

Evaluation and Forecasting of the Use of Digital Marketing Strategies in the Banking Field Based on Econometric Models

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Abstract

The incorporation of digital marketing strategies has transformed the financial services sector, equipping commercial banks with innovative tools to attract clientele, enhance customer retention, and improve overall operational efficiency. This study investigates the impact of digital marketing initiatives such as social media campaigns, online banking platforms, and targeted advertising on the performance of commercial banks in Uzbekistan. Utilizing econometric methods, the research examines essential banking performance indicators, including return on assets (ROA), return on equity (ROE), and cost-to-income ratio, to evaluate the effectiveness

of digital marketing endeavors. The findings reveal a significant positive correlation between the adoption of digital marketing strategies and improved bank performance. Banks that actively invest in digital platforms and advertising experience advancements in customer engagement, cost efficiency, and financial outcomes. The conclusions underscore the importance of digital marketing as a critical component of contemporary banking strategies and provide insights for policymakers and financial institutions seeking to optimize their marketing efforts.



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CCS Concepts

• Digital marketing, commercial bank efficiency, return on assets (ROA), return on equity (ROE), cost-to-income ratio, econometric analysis, customer acquisition, digital platforms, financial performance.

Evaluation Of Econometric Models

Siddappa N.Byrareddy



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