

H. Vashchyla¹, D. Marushka²

School of Business of BSU, Minsk, Belarus,

¹ vashchylahanna@gmail.com, ² dam@tut.by

TRENDS OF CONTEXT ADVERTISING IN DIGITAL MARKETING

The article discusses the features of contextual advertising, presents its main varieties, identifies the key advantages of contextual advertising, analyzes the trends of modern online advertising, the main tools of contextual advertising in digital marketing have been researched.

Keywords: *contextual advertising, online advertising, search engines, Google Ads, Yandex.Direct, digital marketing*

А. А. Вашило¹, Д. А. Марушко²

Институт бизнеса БГУ, Минск, Беларусь,

¹ vashchylahanna@gmail.com, ² dam@tut.by

ТРЕНДЫ КОНТЕКСТНОЙ РЕКЛАМЫ В ЦИФРОВОМ МАРКЕТИНГЕ

В статье рассмотрены особенности контекстной рекламы, представлены основные ее разновидности, выявлены ключевые преимущества контекстной рекламы, проанализированы тренды современной интернет-рекламы, исследованы основные инструменты контекстной рекламы в цифровом маркетинге.

Ключевые слова: *контекстная реклама, интернет-реклама, поисковые системы, Google Ads, Яндекс.Директ, цифровой маркетинг*

Currently, there is a huge interest in the global trends in the development of context advertising. In 2020–2022, this has become especially relevant, as the pandemic has had a negative impact on traditional methods of promoting goods and services. Marketers are adopting new approaches that can best affect relationships with consumers. They must be flexible and quickly respond to changes, take advantage of technology to optimize business. The expansion of the Internet user base is the driving force behind the global online advertising market.

Contextual advertising is a type of Internet advertising that is shown on websites depending on the context: key phrases, article topics, user interests, etc. Contextual advertising is also shown on search engine pages, where ads depend on the user's search query [4].

It is believed that the very idea of the emergence of contextual advertising of the site belongs to Bill Gross, a well-known American businessman, the founder of Idealab. In 1997, he was struck by the idea of the possibility of selling links that are shown simultaneously with the results of the search results of sites according to the queries that users are looking for [2].

The essence of the idea was to increase the relevance of these links with the help of the first places in the search results for certain queries. To implement this idea, Idealab acquired a license for the Inktomi database, which is currently used by About.com, Hotbot, MSN, Yahoo and other search engines.

In June 1998, Gross founded GoTo.com, Inc. (which was later renamed Overture Services Inc.). Goto.com was a search engine that, in response to a user's search query, first displayed relevant sponsored links, and then search results based on site rankings.

In 1999, the company's shares were listed on the Nasdaq, and in July 2003, Yahoo acquired Overture.com for \$ 1.63 billion. Today Overture.com successfully cooperates with many popular search engines: AltaVista, Lycos, MSN, Yahoo, Cnet, etc. [2].

Currently, three players operating on the pay per click system are in the lead in the foreign contextual advertising market: Google Ads, Yahoo! Search Marketing and Microsoft Advertising. In the Republic of Belarus, the main services for working with contextual ads are represented by Google and Yandex, these are Yandex.Direct and Google Ads services.

The purpose of contextual advertising is to attract as many target audiences as possible from search engines, that is, to make people come from the search engines of Yandex and Google, who are interested in goods or services that correspond to the subject of the site [3, p. 81].

To fully understand the essence of contextual advertising, consider its types. There are the following types of contextual advertising:

- contextual text advertising: a small ad with a hyperlink, the most popular on the Internet;
- banner contextual advertising: a small image or animation with textual information and a hyperlink (this type of advertising is common in the social network VKontakte);
- video advertising: a video with a hyperlink, which is shown on sites with its own video platform (the main website is YouTube) [6, p. 51].

According to the type of contextual advertising, there are:

- thematic advertising: ads are shown on third-party sites that have agreements with ad placement platforms and receive a certain percentage for the transition/impression for this;
- search advertising: standard advertising that is shown on sites among search results [6, p. 51].

The specific features of contextual advertising that distinguish it from other types of advertising are as follows:

- communication channels for advertising messages displayed as part of contextual advertising is the Internet and specifically the website visited by their recipient;
- advertising messages shown (delivered) to their recipient are predominantly in text form (although in some cases graphic forms of advertising messages are also referred to as contextual advertising);
- advertising appeals are addressed to a relatively narrow and specific group of their recipients with previously known parameters of activity in search engines or on specific sites;
- the condition for displaying advertisements to their recipient is the fulfillment by the latter of previously predicted forms of activity on the Internet (mainly search queries or other forms of virtual behavioral activity);
- the subject of advertising communications on the Internet has a relatively more predictable tool in terms of the planned number of impressions and transitions to the site to influence visitors to the virtual network [1, p. 138].

The main advantages of contextual advertising are:

- accuracy of hitting the target audience (provided that the keywords and advertising campaign settings were chosen correctly);
- loyalty to this type of advertising (a positive attitude of potential customers is ensured by displaying advertising in accordance with their interests);
- high speed of return (advertising starts working immediately after being launched on the network);
- large audience coverage (advertising is placed both in search engines and on numerous thematic partner sites);
- cost-effectiveness (fee is charged for users following the link, or for showing, or for the user to perform a targeted action);
- plasticity of the advertising campaign (the ability to edit ads, a list of keywords, etc. at any time);
- the ability to customize targeting (the ability to display ads to users depending on the time of day, geographic location, gender, age, etc.);

- the ability to evaluate the effectiveness of an advertising campaign (the ability to analyze the results of campaigns using contextual advertising systems, starting with user requests and ending with the sites from which he made a purchase of a product or service);
- online monitoring of statistics (the ability to collect the necessary statistical data on advertising campaigns at any time) [5, p. 34].

Consider the main current trends in contextual advertising.

1. Increased demand for machine learning technologies.

Now machine learning technologies are used in Yandex.Direct to create automatic promotion strategies. The service interface gives tips on optimizing advertising campaigns and increasing their effectiveness. Yandex can not only predict your request, helping you enter it using search suggestions, but also preload the issue even before you click the «search» button.

Automatic strategies based on machine learning can significantly increase the effectiveness of advertising. They are able to predict the likelihood of a conversion with high accuracy; keep the cost per conversion or return on investment at a given value; get the maximum clicks at a certain price; increase the value of the conversion with a limited budget; get maximum ad visibility. Due to this, it is highly likely that the ad will be delivered to a certain user at the right time.

Without machine learning, no context advertising system functions. It significantly increases the effectiveness of online advertising, makes systems convenient and useful for users, facilitates the work of advertisers by helping to solve complex and routine tasks, and at the same time takes into account many factors for making a decision that a person cannot take into account.

2. Diffusion of automation.

Automated promotion systems through contextual advertising are increasingly bringing real positive results. There is a possibility that artificial intelligence will learn to cope with the selection of the audience better than people. Machine learning, coupled with vast amounts of data, will allow computers to anticipate user desires even before they go online.

Before showing us ads, Google strategies consider the following signals: device; location; location-related intent (if a user is in one city and searches for a query in another, they will still be able to see the ads); day of the week and time of day; whether the user is included in the remarketing list and how long ago it was added; ad features; interface language; user browser; operating system; search query; search partner website; website on the Display Network; user behavior on the site in the Display Network; attributes of the advertised product; rating of mobile applications; accumulated statistics. In the near future, automatic strategies will be able to take into account the cost of a product compared to competitors' products, as well as seasonality.

3. Deeper implementation of end-to-end analytics.

Omnichannel is one of the main trends in modern marketing. Marketers not only combine several channels of information into one, but also try to track the entire path of the client from appearing on the network to converting into profit. This approach is also facilitated by modern tools aimed at deeper tracking of the audience and its behavior on the network.

This is important, since contextual advertising is far from the only way for a user to interact with a brand. Using only it, it will not be possible to form a correct opinion about the effectiveness of the current advertising campaign.

4. New and qualitative ad formats.

Automation will not only simplify the work on promotion in general, but also free up time for marketers to refine aspects that were previously given less attention. For example the quality of advertisements. Each context advertising should direct to the appropriate landing page so that the audience receives the necessary information after clicking on the ads. A suitable landing page increases your chances of more conversions because the message in your ad will match the offer on the landing page.

A successful advertisement consists of persuasive text and also an attractive and appropriate image. As the web becomes more visual year after year and people become accustomed to visual content, an image can greatly improve the performance of your ads and increase brand awareness and loyalty when styled in a company style.

5. Advertising tools.

The ad needs to grab attention, convey the right message to potential customers, and communicate beautifully about the brand's services. With the growth of competition and the development of the Internet, it is necessary to generate even more sophisticated and catchy ad units in order not to miss a potential client.

6. Improving Voice Search.

The number of voice requests from users is constantly growing. Advertising professionals need to understand that voice search is significantly different from text search. Queries are quite long, they use synonym phrases associated with the main keys, but with a much lower frequency.

Because of this, we have to expect improvements in query recognition technologies and displaying results for similar keywords. But given the growth in popularity of voice search in general, the rise in popularity of related technologies will not be long in coming.

7. Distribution of audience targeting.

Instead of selecting an audience by keywords and basing the entire advertising campaign around search queries, targeting specific user groups based on interests and intentions is increasingly being used. The corresponding categories of settings appear in Google Ads and Yandex.Direct.

8. Increasing demand for video ads.

In 2022 Yandex and Google corporations introduced many new products related to video advertising. Video advertising is one of the most important media channels due to the growing popularity of visual content. It has become preferred by customers as it allows them to visually learn about a product or service.

Yandex services now have vertical videos for mobile devices, non-skippable videos with ads, and other innovations. Google Ads has added new types of ads to YouTube, including voice embeds [7].

Brand promotion is known to be one of the most effective ways to interact with the target audience. There are a variety of video blogs. This type of video content is a great opportunity to create a connection between the consumer and the company, showcase the brand's personality and keep the consumer coming back to the product or service.

VR and AR videos have been existed for several years, but are now gaining popularity due to improvements in video technology. Consumers want to see more interactive content. Companies should listen to them and incorporate it into their marketing strategies.

During the pandemic, companies have used AR and VR to create virtual experiences. They may never replace the personal experience of interacting with a product, but they should definitely remain a key tactic for marketers.

Thus, contextual advertising is one of the types of advertising on the Internet that is related to the content of the Internet page / search query history and corresponds to them. If advertisers have access to high-quality consumer data, it helps them better understand the needs of their customers, which provide opportunities for personalized marketing. Advertisements will load faster on mobile phones, personal computers and will reduce the number of visitors who leave the website due to loading delays. While buffer times and other technological limitations have made advertising impossible in the past, 5G Internet will make this tactic more accessible to marketers.

The main advantages of contextual advertising are the accuracy of hitting the target audience, loyalty to this type of advertising, high return rate, large audience coverage, cost-effectiveness, plasticity of the advertising campaign, the ability to customize targeting, the ability to evaluate the effectiveness of an advertising campaign, and monitor statistics online.

The current trends in contextual advertising are the increased demand for machine learning technologies, the spread of automation, the in-depth implementation of end-to-end analytics, new ad formats, advertising tools, improving voice search, spreading audience targeting, and increasing demand for video advertising. So the research and implementation of new context advertising technologies are necessary for modern companies to be competitive and get effective results.

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