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MODELLING THE PROCESS OF EVALUATING THE EFFECTIVENESS OF ADVERTISING CAMPAIGNS

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The paper considers modeling the process of evaluating the effectiveness of advertising campaigns on social networks and in transport. A structured approach is proposed that covers all key stages — from setting goals to analyzing results. Block diagrams and component charts have been developed to clearly demonstrate the sequence of actions and the relationship between the elements of the campaign. Particular attention is paid to the choice of content format, targeting settings, and methods of effectiveness analysis: comparison with competitors and the raised sales method. The work emphasizes the importance of adapting the advertising strategy to the chosen communication channel and target audience, which allows for increased profitability and effectiveness of campaigns. The proposed approaches can be used as a practical tool for marketers and educational material for students.

Keywords: *advertising campaigns, social media, effectiveness evaluation, marketing strategy, component diagram.*

Problem statement. To reflect all the key processes of organizing advertising campaigns, it is necessary to create a clear, understandable and consistent structure. The formation of a general flowchart should include all stages of organizing campaigns, from defining goals to analyzing results.

Analysis of recent studies and publications. An analysis of recent research in the field of advertising campaigns shows the growing role of visual content and personalized targeting, especially on social media. Modern scientific approaches emphasize the need for structured planning of campaign stages, taking into account the specifics of the platform and audience behavior. In addition, combined methods of evaluating effectiveness are increasingly being used, in particular comparisons with competitors and analysis of increased sales, which allows for a more comprehensive picture of performance.

Purpose of the article. The purpose of this article is to develop a structured model for evaluating the effectiveness of advertising campaigns, taking into account the characteristics of various communication channels, in particular social networks and transport.

Presentation of the main research material. The first step in building a flowchart — formulating the goal of the campaign. This seems obvious, but many mistakes in advertising campaigns arise precisely because of unclearly formulated goals. Therefore, it is logical to highlight this point as a separate block, which will serve as the basis for all subsequent actions.

Detailing each direction and determining the target audience in social networks is the next step. Understanding the audience is key to creating effective advertising. For example, a young audience engages more with interactive and visually attractive content, while an older audience appreciates the informational component of advertising [1].

Next, when setting the main goal of the advertising campaign, it is necessary to take into account that the goal can be different. For instance, it can be attracting new subscribers, increasing brand awareness or stimulating sales. It is the goal that determines the entire subsequent work process, including the choice of platform, content format and key performance indicators.

The next stage is the selection of a platform for advertising. Social networks such as Instagram or Facebook, based on research, have different characteristics that affect the value of advertising. Instagram is better suited for campaigns aimed at attracting a young audience, due to the high level of interaction and visual content format. On the contrary, Facebook has a wider audience, but a lower level of engagement, so it is more suitable for campaigns focused on informational or business content [2].

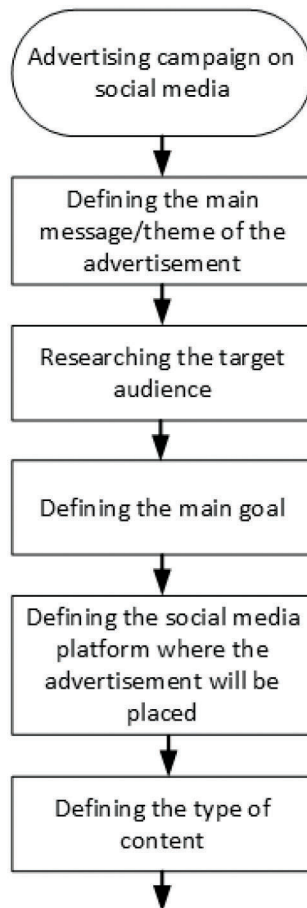


Fig. 1. The first part of the flowchart for launching advertising on social networks (preparation)

There are two main formats most often used in advertising campaigns: static posts (images, infographics) or video content (commercials, animations). The choice depends on the goal of the campaign and the preferences of the audience. For example, video is often better at holding users' attention and evoking an emotional response, while static posts can be more informative [3, 4].

If static content was chosen for the campaign, then the main task is to develop a high-quality creation. This can be a product photo, infographics or graphic design that will be easily perceived by the audience and will effectively convey the main message of the advertisement.

On the other hand, creating video content is a much more complicated process that requires additional stages of preparation. The first step here is to write a script that will exactly match the idea of the advertising campaign. After that, it is necessary to organize all the preparatory processes: find actors, prepare props and choose a suitable location for filming. After the filming is completed, the video material must undergo an editing stage, where music, animation elements or other effects are added to enhance the visual perception of the content.

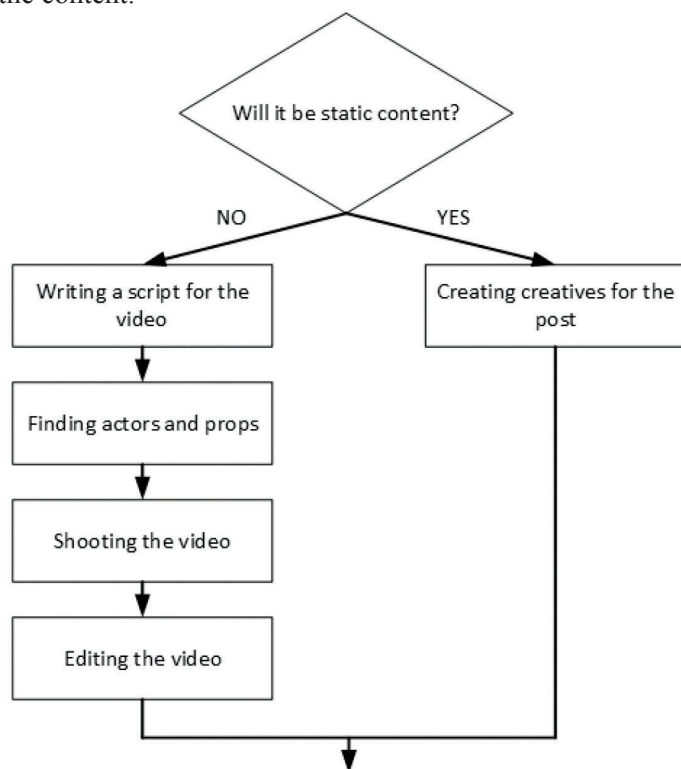


Fig. 2. The second part of the flowchart for launching advertising on social networks (content selection)

After creating content, regardless of its format, the next important step is writing the copy for publication. The copy plays a key role in engaging with the audience, as it

should complement the visuals and generate interest. For example, the copy can contain a call to action, such as “Buy Now,” “Learn More,” or “Get a Discount,” that encourages the user to take further action.

At the stage of publishing finished content on social networks, it is important to set up targeting. Targeting is one of the key elements of an effective campaign because it allows you to deliver advertising to the audience that may be most interested in the product or service. When setting up targeting, parameters such as age, interests, geographical location, as well as the budget allocated to the campaign are taken into account [5, 6]. After launching an advertising campaign, it is necessary to regularly analyze key performance indicators. Among such indicators are reach, number of clicks, and conversion rate. Constant monitoring of how the audience interacts with advertising allows you to identify shortcomings promptly and make the necessary adjustments to improve the results of the campaign.

During the analysis of the obtained results, actual indicators are compared with the expected ones, which allows us to assess how successful the campaign was, and the strengths and weaknesses of the campaign are also determined. This is the basis for developing recommendations that can be used in future campaigns, as well as for identifying possible ways to optimize the strategy.

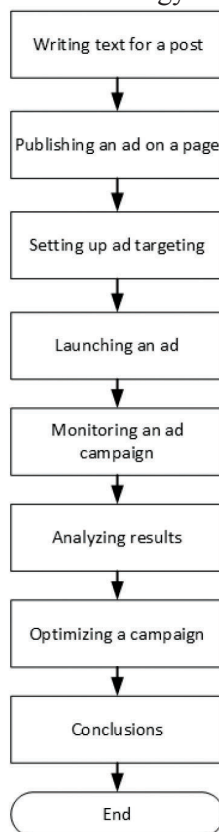


Fig. 3. The third part of the social media advertising launch flowchart

Such a structured approach to organizing work in social networks allows to ensure high efficiency of advertising campaigns. It takes into account all the key stages necessary to achieve the set goals and creates a basis for the continuous improvement of processes.

An advertising campaign on transport has its unique features, requiring careful planning and taking into account the specifics of this communication channel. This type of advertising effectively reaches a wide audience, including pedestrians, passengers of other vehicles, and people using public transport. [7, 8].

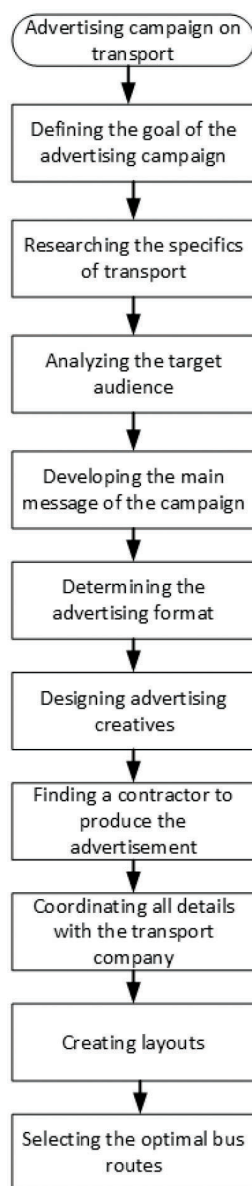


Fig. 4. The first part of the flowchart for launching advertising on transport

It is important to consider creating a clear campaign message and determining the advertising format, taking into account all stages of organizing transport advertising, and ensuring a logical sequence and interconnection between them. Such a structure helps to avoid skipping important stages and creates a reliable basis for further work. In general, these schemes contribute to increasing the effectiveness of advertising campaigns, reducing the risk of skipping important stages, and providing the opportunity to analyze and improve each process. They can serve as a ready-made algorithm for work, as well as training material for educating marketers or advertising specialists.

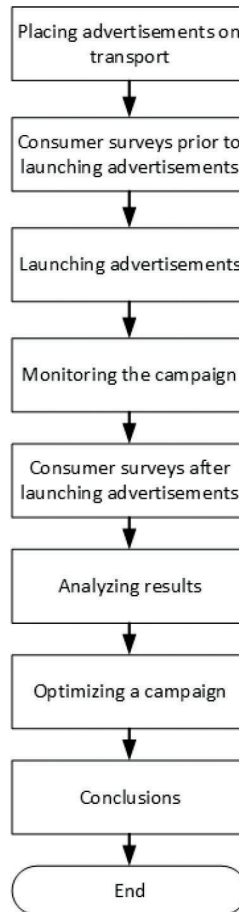


Fig. 5. The second part of the flowchart for launching advertising on transport

To visualize the main stages of work, their relationship and the sequence of execution, a component diagram is built, which is an important tool for systematizing the process of assessing the effectiveness of advertising campaigns implemented in social networks and in transport.

One of the most important decisions when creating a diagram is to display the relationship between the stages of work. For example, on social networks, data collection

is directly related to calculating the success of the campaign, and then to determining its profitability. In transport advertising, the results of surveys and QR codes are combined to form an overall analysis of the campaign [9, 10]. These relationships help to see which components are most critical for achieving the final results.

Developing a component diagram not only structures the process but also allows for seeing weak points in the planning of work. For example, for transport advertising, it is necessary to consider in advance the organization of data collection and testing of tools, because this stage is more complex compared to social networks. In general, the component diagram is a reliable tool for organizing work on assessing the effectiveness of advertising campaigns.

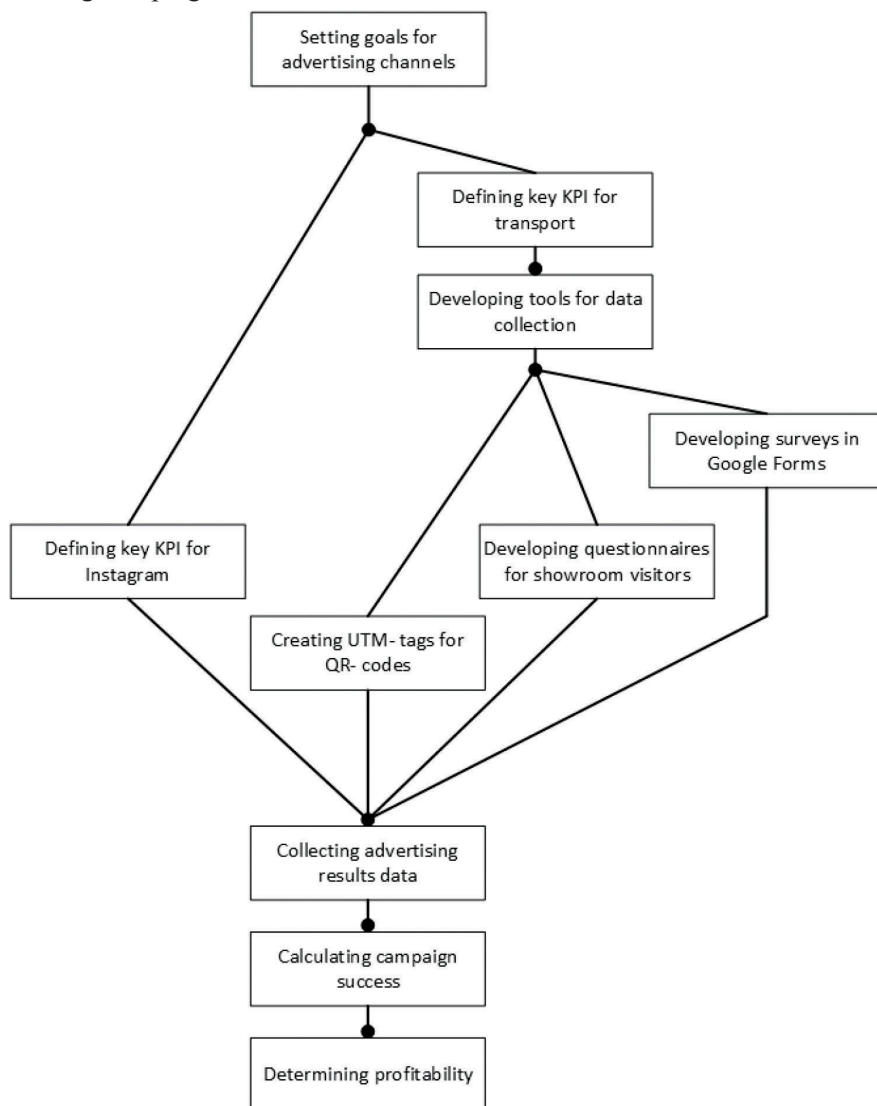


Fig.6. Component diagram

It allows you to see all the stages, understand how they interact, and ensure the sequence of tasks. This approach helps to avoid chaos and allows you to create a holistic system that takes into account the specifics of each advertising channel.

Evaluating the effectiveness of advertising campaigns is an important but complex task that requires a multifaceted approach.

One possible approach to evaluating the results of an advertising campaign is to compare its indicators with the results of competitors. At first glance, this may seem like a good idea, especially if the competitor offers a similar product or service and operates in the same market. You can see a lot of open data on social networks, such as the number of likes, comments, reach or audience activity. This allows you to at least roughly assess how successfully competitors managed to implement their advertising campaigns. However, its use is quite controversial.

On the one hand, the idea of comparison may seem like an effective way to assess your position in the market. For example, if a competitor has a similar range of products or services and operates in the same regions, it is logical to assume that we can use their experience as a benchmark. This can help us understand whether our campaign has attracted enough attention, or whether our audience is as active as our competitors. However, simply comparing the numbers that can be seen on social networks does not reflect the whole picture. Firstly, each company has its own unique “point A” – that is, the initial conditions from which a campaign starts. For example, a competitor that has been on the market for several years may have a much larger subscriber base and active audience than a new company [11]. This automatically gives it an advantage, even if the quality of the content or the effectiveness of the campaign remains at an average level. To compare, if a brand is just starting to develop on social networks, then the audience reach, likes or comments will be much lower, even if the advertising is executed perfectly.

Secondly, advertising campaigns of different companies can pursue completely different goals. This is one of the biggest problems with this approach. For example, if the campaign is focused on increasing brand awareness, then success should be assessed by indicators of reach or number of interactions. On the other hand, a competitor may focus on sales, so the key indicators for him will be conversion or profit [12]. These different approaches to the goal make direct comparison almost impossible because we analyze completely different things.

Thirdly, it is important to consider that even similar campaigns can have different implementation strategies. For example, a competitor may use video advertising with famous influencers, in which case we rely on organic posts or targeted advertising. This affects the format of interaction with the audience, engagement and, accordingly, the results. A simple comparison of reach or likes in this case will not answer the question of which strategy was more effective.

Despite all these limitations, comparison with competitors can be useful in certain aspects. For example, analyzing their content and audience activity allows you to understand general market trends: which formats work best, which topics arouse interest, and which messages resonate with consumers. This helps not only to evaluate our campaign but also to find ideas for improving future activities. At the same time, it is

important to choose only the closest competitors that have similar goals, audiences and strategies.

Comparison with competitors can provide additional context, but the results of the work should be evaluated primarily by their performance indicators that correspond to the tasks set.

Another interesting approach is the sales-up method, which allows you to assess the direct impact of an advertising campaign on the volume of sales of goods or services. This method is based on the analysis of changes in sales levels before, during and after the advertising campaign. This approach is especially useful for campaigns aimed at stimulating demand, as it allows you to obtain clear financial results.

The first step is to determine the “control period”, that is, the level of sales before the launch of the advertising campaign. The control period creates a basis for comparison. For example, if the average sales level before the launch of the campaign was 1,000 units of goods per month, and during the advertising activity it increased to 1,500 units, then the difference of 500 units is considered to be increased sales.

This method also allows you to assess the long-term impact of advertising. If, after the end of the campaign, the sales level remains at an increased level, this indicates a sustainable effect. This is a perfect result because it shows that the campaign has affected not only short-term demand but also laid the foundation for further growth. At the same time, if sales return to previous values after the end of the promotion, this may indicate a temporary effect or insufficient effectiveness of the strategy.

The method of raising sales is a very effective tool, but it is advisable to use it in combination with other approaches. For example, analysis of feedback from the audience or assessment of changes in customer behaviour can complement this method, providing a broader picture of the effectiveness of the campaign.

Conclusion. Both approaches allow you to look at the effectiveness of advertising from different angles: the first - through the market context, the second - through specific financial indicators. Their use can significantly complement classic methods of assessment. However, both approaches have their limitations that should be considered, and the best results are achieved when combined with basic analysis methods. This approach provides a deeper understanding of advertising effectiveness, which is the basis for future marketing decisions.

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МОДЕЛЮВАННЯ ПРОЦЕСУ ОЦІНЮВАННЯ ЕФЕКТИВНОСТІ РЕКЛАМНИХ КАМПАНІЙ

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У цій статті представлено комплексну модель для оцінки ефективності рекламних кампаній, що проводяться через соціальні медіа та транспортні канали. Визнаючи зростаючу складність сучасного рекламного ландшафту, дослідження пропонує структуровану та логічну систему, що охоплює всі критичні етапи кампанії — від початкового визначення цілей до аналізу ефективності. Завдяки розробці детальних блок-схем та діаграм компонентів, стаття візуалізує робочі процеси та взаємозалежності, що допомагають маркетологам та стратегам розробляти більш ефективні рекламні ініціативи.

Особливий акцент робиться на важливості вибору правильного формату контенту та платформи з урахуванням цільової аудиторії. Наприклад, Instagram, завдяки високій інтерактивності та візуальній привабливості, рекомендується для кампаній, орієнтованих на молодшу демографічну групу. Натомість Facebook краще підходить для інформаційного або бізнес-орієнтованого контенту, спрямованого на ширшу, але менш зацікавлену аудиторію. У випадку реклами в транспорті унікальні умови фізичного середовища вимагають ретельного планування, особливо з точки зору видимості та чіткості повідомлення, щоб забезпечити охоплення пасажирів та пішоходів.

Процес розробки контенту аналізується детально, розрізняючи статичний контент (наприклад, інфографіку, фотографії продуктів) та відеоматеріали (реklamні ролики, анімації). Описується процес виробництва кожного формату, а також його сильні сторони та обмеження в досягненні різних цілей кампанії. У статті також досліджується важлива роль копірайтингу та налаштувань таргетингу, які забезпечують донесення контенту до цільової аудиторії та стимулюють взаємодію або конверсію.

Етап оцінки включає використання як традиційних KPI (охоплення, кліки, конверсії), так і більш тонких підходів. До них належать порівняльний аналіз з конкурентами — з урахуванням ринкових умов, стратегічних цілей та розміру аудиторії — а також метод «sales-up», який безпосередньо пов'язує терміни кампанії з коливаннями показників продажів. У дослідженні обговорюються обмеження обох методів, включаючи їх залежність від контексту, початкових умов та цілей кампанії.

Врешті-решт, у статті робиться висновок, що багаторівнева адаптивна стратегія, яка враховує як технічні показники, так і стратегічні ринкові фактори, є необхідною для точної оцінки ефективності реклами. Представлена методологія є не тільки практичною для фахівців з маркетингу, але й служить корисним навчальним інструментом для студентів, які вивчають основи сучасних рекламних стратегій та медіапланування.

Ключові слова: рекламні кампанії, соціальні медіа, оцінка ефективності, маркетингова стратегія, схема компонентів

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