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METHODS FOR EVALUATING THE EFFECTIVENESS OF PRICING STRATEGIES IN DIGITAL MARKETING

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Abstract: This article provides a systematic analysis of methods for evaluating the effectiveness of pricing strategies in digital marketing. In the context of the rapid development of e-commerce and online retail markets, the correct selection of pricing mechanisms, optimization based on real-time data, and in-depth analysis of consumer behavior are becoming increasingly important.
Keywords: Digital marketing, pricing strategy, performance evaluation, conversion, dynamic pricing, price elasticity, big data, digital marketing, online platforms.

In the context of globalization and the rapid development of digital technologies, the marketing system is undergoing fundamental transformation. One of the key elements of digital marketing is pricing strategy, as it directly determines the financial outcomes of online sales processes. In the digital marketplace, price formation is carried out using real-time algorithms, big data, artificial intelligence, and models that predict customer behavior. Therefore, unlike traditional approaches, the evaluation of pricing strategy effectiveness in digital marketing is conducted based on digital metrics, analytical tools, and interactive testing.

In our country, the development of the digital economy, the expansion of e-commerce platforms, and the improvement of online payment infrastructure necessitate the scientific formation of pricing strategies. This article is aimed at an in-depth analysis of methods for evaluating the effectiveness of pricing strategies in digital marketing.

Under digital marketing conditions, pricing strategy is determined not only by cost, demand, and competition factors, but also by algorithmic pricing, psychological pricing, and real-time monitoring. On online platforms, prices are often managed through automated systems.

Based on large datasets, monitoring customer behavior, search history, purchase frequency, and items added to shopping carts plays a crucial role in price optimization. AI models forecast demand and form optimal price ranges.

The effectiveness of pricing strategies in digital marketing is manifested in a more complex and multidimensional form compared to traditional indicators. Since customer behavior can be easily observed during the online decision-making process, price sensitivity, cart composition, search behavior, and bounce rates directly shape pricing strategies.

While A/B testing demonstrates the short-term effectiveness of pricing strategies, CLV and ROI analyses assess long-term financial outcomes. The big data approach makes pricing strategies more precise, personalized, and adaptive.

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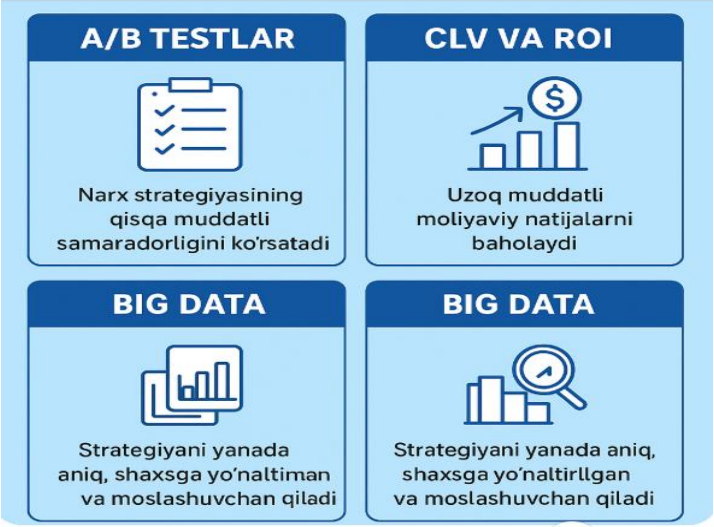

Figure 1. Pricing Strategy in Digital Marketing

Based on the obtained data, the following scientific conclusions were drawn:

1. For products with high price elasticity, a reduction in price leads to a significant increase in sales volume.
2. AI models operating on the basis of big data provide 20–30% higher efficiency in price optimization.
3. A/B testing is one of the most effective experimental methods for selecting optimal prices.
4. Advertising expenditures and pricing policy are interrelated; a decrease in price increases advertising effectiveness.
5. CLV analysis shows that a pricing strategy based on customer lifetime value ensures long-term sustainable growth.

Assessing the effectiveness of pricing strategy in digital marketing is a multi-stage, complex, and analytical process. Methods such as algorithmic pricing, A/B testing, price elasticity analysis, ROI, CLV, and big data analytics make it possible to develop a scientifically grounded pricing policy. The results indicate that a digital pricing strategy is not limited to setting prices only; it also includes an in-depth analysis of customer behavior, competitor monitoring, evaluation of advertising effectiveness, and optimization based on artificial intelligence.

This approach has important strategic significance in increasing competitiveness, enhancing profitability, and retaining customers on e-commerce platforms.

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