

659.113.7.127-047.72

*The article is devoted to the problem of evaluation of economic efficiency of advertising. The article analyses the existing approaches to forecasting and calculation of the advertising effect. The author suggested her own method of complex assessment of the effectiveness of advertising. The method is based on the theory of probability, and integrates the communicative and economic assessment of the effectiveness of advertising, indicators of media planning.*

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10; 11; 12; 14], [5; 7; 8;

1.

2.

3.

4.

5.

6.

( )

« ».

« »

[3].

7; 8; 12; 14].

[5, c. 242; 12, c. 460].

[4].

2.

$$E_{mark} = \frac{\Delta S_i}{I},$$

ROI,

$E_{mark}$  -

;  $\Delta S_i$  -

( -

[2; 3; 5; 7; 8; 11; 12; 14].

1.

$$E_{ROI} = \frac{\Delta Z}{I},$$

[2; 9, . 310-

324; 13]:

$E_{ROI}$  -

ROI;  $\Delta Z$  -

$$E = \frac{T_A \cdot H_T}{100} - (U_p + U_A)$$

$$\Delta Z = Z_1 - Z_0 (Z_0, Z_1 -$$

$T$  -

;  $H_T$  -

);  $I$  -

( ;  $U$  -

$U$  -

;  $U$  -

1972 .

$$E_{ROI} = \frac{\Delta Z}{\alpha \cdot I},$$

$\alpha$  -

( ;

[5 . 365]:

$$\alpha = 1 \frac{\varphi}{12} k,$$

$\varphi$  -

$$\lambda = \frac{dY}{dI},$$

$k$  -

;

$d_y$  -

;  $d_i$  -

( )  $\alpha = (1$

+  $\varphi$ )t,  $t$  -

) [5, c.

( ;  $\lambda$

61].

$E_{ROI}$

(1;  $\infty$ ).

$X = k \cdot I^\lambda,$   
 $X - ; I - ;$   
 $k - ,$   
 $[0; 1],$   
 $; \lambda - [5,$   
 $. 379-384].$

$$\Delta Y = k \cdot I \cdot \frac{M - Y}{Y} - \zeta \cdot Y,$$

$\Delta Y - ; I -$   
 $; k - ,$   
 $($   
 $); M$   
 $; \zeta - ,$   
 $[5, . 366-367].$

$$Z = (p - q) \cdot k \cdot I^\lambda - C_1 - I,$$

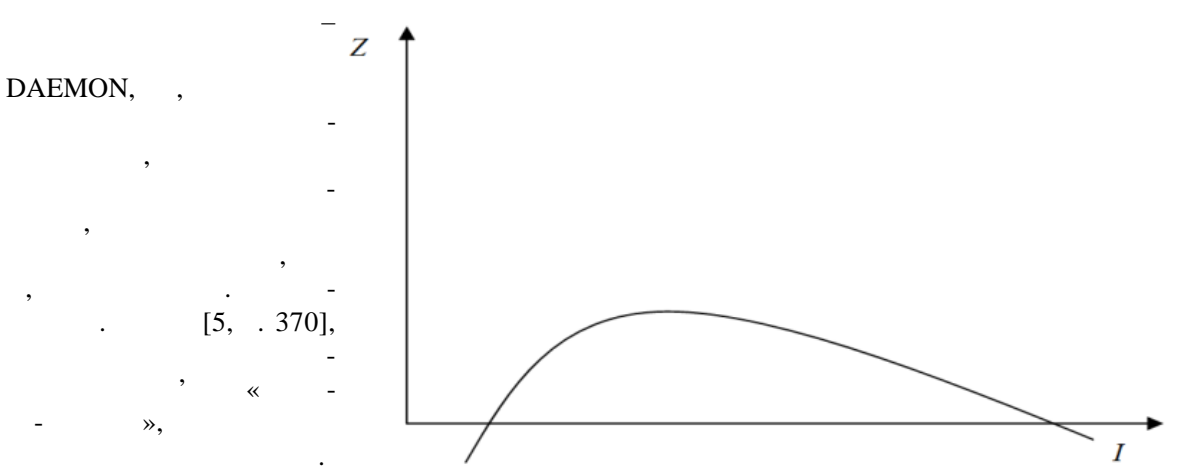
$k \lambda - ,$   
 $; p i q - ; C_1 -$   
 $[5, . 380].$

$$I_{opt}^{1-\lambda} = \frac{1}{\lambda \cdot (p - q) \cdot k},$$

$k \lambda - ,$   
 $; p i q -$

$[5, . 366-368],$   
 $k \zeta,$   
 $( . 1).$

$. 525],$   
 $Q_t$   
 $S_t,$   
 $[6,$   
 $Q_t = 2,2024 \cdot Q_{t-1}^{0,565} \cdot S_t^{0,19}.$   
 $[5, . 368].$



**.1.**  
 $( )$   
 $[5, . 38-384)]$

1) - ;  
 , - ROI;  
 2)

DAEMON, , , - ;

[5, c. 189-359; 7, 8, . 209-220;  
 11. . 191-202; 12, . 459-461; 14].

(p).

: P<sub>i</sub>

$$P = 1 - \prod_{i=1}^n q_i, \quad (1)$$

q<sub>i</sub> -

(s)

(t),  
 (k)

71]

[1, c.  
 m<sub>i</sub>,

$$(s + 1) \cdot q - 1 \leq m_i \leq (s + 1) \cdot q, \quad (2)$$

$$k = \max(m_i) + 1. \quad (3)$$

(λ),

[7; 12, . 466].

(k)

[1, c. 103] :

$$P_t(k) = \frac{(\lambda t)^k}{k!} \cdot e^{-\lambda t} \quad (4)$$

(n)

(ε),

162-164]

( ): = 108.

[5,

$$Z = Pt(k) * n * \varepsilon - V - C, \quad (5)$$

V-

; C-

$$p_1 = \frac{PII}{140} = \frac{108}{140} = 0,77$$

9 20

$$p_1 = 0,77 \cdot \frac{9}{20} = 0,35$$

«

(I; Z)

: 12 20

( ),

5

$$p_2 = \frac{12}{20} \cdot \frac{5}{12} = 0,25$$

48%

$$p_3 = 0,48.$$

(n<sub>p</sub>).

. 1 (V<sub>i</sub> -  
; S<sub>i</sub> -

(1),

$$P = 1 - 0,35 \cdot 0,25 \cdot 0,48 = 0,958$$

(2)

$$(7 + 1) \cdot 0,65 - 1 \leq m_1 \leq (7 + 1) \cdot 0,64, 2 \leq m_1 \leq 5, m_1 = 5$$

$$(12 + 1) \cdot 0,75 - 1 \leq m_2 \leq (12 + 1) \cdot 0,8, 75 \leq m_2 \leq 9, m_2 = 9$$

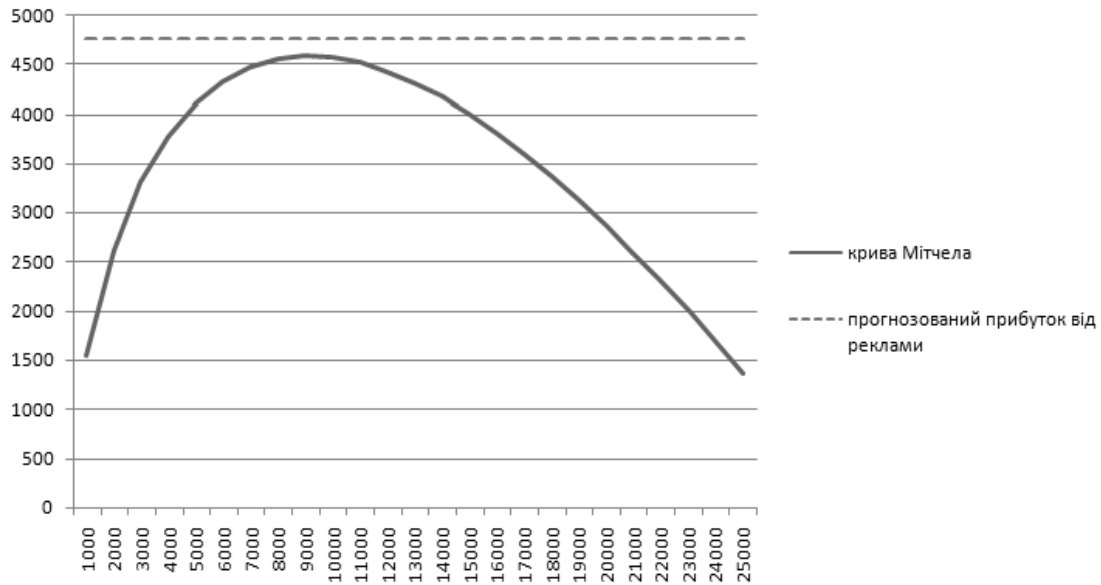
$$m_3 = 1$$

-2

1.

( )

	$V_i$	$n_i$	$p_i$	$S_i$
	10000	8000	0,35	7
-	5000	6000	0,25	12
	500	2000	0,48	
?	15500	8000	-	-



.2.

( )

$$k = \max(5, 9, 1) + 1 = 10$$

$\lambda =$

8.

(4):

$$P_2(10) = \frac{(8 \cdot 2)^{10}}{10!} \cdot e^{-8 \cdot 2} = 0,034.$$

$$n = 8000.$$

$$\varepsilon = 80 ( \quad ).$$

$$V = 15500,$$

$C =$

1500.

(5)

1.

$$Z = 0,034 \cdot 8000 \cdot 80 - 15500 - 1500 = 4760.$$

- 448

2.

$$Z = 64I^{0,6} - 17000.$$

$$V = I = 15500,$$

$$Z = 64 \cdot 15500^{0,6} - 17000 = 3911,20.$$

3.

-

4.

10. - 141-144.

5.

416

6.

2004. - 502

7. [ ] / 12. (7- ) / , 2005. – 352 .
8. : http:// 512 . 2007. – 108 . – : http:// 512 . 2008. –
9. : 13. , . . , -
10. (2- ) / . . . . - . : , 2010. – . . . . // -
11. 397 . - 2005. – 11. – . 38-41.
12. : 14. , . [ -
13. . / . . . . - . : http://www.koob.ru/
14. 2008. – 368 . advertising
15. 10. /
16. . // . -
17. 2003. – 5 . ( 26). – . 30.
18. 11. /

659.113.7.127-047.72

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UDC 659.113.7.127-047.72

**Yakovenko Larisa Ivanivna**, doctor of economic sciences, professor, head of department political economy. **Kovalevskaya Victoria Victorivna**, assistant of department political economy. PNPU named by V. Korolenko. **Forecasting of the advertising effect with the method of complex assessment of the effectiveness of advertising.** The article is devoted to the problem of evaluation of economic efficiency of advertising. The article analyses the existing approaches to forecasting and calculation of the advertising effect. The author suggested her own method of complex assessment of the effectiveness of advertising. The method is based on the theory of probability, and integrates the communicative and economic assessment of the effectiveness of advertising, indicators of media planning.

**Keywords:** advertising, promotional activity, advertising effectiveness, testing, advertising, cost-effectiveness of advertising.

17.02.2012 .