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# MODERN METHODS FOR EVALUATING THE EFFECTIVENESS OF ADVERTISING CAMPAIGNS

**Mamatkulova Shoira Djalolovna**
Candidate of Economic Sciences,
Associate professor of the department of marketing,
Samarkand institute of economics and service
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**Abstract:** This article examines modern methods for evaluating the effectiveness of advertising campaigns from both theoretical and practical perspectives. It analyzes the transformation of advertising activities within the digital economy—specifically, the shift from traditional advertising channels to digital platforms, artificial intelligence technologies, the utilization of Big Data, and management systems grounded in marketing analytics. Based on the research findings, the study offers scientific and practical recommendations aimed at enhancing the effectiveness of advertising campaigns, optimizing marketing expenditures, and facilitating data-driven management decision-making, with a specific focus on the context of Uzbekistan.

**Keywords:** advertising campaign, advertising effectiveness, marketing analytics, digital marketing, ROI, ROMI, ROAS, Big Data, artificial intelligence, advertising expenditures, marketing strategy, KPI, consumer behavior, digital transformation.

**Аннотация:** В статье рассматриваются современные методы оценки эффективности рекламных кампаний как с теоретической, так и с практической точек зрения. Анализируется трансформация рекламной деятельности в условиях цифровой экономики — в частности, переход от традиционных рекламных каналов к цифровым платформам, технологиям искусственного интеллекта, работе с большими данными (Big Data) и системам управления, основанным на маркетинговой аналитике. По результатам исследования разработаны научно-практические рекомендации, направленные на повышение эффективности рекламных кампаний, оптимизацию маркетинговых расходов и принятие управленческих решений на основе данных (data-driven decisions) — применительно к условиям Узбекистана.

**Ключевые слова:** рекламная кампания, эффективность рекламы, маркетинговая аналитика, цифровой маркетинг, ROI, ROMI, ROAS, большие данные (Big Data), искусственный интеллект, рекламные расходы, маркетинговая стратегия, KPI, потребительское поведение, цифровая трансформация.

**Introduction.** The acceleration of digital transformation processes in the global economy is fundamentally altering the substance and management mechanisms of corporate marketing activities. In particular, the shift from traditional forms of advertising communication to digital platforms, artificial intelligence technologies, Big Data, programmatic advertising, social networks, and omnichannel marketing systems necessitates a re-evaluation of approaches used to assess the effectiveness of advertising campaigns. In today's market environment, advertising is no longer

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merely a tool for promoting products or services; it has evolved into a strategic management instrument that drives corporate competitiveness, fosters long-term consumer relationships, enhances brand equity, and ensures investment efficiency. Consequently, evaluating the performance of advertising campaigns based on scientifically grounded criteria—through a comprehensive analysis of metrics such as the economic return on advertising expenditure (ROI), return on marketing investment (ROMI), customer acquisition cost (CAC), conversion rates, consumer engagement, and digital analytics—has become a priority area in marketing management. In the Republic of Uzbekistan, the rapid development of the digital economy and e-commerce is providing a strong impetus for the institutional and technological transformation of the advertising market. State policy—aimed at developing the digital economy, supporting e-commerce, integrating modern information and communication technologies into business processes, and enhancing the competitiveness of the service sector—has created a need to refine the methodology for evaluating the effectiveness of advertising activities. In particular, the objectives set forth within the "Digital Uzbekistan – 2030" strategy—such as the digitalization of all economic sectors, the expansion of the share of electronic services, and the promotion of modern marketing tools—have further underscored the importance of making data-driven management decisions in advertising [1]. Furthermore, the Law of the Republic of Uzbekistan "On Advertising" (No. ORQ-776), adopted on June 7, 2022, establishes a modern legal framework for advertising activities. It serves to foster fair competition within the advertising market, protect consumer interests, ensure the veracity and transparency of advertising information, and strengthen accountability within the digital advertising environment [2]. The practical implementation of this law necessitates evaluating the performance of advertising campaigns based not only on economic criteria but also on legal and social standards.

Currently, given the context of rising advertising budgets, the diversification of advertising channels, and rapidly shifting consumer behavior, traditional methods for assessing the effectiveness of advertising campaigns often fail to yield adequate results. Consequently, the widespread adoption of econometric models, marketing analytics, attribution modeling, artificial intelligence algorithms, real-time monitoring, KPI systems, and multi-criteria evaluation methods has become a pressing scientific issue. In particular, determining the interrelationship between advertising expenditures and sales volume, consumer activity, customer loyalty, and the company’s financial results is a crucial prerequisite for enhancing the effectiveness of advertising management.

Main part. In a market economy, advertising is an integral component of an enterprise's marketing communications system. Its primary functions include conveying information to consumers, generating demand for products or services, enhancing brand value, and increasing sales volume. Given that advertising activities in today’s competitive environment require significant financial resources, evaluating the economic and communicative effectiveness of any advertising campaign on a scientific basis is a key management task. From this perspective, the effectiveness of an advertising campaign is viewed as a complex economic category that reflects the interrelationship between the funds invested in advertising and the resulting economic outcomes, shifts in consumer behavior, and the brand’s market position.

In academic literature, advertising effectiveness is generally assessed along two main dimensions: economic effectiveness and communicative effectiveness. Economic effectiveness is measured by changes in an enterprise’s revenue, profit, sales volume, or market share resulting from advertising. Communicative effectiveness, on the other hand, is determined by the extent to which an

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advertising message reaches the consumer, its memorability, brand recognition, the consumer's attitude toward the content of the advertisement, and its influence on purchase intentions. Experience shows that the economic outcomes of an advertising campaign are often directly linked to its level of communicative effectiveness.

In the context of the digital economy, traditional methods for evaluating advertising activities are increasingly losing their relevance. They are being superseded by real-time analytical platforms, artificial intelligence-based forecasting algorithms, Big Data technologies, and multi-criteria evaluation systems. Today, assessing the effectiveness of advertising campaigns solely through sales volume is insufficient. This is because advertising also shapes long-term consumer loyalty, enhances brand equity, influences Customer Lifetime Value (CLV), drives engagement on digital platforms, and contributes to the overall marketing effectiveness of an enterprise. Consequently, a modern evaluation system requires the analysis of economic, communicative, behavioral, and digital analytics metrics within a single, integrated model.

Evaluating the effectiveness of advertising campaigns is not limited to sales volume or profit figures alone. In contemporary marketing practice, it is essential to conduct a comprehensive assessment of the economic, communicative, and digital outcomes of advertising activities. For this reason, various economic and marketing indicators are used to determine the effectiveness of an advertising campaign. The table below systematizes the key indicators used to evaluate the effectiveness of advertising campaigns, along with their definitions and practical significance.

Table 1

A modern system of indicators for evaluating the effectiveness of advertising campaigns[3]

| № | Indicator | Formula or calculation method | Evaluation Content | Importance in Management |
|---|---|---|---|---|
| **1** | ROI (Return on Investment) | (Net profit / Advertising cost) × 100 | Economic return on advertising investment | Determines the profitability of advertising projects |
| **2** | ROMI (Return on Marketing Investment) | (Additional profit generated from marketing − Marketing costs) / Marketing costs × 100 | Effectiveness of marketing investments | Enables the optimization of the marketing budget |
| **3** | ROAS (Return on Advertising Spend) | Revenue generated through advertising / Advertising cost | Revenue-generating capacity of advertising expenditures | Helps identify the most effective advertising channels |
| **4** | CTR (Click Through Rate) | Number of clicks / Number of impressions × 100 | Level of attention attracted by advertising | Evaluates the appeal of advertising content |
| **5** | Conversion Rate | Purchases (or target actions) / Clicks × 100 | Conversion rate (turning prospects into customers via advertising) | Shows the practical results of an advertising campaign |
| **6** | CAC (Customer Acquisition Cost) | Advertising costs / Number of new customers | Cost of acquiring a single customer | Determines the efficiency of |

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| | | | | marketing expenditures |
| 7 | CLV (Customer Lifetime Value) | Total expected profit from a single customer | Long-term economic value of a customer | Assists in making strategic marketing decisions |

The data presented in Table 1 indicate that the evaluation of advertising campaigns is based on a multi-criteria approach. While traditional economic indicators—such as ROI, ROMI, and ROAS—allow for the assessment of the financial outcomes of advertising investments, metrics like CTR, conversion rate, and customer engagement determine the extent to which an advertising message impacts the audience. Furthermore, metrics such as CLV (customer lifetime value) and CAC (customer acquisition cost) play a pivotal role in shaping a company's long-term marketing strategy. In the digital economy, the use of AI-driven analytical systems enables the real-time monitoring of advertising campaign performance, the optimization of marketing budgets, and the identification of the most effective advertising channels. Consequently, when evaluating advertising campaigns, it is advisable to employ economic, communicative, and digital metrics as a unified, interconnected system.

Theoretical analysis demonstrates that relying solely on a single economic indicator is insufficient for assessing the effectiveness of advertising campaigns. In modern management systems, integrating economic outcomes, consumer behavior data, brand equity, digital platform analytics, and AI-based predictive models into a comprehensive evaluation framework makes it possible to determine the true performance of advertising activities. Therefore, a multi-criteria model for evaluating advertising effectiveness serves as a scientifically sound tool for corporate marketing decision-making.

**Conclusions and recommendations.** The study's findings indicate that, within the digital economy, advertising campaigns serve as a key strategic factor in developing a company's marketing operations, establishing effective communication with consumers, enhancing brand equity, and securing a competitive advantage in the marketplace. Given the increasing scale and complexity of advertising activities, evaluations based exclusively on sales volume or revenue lack sufficient informational depth. In the current landscape, a comprehensive analysis of economic, communication, and digital marketing metrics allows for an accurate assessment of the true effectiveness of advertising campaigns. For Uzbekistan, the rapid growth of e-commerce, digital platforms, and online marketing necessitates the refinement of methodologies used to evaluate advertising campaigns. In this context, adapting international metrics and analytical approaches—widely used globally to gauge advertising effectiveness—to the national environment will help enhance the efficiency of marketing management within enterprises. Based on the analysis conducted, it is advisable to implement the following recommendations:

- integrate economic (ROI, ROMI, ROAS), communication (brand awareness, consumer engagement), and digital (CTR, conversion rate, CAC, CLV) metrics into a unified, comprehensive system for evaluating advertising campaigns;
- apply data-driven marketing principles when allocating advertising budgets, directing investments toward those channels that yield the highest economic return;
- develop a system of key performance indicators (KPIs) to assess the effectiveness of advertising activities within enterprises and incorporate it as an integral component of the overall marketing strategy; and expand academic research—particularly in the fields of digital marketing,

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marketing analytics, and methodologies for evaluating advertising effectiveness—within higher education institutions and research centers, with the subsequent application of these findings in practice.

In conclusion, evaluating advertising campaigns using modern methods ensures that marketing decisions within enterprises are grounded in sound analysis, increases the economic return on advertising expenditures, and strengthens long-term competitiveness by fostering consumer-oriented marketing strategies. In this regard, it is advisable to prioritize the widespread practical implementation of comprehensive methods for evaluating advertising activities—leveraging digital technologies and artificial intelligence—as a key direction for the development of the marketing system in Uzbekistan.

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