

A Study of Digital Marketing with Profile Generation: An Overview

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ABSTRACT: Digital marketing is the component of marketing that utilises internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become important, employing combinations of search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. The extension to *non*-Internet channels differentiates digital marketing from online marketing. This extension has led to arising of different problems when serving the ads among which main one is the targeting of the ads which are of relevance to the consume.

KEYWORDS

Digital marketing, ad serving, profile generation.

1. INTRODUCTION

Digital marketing is an implementation of an architecture which helps in better ad serving. ad serving is done based on the profiles generated by collecting data using cookies or by any other legal means. The profile generated hold with them transactional data as well as the general data about the user along with his device info or the accounts associated with the user.

The data classification is the biggest challenge while generating profiles.

2. Architecture

The digital marketing by profile generation architecture is an architecture involving various components. Each component has unique functionalities.

Digital marketing doesn't mean that human intervention isn't required. infact the human intervention is necessary to ensure security of data as well to ensure that no random spams are used to generate the profile required to serve the ad.

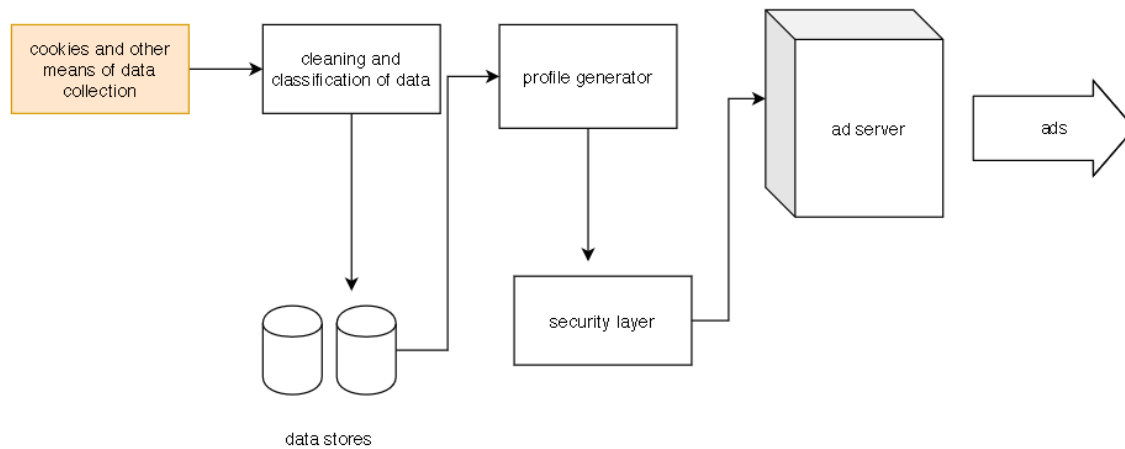


Fig. Digital marketing with profile generation architecture

3. Advantages

There are many advantages with respect to the adaptation of profile generation based digital marketing.

Reduced operational cost

As profiles are generated and users are identified the cost of advertising as a mass can be reduced by a great deal by serving only relevant ads to the users who have a need of the product being advertised. The relevance that the profile generated ad servicing brings reduces operational cost by a great deal.

Relevance

As the digital marketing uses profiles the users are identified on their different devices and thus the ad is served to the user on the device he uses the most rather than on all the devices thus making it more interesting to the user on the product.

The digital marketing on its own has many advantages.

- It will make the knowledge and interaction both before and after the sale easier
- This will help you turn new customers into passionate fans who buy more (and more frequently)
- It will kick off word-of-mouth and social sharing — and all the benefits it brings with it
- It will shorten the purchaser's journey by presenting the correct offers at the appropriate time

Ease of operational management

On the digital marketing side, why operational management is simpler than other architectures is fairly obvious: having lesser devices to advertise due to the relevance factor with improved results than the previous conventional broadcast advertisement reduces operational cost altogether.

4. Drawbacks

There are certain inherent drawbacks that the digital marketing using profile generation architectures bring to the table. They are discussed accordingly as follows:

Not 100% accurate as offline marketing:

Sometimes the data collected by the cookies may not be accurate enough to serve ads due to various reasons like users turning off specific cookies, usage of VPN or tunnelling connection to different location etc. The data thus collected by

means after these acts by users creates a profile with inaccurate results. Yet the strategy is accurate for majority of the data thus leading to its usability relevance.

Impact on the society

The collection of user data may seem to some like privacy breach. The data collected is thus thought of as a bad thing due to the stereotypes leading to it. Few people in society do think of it as a bad thing to collect user data for such purposes thus creating a negative perception about digital marketing.

5. The Future of Serverless

The digital marketing strategies being fairly recent needs a lot of work to be done. Few of the enhancements required are

An effective means of collecting data needs to be found

The cookies used do not ensure 100% accurate data, thus a new way to collect data ethically and legally needs to be identified for more accurate results.

Awareness needs to be created

As digital marketing has a bad social image because a few users think of it as privacy breach needs to be changed by undertaking few educative campaigns about the field..

Increased transparency

Transparency needs to be improved on what data is being collected and how the data is collected to ensure no data privacy breach is done

Improvised ad servers

The servers today can serve ads fairly well but they take fairly high amount of time to serve huge amounts of ads and increasing the speed of serving increases cost. Thus new improvised servers with the capability to serve huge amounts of ads in fairly less time and cost needs to be build.

New Technology and Security

Over the time digital marketing through profile generation technology will get mature and people will get more awareness. The developers will follow new evolved security guidelines in order to avoid vulnerabilities..

6. CONCLUSIONS

In conclusion today's digital marketing strategy needs a lot of work to be done on it and the relevance needs to be increased. The relevance today is accurate enough in todays world but as the technology progresses the society expects a lot more relevant ads than what is being served now thus requiring extensive work on the field itself. The digital marketing technology is a booming technology and has a lot of scope and development room ahead of it.

We can expect digital marketing to improve and be as close to 100% as possible in the upcoming future and increase product sales as well as improve the life style of the society.

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