neither by itself nor in combination with other techniques. Behavioral targeting is also often used for so-called retargeting. Behavioral targeting works especially well when selling niche products and in cases where the producers do not need to cover a large part of the Internet audience.

Retargeting is a re-targeting of advertising and information messages to those who have already been covered in the previous stages of the campaign, and to take some action, signaling its readiness to purchase.

Limited number of attending advertised links lets you adjust the amount of exposure of the advertising message to each unique user in the process of interaction with the advertising platform. Pay-per-impressions most often used in banner advertising pay.

Targeting Example:

The Internet audience moves between sites, visits certain sites tracked that use cookie-files in the subsequent analyzes. Information is collected in so-called profiles, and contains data about the sites, searches, purchases in shops and so on. Companies have a profile advertising service and can clearly imagine the portrait of the object, to know his habits and addictions, to become the owner contact information. Once the audience is defined, an advertising message is created, advertising is placed on those resources, which are visited by the potential audience. As soon as one of these users opens those thousands of sites and sees banner advertising.

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## INCREASED SALES VIA AUGMENTED REALITY

*Key-words: augmented reality, increased, sales, advertising, promotion, audience.*

Augmented reality - it's not just PokemonGo such as toys, but also a powerful tool to increase sales, the current trend in merchandising and promotional activities.

The British agency conducted a study that compared the results of the sale of the same product using augmented reality and without. Researchers have shown printed advertising of children's toys and to more than a hundred parents, the same toy was presented with the use of augmented reality. Then all two hundred respondents were asked the same two questions:

Are you going to BUY this toy?

What are you ready to pay for it?

Results:

- 45% of parents who saw the print ad were going to buy it, and also 74% of

those who had seen augmented reality;

- desired price: 5.99 pounds for those who have seen the print ads, and 7.99 pounds for those who watched AR!

POKEMON GO success stirred up the interest of not only the application users around the world, but also the holders of brands. It should be noted that the AR (Augmented Reality), designed to replace or supplement the usual offline activation, there was a long time ago, in 2008, and branded projects associated with it a lot of both at the international and Ukrainian market. Through the application POKEMON GO interest in this area has made a significant leap.

Augmented reality brings something new and original to promotional activity. In the struggle for the attention of the audience, brands are interested in innovative solutions. However, the audience is not always so interested in AR projects like we would like this to business representatives. There are several reasons.

The first is that at the moment, to interact with the AR user must download an application, it lowers the interest of a large part of the audience. Now new browsers that can show more reality are developed, but these products are not yet able to replace the desktop or the default browser, and this again leads to the fact that they need to download.

The second and, in my opinion, the most important reason - it is the immaturity of the Ukrainian market. The client does not understand how it works and what its profit. A significant part of the business is not just to understand how AR can be applied to their specific brand, how it works, but also and what results from it should be expected.

It is also important to note that AR - it is rather the examination for developers than for advertising agencies. But trends require AR expansion examinations, it is possible by increasing the staff and the equipment, especially digital - direction, forming database of contractors, close individual approach to each client.

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**THE ROLE OF MARKETING IN ENTERPRISES OF UKRAINE**

*Key words: marketing, problem, development, Ukraine, competitiveness, enterprises.*

Marketing is important part of economic life. He is not only a label and face of any company, but also it is first important step on the road to prosperity.

Misunderstanding of marketing role in production activity of many enterprises in Ukraine today is one of the most topical issues. The problem is that heads of the