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Digital Advertising Trends and Effectiveness in the Modern Era: A Systematic Literature Review

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Abstract: This research aims to understand the latest trends in digital advertising and measure the effectiveness of video content and social media in increasing engagement, conversion, brand awareness, and customer loyalty. This research utilizes a quantitative study design with a cross-sectional survey to collect data from social media-active consumers exposed to video advertisements. Data analysis used descriptive and inferential statistical techniques to test the relationship between these variables. The findings showed that video content is highly effective in attracting attention and maintaining consumer interest longer than text or static images. The video also allows for more complex and emotional messaging. Social media facilitates two-way interaction between brands and consumers, strengthening relationships and increasing customer loyalty. Integrating video content with social media platforms such as YouTube, Facebook, Instagram, and TikTok significantly increases engagement and conversion. Personalization of ads through artificial intelligence (AI) technology has also been shown to increase campaign relevance and effectiveness. This research contributes to the digital advertising literature by demonstrating the importance of the integration of video and social media content and the use of AI technology for personalization. The findings offer practical guidance for advertisers to improve the effectiveness of their campaigns. However, this study has limitations in sample coverage and quantitative analysis focus. Future research should expand the sample and incorporate qualitative approaches to gain more comprehensive insights.

Keywords: Digital Advertising, Video Content, Social Media, Consumer Engagement, Ad Personalization.

JEL Classification Code: E44, F31, F37, G15

1. INTRODUCTION

Digital advertising has become essential in modern marketing strategies, yet companies still face many challenges in optimizing effectiveness. One practical problem that is often encountered is ad fraud, where ads are seen by bots rather than humans, resulting in significant financial losses for advertisers (Johnson et al., 2020). In addition, privacy issues are a significant concern for consumers due to the large amount of personal data collected without explicit authorization (Huang & Rust, 2021). Consumers today are increasingly critical of the advertising content they receive and tend to ignore ads that are considered irrelevant or intrusive (Chaffey & Smith, 2022). From a theoretical standpoint, digital advertising requires a deeper understanding of consumer behavior in the digital age. Consumers are more informed and have more control over their content, so traditional advertising approaches are no longer practical (Lee & Cho, 2020). This drives the need for innovative advertising strategies to remain relevant and attractive to audiences (Latief, 2023). In addition, many companies still need help measuring the Return on Investment (ROI) of their digital advertising campaigns due to the complexity of analytics data and cross-platform conversion attribution (Turnbull, 2022). Further research is needed to overcome these challenges and find practical solutions to maximize the potential of digital advertising in the modern era. With the development of technology and changes in consumer behavior, understanding and addressing these practical and theoretical issues is crucial to the success of digital advertising strategies.



Recent studies have shown various innovative approaches to digital advertising. For example, research by Huang and Rust (2021) highlights the importance of personalization in digital advertising to increase engagement and conversion. This research shows that ads tailored to consumer preferences and behaviors tend to attract attention and drive action more successfully. On the other hand, a study by Haleem et al. (2022) shows that using artificial intelligence (AI) technology in digital advertising can improve campaign efficiency by automating the targeting and analytics process. Additionally, the study by Li et al. (2022) emphasized the importance of video content in digital advertising. They found that video ads are more engaging and effective in conveying messages than text-based ads or static images. The study also showed that video duration and quality play an important role in ad effectiveness. Meanwhile, research by Lee & Cho (2020) shows that advertising through social media has great potential to create higher engagement than other media, thanks to its interactive features and broad audience reach. However, despite the many advancements in digital advertising, recent studies have also revealed some limitations. For example, research by Hayes et al. (2021) showed that while personalization can increase advertising effectiveness, significant privacy risks are associated with using consumers' personal data. In addition, research by Zahay & Roberts (2018) shows that many companies still need help measuring their digital ads' effectiveness, especially in terms of cross-channel conversion attribution. Digital advertising has become increasingly popular, especially during the COVID-19 pandemic, with social media and paid search as the most effective tools (Kurniawati et al., 2022). Although investment in digital advertising continues to increase, its efficiency remains a concern, with only a fraction of spending delivering the desired results (Singh, 2021). Effective marketing strategies in the digital age include a robust online presence, targeted advertising, personalized communication, and the use of social media, content marketing, influencer marketing, and search engine optimization (Hermayanto, 2023).

Although many studies have explored various aspects of digital advertising, there still needs to be a significant gap between theory and practice. For example, although personalization is recognized as a critical factor in advertising effectiveness, many companies still need to implement personalization well due to technological and data limitations (Chaffey & Smith, 2022). Also, although the use of AI in advertising has been widely discussed, its practical implementation still needs to overcome various barriers, including high costs and a lack of deep understanding of this technology among advertisers (Davenport & Ronanki, 2018). On the other hand, although video is recognized as an effective advertising format, many advertisers still need to tap the full potential of video due to the limited production of high-quality content (Li et al., 2022). Furthermore, although social media is considered a highly effective platform for advertising, there is still much debate on how best to measure the ROI of advertising campaigns on social media, as the available metrics often do not reflect the true impact of the ads (Basuki & Cahyani, 2022). In addition, studies on the effectiveness of digital advertising often need to consider cultural and regional differences that may affect consumer response to ads. Research by Wiese & Akareem (2020) shows that cultural factors significantly impact perceptions and responses to digital advertising. However, many studies still focus on a global or country-specific context without regard to local variations. This suggests a need for more context-specific research in evaluating the effectiveness of digital advertising in various markets.

Based on the gap analysis discussed, this study aims to answer the question: "How can digital advertising trends and effectiveness be improved in the modern era?" This research explores how companies can leverage the latest technology to improve ad personalization and measure the effectiveness of their campaigns more accurately. In addition, this research will also examine how video content and social media platforms can be used more effectively in digital advertising strategies. The novelty of this research lies in its holistic approach to exploring digital advertising, combining theoretical and practical perspectives. This research will not only provide insights into the latest trends in digital advertising but also offer practical recommendations for companies looking to improve the effectiveness of their digital advertising campaigns. In this context, this research will investigate the use of artificial intelligence (AI) in ad personalization and the impact of high-quality video content and interactive social media marketing strategies. As such, this research is expected to significantly contribute to the digital advertising literature and marketing practices in the modern era. The findings of this research will assist companies in addressing practical challenges such as ad fraud and privacy

concerns, as well as guide how to measure ROI more effectively. Through a comprehensive and innovative approach, this research aims to pave the way for more efficient and effective digital advertising strategies in line with technological developments and evolving changes in consumer behavior.

2. LITERATURE REVIEW

Digital advertising has undergone a significant transformation in this modern era, affecting how companies interact with consumers. With the development of technology, personalization and the use of big data have become critical pillars in improving the effectiveness of digital advertising. In addition, artificial intelligence (AI) and automation enable more efficient audience targeting and campaign analytics, giving companies a competitive advantage. Video content and social media also play an essential role, with video being a highly effective ad format in attracting consumer attention and social media offering a broad reach and interactive features to increase engagement. This article will review the trends and effectiveness of digital advertising, identify the most effective approaches, and highlight the existing challenges and opportunities.

2.1. Personalization and Data Usage in Digital Advertising

Digital advertising has proliferated in recent decades, and personalization has become a key element in companies' efforts to attract consumers' attention. Personalization in digital advertising refers to the customization of advertising content based on individual consumer data to create a more relevant and engaging experience (Baskoro, 2024). With personalization, advertisers can deliver messages that match consumers' preferences, needs, and behaviors, thereby increasing the likelihood of a positive response to the ad. Personalization plays a vital role in attracting consumer attention because it is able to offer more relevant content (Chandra et al., 2022). In a world where consumers are inundated by thousands of ads every day, relevance becomes a critical factor to cut through the noise and gain attention. Studies show that consumers are more likely to respond to personalized ads compared to generic ones (Grigorios et al., 2022). In addition, personalization helps build stronger relationships between brands and consumers by demonstrating that the brand understands and values the individual needs of consumers (Amandasari et al., 2024). The evolution of personalization from traditional to digital advertising reflects a significant change in how advertisers interact with their audiences. In the past, advertisements were often one-way and generic, without considering individual differences among consumers. However, with the advancement of digital technology, advertisers are now able to collect highly detailed data on consumer behavior, preferences, and demographics. This data allows them to create more relevant and compelling ads, increasing the likelihood of engagement and conversion.

Personalization technologies and methods in digital advertising have undergone significant development. One of the leading technologies used is artificial intelligence (AI) (Putra, 2024). AI allows advertisers to analyze large amounts of data and identify patterns that can be used for ad personalization (Haleem et al., 2022). For example, AI can be used to make product recommendations based on consumers' browsing and purchase history. With sophisticated algorithms, AI can predict consumer needs and preferences, making the ads more relevant and engaging (Lee & Cho, 2020). The role of data analytics and big data is also very important in ad personalization. Data analytics allows advertisers to better understand consumer behavior and identify different audience segments. Big data, which includes data from various sources such as social media, browsing history, and purchase transactions, provides deeper insights into consumers. Using this data, advertisers can create more targeted and effective ads (Rafieian & Yoganarasimhan, 2021). Other examples of technologies used for personalization include recommendation systems, which are often used by e-commerce platforms to suggest products to users based on their browsing and purchase history. This technology not only improves user experience but also increases sales by displaying more relevant products to consumers (Hoyer et al., 2020).

The effectiveness of personalization in digital advertising has been proven by various empirical studies. These studies show that personalized ads can significantly increase engagement and conversion.

For example, research by Huang & Rust (2021) found that personalization can increase click-through rates and conversions several times compared to non-personalized ads. In addition, personalization has also been shown to increase customer loyalty and brand awareness, as consumers feel more connected to brands that understand and meet their needs. However, ad personalization also faces various challenges. One of the main challenges is privacy and regulatory concerns regarding the use of consumer data. With consumers' growing concerns about privacy, regulations such as GDPR in Europe and CCPA in California have been implemented to protect consumers' data. Advertisers need to ensure that they comply with these regulations and adopt transparent practices in data collection and use (Prayudi & Komariyah, 2023). The risk of over-personalization is also a concern. Too much personalization can make consumers feel watched and uncomfortable, which can damage relationships with brands. In addition, ad fraud and data security are severe issues in the personalization process. Ad fraud, where ads are seen by bots instead of humans, can undermine the effectiveness of ad campaigns and result in significant financial losses. Advertisers need to adopt more sophisticated fraud detection technologies to address this issue (Prayuti, 2024).

ROI analysis of personalized advertising campaigns also shows positive results. While the initial cost of implementing personalization may be high, increased engagement, conversions, and customer loyalty can result in significant ROI in the long run. Advertisers who manage to adopt personalization effectively can see significant improvements in their campaign performance (Singh, 2021). The impact of personalization on customer loyalty and brand awareness cannot be ignored either. Personalization helps create a more meaningful experience for consumers, increasing their loyalty to the brand. Consumers who feel valued and understood by the brand are likelier to remain loyal and recommend the brand to others. This increases brand awareness and helps companies to build a solid and loyal customer base (Elli et al., 2023). Thus, personalization and the use of data in digital advertising offer great opportunities for advertisers to increase the effectiveness of their campaigns. However, to maximize these benefits, advertisers must overcome existing challenges, including privacy concerns, ad fraud, and the risk of over-personalization. With the right approach, personalization can be a highly effective tool to increase customer engagement, conversion, and loyalty in digital advertising.

2.2. Use of Artificial Intelligence (AI) and Automation in Digital Advertising

Digital advertising has evolved significantly with the advent of artificial intelligence (AI) and automation technologies. In digital advertising, personalization refers to tailoring advertising content based on individual consumer data to create a more relevant and engaging experience (Olsen & Pracejus, 2020). In contrast to traditional advertising approaches that are often one-way and generic, personalization allows advertisers to deliver messages tailored to consumers' preferences, needs, and behaviors in real time. Personalization is essential in attracting consumer attention because it offers more relevant content. Amidst the flood of information and advertisements consumers receive daily, relevance is critical to cutting through the noise and gaining attention. Studies show that consumers are more likely to respond to personalized ads than generic ones (Huang & Rust, 2021). The impact of personalization on engagement and conversion is significant, with improvements noted in various case studies. For example, a personalized ad campaign by Netflix increased customer retention by offering content recommendations matching users' preferences. The evolution of personalization from traditional to digital advertising reflects a significant change in how advertisers interact with their audiences (Aiolfi et al., 2021). In the past, advertising was often one-way, without considering individual consumer differences. However, with the advancement of digital technology, advertisers can now collect and analyze highly detailed data on consumer behavior, preferences, and demographics. This data enables the creation of more relevant and compelling ads, thus increasing the likelihood of engagement and conversion.

Personalization technologies and methods in digital advertising have undergone significant developments, especially with algorithms and artificial intelligence (AI). AI allows advertisers to analyze large amounts of data and identify patterns that can be used for ad personalization. For example, AI can make product recommendations based on consumers' browsing and purchase history (Lee & Cho, 2020). These advanced algorithms predict consumer needs and preferences, making the ads more

relevant and engaging. Data analytics and big data are also critical in ad personalization. Data analytics allows advertisers to understand consumer behavior better and identify different audience segments. Big data, which includes data from various sources such as social media, browsing history, and purchase transactions, provides deeper insights into consumers. Advertisers can use this data to create more targeted and effective ads (Johnson et al., 2020). Other examples of technologies used for personalization include recommendation systems, which are often used by e-commerce platforms to suggest products to users based on their browsing and purchase history. This technology improves user experience and increases sales by displaying more relevant products to consumers (Alexander & Kent, 2022).

Various empirical studies have proved the effectiveness of personalization in digital advertising. Research shows that personalized ads can significantly increase engagement and conversion. For example, research by Huang and Rust (2021) found that personalization can increase click-through rates and conversions several times compared to non-personalized ads. In addition, personalization has also been shown to increase customer loyalty and brand awareness, as consumers feel more connected to brands that understand and meet their needs (Indrabrata & Balqiah, 2020). However, ad personalization also faces various challenges. One of the main challenges is privacy and regulatory concerns regarding the use of consumer data. With consumers' growing concerns about privacy, regulations such as GDPR in Europe and CCPA in California have been implemented to protect consumers' data. Advertisers need to ensure that they comply with these regulations and adopt transparent practices in data collection and use (Quach et al., 2022). The risk of over-personalization is also a concern. Too much personalization can make consumers feel watched and uncomfortable, damaging the relationship with the brand. In addition, ad fraud and data security are severe issues in the personalization process. Ad fraud, where bots, instead of humans, see ads, can undermine the effectiveness of ad campaigns and result in significant financial losses. Advertisers must adopt more sophisticated fraud detection technologies to address this issue (Zahay & Roberts, 2018).

ROI analysis of personalized advertising campaigns also shows positive results. While the initial cost of implementing personalization may be high, increased engagement, conversions, and customer loyalty can result in significant ROI in the long run. Advertisers who adopt personalization effectively can significantly improve their campaign performance (Singh, 2021). The impact of personalization on customer loyalty and brand awareness must be addressed, too. Personalization helps create a more meaningful experience for consumers, increasing their loyalty to the brand. Consumers who feel valued and understood by the brand are likelier to remain loyal and recommend the brand to others. This increases brand awareness and helps companies build a loyal customer base. Thus, using artificial intelligence (AI) and automation in digital advertising offers an excellent opportunity for advertisers to increase the effectiveness of their campaigns. However, to maximize these benefits, advertisers must overcome existing challenges, including privacy concerns, ad fraud, and the risk of over-personalization. With the right approach, personalization can be a highly effective tool to increase customer engagement, conversion, and loyalty in digital advertising.

2.3. Effectiveness of Video Content and Social Media in Digital Advertising

Digital advertising has undergone a significant transformation with the presence of video content and social media as essential tools in marketing strategies. Video content in the context of digital advertising refers to using video to convey marketing messages visually and dynamically. Video content is effective because it can convey information more interestingly and in-depth than text or static images (Muhammad & Pamekas, 2024). Videos can combine audio, visuals, and movement to create a more engaging experience for the audience. This makes videos more memorable and more effective in attracting consumer attention (Quinn & Cameron, 2019). The development of the use of video in digital advertising strategies has increased rapidly. Popular platforms such as YouTube, Facebook, Instagram, and TikTok have become major venues for video content distribution. Each of these platforms offers features that support widespread video distribution and engagement. The most effective types of video content in digital advertising include short videos, tutorials, and testimonials. Short videos can quickly grab attention and deliver a core message in a short period. Tutorials help

consumers better understand the product or service, while testimonials provide social proof from other users who have been satisfied with the product or service (Huang et al., 2021).

Empirical studies show that video content can significantly increase engagement and conversion. For instance, a study by Lee and Cho (2020) found that personalized videos based on consumer preferences increased click-through rates and conversions. The influence of video on conversion rates and sales is also evident from advertising campaigns by various companies that have successfully increased their sales through video. An example of a successful video advertising campaign is the "Share a Coke" campaign by Coca-Cola, where interactive videos were used to encourage consumers to share moments with their products, ultimately increasing sales and brand engagement. Social media also plays a vital role in digital advertising. Social media is an online platform that allows users to interact, share content, and build communities (Armaya et al., 2023). In digital marketing strategies, social media is a tool to reach a broad and segmented audience (Kumo, 2023). The advantage of social media lies in its ability to reach various market segments in a personalized and interactive way. Interactive features such as likes, shares, and comments support deeper engagement between brands and consumers. These interactions help build more robust and meaningful audience relationships (Johnson et al., 2020). Various empirical studies have proved the effectiveness of social media in increasing brand awareness and customer loyalty. For example, research by Zakiyyah & Kurniawati (2023) shows that advertising on social media can significantly increase brand awareness. Interactions on social media also positively influence customer loyalty, as consumers feel more connected and valued by brands that interact directly with them. An example of a successful social media advertising campaign is Dove's "Real Beauty" campaign, which used social media to promote positive messages about natural beauty, built a solid community, and increase brand loyalty.

Integrating video content with social media is an effective strategy to maximize the reach and impact of advertising campaigns (Latief & Murti, 2023). This strategy involves creating and distributing video content specifically designed for social media platforms. Video optimization techniques for various platforms include adjusting the duration, format, and style of the content according to the characteristics and user preferences of each platform. For example, short and engaging videos are highly effective on TikTok and Instagram, while longer and informative videos are better suited for YouTube. Synergies between video content and social media can increase the effectiveness of advertising campaigns by leveraging the visual power of video and social media interactivity (Zahay & Roberts, 2018). The effect of synergy between video content and social media on advertising campaign effectiveness can be seen in increased engagement, conversion, and brand loyalty. A study by Singh (2021) shows that advertising campaigns that combine video and social media generate higher ROI than campaigns that use only one format. Another successful case is a campaign by Nike, which used inspirational videos and social media to build a strong brand story and increase consumer engagement. Thus, the effectiveness of video and social media content in digital advertising lies in their ability to attract attention, increase engagement, and build stronger relationships with consumers. While there are challenges, such as the cost of video production and the risk of audience saturation, the proper integration of video and social media can result in highly effective and profitable advertising campaigns.

3. RESEARCH METHOD AND MATERIALS

This research uses a qualitative study design to examine the effectiveness of video content and social media in digital advertising. The research will review how these elements affect consumer engagement, conversion rates, brand awareness, and customer loyalty. The review aims to provide a comprehensive and unbiased analysis of the existing literature to identify and synthesize key findings, trends, and gaps in knowledge about digital advertising. The research design followed a well-defined and structured approach using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure rigor and transparency. Research questions guiding the review included identifying current trends, assessing the effectiveness of digital advertising, understanding factors that influence its effectiveness, and uncovering knowledge gaps and areas for future research. A comprehensive search strategy was developed, utilizing multiple electronic databases such as Scopus, Web of Science, and Google Scholar, with search terms that included variations of "digital advertising," "online advertising,"

“internet advertising,” “social media advertising,” and “digital marketing.” The search was limited to articles published within the last ten years. The study selection process involved title and abstract screening followed by full-text review based on established inclusion and exclusion criteria, focusing on peer-reviewed English-language empirical studies conducted in the modern era. A standardized data extraction form was used to collect relevant information from the included studies, which included study characteristics, research design, sample size, key findings, influencing factors, and future research directions. Quality assessment was conducted using the Joanna Briggs Institute Critical Appraisal Checklist for quantitative studies and the Critical Appraisal Skills Program (CASP) checklist for qualitative studies to evaluate methodological rigor and validity. The extracted data were analyzed using a thematic approach, synthesizing key themes and patterns to answer the research questions. Findings are presented in a narrative format, highlighting trends such as mobile advertising, programmatic advertising, and social media usage, as well as effectiveness measures such as brand awareness, purchase intent, and customer engagement. Influencing factors such as targeting, personalization, and ad formats are explored, and gaps in knowledge are identified for future research. Limitations of this review include the restriction to English-language articles, the focus on empirical studies, and the ten-year publication timeframe. Overall, this systematic literature review provides a comprehensive overview of digital advertising trends and effectiveness, emphasizing the evolving landscape and highlighting opportunities for further research in this dynamic field.

4. Results and Discussion

4.1 Result

Digital advertising has become integral to modern marketing strategies, with various trends and technologies changing how companies interact with consumers. This study aims to understand the latest trends in digital advertising and measure the effectiveness of various digital advertising approaches, particularly video content and social media. Based on the data collected, the findings of this study provide deep insights into how companies can maximize the use of digital advertising to achieve their marketing goals. Digital advertising has proliferated in recent years, driven by technological advancements and changes in consumer behavior. One of the key findings of this research is that video content has become a highly effective advertising format. Videos can convey marketing messages in a more engaging and immersive way compared to text or static images. Research shows that video ads grab attention faster and are more memorable to consumers. A study by Kim and Ko (2019) found that video ads increase engagement and conversion higher than other ad formats. This is due to the video's ability to combine visual and audio elements, which creates a more immersive experience for viewers. In addition, video distribution platforms such as YouTube, Facebook, Instagram, and TikTok have played an essential role in supporting this trend. Each platform has its uniqueness that allows companies to target different audiences effectively. YouTube, for example, is suitable for longer, informative video content, while Instagram and TikTok are more effective for short videos that are quick and engaging. These findings confirm the importance of a well-planned video content strategy to achieve optimal marketing results in the digital age.

Video distribution platforms such as YouTube, Facebook, Instagram, and TikTok have been essential in supporting digital advertising trends. Each platform has its uniqueness that allows companies to target different audiences effectively. YouTube, for example, is suitable for longer, informative video content, while Instagram and TikTok are more effective for short videos that are quick and engaging. The research found that the most effective types of video content include short videos, tutorials, and testimonials. Short videos capture attention within the first few seconds, tutorials help consumers understand the product or service better, and testimonials provide social proof that can increase consumer trust (Huang et al., 2021). The effectiveness of video content is also evident from the significant increase in engagement and conversions. For example, advertising campaigns by Coca-Cola and Nike show how interactive and inspirational videos can encourage consumers to engage more deeply with brands. The “Share a Coke” campaign by Coca-Cola used videos to encourage consumers to share moments with their products, increasing sales and creating more profound engagement with

the brand (Kim & Ko, 2019). Similarly, a campaign by Nike used inspirational videos to build a strong brand story, which helped increase consumer engagement and brand loyalty (Lee & Cho, 2020). This research confirms that a well-planned video content strategy is essential to achieve optimal marketing results in the digital era.

Besides video, social media has become a vital tool in digital advertising. Social media allows companies to reach a broad and segmented audience in a personalized and interactive way. The advantage of social media lies in its ability to create a two-way interaction between brands and consumers. Interactive features such as likes, shares, and comments allow consumers to actively participate in conversations around the brand, which can strengthen relationships and increase consumer loyalty. Research by Johnson, Shriver, and Du (2020) shows that advertising on social media can significantly increase brand awareness and customer loyalty. However, while there are many advantages to digital advertising, the study also identified some challenges that must be overcome. One of the main challenges is the privacy and regulation issue regarding consumer data use. With consumers' growing concerns about privacy, regulations such as GDPR in Europe and CCPA in California have been implemented to protect consumers' data. Advertisers must ensure that they comply with these regulations and adopt transparent data collection and use practices. Research by Zhang and Nguyen (2020) shows that while personalization can increase advertising effectiveness, significant privacy risks are associated with using consumers' data (Aguirre et al., 2016). In addition to privacy concerns, the risk of over-personalization is also a concern. Too much personalization can make consumers feel watched and uncomfortable, damaging the relationship with the brand. In addition, ad fraud and data security are severe issues in the personalization process. Ad fraud, where bots, instead of humans, see ads, can undermine the effectiveness of ad campaigns and result in significant financial losses. Advertisers need to adopt more sophisticated fraud detection technologies to address this issue. Roberts and Zahay (2018) point out that many companies still need help with measuring the effectiveness of their digital advertising, especially in terms of cross-channel conversion attribution. Thus, while digital advertising offers many opportunities, companies must overcome these challenges to maximize the effectiveness of their campaigns.

The risk of over-personalization is also a concern. Too much personalization can make consumers feel watched and uncomfortable, damaging relationships with brands. In addition, ad fraud and data security are serious concerns in the personalization process. Ad fraud, where bots, instead of humans, see ads, can undermine the effectiveness of ad campaigns and result in significant financial losses. Advertisers need to adopt more sophisticated fraud detection technologies to address this issue. Roberts and Zahay (2018) point out that many companies still need help with measuring the effectiveness of their digital advertising, especially in terms of cross-channel conversion attribution. ROI analysis of personalized advertising campaigns also shows positive results. While the initial cost of implementing personalization may be high, increased engagement, conversions, and customer loyalty can result in significant ROI in the long run. Advertisers who adopt personalization effectively can see significant improvements in their campaign performance. Singh (2021) found that advertising campaigns that combined video and social media resulted in higher ROI than campaigns that used only one format. The findings of this study suggest that integration between video content and social media can significantly increase the effectiveness of advertising campaigns. This strategy involves creating and distributing video content designed for social media platforms. Video optimization techniques for various platforms include adjusting the duration, format, and style of the content according to the characteristics and user preferences of each platform. For example, short and engaging videos are highly effective on TikTok and Instagram, while longer and informative videos are better suited for YouTube. The synergy between video content and social media can increase the effectiveness of advertising campaigns by leveraging the visual power of video and social media interactivity.

4.2 Discussion

This research shows that video content and social media are crucial in digital advertising. Key findings show that video content effectively increases engagement, conversions, brand awareness, and customer loyalty. Video content has the unique ability to grab consumers' attention quickly and retain

it longer compared to text or static images. Research by Kim and Ko (2019) revealed that video ads generate higher engagement and conversions than other ad formats. This is due to video's ability to combine visual and audio elements, creating a more immersive experience for viewers. Social media has also proven to be a vital tool in digital advertising. Social media allows companies to reach a broad and segmented audience in a personalized and interactive way. The advantage of social media lies in its ability to create a two-way interaction between brands and consumers. Interactive features such as likes, shares, and comments allow consumers to participate actively in conversations about the brand, which can strengthen relationships and increase consumer loyalty. Research by Johnson et al. (2020) shows that advertising on social media can significantly increase brand awareness and customer loyalty. One of the latest trends in digital advertising is the increased use of video content. The video has become a highly effective advertising format as it can convey messages more engagingly and immersively. In addition, ad personalization and the adoption of artificial intelligence (AI) technology are also on the rise. Personalization allows ads to be tailored to consumers' preferences and behaviors, increasing their relevance and effectiveness. AI technology analyzes consumer data and predicts consumer needs and preferences, allowing advertisers to create more targeted ads.

The impact of this trend on marketing strategies is enormous. Companies must adapt by integrating video content and personalization in their advertising strategies. By leveraging AI technology, companies can automate the personalization and analytics process, making advertising campaigns more efficient and effective. This also entails an adjustment in measuring campaign success, focusing on more sophisticated and relevant metrics. Video content is highly effective in digital advertising for several reasons. Firstly, video can grab attention quickly and maintain viewer interest longer than text or static images. The video combines visual and audio elements, creating a more immersive and emotional experience for the audience. Secondly, video enables the delivery of more complex and in-depth messages quickly, which is difficult to achieve with other ad formats. The most effective types of video content in digital advertising include short videos, tutorials, and testimonials. Short videos can grab attention within the first few seconds, essential in the fast-paced digital environment. Tutorials help consumers understand a product or service better, while testimonials provide social proof that can increase consumer trust. Suitable distribution platforms for this video content include YouTube, Facebook, Instagram, and TikTok. YouTube is suitable for longer, informative video content, while Instagram and TikTok are more effective for quick, engaging short videos.

Social media facilitates two-way interaction between brands and consumers, which is one of its main advantages. Interactive features such as likes, shares, and comments allow consumers to participate in conversations about the brand actively. This strengthens the relationship between brands and consumers and increases consumer loyalty. Research shows that these interactions can increase brand awareness and drive long-term loyalty. Analysis of the interactive features of social media shows that high engagement can be achieved through direct interaction with consumers. For example, quick responses to comments or private messages can increase consumers' positive perception of the brand. In addition, sharing shareable content also helps extend the reach of advertising campaigns, as consumers sharing content with their networks can bring additional exposure and potential conversions. An integration strategy of video content with social media platforms is essential to maximize the effectiveness of an advertising campaign. Video optimization techniques for various social media platforms should consider the content's duration, format, and style that suits each platform's characteristics and user preferences. For example, short and engaging videos are highly effective on TikTok and Instagram, while longer and informative videos are better suited for YouTube. The effect of synergy between video content and social media on the effectiveness of advertising campaigns is significant. Videos specifically designed for social media platforms can increase engagement and conversions. For example, videos optimized for Instagram Stories or TikTok Challenges can leverage the unique features of the platform to increase user interaction and participation. Advertising campaigns that incorporate video and social media content can also create a more cohesive and immersive experience for consumers, increasing brand loyalty.

The increased use of video content, personalization, and the adoption of AI technology in digital advertising significantly impact marketing strategies. Companies must adapt by integrating these elements into their advertising strategies to stay relevant and competitive. For example, by using AI,

companies can analyze consumer data more efficiently and accurately, which allows them to create more personalized and targeted ads. It also helps measure campaign success, as AI can provide more sophisticated and relevant metrics. Ad personalization not only improves relevance but also increases engagement and conversions. However, companies should be careful not to overstep the boundaries in personalization, as the risk of over-personalization can make consumers feel watched and uncomfortable. Therefore, companies must find the right balance between personalization and consumer privacy. Case studies from companies such as Coca-Cola and Nike show how interactive and inspirational videos can encourage consumers to engage more deeply with brands. The “Share a Coke” campaign by Coca-Cola used videos to encourage consumers to share moments with their products, increasing sales and creating more profound engagement with the brand. Similarly, a campaign by Nike used inspirational videos to build a strong brand story, which helped increase consumer engagement and brand loyalty.

The integration of video content with social media in this ad campaign demonstrates the effectiveness of such an approach. Videos specifically designed for specific social media platforms can increase engagement and conversions. For example, videos optimized for Instagram Stories or TikTok Challenges can leverage the unique features of these platforms to increase user interaction and participation. Advertising campaigns that incorporate video and social media content can also create a more cohesive and well-rounded experience for consumers, increasing brand loyalty. Video optimization techniques for different social media platforms should consider the content's duration, format, and style that suits each platform's characteristics and user preferences. For example, short and engaging videos are highly effective on TikTok and Instagram, while longer and informative videos are better suited for YouTube. Using a vertical format for videos on Instagram Stories and TikTok can increase engagement as it matches how users typically access content on these platforms. Also, engaging text and graphics can help convey messages quickly and clearly, especially in short videos. Other optimization techniques include using relevant hashtags and compelling descriptions to increase visibility and engagement. This research shows that digital video content and social media advertising offer great opportunities for advertisers to increase engagement, conversion, and customer loyalty. However, to maximize these benefits, advertisers must overcome existing challenges, including privacy concerns, ad fraud, and the risk of over-personalization. With the right approach and an integrated strategy, digital advertising can be a highly effective tool in achieving marketing goals in this modern era. Adapting to the latest trends in digital advertising, such as the increased use of video content, personalization, and the adoption of AI technology, is crucial for companies to stay relevant and competitive. By utilizing these technologies, companies can create more efficient and effective advertising campaigns, ultimately increasing brand awareness, engagement, and customer loyalty.

5. CONCLUSION

This research shows that video content and social media play an essential role in digital advertising in the modern era. Through data analysis, it was found that the use of video content is effective in increasing engagement, conversions, brand awareness, and customer loyalty. In addition, social media has been proven to create two-way interactions that strengthen the relationship between brands and consumers. The findings provide deep insights into how companies can maximize the use of digital advertising to achieve their marketing goals. The value of this research lies in its contribution to the science and practice of digital advertising. The study offers a new perspective on the importance of video content and social media interaction in digital marketing strategies. The originality of this research is reflected in its comprehensive approach to integrating video and social media and using artificial intelligence (AI) technology for ad personalization. This research not only provides a better theoretical understanding but also provides practical guidance for advertisers to improve the effectiveness of their campaigns. However, this study has some limitations that need to be acknowledged. One major limitation is that the sample coverage is limited to a specific population, which may only partially represent some market segments. In addition, this study focused more on quantitative analysis without an in-depth exploration of qualitative factors that may affect the effectiveness of digital advertising. For future research, it is recommended that researchers expand a more diverse sample and incorporate

qualitative approaches to gain more holistic insights. Further research could also explore the long-term impact of digital advertising strategies and how new technologies, such as augmented reality (AR) and virtual reality (VR), can be integrated to enhance the consumer experience.

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