PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

Foreign Languages Department

ENGLISH

ROLE OF MEDIALOGY IN SOCIAL AND CULTURAL LIFE

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Cyber, Internet & Related Technologies

Command, Control, Communication & Information

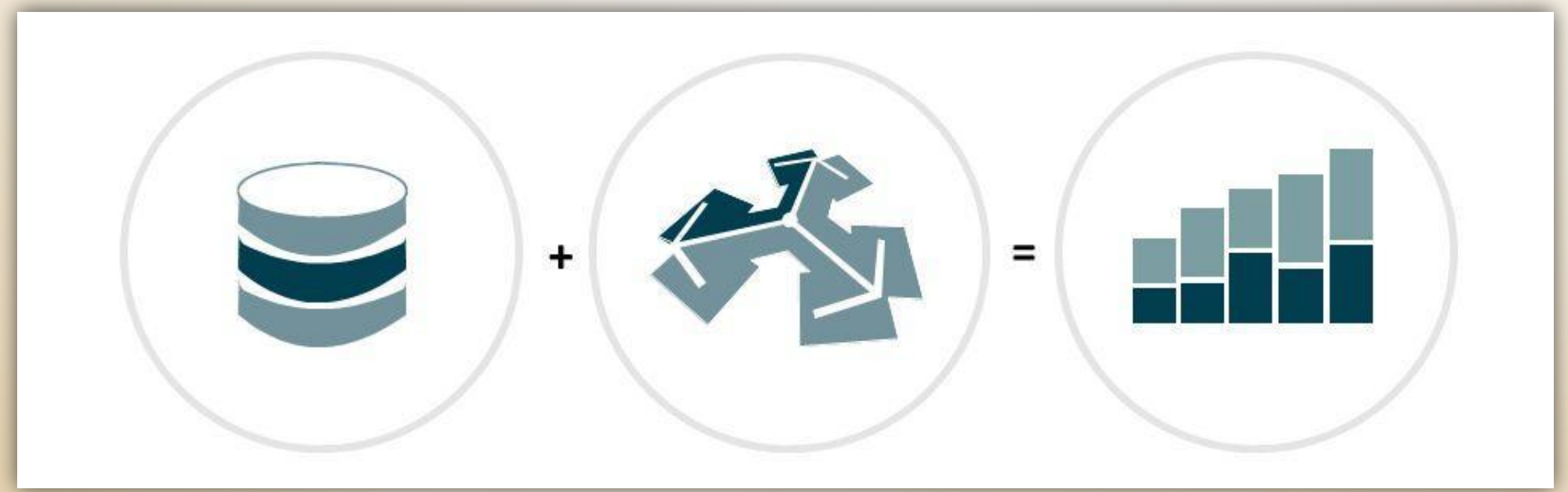
Emerging & other Technologies

Identification Technologies

Information Processing & Data Analytics

Smart Systems

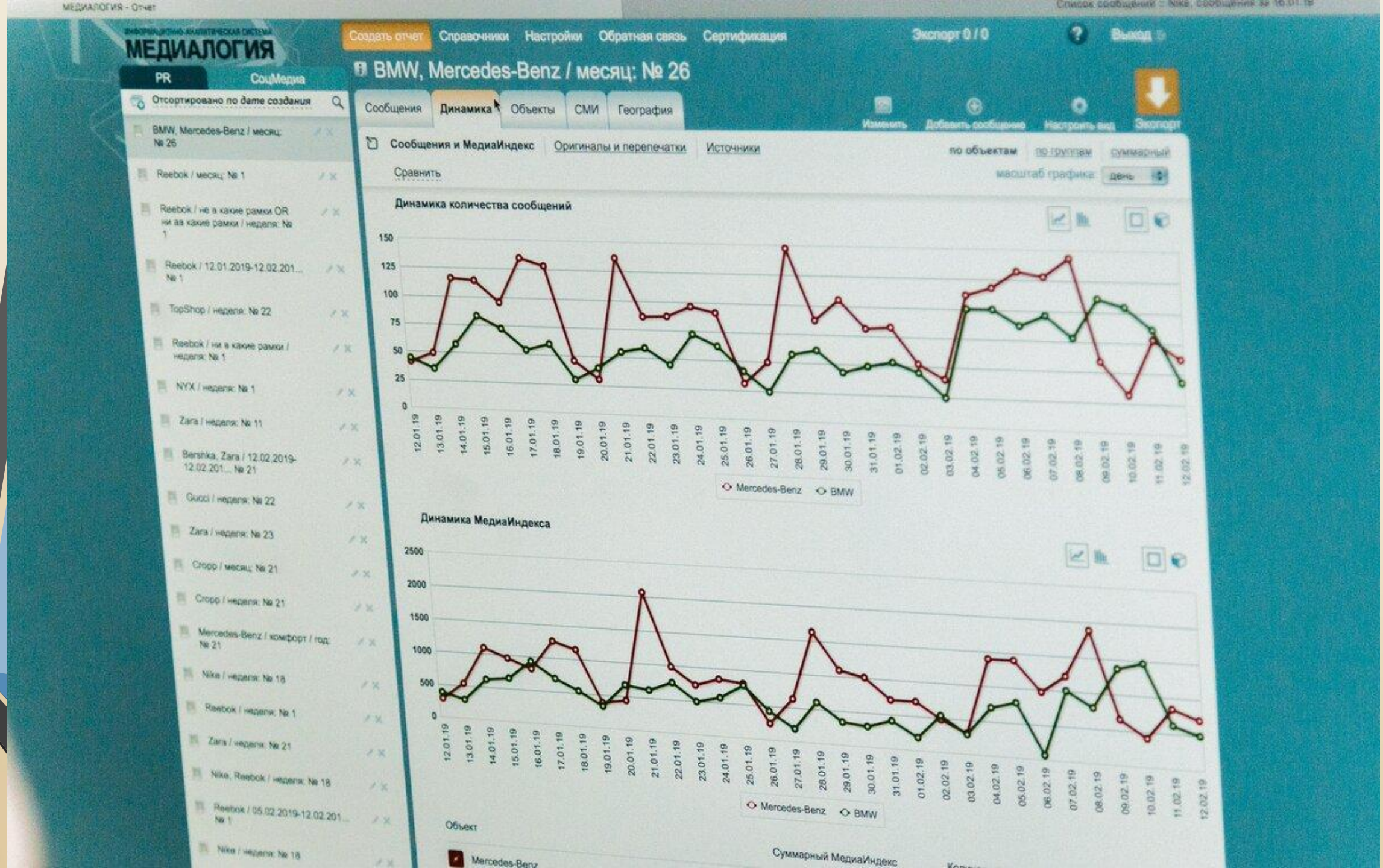
MEDIALOGY



Media Database **Processing and Analysis Technology** **Online Media Analysis System**

A SYSTEM MEDIALOGY

An information-analytical system is a complex of hardware, software, information resources, and methods used to ensure the automation of analytical activity to justify management decisions.


МЕДИАЛОГИЯ
Создать отчет
Справочники
Настройки
Обратная связь
Сертификация
Экспорт 0 / 0
Выход
PR
СоцМедиа
BMW, Mercedes-Benz / месяц: № 26
Сообщения
Динамика
Объекты
СМИ
География
Изменить
Добавить сообщение
Настроить вид
Экспорт
Сообщения и МедиаИндекс
Оригиналы и перепечатки
Источники
по объектам
по группам
суммарный
Сравнить
масштаб графика: день
Динамика количества сообщений
Mercedes-Benz
BMW
Динамика МедиаИндекса
Mercedes-Benz
BMW
Объект
Mercedes-Benz
Суммарный МедиаИндекс

The return on investment is established and is denoted by the abbreviation ROI, which stands for Return of Investments.

The question arises: how can such an indicator be calculated in order to make a forecast of how profitable these or other investments will be?

The answer is very simple.

There is a formula

PR VALUE OF MEDIA = COST OF AN ADVERTISING UNIT * MENTIONED AREA

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THANK YOU FOR YOUR ATTENTION!

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