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## A SUCCESSFUL BUSINESS ADVERTISING STRATEGY

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**Assistant Prof. Vesela Mihova**

Department of Applied Mathematics and Statistics

University of Ruse "Angel Kanchev", Bulgaria

Phone: 086-888 424

E-mail: vmicheva@uni-ruse.bg

***Abstract:** Nowadays, a product or a service should not only be from a good quality and on an affordable price, but also to have an effective advertising strategy, in order to have a good realization on the market. Online advertising services such as Google AdWords provide their customers with statistics on the performance of their ads. Based on this data, each company could optimize its ads, test new search keywords, stop advertising temporarily, and so on. To optimize the advertising strategy, various mathematical tools could be used, one of which – the decision tree. In the presented work, by solving a problem from practice, the potentials of using this tool for classification in the field of advertising are outlined. The presented algorithm could be used for other data (regardless of sphere) in a similar situation.*

***Keywords:** Google AdWords, Advertising Strategy, Decision Tree.*

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