



● ● INTERACTIVE AND DIGITAL MARKETING

INTERAKTIV VA RAQAMLI MARKETING

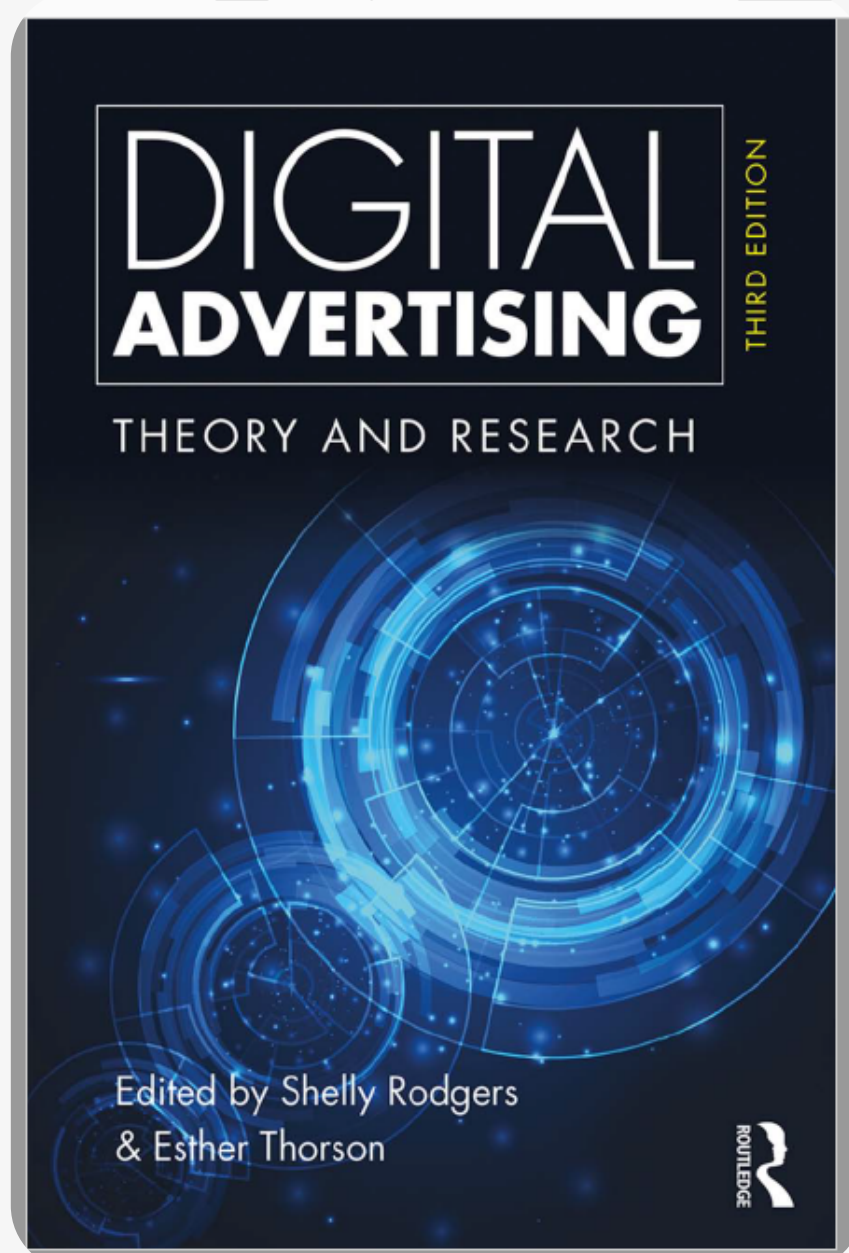
INTERAKTIV VA RAQQAMLI MARKETINGDA REKLAMA

Hakimov Ziyodulla Axmadovich

Toshkent davlat iqtisodiyot universiteti



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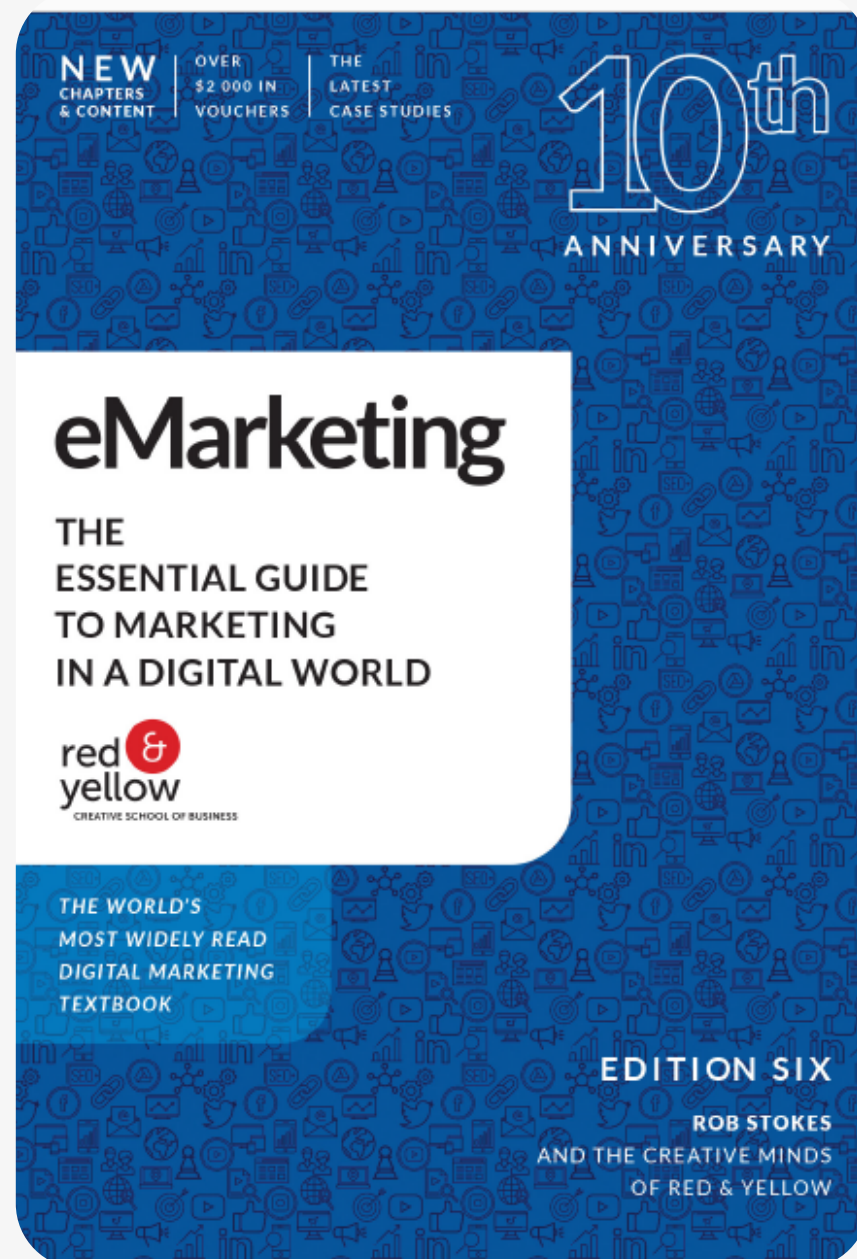
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by Rob Stokes and the Creative Minds of Red & Yellow

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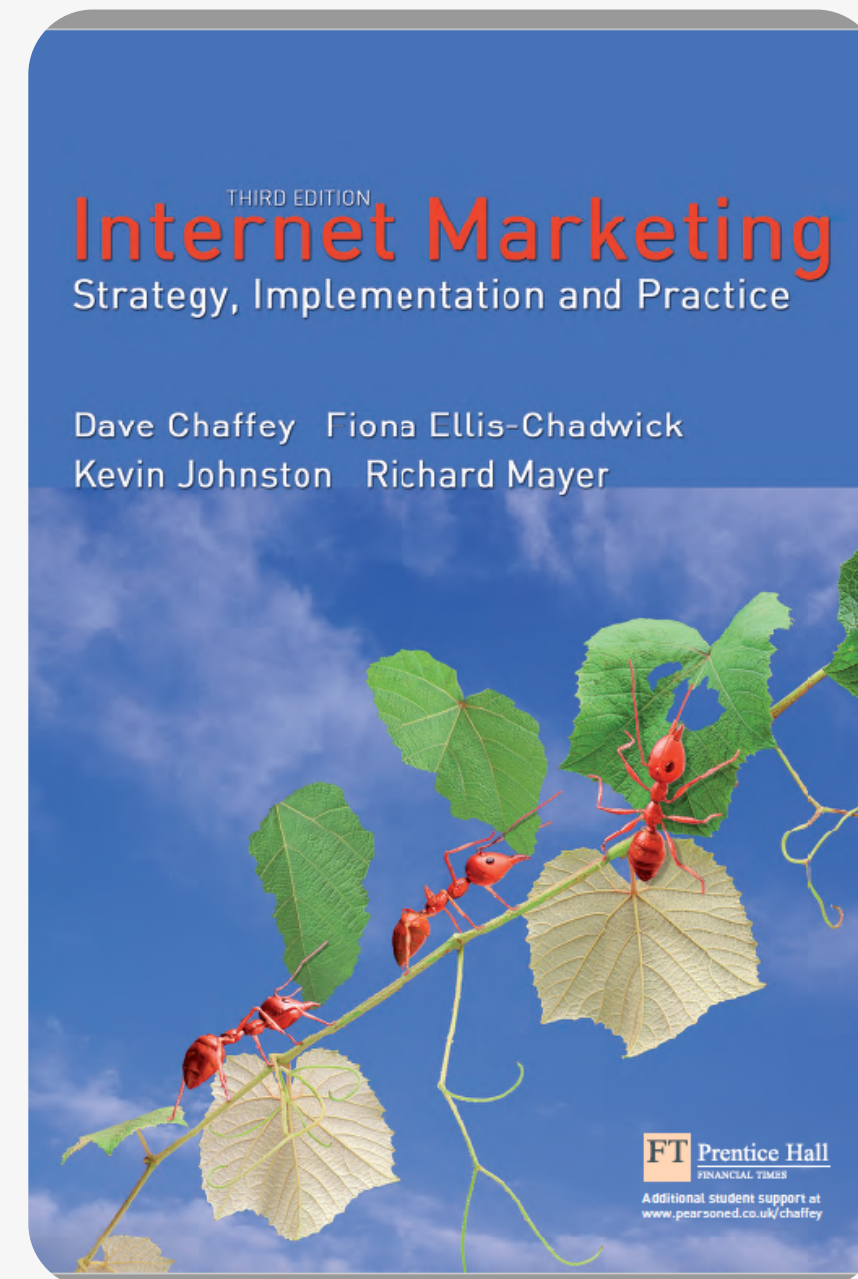
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Manba'lar

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6

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Bugungi darsda



1.

Internet asosiy reklama vositasi sifati

2.

Internet reklamasidan foydalanishning o'ziga xos xususiyatlari

3.

Online reklama turlari

4.

Internet reklamasi samaradorligini baholash

Raqamli reklama nima

Raqamli reklama (onlayn reklama sifatida ham tanilgan) kompaniyalar tomonidan o'z brendi, mahsuloti yoki xizmatlarini raqamli kanallar orqali targ'ib qilish uchun foydalaniladigan marketing shaklidir.



Raqamli reklama & Online reklama

06

Onlayn reklama, sodda qilib aytganda, Internetdagi reklama. Onlayn reklama veb-saytlarda joylashgan reklamalarini, qidiruv tizimining natijalari sahifalaridagi reklamalarni, elektron pochta va ijtimoiy tarmoqlarda joylashtirilgan reklamalarni va reklama beruvchilar Internetdan foydalanishning boshqa usullarini o'z ichiga oladi.

Albatta, bu faqat kompyuterlar bilan chegaralanib qolmaydi - raqamli reklamani Internetga kirgan har qanday joyda, masalan, mobil qurilmalar orqali topish mumkin.

Rivojlanishi

1-bosqish

Banner davri (1994-1996)

2-bosqish

Kanallar davi (1999-2000)

3-bosqish

Ijtimoiy davr (2005-2008)

4-bosqish

Mahalliy davr (2009-2011)

5-bosqish

Rivojlanish davri (2012- present)

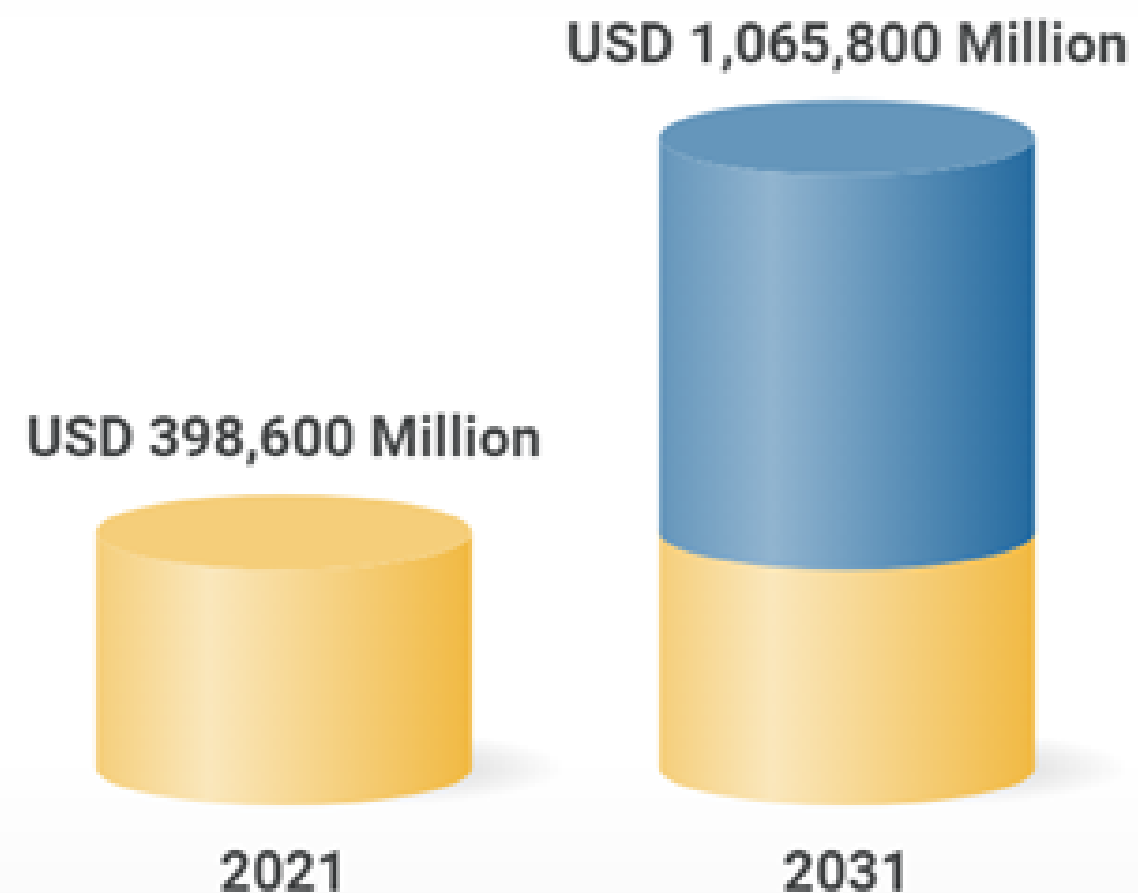
<https://adscholars.com/blog/evolution-of-digital-advertising/>

Raqamli reklamanning ahamiyati va bozor miqyosi

Raqamli reklama bozorining ahamiyati: kichik va o'rta kompaniyalar uchun mijozlarga oson kirishni ta'minlaydi va bepul internet xizmatlarini qo'llab-quvvatlash uchun "infratuzilma" vazifasini bajaradi.

Global Digital Advertising Market

Market forecast to grow at a CAGR of 10.3%



<https://www.researchandmarkets.com/reports/4807978>

RESEARCH AND MARKETS
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Raqamli reklama bozori 2031 yilda 1065,8 milliard dollarga yetishi kutilmoqda, bu esa texnologik taraqqiyot, raqamli reklama xarajatlarning o'sishi, internet foydalanuvchilarining o'sishi, mobil telefonlar va raqamli ommaviy axborot vositalarining dunyo bo'ylab tarqalishi bilan bog'liq holda 2021-2031 yillarda Global raqamli reklama bozori 10,34 foiz o'sadi. Jahonda raqamli reklama orqali kompaniyalar 2021-yilda 465,5 milliard AQSh dollar daromad olishdi. / Digital Advertising Report 2021.

Manba: Statista Digital Market Outlook - Market Report. <https://www.statista.com/study/42540/digital-advertising-report/>

Online reklamanning asosiy tushunchalari

tushunchalar	Hususiyati
Reklama serveri	vab-saytlarga reklama joylashtiradigan texnologiya.
Animatsiyalangan GIF	Animatsiyalarni qo'llab-quvvatlaydigan va har bir ramka uchun 256 rangdan iborat alohida palitraga ruxsat beruvchi GIF (tasvir fayli turi).
Banner	Veb-sahifada paydo bo'ladigan grafik tasvir ko'rinishidagi onlayn reklama.
Klik tezligi (CTR)	$\text{Bosish darajasi} = \text{Bosishlar} / \text{taassurotlar} \%$
Konvertatsiya	Maqsadli amalni bajarayotgan mehmon
Tarmoq oynasi	AdWords kabi bir xil provaydarning har bir bosish uchun to'lov reklamalariga xizmat qiluvchi kontent veb-saytlari.
Google AdWords	Google-ning PPC dasturi, bu reklama beruvchilarga o'z reklamalarini tegishli qidiruv natijalarida va Google kontent tarmog'ida ko'rsatishga imkon beradi.
Asosiy samaradorlik ko'rsatkichi (KPI)	Maqsadga erishilganligini ko'rsatadigan ko'rsatkich.

Online reklamaning asosiy tushunchalari

tushunchalar	Hususiyati
Bozor reklamalari (Marketplace Ads)	Facebook reklama maydoni birliklari, Facebookda mavjud bo'lgan reklama turi
Pulli qidiruv reklamasi (Paid search advertising)	Odatda, ba'zan PPC reklama deb ataladigan qidiruv tizimlarida reklamaga ishora qiladi. Reklama beruvchi faqat reklamaning har bir bosilishi uchun to'laydi.
To'saddan paydo bo'lish (Popup)	ekranda so'rovsiz ochiladigan oyna
Kuzatuv/Tracking	Statistik ma'lumotlarni to'plash va baholash orqali kampaniyaning samaradorligini o'lchash.
Kuzatuv kodi/ Tracking code	Veb-sayt orqali foydalanuvchining o'zaro ta'siri va harakatini kuzatuvchi kod qismi
Noyob savdo nuqtasi (NSN)/ Unique selling point (USP)	Noyob savdo nuqtasi (yoki taklif) - sizning taklifingiz raqobatchilaringizdan nimasi bilan farq qiladi.
Virusli video/ Viral video	Bu e-pochta, ijtimoiy tarmoqlar va boshqa xosting veb-saytlari orqali Internetda og'izdan-og'iz orqali tarqalishiga olib keladigan juda mashhur bo'lgan video.
Veb-tahlil/ Web analytics	Uning samaradorligini o'lchash uchun ko'rsatkichlarga asoslangan veb-sayt foydalanuvchilari haqida ma'lumotlarni to'playdigan dasturiy vosita.

Maqsadlari

Onlayn yoki oflayn reklama bir qancha maqsadlarga ega.



Brend haqida
xabardorlikni
shakllantirish



Talabni yaratish



Talabni qondirish

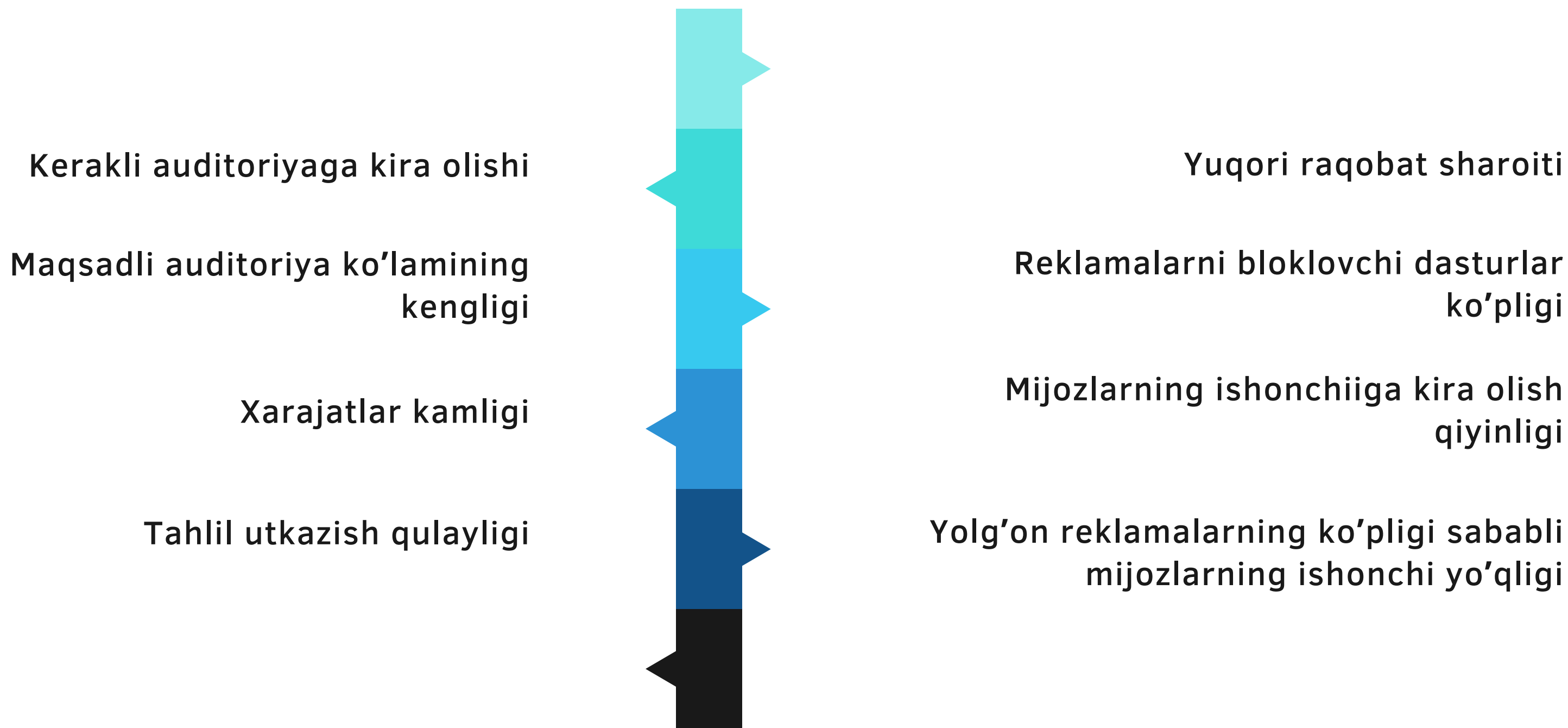


To'g'ridan-to'g'ri javob
berish va sotish

RAQAMLI REKLAMANING IJOBIIY VA SALBIY TOMONLARI

ijobiy tomonlari

salbiy tomonlari



ONLINE REKLAMA TURLARI

**Displey
reklama**

**Qidiruv
reklamasi**

Display reklama

Display reklama mahsulotni maqsadli auditoriya uchun tegishli saytlarda reklama joylashtirishni anglatadi. Ushbu turdagi reklama surish usuliga asoslanadi, qidiruv e'lonlari esa tortish usulida. Bu shuni anglatadiki, faqat ma'lum bir mahsulotni qidirayotgan foydalanuvchilar qidiruv reklamalariga duch kelishadi, display reklamalari esa turli maqsadli mezonlarga asoslanib ko'rsatiladi.



Qidiruv reklama

Qidiruv reklamasi - bu foydalanuvchi tegishli kalit so'zni kiritgandan so'ng qidiruv tizimining natijalari sahifasida (SERP) paydo bo'ladigan reklama. Bu reklama xarid qilish niyatidagi foydalanuvchilarga yetib boradi, chunki ular brend reklama qiladigan mahsulotni qidirmoqdalar.



Display reklama

Banner reklamalar



Sahifali banner

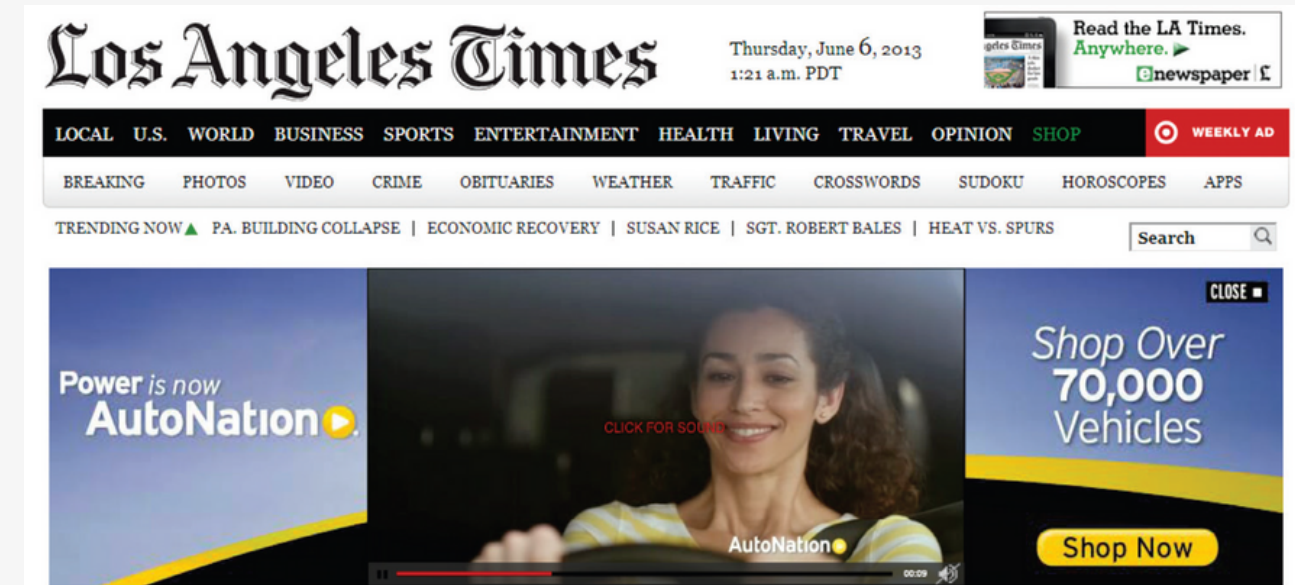


Qalqib chiquvchi reklamalar



Display reklama

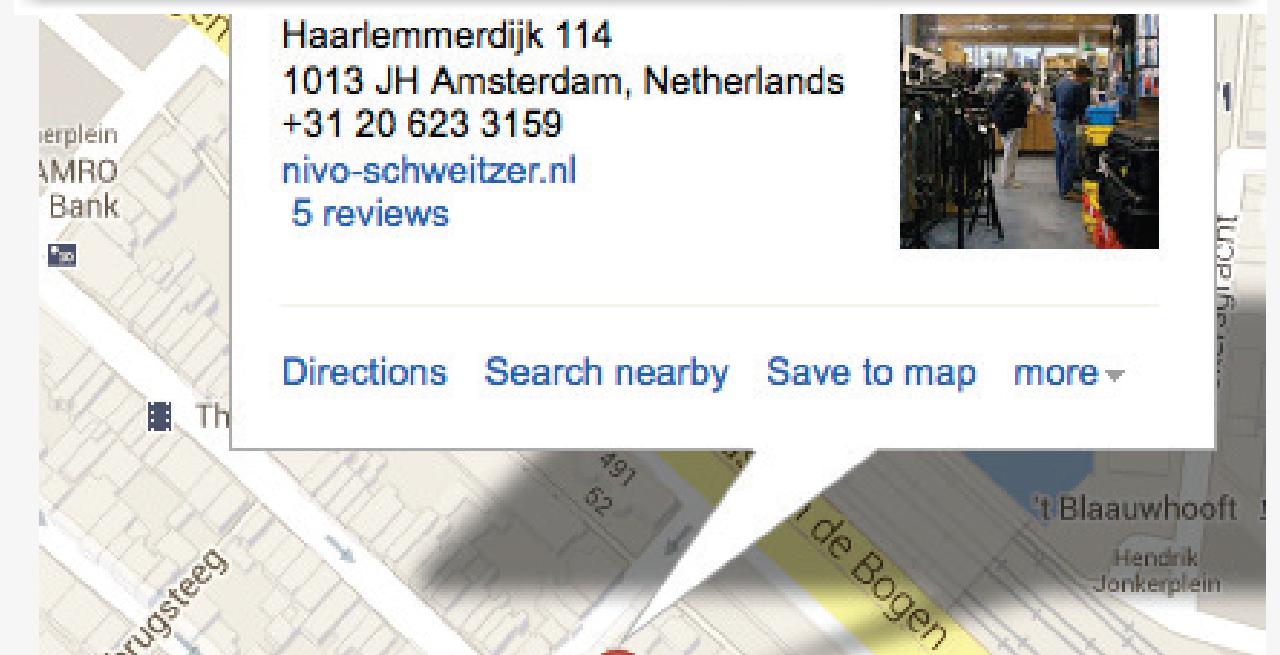
Suzuvchi reklamalar



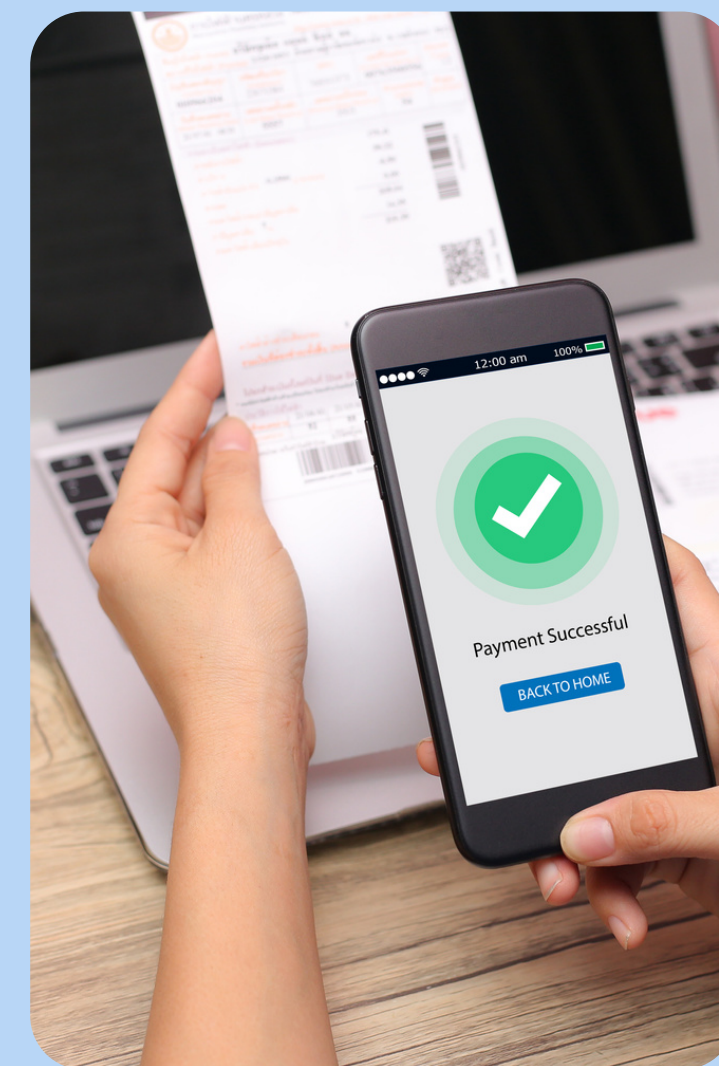
Fon rasmi reklama



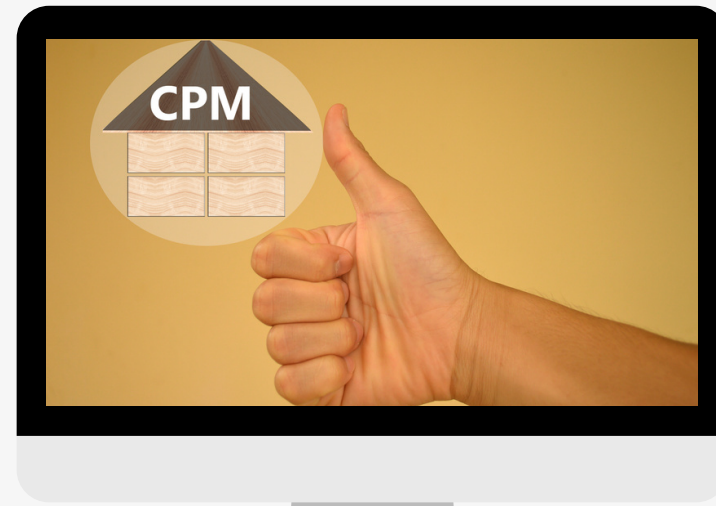
Xarita reklamalari



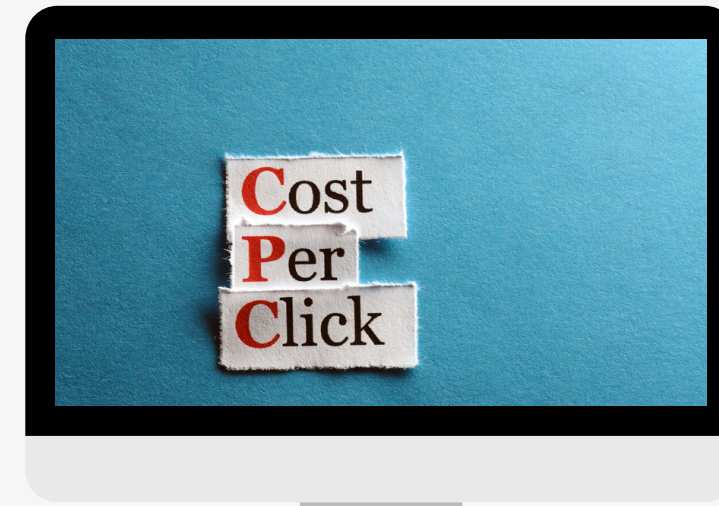
Display reklama uchun to'lov modellari



Display reklama uchun to'lov modellari



CPM



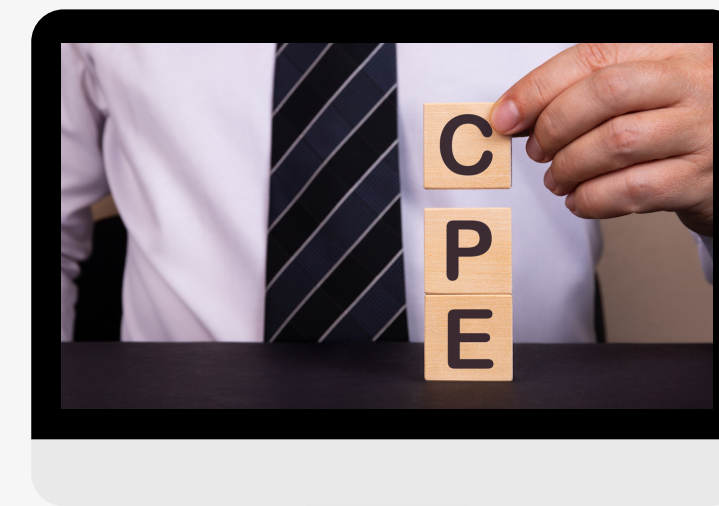
CPC



CPA



Flat rate or
sponsorships

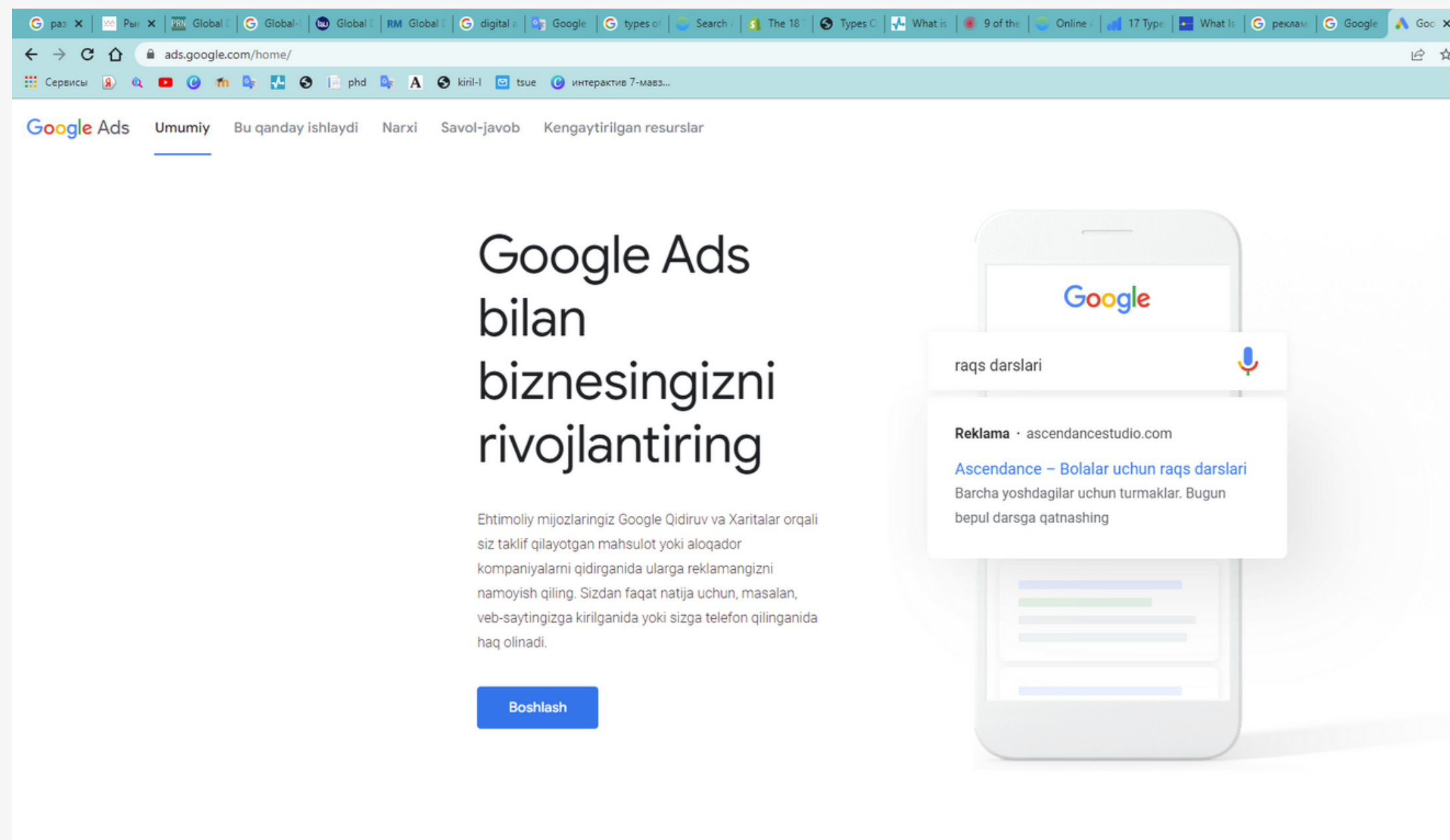


CPE

Qidiruv reklama

Google Ads nima?

Google qidiruv reklamasi -Google Ads



Google Ads (avvalgi Google AdWords va Google AdWords Express) onlayn reklama xizmatidir, uning yordamida kompaniyalar mahsulot va xizmatlarini Google Qidiruv, YouTube va boshqa saytlar doirasida reklama qiladi. Google Ads reklama beruvchilarga muayyan maqsadni, masalan, sim qoqish yoki veb-saytga tashriflarni belgilash imkonini beradi. Google Ads hisobi bilan reklama beruvchilar budget va qamrovni rostdashi, istalgan vaqtda reklamalarni boshlashi yoki to'xtatishi mumkin.

Google qidiruv reklamasini amalga oshirish

3 qadamda ishni boshlang



QIDIRUV REKLAMASINI YARATING

Bir necha daqiqada odamlarga nimani taklif qilayotganingizni yozishingiz mumkin.



AUDITORIYANGIZNI TANLANG

Odamlar Google orqali qidiradigan tegishli kalit soʻzlarni tanlash orqali ehtimoliy mijozlar bilan aloqaga chiqing.



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Kunlik budjetni belgilang va har bir klik uchun toʻlang. Oylik maksimal xarajatdan ortib ketmaydi.

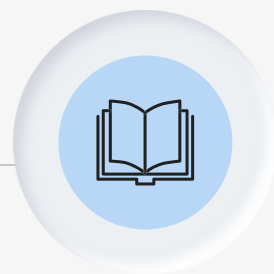
Sizni Google qidiruvida topishadi

Google orqali kuniga milliardlab qidiruvlar amalga oshiriladi. Siz qidiruv reklamasini yordamida ehtimoliy mijozlar brendingizni payqash, takliflaringizni hisobga olishi va harakat qilishiga undashingiz mumkin.

Qidiruv kampaniyasi uchun maqsadni tanlaysiz, masalan, veb-saytingizga boruvchilar trafigi yoki sotuv hajmining oshishi yoki yoʻnaltiruvlar sonini oshirish.

Klik uchun toʻlanadigan (PPC) qidiruv reklamlarida faqat natija uchun toʻlaysiz. Masalan, odamlar reklamaga bosib, veb-saytingizga kirganida yoki kompaniyangizga sim qoqqanida toʻlaysiz.

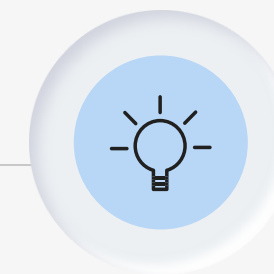
Qidiruv reklama turlari



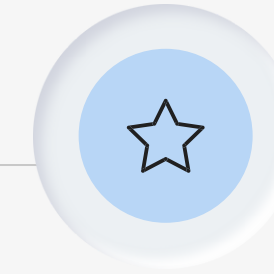
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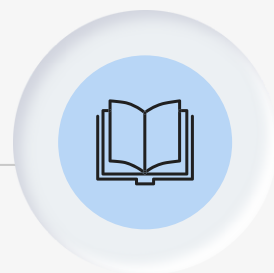
2. Brendsiz Google qidiruvi (umumiy)



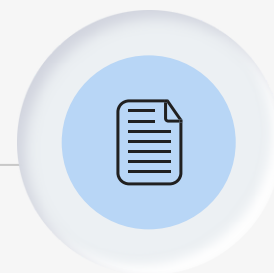
3. Brendsiz qidiruv (niche)



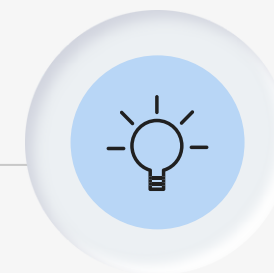
4. Raqobatchilarni qidirish kampaniyasi



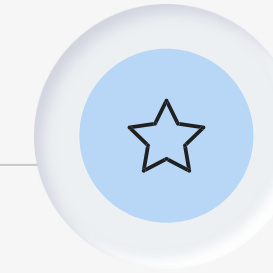
5. Google xaridlari reklamalari (brendli)



6. Google xaridlari reklamalari (brendsiz)



7. Google Smart Shopping reklamalari



8. Dinamik qidiruv e'lonlari

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ME'ZONLAR	HUSUSIYATI
Maqsad	brend nomi bo'yicha faol ravishda qidirayotgan qidiruvchilarni jalb qilish.
Auditoriyaga muvofiqlik	Yuqori, aynan brendni qidirayotganlarni jalb qiladi
Bir marta bosish uchun taxminiy narx (cost per click)	25 sentdan dan 3 dollargacha
Tavsiya etiladi:	O'lchami va sanoatidan qat'i nazar barcha korxonalar foydalanishi mumkin, sotishni amalga oshirishlari mumkin. Agar resurslar ruxsat bersa, foydalanishga ustivor ahamiyat qaratish lozim.


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Blissy

★★★★★ (9k+)




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Upgrade your **pillows** with our Buy One, Get One Free offer on bestselling pil

2. Non-branded Google search ads (generic)

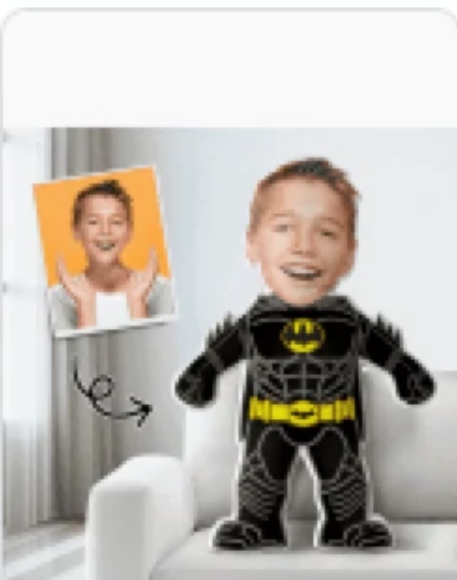
ME'ZONLAR	HUSUSIYATI
Maqsad	Mahsulotlaringizni sotib olishi mumkin bo'lgan, ammo brendingiz bilan tanish bo'lmagan odamlarni reklama qilish orqali malakali maqsadli trafikni va ehtimol yangi mijozlarni yaratish
Auditoriyaga muvofiqlik	o'rtagacha
Bir marta bosish uchun taxminiy narx (cost per click)	1 dollardan dan 3 dollargacha
Tavsiya etiladi:	Hammaga, lekin ushbu ro'yxatdagi foydaliroq kompaniyalardan oldin bu usulni birinchi o'ringa qo'ymang. O'sib borayotgan daromad va yangi mijozlarni jalb qilishni ko'zlayotgan brendlar uchun brend bo'lmagan umumiy qidiruv ustuvor vazifa bo'lishi kerak

batman pillow

All Shopping Images News

About 18,100,000 results (0.74 seconds)

Ads · Shop batman pillow

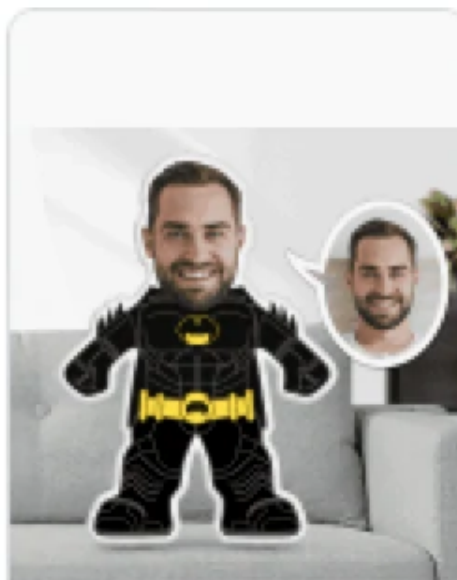


My Face
Pillow Custo...

\$24.92

US\$19.95

Get Photo B...



My Face
Pillow Custo...

\$24.92

US\$19.95

Makemesur...



Custom Fac
Pillow...

\$24.92

US\$19.95

yourphotobl

3. Non-branded search (niche)

ME'ZONLAR	HUSUSIYATI
Maqsad	o'z mahsulotingizga mos keladigan mashhur auditoriyadan yangi mijozlarni jalb qilish
Auditoriyaga muvofiqlik	o'rtachadan yuqorigacha
Bir marta bosish uchun taxminiy narx (cost per click)	mijozlarning raqobati va boshqa reklama beruvchilarga buyurtmalar qiymatiga qarab 1 dollardan 3 dollargacha
Tavsiya etiladi:	O'ziga xos mahsuloti bo'lgan yoki brend bo'lmagan mahsulot toifasidagi bozorga mo'ljallangan brendlar. Brend qidiruv kampaniyalari umumiy brend bo'lmaganlarga qaraganda kamroq raqobatni o'z ichiga oladi. Buning sababi shundaki, ular aniqroq va natijada mahsulotingiz ular qidirayotgan narsaga mos keladigan bo'lsa, sizni qidiruvchining maqsadiga ko'proq moslashtiradi

draft kings

All News Images Videos Maps More

About 122,000,000 results (0.55 seconds)

Ad · <https://bet365.ca/bet365™/ontario>

bet365™ Ontario Sports Betting - Get Sportsbook

Join Over 80 Million Customers Worldwide & Bet Online with bet365™
19+ Sign Up & Place Your Bet with bet365™. The World's Favourite C

Basketball Betting

Get the Latest Odds And Markets. Bet On Basketball with bet365™

Boxing & MMA Markets

Click & Get The Latest Odds On Upcoming Boxing & MMA Events

Ad · <https://www.fanduel.com>

FanDuel Sportsbook - Now Live In Ontario - FanDuel

Get Easy Deposits & Withdrawals When You Bet On The FanDuel Sportsbook
Today! Sign Up For FanDuel Sportsbook & Get Paid In As Little As Two Days
Today. Quick & Secure. Easy Withdrawals. Fast Payouts. Cash Out E

<https://www.draftkings.com> : Traf/mo (us): 219.40K/286.90K - Kw (us)

DraftKings | Daily Fantasy Sports and Sportsbook

Win cash your way at DraftKings. ; Safe and secure online sports betting
of ways to bet; Quick and easy to withdraw your winnings ; Industry ...







MOZ DA: 75/100 (+6%) Ref Dom: 10.87K Ref Links: 8.46M Spam Score: 3%

4. Competitor search campaign

ME'ZONLAR	HUSUSIYATI
Maqsad	Sizing brendingiz yoki mahsulotingizni bilmaydigan yangi mijozlarni orttirish, sizning brendingizni raqobatchilaringizni qidirayotgan xaridorlar oldiga olib chiqish
Auditoriyaga muvofiqlik	past. Foydalanuvchilar sizning brendingizni emas, balki ma'lum bir raqobatchini qidirmoqdalar.
Bir marta bosish uchun taxminiy narx (cost per click)	mijozlarning raqobati va boshqa reklama beruvchilarga buyurtmalar qiymatiga qarab 1 dollardan 20 dollargacha
Tavsiya etiladi:	Allaqachon foydali kompaniyalarni olib borayotgan va yangi mijozlarni jalb qilishga qiziqqanlar uchun tavsiya etiladi. Shuningdek, SEO amaliyotini sinab ko'rib natiga ololmayotgan yoki natijalari pasayib botayotganlfrga navsiya etiladi

5. Google shopping ads (branded)

Ads · Shop nike sneakers

 <p>Nike Blazer Mid '77 Old... \$95.00 Nike Official ★★★★★ (2k+)</p>	<p>SALE</p>  <p>Nike Women's... \$74.80 \$88 The Bay Free delivery</p>	 <p>NIKE Daybreak... \$120.00 Nordstrom ... Free delivery</p>
 <p>Nike Blazer Mid '77... \$135.00 Nike Official ★★★★★ (5k+)</p>	 <p>Nike Blazer Mid '77... \$135.00 Nike Official ★★★★★ (2k+)</p>	 <p>Nike Womens Court Visio... \$105.00 Foot Locker... ★★★★★ (183)</p>

ME'ZONLAR	HUSUSIYATI
Maqsad	Sizning brendli kalit so'zlaringizdan foydalangan holda mahsulot/mahsulot toifalarini xarid qiladigan qidiruvchilarni qo'lga olish
Auditoriyaga muvofiqlik	Yuqori. (Ular sizni qidirmoqda.)
Bir marta bosish uchun taxminiy narx (cost per click)	mijozlarning raqobati va boshqa reklama beruvchilarga buyurtmalar qiymatiga qarab 0.25 dollardan 3 dollargacha
Tavsiya etiladi:	brendni bilishga investitsiya qilgan jismoniy mahsulotlarni sotuvchi kompaniyalar va ushbu turdagi kampaniyani o'rnatish uchun Google Ads-da o'zlarini qulay his qiladiganlar.

men's sneakers

All Shopping Images News

About 4,040,000,000 results (0.81 seconds)

Ads · Shop men's sneakers



CATIBA PRO
Skate Gum...

\$111.16

US\$89.00

cariuma.com

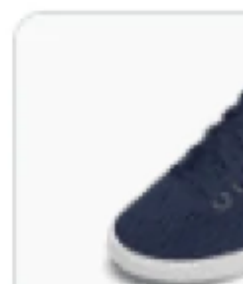


New Balance
Beige 997H...

\$120.00

ssense.com

Free delivery



Allbirds
Tree Pi

\$140.0

Allbirds

★★★★

Ad · <https://www.nike.com>

Nike Sneakers - Free Delivery And R

Designed For Sports, Crafted For Life. Discover The

6. Google shopping ads (non-branded)

ME'ZONLAR	HUSUSIYATI
Maqsad	Siz sotadigan mahsulot turlarini qidirayotgan qidiruvchilarni qo'lga olish, lekin markali mahsulotlaringiz nomi bo'yicha emas
Auditoriyaga muvofiqlik	pastdan o'rtagacha. (Ular sizning mahsulotingizni emas, balki mahsulot toifalaringizni qidirmoqda.)
Bir marta bosish uchun taxminiy narx (cost per click)	mijozlarning raqobati va boshqa reklama beruvchilarga buyurtmalar qiymatiga qarab 0.25 dollardan 20 dollargacha
Tavsiya etiladi:	ismoniy mahsulotlarni sotadigan ko'pgina kompaniyalar. Biroq, agar sizda yangi mijozlar, o'sish yoki yuqori daromad maqsadlari bo'lmasa, ushbu turdagi kampaniyani foydaliroq kampaniya turlaridan ustun qo'ymaslik kerak

Reklamalaringizni Internetga olib chiqish

Reklamalaringiz onlaynda paydo bo'lishi uchun siz u paydo bo'ladigan joyni topishingiz va to'lashingiz kerak. Buni amalga oshirish uchun bir nechta variant mavjud:

- Premium rezervlangan media
- Reklama tarmoqlari
- Reklama almashinuvi
- Ijtimoiy tarmoqlarda reklama joylashtirish
- Mobil reklama
- Reklama serverlari



PREMIUM REZERVLANGAN MEDIA

Premium bron qilingan media reklamani bron qilishning an'anaviy usulida juda ko'p ishlaydi - reklama beruvchi premium media provayderi (odatda asosiy, yuqori profilli onlayn makonni nazorat qiluvchi yagona guruh) bilan bog'lanadi va reklama joylashtirish variantlarini muhokama qiladi. Bu kerakli maydon uchun maqsadli va narxlash bo'yicha muzokaralarni o'z ichiga oladi va odatda qimmat, lekin yuqori profilli variant.

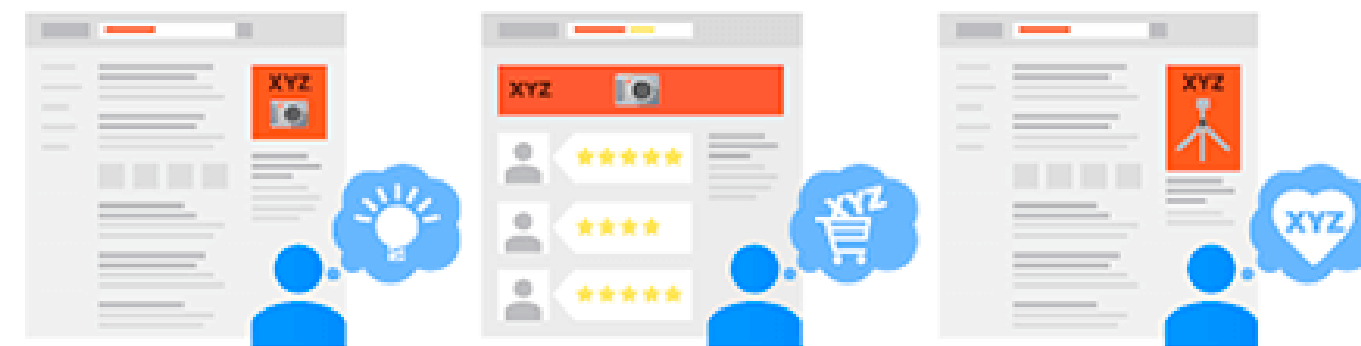


REKLAMA TARMOQLARI

Reklama tarmog'i - bu bitta savdo ob'ekti orqali reklamalarni sotib olish mumkin bo'lgan veb-saytlar guruhi. Bu bir xil nashriyotga tegishli saytlar to'plami bo'lishi mumkin (masalan, Time Warner Inc.ga tegishli bo'lgan New Line Cinema) yoki u vakilni baham ko'radigan saytlarning filiali bo'lishi mumkin.

Google Display Network - dunyodagi eng yirik reklama tarmoqlaridan biri.

WHAT IS THE Google Display Network?



Text Ads on websites

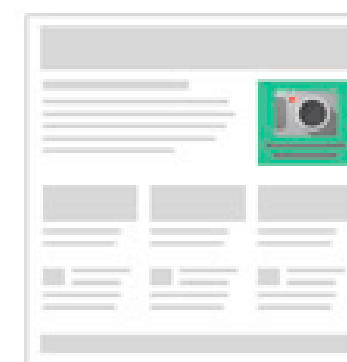
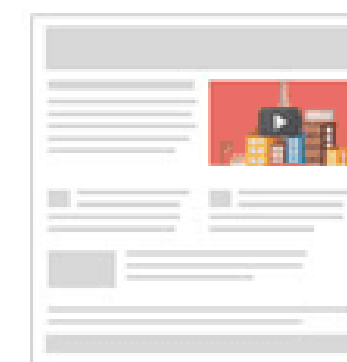
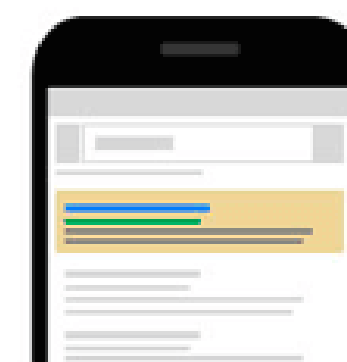


Image Ads on websites



Video Ads on websites



Ads on Mobile Websites

Google Display Network - bu internet foydalanuvchilarining 90% dan ortig'ini qamrab oluvchi va 2 milliondan ortiq saytlardan tashkil topgan ulkan veb-saytlar tarmog'i. Biz mijozlarimiz uchun Google Display Network-da reklama reklamalarini joylashtiramiz. Display reklama matn, rasm yoki video reklama bo'lishi mumkin. Vizual reklamalar uchun biz siz bilan mahsulot yoki xizmatimiz haqida kuchli xabar beruvchi tasvirlar, animatsiyalar yoki videolarni yaratishda ishlaymiz.

REKLAMA BIRJALARI (AUKSION)

reklama birjalari sotilmagan reklama maydoni - inventar deb ataladigan joy - noshirlar tomonidan savdolar uchun joylashtiriladi. Inventar eng yuqori narx taklif qilgan reklama beruvchiga sotiladi. Reklamachilarga ko'proq nazoratni taqdim etgan holda, ushbu turdagi reklama qidiruv reklamasining PPC modeliga taqlid qiladi (Umumiy ikkinchi narx auksioni) - lekin takliflar kalit so'zlar uchun emas, balki auditoriya profillari va bo'sh joy uchundir. Bu noshirlarga sotilmagan inventarni eng yuqori narxda to'ldirishga imkon beradi va kichikroq reklama beruvchilarga ushbu inventardan foydalanish imkonini beradi.



IJTIMOIIY TARMOQLARDA REKLAMA

Ko'pgina ijtimoiy media platformalari reklama variantini taklif qiladi, chunki bu ularning asosiy daromad manbai. Ijtimoiy media istiqbollarga erishish uchun ajoyib joy bo'lishi mumkin, chunki siz odatda foydalanuvchi tomonidan taqdim etilgan demografik ma'lumotlarga asoslanib, juda aniq nishonga olishingiz mumkin.



facebook



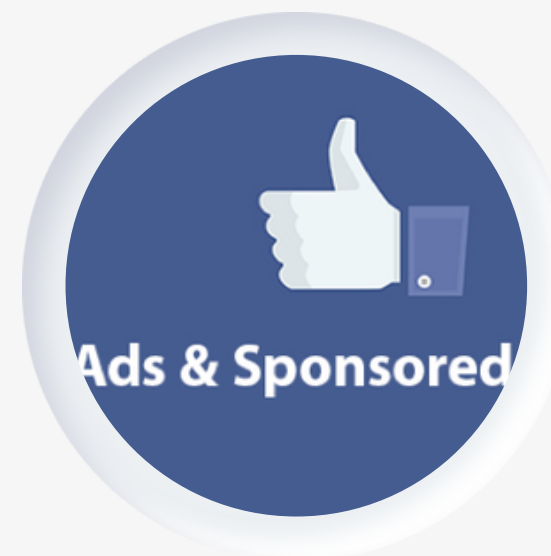
Facebook Ads

Facebook reklamalari foydalanuvchining o'ng tomonidagi yon panelda paydo bo'ladigan standart reklamalardir



Facebook Engagement Ads

"Like" yoki "Ulashish" tugmasi, video, tadbir yoki so'rovnoma



Sponsored stories

kimdir brendning Facebook sahifasining muayyan elementi bilan shug'ullanganda yaratiladigan postlar



Promoted posts

Taqdim etilgan postlar



- Kanal ochish
- Video reklama yarating
- Kampaniya o'rnating
- Natijalaringizni o'lchang

YouTube reklama

YouTube biznes uchun keng reklama formatlari va imkoniyatlarini taklif etadi.

YouTube'da qanday reklama qilish kerak

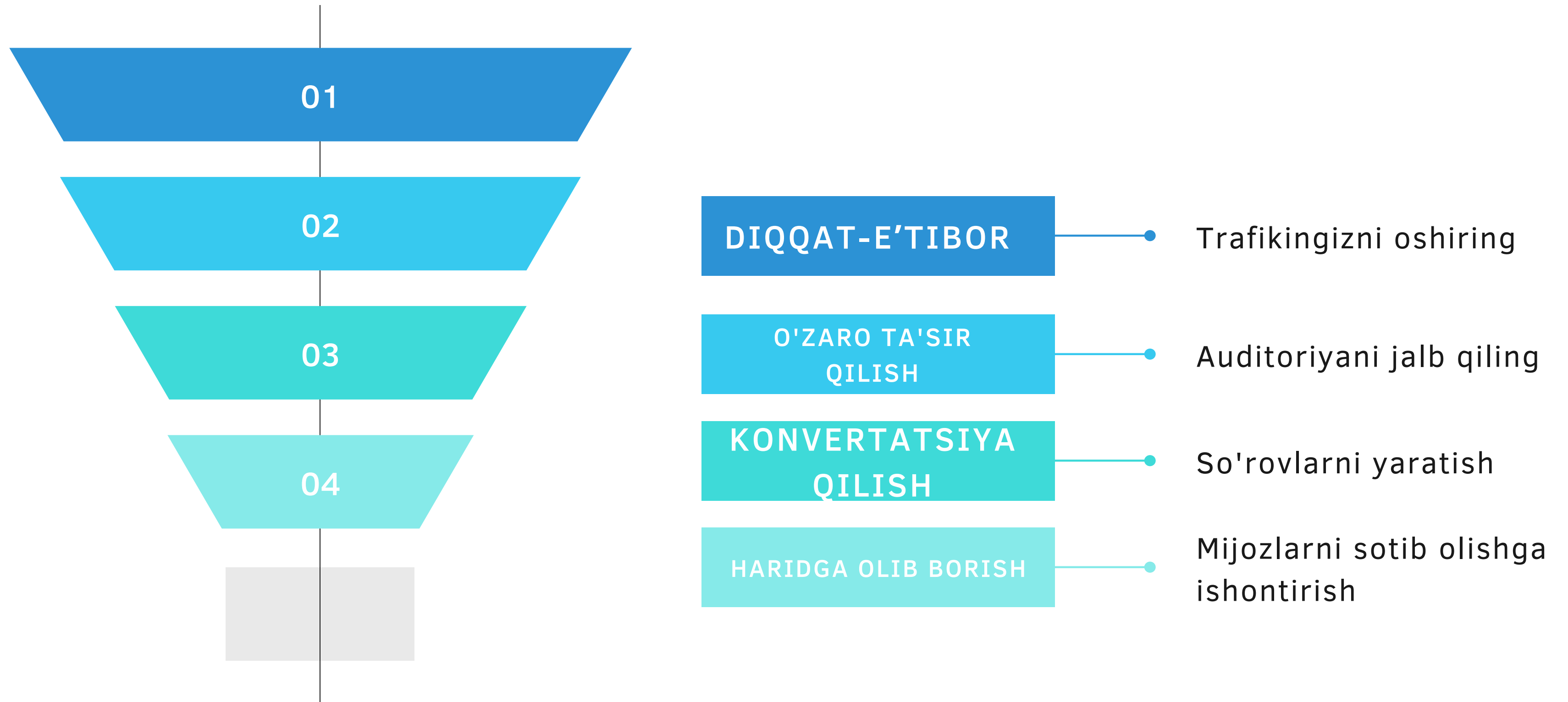
Video reklama yarating, kampaniya o'rnating va natijalaringizni o'lchang

The screenshot shows the top navigation bar of the YouTube Advertising website. It includes the "YouTube Advertising" logo, a menu with "Why YouTube", "How it works", "News and inspiration", "Resources", and "FAQs", a phone number "1-877-763-9810", and a "START NOW" button. The main content area features a background image of a woman playing an acoustic guitar. Overlaid on this image is the text "Grow your business with YouTube Ads" in a large, bold, white font. Below this, in a smaller white font, is the text "Reach potential customers where they're watching. Get started now – and start getting results." At the bottom of the main content area, there are two buttons: "START ADVERTISING" and "LEARN HOW IT WORKS".

INTERNET REKLAMA SAMARADORLIGINI O'LCHASH



AIDA MODELI



Reklama namoyishi.

E'tiborni tortish.

Qiziqtirish

Veb-sahifaga tashrif

Amal (harakat)

Takrorlanish

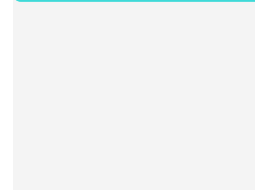
**KENGAYTIRIL
GAN AIDA
MODEL**

REKLAMA NAMOIYISHLARI SONI

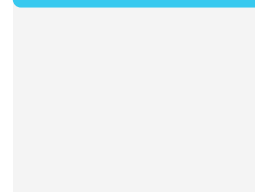
Reklamani foydalanuvchilarga namoyish etish – demonstratsiya (impression) hisoblanadi. Namoyish deganda reklamaning Internet foydalanuvchilariga reklamani ko'rish imkonini beruvchi dasturiy vositaga yuklanishi nazarda tutiladi.



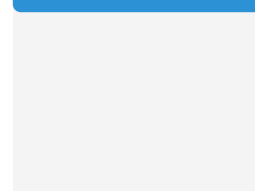
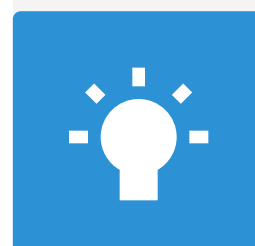
NAMOYISHLAR VA
NAMOIYISHLAR SONI



AUDITORIYALAR KESISHMASI



NAMOYISHLAR CHASTOTASI

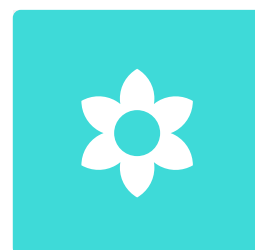


REKLAMANI JOYLASHTIRISH
NARXLARI

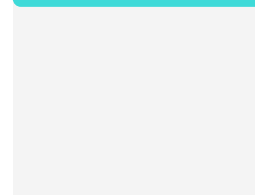


DIQQAT E'TIBORNI TORTISH

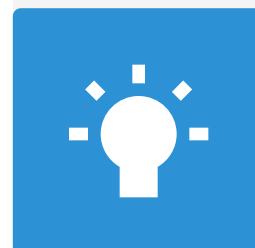
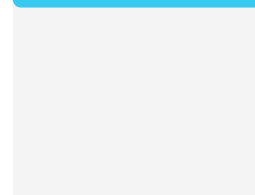
Har bir reklama foydalanuvchilar e'tiborini torta oladigan darajada tayyorlanishi va joylashtirilishi lozim. Aks holda, u kutilgan natijani bermaydi.



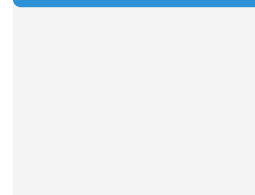
KO'ZGA TASHLANUVCHANLIK



ESDA QOLUVCHANLIK



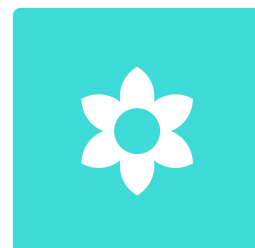
TANIQLILIK



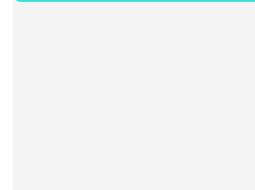
KREATIVLIK

QIZIQISH

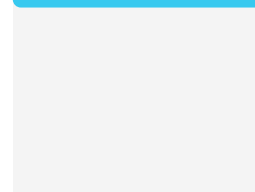
Reklamani eslab qolib keyinchalik uning ta'sirida reklama beruvchi uchun ijobiy bo'lgan biror-bir harakatni amalga oshirishlari mumkin



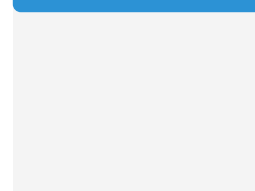
KLIKLAR VA UNIKAL KLIK
LAR SONI



KLIKLAR CHASTOTASI



KLIKLARNING O'RTACHA NARXI



NAMOYISHLAR SONING
MUROJAATLAR SONIGA BO'LGAN
MUNOSABATI

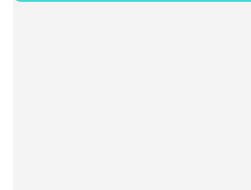


VEB-SAHIFAGA TASHRIF

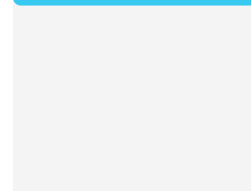
Internet-reklamaning samaradorligi ko'p jihatdan iste'molchilarning mahsulotni sotib olish yoki reklama beruvchi uchun foydali bo'lgan boshqa biror-bir amalni bajarishi uchun zarur bo'lgan ma'lumotni hech qanday qiyinchilikka uchramay topib olishiga bog'liq



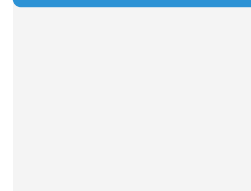
UNIKAL FOYDALANUVCHILAR
SONI



TASHRIFLAR SONI VA
CHASTOTASI



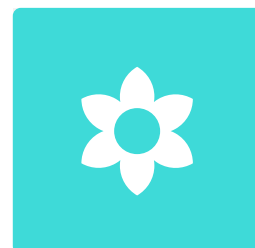
YANGI FOYDALANUVCHILAR
SONI



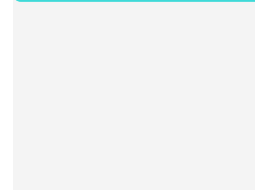
SAYTGA YO'L VA TASHRIFLAR
DAVOMIYLIGI (VAQTI)

AMAL (HARAKAT).

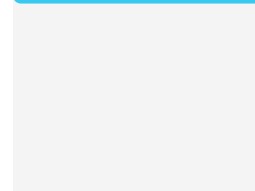
Veb-sahifa bilan tanishgandan so'ng foydalanuvchida reklama beruvchi foydasiga biror-bir amal bajarish fikri paydo bo'lishi mumkin.



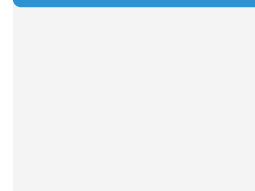
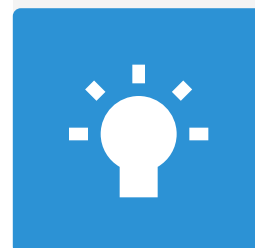
AMALLAR, BUYURTMALAR,
HARIDLAR SONI.



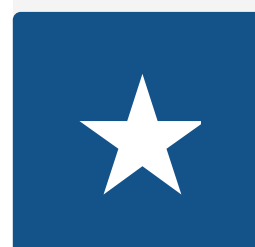
O'RTACHA HARIDLAR SUMMASI



MIJOZLAR SONI;

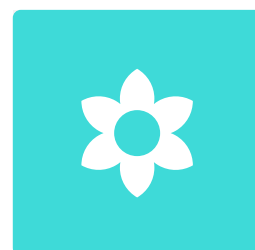


HAR BIR MIJOZ O'RTACHA
XARIDINING SUMMASI

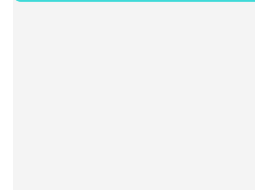


TAKRORIY AMALLAR.

Internet foydalanuvchilari veb-sahifaga qayta tashrif buyurishlari, buyurtma va xaridlarni qayta amalga oshirishlari. Shu bilan birga takroriy amallar iste'molchilar birinchi hariddan mamnun ekanligini ko'rsatadi.



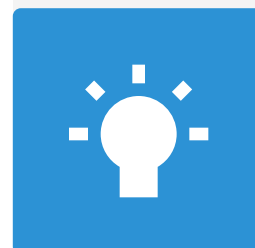
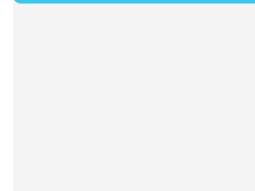
TAKRORIY AMALLAR,
BUYURTMALAR,
HARIDLAR SONI.



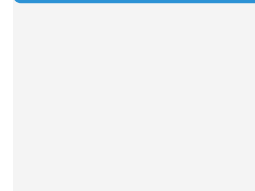
TAKRORIY O'RTACHA HARIDLAR
SUMMASI



TAKRORIY MIJOZLAR SONINING
JAMI MIJOZLAR SONIDAGI
ULUSHI



TAKRORIY HARID QILGAN
MIJOZLARNING O'RTACHA
XARIDINING SUMMASI



Onlayn reklama kelajagi

Internetda raqamli qurilmalar va kanallarning birlashishi onlayn reklama uchun yangi yo'llarga olib keladi. Raqamli reklama mijozlarga Internetga kirishlari mumkin bo'lgan har qanday joyda kirishlari mumkin.

Biz Internetga o'zimiz xohlagan kontentni o'qishimiz va ular bilan muloqot qilishimiz mumkin bo'lgan bepul vosita sifatida ko'nikkan bo'lsak-da, bu uni bepul ushlab turadigan reklama beruvchining vositasi ekanligi haqiqatdir. Va bu shuni anglatadiki, texnologiyalar rivojlanib, kontent bilan o'zaro munosabatimiz o'zgargan sari, reklama ham shunday bo'ladi.



Rahmat