

## **CONTEXTUAL ADVERTISING AS AN ESSENTIAL PART OF PRODUCT PROMOTION**

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### **Abstract**

One of the biggest challenges for both publishers and brands today is capturing the attention of users without disrupting their online experience. With an increasing number of consumers ignoring ads, the need for an effective method that can help capture consumer's attention has gained utmost importance. The paper looks at contextual advertising as a solution to the aforementioned problem.

**Keywords:** marketing; contextual advertising; the Internet; promotion

### **Introduction**

Today there are many ways to attract consumers to their products. An increasing percentage of entrepreneurs give preference to advertising their business and services on the Internet. This is due to the high efficiency and availability of use, even for small businesses.

The purpose of this work is to reveal the prospects for the introduction of contextual advertising to promote product offers.

The objectives of the article are to study bibliographic material on an existing topic, analyze new trends, and identify new directions and prospects in contextual advertising.

The scientific novelty of the article lies in the isolation of contextual advertising, as a separate scientific marketing tool for promotion. [1, p. 14] Internet advertising is changing by leaps and bounds and is of particular scientific interest as something new, capable of expertly selling necessary goods and services.

### **Essentials of contextual marketing**

At its core, contextual advertising is an effective way of delivering ads that are directly related to the content that the consumer is enjoying. PPC advertising is more personalized than traditional advertising since advertising is directly related to the content that the consumer

interacts with. Thus, the possibility of imposing unnecessary advertising is excluded. The irritation from spam is reduced, and therefore both the consumer and the entrepreneur find each other to conclude a mutually beneficial deal.

Given the recent problems associated with targeting the audience to inappropriate content and inappropriate content, as well as tightening data privacy rules, we expect that contextual advertising will become an even more widespread movement forward. Here are some reasons why.

While the ad blocking debate has long focused on the battle between publishers and adblockers over the ability to serve ads, less attention has focused on whether these ads should be shown at all. That is many people and does not even include the vast majority of consumers who browse the Internet without blockers but rarely or never click on ads and may not even "see" them in a genuinely conscious sense anymore.

After all, marketers (like brands) want results, and it is clear that personalization, not scaling, is the best way to achieve this. Regardless of whether consumers block advertising or corporations do not buy it, the result is less advertising in the ecosystem. As demand for advertising continues to fall from both consumers and advertising, a couple of ideas that marketers have been debating for a long time are getting closer to becoming a reality.

### **Marketing is about the essence**

Many people notice that half of the advertising budget was wasted, and he simply did not know which one. For many modern entrepreneurs, the percentage of lost interest is decreasing. A year ago, a survey found that two out of three European marketers use attribution to some extent to understand the value of their marketing. Massive platforms like Facebook provide unprecedented transparency for marketers requiring more granular measurement.

The improved measurement means that a real focus on the bottom line is not impossible and is now leading to a fundamental change in which traditional big spend is confidently cutting budgets. While marketers have long talked about moving to a more end-to-end model, this reality has come to many.

## **Branded content will grow**

For advertisers, an essential part of any successful advertising campaign is ensuring active customer engagement. The more relevant and useful an ad is to a consumer, the more likely it is to attract them, and therefore increase the opportunity for a return on investment for the advertiser and, ultimately, for the publisher. However, consistently delivering practical customer experience at scale is challenging. Branded content is becoming an increasingly effective tactic to bridge the consumer value gap, but has also struggled to scale organically. In 2018, publishers and brands will continue to evolve, and we will see branded content increasingly align with contextual targeting.

Scaling branded, contextually relevant ads is organically challenging. While inorganic distribution through paid social and sponsored content platforms provided advertisers with amplification, costs were low to the consumer, thanks to click-through and irrelevant context. Naturally, consumers prefer usefulness in their ads and are more likely to receive a positive response from ads with relevant and contextual branded content. Ninety-three percent of consumers prefer brands that share content that includes new information. Not only are they more interested in branded content, but they are also twice as memorable to the consumer compared to traditional display ads.

## **Digital storytelling in "real contextual time."**

On an open web, consumer experiences are typically either content or advertising, rather than both. Even though branded content can produce effective results in delivering both relevant and useful content in digital consumer experience, it has been challenging to scale organically. Besides, the production and delivery of branded content have traditionally been done manually. However, today there is an exceptional opportunity to use existing technology to solve problems related to proprietary content. As artificial intelligence and machine learning are becoming more helpful, publishers and advertisers can now create relevant, engaging content in real-time and on the web. Here the reader can enjoy a relevant and engaging experience, the publisher enjoys the automatic creation of interactive content, and the advertiser enjoys organic participation - all in "real contextual time."

## **Conclusion**

To bring this paper to a close, publishers and brands that today leverage available technology to create relevant, interactive branded content in 2020 will see increased consumer engagement at an organic scale, which could result in a meaningful ROI.

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