Marketing Triggers for Modeling Demand Dynamics

K. Z. Sapegina, I. A. Krasyuk

Peter the Great St. Petersburg Polytechnic University,
St. Petersburg, Russia

Abstract: Triggers in Internet marketing using the example of the online store of the Leroy Merlin retail chain are studied. Real examples of the use of triggers on the company's website are considered, and the relationship between clicking on triggered advertising and increasing sales is analyzed. Analytical data from the Romir consumer panel made it possible to calculate the Spearman's correlation coefficient r_s, as well as to assess the degree of closeness of the relationship between indicators on the Chaddock scale.