

Evaluation of the efficiency of internet marketing in electronic business

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Abstract: The interactivity of information flows is becoming a major success factor and leading to significant changes in the field of e-business. The main purpose of the study is to evaluate the effectiveness of Internet marketing in e-business. It has been determined that ensuring business efficiency is inextricably linked with the use of Internet technologies in building communications with the target audience, logistics and supply chain management. The need for the introduction of Internet marketing in electronic business is highlighted to achieve and ensure efficiency, profitability and fulfillment of key KPI indicators. The method of economic and statistical analysis and evaluation of the effectiveness of Internet marketing in the context of e-business sectors in the world was applied. The key theoretical aspects of e-business development and its main directions are considered. The main indicators for evaluating the effectiveness of Internet marketing in e-business are identified, which allow determining the final structure of Internet marketing effectiveness indicators by industry. The organization of electronic business based on the proposed KPI indicators will provide a function to control the effectiveness of marketing, logistics, which is achieved by increasing conversion, reducing costs and improving competitive positions. A statistical analysis of world sales volumes in the field of e-business was carried out using Internet marketing tools. The results of the study, in contrast to existing approaches, made it possible to substantiate the need to apply in practice the formed methodology for the formation of KPI indicators their further control to ensure the effectiveness of Internet marketing.

1 Introduction

Business models and internal processes of modern companies are characterized by the fact that the exchange of information flows and business information, the implementation of operations and transactions are automated using information systems and technologies. A significant part of decisions in the field of organizing an effective business (from production to logistics), regardless of the segment of the world economy, is based on the use of modern Internet technologies. The presented technologies provide information flow and data management to provide various web services. Any types of commercial and non-commercial operations, including the exchange of information via the Internet, the organization of trade processes and the exchange of goods and services, their logistics between companies or groups of persons, are intensively developing within the framework of a new segment of the world economy - electronic business and individual industries in it (e-marketing, e-logistics and many others).

The organization of electronic business in modern realities cannot be imagined without the use of Internet marketing, which provides the entire cycle of organizing sales, interaction and communication with the target audience, logistics, service and support to ensure the effectiveness of the company's commercial activities. The introduction of a complex of Internet marketing in electronic business is associated with significant costs; therefore, the company's management is interested in the effectiveness of investments in marketing activities. However, in order to obtain objective information about

the effectiveness of Internet marketing in order to make management decisions based on it, it is necessary to comprehensively evaluate the effectiveness of marketing activities in e-business in the context of industries and segments.

Ensuring the effectiveness of e-business, e-logistics and information flow management is inextricably linked with the use of Internet marketing tools, which is characterized by the formation of a whole range of activities for interaction and communication with the target audience throughout the entire life cycle of the company: from production, sales, service, maintenance and logistics. The identified issues are relevant and in demand in the modern world for the formation of theoretical and practical aspects of organizing e-business and evaluating its effectiveness, which is ensured by the use of an Internet marketing strategy. The development of the theory of e-business organization in connection with the implementation of the Internet marketing strategy and the development of a methodology for evaluating the effectiveness of Internet marketing are a necessary and relevant topic and require deeper research.

1.1 The main directions and features of the development of electronic business

The historical development of electronic business begins in the 20th and 21st centuries, when a unified information system of the planet was created. If earlier the resources of economic development were quite rigidly tied to territories and technologies, now the main resource is information, which largely contributed to the development

of the Internet. Since the early 1990s, the spread of information and communication technologies has taken on an all-encompassing scale, and the speed of their spread has exceeded all expectations. At present, there is no sphere of human activity that would not undergo significant changes due to the massive introduction of modern information and communication technologies. The term "e-business" the IBM Marketing and Internet group coined it in 1996. Commercial use of the Internet was prohibited until 1990, but as a result, e-business could not reach its full potential. Significant to the intensity of the development of e-business is that in the 1990s, the first large private corporations received permission to operate on the Internet, and the control of the Internet, which was previously under the complete control of the US government, was transferred to private individuals. After that, in 1992, the commercialization of the Internet received the approval of the US Congress, and from that moment, the e-business market entered a new phase of its development. In 1993, the electronic money technologies of the future were invented, and in 1994, the first electronic payment system appeared on the Internet. In 1995, the Amazon online store site was opened, which is today the largest online store in the world, and at the same time, the first online bank began to operate. It should be noted that the first online stores, in fact, conducted electronic business using the long-established technology of trading by telephone and mail, which at that time was widespread in the United States [1-2].

After this stage of development of e-business, the first business models related to the B2C category appeared. The primary mechanism of Mail Order - Telephone Order was transferred to the Internet environment, which was an order for a product or service by filling out a form on the seller's website, payment was made by a plastic card, delivery of goods was carried out by mail or through a courier service. This direction includes any type of business focused on the end consumer: online stores, banking services for individuals via the Internet, online auctions, online education, paid advertising on the Internet and much more. At the same time, electronic business between individuals, C2C, is gaining momentum. A striking example is Internet auctions, consulting services between individuals via the Internet; various exchange platforms, and tutoring via the Internet. On the verge between C2C and B2C, there are websites of freelancers (photographers, make-up artists, cosmetologists), which, in fact, are online stores selling services to individuals [3].

A qualitative leap in the development of e-business, e-markets, e-logistics occurred when the desire to expand distribution channels led to the B2B sales network. In principle, anything can be the subject of commerce here, but the main prospects for B2B are in the service sector. It is currently the largest and fastest growing e-business sector. Electronic business in the field of B2G, in fact, is similar to B2B; only the customer in this case is the state. The main example of this type of interaction can be public

procurement conducted via the Internet, sociological and marketing research for government agencies, various social advertising on the Internet, placed by order of government agencies and aimed at preserving the physical and spiritual health of the nation [4].

E-business is a cumulative concept for many classes of information systems that are aimed at automating the commercial work of excellent companies and organizations, regardless of segment, type of activity and geography. It is very important to emphasize that e-business, which is focused on interaction with the consumer in the field of sales, is supported by the entire value chain from production, sale of services to logistics and support. At the present stage, the leaders of the world economic and political space are precisely those countries that have learned to determine the vector of development of information technologies and the effective management of information flows, use new opportunities for their application and popularization in all areas of activity. It is well known that the global industry of information and telecommunication technologies is one of the most dynamically developing sectors of the world economy. The information sphere has become the locomotive of the economic development of many countries. It is no coincidence that relatively recently such concepts as e-business and e-commerce, e-logistics and e-economy have appeared in the economic environment.

Electronic business in the modern world is any business activity that uses the capabilities of global information networks to transform the company's internal and external communications in order to increase profits. In accordance with UN standards, a business is recognized as electronic if two of the four components (production of a product or service, generation of demand, delivery and logistics to the consumer, and payment) are carried out using the Internet. E-business is considered to include sales, marketing, financial analysis, payments, employee search, e-logistics, user support, and partner support. Electronic business is a form of doing business, in which a significant part of it is carried out using information technologies (local and global networks, specialized software, etc.).

Thus, the relationship between the concepts of "electronic business" and "electronic commerce" should be considered as inseparable parts of the whole, since these terms are often used interchangeably. In the first case, electronic business consists of such structural components as: electronic commerce (electronic commerce); electronic private procurement (e-procurement); electronic public procurement (e-government); electronic customer service (e-care for customers); e-care for business partners (e-care for Business Partners); e-logistics and e-care for employees; e-care of influencers. In the second case, the participants between whom there are commercial relations [3-4] determine electronic business. The structure of e-business depending on the participants is shown in Figure 1.

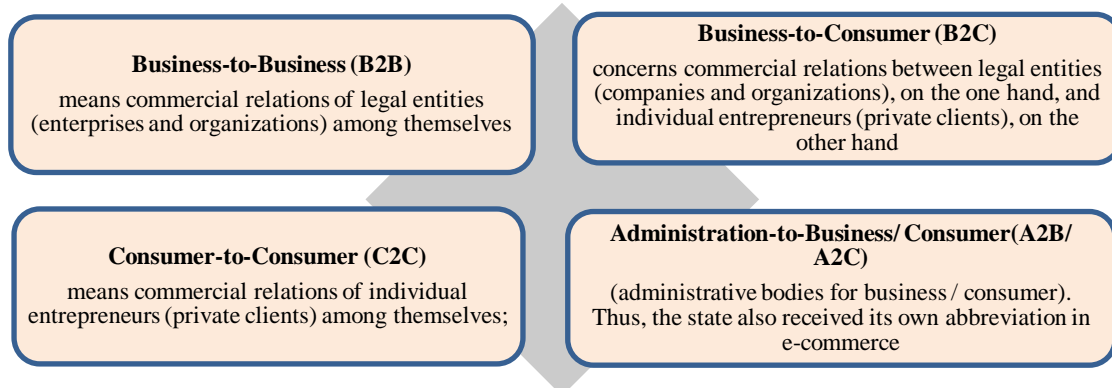


Figure 1 The structure of e-business depending on the participants

E-business is characterized by the fact that companies of a certain type, which operate on the basis of Internet technologies, are concentrated in this area of activity. This type of business is aimed at servicing the digital flow of products, and the full cycle of the transaction includes all stages from production, sale, delivery, service, support, service and everything is based on Internet technologies [5].

This type of business is dependent on innovation and the use of information technology, and the organization of the sales, communication and service process is impossible without the use of a marketing strategy that is inseparable from the Internet. The effectiveness of e-business is ensured by a rational strategy of Internet marketing, which includes all the necessary components and elements that are necessary to achieve the main goals of companies.

1.2 The relationship of e-business and Internet marketing

E-business is a sphere of active emergence and use of innovations, information and telecommunication technologies, which can be effectively organized by building a development strategy based on Internet marketing. The relevance and necessity of this study is confirmed by the presence of a large number of studies in this area, which contributes to further research and development of this direction.

The process of organizing an e-business should have an integrated approach and include all key stages from the production of goods and services to their sale, promotion, communication with customers and further service, logistics, which can be achieved through marketing. Marketing activity is a controlled and multifaceted process that is aimed at meeting the needs of potential and real consumers of the company's products, which consists in the implementation of not only specific marketing functions, but also the setting of specific goals, ways to achieve them and sources of resources for commercial activities in general.

When organizing an e-business, it is important to use a marketing strategy based on the same technologies and approaches, i.e. on the Internet, which will ensure the

effectiveness of e-business by rationally defining the main stages and tools to achieve the main goal. An e-business marketing strategy provides control and management of the marketing activities of a company's goods and services using various tools such as target audience analysis and research, market research, promotion, advertising, maintenance and service, e-logistics, and more. Depending on the evolution of marketing and its areas of application, the nature of demand in the market for goods and services, such characteristics of marketing as types, forms and types of marketing are distinguished. Types, forms and types of marketing directly depend on the tools that are used in the promotion. It is possible to conduct an electronic business focused on Internet technologies, but without an Internet marketing strategy, its development is impossible. Since e-business is characterized by the use of Internet technologies, the effectiveness of which is possible with the help of Internet marketing, its tools should be considered:

- Content marketing, which includes podcasts, blogs, link baiting, guest posts, video creation, webinars.
- Email marketing, which includes lead magnets, segmentation, split testing and email automation.
- Search engine optimization (SEO), which consists of keyword research, search engine optimization of website pages (internal optimization), external optimization, technical SEO.
- Conversion optimization consisting of conversion focused web design, headline optimization, calls to action (CTA), social proof; A/B testing (UI and UX elements), targeted advertising.
- Social media, which include advertising in instant messengers and social networks, choosing the optimal channel, social listening (monitoring social media).
- Paid advertising: - retargeting (remarketing), which includes the following activities: Google AdWords, advertising on YouTube, advertising on social networks, purchasing programmatic advertising (programmatic advertising).
- Free online marketing tools, which include free website and online store builders, free personal blogging services, social networks, forums, message boards, free

email services, online instant messaging services, directories and free services for posting information about goods and services, Q&A services, thematic portals for free publication of ads, online auctions, sites selling goods.

- Leads and lead generation, which are aimed at: personal interaction, attracting leads via the Internet. Newsletters (e-mail, SMS, etc.).

- Viral marketing, consisting of banner and teaser advertising.

- Video marketing, which is based on the type of content and its promotion among the audience.

- Guerrilla marketing, which is aimed at developing cooperation with companies, advertising and holding a shocking action, the natural introduction of goods into the lives of ordinary people using front men who play the role of happy buyers.

- Non-standard marketing, which includes the following types and areas: Crazy PR, Storytelling and many other innovative areas.

- Electronic logistics, which ensures the finalization of the marketing process and the delivery of orders and purchases to consumers. The organization of this process at an effective level will improve supply chains and management of logistics information flows.

The described Internet marketing tools are directly involved in the process of organizing an electronic business and are an inseparable part to ensure its effectiveness, depending on the type of activity and audience segment. To ensure the effectiveness of Internet marketing in e-business, which is based on the promotion of goods and services and the retention of the target audience, develop marketing strategies and policies that include the tact to achieve the goals.

1.3 Review of scientific literature in the field of evaluating the effectiveness of Internet marketing in e-business

The intensity of the development of information and telecommunication technologies and the need to manage information flows encourage many managers of modern companies to change their approaches to organizing activities and actively carry out marketing intra-organizational changes, research on the external environment, which can be carried out based on an effective organization. E-business, which is supported by an Internet marketing strategy.

The relevance of improving the efficiency of modern companies in the e-business segment is due to the need to search for and organize a business using an Internet marketing strategy that will ensure the implementation of strategic plans. To highlight the main directions in the field of the theory of evaluating the effectiveness of Internet marketing in e-business, it is necessary to consider the existing approaches in the scientific works of scientists.

Assel G. [6] emphasizes the need for constant evaluation based on an analysis of the volume of production costs and their impact on the volume of

products sold in the framework of the effectiveness of marketing activities. This approach also takes place in modern conditions of organizing the activities of manufacturing companies, taking into account small improvements and expanding factors for analysis, taking into account the specifics of the company's activities. In the work of L. Balabanova [7], it is proposed to evaluate the effectiveness based on the evaluation of the following areas: procurement, marketing integration, information adequacy, strategic focus, operational efficiency. It is important to state that this approach does not define a system of indicators for organizing the assessment process and requires serious improvements and modernization of the methodology itself, which requires further research and development in this area.

Anfinogenova Yu. [8] when determining the effectiveness of marketing, groups of indicators are distinguished based on the ratio of marketing costs and profits or sales volumes: profitability index (the share of reduced profit from marketing activities to reduced costs); market share of the organization; dynamics of margin and profit; dynamics of sales volume, which is a direct reflection of the effectiveness of marketing activities; reaching the breakeven point. It is important to note that this approach is aimed at a detailed analysis of the main key items of expenses and income, which does not take into account unplanned expenses that may arise under the influence of various factors, which should be improved in this methodology to meet its modern realities.

Kotler F. [9] focuses on the need to assess the relationship between marketing performance indicators and factors of the external and internal environment. This approach is relevant and in demand in modern business, however, no specific methodology has been proposed that would rationally evaluate the entire marketing process from production to sales and logistics, which requires a more detailed study and improvement of this approach, taking into account modern business conditions. Yasheva G. [10] emphasizes that the priority is the evaluation of economic efficiency, and not the marketing activity itself. It is important to state that although this approach considers marketing expenses only as an operating expense (and not as an investment) and does not include all cycles of the marketing process. This approach has become a logical starting point for evaluating the effectiveness of marketing activities through the analysis of the return on investment of marketing investments, which is currently widely used by Western companies, is gaining popularity and is being further developed.

In her study, Moiseeva M. [11] provides indicators of marketing activities by function (market research, assortment policy, marketing activities, communication activities) and general indicators (profitability, strategic activities). However, it should be emphasized that the issue of evaluating the effectiveness of Internet marketing in e-business remains open and requires detailed research. Tull, Donald S. [12] argues that an empirical approach is better

than a quantitative approach based on statistical testing of narrow deductive hypotheses. The paper presents the results of a study conducted in the early 90s in England, some European countries and the USA [13]. This approach is a classic and does not meet modern trends and features of e-business organization, which requires a more detailed study. Based on a review of scientific literature and research in terms of evaluating the effectiveness of Internet marketing and its effectiveness, it should be stated that the effectiveness of marketing was analyzed in the following areas: the internal attitude of the company's management to marketing (its definition, roles and functions); organization of this activity (involvement in the strategic planning process, level of coordination and information exchange between marketing functions) practical implementation of marketing functions (use of marketing research, planning, participation in the development of new products and organization of an effective logistics process, etc.).

The considered main studies in the scientific literature in the field of evaluating the effectiveness of Internet marketing in e-business allow us to conclude that there is no single approach to evaluating the effectiveness, which should be formed based on the selected approaches and requires improvement and more detailed study. The need

to develop a methodology for evaluating the effectiveness of Internet marketing in e-business determines the relevance of this study and its practical significance. Based on the generalization of the reviewed scientific literature; it should be argued that the process of evaluating the effectiveness of Internet marketing should be carried out on the basis of the following steps and procedures:

- 1) Determination of the purpose of the process of evaluating the effectiveness of Internet marketing.
- 2) Collection of statistical information and formation of a base of KPI indicators for a comprehensive assessment of the entire marketing process from production to logistics.
- 3) Analytical analysis of information flows and calculation of KPI indicators.
- 4) Substantiation of initial values and methodology for qualitative assessment of calculation results.
- 5) Formation of economic conclusions and development of projects of management decisions [14-16].

To substantiate the main KPI indicators for evaluating the effectiveness of Internet marketing in e-business, it should be noted that these indicators should take into account the strategically important factors of influence in modern business conditions, both internal and external, which is shown in Figure 2.

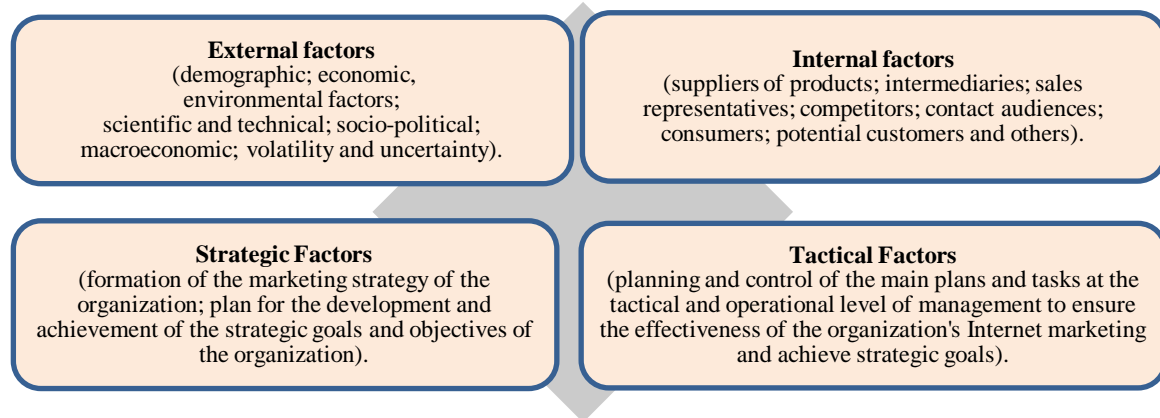


Figure 2 Factors influencing the effectiveness of Internet marketing in e-business

Internet marketing in electronic business is aimed at solving such issues as studying the tastes and preferences of the consumer, researching competitors, searching for distribution channels, analyzing the volume of product distribution for companies, creating new products, researching and working on an advertising campaign [17].

Modern trends in the organization of e-business are characterized by the fact that the use of a standard set of marketing is not enough to ensure the effectiveness of activities, which causes organizations and companies to move to a new era of marketing - Internet marketing.

The development of innovative technologies and their implementation and use in the e-business sectors of the economy makes it possible to optimize the cost structure for standard marketing mixes of an organization and

determines the use of Internet marketing tools to ensure the efficiency of companies and achieve strategic goals.

2 Methodology

2.1 Peer review process

E-business is aimed at the integrated automation of the commercial work of companies and organizations, which is focused on interaction with the consumer in the field of sales and support for the entire chain of the sales and logistics process. Strengthening competition and the generation of instability by the crisis processes of the world economy strengthens the role and necessity of using marketing in the activities of economic entities. The growth of uncertainty, both external and internal, puts in the first place for many companies the issue of ensuring the

effectiveness of activities, taking into account the presented factors. The effectiveness of many companies is characterized not only by making a profit, but also by strengthening planning, monitoring economic programs, qualitative risk assessment, using existing systemic methods for managing information flows, and solving various marketing and logistics problems.

A review of scientific literature in the field of evaluating the effectiveness of Internet marketing in e-business, indicating the presence of a problem that consists in the lack of a unified approach to developing a methodology for evaluating the effectiveness of Internet marketing in e-business, followed by the definition of key indicators and their elements that would take into account the influence of all factors through the use of innovative Internet tools and methods. The informatization of society and the intensive development of electronic business are characterized by the fact that the organization of this business, taking into account all factors, is impossible without the implementation of an Internet marketing strategy.

However, the use of Internet technologies is relevant in the modern world, which in turn leads to the modernization and improvement of existing methods, mechanisms, concepts and management strategies, marketing and its application in electronic business are no exception, which indicates the need for further research. Since in modern marketing there is no single approach to evaluating the effectiveness of Internet marketing, there is a conceptual need and relevance for the development of methodological foundations for their evaluation and a deeper study, which was carried out and reflected in the main results of this article.

The key goal of the study is to evaluate the effectiveness of Internet marketing in e-business. In accordance with the purpose of the study, the following tasks were defined: analysis of the theory of Internet marketing and the elements contained in it; classification of existing Internet marketing tools in terms of their effectiveness; classification of KRI indicators for evaluating the effectiveness of Internet marketing in electronic business; formation of recommendations for improving Internet marketing in modern conditions. To achieve the goal of the study and the implementation of the tasks set, general scientific and private research methods were used.

Analysis and synthesis of key areas that are used to evaluate the effectiveness of Internet marketing in e-business; process and system approaches - to develop a key algorithm for evaluating the effectiveness of Internet marketing in electronic business; economic and statistical analysis of KPI indicators for the effectiveness of Internet marketing in e-business and their grouping depending on the type of activity; graphical method and method of constructing analytical tables - for visual interpretation of the main results of the methodology for evaluating the effectiveness of Internet marketing in electronic business.

The proposed method for evaluating the effectiveness of Internet marketing, taking into account the formed and certain factors, can be applied in the practical activities of modern companies. The developed methodology will highlight the strengths and weaknesses of the Internet marketing strategy of modern companies with its further adjustment to achieve strategic business goals and ensure the effectiveness of e-business in general.

3 Result and discussion

When organizing an e-business, which is based on an Internet marketing strategy, success largely depends, as a rule, on the achievement of specific results, such as: profit growth, the number of calls, clicks, goods or services sold, as well as the quality of supply chain management. However, the choice of communication channels with the client at the planning stage will require an assessment of effectiveness even before making changes to the marketing. Brand promotion on the Internet is a complex and costly process, as competition in commercial segments is growing every day. It is definitely possible to calculate the ratio of profits and investments, but this is not enough for a complete picture. To evaluate the effectiveness of online marketing in e-business, several tools are used, and each of them has its own metrics by which you can evaluate the effectiveness. The main KPIs of the effectiveness of Internet marketing companies in e-business are presented in Table 1.

Therefore, the vector of marketing strategies is shifting towards individual work with the consumer. Communication based on mutual interest is today the leading direction of Internet marketing in e-business. Modern marketing tools allow you to conduct a deep analysis of the target audience, its preferences, and requests and determine the need for the introduction and launch of a particular product or service. These tools allow you to create a profile of each client in order to build the most appropriate interaction scheme with him. This approach leads to optimization of marketing budgets, expansion of the client base and sales growth by studying your audience and choosing the most accurate message when organizing an e-business.

The organization of an electronic business based on an Internet marketing strategy is based on a combination of several tools, each of which requires costs and investments. Different tools can bring different results and value depending on the niche and segment being used. Evaluation of the effectiveness of Internet marketing may vary depending on what goals the company's management pursued in the e-business segment. To evaluate the effectiveness of Internet marketing in e-business, it is necessary to use various labels and markers [18].

To substantiate the described hypotheses and the theory of this study, it is necessary to evaluate the effectiveness of Internet marketing in electronic business. The functioning of e-business in the context of Internet marketing is

inextricably linked with the use of innovative technologies and tools that allow you to optimize the main business processes of companies and improve your work. Many

world-class companies use innovative tools to evaluate the effectiveness of Internet marketing in e-business, one of which is Google Analytics [19].

Table 1 The main KPI indicators of the effectiveness of Internet marketing companies in e-business

KPI indicator	Features of the methodology for evaluating the effectiveness and characteristics
Conversion Rate (CR)	Displays the number of visits that ended with the target action (registration, purchase) to the total number of visits. CR allows you to evaluate the effectiveness of a given marketing channel.
Bounce Rate (BR)	Displays the number of users who left the site after viewing only 1 page. If the Bounce Rate is more than 40%, this is a serious reason to reconsider the approach to organizing this element of the organization's Internet marketing.
Average Order Value (AOV)	This indicator allows you to compare in retrospect the performance indicators of the Internet marketing tool in terms of the amount of income generated.
Cost Per Click (CPC)	The ratio of spending on an advertising campaign to the number of clicks. Allows you to evaluate the effectiveness of using contextual advertising placed on paid sites.
Cost Per Order (CPO)	Displays the cost effectiveness of attracting one client through the use of Internet marketing tools
Return Of Investments (ROI)	An indicator of the effectiveness of Internet marketing tools and return on investment.
Return Of Marketing Investments (ROMI)	The main indicator of the effectiveness of Internet marketing. Shows the return on investment in marketing.

Also, special attention should be paid to such Internet marketing tools in e-business as search engine optimization and contextual advertising, which provide increased customer loyalty, brand awareness and promotion, which generates an increase in income from this type of

marketing, which is reflected in the indicators (AOV,%) and (CPC,%).

The structure of Internet marketing performance indicators in the electronic business of world companies by industry as of 01.01.2022, in %, is presented in Table 2.

Table 2 The structure of Internet marketing performance indicators in the electronic business of world companies by industry as of 01.01.2022, in %

Conversion Rate (CR, %)		Average Order Value (AOV, %)	
Tourism	25.10%	Baby food and toys	189.35%
Real estate	11.20%	Vehicles	130.93%
Business consulting	27.40%	Clothing and accessories	117.51%
Business services	15.70%	Food	113.92%
Lending	24.30%	Sport and relaxation	94.15%
Healthcare	12.30%	Animal care	80.11%
Higher education	11.50%	House and garden	76.55%
Building	14.90%	Art and graffiti	76.49%
The legislative framework	15.40%	Agricultural goods	63.95%
Professional education	25.00%	Electronics	60.39%
Sport	11.00%	Appliances	55.61%
Electronics	12.00%	Healthcare	37.96%
Cost Per Order (CPO, %)		Bounce Rate (BR, %)	
Laws and Government	86.49%	Art and entertainment	58.85%
Vehicles	49.37%	Vehicles	48.30%
Business and Manufacturing	38.54%	Beauty and fitness	57.31%
Beauty and fitness	71.88%	Books and literature	63.41%
Personnel and Management	43.90%	Business and Manufacturing	56.41%
Education	80.00%	Finance	57.92%
Finance	41.14%	Food	59.36%
Insurance	48.05%	Hobbies and entertainment	55.53%
Healthcare	31.96%	Internet and television	58.53%
Repair work	68.12%	Work and education	54.07%
Sport	61.22%	Electronics	29.23%

This tool is a service developed by Google to generate detailed statistics on marketing activities. A feature of the service is that the webmaster allows you to calculate the ROI and the effectiveness of marketing expenses. This tool

allows you to evaluate not all indicators, which does not give a reliable picture, and for their detailed calculation and evaluation, many settings and personalization approaches to the description of indicators are required.

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This tool is one of the most used and allows you to control the effectiveness of Internet marketing in e-business and understand how certain tools affect the company's efficiency in the e-business segment.

The presented structure of the main performance indicators of Internet marketing companies in the electronic business allows us to determine that using innovative Internet technologies for promoting goods and services such as: a website, corporate pages on social networks, advertising, which indicates a high percentage of conversion (CR,%) and the number of visits (BR,%) in the sectors: business consulting, vocational training, tourism and lending, politics, legislation, finance and insurance, the necessary level of marketing efficiency is provided.

It should be noted that in order to use innovative tools and Internet technologies in marketing, it is necessary to spend quite large amounts of investments, and their

effectiveness ensures the achievement of the strategic goals of the organization. The effectiveness of e-business directly depends on the Internet marketing tools used to achieve all the company's strategic goals. The assessment of the effectiveness of Internet marketing of companies in the world in the context of industries as of 01.01.2022 determines the need for more intensive development of Internet marketing as a key tool for ensuring the effectiveness of e-business. The functioning of Internet marketing and its application in electronic business is gaining more and more widespread use in all industries. Since, the main indicators of the effectiveness of Internet marketing are the payback of the funds spent on marketing activities and the number of customers attracted to the company. The cost structure for Internet marketing tools and their effectiveness in global e-business companies by industry as of 01.01.2022 in % is presented in Table 3.

Table 3 Structure of costs for Internet marketing tools and their effectiveness in global e-business companies by industry as of 01.01.2022 in %

Cost Per Click (CPC, USD)		Return Of Investments (ROI, %)		The effectiveness of Internet marketing tools (ROMI, %)	
Clothing	\$0.45	Electronics	60.60%	Laws and Government	70.30%
Vehicles	\$2.24	Vehicles	52.40%	Search contextual advertising	29.30%
Business and Manufacturing	\$2.52	Business and Manufacturing	45.50%	Display Advertising	6%
Beauty and fitness	\$1.81	Finance / Insurance	69.70%	Social Media Postings	5.10%
Business consulting	\$3.08	Business and Manufacturing	38.90%	Targeted advertising	14.90%
Education	\$1.06	Healthcare	37.90%	Email marketing	6.50%
Electronic logistics	\$2.72	Electronic logistics	36.40%	Insurance	10.10%
Finance/ Insurance	\$5.77	Education	35.30%	Healthcare	5.00%

The effective use of Internet marketing allows you to increase profits by promoting and increasing consumer loyalty, which in turn provides a competitive position in the market, increasing conversions and optimizing costs. The organization of e-business is impossible without the use of innovative mechanisms and management tools, and this also applies to marketing. Since e-business is based on Internet technologies and work organization approaches, it cannot be imagined without an Internet marketing strategy that distributes all the necessary steps, tools and their

implementation into activities depending on the industry and type of activity [20]. The effectiveness of Internet marketing in e-business is ensured by an increase in the volume of conversion through the use of certain tools. The dynamics of sales in electronic business, which are provided with the help of Internet marketing in trillion. USD, as well as the growth rate compared to the previous year in % for the period from 01.01.2017 to 01.01.2022, are shown in Figure 2.

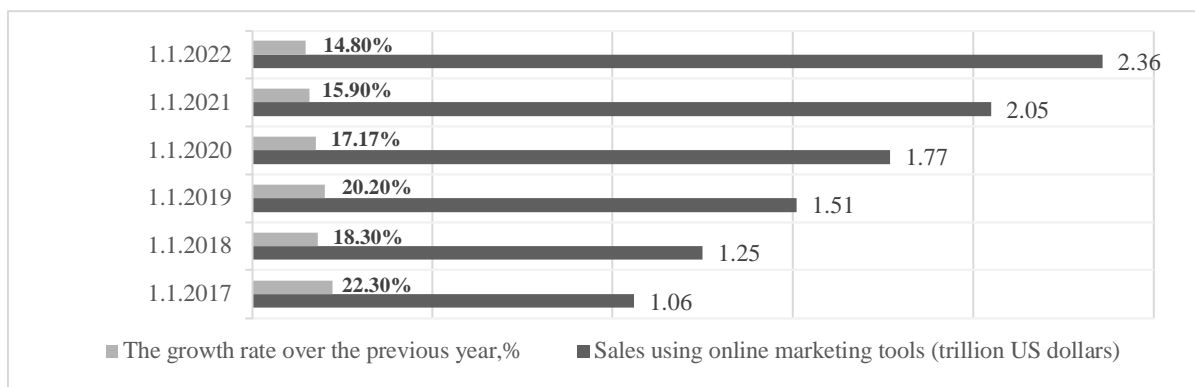


Figure 3 The dynamics of sales in electronic business. which are provided with the help of Internet marketing in trillion. USD USA. as well as growth rates to the previous year in % for the period from 01.01.2017-01.01.2022

The presented dynamics of sales volumes in electronic business, which are provided with the help of Internet marketing, increase every year, which indicates an increase in interest in the effectiveness of Internet marketing by the management of world companies, which is also confirmed by the growth rate compared to the previous year in %. From the results obtained, the hypothesis of the need for constant evaluation and monitoring of performance indicators is confirmed, which will allow planning both at the operational and tactical levels the company's marketing strategy in electronic business. Since evaluating the effectiveness of each tool allows you to identify priority areas and weed out frankly weak and ineffective ones.

4 Conclusions

The intensity of the development of innovative technologies and their implementation in modern business segments requires constant improvement of management approaches and methods. The study is aimed at studying the existing scientific approaches to evaluating the effectiveness of modern Internet marketing, which is an integral part of electronic business. The emergence and rapid development of the global Internet has led to a real revolution in the organization and conduct of business. The transformations affected both the external relations between companies and their partners or customers, as well as the internal structure of companies. Not only new areas of doing business (trading platforms, auctions, electronic markets, e-commerce and others), but the existing strategies for conducting and organizing activities have changed radically.

The main results of the study made it possible to achieve the set goal, which concerned evaluating the effectiveness of Internet marketing in e-business. Scientific approaches and theories of development of key aspects of the development of e-business in the world are considered. This made it possible to focus on the intensity of the development and implementation of information and telecommunication technologies in all spheres of human life, and also made it possible to argue for the lack of a unified approach and methodology for evaluating the effectiveness of Internet marketing, which led to the relevance and need for a detailed study. Based on the presented, the author carried out a deep analysis of existing scientific approaches and theoretical aspects to the development and establishment of e-business, identified the main types and forms of e-business, depending on the participants in modern conditions.

The peculiarity of the organization of electronic business, which is inextricably linked with the introduction of information technologies into the global business industry, is considered, where the need to use marketing as an element of management and strategy is highlighted. Since e-business is based on Internet technologies, then marketing must correspond to this. In the article, the author argues the inextricable link between e-business, e-logistics, e-commerce and Internet marketing, the use of which in

combination ensures the effectiveness of existing processes.

Due to the lack of a unified approach in the scientific literature to determine the methodology and tools for evaluating the effectiveness of Internet marketing companies in electronic business, a study of approaches was conducted and an approach to evaluating the effectiveness of Internet marketing was formed.

KRI indicators have been selected to assess the effectiveness of online marketing of companies in electronic business, depending on key influencing factors and strategic goals. To substantiate the methodology for evaluating the effectiveness of KPI, the key tools of Internet marketing of e-business companies were identified, which made it possible to determine the need for their use in the framework of achieving and ensuring the achievement of target business indicators and tasks. It is argued that, taking into account current trends in the implementation of innovative technologies and approaches to doing business on the Internet, it is necessary to use existing Google Analytics tools to evaluate the effectiveness of Internet marketing and obtain reliable results.

A methodology for evaluating the effectiveness of online marketing of e-business companies based on key KPI indicators of global companies by industry has been formed, which made it possible to determine the most rational and effective tools, as well as profitable e-business industries. Based on the sorted methodological approaches, the author assessed the effectiveness and considered the dynamics of sales of electronic business using Internet marketing tools for the period from 01.01.2017 to 01.01.2022.

The presented allowed us to formulate the main hypotheses and confirm them in terms of the fact that in order to ensure the effectiveness of Internet marketing in electronic business, it is necessary to use innovative methods and Internet technologies to achieve strategic goals.

The results of the study, in contrast to existing approaches, made it possible to substantiate the need to apply in practice the formed methodology for the formation of KPI indicators and their further control to ensure the effectiveness of Internet marketing.

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