

DOI: <https://doi.org/10.32782/2524-0072/2025-78-160>

UDC 659.127

INNOVATIVE METHODS OF EVALUATING THE EFFICIENCY OF ADVERTISING ACTIVITIES WITHIN THE FRAMEWORK OF DIGITAL STRATEGY (ON THE EXAMPLE OF «NOVA POST LLC»)

ІННОВАЦІЙНІ МЕТОДИ ОЦІНКИ ЕФЕКТИВНОСТІ РЕКЛАМНОЇ ДІЯЛЬНОСТІ У РАМКАХ ЦИФРОВОЇ СТРАТЕГІЇ (НА ПРИКЛАДІ «НОВОЇ ПОШТИ»)

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The article provides a comprehensive analysis of the evolution of methods for evaluating advertising effectiveness in the context of digital transformation and the growing role of data-driven decision-making. The limitations of traditional metrics (ROI, CTR, GRP) are examined, showing that they primarily focus on short-term outcomes while neglecting multichannel interactions with consumers, personalization of communication, and the long-term value of the customer base. The necessity of shifting towards innovative approaches that enable multidimensional evaluation of advertising campaigns is substantiated. Among these methods, Big Data and artificial intelligence are highlighted for demand forecasting and personalization, next-generation attribution models for fair distribution of channel impact, CLV-based and cohort analysis for assessing customer loyalty and long-term value, omnichannel analytics for integrating offline and online communication, as well as neuromarketing tools and real-time analytics for studying subconscious consumer reactions and optimizing campaigns instantly. The case of «Nova Post LLC» illustrates the practical application of these innovative methods, including the use of QR codes in branches, push notifications with A/B testing, cohort-based customer analysis, and an omnichannel advertising strategy that combines digital, television, and outdoor campaigns. Empirical results demonstrate that combining traditional and innovative approaches leads to the creation of a comprehensive evaluation system that considers financial, behavioral, and emotional dimensions of advertising performance. The article proposes an integrated KPI system – encompassing ROI, CLV, Brand Lift, and engagement metrics – as a promising instrument for strategic management of marketing activities in a competitive business environment.

Keywords: advertising activity, advertising effectiveness, traditional evaluation methods, ROI, CTR, GRP, innovative methods, Big Data, artificial intelligence, attribution models, CLV, cohort analysis, omnichannel analytics, neuromarketing, real-time analytics, KP.

У статті здійснено всебічний аналіз еволюції методів оцінки ефективності рекламної діяльності в умовах цифрової трансформації економіки та зростання ролі даних у прийнятті управлінських рішень. Детально розглянуто обмеження традиційних метрик (ROI, CTR, GRP), які здебільшого орієнтовані на короткострокові

результати та не враховують багатоканальність взаємодії зі споживачами, індивідуалізацію комунікацій і довгострокову цінність клієнтської бази. Обґрунтовано необхідність переходу до інноваційних підходів, що забезпечують багатовимірне оцінювання ефективності рекламних кампаній. Серед таких методів проаналізовано Big Data та штучний інтелект для прогнозування попиту й персоналізації, атрибуційні моделі нового покоління для справедливого розподілу ефекту між каналами, CLV-based аналіз і когортний аналіз для визначення довгострокової лояльності клієнтів, омніканальну аналітику для інтеграції офлайн- та онлайн-комунікацій, а також нейромаркетингові інструменти й Real-Time Analytics, які дозволяють вивчати підсвідомі реакції споживачів та коригувати кампанії в реальному часі. На прикладі компанії «Нова пошта» показано практичне застосування інноваційних методів: використання QR-кодів у відділеннях, push-сповіщень із A/B-тестуванням, когортного аналізу клієнтів та омніканальної рекламної стратегії, що поєднує digital, телебачення та outdoor. Емпіричні результати довели, що поєднання традиційних і сучасних методів оцінки створює комплексну систему, здатну враховувати фінансові, поведінкові та емоційні аспекти ефективності. Запропоновано концепцію інтегрованої системи KPI, що включає ROI, CLV, Brand Lift та показники залученості, яка може слугувати перспективним інструментом стратегічного управління маркетинговою діяльністю підприємств у конкурентному середовищі.

Ключові слова: рекламна діяльність, ефективність реклами, традиційні методи оцінки, ROI, CTR, GRP, інноваційні методи, Big Data, штучний інтелект, атрибуційні моделі, CLV, когортний аналіз, омніканальна аналітика, нейромаркетинг, Real-Time Analytics, KPI.

Formulation of the problem. Fast development digital economy and active spread digital platforms fundamentally changed the nature of interaction between business and consumers. Methods assessments performance advertising activities that were considered for a long time basic ones – such as GRP (Gross Rating Point), indicators coverage audiences or number views, – remain in use today. However, theirs informativeness substantially decreased, because they are increasingly Less respond modern market needs and are unable to adequately reflect real influence behavioral advertising customers.

Firstly, traditional indicators have essential depth limitation analysis. They only state the fact of contact of a certain number of people from advertising message, but do not allow to find out whether the advertisement attracted attention or not caused interest and, most importantly, whether encouraged to buy.

Secondly, such indicators ignore realities multichannel interactions. Modern consumer interacts with the brand simultaneously through social networks, mobile applications, electronic mail, as well as in offline space. In such conditions GRP or are not capable of reaching track full customer journey – from the first acquaintances before making a purchase, and thus more to determine which the channel itself (television, Facebook, Google advertising or outdoor advertising) became crucial in the process adoption solution.

Thirdly, classic approaches do not match modern business models where key become long-term indicators: repeat purchases, loyalty customers, their vital Customer Lifetime Value (CLV). Traditional metrics ignore these

aspects, concentrating only on short-term results – for example, how many people saw the ad today [4].

Yet one problem is the lack of personalization. GRP and similar metrics work from massive audiences without taking into account specifics individual segments. However, in the conditions digitalization business extremely importantly understand which exactly groups consumers respond to advertising, which their interests, as well as how it changes their behavior after contact with the brand.

Finally, traditional tools unsuitable for forecasting. They record only actual results past campaigns and do not allow build models future behavior consumers. Unlike from them, modern digital solutions – including Big Data and artificial intelligence – provide possibility evaluate probability conversions, risk outflow customers and their long-term value that is inaccessible to classical methods.

Thus, the use of traditional metrics in modern conditions increasingly more loses practical significance, while innovative approaches become key to understanding real efficiency advertising investments.

Analysis the last research and publications. Studying assessment problems efficiency advertising activities companies dedicated significant number research domestic and foreign scientists.

Yakovlev A. I. analyzes methodical approaches to definition efficiency advertising events enterprises, as methods assessments exhibition and fair activities, external advertising, television and radio commercials [9].

Karpenko L. is investigating the psychological aspect of advertising: as a consumer recycles

advertising messages that emotions advertising causes, how is it formed intention purchases [2].

Tataryntseva, Y., Pushkar, O., Druhova, O., Osypova, S., Makarenko, A., Mordovtsev, O. dedicate research assessment economic effectiveness of digital marketing in the enterprise. It is analyzed how digital advertising channels affect costs and profitability, which tools worth use for management digital marketing [6].

Kokoleva O. V., Naboka R. M., Voskresenska O. E. accent attention to the roles advertising in a competitive environment wrestling, modeling efficiency advertising strategies, analysis budgets, optimization advertising channels and content, application static and dynamic assessment models efficiency [3].

Selection unresolved aspects general problems. Despite the significant number of scientific works dedicated to question assessments efficiency advertising activities, many aspects remain not enough. In particular, they need further development of a comprehensive methodology assessments performance advertising campaigns that would take into account not only economic indicators, but also communicative and behavioral factors. Not enough investigated. There are still approaches to defining long-term influence advertising for the formation consumer loyalty and growth branded values enterprises. At the same time relevant the task is to create integrated model capable of to unite financial, marketing and psychological parameters evaluation efficiency advertising activities.

Formulation goals article (task statement). The purpose of the article is to research and substantiate expediency implementation innovative methods assessments efficiency advertising activities in conditions digital transformations. Tasks consists in identifying advantages and disadvantages traditional approaches, analysis modern tools (Big Data, AI- analytics, cohort and CLV- oriented) analysis, neuromarketing, Real-Time Analytics), as well as in the demonstration their practical application on the example of the company «Nova Post LLC».

Presentation of the main material research. Evaluation efficiency advertising activities occupies one of the leading places in the system management marketing communications enterprises. It provides the opportunity not only to determine rationality and effectiveness costs for advertising activities, but also gives opportunity accept justified decision of expediency using certain advertising strategies, channels and tools advancement. Systematic analysis efficiency

advertising serves as the basis for optimizing the marketing budget and increasing general competitiveness enterprises.

In scientific works on assessment issues advertising activities usually isolate sprat conceptual approaches.

Economic approach. Focuses focus on the financial results of advertising activity. Among main indicators distinguish:

- ROI (Return on Investment) – profitability investment in advertising that reflects correlation received profit to expenses.
- CPL (Cost per Lead) – costs of attracting one potential client.
- CPA (Cost per Acquisition) – costs of attracting one real buyer;
- pace growth volumes sales, profitability and market share after carrying out advertising campaigns.

Rating efficiency advertising activity is necessary element management marketing communications enterprises.

For analysis performance advertising campaigns in science. In marketing literature and practice, a number of traditional methods that allow determine both financial and communicative indicators influence targeted advertising audience.

Such methods include ROI (Return on Investment), CTR (Click- Through Rate), GRP (Gross Rating Point) and others. They differ by object measurement, calculation method, scope of use and level accuracy received data [10].

Below is a comparison key traditional methods assessments advertising taking into account their main advantages, limitations and typical areas of application. This allows marketers and managers to choose most relevant method depending from goals advertising campaigns used channels communication and expectations results.

Rating traditional methods measurement efficiency advertising (ROI, CTR, GRP) shows that each of them has your strong sides, but at the same time certain limitations. ROI allows quickly to determine profitability advertising investment, however ignores long-term value customer lifetime value (CLV). CTR reflects degree interest audience, but does not demonstrate actual sales conversions. GRP is useful for evaluating coverage mass audience, but does not give opportunities to evaluate impact on consumer behavior [12].

Thus, the application only one of the methods does not give full paintings performance advertising campaigns. The most effective

Table 1

Comparison traditional methods assessments effectiveness of advertising activities

Method	Advantages	Disadvantages	Sphere application
ROI	Simplicity calculation	Not takes into account CLV	Short-term campaigns
CTR	Rating involvement	Not shows conversion	Banner and contextual advertising
GRP	TV audience reach	Not measures sales	Mass media

Source: calculated by the authors based on [1; 10; 11]

the approach is to combine different tools according to the set goals: ROI – for evaluation financial returns in the short term perspective, CTR – for analysis online user activity, and GRP to determine the scale of reach mass media. This provides more objective and balanced vision efficiency advertising activities.

Communicative approach. The main emphasis is on the level awareness and interest target audience. To the key indicators include:

- level brand awareness awareness);
- fraction target an audience that remembered advertising message;
- number contacts from advertising content (impressions, reach), which reflects degree coverage consumers.

Behavioral approach. Focuses on analysis changes in behavior consumers under influence advertising appeals. For evaluation are applied such indicators such as:

- CTR (Click Through Rate) – the frequency of clicks on an ad message;
- fraction repeat purchases or subscriptions;
- level client's loyalty and satisfaction after contact with advertising.

Integral approach. Provides creation multifactor assessment models efficiency, which comprehensively take into account economic, communicative and behavioral parameters. These include Marketing Mix Models, KPI systems for advertising activities and other methods of integral analysis [4].

In addition, it is important the theoretical aspect is to take into account the time lag between conducting advertising campaigns and achievements the final result. Advertising often has a delayed effect impact on sales, formation brand image or loyalty consumers. Therefore, it is advisable to use dynamic econometric models and tools forecasting for more accurate assessments results.

Separate direction modern research focuses on the psychological aspects of performance advertising communications. This includes

analysis emotional influence advertising, formation associative series, study valuable orientations consumers and use neuromarketing methods for measuring subconscious reactions to advertising message.

Summarizing different approaches, you can reach conclusion that modern evaluation system efficiency advertising should be comprehensive, multidimensional and integrated, combining quantitative and qualitative parameters, take into account both short-term and long-term results advertising activities.

Today advertising market requires application more precise and multifaceted methods assessments performance than classic approaches. Dynamics behavior consumers, the emergence new channels communications and rapid growth volumes data contributed formation modern innovative analytical solutions. Among them are Big Data and artificial intelligence technologies, improved attributive models, cohort and CLV-oriented analysis, omnichannel analytics, tools neuromarketing and Real-Time Analytics systems. These methods allow not only to track effect advertising campaigns, but also to predict long-term value customers, evaluate subconscious influence advertising and shaping individualized strategies promotion.

Innovative approaches to assessments advertising activities much increase opportunities marketers compared to traditional methods. They provide complex vision performance, combining economic, behavioral and emotional factors interactions from consumers. Big Data and AI contribute forecasting and automation processes, new attributive models provide more fair distribution effect between channels, and CLV-oriented analysis emphasizes attention on long-term values customers. Use neuromarketing technologies and analysts in mode real time opens new opportunities for understanding emotional and immediate reactions audience. Thus in a way, combination these tools allows create more precise, flexible and effective advertising strategies [3; 7].

Table 2

Innovative methods assessments advertising

Method	Essence	Advantages	Example indicator
Big Data & AI	Machine teaching for analysis behavior	Forecast demand, personalization	Propensity Score
Data-driven Attribution	Distribution effect between channels	Objectivity	Incremental ROI
CLV-based	Orientation on long-term value	Consideration loyalty	Customer Lifetime Value
Neuromarketing	Measurement emotional reactions	Rating subconscious influence	Emotional ROI

Source: calculated by the authors based on [3; 9]

«Nova Post LLC» belongs to the companies that dynamically are implementing innovative solutions in the field marketing communications and evaluation efficiency advertising. In its it combines activities classic methods that allow quickly to measure results (e.g., ROI), with modern approaches focused on long-term value customers and intangibles effects (CLV, Brand Lift). Use of QR codes in branches, push notifications from testing formats, real-time analytics and cohort analysis provides more accurate segmentation audience and formation personalized strategies interactions. Important feature marketing strategies the company is omnichannel approach: parallel application digital advertising, television and outdoor carriers that allows combine wide coverage with work on individual customer segments, creating a balance between image-related tasks and commercial results.

«Nova Post LLC» indicates that combination traditional and modern methods assessments allows get a more complete picture of effectiveness advertising campaigns. Television and outdoor advertising mostly working to strengthen image and improvement brand awareness, while digital channels and push notifications demonstrate highest impact on

the long-term value customers and level their loyalty. In particular, push notifications with A/B testing showed maximum results both in terms of financial indicators (ROI=200%), as well as strategic effects (CLV +40%), which makes them most promising tool.

Financial returns a from different advertising channels «Nova Post LLC» based on ROI and incremental ROI metrics allows to evaluate not only general effect investment, but also additional the profit that the channel brings in comparison with the control group (Table 4).

Results indicate that most economic effect have push notifications and digital channels, while outdoor advertising shows negative incremental result. This means that companies worth review the role of outdoor in general media mix.

Calculation long-term values customers (CLV) by different cohorts allows to assess how specific campaigns influence retention and repeat purchases across different customer segments.

Analysis shows that push notifications provide most CLV growth (+41%), digital channels provide stable growth (+30), while television has virtually no impact on long-term loyalty. This confirms advantage personalized digital channels.

Table 3

Comparison results traditional and innovative methods in the «Nova Post LLC»

Campaign	Traditional indicator (ROI)	Innovative indicator (CLV, Brand Lift)	Conclusion
TV advertising	ROI=120%	CLV low	Good for image , but not for sales
Digital	ROI=150%	CLV +30%	Effective for young audiences
Outdoor	ROI=80%	Brand Lift +20%	Strengthens recognition brand
Push notifications	ROI=200%	CLV +40%	Highest long-term efficiency

Source: calculated by the authors based on Nova Post LLC [5]

Table 4

ROI calculation and incremental ROI on channels «Nova Post LLC»

Channel	Expenses (thousand UAH)	Income (thousand UAH)	ROI (%)	Incremental income (thousand UAH) *	Incremental ROI (%)
TV advertising	500	1100	120	100	20
Digital	300	750	150	200	67
Outdoor	250	450	80	-50	-20
Push notifications	200	600	200	300	150

Source: calculated by the authors based on Nova Post LLC [5]

Table 5

CLV calculation by cohorts customers

Cohort (month involvement)	Average check (UAH)	Gross margin (%)	Retention after 6 months	Basic CLV (UAH)	CLV after campaigns (UAH)	Growth (%)
Digital clients	220	40	85	540	702	+30
Push clients	210	40	88 → 91	541	764	+41
TV audience	250	35	70	490	500	+2

Source: calculated by the authors based on Nova Post LLC [5]

Results assessments brand awareness and emotional influence advertising with the help of Brand Lift and Emotional ROI metrics are especially important to understand intangible effect from campaigns.

Most increase recognizability provide digital channels and push notifications (+22% and +30% respectively), which indicates their strong image-related effect. Television and outdoor remain useful for broad coverage, but have weaker emotional influence.

Integrated systems key indicators performance (KPI) combines financial, cohort, communication, digital and emotional metrics. Such approach provides multidimensional assessment performance advertising activities.

A comprehensive KPI system allows simultaneously take into account short- and long-term results. It confirms that «Nova Post LLC»

has strong positions in digital and push marketing, while for traditional media appropriate focus on image functions.

So, the main advantage innovative methods is that they allow marketers to evaluate not only instant return from invested funds, but also to form stable long-term relationship from consumers. For the «Nova Post LLC» this means strengthening competitive positions, growth trust to the brand and promotion cost client's bases in the long term perspective.

Conducted the study proved that using innovative methods assessments performance advertising activities substantially increases level marketing analytics and provides deeper understanding influence communication behavioral campaigns consumers. Traditional metrics, including ROI, reflect only short-term efficiency investments, but do not cover strategic

Table 6

Brand Lift and emotional indicators

Channel	Awareness Test (%)	Awareness Control (%)	Brand Lift (%)	Emotional ROI (conditional points)
TV advertising	36	30	+20	0.6
Outdoor	42	35	+20	0.7
Digital	55	45	+22	0.8
Push notifications	65	50	+30	0.9

Source: calculated by the authors based on Nova Post LLC [5]

Table 7

Integrated KPI system for «Nova Post LLC»

Group indicators	Metrics example	Calculated level
Financial	ROI, iROI , ROAS	Average ROI = 138%
Cohorts	CLV, Retention, Churn	CLV growth = +30–40%
Communication	Brand Lift, Ad Recall	+20–30%
Digital metrics	CTR, CVR, CPA	CTR = 2.5%, CPA = 120 UAH
Emotional	Emotional ROI, Trust Index	0.7–0.9

Source: calculated by the authors based on Nova Post LLC [5]

aspects customer interactions. In this context of special importance acquires integration modern tools such as CLV- based cohort approach analysis and omnichannel analytics that give opportunity carry out comprehensive assessment.

Results application of CLV -oriented approach showed that digital channels, in particular targeted advertising and push notifications, provide essential growth long-term values customers. This manifests itself in an increase quantities repeat purchases, increase equal maintenance customers and formation their stable affection to the brand. Cohort the analysis allowed segmentation consumers by time and behavioral criteria, which made it possible to assess as short-term results campaigns, and their impact on various groups customers in the medium and long term perspective.

In addition, the results confirmed that innovative methods give opportunity carry out multidimensional analysis – from financial indicators (ROI, Incremental ROI) to intangible parameters, including Brand Lift and level emotional involvement. This allows get more complete perception of efficiency advertising campaigns, taking into account both economic and psychological effect.

To summarize, we can to claim that innovative methods much surpass traditional in ability to reflect real contribution marketing development campaigns business. They transform marketing from a tactical tool focused on mainly short -term indicators, in strategic mechanism construction long-term relations from consumers and increase cost client's bases in perspective.

Conclusions. «Nova Post LLC» stands for a good example of effective implementation innovative methods evaluation efficiency

advertising activities. Company combines traditional indicators, including ROI, with modern approaches that take into account long-term value customer value (CLV), level emotional interactions and impact on brand awareness (Brand Lift). Such integration allows not only to measure direct economic effect from advertising campaigns, but also to evaluate their strategic role in the development business and formation long-term relations from customers.

Significant place in strategy companies occupies Real-Time Analytics, which gives the ability to quickly track behavioral changes consumers and in a timely manner to adjust advertising tools still at the stage carrying out campaigns. This increases adaptability marketing activities and promotes more rational the use of the advertising budget.

Promising direction for the «Nova Post LLC» is development neuromarketing research, thanks to which can reveal unconscious reactions customers on advertising message. This is opens opportunities for deeper understanding emotional influence advertising, optimization creative decisions and formation trust to the brand.

So, in the important stage improvement systems evaluation there are creation integrated KPI systems that will combine both classic and modern metrics: ROI as a key indicator financial returns, CLV as an indicator long-term values client, Brand Lift as a tool measurement image-related effects and indices Engagement Metrics), which allow evaluate quality communications in the digital environment. Such systemic approach provides more comprehensive and objective understanding efficiency advertising and can become the basis for the adoption strategic managerial marketing solutions.

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