



INNOVATIVE SOLUTIONS IN THE MODERN ADVERTISING SYSTEM IN THE CONDITIONS OF AN INNOVATIVE ECONOMY

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Annotation. *This article analyzes the role and importance of advertising services in the conditions of an innovative economy, the role of modern information and communication technologies in increasing their efficiency, as well as the impact of digital marketing tools on a scientific basis. Directions for the modernization of advertising services, their development based on artificial intelligence, Big Data and analytical platforms are indicated. Proposals and recommendations are developed to increase the efficiency of advertising services in the conditions of Uzbekistan.*

Keywords: *innovative economy, advertising, digital marketing, efficiency, digital technologies, Big Data, artificial intelligence, mass communication.*

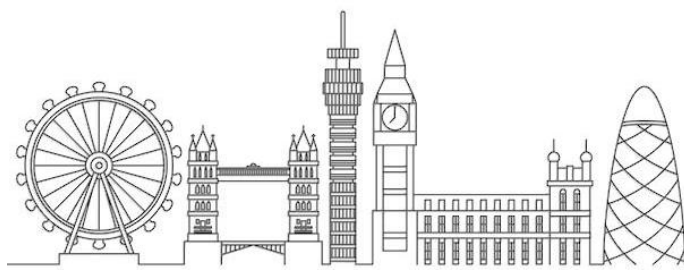
In the 21st century, innovative development processes in the global economy are gaining momentum. Digital technologies, artificial intelligence, automated systems and online services are deeply penetrating all spheres of economic activity. Therefore, in the conditions of an innovative economy, the advertising system is also undergoing fundamental changes. If earlier advertising was seen only as an information tool, now it has become an integral part of market strategy, a means of interactive communication with consumers and the main tool for shaping a brand.

Advertising services in an innovative economy perform the following tasks: effectively promote products and services to the market; establish continuous communication with consumers; form brand loyalty; increase competitiveness. As the digital economy develops, advertising services are now viewed not only as a creative, but also as a technological process.

An innovative economy is an economy based on scientific research, intellectual capital, new technologies and information flows. In this model, the main resources of production are not labor and capital, but knowledge and information.

The following innovative solutions play a key role in the modern advertising system:

- Big Data - allows you to analyze consumer behavior and individualize advertising strategies;
- Artificial Intelligence (AI) - automatically selects advertising recommendations based on user behavior;
- Digital platforms - (Google Ads, Meta Ads, TikTok Ads, Telegram ads) help divide the audience into specific segments;





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- Interactive technologies (AR/VR) - enhance the consumer experience, turn the advertising process into a game.

Advertising effectiveness is understood as the ratio between the amount spent on advertising activities and the economic results achieved. In the conditions of an innovative economy, the following areas are important for increasing the effectiveness of advertising:

1. Data-driven marketing. By deeply analyzing data obtained from digital advertising tools, advertising content can be directed to the target audience.

2. Omnichannel strategies. Advertising on several digital platforms at the same time increases efficiency.

3. Creative approach and interactive formats. In an innovative economy, advertising plays an important role as a means of emotional impact.

4. Measuring effectiveness. Indicators such as KPI, ROI, CTR, CPA allow you to analyze the effectiveness of advertising.

In recent years, the digital economy in Uzbekistan has been developing rapidly. The introduction of information and communication technologies within the framework of the "Digital Uzbekistan – 2030" program is also taking the advertising industry to a new level.

The following areas are relevant in this process:

1. Training personnel in digital marketing - widespread introduction of disciplines such as "Digital Marketing", "Media Analytics" in universities;

2. Development of local advertising platforms - for example, support for local businesses through UzAds or national media agencies;

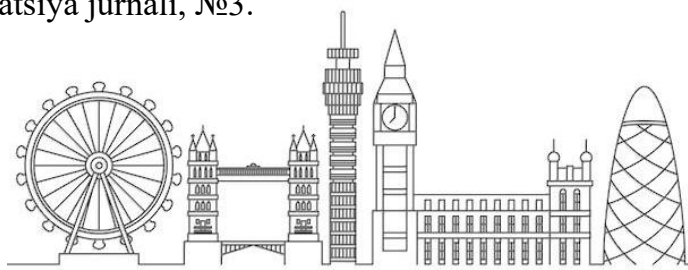
3. Automated advertising systems based on artificial intelligence - studying user behavior and developing appropriate advertising systems;

4. Improving advertising ethics and legislation - strengthening the requirements for transparency, user consent and information security.

In the conditions of an innovative economy, advertising services are one of the most important mechanisms ensuring the competitiveness of enterprises. Digital technologies, data-driven management and a creative approach significantly increase the effectiveness of advertising. In the conditions of Uzbekistan, it is necessary to strengthen the digital infrastructure, improve personnel skills, and introduce artificial intelligence and Big Data technologies to develop advertising services on an innovative basis.

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