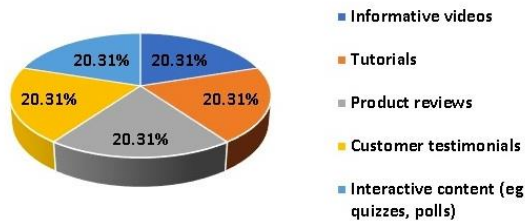
In response to the question, "What aspects of these companies' online marketing campaigns do you think could be improved?" respondents indicated that ad design and targeting are the aspects that require the most improvement. These results demonstrate that the majority of respondents identified design and targeting as the primary areas for enhancement in the online marketing campaigns of the aforementioned firms. Additionally, the frequency of ads and the relevance of content were identified as important considerations, while a few respondents highlighted other issues.

In response to the question, "If you could change anything about the way these firms approach you online, what would it be?," the following responses were recorded: respondents indicated a preference for a more visual content and more offers approach in online marketing campaigns; some respondents expressed a preference for fewer ads and more interactive content; and some respondents indicated other preferences.

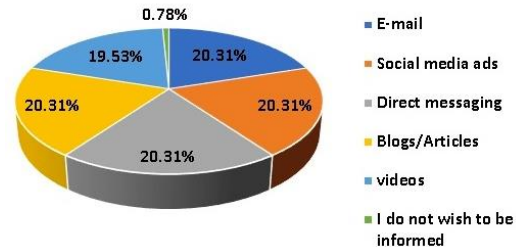
The question was as follows: The question, "What types of online content are you most attracted to and why?" yielded responses indicating that all types of content are similarly preferred, with a slight predominance of product reviews and interactive content. In a different vein, it is observed that each of the proposed content types—informative videos, tutorials, product reviews, customer testimonials, and interactive content—are equally preferred by respondents, with a percentage of 20.31% attributed to each. This balance suggests that users value diversity in the types of content offered online, and that each type of content plays an important role in attracting and holding audience attention (see Figure 17).



In response to the question "How do you prefer to be informed about new products or services?," the majority of respondents indicated a preference for being informed via email or social media announcements. The results demonstrate that email and social media announcements are the most preferred methods of information for 20.31% of respondents. Other methods, such as direct messaging and blogs/articles, are also similarly appreciated by the same proportion of users. In contrast, videos are slightly less preferred (19.53%), and only 0.78% of respondents indicated that they do not wish to be informed (see Figure 18).

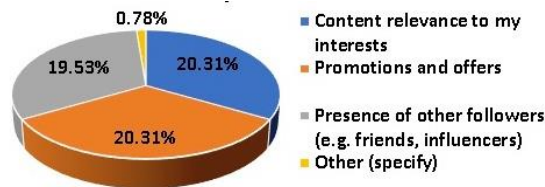


**Figure 17.** What types of online content appeal to you the most and why?  
Source: Author's own processing



**Figure 18.** How do you prefer to be informed about new products or services?  
Source: Author's own processing

The responses to the question "What are the determining factors in choosing to follow or engage with a company on social media platforms?" indicate that the most significant factor in this decision is the quality of the content, followed by its relevance. The results demonstrate that content quality and relevance to personal interests are the most significant factors for 20.31% of respondents. Post frequency and promotions are also identified as important factors by the same percentage of respondents. The presence of other followers (friends, influencers) is a decisive factor for 19.53% of respondents, while 0.78% of respondents cited other factors (see Figure 19).



**Figure 19.** How do you prefer to be informed about new products or services?  
Source: Author's own processing

The results of the study demonstrate that the efficacy of the online marketing campaigns of the companies under examination—namely, ZAO Media, E-Advertising, Canopy, and Re7consulting—varies in accordance with the key performance indicators that were evaluated. The analysis revealed differences in the effectiveness of the online marketing campaigns in attracting traffic, as indicated by the click-through rate (CTR) and cost-per-click (CPC). ZAO Media demonstrated a slight advantage in terms of optimizing costs and attracting audience attention. The conversion rate was generally positive for all companies, indicating a proficiency in transforming user interest into tangible action. However, ZAO Media once again exhibited the most favorable outcomes. The cost per acquisition (CPA) and return on investment (ROI) provided a clear insight into economic efficiency, indicating that ZAO Media and Canopy are more efficient in managing the resources invested, generating a higher return per acquisition. The bounce rate indicated the necessity for improvements in user experience for E-Advertising and Re7consulting, whereas ZAO Media demonstrated superior performance in maintaining user engagement on landing pages. The success of video campaigns in capturing and retaining attention was indicated by the View Rate and Engagement Rate, with ZAO Media performing the best. This reflected a well-executed content strategy. The Loyalty Rate and Customer Lifetime Value (LTV) demonstrated that all companies have a strong customer base. However, ZAO Media excelled at retaining and maximizing their customer value over the long term.

The study revealed that while all the companies surveyed exhibited commendable performance, ZAO Media distinguished itself with superior efficiency in the majority of the evaluated indicators, indicating more effective campaign optimization and a meticulously calibrated marketing strategy.

**V. CONCLUSIONS**

The value of digital advertising can be understood by connecting it to the concept of consumer value creation. Value is generated as a result of the consumer process, with the service provider acting as a facilitator. Subsequently, the service provider may appropriate a portion of the value generated by the consumer. This value is then applied in advertising, which suggests that consumers engage in a value-creation process, even when they do not incorporate advertising. If advertising is demonstrated to support consumers in the creation of value, it can be considered a valuable resource to utilise in this process. Otherwise, it may be rejected or ignored. The utilisation of advertising as a resource in the consumer value creation process has yet to be explicitly addressed in advertising research, although the concept is gradually emerging. In the context of digital selling, it is essential to engage consumers directly with relevant material that aligns with their current needs, interests, goals, or activities, in order to facilitate the discovery of a brand's product or service offerings that are well-suited to their requirements. In the field of media studies, the concept of usage perspectives and meanings is analogous to the idea that consumers' selection of digital media content is driven by their desire to derive satisfaction from it. An assessment of user needs through a usage-based approach may be regarded as a reflection of the value creation process for the consumer.

Theoretical research has enabled us to demonstrate how digitisation and emerging technologies are transforming marketing strategies. It has been shown that online marketing is not simply an extension of traditional marketing; rather, it represents a fundamental reconfiguration of the manner in which companies interact with customers. A variety of tactics and strategies were investigated, including search engine optimisation (SEO), content marketing and paid advertising on search engines and social networks. The importance of tailoring and personalisation in marketing approaches was also highlighted. The practical research demonstrated the manner in which theory is operationalised in practice. The analysis of the performance of online campaigns revealed not only the superior effectiveness of digital marketing in terms of cost and engagement, but also the growing preference of consumers for digital interactions. These findings not only validate the importance of integrating digital technologies into marketing strategies, but also indicate a paradigm shift in consumer preferences. The link between theory and practice was made evident by the application of theoretical concepts to tangible marketing strategies. For instance, the utilisation of data for the personalisation of user experiences was a pervasive theme in the extant literature and was effectively implemented in the campaigns under analysis. This was evident in the manner in which companies employed analytics to enhance the efficacy of their campaigns and augment conversion rates. This paper not only provided a comprehensive understanding of the complexities of online marketing, but also offered a practical framework for the effective implementation of these strategies.

**Annex 1****QUESTIONNAIRE ON "CUSTOMER PERCEPTIONS AND SATISFACTION WITH ONLINE CAMPAIGNS OF ZAO MEDIA, E-ADVERTISING, CANOPY AND RE7CONSULTING"****SECTION 1: DEMOGRAPHIC INFORMATION**

- 1. What is your background?**
  - ✓ Urban
  - ✓ Rural
- 2. What age category do you fall into?**
  - ✓ Under 18
  - ✓ 18-24 years old
  - ✓ 25-34 years old
  - ✓ 35-44 years
  - ✓ 45-54 years
  - ✓ 55-64 years
  - ✓ Over 65
- 3. What is your gender?**
  - ✓ Male
  - ✓ Female
- 4. What is your educational level?**
  - ✓ Secondary
  - ✓ High school
  - ✓ Higher education
- 5. What is your occupation?**
  - ✓ Student
  - ✓ Employed

- ✓ Self-employed
- ✓ Entrepreneur
- ✓ Retired
- ✓ Other

**SECTION 2: INTERACTIONS WITH COMPANIES' ONLINE MARKETING CAMPAIGNS**

- 6. Which of the following firms have you interacted with online? (Check all that apply)**
  - ✓ ZAO Media
  - ✓ E-Advertising
  - ✓ Canopy
  - ✓ Re7consulting
- 7. How do you rate the quality of the Google Ads ads made by the companies mentioned?**
  - ✓ Very poor
  - ✓ Poor
  - ✓ Average
  - ✓ Good
  - ✓ Excellent
- 8. How relevant do you find Facebook advertising content from these companies?**
  - ✓ Not relevant at all
  - ✓ Somewhat relevant
  - ✓ Moderately relevant
  - ✓ Very relevant
  - ✓ Extremely relevant
- 9. How frequently do you respond to Instagram campaigns from these businesses?**
  - ✓ Never
  - ✓ Rarely
  - ✓ Occasionally
  - ✓ Often
  - ✓ Very often
- 10. How would you rate the YouTube advertising videos created by these companies?**
  - ✓ Very poor
  - ✓ Poor
  - ✓ Average
  - ✓ Good
  - ✓ Excellent
- 11. What type of actions do you most frequently take after viewing an online advertisement from these firms?**
  - ✓ Ignore
  - ✓ Research the product/service
  - ✓ Visit the firm's website
  - ✓ Discuss the product/service with others
  - ✓ Buy the product/service
- 12. How effective do you consider YouTube video campaigns to be in influencing your purchasing decision?**
  - ✓ Very ineffective
  - ✓ Ineffective
  - ✓ Neutral
  - ✓ Effective
  - ✓ Very effective
- 13. Do you consider that the personalization of online ads by these companies is appropriate to your needs?**
  - ✓ Not at all appropriate
  - ✓ Somewhat appropriate
  - ✓ Moderately suitable
  - ✓ Very suitable
  - ✓ Extremely suitable
- 14. How often have you recommended the mentioned firms to others based on your online experiences?**
  - ✓ Never
  - ✓ Rarely
  - ✓ Occasionally
  - ✓ Often
  - ✓ Very often
- 15. Which of the following most influences your perception of an online campaign?**
  - ✓ Visual design
  - ✓ Text message
  - ✓ Offers/promotions included
  - ✓ Other customer reviews

✓ Content personalization

**SECTION 3: SUGGESTIONS AND PREFERENCES FOR IMPROVING CAMPAIGNS**

**16. What aspects of these firms' online marketing campaigns do you think could be improved?**

✓ (Open answer)

**17. If you could change anything about the way these firms approach you online, what would it be?**

✓ (Open answer)

**18. What types of online content are you most attracted to and why?**

- ✓ Informative videos
- ✓ Tutorials
- ✓ Product reviews
- ✓ Customer testimonials
- ✓ Interactive content (e.g. quizzes, polls)
- ✓ Other (please specify)

**19. How do you prefer to be informed about new products or services?**

- ✓ Email
- ✓ Announcements on social networks
- ✓ Direct messaging
- ✓ Blogs/Articles
- ✓ Videos
- ✓ Do not wish to be informed

**20. What are the deciding factors in choosing to follow or engage with a business on social media platforms?**

- ✓ Quality of content
- ✓ Frequency of posts
- ✓ Relevance of the content to my interests
- ✓ Promotions and offers
- ✓ Presence of other followers (e.g. friends, influencers)
- ✓ Other (please specify)

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