

MODERN STUDY OF WORLD AD COMPANIES

The aim of this study was to investigate how effective modern advertising companies are. It was examined how advertising contributes to brand strength, influences consumer purchasing behavior, and impacts societal values. Various visuals illustrate the distribution of advertising budgets across different channels, including a pie chart and network diagrams that demonstrate the interconnections between channels and their psychological influence on consumers.

Our data analysis indicates that advertising significantly contributes to market growth and economic activity. We utilized digital tools for data collection, which enhanced the development of optimized advertising strategies.

In today's digitally-driven world, brands and markets evolve rapidly alongside technological advancements. Social networks such as TikTok, Instagram, Threads, and YouTube have become essential marketing platforms due to their vast user bases. These platforms enable precise targeting based on demographics, interests, and behaviors. According to data from the LiveDune social media monitoring tool (as of March 25, 2025), social media users span various age groups and gender categories, each preferring different platforms. This diversity enables marketers to tailor their messages for specific segments of the population. Furthermore, a pie chart visualisation illustrates the proportion of each demographic group within a specific social network's user base. For example, we can identify platforms where the majority of users are young adults, and others where older demographics prevail, indicating a shift in platform usage across age groups [1,3,4].

This information allows businesses to deliver highly targeted advertisements to users who are most likely to engage. For companies targeting younger audiences, prioritizing platforms such as TikTok and Instagram can significantly enhance campaign effectiveness.

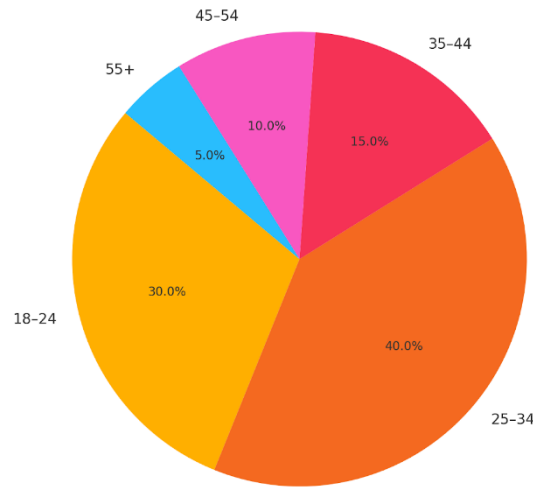
Influencer marketing, especially involving micro and nano-influencers, has emerged as a powerful tool. These individuals maintain authentic relationships with their followers, resulting in higher engagement and trust. According to Freberg et al. (2011), public perception of influencers strongly impacts brand credibility [2, p. 91].

Video advertising, particularly on mobile devices, creates emotional resonance with audiences. Additionally, content marketing plays a crucial role by offering valuable and relevant material that builds long-term trust and loyalty (Pulizzi, 2012) [5, p. 120].

To assess campaign effectiveness, marketers use metrics such as return on investment (ROI), engagement rates, and brand lift. These indicators help determine the long-term influence of advertising strategies.

In contemporary advertising campaigns, targeted advertising has emerged as a crucial and highly effective tool, as shown in the visual representation of the targeting funnel (see Picture 1.2). Research by Epsilon shows that 80% of consumers are more likely to purchase from brands offering personalized experiences. Furthermore, HubSpot reports that personalized email campaigns yield six times more conversions than generic ones [1].

Picture 1.1 – Demographics of Social Media Users



Picture 1.2 – Targeted Advertising Funnel

Stage	Description
1. Data Collection	Gathering data from user behavior, preferences, and demographics
2. Audience Segmentation	Creating segments based on interests, age, gender, etc.
3. Ad Personalization	Tailoring ad content to each segment
4. Placement and Delivery	Delivering ads on suitable platforms (e.g., Instagram, YouTube)
5. Engagement & Conversion	Measuring interaction, click-throughs, purchases
6. Feedback & Optimization	Adjusting campaigns based on performance metrics

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