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**ANALYSIS OF THE EFFECTIVENESS OF CONTEXTUAL ADVERTISING
WITH PERSONAL TARGETING
IN THE CORPORATE BUSINESS OF CJSC MTBANK**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology,
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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the essence of advertising on the Internet. The second chapter is practical, which describes the features of the promotion of contextual advertising with personal targeting in the banking sector and analyzes contextual advertising with personal targeting in the corporate business of CJSC MTBank. The volume of the thesis is 61 pages and includes 1 appendix and 46 sources used.

Keywords: advertising, online advertising, contextual advertising, targeting, contextual advertising with personal targeting, target audience, bank, banking, promotion, corporate business.

The object of research of the thesis is contextual advertising with personal targeting in the corporate business of CJSC MTBank. The subject of research the thesis is to consider the essence of contextual advertising with personal targeting, its main characteristics, as well as areas, factors and methods of influencing the target audience in the banking sector. The aim of the thesis is to analyze contextual advertising with personal targeting in the corporate business of CJSC MTBank. Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method, comparison method, descriptive method) and methods used in sociological research (polling method). In the course of writing this thesis following results were obtained: the types and functions of advertising are described, various methods of influencing online advertising on the target audience are highlighted; the characteristics of contextual advertising are identified; the characteristics of contextual advertising with personal targeting and its application in the banking sector are determined; contextual advertising with personal targeting in the corporate business of CJSC MTBank and A number of recommendations are given for further promotion through contextual advertising with personal targeting.

The novelty of the results obtained is due to the lack of sufficient information about the effectiveness of contextual advertising with personal targeting in the corporate business of CJSC MTBank and its impact on customer behavior and the interests of the target audience. The obtained results are characterized by wide possibilities of theoretical and practical application.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be used in the educational process, as well as in the development and implementation of marketing activities by CJSC MTBank.