



# “Personalization”, An Effective Marketing Strategy In The Digital Era; Examination Of Viewpoint Of Advertising Experts With Special Reference To Indore And Bhopal City

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## ABSTRACT

In the present scenario of the fast-moving life of humans, time has become the most precious asset of an individual. Balance between work life and personal life has become the toughest task to accomplish. Finding time for loved ones has become harder than ever, and hence adopting every new technology to save time has been welcomed and appreciated by people. Technology like Artificial Intelligence has brought a new boom in the world of advertising globally. It has enabled innovation that no one might have thought about before. It is “Personalization”, this newness in advertising is creating miracles that are continuously adding up to the digital advertising revenues. In the present cut-throat competitive era personalization has become the most preferred marketing strategy of digital marketers. The present study focuses on “Personalization in Online Advertising as an Effective Marketing Strategy”. A descriptive research design has been adopted to carry forward this research and a Personal Interview and case study has been taken up as a research method. In the interview self-constructed structured open-ended as well as some close-ended questionnaires were designed as a research tool. The findings of this study indicate that personalization in advertising is proven to be an effective marketing strategy. Finally, the research throws light on challenges for the advertising industry, and summarizes suggestions made by analyzing content to enrich marketing strategy.

**Keywords;** Personalization, Advertising, Marketing Strategy, Digital Marketers, Ad world.

## 1. INTRODUCTION

In this ever-changing world as the lifestyle of humans is changing the things around them are also adapting and modifying to cater their changing needs and demands. Their desire to achieve more, acquire comfort and luxury, touch perfection in everything they do, and ease the process of accomplishing all this has taken a whole new form. Nothing has been left untouched by this newness and innovation. Whether it is lifestyle, hospitality, education, business, entertainment, research, advertising, or marketing, the innovation in technological advancement has upgraded everything to ease consumer experience. The consumer is king and to persuade the king to take desired action as expected by the marketers and advertisers is the prime focus. In

this series of persuasion, the phenomenon of personalization is evolving itself as an effective marketing strategy. Advertising and marketing are relative concepts that are inseparable. Product and promotion are among the four Ps of Marketing that are although strategized by marketing fundamentals and principles majorly executed through advertising activities only. Marketing is an ever-evolving discipline and the latest iterations of that change are powering sales lift and better customer experiences across the entire spectrum. There is a relatively simple concept behind all this improvement; what someone does is critically important in deciding how to reach consumers more effectively. Their behavior is captured through their online activities which ultimately represents an incredible moment of insight for the marketer. This data is savvy enough to analyze closely and act on that information by enabling personalization.

### **1.1 Personalized Advertising**

The previous focus of targeting the whole market or segments with impersonal offerings has changed its focus to designing individual offerings to each customer, called personalized advertising or customized advertising (Simonson, 2005). Estrada-Jiminez et al. (2016) define personalized advertising as offers designed for each specific customer presented together with the content on the website so the offer seems to be part of the website the customer is visiting. Sometimes consumers receive personalized advertising online, for instance, when the consumer has been visiting a website or specific products to purchase online. If the advertisement shows a product or a few choices of products that are aimed at the specific consumer and product search history, it is called personalized ads. Personalized ads are a way of retargeting consumers and are in general based on previous searches, profile data and already conducted purchases (Lockett, 2016). New technologies have improved and simplified the way of collecting customer data. As a result, personalized advertising is the most effective and profitable promotion technique today, and companies spend an extensive amount of their budget on it (Estrada-Jiminez et al., 2016). It is reported that online advertising that is used to pass the marketing message to customers by using the World Wide Web and the Internet provides as much revenue as traditional advertising channels such as television, radio, and newspaper (Ozcivan, Ayse Bengi, 2015).

### **1.2 Forms of Personalized Advertising**

One type of personalized advertising is 'Retargeting', which Yang et al. (2015) explain is to target online users with what they have previously searched for or seen on a website that did not result in a sale. Retargeting is a strategic way to remind shoppers of their initial interest and bring them back to complete their purchase. Retargeting engages the customer throughout the purchasing journey by showing ads for the product they most recently viewed (Criteo). This information of the customer is collected through 'cookies' which store the customer's browsing history. Zarouali et al. (2017) claim that retargeted advertisement leads to a higher purchase intention among customers than non-retargeted advertisements. However, this has led to security and trust issues by customers due to the collection of customer information (Chang et al., 2016).

Talking about online targeted advertising has two major forms; contextual advertising and behavioural targeting. Contextual advertising has a system that browses the words on the website and matches the advertisement category with the text. It is a technology that is based on the brand, whereas behavioral targeting is based on the user. Before a customer makes a conversation, he or she visits the website a couple of times. These visits help marketers to collect information about the customers. Behavioural targeting uses the web search or visited websites data of the individuals and shows the relevant advertisements. The behavioural data of the people is used in different channels of advertising in order to reach the relevant customers. Different methods of online advertising can be applied using behavioural information in order to reach the right consumer and avoid waste costs (Ozcivan, Ayse Bengi, 2015). All these are ways of forming personalized advertisements.

### **1.3 Technology Behind Personalized Advertisements**

Business intelligence (BI) are the technological advancements that have increasingly affected the way personalized advertising is being developed. BI includes the usage of techniques for collecting and interpreting consumers' online behavior, and with this information make calculated decisions, including the profiling of individual consumers that can be targeted in future marketing activities (Gerdman, T. & Nordqvist, F., 2017). Some of the most commonly known ways of adopting BI are through data mining and analytics, as

well as the advantageous utilization of web cookies (Chen et al., 2012). The following section will briefly introduce this technology for a greater overall understanding of this study.

**1.3.1 Big Data Mining and Analytics** - As more people are active online, and with a global estimate of 50 billion devices connected to the internet by the year 2020, there are, and subsequently will be, enormous amounts of consumer-generated data that are available for organizations to acquire and analyze through various software (Henke, Libarikian & Wiseman, 2016). The owner of the data will be provided with valuable business intelligence (BI) that can be used for tracking, interpreting, and understanding both current and prospective customers. The reliance on big data to create additional value can now appear in basically every possible function across different industries, and if properly utilized, the analyzed data can lead to key decisions being made throughout the whole organization (Manyika et al., 2011). With massive amounts of data, artificial intelligence (AI) can be used when analyzing the data to locate patterns that provide decision-makers with information (Brown et al., 2017).

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**1.3.2 Cookies** – As a visitor when consumer visits any organization's website, they may be aware of their usage of cookies to 'improve the user experience'. A web cookie is essentially data consisting of text files, created and set by an organization on its website. When an internet user visits a page and accepts the cookie terms, the text file is stored within the user's browser and will then grant the owner of the cookie to store this particular user's information, which can be extracted at later visits by the same user to increase his or her convenience (All about Cookies, n.d.). The basic function of cookies is to allow a server or website to have a memory that will recognize users and their previous activities on a specific website, and to aid recurring visitors with automatic completion of information tasks (European Commission, 2016). The information that is generated through cookies will bring knowledge to the domain owner, to identify consumers' needs and preferences, something that Chen et al. (2012) describe as a "gold mine" for businesses that want to understand their customers, and subsequently adapt their offerings to the individual.

## 2. REVIEW OF LITERATURE

**Bleier, Alexander, & Eisenbeiss Maik, (2015), Personalized Online Advertising Effectiveness: The Interplay of What, When and Where.** This research investigates the effectiveness of personalization in banner advertising by taking into account its interplay with timing and placement factors in the course of two large-scale field experiments with a major fashion and sporting goods retailer. In field experiment 1 it examines the interplay between ad content personalization and the two nested timing factors of a consumer's current state. In field experiment 2 it examines the interplay between ad content personalization and motive congruence between a banner and its display website as an important factor in online advertising. Its findings shows that the click-through rate of personalized and non-personalized banners is unaffected by motive congruence. Overall, this research shows that ad personalization through retargeting can substantially enhance banner effectiveness; yet its impact hinges with timing and placement factor.

**Bright, Laura F., & Daugherty, Terry, (2012), Does Customization impact advertising effectiveness? An exploratory study of consumer perception of advertising in customized online environment.** The purpose of this research is to expand theoretical understanding of online marketing by testing a consumer's desire for control relative to the ability to customize media content while experiencing advertising within these types of environments. Specifically, this study examines the effect of customization, a consumer's desire for control, and type of advertising on an attitude towards advertising, content recognition, and behavioral intention for interacting with advertising. For executing this study, 2 x 2 x 3 factorial design has been adopted with type of customization priming. The result indicates that subjects who thought they were exposed to a customized media environment had greater behavioral intention for interacting with advertising. Hence, customized environments create a sense of engagement for consumers.

**Pahlman, Kajsa, & Waldenskiold, Emilia, (2013), Personalized Marketing; A qualitative study on tailored marketing online from a consumer's perspective.** The purpose of this research is to investigate how consumers perceive personalized marketing in purchasing situations online when it is used as a customer relationship management-tool. The study aims to focus on consumers' perceptions, responds and sense making when being exposed to customized marketing. Primary data for the study has been collected through interviews and secondary data through peer-reviewed academic articles. The findings of study highlights that it is of high importance to assemble the personalized communication in a correct way according to the consumers' own preferences. The perception of personalized communication is in other words more positive for consumers who are engaged in relationships.

**Ozcivan, Ayse Bengi, (2015), Effectiveness of Online Customized Advertising.** In this study, effects of online customized ads are investigated in light of Regulatory Focus Theory in order to evaluate the psychological state of the consumers' ad perception. The data was collected from 409 respondents through a scenario-based online survey and analysed using Structural Equation Modelling (SEM). The results shows that attitudinal and behavioral outcomes are directly affected by several UGT constructs, which are predicted by promotion focus level and security risk. Furthermore, attitude toward the ad is found to be affected positively by informativeness and entertainment, and negatively by irritation. The findings suggests that individual level characteristics and UGT constructs should be considered by marketers who use online customized advertising.

### 3. PURPOSE OF RESEARCH AND RESEARCH QUESTIONS

Along with the advancement in technology, marketing strategies are also changing. Marketers are adapting to all new techniques that improve their marketing efforts. Personalization of advertising is a marketing strategy that is getting a good amount of positive response from marketers as well as consumers. This study aims to analyze marketers' perspective toward personalization in advertising as an effective marketing strategy. The study introduces some questions related to the topic of study;

1. What is Personalized Advertising?
2. What are the reasons behind preferring digital media over other traditional media platforms?
3. What are the techniques that enable personalization of advertisements?
4. Does personalized marketing strategy generate sales?

### 4. RESEARCH OBJECTIVES

- 1. Developing an understanding of Personalized Advertisements, their nature and forms.
- 2. Analyzing Personalization in Advertising as an Effective Marketing Strategy.
- 3. Developing an insight into the Technology behind the making of Personalized Advertisements.

### 5. RESEARCH METHODOLOGY

**Research Design** – Understanding the objectives and aim of this research, the present study will be a Descriptive Research Study. The descriptive research design is used to describe systematically a situation, phenomenon, information, perception, and attitude toward an issue.

**Research Method** –The interview Method is adopted to gain an in-depth understanding of the proposed research area, identify solutions, and offer possible suggestions. Also, a case study is included to strengthen the research study.

**Universe of the Study** – The Universe of the study is Bhopal and Indore City of Madhya Pradesh State.

**Sample Size** –About 14 Advertising experts and Digital Marketers were identified with whom personal interviews were conducted.

**Sampling Technique** – A non-probability sampling technique i.e. purposive sampling method is adopted for the sample selection.

**Data Collection** – The study will consider both primary and secondary data for analysis. The primary data will be collected fresh from the respondents with the help of structured interview. Secondary data will consist of related literature comprising books and articles.

**Tools for Research** – In this research, for interview a well-structured questionnaire as a tool will be used.

## 6. DATA INTERPRETATION AND ANALYSIS

The interview data gathered for this study is organised and analysed by the researcher. For few questions which are close ended frequency analysis method has been used to present the result of the study.

### Demographic Representation

Table 1 – Showing demographic detail of respondents.

S. No.	Category (s), Frequency (%)			
1.	Gender	Male	Female	
		14 (100%)	0	
2.	Age	18-35 Yr. (YA)	36-55 Yr. (MA)	55+ (EA)
		5 (35.7%)	8 (57.1%)	1 (7.1%)
3.	Place	Bhopal	Indore	
		5 (35.76%)	9 (64.28%)	

Table 1 shows that all the respondents were male and majority of them i.e., 57.1% belong to middle age group.

Maximum of respondents 64.28% are from Indore and 35.7% were from Bhopal. As Indore is the commercial capital of Madhya Pradesh, most of the advertising agencies are found there.

### Details of Respondents who were interviewed;

Table 2 – Showing details of respondents who were interviewed;

Name and Designation	Organization
Mr. Rohit Bindal (Director)	Purple Focus and Fusion Events
Mr. Sandeep Nahar (CEO)	Anil Publicity Bureau
Mr. Rajesh Sharma (Partner)	Ankit Advertising
Mr. Jimmy Goswami (Creative Director)	Kanvas Branding Pvt. Ltd.
Mr. Sanjay Dhasmana (MD)	Samwad Digital
Mr. JB Sahu (MD)	MatrchBox India Advertising
Mr. Rahul Jain (MD)	PSPL Advertising Pvt. Ltd.
Mr. Kapil Mishra (Writer & Director)	Self-Employed (Previous – Leo Burnette, JWT)
Mr. Rajesh Chauhan (IT Head)	Kanvas Branding Pvt. Ltd.
Mr. Palash Bhavsar (Sr. Software Er.)	InfoBeans Technologies Pvt. Ltd.
Mr. Vivek Gupta (Founder)	E Wizard Digital Solution
Mr. Irfan Sayeed (Digital Marketing Manager)	Terra Origin India
Mr. Avil Porwal (Co-founder)	i-engage (sister company of PSPL)
Mr. Naman Shrivastav (Digital Marketing Team Lead)	Ask Galore Digital India Pvt. Ltd.

Q.1. Throw some light on the latest trends in Advertising world?

- **All the 14 respondents said that Digital Advertising is booming in present scenario.**
- We are on the peak of Data utilization which has been gathered over a period of time. (Mr. Avil Porwal). Currently we are working only on 10% of Consumers data.
- In Madhya Pradesh “Indore” is the top market of Advertising and Bhopal is far behind that. (Mr. Sanjay Dhasmana)
- Digital advertising in M.P. is less due to lack in expertise and advertisers’ acceptance.
- Virtual Reality is prevailing in advertising in western market. (Mr. Kapil Mishra).

- Young and middle age constitutes major audience of Digital media. Elders are still stick to traditional media. (Mr. Rajesh Sharma).

Q.2 In present scenario which media platform is the first choice of advertisers for their promotional activities?

Table 3 – showing choices of advertisers for doing promotional activities;

- All the 14 respondents responded that it completely depends on the “Product, Brand, target audience and Budget of the Advertisers which media platform they choose.
- The responses shown in above table gives a broader overview of Indian Advertising world.
- Interpretation of Data shown in above table indicates that Print and Digital are the first choice of Advertisers.
- For Specifically M.P. Region Print is the first choice. On national level Digital is first choice. (Mr. Sanjay Dhasmana).

Q.3. What are the reasons behind preferring above said media platform?

In interview, interviewee addressed many reasons for choosing digital media platforms as Real time data, easy access, accurate measurement, audio-visual content, specific targeting, geo-locating, high engagement, cost effective and speed. They also mentioned reasons for choosing print medium as credibility, acceptance, sales oriented, fits in budget, expertise at regional level, availability and persuasive value.

Mediums	Always	Very Often	Sometimes	Rarely	Never
A) Print	8	6			
B) TV	2	11	1		
C) Radio		2	10	2	
D) OOH		6	7	1	
E) Digital	9	4			

Q.4. On which medium advertisers are spending their maximum advertising budget?

- Again, it depends on the Product, Business Objectives and overall Advertising budget. (Mr. JB Sahu, Mr, Sandeep nahar)
- On a broader term or national Level Maximum Budget is invested on TVC. As it has a high production and distribution cost. (Mr. Avil Porwal, Mr. Rohit Bindal)
- In Madhya Pradesh and other small towns and cities Print is still dominating, on national basis TVC dominates, but Digital media is flourishing very fast and it will soon supersede other mediums. (Mr. Sanjay Dhasmana).
- Big Brands spends on all platform and majorly on TV. While ecommerce and startups invest their whole budget only on digital. (Mr. Irfan Sayeed)
- Once any startup gets established, they approach TV and print for branding purpose. (Mr. Vivek Gupta).
- On digital also Goggle and Facebook are the biggest market (Mr. Palash Bhavsar).

Q.5. What is Personalized Advertising according to you?

- Every individual is different from one another and have different needs.
- The more we know about the trades of consumer and about the question they have in their mind about a product or brand or services the better we can cater to their individual needs. An advertisement that answers or satisfy individual need is Personalized Advertisement. (Mr. Avil Porwal).
- All the 14 respondents addressed following statement in their own words;
- ***“A Personalized Advertisement is something which is retarget to the consumer based on their previous search history, order history, choices they made and behavioral tracking at right time, on right place with right content”.***

Q.6. Please tell us about the different forms of Personalized Advertising.

Most common forms of personalized advertising that are mentioned by respondents are presented below in chronological order starting from the media which has been addressed by maximum; Social Media Advertising (14), Influencer Marketing (12), Search Advertising – SEO & SEM (11), Display Ads (Google) (12), Native Ads (Goggle) (8), Mobile Advertising (9), Direct Mail Advertising (9), WhatsApp advertising (4), OTT Advertising (over-the-top) (2), Conversational Automation (Chatbot) (1), Loyalty Programmes (1).

Q.7. Which form of personalized advertising is mostly adopted for promotions and why?

Mostly adopted form of personalized advertising is; social media advertising – mentioned by all 14 respondents, Influencer Advertising and display advertising – mentioned by 12 respondents. And the format which is most commonly adopted for them is video ads format and graphic/image + text format.

Q. 8. How do you define your Target Audience?

- Targeting Audience is very Product Specific. (Mr. Rahul Jain, Mr. Sanjay Dhasmana, Mr. Sandeep Nahar, Mr. Avil Porwal, Mr, Irfan Khan).
- Digital Media Platforms like FB, Insta, and other have inbuilt features that allows demographic and psychographic targeting. (9 out of 13)
- Despite of Artificial Intelligence technology and machine learning software, Analysis will always be a Human part which would play a crucial role in accurate targeting. (Mr. Avil Porwal).
- Also, the Communication is very important, what is to be feed in the media vehicle should be appropriate. Right Communication, At Right Place on Right time is the key for Personalized Advertising Success. (Mr. Avil Porwal)

Q.9. Who seems to be more inclined towards Personalized Advertisements?

Table 4 – Showing inclination of consumers of different age group towards personalized advertisements;

Audience	Always	Often	Sometimes	Rarely	Never
Young Adults (18-35)	9	5			
Middle Age Adults (36-55)	5	9			
Older Adults (55+)	2			12	

- The Data shown in above table indicates that young adults are more inclined towards personalized ads followed by middle age adults. While elders are rarely interested to see such ads.
- Middle age has buying potential and they are tech savvy. (Mr. Sanjay Dhasmana, Mr. Sandeep Nahar).
- Children are also playing part in decision making they are the biggest influencer in a family. (Mr. Rajesh Sharma)

- Somehow elders and young are dependent on middle age to take buying decision. (Mr. Irfan Sayeed)
- As per Mr. Avil Young Adults and Elder are much gullible than middle age.

Q.10. What may be the reasons behind preferring personalized advertising for promotion of goods and services? Please tick on below mentioned reasons;

Table 5 – showing reasons behind preferring personalized advertising for promotion of goods and services;

Reasons;	SA	A	N	D	SD
Cost Effective	7	3		4	
High ROI	3	7	3	1	
High User Engagement	2	11		1	
Accurate Audience Targeting	4	10			
Wider Reach	2	2		10	
Easy Tracking	6	8			
Real Time Engagement	3	10	1		
Easy to Measure	4	10			

- In personalised advertising individual are targeted so advertising cost becomes higher per individual.
- Amount of creativity and experiment that I can do on digital platform is much higher as compared to any other media platform. (Mr. Avil Porwal).

Q.11. Throw some light on the techniques that enables personalization of Advertisements;

- Artificial Intelligence Technology (Mentioned by 12 out of 14)
- Machine Learning (Mentioned by 10 out of 14)
- Google Analytics (Mentioned by 10 out of 14)
- HubSpot (Used by I-Engage, Google funded company) (Mr.Avil Porwal)
- Cookies (Mentioned by 6 out of 14)
- All above techniques provide Big Data, Analysis and Interpretation of which Leads to the development of Personalized Advertisement.

Q.12. Does Personalized Advertising proven to be an effective Marketing Strategy?

- Out of 14, 13 respondents strongly agreed that Personalized Advertising is a very effective marketing strategy.
- Mr. JB Sahu said that it depends on the product and target audience. For some it is effective for others it is not.



Q.13. According to you, how does consumers react when they are exposed to a personalized advertisement?

Table 6 – Showing Consumer reactance to personalized advertisements.

Consumers	Always	Very Often	Sometimes	Rarely	Never
Views increases	9	3	1		
Engages Positively		10	3		
Clicks to Buy		8	4	1	
Buys the product		8	4	1	
Get Irritated		1	7	3	2
Unsubscribe Ads			8	4	1
Block Ads			3	5	2
Report Ads			1	9	3

- A personalized ad will make consumer feel special. (Mr. Avil Porwal)
- If the analysis part goes wrong and consumer profile is not selected accurately than only consumer will get irritated. (Mr. Naman Shrivastav and Mr. Irfan Ali Sayeed).
- Advertisers needs to be very careful while retargeting, the ad should not become intrusive factor between their activity. If a consumer has purchased a product after seeing any such ad, they shouldn't be retargeted by ads of same and similar products. (Mr. Kapil Mishra)

Q.15. Which type of Advertising media generates more sale?

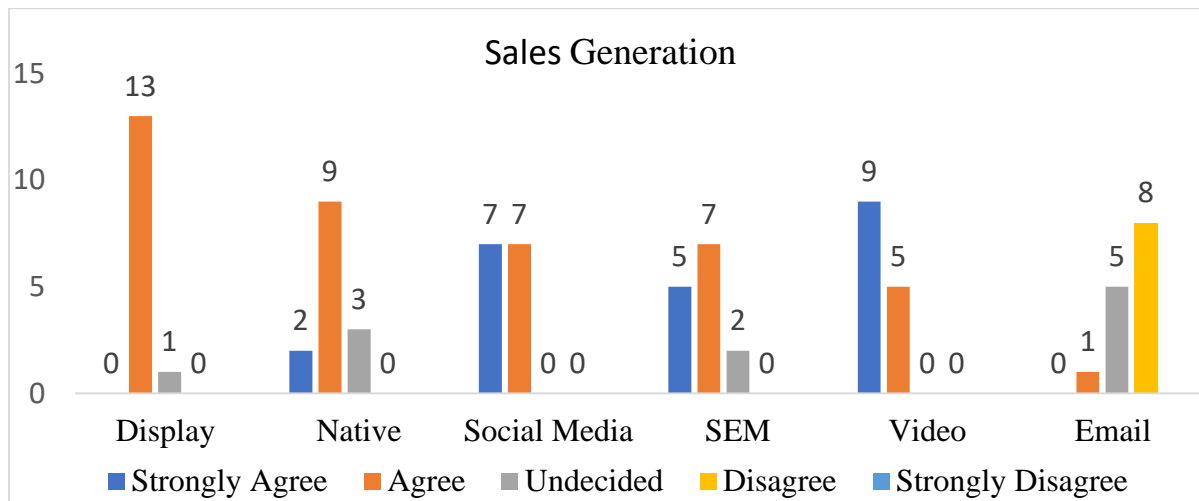
Table 7 – Showing type of advertising media and how often it generates sales

Types	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Print	3	10	1		
TV	3	9	2		
Radio			7	7	
OOH		5	7	2	
Digital	6	7	1		
Guerilla		1	4	9	

- The data shown in above table indicates that Digital generates more sale followed by print and then TV.
- The data shown in above table indicates that OOH generates less sales.
- Radio and guerrilla lags far behind in sales generation.
- Depends on the nature of Product and its category. (Mr JB Sahu, Mr, Sanjya and Mr. Avil Porwal, Mr. Kapil Mishra).

Q.16. Which type of digital Advertising generates more sales?

Graph 1 – Showing sales generation through different types of digital advertising;



- All 14 respondents either agreed or strongly agreed that Video, Display and social media is generating maximum sales. Followed by Native and SEM.
- WhatsApp is also generating sales now, added Mr. Vivek Gupta.

Q.17. How do you see future of Personalized Advertising

- BRIGHT & GLORIOUS. (14 out of 14).
- Social Listening will grow. (Mr. Sandeep nahar)
- Acceptance will increase. (Mr. Rahul Jain)
- Discounts, offers, lazy pay, buy now pay latter are increasing buying habits of consumer. (Mr. Palash Bhavsar).
- It is going to the Next Level. Companies are already manufacturing customised medicines as per the problem of client and its genetics. (Mr. Irfan Ali Sayeed).

### Case Study

A case study on online advertisements of “Toddylon” and its effectiveness is also added here. Toddylon is an Indore based small e-commerce business catering to all small and big needs of newborns. With years of expertise and passion in the baby care industry, Toddylon is a manufacturer and exporter of wide range of newborn baby products. At their onset they were struggling to convert website visitors to customers and they have no idea of how to generate more and more awareness among new parents of Indore city. Like every successful brand has a strong marketing team, innovative ideas and creative ad campaigns behind its strong market presence, Toddylon was supported by i-engage; best digital marketing company of Indore. Understanding the specific need and problem of Toddylon, i-engage assisted it with a strong digital marketing strategy and the very first step it took is recreation of their existing website. i-engage created a dynamic user-friendly website for Toddylon which ultimately gave a convenient shopping experience to consumers. I-engage assisted Toddylon in making its product range available on all top e-commerce sites as well like, Amazon, Flipkart, Firstcry, Meesho, Jiomart, their products can be purchased through any of these sites. They worked hard upon their search engine optimization, now when a person searches about toddyilon on any search engine, its website appears first and then appear all the e-

commerce sites where their products are made available. Also, they bided for the keywords, and when a person searches for newborn baby products, Toddylon appears at fourth position in search results. Their powerful digital marketing strategy also includes social media marketing for Toddylon. Their social media page is updated in every two days with a unique post showcasing product range of Toddylon. Through hyper-localization, Facebook and Instagram posts of Toddylon are retargeted to the specific audience only like; new parents and expecting parents. The result of the retargeting campaign was impressive. Their business conversion rate increased from 5% to 17%, and their revenue increased by 140%. The success of this retargeting campaign can be attributed to a few key factors, first the ads were personalized and highly targeted to people who had already shown an interest in Toddylon products.

## 7. FINDINGS AS PER OBJECTIVES;

### **Personalized Advertisements, its nature and forms**

- *“A Personalized Advertisement is something which is retarget to the consumer based on their previous search history, order history, choices they made and behavioral tracking at right time, on right place with right content”.*
- Most common forms of personalized advertising that are mentioned by respondents are Social Media Advertising, Influencer Marketing, Search Advertising – SEO & SEM, Display Ads (Google), Native Ads (Goggle), Mobile Advertising.
- Personalized advertisements are very specific as they cater to individual need. There is a wider scope of creativity and innovation in digital medium as compared to other.

### **Personalization in Advertising is an Effective Marketing Strategy.**

- Digital media is blooming in present scenario as advertisers are preferring this medium for their promotional activities for various reasons like, real time engagement, high interactivity, cost effective and many more.
- “Personalized advertising is analyzed and proven to be an effective marketing strategy”, stated 13 respondents out of 14.
- Consumers are feeling special when they are served with their specific needs in the form of personalized advertisements. Also, the data analysis revealed that they are generating good revenues. Also, they are found trending among young and middle-aged digital consumers.
- The case study of ‘Toddylon’ also supports the strategy of retargeting. The personalized retargeted campaign enhanced their sales and proven to be an effective marketing strategy for their business.

### **Insight about Technology behind the making of Personalized Advertisements.**

- Social networking sites like FB, Insta, Twitter, and other has inbuilt features that gather and analyze consumer information. Besides them, machine learning, artificial intelligence, cookies, and Google Analytics are major techniques that enable personalization of advertising.

## 8. CONCLUSION AND RECOMMENDATION

From the time being advertising has undergone various changes to stay connected and relatable with the world. It has taken various forms and moulded itself as per the nature of the medium, but there is one constant thing, it's the message. Be it any form or medium, the message is the core of advertising, it needs to be clear, crisp, strong, and simple to understand without bothering consumers. In this digital era, since all consumers are found mostly on digital platforms, advertising has shifted its medium and focus. Digitalization has allowed it to be more specific, accurate, and focused according to consumers' choices. Personalization in advertising has eliminated the wastage of advertisements that are mass-oriented to people who don't even need that

product/service. And, hence it has become the most preferable marketing strategy for advertising agencies. Personalized advertising has proven to be the most effective strategy in the digital era. But, with all goodness, some factors need to be taken care of while doing personalized advertising. Like, frequent retargeting may get irritating for consumers at some end. They may also feel an invasion of their privacy as personalization comes from the usage of their data. There needs to be a perfect balance of optimization and execution in terms of personal data usage, analysis, and retargeting. A well-planned marketing strategy blended with personalized advertising targeted to the right audience at right time at right place is the key to achieve success in advertising world.

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