

ANALYTICS MATTERS

Key words: analytics matters

What matters at all stages of marketing? Analytics. Successful companies disclose a universal recipe of their leadership – do not spare money for your clients' analysis. Indeed, investments in this aspect of product development almost doubled over the last three years even after years of previous increases.

In every process there are critical elements which contribute to its implementation the most. In marketing analytics we can signify some universal and key rules. To simplify their explanation it is better to use examples of web-projects. Working with data is the only way for Internet services to determine their customers' needs.

First of all, before start collecting data sets and building mathematical models, marketer should ask themselves the right question. Clarity is significant. It is possible to gather as much data as possible and then see what shown up. But with such vague strategy companies lose their money in two ways: money for research process is burnt up in vain and organizations miss out on important trends in its market. New social web Snapchat which is rapidly evolving through last years did not ask itself "how we can conquer the market?". It asked another one: "Whom can we target the best?". Snapchat chosen youth who do not want their videos and photos were seen by parents.

Additionally, despite the fact that analytics means precision and minimization of errors, companies should be able to embrace taboos. To put it simply, they should make use of fuzzy stuff in obtained data. Priceline Group is the most profitable international company in travel business. Initially its services allowed buy airline tickets and book a room in hotel. But when analyzing untypical preferences of users they noticed that people prefer book in advance everything that relates to their comfort. That is how OpenTable appeared. It is a web-site for booking place in a restaurant or café.

Finally, insights often live at the boundaries. Too often organizations drill down on a single data set in isolation but fail to consider what is also related to the question they try to answer. Usage of different sources and then synthesis of the result gives more complete picture of customer portrait. For example, Facebook analyses more than 30 criteria about its users: interests, daily activity, likes and reposts. The service does it for suggesting more relevant advertisements in news feed. Moreover, if clients do not want to see some sorts of ads anymore, Facebook asks them about the reason. Such analytics efforts pay off a lot. Efficiency of Facebook ads' targeting increases from month to month.

To conclude, expenditures for analytics should grow proportionally to the increase in marketing budget. Useful data can come in different shapes and sizes. The

mission of professionals is to optimize available information for marketing strategy in the most intelligent way.

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BEHAVIOURAL PREFERENCES IN FOOTWEAR ADVERTISEMENT

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Footwear has been considered as one of the most important components of the person's image and prestige. That is why it is very important to understand how to present the advertisement of the given goods in the proper way. The behavioural preferences mentioned during creation of the advertisement can be divided into categories related to characteristics of both consumers and goods.

Gender category. Different emphasis should be used in adverts of men and women's footwear. Men are conservative for the most part, they prefer comfort and style but beauty. Advertising men's footwear it is necessary to pay attention to the classical models: comfort and reliability. The consumer should understand that this footwear makes him confident, stylish and he feels comfortable during usage of these commodities.

The perception of women in such a case is quite opposite. The ladies are ready to sacrifice comfort for beauty. That is why while creating the advertisement of women's footwear it is necessary to emphasize to individuality of design, colours and beauty of footwear. This kind of addressing should show the customer that only these shoes will make her the most beautiful of all.

Age category. It should be noted that the advertisements for children and teenagers are quite different. In the season of their youth people want to express themselves and their style in their personal bright way. Their looks and social opinion are very important for them. Taking into account such peculiarities it is necessary to emphasize unusual colours and models in advertising youth's footwear. It let the consumers express themselves to make them feel special and confident.

Children's footwear is a distinct manner. We shouldn't forget that first of all the advertisement of children's footwear must have credibility and interest of both adults and children. Parents always take care of children's health and security. That is why the main emphasis of advert should be aimed at comfort and lack of malaise in spite of growing feet of children. To get a child interested we should attract his/her attention with the help of bright colours and design.

Price bracket. There are quite different accents in advertising in the light of price bracket of commodities. In case with footwear of cheap prices the attention should be drawn to price. It is sometimes emphasized on quality but there is no trust in such an advertisement. Buying cheap goods the consumer often doesn't expect good quality of them that is why the advertisement about good quality and low price is always taken negatively and it is considered as a lie.