

# IMPACT OF PAID ADVERTISEMENT IN WEBSITE AND MOBILE APPLICATION WITH REFER TO FEMTO SOFT COMPANY

**Mathivanan.R<sup>1</sup>, Dr.Chandramouli.S<sup>2</sup>**

II MBA Department of management studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai.<sup>1</sup>

Corresponding Author, Assistant Professor, Department of Management Studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai.<sup>2</sup>

**Abstract:** This study investigates the impact of paid advertisements on user engagement and business performance in both website and mobile application platforms, with specific reference to Femto Soft Company. As digital marketing continues to evolve, companies are increasingly leveraging paid advertising to attract, retain, and convert users. The objective of this research is to assess how effective these paid campaigns are in increasing website traffic, mobile app downloads, user retention, and overall return on investment (ROI).

**Keywords:** Paid Advertisement, Digital Marketing, Website Traffic, Mobile Application, User Engagement, ROI (Return on Investment), Online Advertising,

## I. INTRODUCTION

In the rapidly evolving digital age, where businesses are striving to establish their presence in an increasingly competitive market, paid advertisements have emerged as a cornerstone of effective marketing strategies. For technology companies like FemtoSoft, which focuses on software development, web solutions, and mobile application development, utilizing paid advertisement campaigns across websites and mobile applications has become an essential tool for enhancing brand visibility and accelerating growth. Paid advertisements, whether through search engine ads, display ads, or social media promotions, offer targeted reach and measurable outcomes, making them crucial for gaining competitive advantage in the market.

FemtoSoft, being a player in the tech industry, faces the challenge of standing out in a crowded marketplace where innovation and quality are paramount. In this context, paid advertisements serve as a vital instrument to drive traffic to the company's website and mobile applications, ensuring that their cutting-edge solutions and services reach the right audience. This allows FemtoSoft to directly engage potential customers, raise awareness about their offerings, and differentiate themselves from competitors. By employing paid ad strategies tailored to different platforms, FemtoSoft can amplify its marketing reach, target specific demographics, and generate qualified leads more effectively than traditional marketing methods.

Paid advertising on websites and mobile apps offers a unique advantage, as it combines the ability to create personalized, user-centric campaigns while also providing real-time analytics and performance metrics. These ads can be customized to address the interests, behaviors, and needs of potential customers, significantly enhancing conversion rates. Furthermore, paid ads provide FemtoSoft with a powerful tool for reinforcing its brand message, offering tailored solutions to users, and improving customer engagement, which are vital for fostering loyalty in an ever-changing digital ecosystem.

However, despite the numerous benefits, paid advertisements also present challenges. The effectiveness of these campaigns heavily relies on strategic targeting, budget allocation, and constant optimization. Without careful planning and execution, there is a risk of overspending or reaching an irrelevant audience, which can negatively impact the return on investment (ROI). Additionally, the impact of paid ads on customer experience and brand perception must also be closely monitored to avoid over-saturation or ad fatigue, which could lead to negative outcomes.

This analysis will examine the impact of paid advertisements on FemtoSoft's website and mobile applications by exploring how these advertisements can influence user acquisition, retention, and overall business growth. We will assess both the opportunities and challenges associated with paid ads, providing insight into how FemtoSoft can effectively leverage this strategy to achieve its goals and strengthen its position in the competitive market.

## STATEMENT OF THE PROBLEM

In today's highly competitive digital environment, businesses increasingly rely on paid advertisements to attract and retain customers through both websites and mobile applications. However, the actual effectiveness of these advertisements in terms of generating user engagement, improving brand visibility, and driving conversions remains a critical question—especially for small to medium-sized IT service providers like Femto Soft Company. Despite investing in various digital marketing campaigns, Femto Soft faces uncertainty regarding the return on investment (ROI) from these paid promotions. There is a lack of clear data and analysis on how such advertisements influence user behavior on their platforms and contribute to business growth. This research seeks to address the gap by evaluating the impact of paid advertising strategies on Femto Soft's website and mobile app performance, aiming to provide insights for optimizing marketing expenditures and enhancing digital presence.

## OBJECTIVES

- To analyze the impact of paid advertisements on website traffic and mobile app acquisition for Femto Soft.
- To assess the effectiveness of different advertising platforms (Google Ads, Facebook Ads) in driving website traffic and app installs for Femto Soft.
- To evaluate how audience segmentation and behavioral targeting improve paid advertising campaigns for Femto Soft.
- To examine how optimizing cost-per-install (CPI) affects user acquisition and retention for Femto Soft's mobile app.
- To explore the impact of ad creatives (visuals, messaging) on user engagement and mobile app retention for Femto Soft.

## II. REVIEW OF LITERATURE

**Chaffey (2019)** emphasizes the central role of paid search and social media advertising in digital marketing strategies. Paid ads on platforms like Google and Facebook are highlighted as highly effective tools for driving both website traffic and mobile app downloads. The effectiveness of these ads lies in their precise targeting capabilities, which allow businesses to reach highly specific audiences based on demographics, interests, and user behavior.

**Batra and Keller (2020)** examine the critical role of paid advertising in aligning marketing communications with brand strategy. The study emphasizes that integrating paid ads with business objectives is essential for achieving effective marketing outcomes.

**Lee et al. (2020)** evaluate the effectiveness of paid app store advertisements in driving mobile app installs. The study finds that app store ads play a critical role in increasing app visibility within crowded marketplaces like the Google Play Store and Apple App Store. These ads are effective in positioning apps in prominent locations, such as search results and recommendation sections, making them more visible to potential users.

## RESEARCH GAP

There is a significant research gap in understanding the precise impact of paid advertisements on both website traffic and mobile app acquisition, specifically in the context of a company like Femto Soft. While existing research examines the effectiveness of various ad types (e.g., display, search, social media), there is limited exploration of how each ad type influences the unique target audience of Femto Soft. Furthermore, although advertising platforms like Google Ads and Facebook Ads are widely utilized, there is little insight into their comparative effectiveness in driving website traffic and app installs for niche companies. The role of audience segmentation in enhancing ad effectiveness has not been fully studied, particularly in terms of specific behavioral targeting that may benefit Femto Soft's marketing efforts. Additionally, optimizing the cost-per-install (CPI) and understanding its correlation with long-term user retention and ROI remains underexplored. Finally, the creative elements of ads, such as visuals and messaging, and their impact on sustained user engagement and app retention have not been adequately researched in this specific context. Addressing these gaps would enable Femto Soft to refine its advertising strategies, improve customer acquisition, and enhance overall campaign effectiveness.

### III. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

This study adopts a descriptive and analytical research methodology to evaluate the impact of paid advertisements on both website traffic and mobile application performance, specifically within the context of Femto Soft Company. The research combines both quantitative and qualitative approaches to gain a comprehensive understanding of the effectiveness of paid advertising strategies

#### SAMPLING TECHNIQUE

A convenience sampling technique was utilized. This approach involved selecting participants who were readily available and willing to provide relevant information, making the data collection process more efficient.

#### DATA COLLECTION

- Instrument: Structured Questionnaire
- Format: Likert scale

#### DATA ANALYSIS

- Software: SPSS
- Tests:

#### ➤ Correlation

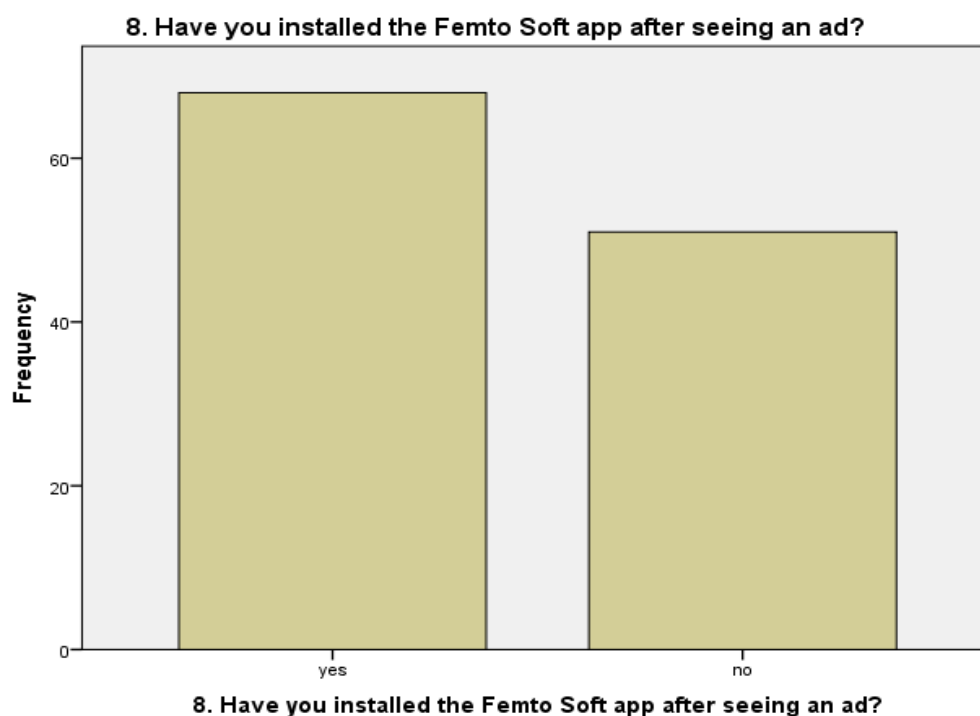
#### ➤ Interpretation

#### DATA ANALYSIS AND INTERPRETATION:

##### Percentage Analysis:

##### 8. Have you installed the Femto Soft app after seeing an ad?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	68	57.1	57.1	57.1
Valid no	51	42.9	42.9	100.0
Total	119	100.0	100.0	



## INTERPRETATION

The data shows that 57.1% of respondents installed the Femto Soft app after seeing an advertisement, while 42.9% did not. This indicates that the advertisements had a positive impact on user action, with more than half of the audience being motivated to install the app. Although a significant portion still chose not to install it, the result suggests that the ad campaign has been relatively successful in driving app installations. However, there is still room to improve conversion rates by addressing potential barriers for the remaining 42.9% who were not persuaded to install the app.

### Correlations

		TOTFSA	TOTFSB	TOTADC
TOTFSA	Pearson Correlation	1	.086	-.078
	Sig. (2-tailed)		.355	.401
	N	119	119	119
TOTFSB	Pearson Correlation	.086	1	.170
	Sig. (2-tailed)	.355		.064
	N	119	119	119
TOTADC	Pearson Correlation	-.078	.170	1
	Sig. (2-tailed)	.401	.064	
	N	119	119	119

## INTERPRETATION

The correlation analysis among the variables TOTFSA, TOTFSB, and TOTADC shows that there are no strong or statistically significant relationships between them. Specifically, the correlation between TOTFSA and TOTFSB is very weak and positive ( $r = 0.086$ ,  $p = 0.355$ ), indicating little to no linear association. Similarly, the correlation between TOTFSA and TOTADC is very weak and negative ( $r = -0.078$ ,  $p = 0.401$ ), and also not statistically significant. The correlation between TOTFSB and TOTADC is weakly positive ( $r = 0.170$ ) and approaches significance ( $p = 0.064$ ), suggesting a potential trend that may warrant further investigation, although it does not meet the conventional threshold for statistical significance. Overall, the results indicate weak associations between the variables, with none of the correlations reaching significance at the 0.05 level.

## FINDINGS

### 1. Demographics and Background

- **Gender:** The sample is fairly balanced with a **slight female majority (56.3%)**.
- **Age:** The audience is predominantly **young**, with **over 50% aged 21 or below**, indicating a youth-driven respondent base.
- **Occupation:** There is a **diverse mix of professions**, with students (27.7%), business owners (25.2%), and professionals (24.4%) fairly evenly represented.
- **Work Experience:** A **balanced mix** of early-career and experienced individuals; **33.6% have over 6 years** in their roles, suggesting a knowledgeable respondent base.

### 2. Brand Awareness and Ad Reach

- **Ad Awareness:** Awareness is moderate—**47.9% have seen Femto Soft ads**, indicating **room to expand brand visibility**.
- **Online Ad Exposure:** **59.7% have seen online ads**, confirming **online campaigns have reasonable reach**, but still **40.3% remain untouched**.

### 3. Perceptions of Ad Targeting and Relevance

- **Behavioral Targeting Recognition:** **54.6% did not feel ads were interest-based**, and **45.4% did**, suggesting that **personalization efforts are not consistently recognized**.
- **Ad Relevance:** Only **40.3% found ads relevant**, while **47.9% disagreed**, indicating a **significant gap in ad relevance and targeting strategy**.
- **Alignment with Interests:** **52.9% felt the ad aligned with their interests**, suggesting some success in behavioral targeting but still needing refinement.

#### 4. Impact and Engagement

- **Ad Influence:** 52.1% were influenced to visit or install, showing moderate effectiveness.
- **App Installations:** 57.1% installed the app after seeing an ad, indicating a strong conversion rate from ads to actions.
- **Limited-Time Offers:** This approach has mixed results—only 48.7% were persuaded, suggesting urgency alone is not a strong motivator for most.
- **Free Consultation:** 51.3% are open to a free demo, indicating a mildly positive opportunity to further engage potential users.

#### 5. Ad Format and Design Preferences

- **Short Ad Effectiveness:** A majority (57.1%) believe that shorter ads (under 15 seconds) are more effective—brevity is favored.
- **Visual Appeal:** 59.7% found the ads visually appealing, a strong positive, indicating effective design elements.
- **Message Clarity:** Only 43.7% felt the message was clear, while 37% disagreed, suggesting a need to improve communication clarity in ads.

#### SUGGESTION

Given that recommendation behavior does not differ significantly across groups, focus on creating or improving loyalty programs that encourage customers to recommend the company. This could include offering rewards, discounts, or exclusive offers to incentivize referrals. Since ease of contacting customer service was not statistically significant across groups, it might be helpful to expand or improve the accessibility of customer service. Consider adding more communication options, such as live chat, social media support, or a 24/7 helpdesk, to cater to different customer preferences. While the company is perceived to handle complaints consistently, there may still be opportunities for improvement. Consider implementing a more personalized approach to complaint handling or reducing response times. Introducing AI-driven tools could also streamline the process and improve response times for common issues.

#### IV. CONCLUSION

The study on the impact of paid advertisement in both the website and mobile application of Femto Soft Company reveals that digital advertising plays a significant role in enhancing brand visibility, increasing user traffic, and improving customer engagement. Paid campaigns, when strategically implemented, have demonstrated measurable improvements in click-through rates, app downloads, and lead generation. However, the results also highlight the need for continuous monitoring and data-driven adjustments to ensure cost-effectiveness and optimal reach. The findings suggest that while paid advertisements are beneficial, their true impact is maximized when integrated with organic marketing efforts and user-centric content strategies. For Femto Soft, a balanced and well-optimized digital marketing approach can lead to stronger brand positioning and sustained business growth in a competitive digital landscape.

#### REFERENCES

- [1]. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education Limited.
- [2]. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- [3]. Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- [4]. Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Sage Publications.
- [5]. Google. (2023). Google Ads Help. Retrieved from <https://support.google.com/google-ads>
- [6]. Statista. (2023). Digital Advertising Report. Retrieved from <https://www.statista.com>
- [7]. App Annie. (2023). Mobile Market Report. Retrieved from <https://www.data.ai/en/insights/>
- [8]. Femto Soft Pvt. Ltd. (2024). Company Website and Campaign Data. Internal Documentation and Marketing Reports.
- [9]. Kantar Media. (2022). Advertising Effectiveness Studies. Retrieved from <https://www.kantar.com>
- [10]. Strauss, J., & Frost, R. (2014). *E-Marketing* (7th ed.). Pearson.