

CRITERIA FOR THE EFFECTIVENESS OF INTERNET TECHNOLOGIES IN THE ASPECT OF MARKETING COMMUNICATIONS PLANNING

The purpose of the article is to identify the components of innovative technologies for the development of marketing communications of the online advertising market, main factors influencing the development of the online advertising market for evaluating the effectiveness of marketing communications and programs by the criteria on the optimization of the information impact on consumers. The analysis of the development of the Ukraine's online advertising market has revealed main directions of the promising use of digital technologies. Summarizing the results of the study allowed us to determine the criteria for the effectiveness of Internet technologies in the aspect of the marketing communications planning. The analysis of the Internet advertising market environment has revealed innovative and technological factors for the communication space development. Within the article, the essence of online advertising is defined, current state and volume of online advertising in comparison with other types of display advertising are analyzed; nature and forms of online promotion are considered, dynamics of the volume of online advertising, expediency and relevance of its use are considered. The study found that the use of online advertising tends to improve overall advertising market performance, and in the case of using innovative types of Internet technologies - to improve the overall trend of the strategy of development of the national advertising market in terms of performance criteria: concentration of information flows, reduction of uncertainty of market conditions and conflict of interests of its participants, as well as increase of predictability of performance.

Key words: advertising market, advertising effectiveness, problems of advertising market, online advertising, online advertising market, development of online advertising, marketing communications.

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