

**PERSONALISED OFFERS IN DIRECT MARKETING: IMPACT ON
SALES AND LOYALTY*****Mamatkulova Shoirra Djalolovna****Candidate of Economic Sciences,
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Abstract: In this article, we consider the role of personalized offers in direct marketing and their impact on consumer behavior. We analyze modern approaches to personalization based on data and artificial intelligence, as well as their effectiveness in increasing sales and building customer loyalty. We provide examples of successful personalization strategies used in email marketing, SMS mailings, push notifications, and targeted advertising. Particular attention is paid to the impact of personalized offers on consumer engagement, their trust in the brand, and long-term relationships with the company.

Key words: personalization, direct marketing, customer loyalty, sales, targeted advertising, email marketing, artificial intelligence, consumer behavior, personalized offers, digital marketing.

Аннотация: В статье мы рассматриваем роль персонализированных предложений в прямом маркетинге и их влияние на потребительское поведение. Анализируются современные подходы к персонализации, основанные на данных и искусственном интеллекте, а также их эффективность в повышении продаж и формировании лояльности клиентов. Приведены примеры успешных стратегий персонализации, используемых в email-маркетинге, SMS-рассылках, push-уведомлениях и таргетированной рекламе. Отдельное внимание уделяется влиянию персонализированных предложений на вовлеченность потребителей, их доверие к бренду и долгосрочные взаимоотношения с компанией.

Ключевые слова: персонализация, прямой маркетинг, лояльность клиентов, продажи, таргетированная реклама, email-маркетинг, искусственный интеллект, потребительское поведение, персонализированные предложения, цифровой маркетинг.

Introduction. In the conditions of high competition and oversaturation of advertising messages, companies are faced with the need for more targeted interaction with consumers. Traditional mass marketing campaigns are gradually losing their effectiveness, giving way to personalized offers focused on individual needs and preferences of customers.

Personalization in direct marketing is a strategy based on the analysis of data on the behavior, interests and purchase history of consumers. Using modern technologies such as artificial intelligence, machine learning and CRM systems, companies can create personalized offers, increasing their relevance for each customer.

Research shows that personalized offers have a positive effect not only on sales growth, but also on customer loyalty. When consumers receive individual recommendations, they feel

that their needs are being addressed, which contributes to the formation of long-term relationships with the brand.

Main part. Personalized offers are customized marketing messages based on customer data analysis. They may include product recommendations, special discounts, personalized promotional codes, and customized offers based on purchase history, user behavior on a website, or in a mobile app.

Direct marketing is a form of interaction in which companies directly communicate with consumers via email, SMS, push notifications, chatbots, and other channels, bypassing intermediaries. Personalization in direct marketing makes these communications as relevant and engaging as possible.

The development of digital technologies has allowed companies to implement personalization at a deeper level. Key tools and technologies include:

- Big Data and analytics – collecting and processing large volumes of data on customer behavior.
- CRM systems – databases that store information about customer preferences, purchases, and interactions.
- Artificial intelligence and machine learning – analyze customer behavior and predict their future actions.
- Automated marketing platforms – ensure that personalized messages are sent at the optimal time.

Thanks to these technologies, marketers can segment the audience, offer the most suitable products and services, and increase conversion.

Personalized offers help increase the likelihood of purchase. Research shows that:

- Customers who receive personalized recommendations make purchases 30-50% more often.
- The average check increases by 15-25% due to offers of related products or upselling.
- Personalized email newsletters have a 2-3 times higher open rate and click-through rate compared to regular newsletters.

For example, Amazon and Netflix actively use personalization algorithms, offering products and content based on user preferences, which significantly increases sales and engagement.

Personalized offers allow you to reduce marketing costs due to more precise targeting. Instead of mass campaigns aimed at a wide audience, companies can interact only with those customers who are highly likely to make a purchase.

For example, retargeting in advertising allows you to show ads to users who have already shown interest in a product, which increases the effectiveness of campaigns and reduces the cost of customer acquisition (CAC).

Modern consumers expect a personalized approach. When a company offers a customer exactly those products or services that he or she is really interested in, this increases satisfaction and trust.

According to a Salesforce study:

- 76% of customers expect brands to take their preferences into account.
- 63% of consumers stop interacting with companies that do not offer personalized service.

An example of a successful strategy is Starbucks, which uses customer purchase data in its loyalty program and offers personalized discounts and bonuses.

Loyal customers bring more profit to the company than new customers. Using personalized offers helps retain customers and encourage them to make repeat purchases.

Methods for increasing repeat purchases using personalization:

- Individual discounts - based on purchase history.
- Personalized recommendations - based on customer preferences.
- Loyalty programs - personal bonuses and privileges.

Example: Spotify creates personalized playlists, which retains users and makes them subscribers on a long-term basis.

To effectively use personalized offers, companies must consider several key factors:

1. Data collection and analysis - using CRM, behavior analytics and predictive models.
2. Dividing the audience into segments - personalization should take into account age, preferences, geolocation and other parameters.
3. Omnichannel approach - personalized offers should be integrated into all marketing channels (email, SMS, push, social networks).
4. Testing and optimization - constant analysis of personalization effectiveness and adjustment of strategies.
5. Ethical use of data - compliance with personal data laws (GDPR, CCPA) and transparency in the processing of customer information.

Companies that implement personalized offers based on these principles gain a significant advantage in the market.

Personalized offers in direct marketing are a powerful tool that not only increases sales, but also enhances customer loyalty. Modern technologies such as artificial intelligence and data analysis allow brands to better understand the needs of their customers and offer them the most relevant products and services.

Companies that effectively implement personalization receive the following benefits:

- Increased conversion and average check.
- Optimization of marketing costs.
- Increased customer satisfaction.
- Increased repeat purchases and long-term loyalty.

In the context of digital transformation and rising consumer expectations, personalization is becoming not just a competitive advantage, but a necessary element of a marketing strategy...

Conclusions and suggestions. Analysis of personalized offers in direct marketing shows that personalization is the most important tool for increasing sales and building customer loyalty. By using consumer data, companies can offer relevant products and services, which leads to an increase in conversion, average check, and customer satisfaction.

Key findings of the study:

1. Personalized offers increase sales due to precise targeting and relevance of offers. Customers who receive personalized recommendations are more likely to make a purchase.

2. Increased customer loyalty is due to a personalized approach - customers feel cared about their interests, which strengthens their trust in the brand and increases the likelihood of repeat purchases.

3. Modern technologies (artificial intelligence, machine learning, CRM systems) play a key role in effective personalization, allowing you to analyze large amounts of data and generate individual offers in real time.

4. An omnichannel approach increases the effectiveness of personalization – integrating personalized offers into email, SMS, push notifications, social networks and retargeting allows you to reach customers in the channels most convenient for them.

5. Ethical use of data and compliance with privacy standards are becoming critical factors, as consumers expect transparency in the collection and processing of their information.

To improve the effectiveness of personalized offers in direct marketing, it is recommended to:

1. Develop data-driven personalization strategies – use analytics of purchasing behavior, order history, customer preferences and other factors to generate accurate offers.

2. Optimize work with CRM and automated platforms – the implementation of intelligent personalization systems will allow you to adapt marketing communications to each client in real time.

3. Use A/B testing and analytics of the effectiveness of personalized campaigns – regular data analysis will help adjust strategies and improve their effectiveness.

4. Implement personalization at all stages of interaction with the client - from the first contact with the brand to the loyalty program, providing a holistic customer experience.

5. Increase customer trust in personalization - it is important to ensure transparency in the use of data, notify users about the purposes of collecting information and offer them the opportunity to manage their personal preferences.

6. Combine personalization with emotional marketing - successful companies do not just offer relevant products, but also create personalized emotions, increasing audience engagement.

7. Integrate personalization into omnichannel strategies - synchronization of customer data at all points of interaction (online and offline) will allow you to create more accurate and effective offers.

Thus, personalized offers in direct marketing are becoming a powerful tool for increasing sales and loyalty. Their competent use, based on data, modern technologies and respect for consumers, allows companies to achieve sustainable growth and strengthen their position in the market.

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