

OPTIMIZE DIGITAL MARKETING CAMPAIGNS USING MODERN TOOLS

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Introduction

This paper focuses on a theoretical approach and aims to serve as basis for further research. It looks at the importance of campaign optimization, analyses how some of the current modern tools work (online heatmaps, eye tracking techniques, Cookies / programmatic, fingerprinting, HTTP referrer) and finds out whether they can indeed improve the daily work of the marketing specialists as well as the user journey. The results are expected to prove the benefits of online science and continuous developments in the area.

Firstly, the paper highlights the necessity of campaign optimization in digital marketing in order to develop the using of web analytics to organizations, then reliefs some modern tools for campaign optimization like eye tracking technique, heatmaps, fingerprinting, HTTP referrer. In the end, there are some example of modern tools results in online marketing campaigns.

The necessity of campaign optimization in digital marketing

Marketing is not a fixed science. There is no one perfect solution that can fit any case, any audience. Given that its key points are personalization, being customer centric and focused on the user's behaviour and that all these are variables that change on a regular basis taking into consideration multiple factors, a marketer must permanently adapt its activity and especially campaigns in order to remain relevant for its target audience.

In digital marketing, such a constantly shifting environment, marketers should make sure to optimize their campaigns as much as possible. Among other challenges, online platforms offer the unique advantage of being able to use modern instruments that allow the view on customer insights and their behaviour in real time. (e.g. what customers have clicked on a landing page, what offers they were interested in, where they spend most of their time, what their feedback was etc). Digital strategists can and should take advantage of that valuable information and optimize their online marketing campaigns accordingly.

One of the key points that digital technologies help with is enabling an adaptive process. Using these technologies, businesses can now create more value both for their clients and for themselves. They can now develop new and more valuable user experiences as well as building and increasing the interactivity that they have with their customers. The adaptability of digital technologies can be seen at all levels, including tactics, processes and clients. (Kannan & Li, 2017)

Also, the nature of how most of the digital tactics function allows and actually demands for them to be optimized both in order to gain better results and also decrease the costs.

- Ad Network
- Search Engine Optimization
- Paid Search
- Paid Facebook Ads

Modern tools for campaign optimization

Today, our business or personal life unfolds in the online environment, so it's clearly that the companies want to find out more about their customers as well as us, the customers want to be specifically targeted with offers and services. For this to happen web developers are using methods to track user's movements in the online world. There are different methods and techniques to help the companies to achieve this.

- Eye tracking technique
- Heatmaps
- Cookies/programmatic
- Fingerprinting
- HTTP referrer

Either if any of the above, companies are more and more willing to pay for these and results are visible instantly.

The results of implementing optimising tools

This part of present paper gives some examples regarding different studies which used modern tools in order to optimise marketing campaigns.

Tzafilkou and Protogeros (2017) explored the direct connection between eye movements and final user perception and thinking into a web, named EUD. The main objective was to discover if final users' perception and thinking variables can be influenced by the independent variable - eye movements over interface of a web-based, called EUD system. The conclusions of the eye tracking study were: there are significant correlations between eye movements and thinking and/or perception. Performance has direct connection to fixations, then risk has a direct connection with the growing of the pupil size and usefulness is correlated to fixation duration.

In the study of Yen and Wu (2017) were examined participants who could count arguing in the pre-test, they gave more attention to other-side information during reading webpages. In plus, users who navigated more time into other webpages were neutralized in attitude or progressed in counterargument construction in the post-test, suggesting that exerting more effort on other-side information could promote impartial reasoning. The results of this study, an online learning platform structure young learners' reading and reasoning regarding controversial issues could be designed, and future research could be addressed to the subject: detecting the influence of using the online platform on reducing student partiality during online reading processes.

Another study was conducted for analysing the web consumer behavior and attitude on a webpage by the help of a neuromarketing analysis regarding click intention of the web users, observing pupil dilation and electroencephalogram (EEG) results. Slanzi, Balazs & Velásquez (2017) realised a study with five different web platform investigating the brain stimuli, eye position and pupil dilation of 21 participants looking for some information tasks on those five websites. The authors discovered some statistical differentiation between choice and no choice pupil dilation graphs, more exactly fixations together with clicks had higher score of pupil size than fixations without a click.

The last study proposed, used eye-tracking method to identify online review search behaviour of users taking into consideration the type of product reviewed. Researchers initiated two experiments, combining the classic method – auto self-survey and the modern research method - eye-tracking experiment testing a review-product, in order to understand if there is any difference between the type of review and to see who is the influence factor in purchasing decision is. They found that consumers of specific search products are interested and engaged more profoundly by attribute based reviews.

Conclusions

The paper highlights the necessity of campaign optimization in digital marketing that increases the contribution of web analytics to organizations, then reliefs some modern tools for campaign optimization like eye tracking technique, heat maps, fingerprinting, HTTP referrer.

There are different methods and techniques to help the companies to achieve this. Either if is eye tracking technique, cookies, heat maps, fingerprinting or HTTP referrer, companies are more and more willing to pay for this and results are visible instantly.

The last part of the paper has given some examples of studies where modern tools were used in order to optimise marketing campaigns.

For the future researches it is recommended to other modern tools, in order to contribute to the developing literature speciality, mentioning that present paper approached only a part of it, mostly the popular ones.

References for the full article

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