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ANALYTICAL VIEW OF ONLINE MARKETING TOOLS IN THE DIMENSION OF MARKETING CAMPAIGNS' PERSONALIZATION IN SLOVAKIA

The objective of the article is to enrich knowledge about marketing personalization of the optimization of marketing campaigns. In the article, differences in how customers perceive individual tools of marketing communication in the online environment were evaluated. When creating campaigns, only the customer's view of the product (segmentation) is often taken into account. This article recommends some bases depending on campaign optimization variables. From a methodological point of view, a homogeneity analysis was used to analyse the hypotheses that assessed the impact of instruments, as well as the impact depending on identification variables, such as gender, education and social status. Based on the outputs these facts were analysed. A questionnaire was used. (Data collection took place in early 2017). Our research has an application character and, therefore, one of the most attractive findings is in the area of practice, where focusing marketing campaigns on sales support in visual forms was recommended. In the vast majority of cases, the maker of marketing activities focuses on the construction of segments based on assumptions in strong association with the product. We optimize this approach because different customer groups respond differently to different tools and forms of tools and to their mutual combinations. Limitations of applications can be determined depending on the nature of the base file and therefore for countries with a distinctly different structure, the outputs do not have to be valid. Applying the lessons learned from the field of diversification of the impact of individual instruments in the early stages of campaigns can be recommended or in campaigns where there is an explicit problem with the exact determination of customer segments and the optimal tools

Keywords**:** marketing tools, customer personalization, personalization of marketing communication, optimization of marketing campaigns, Slovak market.

General formulation of the problem. In the vast majority of cases, the creation of marketing activities focuses on the construction of segments based on assumptions in strong association with the product. In creating marketing campaigns is one of the most important things is to correctly choose the tools and the forms of tools. The principle of personalization is embedded in a detailed understanding of the customer. The tools and their forms should also be chosen based on customer request. To what extent can we consider the impact of individual communication mix tools to be homogeneous? To what extent can we

consider the impact of various forms of communication mix tools to be homogeneous? The answers to these questions define, on the one hand, the diversity and, on the other hand, the optimization of the tools and their forms for the individual groups.

Introduction. Kotler and Keller (2012, p. 5) define marketing as the concise phrase "meeting needs profitably". According to these ideas, we find an embedded form of modern marketing in the interaction of primarily satisfied customer needs. Thousands of businesses have taken this idea for their own and satisfying customer needs. The difference between those successful and unsuccessful ones is that successful businesses know how to "agree" with the customer.

Marketing communication can be a tool of differentiation, which in practice means building a competitive advantage (Porter, 1985). Business responds to all environmental stimuli from external interest groups to individuals. These are the key factors of successful organization management (Bednarčík, 2010, Štefko et al. 2014, Mura et al. 2015). Optimizing "marketing efforts", maximizing efficiency in traditional or online marketing and other methods, models, techniques have been devised to move forward the communication. Among the best known we can find Kotler's model (2007), which includes the identification, the collection and evaluation of alternatives and the post-purchasing behaviour. All models are effective. The fact is that different types of people influence marketing tools and their forms differently. Foret (2006) states that marketing communication going on in the online environment brings great opportunities. Janouch (2010) who in his publication concretizes the possibilities of online marketing, also confirms this idea. Every year we learn about the areas of online marketing efficiency. Kwon, Ha and Kowal (2017), enhance the effectiveness of product and service customization. They talk about online platforms where the customer can customize the goods. Meeting customer needs is one of the driving ideas of marketing, personalizing goods for a customer is definitely a positive step forward. The importance of personalization is not negligible even when communicating with the customer.

Literature review. The experiment conducted by Li and Liu (2017) in the perception of personalized and impersonalized reports showed a clear superiority of personalized messages. Recently, personalization in marketing communication strategies has become a subject of research by few experts. Authors like Lanvin et al. (2018) Wątróbski et al. (2016) claim that customizing in e-commerce increases sales by improving the perception of the site quality by customers. In addition, they point to the relationship between personalization and loyalty, which is rarely attributed to an increased frequency of purchases. Jung Lee, Park (2009) have done research on personalization and on its dynamics in clothing stores, where personalization has proven to be a very useful tool for developing customer relationships. Xu, Zou, Wang (2006) highlight the importance of demographic variables in terms of the differences in customer buying patterns. Personalization also has its place in the design of marketing campaigns. This concept has become familiar with the campaigning process. Many types of research of varying depth have demonstrated the "prosperity" of introducing the personalization principle into campaigning. A very elegant personalization was applied by McDarby, O'Hora, O'Shea and Byrne, (2018) who examined children's habits when choosing healthy and unhealthy drinks and personified their personality when they chose a drink. Tran (2017), led his research to personalization and segmentation in Facebook and his research confirms the importance and power of personalized advertisements. This issue was also addressed by Matic, Pielot and Oliver, (2017) who demonstrated the "charm" of personalization on highly personalized advertisements. Kim, Ammeter, (2018) compared two consecutive modern generations of customers. Personalization was one of the six elements in which differences were manifested. Therefore, it would be a fundamental mistake to underestimate the principles and elements of personalization in campaigning. There are many other authors who deal with the issue of personalization in marketing, such as Xiao and Benbasat (2011), Makris, Siaterlis and Vikatos, (2017), Haim, Graefe and Brosius (2018), Grancay et al. (2015) or Sahni, Wheeler and Chintagunta (2016). As has been demonstrated in the previous sections, personalization plays a very important role in modern marketing. When designing many online marketing

campaigns, the question of choosing an appropriate tool and making it more specific is considered secondary or, at best, intuitive (Schwarzl and Grabowska, 2015). The customer should choose an instrument according to modern marketing concepts. The following are aimed at verifying the homogeneity of the impact of different forms of communication attributed to customers.

Research methodology. The primary objective of this research is to evaluate the differences between the perceptions of individual instruments and their forms. The following figure describes the principle that if we know the customer, we knew a lot about the impact of specific tools and forms of tools by analogizing the most optimal campaign. This method helps to optimize resources by maximizing the efficiency of the campaign. We should not take it as a necessity but rather as determining the location and importance of the campaign to understand the customer.
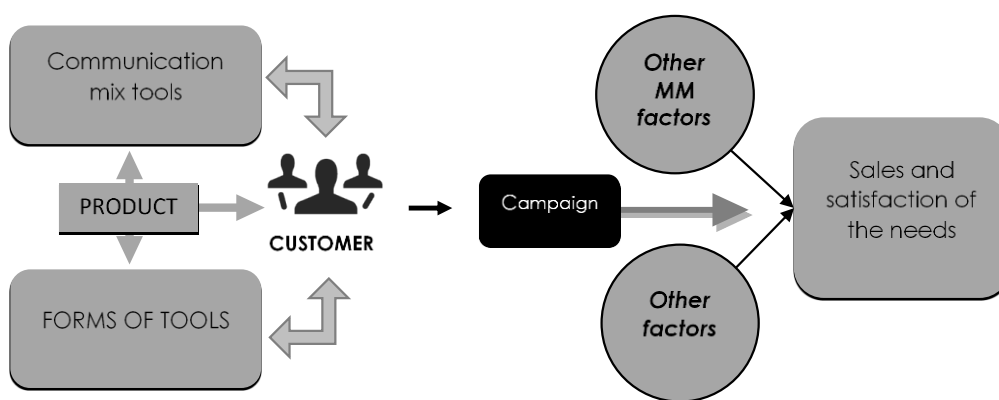

Figure 1 – **Creating a marketing campaign** (own elaboration)

As shown in the previous Figure 1, our efforts are inherently linked to the sale of products (goods/services). This sale is analogous to communication; we will be devoted to the dimension of tools and their forms. In communication, the subject of marketing, and therefore the social interaction at the end materializes. Knowing our customer (in terms of demographic variables) is extremely important for a successful campaign. The actual sale of products that meet the requirements of satisfaction is defined in addition to the communication campaign by other elements of the marketing mix, e.g. packaging, prices as well as other factors and preferences. Our work focuses exclusively on the communication component of a personalized marketing campaign.

In the analysis leading to the fulfilment of the stated objective we present the following research questions with the main hypotheses:

R.Q.I: To what extent can we consider the impact of individual communication mix tools to be homogeneous?

H.1.a: We expect a significant difference in the impact of certain communication mix tools.

H.1.b: We assume a significant degree of difference between the various communication mix tools depending on the category of gender.

H.1.c: We expect a significant degree of difference between the certain communication mix tools, depending on the category of the highest achieved education.

H.1.d: We expect a significant degree of difference between the various communication mix tools depending on the category of social status.

R.Q.II: To what extent can we consider the impact of the various forms of communication mix tools to be homogeneous?

H.2.a: We expect a significant difference in the impact of certain forms of communication mix tools.

H.2.b: We expect a significant degree of difference between different forms of communication mix tools, depending on the category of the gender.

H.2.c: We expect a significant degree of difference in different forms of communication mix instruments, depending on the category of the highest achieved education.

H.2.d: We expect a significant degree of difference in the different forms of communication mix tools depending on the category of social status.

Methodology for data collection, description of the methods of investigation

As we can assume from these hypotheses, our research can be characterized as primary, applied and interdisciplinary. We carried out the research in the form of selection based on the availability. We distributed the questionnaires on social sites and we also used e-mails (own personal databases). In the research, we collected 244 questionnaires. Data collection took place in early 2017. All observations were carried out in Slovakia. We divided the questionnaire (https://goo.gl/forms/7h0RqmRG5FtXZMGS2) to find the measurement variable and the identification variable. The measurement variables examined how the respondents felt to be affected by advertising, sales promotion, events, PR and direct marketing in the online environment. We have also examined the impact of the forms we have specified e.g. text, interactive, multimedia, visual, auditory, social sites, (RSS, etc.). For both tools and forms of tools, we have provided specific examples for better visualization of the elements. Tools and forms have been selected based on the theory presented by Janouch (2010). Likert scale determined the impact level. The identifying variables were gender, highest education and social status. In addition, for descriptive statistics and frequency analysis, we used non-parametric homogeneity tests to guide us towards achieving our objective. In the analysis of two categories of variables, we used the Mann-Whitney U test and for three or more categories of the analysed variables the Kruskal-Wallis H test.

Frequency analysis of survey variables. The following Figure 2 tells us about the ratios of the acquired outputs of gender, education and social status variables. The outputs of the variable, in particular, reflect the proportionality of the base file ratio.
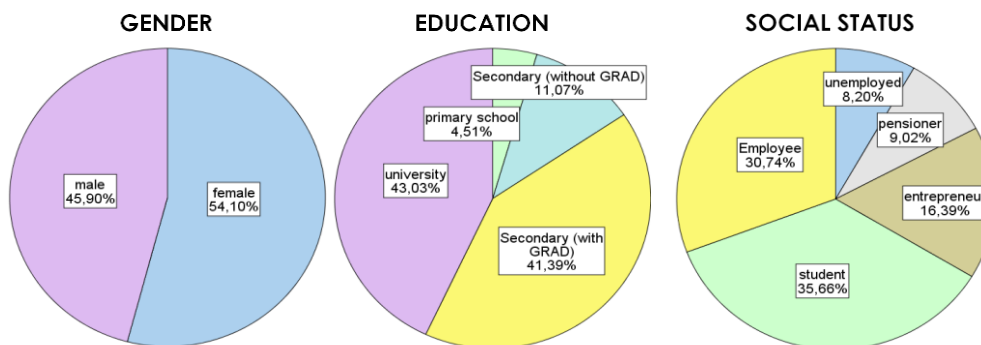

Figure 2 – **Output of frequency analysis of identification variables** (own elaboration)

Dependent variables are also part of the research. We analysed them in the following tables. The tables are enriched with a column view that symbolizes the category output to 100%. The following table provides an overview of the achieved results in the questionnaire survey in the dimension of online marketing tools. Individual instruments were defined in terms of the Slovak Republic. These are general outcomes without any specification of the market segment and the customer.

Table 1 – **Online marketing tools – Impact Mean** (own elaboration)

		Count	N of %
ADVERTISING	does not affect	25	10.25
	rather it does not affect	58	23.77
	I can not say	10	4.10
	rather affects	65	26.64
	affects	86	35.25
SALES PROMOTION	does not affect	35	14.34
	rather it does not affect	26	10.66
	I can not say	21	8.61
	rather affects	56	22.95
	affects	106	43.44
ONLINE EVENT	does not affect	45	18.44
	rather it does not affect	52	21.31
	I can not say	20	8.20
	rather affects	77	31.56
	affects	50	20.49
PUBLIC RELATIONS	does not affect	50	20.49
	rather it does not affect	31	12.70
	I can not say	31	12.70
	rather affects	91	37.30
	affects	41	16.80
DIRECT MARKETING	does not affect	30	12.30
	rather it does not affect	41	16.80
	I can not say	20	8.20
	rather affects	61	25.00
	affects	92	37.70

From a first glance, we see that the vast majority of instruments dominate in the most positive assessment. We see the fluctuations in online events and PR where they were placed in the second highest position. As described in the previous Table 1, the tool outputs are examined and we discuss their forms as shown in the following Table 2.

In the first four forms, we can see that the attributed influence is unequivocally placed in the most positively offered response option – thus influencing it. It was about the tools of visual, multimedia, interactive and textual character. "Worst outputs" are in the form of others (RSS, etc.) and in auditory forms. Social websites, as a specific form, are surprisingly achieving very positive outcomes.

Analysis of hypotheses. The following section was devoted to the analytical examination of the hypotheses listed in the methodological part of this article. This part is conceived with respect to hypothesis analysis, and therefore the analysis of each hypothesis is another part.

Tools in general. In the following section, we offer the results of the analysis of the homogeneity of the impact of the individual tools used in marketing campaigns.

H.1.a: We expect a significant difference in the impact of certain communication mix tools.

We investigated the previous hypothesis by the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H0: There are no significant differences between the analysed variables.

H1: There are significant differences between the analysed variables.

Table 2 – **Forms of online marketing tools – Impact Mean** (own elaboration)

		Count	N of %
Text	does not affect	30	12.30
	rather it does not affect	41	16.80
	I cannot say	21	8.61
	rather affects	56	22.95
	affects	96	39.34
Interactive	does not affect	20	8.20
	rather it does not affect	21	8.61
	I cannot say	15	6.15
	rather affects	67	27.46
	affects	121	49.59
Multimedia	does not affect	15	6.15
	rather it does not affect	22	9.02
	I cannot say	30	12.30
	rather affects	57	23.36
	affects	120	49.18
Vizual	does not affect	15	6.15
	rather it does not affect	16	6.56
	I cannot say	20	8.20
	rather affects	62	25.41
	affects	131	53.69
Audial	does not affect	30	12.30
	rather it does not affect	32	13.11
	I cannot say	36	14.75
	rather affects	81	33.20
	affects	65	26.64
Social site	does not affect	20	8.20
	rather it does not affect	30	12.30
	I cannot say	21	8.61
	rather affects	72	29.51
	affects	101	41.39
Others	does not affect	40	16.39
	rather it does not affect	36	14.75
	I cannot say	60	24.59
	rather affects	68	27.87
	affects	40	16.39

Based on the output of p, we recommend not rejecting the alternative H1 hypothesis. There are significant differences between the analysed impact variables. We can see the highest impact was measured by Sales promotion, the smallest one on PR.

Tools in the dimension of gender. In the following section, we offer the results of the homogeneity analysis of tools used in marketing campaigns between women and men.

H.1.b: We assume a significant degree of difference between the various communication mix tools depending on the category of gender.

Table 3 – **Hypothesis test H.1.a + definition of impact** (own elaboration)

Test Statistics	
Chi-Square	39.770
df	4
Asymp. Sig.	.000

Tools	Ranks %	Mean rank
ADVERTISING	20.94	639.27
SALES PROMOTION	22.44	685.09
ONLINE EVENT	17.64	538.56
PUBLIC RELATIONS	17.56	535.95
DIRECT MARKETING	21.41	653.63

We investigated the previous hypothesis by the non-parametric Mann-Whitney U test. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H0: There are no significant differences in the degree of impact between the gender categories.
H1: There are significant differences in the degree of impact between the gender categories.

Table 4 – **Hypothesis test – H.1.b** (own elaboration)

	Advertising	Sales	Online event	Public	Direct
Mann-Whitney U	6038.000	6791.000	6046.500	6576.000	6773.500
Asymp. Sig. (2-tailed)	.010	.249	.012	.124	.241

Based on the output of the p-value, we recommend not rejecting the alternative H1 hypothesis in the Advertising and Online event variables. Table 5 shows the impact level.

Table 5 – **Forms of tools (Gender) – evaluation** (own elaboration)

	Gender	N	Mean Rank
Advertising	female	132	132.76
	male	112	110.41
Sales promotion	female	132	127.05
	male	112	117.13
Online event	female	132	112.31
	male	112	134.51
Public relations	female	132	116.32
	male	112	129.79
Direct marketing	female	132	117.81
	male	112	128.02

The previous Table 5 exactly determines the impact outputs. As indicated, the difference was confirmed by the "Advertising" variable for women and by the "Events" for men.

Tools in the dimension of education. In the following section, we offer the results of the analysis of the homogeneity on the impact of the tools used in marketing campaigns among the groups of customers with the achieved primary education, secondary education with or without a school leaving examination and higher education.

H.1.c: We expect a significant degree of difference between the certain communication mix tools, depending on the category of the highest achieved education.

We investigated the previous hypothesis by the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H_0: There are no significant differences in the degree of impact between the categories of education.

H$_1$: There are significant differences in the degree of impact between the categories of education.

Table 2 – **Hypothesis test – H.1.c** (own elaboration)

	Advertising	Sales	Online	Public	Direct
Chi-Square	6.174	4.056	6.238	3.333	11.386
df	3	3	3	3	3
Asymp. Sig.	.103	.255	.101	.343	.010

Based on the p output, we recommend not rejecting the alternative H1 hypothesis in the direct marketing variable. Thus, for instruments, the adaptation to the customer with a certain education appears to be unnecessary. In this case, personalization should only make sense in direct marketing. Figure 3 shows the impact level.

*1 – Primary school, 2 – Secondary (without graduation), 3 – Secondary (with graduation), 4 – University
Figure 3 – **Forms of tools (Education) – evaluation** (own elaboration)

We have deduced the only significant difference in direct marketing. Our output in this category is not recommended for customers with the level of primary education.

Tools in the dimension of social status. In the following, we offer the results of the analysis of the homogeneity of the impact of the tools used in the marketing campaigns among the customer groups in the social status category.

H.1.d: We expect a significant degree of difference between the various communication mix tools depending on the social status category.

Table 3 – **Hypothesis test – H.1.d** (own elaboration)

|	Advertising	Sales	Online event	Public	Direct
Mann-Whitney U	6038.000	6791.000	6046.500	6576.000	6773.500
Asymp. Sig. (2-tailed)	.010	.249	.012	.124	.241

We investigated the previous hypothesis by the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H$_0$: There are no significant differences in the degree of impact between the categories of social status.

H$_1$: There are significant differences in the degree of impact between the categories of social status.

Based on the output of the p-value, we recommend not rejecting the alternative H1 hypothesis in sales promotion, online event, PR and direct marketing variables. In the above-mentioned tools, the adjustment of a particular form of women and a particular form of men is meaningful. Figure 4 shows the impact level.

As we can see, a significant difference has occurred in several instruments in the category of social status. The lowest level is attributed to the unemployed. This level may be a secondary outcome of the actual impact of unemployment on purchasing preferences. We support retirees and students in promoting sales among the most prominent categories. In case of events, PR and direct marketing, we support both retirees and entrepreneurs.
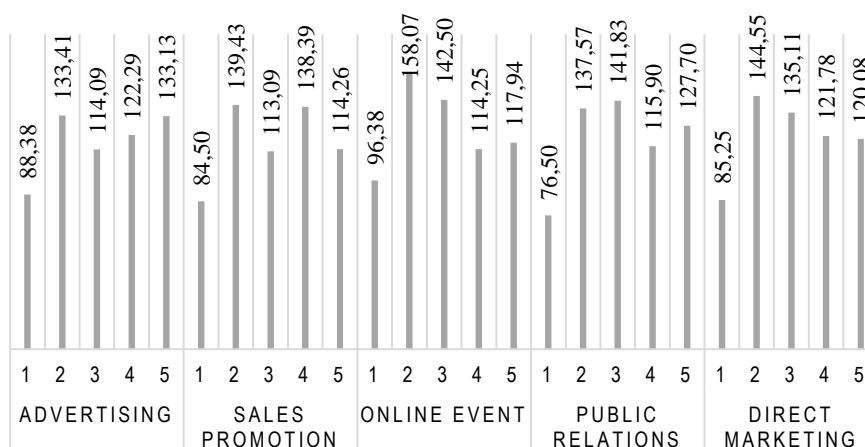
*1 – Unemployed, 2 – Pensioner, 3 – Entrepreneur, 4 – Student, 5 – Employee
Figure 4 – **Forms of tools (Social status) – evaluation** (own elaboration)

Forms of tools in general. In the following section, we offer the results of the analysis of the homogeneity of the impact of the individual forms of tools used in marketing campaigns.

H.2.a: We expect a significant difference in the impact of certain forms of communication mix tools.

Table 4 – **Hypothesis test H.2.a + definition of impact** (own elaboration)

Test Statistics	
Chi-Square	122.193
df	6
Asymp. Sig.	.000

Tools	Ranks %	Mean Rank
Text	13.71	820.15
Interactive	16.04	959.72
Multimedia	15.87	949.44
Vizual	16.75	1001.83
Audial	12.49	747.13
Social site	14.80	885.26
Others	10.33	617.98

We investigated the previous hypothesis through the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H_0: There are no significant differences between the analysed variables.

H_1: There are significant differences between the analysed variables.

Based on the output p-value, we recommend not rejecting the alternative H1 hypothesis. There are significant differences between the analysed impact variables. The highest mean of attributed influence can be seen in "Visual".

Forms of tools in the dimension of gender. In the following section, we offer the results of the analysis of the homogeneity of the impact of the tools used in the marketing campaigns between women and men.

H.2.b: We expect a significant degree of difference between different forms of communication mix tools, depending on the category of the gender.

Table 5 – **Hypothesis test – H.2.b** (own elaboration)

	Text	Interactive	Multimedia	Visual	Audial	Social site	Others
Mann-Whitney U	6394.5	6227.5	5852.0	6606.0	7239.0	6542.5	6944.0
Asymp. Sig. (2-tailed)	.058	.022	.003	.116	.774	.103	.403

We investigated the previous hypothesis by the non-parametric Mann-Whitney U test. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H_0: There are no significant differences in the degree of impact between the gender categories.

H_1: There are significant differences in the degree of impact between the gender categories.

Table 6 – **Forms of tools (Gender) – evaluation** (own elaboration)

	Gender	N	Mean
Text	female	132	130.06
	male	112	113.59
Interactive	female	132	131.32
	male	112	112.10
Multimedia	female	132	110.83
	male	112	136.25
Visual	female	132	128.45
	male	112	115.48
Audial	female	132	121.34
	male	112	123.87
Social site	female	132	128.94
	male	112	114.92
Others	female	132	119.11
	male	112	126.50

Based on the output of the p-value, we recommend not rejecting the alternative H1 hypothesis in the interactive and multimedia variables. In the above-mentioned forms of tools, the adjustment of a particular form of women and a particular form of men is meaningful. The following table shows the impact level.

Based on the output of the p-value, we recommend not rejecting the alternative H1 hypothesis in the interactive and multimedia variables. In the above-mentioned forms of tools, the adjustment of a particular form of women and a particular form of men is meaningful. The following table shows the impact level.

Significant differences in influence were reflected in the area of interactive tools for women and multimedia for men. Other forms of instruments were not statistically significant under the influence of

gender.

Forms of tools in the dimension of education. In the following section, we offer the results of the analysis of the homogeneity of the impact of the tools used in marketing campaigns among the groups of customers with the achieved primary education, secondary education with or without a school leaving examination and higher education.

H.2.c: We expect a significant degree of difference in different forms of communication mix instruments, depending on the category of the highest achieved education.

Table 7 – **Hypothesis test – H.2.c** (own elaboration)

	Text	Interactive	Multimedia	Visual	Audial	Social site	Others
Chi-Square	7.986	10.124	5.776	16.548	4.371	9.027	2.465
df	3	3	3	3	3	3	3
Asymp. Sig.	.046	.018	.123	.001	.224	.029	.482

The previous hypothesis was investigated through the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance, the p-value over the hypothesis:

H_0: There are no significant differences in the level of impact between the categories of education.

H_1: There are significant differences in the level of impact between the categories of education.

Based on the p output, we recommend rejecting the H1 alternative hypothesis in variables of multimedia, auditing and other forms of marketing tools. These forms of tools can be used in the categories of education. In other cases, customization of the tool would make sense to a customer with a certain level of education. Figure 5 visualizes the impact of tools.
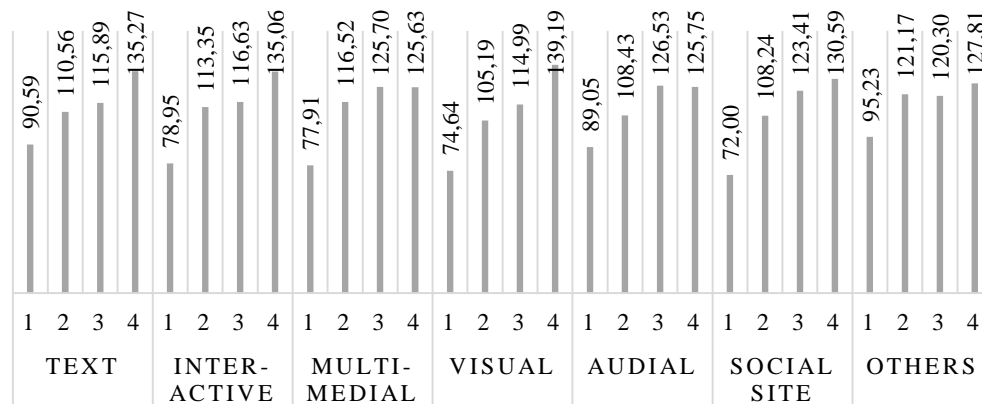
*1 – Primary school, 2 – Secondary (without graduation), 3 – Secondary (with graduation), 4 – University
Figure 5 **– Forms of tools (Education) – evaluation** (own elaboration)

Differences occurred in text form, where the lowest output is at primary school and the highest output is in case of the higher education. In interactive and in all other instruments with significant differences, the output is similar.

Forms of tools in the dimension of social status. In the following section, we offer the results of the analysis of the homogeneity of the impact of the tools used in the marketing campaigns between customer groups in the category of social status.

H.2.d: We expect a significant degree of difference in the different forms of communication mix tools

depending on the category of social status.

	Text	Interactive	Multimedia	Visual	Audial	Social site	Others
Chi-Square	13.055	16.481	36.083	23.331	35.402	16.551	21.554
df	4	4	4	4	4	4	4
Asymp. Sig.	.011	.002	.000	.000	.000	.002	.000

We investigated the previous hypothesis by the Kruskal-Wallis H nonparametric method. The decision mechanism is based on asymptotic significance and on the p-value over the hypothesis:

H_0: There are no significant differences in the degree of impact between the categories of social status.

H_1: There are significant differences in the degree of impact between the categories of social status.

Based on the p output, we recommend not rejecting the alternative H1 hypothesis in all variables. In the category of the social status variable, there are differences that should be considered in marketing activities. Figure 6 visualizes the impact level.
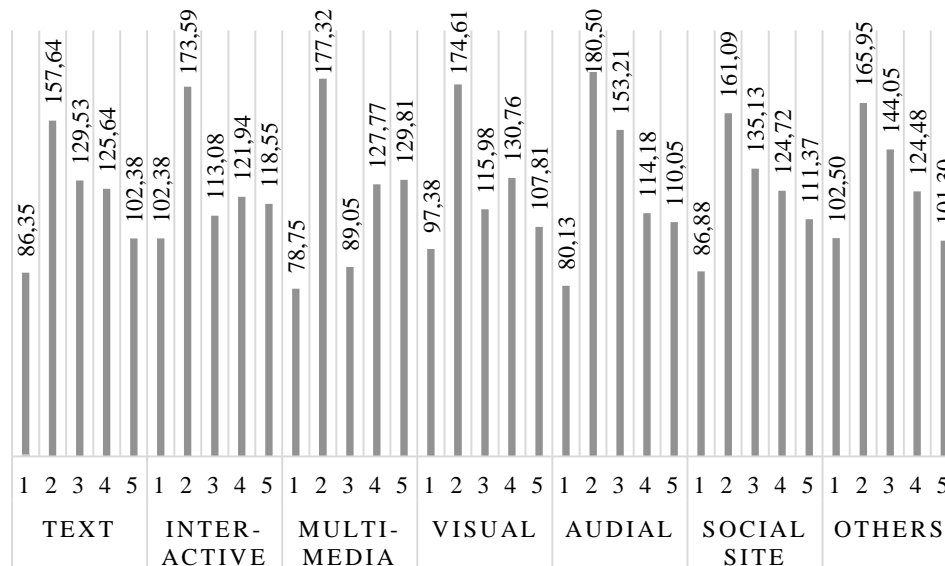
*1 – Unemployed, 2 – Pensioner, 3 – Entrepreneur, 4 – Student, 5 – Employee
Figure 6 **– Forms of tools (Social status) – evaluation** (own elaboration)

Analytically looking at the differences in social status categories, we can say that the differences were manifested in each form of the instrument. In almost all forms, the smallest impact was found among the unemployed and the highest among retirees. In "other" forms (RSS, etc.) the lowest impact was attributed to employees and to retirees with a slight difference.

Discussion. Personalization discussions are expanding in a number of ways, whether in social networking areas, as Tran (2017) claims, or in the areas of traditional marketing (McDarby et al. 2018). In the field of applied research, the expansion of the scientific horizon is important. It is particularly important from the point of view of the pivotal marketing pillar that Kotler and Keller (2012) characterized as meeting the customer's needs with an emphasis on profit. Janouch (2010) determines the tools and forms of online

marketing but has not defined the differences in the perception among individual customer groups. Our contribution to this area is in the precise assessment of the preference and therefore of the output of the applications. It is a recommendation of specific tools for specific groups of potential and real customers.

Personalization is an activity optimization system to maximize customer satisfaction. Trends in this system are not significantly different in the geographical demarcation of the regions. Personalization is a systematic activity that is a global trend and it should not be underestimated.

The principle of personalization is embedded in a detailed understanding of the customer. Customer needs are satisfied when we know the customer. We know his/her product preferences, know his/her habits and, finally, yet importantly, we will recognize the communication tools and forms of the tools that most influence the customer. The principle of personalization in tool dimensions and forms of marketing communication tools offers us the opportunity to effectively communicate with the customer.

Based on the analyses of the previous section, we assume that not all customer groups respond proportionately to all tools and forms of marketing communication tools. This exact underlying argument is of utmost importance for the marketing activities in the online environment of primarily small and medium-sized businesses that do not have explicitly defined customer segments and ongoing analyses of previous campaigns. When placing a product on the market, smaller businesses do not usually have a marketing research budget that would reveal the "best of" to get closer to the customer. Often they do not have built efficient distribution routes to existing products and services. The differences in attributed influence reduce the randomness of the decision, in approaching the customer - personalization from the point of view of the communication strategy of the campaign. As we mentioned in the introduction, offering sales to meet customers' needs does not only affect the campaign through its communication substance but also the impact of other elements of the marketing mix and other influences, purchasing, trends, personal preferences, family etc. Through communication, we often try to convince the customer to see the product to meet his or her needs and offer an affordable price. Communication and personalization should also be given the appropriate attention. Delivering causality in communication as an indispensable part of the marketing mix represents a huge opportunity for the research area in a great deal with the real application of outputs in practice. We plan to enrich the personalization of communication in the context of new knowledge leading to customer benefits, business profits and to the shift in theory.

In the vast majority of cases, the creation of marketing activities focuses on the construction of segments based on assumptions in strong association with the product. Previous ideas offer a stronger view of the concept of marketing. These ideas look at the optimization of the campaign from the perspective of the customer. The main idea of the research was to demonstrate the different homogeneity of the perceived impact of communication tools in the online environment (advertising, sales promotion, events, PR activities, direct marketing) and tooling (text, interactive, multimedia, visual), second-degree grading of variables such as gender, education and social status. By implication, this view of personalization in campaigning should not be absent, especially for campaigns where there is a high percentage of uncertainty.

In hypotheses H1a and H2a, we analysed the homogeneity of tools and their forms. For both variables, we recommend adopting an alternative hypothesis, meaning there are significant differences between the tools and forms of tools. Sales promotion, direct marketing and advertising are considered to be the best tools. Visual, multimedia and interactive forms are considered to be the most influential. The optimal tool in combination with its form is generally supported by sales in visual form. However, there were only slight differences between the above-mentioned tools and forms. Instruments and forms of tools that respondents do not assign as much were online events and PR in a combination of forms as auditing or others, i.e. RSS etc. In the second part, there were significant differences in many categories of the analysed variables (gender, education, social status). Based on the output, we can define the so-called problematic category – the unemployed, where the level of influence has not been measured in most

instruments and forms of tools. The very grateful category in the social status, were retirees, with a high degree of influence in several instruments and forms of tools.

In these parts, we have explained the advantages of personalization in Slovakia, further research in this area could be carried out in terms of application and drawing an exact conclusion in the case of specific products and services. We experimentally prove the effects of personalization on particular products, for individual groups of customers, with an emphasis on the principles of a marketing concept.

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Аналітичний огляд інструментарію онлайн-маркетингу для оптимізації персоналізованих маркетингових кампаній в Словаччині

Метою статті є аналіз підходів до проведення персоналізованих маркетингових кампаній з метою їх оптимізації. Розглянуто та оцінено індивідуальне сприйняття споживачами маркетингових комунікаційних інструментів в онлайн-середовищі. Виявлено, що при плануванні персоналізованих маркетингових кампаній враховується як правило лише ставлення клієнта до продукту, що тим самим знижує її ефективність. Авторами визначається місце персоналізації в проведенні маркетингових кампаній, яка розглядається як система пошуку конкретних інструментів максимізації рівня задоволеності клієнтів. В даному дослідженні запропоновано основні параметри оптимізації персоналізованих маркетингових кампаній. З метою перевірки гіпотез про однорідність вибірок маркетингових інструментів було використано статистичний аналіз з урахуванням змінних факторів: гендерної ознаки, освіти та соціального статусу. Ідентифікація залежних та незалежних змінних здійснювалась на основі результатів анкетування 244 респондентів Словаччини у 2017 році. Отримані результати мають практичний характер та сфокусовані на підвищенні ефективності проведення маркетингової кампанії в онлайн-середовищі, в першу чергу для підприємств малого та середнього бізнесу, які не мають чітко розділеної на сегменти (кластери) клієнтської бази та обмежені у фінансових ресурсах. У рамках дослідження автори диверсифікували інструменти онлайн-маркетингу за ступенем їх впливу на клієнтів в залежності від рівня освіти, гендерної ознаки та соціального статусу. Автори зосереджують увагу на тому, що обмеженість використання отриманих результатів пояснюється їх чутливістю до змін цілей маркетингової кампанії та соціального устрою країни.

Ключові слова: маркетингові інструменти, форми маркетингових інструментів, персоналізація клієнтів, персоналізація маркетингових комунікацій, оптимізація маркетингової кампанії.