

REMARKETING AND CUSTOMER RELATIONSHIP

The essence of marketing and its interaction with the system customer relationships and their impact on business. The basic ideas and trends in Internet marketing activities and certain advantages of remarketing and customer relationship systems. Because of the tremendous impact of the internet on modern society, the old methods of marketing tools are not as effective as they were until recently. Marketers should look for new methods of promoting your potential customers and maintaining existing ones. Social networks and active penetration of business is the springboard for the modern marketer. Today, of particular interest is the use of social networks, search engines and contextual advertising in marketing activities, where relevant automation of business processes and the struggle for the client. During the study, it was found that Ukraine is not enough theoretical material on the role of dynamic remarketing CRM and its use in companies of Ukraine. To understand what is at stake, consider the concept remarketing.

Remarketing (remarketing, the re-marketing) – product marketing, marketing communications and personalization receiving continuing communication with the target audience, through which the target audience recall the previously occurred with the brand, product communication. Remarketing aim – is to increase sales. Remarketing – a search for new possibilities of communication with the target audience for sales growth, return customers, ensuring repeat sales. Herein lies the similarity of customer relationships and remar-

keting. Remarketing task is to restore or maintain contact with the target audience of the brand, a commodity to commit the last purchase.

When combined CRM and marketing – is transformed into a remarketing CRM – more complex, but also more accurate marketing tool. That allows marketers to create target groups based not only search data. Marketing can now track their own data with the help of intelligence agents or CRM-systems, helping increase customer loyalty. Synchronization is carried out by an audience numbering each user ID. This enables more expanded disclose the interests and behavior of consumers on the Internet, and allows you to expand the conditions for remarketing. Remarketing – it is much more than just an ad aimed at those who visited the advertiser's website. This – ample and effective media planning tool that has great opportunities to work with different audience segments. Remarketing – a strategic tool, hard predictable and stretched for a long period of time. But any result marketer will provide a clear understanding of the front, which will be most beneficial to focus. For it is necessary to examine the appropriate use of behavioral marketing, relationship marketing, strategic marketing, online marketing. Understanding customer interaction process with the site and CRM will design an advertising campaign that will fully meet the stated objectives of the enterprise, and attract the desired target audience, resulting in profits for the company and the value and satisfaction to customers.