

# Evaluation and Forecasting of the Use of Digital Marketing Strategies in the Banking Field Based on Econometric Models

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## Abstract

The incorporation of digital marketing strategies has transformed the financial services sector, equipping commercial banks with innovative tools to attract clientele, enhance customer retention, and improve overall operational efficiency. This study investigates the impact of digital marketing initiatives such as social media campaigns, online banking platforms, and targeted advertising on the performance of commercial banks in Uzbekistan. Utilizing econometric methods, the research examines essential banking performance indicators, including return on assets (ROA), return on equity (ROE), and cost-to-income ratio, to evaluate the effectiveness

of digital marketing endeavors. The findings reveal a significant positive correlation between the adoption of digital marketing strategies and improved bank performance. Banks that actively invest in digital platforms and advertising experience advancements in customer engagement, cost efficiency, and financial outcomes. The conclusions underscore the importance of digital marketing as a critical component of contemporary banking strategies and provide insights for policymakers and financial institutions seeking to optimize their marketing efforts.



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## CCS Concepts

• Digital marketing, commercial bank efficiency, return on assets (ROA), return on equity (ROE), cost-to-income ratio, econometric analysis, customer acquisition, digital platforms, financial performance.

# Marketing Models And Econometric Research

**Johnny Kjell Johansson**



## **Marketing Models And Econometric Research:**

**Marketing Models and Econometric Research** Leonard J. Parsons, Randall L. Schultz, 1976 Market Response Models: Econometric and Time Series Analysis Dominique M. Hanssens, Leonard J. Parsons, Randall L. Schultz, 2012-12-06 This book reports over a decade's worth of research on the development of empirical response models that have important uses for generating marketing knowledge and improving marketing decisions. Some of its contributions to marketing are the following: 1 It integrates state-of-the-art technical material with discussions of its relevance to management. 2 It provides continuity to a research stream over 20 years old. 3 It illustrates how marketing generalizations are the basis of marketing theory and marketing knowledge. 4 It shows how the research can be applied to marketing planning and forecasting. 5 It presents original research in marketing. The book addresses both marketing researchers and marketing managers. This can be done because empirical decision models are helpful in practice and are also based on theories of response. Econometric and time series analysis (ETS) is one of the few areas in marketing where there is little if any conflict between the academic sphere and the world of professional practice. *Market Response Models* is a sequel to *Marketing Models and Econometric Research* published in 1976. It is rare for a research-oriented book in marketing to be updated or to have a sequel. Unlike many other methodologies, ETS research in marketing has stood the test of time. It remains the main method for discovering relations among marketing variables.

**Marketing models and econometrics research** Leonard J. Parsons (author), *Econometric Models in Marketing* P.H. Franses, A.L. Montgomery, 2002-02-28 Contains twelve papers discussing the interface between Marketing and Econometrics. The papers in this work are representative of the types of problems and methods that are used within the field of marketing.

**Handbook of Marketing Decision Models** Berend Wierenga, 2008-09-11 Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology e.g. the Internet, online marketing, e-commerce and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models but major progress has also taken place in existing types of marketing models. The *HANDBOOK OF MARKETING DECISION MODELS* presents the state-of-the-art in marketing decision models dealing with new modeling areas such as customer relationship management, customer value and online marketing but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales, promotions, sales management and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing management support systems and in special techniques such as time series and neural nets. Not only are the most recent models discussed but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries.

*Building Implementable Marketing Models* Philippe A. Naert, Peter S.H. Leeflang, 2013-12-01 The observation that many models are built but few are

used has almost become a commonplace in the management science and operations research literature Nevertheless the statement remains to a large extent true today also and perhaps even more so where marketing models are concerned This led Philippe Naert now about four years ago to write a concept text of a few hundred pages on the subject of how to build simple men table marketing models that is models that can and will be used One of the readers of that early manuscript was Peter Leefiang He made suggestions leading to a more consistent ordering of the material and pro posed the addition of some topics and the expansion of others to make the book more self contained This resulted in a co authorship and a revised version which was written by Peter Leefiang and consisted of a reshuffling and an expansion of the original material by about fifty per cent Several meetings between the co authors produced further refinements in the text and the sequence of chapters and sections after which Philippe Naert again totally reworked the whole text This led to a new expansion again by fifty per cent of the second iteration The third iteration also required the inclusion of a great deal of new literature indicating that the field is making fast progress and that implementation has become a major concern to marketing model builders

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Joseph Zaremba,1980 Business Administration Reading Lists and Course Outlines ,1985 **Market Measurement and**  
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## **Table of Contents Marketing Models And Econometric Research**

1. Understanding the eBook Marketing Models And Econometric Research
  - The Rise of Digital Reading Marketing Models And Econometric Research
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Models And Econometric Research
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Models And Econometric Research
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Models And Econometric Research

- Personalized Recommendations
  - Marketing Models And Econometric Research User Reviews and Ratings
  - Marketing Models And Econometric Research and Bestseller Lists
5. Accessing Marketing Models And Econometric Research Free and Paid eBooks
    - Marketing Models And Econometric Research Public Domain eBooks
    - Marketing Models And Econometric Research eBook Subscription Services
    - Marketing Models And Econometric Research Budget-Friendly Options
  6. Navigating Marketing Models And Econometric Research eBook Formats
    - ePub, PDF, MOBI, and More
    - Marketing Models And Econometric Research Compatibility with Devices
    - Marketing Models And Econometric Research Enhanced eBook Features
  7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Marketing Models And Econometric Research
    - Highlighting and Note-Taking Marketing Models And Econometric Research
    - Interactive Elements Marketing Models And Econometric Research
  8. Staying Engaged with Marketing Models And Econometric Research
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Marketing Models And Econometric Research
  9. Balancing eBooks and Physical Books Marketing Models And Econometric Research
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Marketing Models And Econometric Research
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Marketing Models And Econometric Research
    - Setting Reading Goals Marketing Models And Econometric Research
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Marketing Models And Econometric Research

- Fact-Checking eBook Content of Marketing Models And Econometric Research
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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