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IMPLEMENTATION OF WIDE-REACHING ONLINE ADVERTISING CAMPAIGNS: EVALUATING THE EFFECTIVENESS OF ADVERTISING CHANNELS

This article proposes an original approach to evaluating the effectiveness of online advertising, based on a combination of various indicators: consumer attention, the view-through rate of advertising banners and messages, banner placement on a web page, the use of short videos with and without sound — in short, everything that can attract the attention of the target audience and encourage them to make a decision to purchase goods requiring particular caution (such as property), or goods that have less of an impact on consumers’ perception of their income level but reflect their cultural status (premieres of new films). A mixed-methods research methodology was employed, combining desk research into existing theoretical sources on the topic of analyzing the effectiveness of online advertising campaigns with up-to-date statistical data on the state of the online advertising market drawn from open sources. To select relevant sources of information, a combined approach was used to identify academic articles based on the keywords: online advertising campaigns and evaluation of the effectiveness of online advertising as well as case studies. The structural-logical analysis of selected texts was used as well as data from completed two online advertising campaigns. As a result, in order to analyze the effectiveness of online advertising campaigns for various products, it was proposed to use the aCPM metrics for assessing consumers’ perception of online advertising messages and evaluating users’ attention to different types of advertising messages, what can be considered as a novelty of this study.

Keywords: broad-reach media campaign, online advertising effectiveness, viewability, viewers’ attention, aCPM, ad impressions, valid impressions, AdRecall.

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Интернеттегі кең ауқымды жарнамалық науқандарды іске асыру: жарнама арналарының тиімділігін бағалау

Бұл мақалада интернет-жарнаманың тиімділігін бағалаудың әртүрлі көрсеткіштердің үйлесіміне негізделген өзіндік тәсілі ұсынылады. Оларға тұтынушылардың назары, жарнамалық баннерлер мен хабарламалардың көріну көрсеткіші (view-through rate), баннердің веб-бетте орналасуы, дыбысы бар және дыбыссыз қысқа бейнероликтерді пайдалану жатады. Басқаша айтқанда, мақсатты аудиторияның назарын аударып, оларды сатып алу кезінде ерекше сақтықты талап ететін тауарларды (мысалы, жылжымайтын мүлікті) немесе тұтынушылардың өз табыс деңгейін қабылдауына азырақ әсер еткенімен, олардың мәдени мәртебесін көрсететін тауарларды (мысалы, жаңа фильмдердің премьераларын) сатып алу туралы шешім қабылдауға ынталандыра алатын барлық факторлар қарастырылады. Зерттеуде аралас әдіснама қолданылды: интернеттегі жарнамалық науқандардың тиімділігін талдау мәселелеріне арналған қолданыстағы теориялық дереккөздерді кабинеттік зерттеу ашық дереккөздерден алынған интернет-жарнама нарығының қазіргі жай-күйі туралы өзекті статистикалық деректермен ұштастырылды. Релевантты ақпарат көздерін іріктеу үшін «интернеттегі жарнамалық науқандар» және «интернет-

тиімділігін бағалау» түйінді сөздері бойынша ғылыми мақалаларды іздеуді, сондай-ақ кейстерді талдауды қамтитын кешенді тәсіл қолданылды. Сонымен қатар, іріктелген мәтіндерге құрылымдық-логикалық талдау жүргізіліп, интернетте аяқталған екі жарнамалық науқанның деректері пайдаланылды. Нәтижесінде әртүрлі өнімдерге қатысты интернеттегі жарнамалық науқандардың тиімділігін талдау үшін тұтынушылардың интернеттегі жарнамалық хабарламаларды қабылдауын және пайдаланушылардың жарнамалық хабарламалардың әртүрлі түрлеріне назар аударуын бағалауға арналған аСРМ метрикаларын пайдалану ұсынылды. Бұл осы зерттеудің ғылыми жаңалығы ретінде қарастырылуы мүмкін.

Түйін сөздер: кең ауқымды қамтитын жарнамалық науқан, интернет-жарнаманың тиімділігі, жарнаманың көрінуі, аудиторияның назары, аСРМ, жарнама көрсетілімдері, жарамды көрсетілімдер, AdRecall.

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Реализация широкомасштабных рекламных кампаний в интернете: оценка эффективности рекламных каналов

В данной статье предлагается оригинальный подход к оценке эффективности интернет-рекламы, основанный на сочетании различных показателей: внимания потребителей, показателя видимости (view-through rate) рекламных баннеров и сообщений, расположения баннера на веб-странице, использования коротких видеороликов со звуком и без звука – иными словами, всего того, что способно привлечь внимание целевой аудитории и побудить ее принять решение о приобретении товаров, покупка которых требует особой осмотрительности (например, недвижимости), либо товаров, которые в меньшей степени влияют на восприятие потребителями уровня собственных доходов, но отражают их культурный статус (например, премьеры новых фильмов). В исследовании применялась смешанная методология, сочетавшая кабинетное исследование существующих теоретических источников по вопросам анализа эффективности рекламных кампаний в интернете с актуальными статистическими данными о состоянии рынка интернет-рекламы, полученными из открытых источников. Для отбора релевантных источников информации использовался комбинированный подход, предусматривавший поиск научных статей по ключевым словам «рекламные кампании в интернете» и «оценка эффективности интернет-рекламы», а также анализ кейсов. Кроме того, применялся структурно-логический анализ отобранных текстов и использовались данные двух завершённых рекламных кампаний в интернете. В результате для анализа эффективности рекламных кампаний в интернете применительно к различным продуктам было предложено использовать метрики аСРМ для оценки восприятия потребителями рекламных сообщений в интернете и оценки внимания пользователей к различным типам рекламных сообщений, что может рассматриваться как научная новизна данного исследования.

Ключевые слова: рекламная кампания с широким охватом, эффективность интернет-рекламы, видимость рекламы, внимание аудитории, аСРМ, показы рекламы, валидные показы, AdRecall.

Introduction

Over the past two decades, marketing communications and advertising have undergone dramatic changes. Traditional channels of communication with consumers are losing their effectiveness in comparison to online advertising communications, which are based on a data-driven approach that takes into account not only consumer characteristics but also enables advertisers and producers of goods

and services to track the effectiveness of communications using various metrics. The most significant trends in advertising communication in the 2020s are personalized advertising (which anticipates the internet user's physical request), the growing role of influencer marketing, the quality of video content (for discerning users), as well as the automated purchase and placement of digital advertising on the internet, based on algorithms and user data (programmatic advertising). A researcher from the

UK, S. Kumar (2025), writes about all these trends. Based on extensive research into the marketing communications market, the researcher states that these are enduring trends characteristic of many national markets, albeit with a certain degree of adaptation, which advertisers in different countries must take into account. This article will examine the media factors that are most universal across all product categories and enable an increase in the effectiveness of an awareness campaign (the Awareness stage).

The aim of this study is to analyze approaches to evaluating the effectiveness of online advertising campaigns for promoting various products and services, based on an assessment of different performance metrics, including an evaluation of the attention of potential consumers as it is captured when viewing various advertising formats: large and small banners, short videos, etc.

Literature review

According to Waheed *et al.*, (2018) and Saulite, (2022), the traditional media mix model is undergoing a transformation designed to achieve the target user reach at a specified effective frequency of exposure. This is based on data regarding the audience's media consumption within a specific market.

It should be noted that previously (before the era of internet advertising) the range of traditional media channels for informing and attracting consumers' attention was limited. Advertising formats were standardized (Kumar, 2025). For example, when placing an advertisement on TV, a 30-second main spot was typically used, along with shorter versions (such as a 15-second version), which were employed to optimize the budget. The shorter version was aired as a reminder once the main advert had achieved significant reach and become recognizable. This approach was used for broadcast media: on TV and radio (Aleksunin *et al.*, 2018). The factor of attention to the advertising medium was not taken into account. If, at the time of the commercial's broadcast, the consumer was watching the channel or listening to the radio station, they were compelled to take in the information, as at that moment there was a single advertiser occupying 100% of the airtime.

Before the rapid growth of online media advertising, the traditional approach did not require revision. According to Romanian researchers Ungureanu & Popescu, a view with which one cannot help but agree—the development of the online environ-

ment has led to the emergence of a large number of websites that feature several advertising blocks on every web page (Ungureanu & Popescu, 2022). Across a wide variety of markets, technologies and forms of advertising are evolving, user devices are being modified, and new media platforms (search engines, social media, video hosting sites) are emerging, offering various opportunities for placing adverts and analyzing the effectiveness of advertising campaigns, which has led to a significant increase in the number of advertisers.

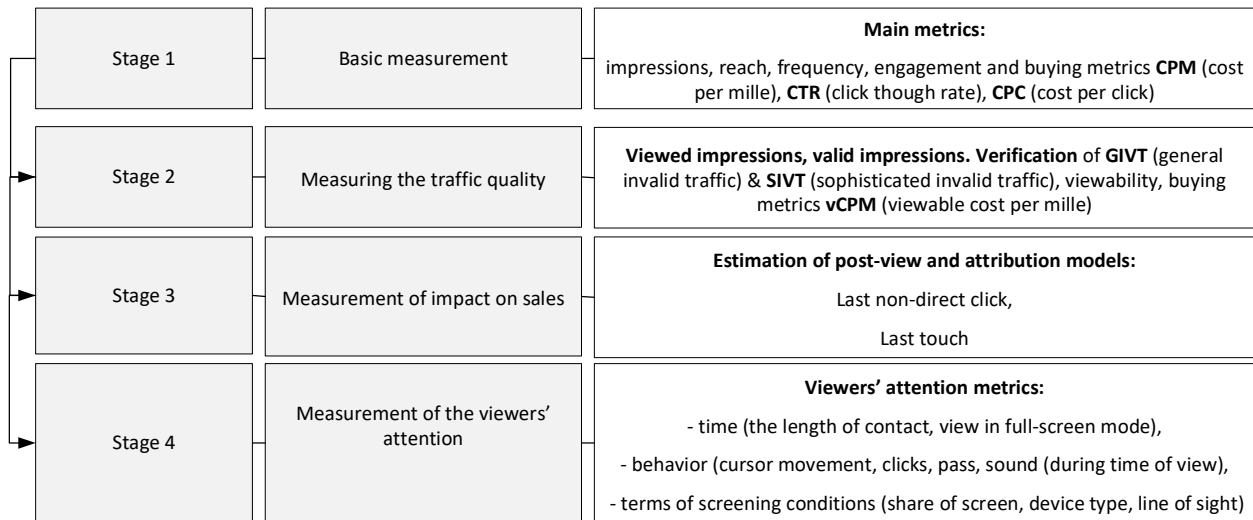
The constant growth in the number of advertisers on the internet leads to fierce competition for users' attention, whilst user behavior has changed significantly. The Digital worldwide Advertising Market was estimated at 938.79 USD Billion in 2024. The Digital Advertising industry was projected to grow from 1013.91 USD Billion in 2025 to 2189.37 USD Billion by 2035, exhibiting a compound annual growth rate (CAGR) of 8.0% during the forecast period 2025 – 2035 (Market Research Future, 2025).

At the same time, according to researchers of online media consumption, the average duration of visual contact with online advertising is decreasing, a trend attributed to the audience's constant shifting of attention and high advertising clutter (Hammer *et al.*, 2009).

Approaches to measuring the effectiveness of online advertising in different channels

The online advertising market has undergone a series of changes in the approaches used to measure the effectiveness of advertising and video content on the internet. It should be noted that academic discourse has devoted considerable attention to the approaches used to measure the effectiveness of online media advertising since the period, when the popularity of placing advertising messages and banners on the Internet began to grow (Danaher & Dagger, 2013), (Kumar, 2025), (Savelyeva & Nikulin, 2014), (Wu *et al.*, 2022). So far, we have systematized these approaches and present it in Figure 1.

In the early stages of development, only basic media outcomes and metrics (impressions, clicks, CTR) were tracked. The mere fact that a page containing a banner had loaded was treated as an ad impression, which was the main limitation when assessing effectiveness Kyle Bagwell (2007). For example, if a user loaded a page and immediately closed it, or did not scroll down to where the advertising banner was located and therefore did not see it, the ad impression would still be counted as having taken place.

Figure 1*Stages of the evolution of measurement of online media advertising effectiveness**Note: Composed by authors*

The development of ad monitoring and verification platforms enables the quality of ad impressions to be audited. A wide range of metrics are recorded (fraud levels) (Todri *et al.*, 2020), viewability, number of views and much more. (Danaher & Dagger, 2013).

The advertising industry is currently developing a standard for online ad viewability, which, among other things, defines what constitutes an ad (Click-Fortify, 2026). The IAB (Interactive Advertising Bureau) has established the following viewability metrics (standards for screening the online advertising): for video, $\geq 50\%$ of pixels in the frame for at least 2 seconds; for banners, $\geq 50\%$ of pixels for at least 1 second.

In the next stage of effectiveness evaluation, a methodology was developed to assess the impact of media placements on target actions and sales. Post-view analytics comes into play when assessing effectiveness (Savelyeva & Nikulin, 2014). Over the last decade, attribution models have also been developed that take into account the contribution of each channel to the commercial and user outcomes of an online advertising campaign (Wu *et al.*, 2022). Consequently, the tools for evaluating the effectiveness of online advertising campaigns have become more sophisticated and precise at this stage, but they still rely on an assumption: if an ad or banner is recorded as having been displayed, it means the user actually saw the advert.

On websites and mobile apps overloaded with adverts, a user may quickly scroll past a page, fail to notice the creative, or interact with the content without focusing on the advert (Dukes & Liu, 2024), (Grunwald *et al.*, 2025). At the same time, events such as impressions, viewability and views will be recorded and will continue to be included in post-view analytics and attribution calculations. As a result, effectiveness models end up including contacts that did not actually occur, whilst post-view conversions account for impressions without the user's actual attention (Todri *et al.*, 2020), (Ritson, 2024), (Yeo *et al.*, 2025).

A Nielsen study shows that ad attention correlates 180% (almost three times) better with return on ad spend (ROAS) than viewability alone (Gilberti, 2022). This means that higher levels of attention lead to a greater positive impact on brand and business metrics.

All of this presents researchers with a challenge: to find a way to measure audience attention. Attention metrics allow us to see the audience's reaction, which helps determine the number of users who actually saw the advertising message as part of an online advertising campaign.

Factors influencing the level of audience attention to online advertising

There are numerous factors that influence the level of audience attention to online advertising. It

appears that these should be grouped into four categories.

- Group 1: Market factors: the level of competition within the niche, product category, and seasonality of demand for a specific product category.

- Group 2: factors describing the audience of the advertising message: the audience's socio-demographic characteristics, the user's interest in the product category, which contributes to the formation of unmet demand.

- Group 3: factors relating to the advertising message: the relevance of the message, the presence of personalization, and triggers that stimulate interest (Nettelhorst *et al.*, 2020).

- Group 4: ad unit parameters: placement on the website or within the mobile app, ad unit size in pixels, ad unit production technology, and the surrounding content; factors which, in our view, may influence ad perception and increase viewing time (Grunwald *et al.*, 2025).

According to researchers, for effective placement of an advertising message, it is not enough to select media channels visited by the target audience and predict the number of impressions; it is necessary to devise a strategy for using advertising formats that will differ in both type and content, based on the objectives of the advertising campaign (Nettelhorst *et al.*, 2020). It is believed that, in today's world of information overload across a wide variety of online channels, the criterion for selecting media is the ability to attract the maximum attention of the audience (Pasqualotti & Baccino, 2014).

If we trace the evolution of impression measurement, it becomes clear that, at the most basic level, an impression was simply recorded without taking into account the duration for which the ad was displayed on the screen. Subsequently, the concepts of "viewed impressions" – an ad impression that meets viewability criteria – and 'valid impressions' (synonyms: True Impressions, Valid impressions, Eligible impressions) – the number of impressions after IVT filtering – emerged, which is defined as a process designed to identify and exclude invalid bot traffic from statistics, thereby improving the accuracy of analytics and optimizing advertising campaigns. Thus, the industry gains the ability to evaluate campaign data based on the volume of impressions that meet technical requirements, namely: invalid impressions and impressions that do not meet visibility criteria are excluded. Given the current capabilities for assessing media visibility levels, it is necessary to develop methodological recommen-

dations for forecasting "visible impressions". The analysis of existing literature gave us opportunity to formulate the research gap: traditional methods of evaluating the effectiveness of online advertising take into account basic metrics (impressions, reach, frequency), audience response – clicks on ad units (CTR) – and an analysis of the audience's subsequent actions after clicking on an ad unit (post-click analytics). However, CTR and click-through rates in display advertising do not provide insight into how the ad is perceived by the audience who did not click on the banner, as click-through rates in display advertising typically range from 0.1–1 per cent of the total number of impressions. Consequently, there has been insufficient research into the attention paid by audiences who did not click on the ad but did see the advertising message. At present, there are no studies that take into account the level of audience attention to ad formats and enable the effectiveness of a campaign to be predicted, taking into account the 'visibility' parameter for each format used. So far, the research problem of this study is considered as follow: high advertising clutter and audience resistance to advertising in the online environment reduce the effectiveness of marketing campaigns. The size and placement of advertising media are among the factors influencing the audience's level of attention. It is necessary to assess the actual visibility of advertisements. Traditional media advertising metrics answer the question 'was the impression recorded?', but not 'was the ad seen by the user?'. Without assessing the actual number of impressions seen, it is impossible to accurately forecast the expected impact of a campaign and the cost of reaching the target audience.

Methodology

The aim of this study was to analyze approaches to evaluating the effectiveness of online advertising campaigns, including the assessment of potential consumers' attention to advertising formats; to identify the criteria that influence the level of attention paid to the medium; and to develop methodological recommendations for their application, taking into account the type of advertising campaign. This determined the choice of research methods.

Desk-based methods were used to conduct the study. To begin with, academic sources were identified in the scient metric databases Academia.edu, ResearchGate.net, Elibrary.ru, ANFR and Google Scholar; these were selected using keywords, char-

acterizing the effectiveness of online media campaigns. Scientific articles that contained studies in which effectiveness was measured using classical metrics: consumer attention, consumer engagement, reach, click-through rate, and ad recall, were also selected

Certain criteria were applied when selecting academic sources; specifically, the authors reviewed the initial pool of over 1,500 sources. The papers with number of 30-50 references were chosen for the analysis published within the last 15 years in the respected international scientific journals or as a conference paper to meet criteria of “recentness”. This period is recognized by experts as a time of rapid development of online advertising and the refinement of approaches to organizing wide-reaching campaigns).

As a second type of desk research the case-study were chosen. Two of selected cases contain data of implemented wide-reaching online advertising campaigns for two different products: one – is new film (movie) promotion and another one for the property estate in the new residential complex on Moscow city. In the first case study it was considered that online advert campaign was developed and implemented to reach wide audience with interest and attention to the cultural issues, but the campaign itself was with minimum budget. It means that the evaluation of online advertising effectiveness was very important for the producers. Second case were chosen because of the difference in evaluation the target audience – the digitally active, young professionals who wanted to buy new property estates in the well-designed residential complex in Moscow city, and who are looking for appropriate information online to make purchase decision. In this case the interest, attention of online advert viewers are crucial, as well as evaluation of the viewers’ interest to advert formats, used to promote the residential complex.

So, based on the theoretical and practical examples and recommendations described above, the following hypotheses were formulated to test in the research.

H1. The level of viewers’ attention paid to an advertising medium influences the communicative and economic effectiveness of a campaign.

H2. Attention metrics influence effectiveness across all types of advertising campaigns.

An analysis of academic articles enabled the authors to propose a new metric for assessing the effectiveness of online media campaigns, which was named aCPM (attention CPM). Two hypotheses were then formulated and tested using data from online media campaigns. Analysis of these campaigns and their results indicated that the inclusion of the proposed new metric for assessing the effectiveness of advertising campaigns is entirely justified.

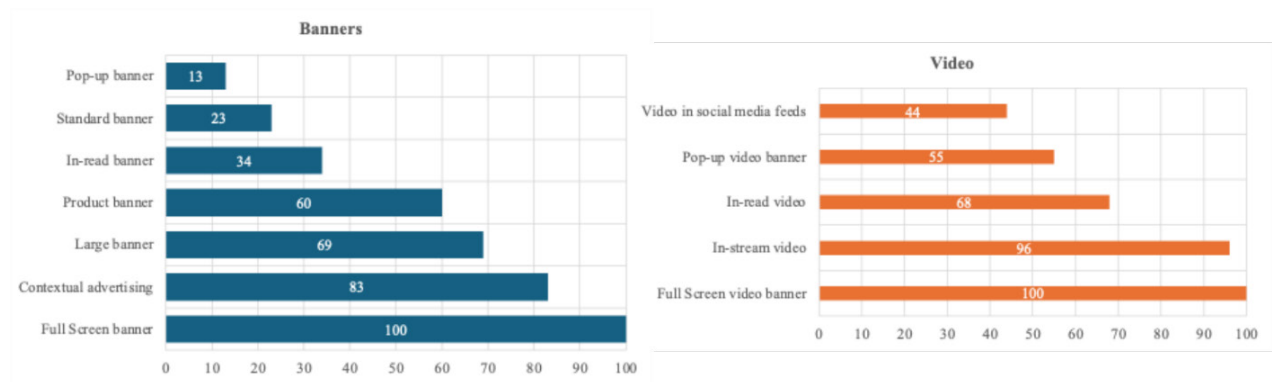
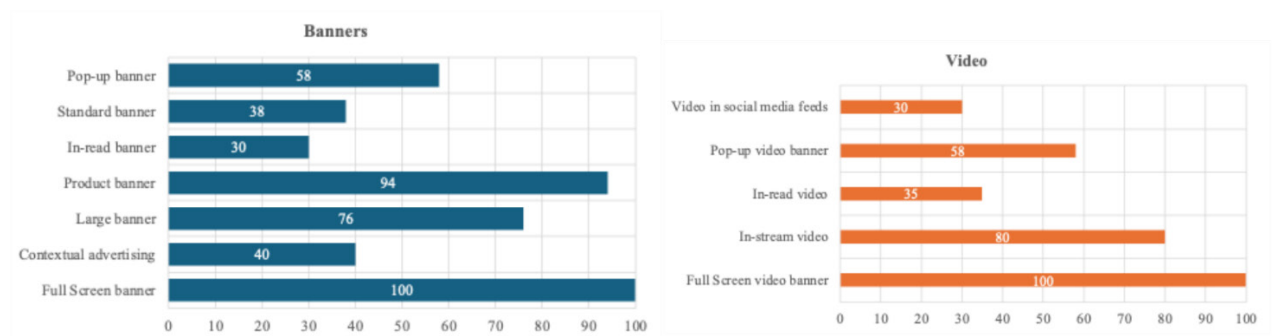
Besides of the research articles we had used the statistical data of the online advertising development (International trends of worldwide advertising market). Also the description, planning metrics of the effectiveness and results of two online media campaigns were analyzed to test the proposed hypothesis.

Results and discussions

To clarify, let us begin by examining the factors in Group 4: media parameters. The effectiveness of a message’s impact on the viewer is influenced by its placement on the web page and the level of attention the user pays to the media.

The level of user attention to online advertising depends on the media format. Figure 2 presents the results of a research, what was done by the agency Mera by Okkam, which measured user attention to advertising across three media formats, including various online formats. The study revealed that certain formats are characterized by a relatively high level of user attention. These formats include: in-stream – 96%, large banners (69%) or full-screen banners, which are a format that takes up the entire screen of a device, without borders, toolbars or other user interface elements. This mode allows users to focus entirely on the content, minimizing distractions, whilst standard banners are considered formats with low attention-grabbing potential (23%) (Okkam, 2025), (Okkam, 2024).

In Figure 3, the agency Mera by Okkam presents the results of a study into user attention levels in the mobile environment (smartphones). Attention levels in this media channel are generally higher than for desktop placements, with the following formats performing best: in-stream video – 80%, product gallery banner – 94% and large banner – 76%.

Figure 2*Desktop: distribution of impressions that received engagement (%)**Note: Composed by authors on the report of research of Mera by (Okkam, 2024)***Figure 3***Mobile: distribution of impressions that caught users' attention (%)**Note: Composed by authors on the materials of the Okkam Conference "About Price and value" (Okkam, 2025)*

Traditional digital advertising metrics answer the question "was the impression recorded?", but not "was the ad seen by the user?". CTR measures user response, but does not explain the reason behind it. Various viewability criteria confirm the presence of an ad within the visible area, but do not guarantee attention. GIVT and SIVT (GIVT and SIVT are metrics in digital advertising used to identify invalid traffic (fraud)) assess the validity of traffic. Views show video progress, but do not reflect awareness of perception.

For effective advertising placement, it is not enough to select media channels visited by the target audience and forecast the number of impressions; it is necessary to devise a strategy for using advertising formats that will differ in both type and content, based on the objectives of the advertising campaign. One of the criteria for selecting media channels is the ability to attract maximum attention.

When running a broad-reach advertising campaign, the level of attention paid to the ad allows for a more accurate assessment of its effectiveness. The nature of a broad-reach campaign is such that the audience sees the ad but rarely clicks on it. This is because the campaign targets a broad (unengaged) audience that is not currently involved in the process of choosing a product or brand. However, the audience may subsequently take an interest in the brand and convert. Thus, the higher the user's actual attention, the higher the conversion rate after viewing – even without a click. When evaluating the effectiveness of this type of campaign, in addition to analyzing click-through rates (CTR, CPC) – the response of a small proportion of the audience reached (as a rule, this figure in media advertising rarely exceeds 0.5%) – it is advisable to analyze the "user attention" – metric, which will allow us to assess the response of 99.5% of the audience.

For a wide-reach campaign, ad placements on websites and within apps can be selected based on ad visibility metrics, rather than solely on audience engagement (clicks).

During the planning stage, new metrics should be added to the core metrics to calculate effectiveness. Analyzing the cost of impressions by format

can inform adjustments when selecting placements and formats. Positions with identical performance may have different potential upon closer analysis.

Based on data from Mera by Okkam's study on media visibility levels, the calculation of advertising effectiveness was prepared, and it is presented in table 1.

Table 1
Effectiveness of advertising formats (desktop placement)

Banners	Visibility of advertising format (%)	Impressions // Purchase volume	Forecast// Viewed impressions	CTR	Forecast //Clicks	CPM	Budget	Forecast// Seen impressions	aCPM// Cost per 1000 seen impressions	Forecast // Ad recall// in thousands of persons
Full Screen Banner	100	1,000,000	870,000	1,20%	12000	1300	1,300,000	870,000	1,494	43,500
Contextual advertising	83	1,000,000	870,000	0,80%	8000	350	350,000	722,100	485	36,105
Large banner	69	1,000,000	870,000	0,40%	4000	1100	1,100,000	600,300	1,832	30,015
Product banner	60	1,000,000	870,000	0,80%	8000	540	540,000	522,000	1,034	26,100
In-read banner	34	1,000,000	870,000	1,50%	15000	650	650,000	295,800	2,197	14,790
Standard banner	23	1,000,000	870,000	0,23%	2300	450	450,000	200,100	2,249	10,005
Pop-up banner	13	1,000,000	870,000	0,20%	2000	470	470,000	113,100	4,156	5,635

Note: Composed by authors

For the analysis, forecast of CTR values and the base CPM (excluding discounts and mark-ups) of a high-traffic website were used. Based on this data, media metrics were forecast: number of clicks and valid impressions (the number of impressions after IVT filtering (synonyms: True Impressions, Eligible impressions). For the calculation for each medium, a uniform volume of 1,000,000 impressions was used as the basis, which allowed for a comparison of the media and the determination of the final budget for each position. Next, the metric of "viewed impressions" was added, and it was calculated using the following formula:

$$\text{Impressions seen} = \# \text{ of impressions viewed} \times \% \text{ of ad's visibility} \quad (1)$$

Calculating this metric makes it possible to estimate how many users will actually see the advertisement. In online advertising planning, all metrics re-

lating to the cost per impression and audience reach are standardized to 1,000. For example, CPM stands for cost per thousand impressions, and CPT stands for cost per thousand users. This approach allows us to compare different placement options. Based on our reasoning, the new metric aCPM (attention CPM) was proposed, which represents the cost per 1,000 impressions with user attention. This metric allows to estimate the cost per 1,000 seen impressions and the calculation is performed using the following formula (2):

$$\begin{aligned} \text{The cost per 1,000 seen impressions} &= \\ &= \frac{\text{online ad budget}}{\# \text{ of impressions}} \times 1,000 \end{aligned} \quad (2)$$

As mentioned above, a wide-reach advert campaign has a delayed effect. The impact of a past campaign can be assessed by conducting Brand Lift studies to determine whether the target audi-

ence's brand awareness or AdRecall (a metric that measures how well the target audience remembers an advert after viewing it). It is measured through a survey in which respondents are asked whether they remember a specific advert within a given time frame has changed. In the calculations presented, the Ad-Recall metric was projected based on a benchmark value (5%). The calculations demonstrate that the "full-screen banner" and "large banner" formats, despite having a higher cost per 1,000 impressions (CPM) and a maximum budget in absolute terms, deliver the best cost per 1,000 viewed impressions (aCPM). Only the "contextual ad" and "product banner" formats demonstrate a lower cost per 1,000 impressions, which is explained by the specific nature of these formats – they target an engaged audience and therefore have a higher response rate.

Therefore, to maximize the impact of the campaign within the budget, it is advisable to maximize the number of impressions for the "large banner" format. This will ensure a higher level of attention from a larger number of users within the budget and, consequently, a larger proportion of the audience will remember the advert after viewing it (Ad Recall), and consequently, a higher volume of subsequent target actions and sales can be predicted.

When forecasting effectiveness, it is necessary to focus on a comprehensive assessment of future media effects, rather than just standard metrics such as CTR and CPC.

During the implementation phase, baseline media results and attention metrics can be recorded by format and message using ad campaign tracking,

and the delayed effect can also be measured. Thus, at the tactical planning level, forecasting additional parameters will improve ad recall metrics, as well as subsequent target actions and sales within the existing budget, suggesting a new point of economic efficiency. The proposed methodology will enable a "re-evaluation" of media channels and formats to create a more effective media mix. It should be noted that this approach will also reveal the audience's genuine response to advertising communications, 'stripped' of adjustments for advertising placement and contact quality, thereby revealing the true strengths or weaknesses of the marketing and communications strategy.

To test the proposed hypotheses regarding the evaluation of online advertising effectiveness, the authors utilized the results of two media campaigns designed to promote different product categories: film productions and a new residential complex (two cases). The aim of this experiment was to identify the most significant factors influencing the effectiveness of advertising formats.

Case 1. Promotion of a new film (cinema release (or premier) – the official process of making a completed movie available to the public for viewing, either in theaters, on streaming platforms, or via home media. It marks the end of production and the beginning of distribution, where the film is marketed and exhibited to its intended audience (as it is defined by Ainslie et al., 2005) (table 2).

Research objective: to test the effectiveness of online advertising formats in terms of size and placement.

Table 2

Description of online media campaign to promote new film release

Campaign parameters	Description of parameter
Target audience	Broad audience. Age: 18-35, all genders, sites 400K+ Audience segments: interests to film and film series
Time period of campaign	5 weeks
Channels of distribution	• Websites selected according to visits by TA • Programmatic placement • Social networks (media)
Campaign description	A wide-reaching online advertising campaign was launched, targeting both the general public and each specific audience segment. Reach was achieved through the use of banner adverts. The OLV In-stream/Out-stream format was used to attract attention and increase visibility. Short-form video content was tested on social media.
Volume of placement (forecast)	37 600 000

Table continued

Campaign parameters	Description of parameter
Campaign phase	A1 – Awareness. Given the specific nature of promoting film productions, the campaign addressed a range of objectives (awareness, consideration, ticket purchase).
Advertising formats	Banners: 12 standard sizes (desktop and mobile web). Video formats: vertical and horizontal formats lasting 20 and 6 seconds, with sound, with subtitles.
Place for displaying the media (banners) on the website	Different places on websites were used for media (banners) in desktop and mobile web environments.
Results	Impressions 39,454,528 Reach 7,736,181 Average Frequency 5.1 Viewability 89.70% (viewed impressions as a percentage of total impressions)

Note: Composed by authors

Target metrics were set at the start of the campaign. Metrics were compared separately by audience segment, and results relating to broad audience reach were analyzed separately.

Results of the film promotion campaign

The campaign tested the effectiveness of banners, taking into account their size and placement on the webpage. Each of the core creative formats (banners, video formats) achieved at least 350,000 impressions.

When targeted at a broad audience, large-sized banners achieved the best behavioral metrics and engagement time metrics. These banners also had a higher CTR compared to standard banners, but the difference in CTR was not significant. Large banners in the mobile environment attract a higher level of attention compared to desktop placements.

When targeting an engaged audience (the “film and TV series enthusiasts” and “repeated cinema-goers” segments), a relatively high level of attention was recorded regardless of banner size, with only minor differences between banner sizes.

When promoting in neutral and thematic contexts, a set of five banners was placed. There were no significant differences in attention metrics. However, banners within thematic content had a higher CTR compared to those placed in a neutral context.

When promoting video formats, a sharp drop in attention levels was observed after the 6-second mark. Only 35% of users watched more than 50% of the video’s total duration. Videos watched with sound generated a higher response rate (+29%). Placement in a mobile environment demonstrated the effectiveness of vertical video. Attention levels

were 1.7 times higher compared to horizontal video placements.

Results of the evaluation of online advertising campaigns for new film realisations

When targeting a broad audience, the size and position of the banner on webpage influence the level of audience’s attention. Engaged audiences (audience segments with an interest in cinema) demonstrate a high level of attention regardless of the banner size. In other words, engaged audiences respond to a relevant message from the brand, even if the advertising format is standard.

When placed in a thematic context, the level of attention remains consistent and is virtually independent of the banner size. Thus, the contextual environment takes precedence over the banner size.

A smaller proportion of the audience watches the video for more than 6 seconds. Video formats (vertical, full screen) with sound attract the highest level of attention among all video formats. When developing creative content, it is advisable to place the key message at the beginning of the video so that the majority of the audience can take in the message within the first few seconds of playback.

Case 2. Online media campaign to promote new residential complex

Research objective: to test advertising formats in order to determine the impact of users’ attention levels towards advertising media on subsequent target actions. Description of media campaign is presented in table 3.

As in previous case the targets of campaign were set for a wide audience and for each audience segment and for each promotional channel at the beginning of campaign.

Table 3*Description of media campaign for promoting new residential complex*

Campaign parameters	Description of parameter
Description	A cross-channel online advertising campaign aimed at two target groups: 1. High-income demographic (aged 25–55) in Moscow and the Moscow Region. 2. Audience segments interested in real estate. Targeted reach was achieved through banner placements and a Smart TV campaign. Reach was expanded through the use of video inventory (OLV) Programmatic placement ensured exposure to an audience interested in real estate
Time period of campaign	10 weeks (2 phases)
Channels of distribution	• Websites selected according to visits by TA • Programmatic placement • Smart TV. Given that the target audience consists of light TV viewers (a large, desirable, and growing audience segment—comprising nearly half of households—who watch very little traditional linear television (often defined as <10–15 hours/week, or as little as 30–39 minutes a day). They are often younger, high-income, and college-educated professionals who prefer on-demand streaming over linear TV (Ceber et al., 2008), advertising on linear and thematic TV channels was not utilized; instead, video formats were promoted on Smart TVs
Volume of placement (forecast)	29 500 000
Campaign phase	A1 – Awareness, A3 – Ask
Advertising formats	Banners: 12 standard sizes. Production technologies: HTML5 and GIF banners Additional elements for designing banners: visuals, text, buttons, CTAs. Video formats: vertical and horizontal formats lasting 20 and 10 seconds, with sound.
Place for displaying the media (banners) on the website	Different places on websites were used for media (banners) in desktop and mobile web environments.
Results	Impressions: 29,900,600 Reach: 3,180,914 Average Frequency: 9.4 Viewability: 92.20% (visible impressions as a percentage of total impressions) Ad Recall: 14% increase. VTR on OLV for a wide audience was 42%, against a target of 35%; VTR on OLV for an involved audience was 82%, against a target of 65%;

Note: Composed by authors

Results of online cross-channels media campaign to promote the new residential complex

The effectiveness of banners was tested, taking into account their size, placement on the webpage and production technology (HTML5 and GIF banners). Each of the basic creative variants (banners, video formats) achieved at least 290,000 impressions. Traffic was directed to the brand's website.

The campaign was targeted at a high-income audience. It was necessary to segment the audience by income and identify audience segments with relevant interests. Residential property is a product with a long decision-making cycle, so this phase of the campaign lasted 10 weeks, allowing us to carry out

all the planned experiments to analyze advertising formats.

To implement the campaign, the audience was segmented by income and by relevant interests. A residential complex is a product with a long decision-making cycle, which is why the campaign ran for 10 weeks. Two phases were implemented sequentially, enabling all planned experiments to analyze advertising formats to be carried out. When targeting a broad audience, universal banners were used to highlight the complex's benefits. When targeting an engaged audience (with an interest in property), both universal banners and personalized banners were tested, with the latter taking into account

the audience's interest in a specific type of property. Depending on the user's socio-demographic parameters and interests, they were shown a banner highlighting various benefits: a children's playground, convenient transport links, a good environment, infrastructure, and recreational areas. During the campaign, various versions of standard and custom creatives were tested. The availability of ready-made banner components allowed for the rapid testing of options, without wasting time on creating and approving creatives during the campaign.

Conclusions on the wide-reach online campaign's implementation for the promotion of residential complex

The effectiveness of banners and video formats was assessed using a methodology that included an evaluation of attention metrics, including the 'viewed impressions' parameter.

Large-sized banners demonstrated a high level of attention and higher conversion rates. On some pages within a single domain, the difference in conversion rates reached 2.2 times, depending on the media format. The use of video formats on Smart TVs ensured significant attention to the advertising.

A Brand Lift study was conducted following the first phase of the campaign. The Ad Recall metric increased by 14%.

A correlation was identified between the level of attention paid to the advertising medium (interaction

time, activity (scrolling, mouse movement)) and the subsequent number of conversions among a broad audience. Ads with high audience engagement delivered 2.3 times more post-view conversions and a lower bounce rate on the advertiser's website, which stood at -29.5%.

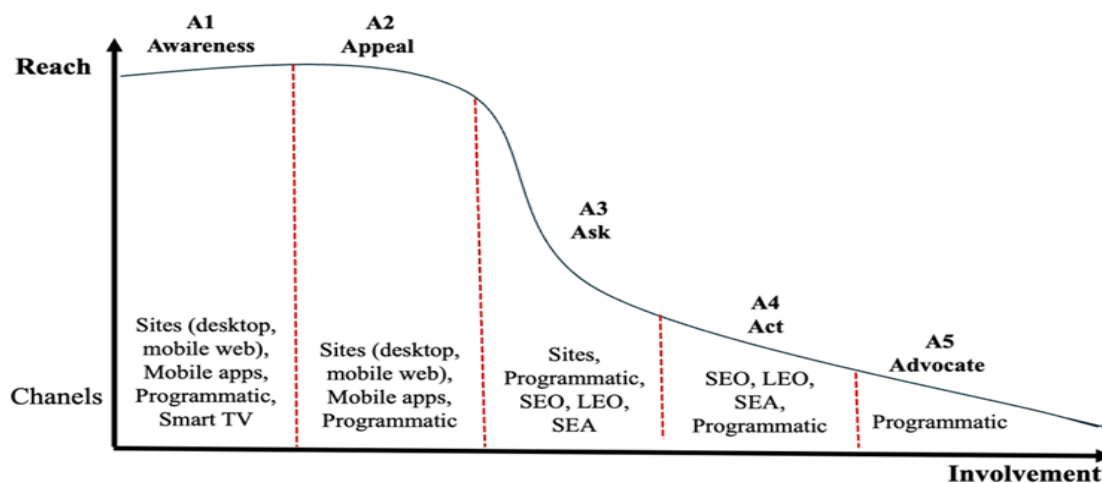
As audience engagement increases, the influence of ad unit size on campaign effectiveness decreases (phases A1 and A3). Attention to ad units among audience segments is higher compared to the general audience and is virtually independent of ad unit size.

Proposed recommendations for online media campaign planning

A. Campaign planning: selecting channels and media

When implementing a broad-reach campaign (particularly with direct placement), the choice of formats and placement locations must be one of the key considerations during the planning stage. The media strategy is based on the consumer's journey within the category. Based on this, scenarios of the user's journey to purchase are developed and the touchpoints between the user and the brand's advertising message are identified. Figure 4 shows Kotler's model (5A), which outlines five stages of the user's journey to purchase, from phase A1 "brand awareness" to phase A5 "advocate" (Kotler *et al.*, 2016).

Figure 4
Touchpoints and stages of the user's journey towards a purchase



Note: Composed by authors based on (Ritson, 2024)

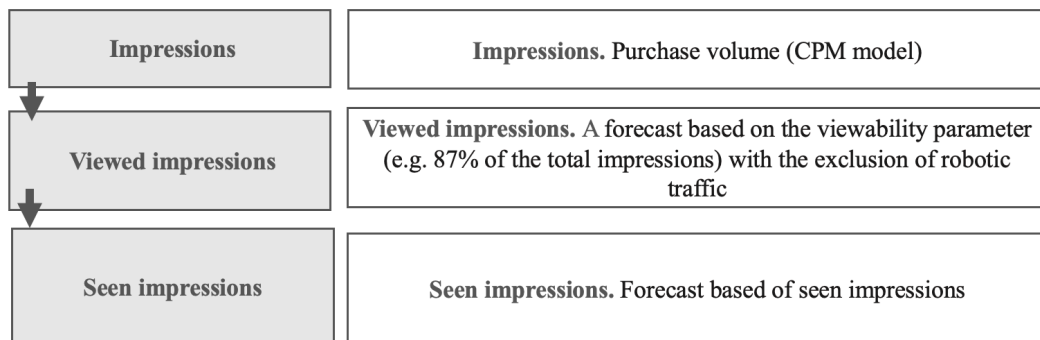
In stages A1 and A2, the advertising targets a broad audience that is not yet engaged in the decision-making process. Competition for the user's attention takes place amidst high media clutter, and advertising expenditure is at its highest; therefore, at these stages, it is essential to consider the level of attention paid to advertising media.

In phases A3 and A4, the user becomes involved in the selection and purchase process. It appears that various media formats can be used at this stage. Far more important at this stage is the use of contextual environments for placement, triggers and personalization in advertising communication. The following principle applies: the importance of using large formats decreases once the user has formed the intention to make a purchase. In phase A5, interaction takes place with a loyal audience; therefore, personalization is far more important than the size of the advertising medium.

For each phase, touchpoints and channels of presence are identified. Next, within each channel, the most effective formats are determined, and a comprehensive effectiveness forecast is carried out, which includes all basic parameters as well as a forecast of attention metrics. Subsequently, a split is formed according to the relevant stage (phase).

The volume of adverts buys in impressions is forecast for the selected media. Figure 6 illustrates the planning logic for this stage. The volume of ad buys is determined – the number of impressions for each format. Next, the volume of viewed impressions is forecast based on viewability standards. Subsequently, a forecast of 'seen' impressions is carried out for each format. This will enable us to identify the channels that generate the highest volume of such impressions, so that we can prioritise our ad spend based on this metric and the aCPM. (fig.5).

Figure 5
Campaign performance forecast



Note: Composed by authors

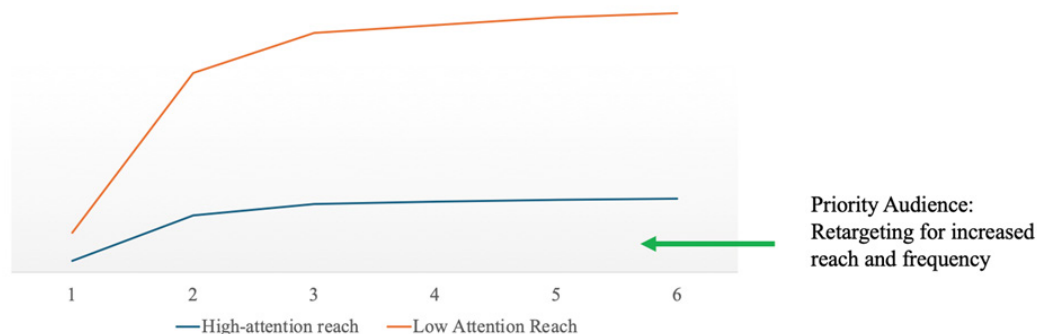
B. Campaign Monitoring

External tracking systems are used for monitoring, which record all metrics. They identify fraudulent traffic, track ad impressions within the viewable area, and use attention metrics to measure user attention and engagement. Experimentation and testing continue throughout the campaign.

C. Optimizing the campaign based on seen impressions

Once the campaign has achieved the required level of reach, users who have demonstrated the highest engagement are identified from the wider audience reached. This engaged audience segment is targeted again (retargeting), which will yield greater results. Fig.6.

Figure 6
Hypothetical reach accumulation curve



Note: Composed by authors

The performance forecast can be expanded using the ‘impressions seen’ metric, and the purchase volume can be prioritized taking this parameter into account.

Conclusion

The viewers’ attention crisis and information overload are driving new requirements for online media planning and the creation and quality of advertising materials, as well as strong programmatic planning based on the data-driven marketing approach to achieve the high level of advertising effectiveness (Sheynina & Skorobogatykh, 2026).

The study and analysis of the results of two online advert campaigns confirmed the first hypothesis (H1). It means that the level of users’ attention paid to an advertising medium influences the communicative and economic effectiveness of a campaign. The campaign results confirm that the higher the user’s actual attention, the higher the post-view conversion rate. Moreover, it does not matter whether a click was made on the advertising medium. An audience with a high level of attention remembers the advertisement better (Ad Recall).

The second hypothesis (H2) – “attention metrics” influence effectiveness in any type of advertising campaign – was partially confirmed. It was noted that when targeting a cold audience, there is a correlation at stage A1. At the same time, the size of the advert’s banner shown to an engaged audience has virtually no effect on their level of interest.

The attention factor must be taken into account in media planning. When planning, it is necessary

to consider the level of attention paid to advertising media, and to forecast the volume of ‘impressions seen’ and attention metrics across all placement types. This approach will ensure growth in post-view conversions and brand awareness within the budget.

For any type of placement, it is best to use the most effective formats, but when running reach campaigns (A1 and A2) to promote to a broad audience, this is a key requirement.

Creativity optimization. The study has shown that the majority of the audience does not watch a video for more than a few seconds, so the first few seconds of the video are critically important. With this in mind, it is necessary to rethink the video’s narrative structure. The key message must be conveyed and the main subject highlighted within the first 5 seconds. Further information can then be revealed in the video. A broad (non-engaged) audience will absorb the necessary information in a few seconds, whilst an engaged audience will continue watching the video for a more detailed look.

Based on attention data, different versions of banners and videos can be tested to select the most effective ones. At the same time, the technology used to produce banners is less important than the format.

Thus, despite the audience’s low attention span and highly competitive activity, the potential for effective wide-reach based media campaigns has not yet been exhausted. Prioritizing media channels with high attention levels will have a positive impact when promoting to a broad audience.

Funding

This research received no external funding.

Ethical requirements

Authors guarantee that the International Code on Market and Social Research recommended by the International Chamber of Commerce and the European Society of Market and Public Opinion Research (ESOMAR) ICC/ESOMAR was taken into account while using open sources data.

Acknowledgments

The authors would like to acknowledge gratitude to the colleagues from the film production industry in Russia and the marketers of the new residential complex in Moscow, Russia, who shared with us information about online media campaigns.

Conflicts of Interest

The authors declare no conflict of interest.

“In preparing this work, the authors did not used

ANY MODEL/SERVICE except recommendations of International Code on Market and Social Research recommended by the International Chamber of Commerce and the European Society of Market and Public Opinion Research (ESOMAR) ICC/ESOMAR for the use and way of referencing the open sources data, the and we justify than no AI or other models where used during the work on the manuscript. So, the authors reviewed and edited the content as necessary and take full responsibility for the content of the publication.”

Author Contributions

MASh: Conceptualization, methodology, visualization

IIS: formal analysis

MASh & IIS: resources, writing original draft preparation, writing-review and editing, supervision, project administration

All authors have read and agreed to the published version of the manuscript.

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*Received: 5 May 2026
Accepted: 20 September 2026*