

DOI: 10.15276/EJ.01.2025.7

DOI: 10.5281/zenodo.15162295

UDC: 004.738.5

JEL: M31, O32

METHODOLOGICAL RECOMMENDATIONS FOR ASSESSING THE EFFECTIVENESS OF DIGITAL MARKETING BASED ON THE PRINCIPLES OF THE EXPERIENCE ECONOMY

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ЩОДО ОЦІНКИ РЕЗУЛЬТАТИВНОСТІ ЦИФРОВОГО МАРКЕТИНГУ НА ЗАСАДАХ ЕКОНОМІКИ ВРАЖЕНЬ

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Received 01.03.2025

Татаринцева Ю.Л. Методичні рекомендації щодо оцінки результативності цифрового маркетингу на засадах економіки вражень. Оглядова стаття.

У статті представлено методичні рекомендації щодо оцінки ефективності цифрового маркетингу на основі економіки вражень. Вона враховує зростаючу важливість емоційної реакції користувачів на цифровий маркетинг. Запропонована методологія використовує інтегральний показник оцінки вражень, сформований за допомогою експертного аналізу для комплексної оцінки кампанії. Вона визначає оптимальні показники для оцінки показів на веб-сайтах, у соціальних мережах та на рекламних платформах. Метод дерева рішень систематизує управлінські рішення з урахуванням різних факторів. Система дозволяє здійснювати динамічний моніторинг та швидко реагувати на зміни в цифровому середовищі. Ці рекомендації допомагають підприємствам ефективніше розподіляти маркетингові бюджети та коригувати стратегії, підвищуючи персоналізацію та покращуючи користувацький досвід. Впровадження покращує результати цифрового маркетингу та формує довгострокову лояльність клієнтів.

Ключові слова: цифровий маркетинг, економіка досвіду, інтегральний показник, метод дерева рішень, оцінка ефективності, користувацький досвід, маркетингові стратегії

Tataryntseva Yu.L. Methodological Recommendations for Assessing the Effectiveness of Digital Marketing Based on the Principles of the Experience Economy. Review article.

The article presents methodological recommendations for assessing digital marketing effectiveness based on the experience economy. It addresses the growing importance of users' emotional responses to digital marketing. The proposed methodology uses an integral impression assessment indicator formed through expert analysis for comprehensive campaign evaluation. It identifies optimal indicators for assessing impressions across websites, social networks, and advertising platforms. The decision tree method systematizes management decisions while considering various factors. The system enables dynamic monitoring and quick response to digital environment changes. These recommendations help enterprises allocate marketing budgets more effectively and adjust strategies while increasing personalization and improving user experience. Implementation improves digital marketing results and builds long-term customer loyalty.

Keywords: digital marketing, experience economy, integral indicator, decision tree method, performance evaluation, user experience, marketing strategies

In modern conditions digital transformation business becomes key factor competitiveness which causes growth significance digital marketing. At the same time traditional approaches to assessments efficiency marketing strategies are found insufficient for consideration new consumer trends, in particular growing value emotional and impressive aspects interactions brands from audience. Concept economy impressions assumes that consumers are oriented not only on quality goods or services, and on creation valuable experience that determines their loyalty and behavioral patterns. This requires new methodical approaches to assessments efficiency digital marketing, which took into account both as quantitative, yes and high-quality indicators. In articles are being considered key metrics evaluation digital marketing campaigns in context economy impressions, in particular indicators interaction, level emotional involvement and influence personalized content on behavior consumers. Special attention given integration analytical tools for measurement impressive factors and their roles in forming stable competitive advantages. Approaches to the synthesis of traditional and impression metrics are proposed to increase the accuracy of assessing the effectiveness of marketing activities. The use of such methodological recommendations will contribute to the optimization of marketing strategies and ensuring long-term positive interactions between the brand and the consumer. Thus, the study is relevant both for the scientific community and for practitioners in the field of digital marketing.

Analysis of recent researches and publications

There is a debate in the academic literature about approaches to measuring the effectiveness of digital marketing in the context of the experience economy. Some researchers emphasize the importance of technographic data to improve brand performance. In particular, a study [1] showed that the use of technographic segmentation

can increase brand awareness by 40% and reduce cart abandonment by 50%. This highlights the importance of understanding consumers' technological preferences for personalizing marketing strategies.

Other authors emphasize the role of emotional connections and consumer experiences in forming loyalty, especially among Generation Z. According to research [2], emotional connection with the brand, experiential retail, and immersive digital experiences are important for this generation. This indicates the need to create unique and memorable interactions to attract young consumers.

Several studies have highlighted the importance of integrating big data analytics into digital marketing performance evaluation. Using such data allows organizations to improve decision-making and gain competitive advantage. However, the authors [3, 4] also point out the challenges associated with the lack of appropriate analytical skills among staff.

At the same time, some scholars draw attention to the need for a qualitative assessment of user impressions/Methodological recommendations have been proposed, including a SWOT analysis of user impressions and the selection of more emotional digital content [3, 4]. This allows us to assess the effectiveness of digital marketing not only by quantitative but also by qualitative indicators [5, 6].

User experience evaluation plays a key role in the commercialization of innovative ideas, products, and services implemented online [7]. According to a study conducted by Muawiz Ali [8], a well-designed user interface can increase the conversion rate by up to 400%, which directly affects the growth of a company's revenue. In addition, an analysis published in [9] found that positive online customer reviews promote iterative innovation in software products, highlighting the importance of user feedback for improving products and services. [10] also notes that investments in user experience evaluation can lead to reduced customer support costs, as intuitive products reduce the need for additional assistance. Thus, systematic evaluation and improvement of the user experience not only increases customer satisfaction, but also contributes to the successful commercialization of innovations in online.

Thus, the scientific debate points to the need for a comprehensive approach to evaluating the effectiveness of digital marketing, combining technographic data, consumer emotional experience, big data analytics, and qualitative impression assessment. This will contribute to the development of more effective marketing strategies focused on the modern consumer.

Unsolved aspects of the problem

One of the main problems that remains unresolved in assessing the effectiveness of digital marketing is the creation of an effective integral indicator for assessing impressions. Evaluating consumer impressions is a complex process, since there are many factors that influence their perception of a brand in the digital environment. Taking into account such emotional aspects as satisfaction and involvement requires the development of methods that would provide a comprehensive measurement of these parameters. Defining an integral indicator that includes quantitative and qualitative aspects will allow for a more accurate assessment of the effectiveness of marketing campaigns. At the same time, it must be taken into account that such an approach requires the creation of new measurement tools that can include both classic indicators and more innovative methods, in particular neuropsychological analysis. Therefore, it is important to develop universal methods that can simultaneously take into account different aspects of consumer perception and behavior. In our article, we will propose a methodological approach that allows for assessing impressions through an integral indicator, taking into account these factors.

Choosing a digital marketing management scenario is another important issue that needs to be addressed to improve the effectiveness of marketing campaigns. In today's digital environment, each campaign can have different strategies depending on the company's goals and resources. However, choosing the optimal scenario for managing marketing activities is often difficult due to the lack of clear recommendations and methods that would allow evaluating different options in the face of rapid market changes. Taking into account factors such as the type of consumers, their behavior on the Internet and the characteristics of the market requires an individual approach to each campaign. The decision tree method proposed in our article allows you to structure the process of choosing a scenario, providing a systematic approach to making management decisions based on data analysis. This approach allows companies to optimize their marketing strategies, making informed decisions that meet real-time conditions and adapt to market changes.

Budgeting in the context of digital marketing is another important aspect that is crucial for achieving successful results. Effectively allocating the budget across different digital channels and activities is key to achieving the desired consumer experience. However, insufficient attention to optimizing digital marketing budget spending can lead to significant losses and reduced campaign effectiveness. In our article, we propose a methodological approach that includes cost analysis and data-driven forecasting, which allows for effective management of marketing spending. The decision tree method helps allocate the budget based on specific goals and performance assessments of each channel. This approach allows businesses to not only effectively manage resources, but also to maintain flexibility if necessary to adjust marketing activities depending on changes in the external environment. Ensuring the correct budget allocation is essential to maintaining efficiency and achieving digital marketing goals.

The main part

Measuring digital marketing performance in the context of the experience economy has features that distinguish it from traditional evaluation methods. The main characteristic is the focus on the emotional and psychological impact on consumers, which is difficult to measure using classic indicators such as the number of

clicks or conversions. In the experience economy, marketing is focused on creating an emotional connection between the brand and the consumer, which forms impressions that can last long after the interaction is over. Therefore, the main task is not only to track the number of interactions, but also to assess the quality of these interactions - the extent to which they are able to form a positive attitude towards the brand and influence consumer behavior in the long term.

The aim of the article is to develop an approach to evaluating the effectiveness of digital marketing, taking into account the impact of impressions, which allows you to adapt strategies in accordance with changes in consumer behavior.

In the experience economy, it is important not only to measure actual results (such as sales), but also to understand how consumers perceive a brand, what emotional response marketing campaigns evoke, and how this influences their purchasing decisions. Measuring experiences allows us to assess the depth of consumer engagement, their loyalty, and their emotional attachment to a brand. Various tools are used for this, such as satisfaction surveys, social media sentiment analysis, or neuropsychological methods. This approach allows us to understand not only what people buy, but also why they do it and how they experience interacting with a brand.

Impression measurement is an important tool for optimizing marketing strategies, as it allows you to accurately determine which emotional and psychological factors influence consumer behavior. In the saturated digital space, brands must take into account not only the desires of potential customers, but also their emotional reactions to the information they receive. Impressions can significantly influence purchasing decisions, and it is on their basis that consumer loyalty is formed, which is a key factor for the long-term success of a brand. Impression measurement allows you to assess how well a campaign achieved its goals, whether it changed attitudes towards the brand, or whether it aroused a desire for repeated interaction. In addition, impression measurement allows brands to effectively adjust their marketing strategies. If the result of a campaign does not meet expectations, impression analysis can indicate the reasons why the campaign did not achieve the desired effect, for example, due to a mismatch in emotional perception or shortcomings in communication. This makes it possible to quickly adapt strategies to new conditions, changes in consumer preferences or market trends.

To form an integral indicator of impression assessment in digital marketing, we decided to conduct an expert study that will allow us to identify the most significant indicators for assessing the effectiveness of marketing campaigns. This study is necessary in order to propose a complementary system for assessing the effectiveness of digital marketing, which focuses on the impressions that consumers have as a result of interacting with the brand. Impression assessment involves a deeper understanding not only of reactions to specific campaigns, but also of the emotional and psychological factors that influence long-term consumer loyalty. It is necessary to pay attention to the fact that existing assessment systems often do not take into account these subtle nuances of perception, so it is the expert study that will make it possible to highlight those indicators that are really important in the new context.

The first step in this research was to determine the optimal number and structure of metrics for measuring impressions. Since the digital environment is very turbulent, with rapid changes in consumer behavior and the emergence of new competitors, impressions should be measured regularly - at least once a week. However, given the time constraints and the need for operational analysis, the assessment system should contain no more than 15 indicators in order not to overload analysts and ensure a quick response to changes. This implies that it is necessary to select the most relevant and effective indicators for each area of digital marketing to allow assessing the current state of impressions, while maintaining the efficiency and accuracy of the analysis.

The second stage was the formation of an expert group that would determine these indicators. It is important that all participants in the expert study have relevant experience in the field of digital marketing and have real work experience in various areas, such as marketing, sales, SMM, SEO, contextual advertising and other areas that directly interact with the end consumer. Using the specified requirements for participants (industry, professional, work experience), a group was formed that ensured high qualifications and objectivity of the results. Given the number of questions in the questionnaire, the size of the expert group was limited to 45 to 112 people, and as a result, we selected 50 experts who met the requirements.

The third stage was the expert survey itself. The questionnaire developed for this study included questions that allowed experts to assess the significance of various indicators for assessing impressions in digital marketing. The questions were designed to assess not only the effectiveness of traditional marketing activities, but also the emotional and psychographic response of consumers. The questionnaire covered aspects such as the emotional impact of content on users, their involvement with the brand, as well as interaction in social networks and feedback on advertising. The collected data allowed us to identify the most important indicators for assessing impressions, which were then used to form an integral indicator.

The fourth stage was the analysis of the results of the expert survey and the selection of the most relevant indicators for each area of digital marketing. After collecting the questionnaires, we conducted a statistical analysis to identify the indicators most recognized by experts and their impact on the assessment of impressions. From 10 to 15 indicators were selected that reflect the key aspects of interaction with consumers in the digital environment. This includes indicators that characterize engagement, emotional response, user behavior on the website and the effectiveness of social networks. All these indicators became the basis for an integral indicator that allows you to quickly assess impressions and, in case of negative dynamics, conduct a more detailed analysis in the relevant area.

The final step was to develop a system that integrates all of these metrics into a single methodology for measuring digital marketing performance, focusing on consumer impressions. This allows analysts to receive timely information about the effectiveness of marketing campaigns, and also provides a basis for quickly adjusting strategies if necessary. The impression scoring system is a flexible and adaptive tool that helps to take into account all the changes taking place in the digital environment and ensures the consistency of results for brands.

Based on the results of an expert survey, we formulated integrated indicators for evaluating impressions in various digital marketing tools, in particular for contextual advertising, a website, a website with e-commerce functions, social networks, and targeted advertising in social networks [5]. Let us consider an example (of an indicator system for evaluating an Internet site with e-commerce functions and an integrated indicator for evaluating site impressions).

Table 1. System of indicators for evaluating the impressions of a website with e-commerce functions

Indicator group	
Interaction	Maintenance
Ability to identify impressions based on time spent on the site, number of pages viewed, and customer actions X14, X16, X17, (X23), X24	Ability to identify those who have been affected by the first session by analyzing repeat sessions (return to the site) X27, X29

Source: the author's own elaboration

The system of indicators for evaluating the impressions of an Internet site with e-commerce functions consists of two groups: interaction and retention indicators. The first group includes indicators that reflect user behavior on the site, in particular, sessions with interaction (X14), average interaction time (X16), viewing depth (X17), bounce rate (X23) and conversion rate (X24). These metrics allow you to assess how much the site attracts users and encourages them to perform targeted actions. The second group of indicators analyzes the level of user retention, including the percentage of loyal customers (X27) and the rate of repeat purchases (X29). Taking these indicators into account allows you to comprehensively assess the impressions of the site in both the short and long term.

Based on the importance index method, weighting factors were determined for the impression evaluation indicators of an Internet site with e-commerce functions. Next, using the additive convolution method, a model of the integral impression evaluation indicator was built. The model takes into account the following indicators: sessions with interaction (X14), average interaction time (X16), viewing depth (X17), bounce rate (X23), conversion rate (X24), percentage of loyal customers (X27) and repeat purchase rate (X29). The weighting factors for these indicators are 0.167; 0.167; 0.135; 0.136; 0.132; 0.133 and 0.13, respectively. This allows us to obtain a generalized assessment of the effectiveness of digital marketing through the prism of user impressions, which reflects both their activity on the site and the level of long-term retention. A more detailed study on other digital marketing tools is presented in [5].

The developed system of indicators for assessing the effectiveness of digital marketing management in the experience economy allows for a deeper assessment of the effectiveness of marketing activities through the prism of the experience economy, focusing on the emotional impact on consumers. However, in order for these indicators to be useful and practically applicable, it is necessary to clearly define the step-by-step process of their use in digital marketing management. Below we present a step-by-step methodology for the effective use of these indicators in digital campaign management. A methodological approach to evaluating impressions in digital marketing is based on the decision tree method. This method allows you to structure the decision-making process that takes into account different entry points into the system, such as launching an activity on the website, in social networks or in other digital channels. The decision tree method was chosen to assess the effectiveness of digital marketing due to its ability to systematize the decision-making process and take into account various factors that can affect the effectiveness of marketing activities. The decision tree allows you to take into account all these factors (Fig. 1), providing a visual and structured picture of possible scenarios, which helps marketers choose the most effective management scenarios.

One of the main advantages of the decision tree method is its ability to consider different alternatives and outcomes of each decision. This allows you to predict and analyze different scenarios, taking into account not only current conditions, but also possible changes in the future. Thus, in the context of digital marketing, this allows you to optimize budget allocation, selection of promotion channels and tactics of interaction with consumers. Each decision made on the basis of a decision tree clearly shows how it will affect the final result, which allows you to reduce uncertainty and risks when choosing strategies. The decision tree method is also a convenient tool for integrating several different data sources and factors, such as advertising costs, conversions, emotional perception by consumers, as well as external factors, such as changes in the market or competition. This allows you to create a comprehensive model that reflects the relationship between different elements of a marketing strategy, which increases the accuracy of forecasts and the effectiveness of decisions. In addition, the decision tree allows you to easily adapt the model to changes in the conditions of a marketing campaign or the external environment. As new data emerges or conditions change during a campaign (e.g., changes in consumer behavior or new market opportunities), the decision tree method allows you to quickly adjust strategies, optimizing the outcome. This provides flexibility and the ability to respond quickly to changes, which is critical in digital marketing.

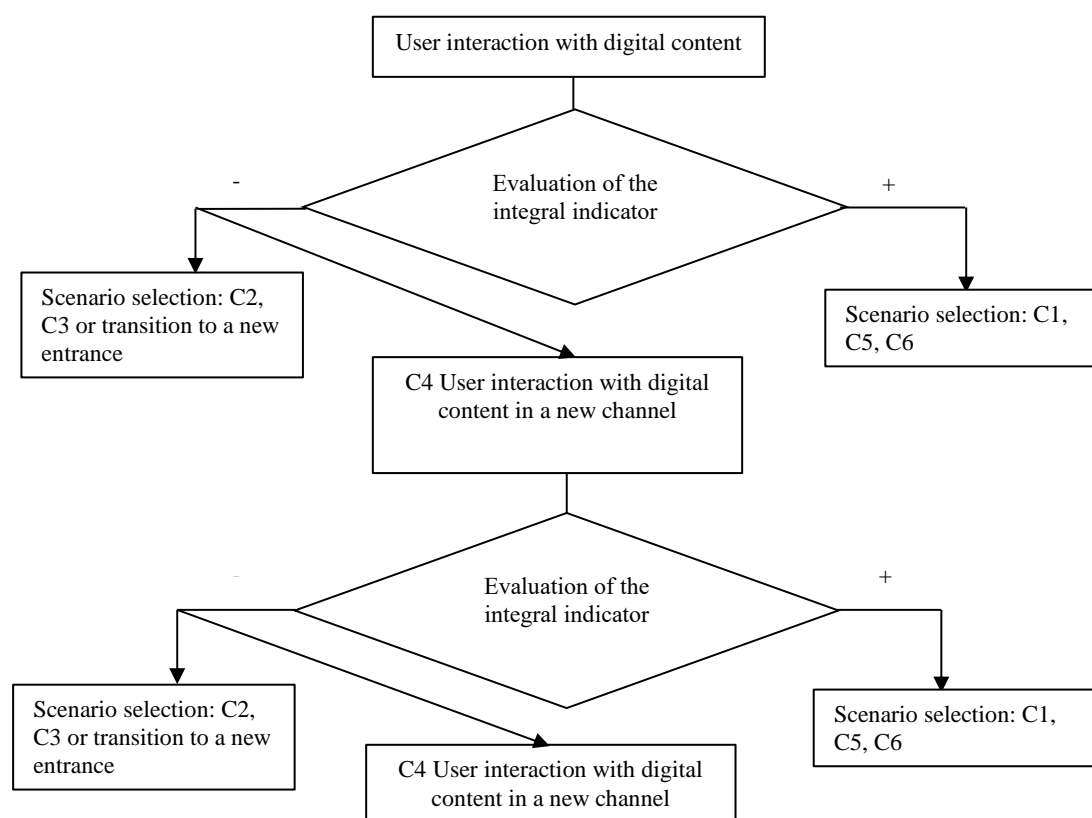


Figure 1. Decision tree of the digital marketing scenario selection process

Source: the author's own elaboration

Thus, the decision tree method was chosen as the most effective tool for a systematic approach to assessing the effectiveness of digital marketing strategies, which takes into account all possible solution options, data and risks, and also allows for flexible management of marketing activities.

First stage – Goal definition and methodology selection. The first step is to clearly define the goal of digital marketing. It can be increasing conversion, attracting a new audience or retaining existing customers. The goal will determine further steps and the selection of appropriate indicators for evaluating impressions. After the goal is set, in the second stage it is necessary to select an evaluation methodology, guided by the concept of the experience economy. This methodology focuses not only on the number of interactions with content, but also on the emotional impact of marketing campaigns. Choosing such a methodology allows you to focus on emotions and consumer feedback, which are important factors for achieving a deeper connection with the target audience.

The second stage is the collection of raw data. At this stage, it is necessary to collect raw data, which is the basis for further analysis of the results. Primary data is collected on user behavior on various digital platforms, such as the website, social networks and other channels of interaction with the brand. The main points of entry of users into the digital environment are determined, which includes analysis of interaction with content, audience reach, engagement indicators and key business indicators. It is important that this data is collected in the most relevant contexts for each channel (for the site, these can be indicators of time on page, depth of view, for social networks – likes, reposts, comments).

The third stage is Analysis of the dynamics of integral indicators. Based on the collected initial data, the values of integral indicators are compared before and after the launch of activities. This stage is critical for identifying the effectiveness of changes and for analyzing how emotional responses and the overall impression of consumers have changed. Comparing the dynamics of indicators helps to identify weaknesses in the strategy and identify areas for improvement.

The fourth stage is the formation and selection of management scenarios. Depending on the results obtained, a matrix for selecting management scenarios is formed. It helps to determine which management decisions should be made to achieve the set goals. The selection of scenarios takes into account budget constraints, the level of deviation of indicators and brand priorities. Possible scenarios include supporting current activities, optimizing technological processes, changing content, redistributing budgets to other promotion channels, increasing traffic or using additional marketing tools. Choosing the optimal scenario ensures the most efficient use of resources and adjusts the strategy in accordance with new data.

The main scenarios for digital marketing management cover a wide range of approaches: supporting current activities (table 2).

Table 2. Description of digital marketing management scenarios

Code	Action	Description	Purpose or conditions of use	Advantages
C1	Support	It is recommended to continue current activities in order to maintain the achieved results and not lose the effect of previous efforts.	Use when the results of the current strategy are satisfactory and there is no need to change direction.	Maintaining stability, maintaining high results without the need for radical changes.
C2	Optimization of the production and technological component	Focus on identifying problems and optimizing processes, including improving usability and technological aspects.	Required if there are obvious technical problems or poor interface performance.	Focus on identifying problems and optimizing processes, including improving usability and technological aspects.
C3	Content transformation	Changing and updating digital content: searching for new ideas, stylistic solutions, creative approaches and design.	Use when content does not meet current audience requirements or trends.	Improving audience engagement, updating brand image, increasing interest in content.
C4	Changing digital marketing channels and/or tools	Switching to new digital marketing channels or tools that may be more effective or can be used in addition to current ones.	If current channels are not delivering the desired results or if new marketing opportunities have emerged.	Expanding the audience, reducing dependence on one channel, adapting to new trends.
C5	Increasing traffic through contextual or targeted advertising	Attracting a new audience through contextual advertising or targeted campaigns that will help increase traffic.	Use when you need a quick increase in traffic and you can target specific audiences.	Rapid acquisition of new customers, high level of accuracy in the target audience.
C6	Use of additional channel and/or CM tool	Expanding the marketing strategy by introducing an additional channel or tool for parallel use with the main ones.	If you need to expand your reach or add new tools to improve efficiency.	Increased reach, the ability to test different channels simultaneously.

Source: the author's own elaboration

The formation of digital marketing management scenarios is based on two key tasks: increasing conversion and increasing traffic. Determining the effectiveness of scenarios is carried out by analyzing the cause-and-effect relationships between factors and their impact on marketing indicators. Using the Ishikawa diagram allows you to identify the main factors that affect the final result, in particular, the quality of content, site usability, the correct choice of marketing channels and the effectiveness of advertising campaigns. For a more informed choice of management decisions, it is necessary to take into account the enterprise budget. On the matrix of selection of digital marketing management scenarios [5], the OX axis reflects the deviation of the obtained values of the integral indicator from the initial values, and the OY axis is the size of the budget. Depending on the combination of these factors, the enterprise can choose different marketing strategy scenarios that involve both supporting the achieved results and improving them through transformational changes.

Stage Five – Strategy Adjustment and Effectiveness Assessment. After implementing the selected scenario, it is necessary to constantly monitor changes in the digital environment. Campaign effectiveness assessment should be carried out regularly in order to promptly respond to changes in consumer behavior. The main parameters for assessment are conversion, audience engagement, and financial effectiveness of the campaign. Collecting new data helps to make additional adjustments to the marketing strategy, ensuring adaptation to changes in the market and user preferences. This approach allows you to constantly improve the effectiveness of digital marketing campaigns and ensures the long-term success of the brand.

Thus, the application of the decision tree methodology in digital marketing allows for a systematic analysis of marketing processes, ensuring a well-founded choice of management decisions. A comprehensive approach, including an assessment of the dynamics of integral indicators, budget allocation and analysis of key influencing factors, contributes to increasing the effectiveness of digital marketing strategies. This, in turn, allows enterprises to adapt their marketing activities in accordance with changes in the external environment and ensure sustainable growth of key performance indicators.

Conclusions

Methodical approach to evaluation impressions in digital marketing, proposed in our articles, based on method trees decisions that allows carry out structured and systemic analysis marketing processes. This method helps to take into account various entry points into the system, such as activities on the website, in social networks and other digital channels. The decision tree method allows not only to make more informed management decisions, but also to make predictions about the effectiveness of various marketing strategies in a dynamic environment.

The decision-making system based on this method allows to take into account not only individual marketing activities, but also external factors that may affect the result. A comprehensive approach to assessing the dynamics of integral indicators and budget allocation helps to increase the overall effectiveness of digital strategies. This approach ensures the adaptation of marketing campaigns in accordance with changes in consumer behavior and external conditions, which is important for achieving sustainable growth in the company's key performance indicators.

Abstract

The article presents methodological recommendations for assessing the effectiveness of digital marketing on the basis of the experience economy. The relevance of the study is due to the growing role of users' emotional perception in the process of interaction with digital marketing activities. The aim of the article is to develop an approach to assessing the effectiveness of digital marketing taking into account the impact of impressions, which allows adapting strategies in accordance with changes in consumer behavior.

The proposed methodology is based on an integral impression assessment indicator, which is formed on the basis of expert analysis and allows for a comprehensive assessment of the effectiveness of marketing campaigns. The study identifies an optimal set of indicators for assessing impressions in various digital channels, such as websites, social networks, and advertising platforms. Using the decision tree method makes it possible to systematize the process of making managerial decisions and take into account both internal and external factors. The impression assessment system provides for dynamic monitoring of changes, which allows for a prompt response to changes in the digital environment. The methodological recommendations proposed in the article help enterprises more effectively allocate the marketing budget and adjust promotion strategies.

The presented approach contributes to increasing the level of personalization of marketing communications and improving the user experience. The implementation of this methodology allows not only to improve the results of digital marketing, but also to ensure long-term customer loyalty. Thus, the article offers practical solutions for improving the processes of evaluating and managing digital marketing activities.

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Посилання на статтю:

Tataryntseva Yu.L. *Methodological Recommendations for Assessing the Effectiveness of Digital Marketing Based on the Principles of the Experience Economy* / Yu.L. Tataryntseva // *Економічний журнал Одеського політехнічного університету*. – 2025. – № 1(31). – С. 69-76. – Режим доступу до журн.: <https://economics.net.ua/ejopu/2025/No1/69.pdf>.

DOI: 10.15276/EJ.01.2025.7. DOI: 10.5281/zenodo.15162295.

Reference a Journal Article:

Tataryntseva Yu.L. *Methodological Recommendations for Assessing the Effectiveness of Digital Marketing Based on the Principles of the Experience Economy* / Yu.L. Tataryntseva // *Economic journal Odessa polytechnic university*. – 2025. – № 1(31). – P. 69-76. – Retrieved from <https://economics.net.ua/ejopu/2025/No1/69.pdf>.

DOI: 10.15276/EJ.01.2025.7. DOI: 10.5281/zenodo.15162295.

