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ASPECTS OF ELECTRONIC PROCESSES IN A PANDEMIC CONDITION

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The main aspects of electronic processes in a pandemic, their features are considered in the article origin, existence and application, the world economy is studied in a pandemic. The impact of quarantine restrictions, both in Ukraine and in other countries of the world, have left their mark on economic performance of the enterprise, its efficiency, sales, and this all might not have affected the main macroeconomic indicators of the country. But, at this time, on economic space the startups come out with a fundamentally new look at economic processes and become successful precisely due to the scale of pandemics. A striking example of such an enterprise is a company which brought Zoom program to the market and has a daily audience of more than 10 million consumers. It should be noted that business processes are massively moving to the on-line space and use email marketing tools. In this regard, marketers and analysts are constantly improving their skills in using programs such as Google Analytics, Apps Advertising when setting up ads on social networks Fb and Instagram, Pixel Fb, Ads Manager, UTM tags and others. With the growing demand for the quality and number of offered functions, these programs are constantly updated and improving, meeting the needs of the market and leading the competition in this niche. Advertising companies of manufacturers and sellers of services / products massively moved to the Internet space. Due to the massive transition to on-line consumers, who, being at home, can visit on-line shops and make purchases thanks to electronic bank cards. Increase in advertising costs in 2020 has grown significantly. The use of targeted advertising (targeting) allowed us to optimize the advertising costs and narrow down ad impressions only to the selected target audience. The possibilities of detailed targeting in Fb allowed us to reach the target audience anywhere in the world or on a neighboring street, that is, such advertising can be global as well as and local. Thanks to this, you can optimally determine the budget of the advertising company, change advertising costs depending on the effectiveness of the advertising company, as well as calculate KPI. This is possible thanks to the functions which provide analytical Internet systems: tracking the number of leads and conversions for each advertising company.

Keywords: email marketing, pandemic, Internet advertising, leads, KPI, Internet analytics, consumers, conversion, targeting.

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Introduction and problem statement

In a pandemic that has occurred in the world, development of electronic processes is happening at a faster pace, given the changes that have taken place in the internal and external environment. Electronic processes are a necessary condition keeping the most business processes efficient. Remote work of

enterprises workers, rather than being directly in their workplace is possible only due to more efficient use of electronic control elements of the system enterprises. It is the current global crisis caused by COVID 19, has accelerated the transition of humanity to online. A special problem that arises in this case is the application of electronic processes in



full with the maximum efficiency. But this is possible only in the presence of highly qualified personnel and equipment necessary for this purpose with constant access to the Internet.

Analysis and research of publications

Today the problem of electronic processes and ways out of the economies of different countries from the crisis that has arisen as a result of the pandemic involved quite a few domestic and foreign scientists. Among them it is possible to allocate Danko T.P., Zubenko I.R., Kanishchenko O.L., Kravchenko A.V., Litovchenko I.L., Mozgova G.V., Pleskach V.L., Pylypchuk V.P., Starostina A.O., Uspensky I.V. and others. However, this problem is not fully disclosed and needs even more detailed research.

The purpose of the article

The purpose of the article is to analyze the theoretical and practical aspects of electronic processes in pandemic conditions.

Presenting of main material

Effective activity of the enterprise, both in the domestic and foreign markets depends on many factors and involves the solution of a sufficient number of strategic and tactical tasks. For today, the algorithm for solving many issues has changed, in connection with the situation that has developed not only in Ukraine but also in the world as a whole, and is related to COVID-19. One of the main conditions for the activity of the enterprise was the transition of a significant number of business processes to online.

Quarantine restrictions in Ukraine, which came into force for the first time: from March 12 to April 3 In 2020 on the whole territory of Ukraine forbade to visit the educational institutions by its applicants and holding all mass events in which more than 200 people take part, except for the necessary events to ensure the work of public authorities and local governments. Sports events are allowed to be held without the participation of spectators (fans) [1]. However, on 25th of March 2020, the Cabinet of Ministers of Ukraine decided to extend the quarantine activities until April 24, 2020. The next step was to extend the quarantine until May, 11 2020, then until May, 22. For today, until December 31, 2020 there is a valid general quarantine throughout the territory of Ukraine.

At different stages of quarantine, quarantine restrictions have been also changed. Economy of the country is experiencing a very serious crisis. Many entrepreneurs, according to their calculations, to the end of 2020, they will not be able to repay all their debts and make a profit. Closing enterprises and the inability of many of them to sell their products off-line, forced them go online and start your e-business. This led to an increase sales volumes on-line.

Impossibility for consumers to attend mass events: cinemas, theaters, concerts and others led to the need for on-line communication. But such communication became not only to cultural pastime, but also scientific institutions began to teach schoolchildren and students on-line. During this period, one of the new startup companies appears on the world market – ZOOM, which quickly captures a new market. A market that has emerged as a result of pandemic and forced quarantine.

At the beginning of March 2020, in less than a week, the value of the ZOOM share increased by almost 40%, and became equal to \$ 159.56 per share. At the same time, capitalization of the company increased by almost a third (\$ 14.3 billion) and amounted to \$ 44, 1 billion in early 2020 year, the company had 2,400 employees, for a year their number increased to 3,400. According to the data of Sensor Tower, the number of ZOOM downloads has increased by 109% if in 2019 daily 10 million users used this service, then in 2020 their number has increased up to 300 million users per day. The company's projected profit for 2020 will be \$ 917 million, while earnings per share will be approximately \$ 0.44 [2].

We see that in the conditions of pandemic and quarantine it is gaining more urgency e – marketing, which involves all marketing tools, but with use of electronic means and on-line mode. Analysis of functions, essence, features of application of electronic marketing, positive and negative sides of its application and the ability to calculate efficiency using on-line programs characterize its impact on management. A rather important point is that analysis of online marketing tools is more effective and affordable for both marketers and business leaders.

First, the analysis of the advertising company becomes more effective on-line thanks to the ability to use programs such as Google Analytics, the use of the application Advertising when setting up advertising on social networks Fb and Instagram, use pixel Fb, Ads Manager, UTM tag settings with generator and more.

Google Analytics allows you to manage multiple accounts and receive reports both in real time and in dynamics. Statistical reports of the site begin to form only after connecting this service to the site that is needed to analyze. Google Analytics provides the ability to get reports:

- an audience report that contains fairly thorough information about the audience that visited the site;
- report on traffic sources, i.e. it is from the branch come site visitors;
- the behavior report provides an opportunity to understand what consumers do when get to the site;

– the conversion report provides information about the site's performance in achieving the goals that were established by managers and marketers;

– own reports, which are formed based on the needs of the site owner.

Google Analytics is a service used to analyze consumers. The service has both free and paid functions. This is an affordable service that provides an opportunity to evaluate the profitability of advertising companies, site visits, make comparative characteristics and much more [3].

It is necessary to highlight the settings of advertising on Fb and Instagram, especially now, when most consumers have mastered social media, and now, learn about the news, or about each other's interesting circumstances from social networks. The reach of Fb users is more than 1.6 billion active users who use this social network each day at least 35 minutes. The number of Ukrainians who are registered in Fb is more than 14 million people 11.5 million Ukrainians are registered on Instagram. These data indicate a fairly large advertising audience where most companies can find their target consumer and broadcast advertising just for him. To run an advertising campaign, you need to create your own business page in the social network Fb, choose which social network will take place advertising campaign (Fb or Instagram, or both) and start developing the advertising appeal itself. Today in their social networks Fb and Instagram companies can earn money only by launching the targeted advertising.

Because of this, the algorithm Fb and Instagram is designed in such a way that only 5% of «friends» can see in their feed news. Of course, after setting up the advertising appeal, the advertising budget is calculated and on the business page the details of the card from which the funds will be deducted are entered for an advertising campaign in a currency that is pre-selected by the advertiser in it advertising office. The uniqueness of an advertising campaign in these social networks is that it can be global, i.e. it can be configured for any country in the world, and local, for example, when advertising «cafe near the house» it can be broadcast only on residents of adjacent neighborhoods.

Of course, the cost of online advertising is more predictable, and thanks to services can calculate quite accurately the profitability of advertising appeals. Forecast advertising costs are shown in Fig. 1 [4].

However, the question arises as to whether all customer segments have completely switched to the Internet space, whether there are those who are not going to do it or postpone the possibility of the first shopping for a more «appropriate» time in their view. Consumer segmentation criteria in modern conditions must take into account not only the classic parameters, but also the availability of the network. The Internet, the availability of electronic means for the consumer, which will provide an opportunity not only learn about the product, but also evaluate its characteristics and make an online purchase [5].

Global, Forecast advertising spend by category

Year-on-year % change, US\$ nominal

WARC
DATA

■ 2020(f) ■ 2021(f)



Note: Data are net of discounts, include agency commission and exclude production costs.

SOURCE: WARC Data, Nielsen Ad Intel, Global Ad Trends: State of the Industry 2020/21

Fig. 1 Global forecast of advertising costs by categories [4]

When moving to the Internet space, it is necessary to highlight the portrait in detail consumer, know his interests. That is, you need an individualized audience, the one that interacts with the product, goes to the site and is interested in watching videos on the product. Considering Internet marketing opportunities, we can create our audience [6], namely: choose where territorially located our target audience, age, gender, highlight the interests of people who we need to cover marketing tools (Fig. 2).

We can choose the target audience based on the level of education (Fig. 3). It is necessary to note that when setting up an advertising campaign for the International Economic Forum 2020 USUCT, one of the components of detailed targeting, namely the possibility of education level selection allowed to identify the target segments and provide a variety of promotional information about Forum, respondents with different levels of education. So the advertising campaign was segmented into: teachers and students (school children) – of higher educational institutions, technical schools, colleges and schools (in the framework of teacher training). This made it possible to allocate for each group the motivational categories and to ensure the satisfaction of the interests of this group.

One of the most difficult conditions in

segmenting the Internet consumer audience is drawing up her portrait. In this case, we can use programs which help to segment consumers; one of the such program is xmaid. However, to fill all the necessary data the marketer has a question where to get everything you need as an information. In this case it can be:

- thematic forums;
- social networks;
- You Tube shows and analysis of comments to them;
- Yandex metrics;
- google analytics;
- analysis of the existing customer database of the enterprise;
- analysis of incoming call records from customers;
- analysis of customer complaints;
- analysis of the subscriber base;
- analysis of how consumers in forums discuss the advantages / disadvantages of goods / services;
- communities in social networks;
- analysis, advice that Internet users give each other online on the subject, which You are interested;
- other sources of information.

The data that will be collected will provide an opportunity not only to form a portrait of the consumer who needs your product, but also to reveal

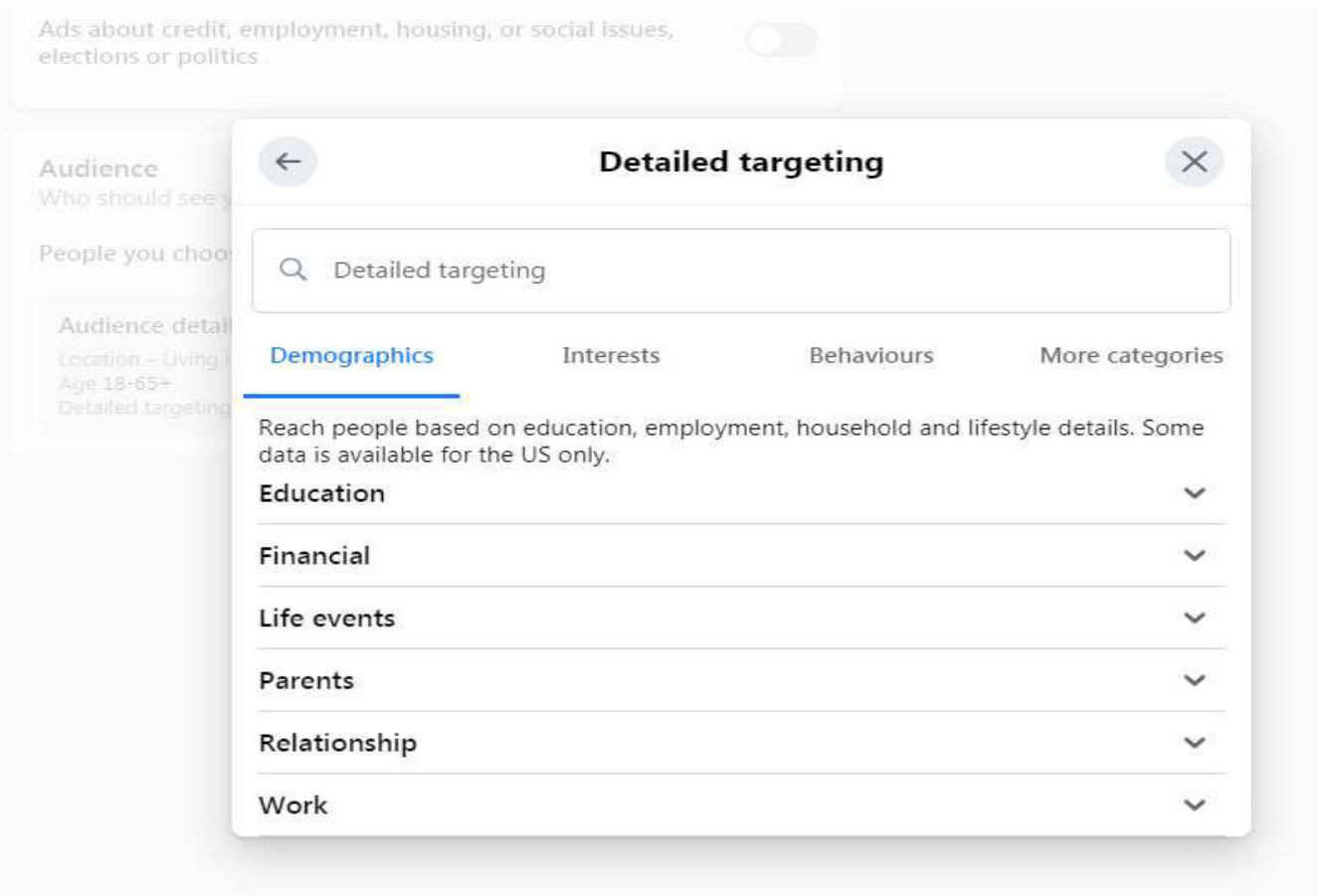


Fig. 2. Possibilities of detailed targeting when setting up advertising in Fb

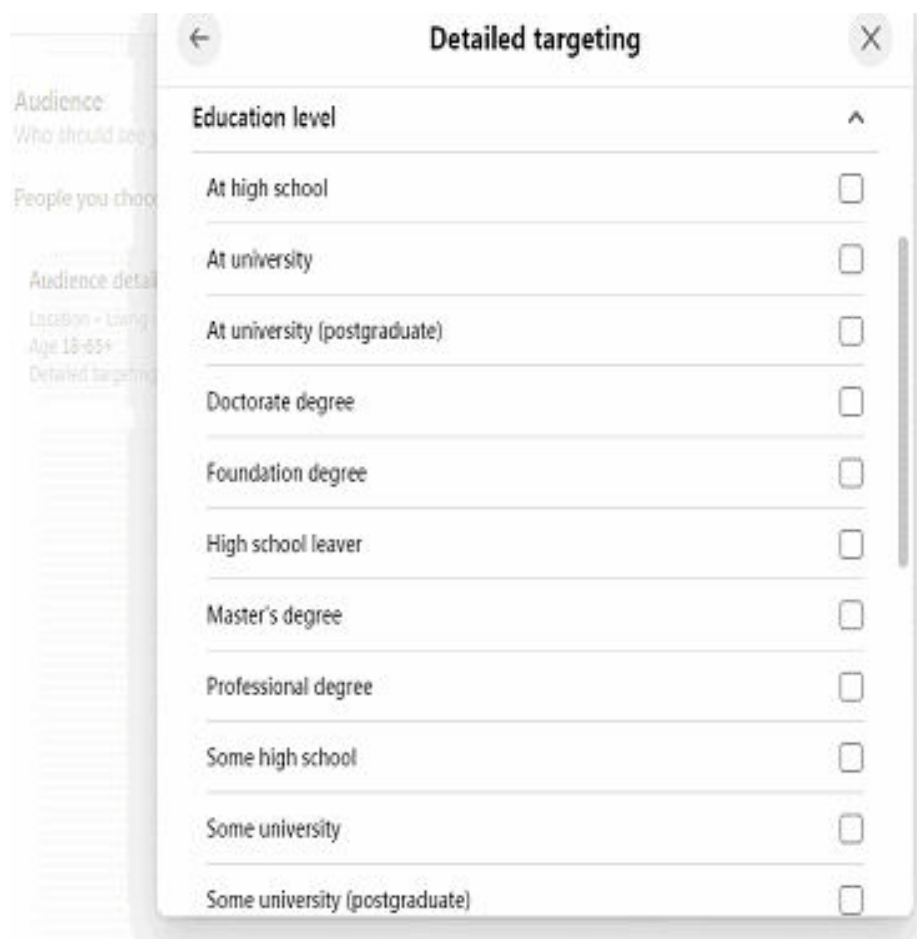


Fig. 3. Options for detailed targeting on the criterion Level of education

absolutely new criteria of segmentation, or a new segment. This will provide an opportunity to increase the volume of orders, and, as a consequence, profit of the enterprise.

Taking into account the pricing policy of companies that use Internet marketing, it is necessary to note the reduction of costs for: staff maintenance; retail space, its heating, lighting and security; there is an optimization of logistics systems (storehouse-consumer); the ability to provide the consumer with more detailed information about the product / service, for less time and less effort. It is because of this, when the company moves to on-line, it becomes more competitive, and has ways to reduce prices for completely objective reasons and resulting in successful e-marketing.

One of the cost items when promoting goods on the Internet is definitely the cost of Online advertising. When setting up the advertising on Fb and Instagram, you need to choose how much money the company plans to spend per day and determine the duration of advertising companies (Fig. 4).

The budget of the advertising company can be adjusted in almost all currencies in your own advertising office. If the company has a fairly limited advertising budget, then, on today's cheapest

advertising in a day is its equivalent in rubles. The settings are the minimum amount that will be deducted from the card. To customize advertising to advertising pages you need to add the source data of the card from which the funds will be debited to conducting an advertising campaign. It should be noted that Internet applications provide the ability to track conversions for each advertising campaign. This provides an opportunity to calculate the KPI of the advertising company and determine its effectiveness.

Of course, the promotion and sale of not all goods / services can go online. There is a number of specific categories of goods / services, the sale of which is possible only off-line. However, to present advertising of goods / services, to show interest in the consumer, that is, to make «First steps» in the sale of such goods is possible through e-marketing.

Improving connections with potential consumers, in today's world, is only possible thanks to the Internet. The situation that has developed in 2020 in connection with the World Pandemic, forced crisis in almost all spheres of life (both in the social sphere, economic and others), inability to meet friends affected the needs of consumers like never

People in your local area

ученые

Create New

Estimated daily results

People reached 330-954

Link Clicks 22-63

Payment summary

Your ad will run for 5 days.

Total budget 3,390.00 RUB

p.390.00 a day x 5 days.

Duration

Run this ad continuously

Your ads will automatically stop when you reach your daily budget. This option is recommended.

Learn more

Choose when this ad will end

Days 5

End date 17 Dec 2020

Daily budget

Actual amount spent daily may vary.

An estimated 330-954 people reached per day

76.00

The minimum budget is p.76.73 per day

Placements

Facebook, Messenger, Instagram

Facebook pixel

No pixel

Payment method

Visa-63448

By clicking Promote Now, you agree to Facebook's Terms & Conditions | Help Centre

Promote Now

Fig. 4. Ad campaign budget settings on Fb page

before. It was the revaluation of values that allowed one company to come forward as well others, on the contrary - to reduce or minimize their production.

Attracting additional resources to overcome the crisis caused by COVID 19, is necessary to the most domestic enterprises. According to the calculations of the entrepreneurs themselves, forced downtime (lockdown, quarantine for and other circumstances) do not allow to restart your business and reach a break-even level. Application of marketing tools, which were relevant a year ago, now, unfortunately, does not give the expected result. Consumers have changed, the internal and external environment has changed, and as a result, it has to lead to a change in the marketing strategy of the enterprise.

Organization of a comprehensive approach to working with the consumer, the possibility of almost instant transition from on-line space to off-line and vice versa, will allow businesses to increase and not lose their customers. At the moment, many companies do not have a significant on-line experience, and because of this, the demand for highly skilled Internet – marketers. Such a specialty as Electronic – marketing goes to the leaders with its own opportunities in cyberspace not only for businesses but also for consumers.

There is an objective need for companies to provide specialists who can provide SEO (search engine promotion), banner advertising, SMM (social media marketing), Web-PR, viral marketing, targeting and contextual advertising; evaluate the effectiveness of given measures in percentage, identify the advantages and disadvantages of each.

Reduction the time of searching for the necessary goods in the Internet, compare them (as in qualitative characteristics, and in the price), gives the chance to the consumer to choose quickly enough (without leaving home / office) the best product for himself with just acceptable for him value for money. The struggle for the consumer among enterprises continues, no matter in what format it takes place and under what conditions.

Conclusions

As a result of the conducted researches the features of e-marketing tools application in modern conditions in Ukraine were revealed as well as the segments of loyal consumers to on-line purchases and groups of goods in the Internet demand. One of

the interesting manifestations of modern Internet marketing is almost «instant» transition of a large part of the population to online purchases, due to the closure to quarantine of many stores and reduced shopping trips to other countries. Whether this volume of Internet purchases will remain or when the pandemic passes everyone with pleasure happily return to off-line it will show the time. However, the marketing strategy of businesses must be ready for any scenario of development in the market of goods / services.

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АСПЕКТЫ ЭЛЕКТРОННЫХ ПРОЦЕССОВ В УМОВАХ ПАНДЕМІЇ

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У статті розглянуті основні аспекти електронних процесів в умовах пандемії, особливості їх зародження, існування і застосування, досліджується світова економіка в умовах пандемії. Вплив карантинних обмежень, як в Україні, так і в інших країнах світу, залишили свій слід на економічних показниках роботи підприємства, його ефективності, обсягах продажів, і, що досить важливо в соціальному аспекті – кількості працівників на повний робочий день. Це все не могло не вплинути на основні макроекономічні показники країни. Але, в цей час, на економічний простір виходять стартапи з принципово новим поглядом на економічні процеси і стають успішними, саме завдяки вируванню пандемії. Яскравим прикладом такого підприємства є компанія, яка вивела на ринок програму Zoom, щодня якою користується більше 10 млн споживачів. Необхідно зазначити, що бізнес процеси масово переходять в on-line простір та застосовують інструменти електронного маркетингу. В зв'язку з цим маркетологи та аналітики постійно вдосконалюють свої навички користування такими програмами, як Google Analytics, додатку Реклама при налаштування реклами в соціальних мережах Fb та Instagram, пікселю Fb, Ads Manager, UTM мітки та інші. В умовах зростаючого попиту до якості та кількості запропонованих функцій, дані програми постійно оновлюються та вдосконалюються, задовольняючи потреби ринку та в конкурентній боротьбі в цій ніші. В Інтернет простір масово перейшли і рекламні компанії виробників і продавців послуг/продукції. Це зумовлено масовістю переходу в on-line споживачів, які знаходячись вдома, можуть відвідувати on-line крамниці та здійснювати покупки завдяки електронним карткам. Збільшення витрат на Інтернет-рекламу в 2020 зросло в рази. Застосування цільової реклами (таргетингу), надало можливість оптимізувати витрати на рекламу та звузити показ реклами до обраної цільової аудиторії. Можливість детального таргетингу в Fb надало можливість охопити цільову аудиторію в будь-якому куточку світу. або на сусідній вулиці, тобто, така реклама має носити як глобальний, так і локальний характер. Завдяки цьому стає можливість оптимально визначити з бюджетом рекламної компанії, змінювати витрати на рекламу в залежності від ефективності здійснення рекламної компанії, а також розрахувати KPI. Це можливо, завдяки можливості, які надають аналітичні інтернет системи відслідковування кількості лідів та конверсії за кожної рекламної компанії.

Ключові слова: електронний маркетинг, пандемія, Інтернет-реклама, ліди, KPI, Інтернет аналітика, споживачі, конверсія, таргетинг.

АСПЕКТЫ ЭЛЕКТРОННЫХ ПРОЦЕССОВ В УСЛОВИЯХ ПАНДЕМИИ

Канищенко Е.Л., Чуприна Н.Н., Сазонова В.С., Ковалева М.А., Чернышева Е.М.

В статье рассмотрены основные аспекты электронных процессов в условиях пандемии, особенности их зарождения, существования и применения, исследуется мировая экономика в условиях пандемии. Влияние карантина, как в Украине, так и в других странах мира, оставили свой след на экономических показателях работы предприятия, его эффективности, объемах продаж, и, что важно в социальном аспекте – количества работающих на полный рабочий день. Это все не могло не повлиять на основные макроэкономические показатели страны. Но, в это время, на экономическое пространство выходят стартапы с принципиально новым взглядом на экономические процессы и становятся успешными, именно благодаря масштабности пандемии. Ярким примером такого предприятия является компания, которая вывела на рынок программу Zoom, ежедневная аудитория которой более 10 млн потребителей. Необходимо отметить, что бизнес процессы массово переходят в on-line пространство и применяют инструменты электронного маркетинга. В связи с этим маркетологи и аналитики постоянно совершенствуют свои навыки пользования такими программами, как Google Analytics, приложения Реклама при настройке рекламы в социальных сетях Fb и Instagram, пикселя Fb, Ads Manager, UTM метки и другие. В условиях растущего спроса к качеству и количеству предлагаемых функций, данные программы постоянно обновляются и совершенствуются, удовлетворяя потребности рынка и лидируя в конкурентной борьбе в данной нише. В Интернет пространство массово перешли и рекламные компании производителей и продавцов услуг/продукции. Это обусловлено массовостью перехода в on-line потребителей, которые, находясь дома, могут посещать on-line магазины и совершать покупки благодаря электронным банковским карточкам. Увеличение расходов на интернет-рекламу в 2020 году возросло в разы. Применение целевой рекламы (таргетинга), позволило оптимизировать затраты на рекламу и сузить показ рекламы только для выбранной целевой аудитории. Возможности детального таргетинга в Fb позволило охватить целевую аудиторию в любой точке мира или на соседней улице, то есть, такая реклама может носить как глобальный, так и локальный характер. Благодаря этому можно оптимально определить бюджет рекламной компании, изменять расходы на рекламу в зависимости от эффективности проведения рекламной компании, а также рассчитывать KPI. Это возможно, благодаря функциям, которые предоставляют аналитические интернет системы: отслеживания количества лидов и конверсии по каждой рекламной компании.

Ключевые слова: электронный маркетинг, пандемия, Интернет - реклама, лиды, KPI, Интернет аналитика, потребители, конверсия, таргетинг.

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The main aspects of electronic processes in a pandemic, their features are considered in the article origin, existence and application, the world economy is studied in a pandemic. The impact of quarantine restrictions, both in Ukraine and in other countries of the world, have left their mark on economic performance of the enterprise, its efficiency, sales, and this all might not have affected the main macroeconomic indicators of the country. But, at this time, on economic space the startups come out with a fundamentally new look at economic processes and become successful precisely due to the scale of pandemics. A striking example of such an enterprise is a company which brought Zoom program to the market and has a daily audience of more than 10 million consumers. It should be noted that business processes are massively moving to the on-line space and use email marketing tools. In this regard, marketers and analysts are constantly improving their skills in using programs such as Google Analytics, Apps Advertising when setting up ads on social networks Fb and Instagram, Pixel Fb, Ads Manager, UTM tags and others. With the growing demand for the quality and number of offered functions, these programs are constantly updated and improving, meeting the needs of the market and leading the competition in this niche. Advertising companies of manufacturers and sellers of services / products massively moved to the Internet space. Due to the massive transition to on-line consumers, who, being at home, can visit on-line shops and make purchases thanks to electronic bank cards. Increase in advertising costs in 2020 has grown significantly. The use of targeted advertising (targeting) allowed us to optimize the advertising costs and narrow down ad impressions only to the selected target audience. The possibilities of detailed targeting in Fb allowed us to reach the target audience anywhere in the world or on a neighboring street, that is, such advertising can be global as well as and local. Thanks to this, you can optimally determine the budget of the advertising company, change advertising costs depending on the effectiveness of the advertising company, as well as calculate KPI. This is possible thanks to the functions which provide analytical Internet systems: tracking the number of leads and conversions for each advertising company.

Keywords: email marketing, pandemic, Internet advertising, leads, KPI, Internet analytics, consumers, conversion, targeting.

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