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CAR DEALER'S ASSESSMENT OF THE CAR BRANDS' ADVERTISING EFFECTIVENESS ON AGGREGATOR SITES

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Abstract. The article systematizes indicators for assessing the advertising effectiveness and substantiates the choice of the relevant ones for the advertising effectiveness assessment by a car dealership for car brands in the Internet marketing. The differences between communicative and economic (financial, commercial) advertising effectiveness are described. A classification of economic assessment indicators for advertising effectiveness is proposed, with three identified groups: general economic, advertising cost indicators, and advertising performance indicators. The rationale for choosing performance indicators for the advertising effectiveness assessment on Internet platforms by a car dealer is provided based on determining the advertising campaign type, product features (cars are expensive and rarely purchased goods), and the strategic nature of the advertisement's impact. In the practical part of the article, a comparison is made from the Avtoban Group of Companies' point of view about the cars' advertising effectiveness on two aggregator platforms (Avto.ru and Avito) for three brands: click-through rate and conversion rate indicators are calculated, the last indicator was calculated based on three site visitor's selected actions: viewing the contact phone number, saving the ad to Favorites, and directly calling the car dealer. High advertising efficiency was revealed on one of them and the need to adjust the advertising campaign on the other.

Keywords: advertising efficiency; internet marketing; automobile market; lead generation; conversion.

JEL codes: M37; M31.

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