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THEORETICAL ASPECTS OF PERSONALIZED MARKETING COMMUNICATIONS

The theoretical foundations of marketing concepts are developing simultaneously with the evolution of economic activity. During the period of active development of digital technologies, marketing is transforming approaches to organizing interaction with consumers. The digitalization of all processes leads to a transformation of the consumer's path, and as a result, to a change in approaches to promoting products and services and to reformatting the client's experience of interacting with the company. The dependence of the results of economic activity on the effectiveness of promotion is significant for organizations in most industries: manufacturers of food and non-food products, providers of financial and telecommunications services, and trade enterprises. Personalized marketing communications based on the interests, needs or purchase history of the consumer increase the economic impact of advertising campaigns.

The informatization of society has determined the emergence of a new trend - the personalization of demand and the customization of goods and services. The widespread use of information technology (including in the sphere of consumption) has led to the emergence and active growth of demand for customized (personalized) solutions, which in turn has necessitated the personalization of marketing communications. The development of information technology has provided the possibility of targeted interaction with the consumer when promoting on the Internet. As a result of the analysis carried out by the author, a diagram was developed that reflects the change in the approach to marketing communications on the Internet: from the "communication for all" approach to the "communication for everyone" approach.

The task of increasing the effectiveness of Internet communications can be achieved through the use of user data in advertising campaigns. Three types of data (first party data, second party data and third party data) allow you to implement different types of campaigns.

The closer the user is to the buying phase, the more important the role of marketing communications personalization is. Personalization has different importance depending on the product category (presented in descending order of importance):

"Products of Pre-selection". The category is distinguished by a long period of selection, planning and significant buying efforts. Personalization for this category of goods is very important, as it allows you to make an offer to the user that best meets his needs and stimulate the purchase.

"Products of special demand". The audience is interested in special offers. Given the shopper's commitment to certain brands, the value of personalization based on past purchases increases.

"Consumer goods". The audience has a positive perception of advertising, is sensitive to interest-based special offers based on past purchases, which implies personalization along the consumer journey.

"Products of passive demand" are characterized by weak or negative interest of the audience. At the same time, personalization does not provide a significant communicative or economic effect when used in advertising campaigns.

The implementation of marketing communications using audience data is a complex structure and involves various campaign implementation scenarios. The choice of the optimal variant may be determined by the objectives of the campaign.