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### Exploration of Business Actors' Strategies in Utilizing Paid Advertising to Increase Online Sales

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**Abstrak:** *This research aims to explore the strategies employed by businesses in utilizing paid advertising to increase online sales. Amid the rapid development of technology and the digitalization of commerce, paid advertising has become one of the important elements in digital marketing strategies. Platforms such as Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads allow businesses to reach target markets more specifically, quickly, and measurably. Through a qualitative approach with a case study method, this research analyzes the strategies used by businesses from various sectors, ranging from micro, small, and medium enterprises (MSMEs) to large-scale e-commerce companies. Data was collected through in-depth interviews with business owners who actively use paid digital advertising, as well as observations of their ad campaign performance. The results show that successful strategies generally involve a deep understanding of digital consumer behavior, clear determination of advertising objectives, selection of relevant advertising platforms, and utilization of analytics features for evaluation and optimization. In addition, proportionate ad budget allocation and engaging ad content also proved to be key factors in increasing sales conversion rates. This research contributes to the digital marketing literature and can serve as a practical reference for businesses looking to optimize the use of paid advertising to drive their online sales growth.*

**Keywords:** *Marketing strategy, digital advertising, online sales, online business, advertising conversion*



### INTRODUCTION

The development of information and communication technologies has drastically changed the global business landscape (Tan, 2024; Adelia, 2025; Ndraha, 2024). Digital transformation not only affects the way companies run their operations, but also revolutionizes the way consumers interact with brands and products. The shift in consumer behavior from offline to online requires businesses to adapt quickly to changes in consumption patterns and customer expectations. Consumers are now more active, informed, and have evolving preferences along with easy access to various digital platforms. In this context, digital marketing is one of the main strategies that cannot be ignored by businesses that want to remain relevant and competitive (Fadhillah, 2023; Wulandari, 2025; Nazar, 2024). Through digital marketing, companies can build more personalized relationships with consumers and obtain valuable data for more informed decision-making. Among the various forms of digital marketing, paid advertising occupies an important position due to its ability to reach a wide audience in a fast, measurable and targeted manner. Paid advertising allows advertisers to tailor messages to specific market segments, optimize marketing budgets, and evaluate campaign effectiveness in real-time. Mastery of paid advertising strategies and techniques is an essential need in this competitive digital era.

Paid advertising offers various strategic advantages that make it a highly effective marketing tool in today's digital ecosystem (Wulandari, 2025; Prayudha, 2025). One of the main advantages is the flexibility in determining budgets, allowing businesses of various scales, both MSMEs and large companies to adjust advertising spending according to financial capacity. In addition, the ability to conduct real-time content testing allows advertisers to identify which campaign elements are most effective, and make quick adjustments to maximize results. Access to in-depth data analytics is also a significant plus, as it provides measurable insights into campaign

performance, audience behavior, and conversions, so that marketing decisions can be based on data, not assumptions.

Various digital platforms such as Google Ads, Meta Ads (Facebook and Instagram), TikTok Ads, to marketplace advertising such as Shopee Ads and Tokopedia Ads, provide a variety of advanced features, ranging from demographic and interest-based audience targeting, to bidding automation and ad scheduling. These features allow businesses to reach their target market more precisely and efficiently, and significantly increase brand visibility, traffic, and sales (Cahyaningrum., 2024). Success in running a digital advertising campaign does not only depend on the technology and features available. The right strategy, from content planning, target market selection, message customization, to budget and airtime optimization, plays a crucial role in determining the final outcome of the campaign. Therefore, a deep understanding of platform characteristics, digital consumer behavior, as well as the ability to process data into effective strategies, are determining factors in achieving optimal marketing goals.

Herein lies the main challenge, not all businesses have the same understanding or experience in developing and executing paid advertising strategies. Different business characteristics ranging from business scale, product type, to market segmentation require a unique and contextual approach (Warnaningtyas., 2020). Unfortunately, most existing studies still focus on the technical aspects of digital advertising, such as the influence of visual design, keyword selection, or platform algorithms. Meanwhile, in-depth exploration of managerial strategies and practical decisions of businesses in running advertising campaigns is still limited.

The research that this study seeks to address is the lack of a comprehensive understanding of how businesses actually strategize paid advertising, match it to their resources, and adapt their campaigns to the changing dynamics of the digital marketplace. Not many studies have highlighted how businesses combine business intuition, field



experience, and digital data in formulating strategic decisions related to paid advertising. Based on this gap, this research presents a novelty in the form of an explorative approach that explores the actual strategies of businesses in utilizing paid advertising to drive increased online sales. This research not only examines technical effectiveness, but also understands the thought processes, strategic considerations and business context that influence digital advertising decisions. By exploring insights directly from businesses in various sectors and scales, this research is expected to make a theoretical contribution to the development of digital marketing science, as well as provide applicable practical guidance for businesses that want to optimize the potential of paid advertising in supporting their online business growth.

### METHOD

This research uses a descriptive qualitative approach with literature study method as the main technique in data collection and analysis. Literature study was chosen because it allows researchers to explore various theoretical and empirical findings that have been produced in previous studies related to business strategies in utilizing paid advertisements to increase online sales. This approach is considered appropriate because the focus of this research is not on collecting field data, but on extracting information from available scientific sources to obtain a thorough and in-depth understanding. The data sources in this research come from relevant secondary literature, such as national and international scientific journal articles, academic books in the field of digital marketing and business strategy, conference proceedings, and industry reports from trusted research institutions. In addition, credible online sources such as publications from educational institutions and professional organizations were also used as references. The literature used was selected based on the criteria of relevance to the research topic as well as currency, with priority on publications within the last five to ten years.

Data collection was done by searching for certain keywords such as paid advertising

strategies, digital marketing, online sales, advertising effectiveness, and business actors in e-commerce through various academic databases, including Google Scholar, Scopus, ScienceDirect, and ProQuest. Each piece of literature found was critically analyzed to explore relevant information regarding the strategies used by business actors in managing paid advertising. The analysis process was conducted using content analysis techniques, identifying important patterns, themes and concepts that emerged from various sources. Information from various literatures was synthesized to find linkages between findings and build a comprehensive understanding of strategic practices in the use of digital advertising. To maintain data validity, only literature from credible and reliable sources was used. Triangulation was done by comparing different sources that discuss similar issues to avoid bias and increase the reliability and objectivity of the research results.

### RESULTS AND DISCUSSION

Based on the results of a literature review of various academic sources, industry reports, and publications related to digital marketing, it was found that the strategies used by businesses in utilizing paid advertising to increase online sales are very diverse and dynamic. These differences are generally influenced by the context of each business, such as the type of product or service offered, the characteristics of the target market, the level of competition in the industry, and the availability of resources, both in the form of financial and technical expertise. Although the digital tools and platforms used, such as Google Ads, Meta Ads, and marketplace advertising platforms, tend to be similar, the strategic approaches taken by businesses show significant variations and lead to the formation of certain patterns in practice. These patterns, based on the synthesis of various sources, can be categorized into five main focuses that are interrelated and form the framework of an effective digital advertising strategy (Li., 2020). The first is campaign goal setting, which becomes the foundation in determining the direction and indicators of



advertising success, whether it is to increase brand awareness, website traffic, conversions, or direct sales. Second, audience segmentation, which is the process of identifying and targeting the most relevant consumer groups, enabling personalization of advertising messages to be more targeted. Third, platform selection, where businesses must customize the choice of digital advertising channels with audience characteristics and campaign objectives. Fourth, content and budget management, which includes creating engaging and relevant creatives, and managing the budget efficiently for optimal ROI (return on investment). Finally, data-driven evaluation, which involves regularly monitoring ad performance metrics to make responsive and continuous strategy adjustments. By understanding and applying these five focuses thoroughly, businesses can design paid advertising campaigns that are more targeted, effective, and adaptive to the dynamics of the digital market.

In terms of setting campaign objectives, most businesses start their advertising strategy by setting specific goals to be achieved, such as increasing website visits, growing the number of new customers, increasing sales conversion rates, or customer retention. This goal-setting becomes an important basis for structuring all elements of the campaign, from the selection of promotional channels, drafting advertising messages, to determining budgets and airtime (Grossman., 2024). Studies in the field of digital marketing consistently show that advertising campaigns that have clear, measurable, and realistic objectives tend to be more effective in directing the right message to the appropriate audience and delivering optimal results. Specific objectives not only help businesses deliver focused and relevant messages, but also enable more accurate measurement of campaign performance using appropriate metrics, such as click-through rate (CTR), conversion rate, cost per acquisition (CPA), and return on ad spend (ROAS). Conversely, campaigns run without well-defined objectives often have difficulty evaluating their effectiveness, resulting in an undirected strategy and risking wasted budget.

In some cases, the absence of concrete objectives can lead to errors in audience targeting and content selection, ultimately reducing the overall impact of the campaign. Therefore, setting clear and measurable campaign objectives is a crucial first step in ensuring that investments in paid advertising yield maximum benefits and are aligned with the long-term business vision.

Regarding audience segmentation, businesses that are successful in optimizing paid advertising generally have a deep understanding of the characteristics, preferences, and behaviors of their target market (Ekawati, 2024; Astikarani, 2024; Oktaga, 2023). Audience segmentation is no longer simply distinguishing consumers based on general categories such as age, gender, or geographic location, but has evolved to include more complex dimensions, such as digital behavior, shopping habits, special interests, and phases in the customer journey. By understanding in detail who to target, businesses can design messages that are more relevant, personalized and engaging, which in turn increases the level of engagement and the chances of conversion. An effective segmentation strategy allows advertising to not only reach more people, but to reach the right people (Sugiyanti, 2023; Santoso, 2020). In practice, various digital advertising platforms such as Facebook Ads, Instagram Ads, Google Ads, and TikTok Ads provide very detailed targeting and retargeting features. For example, businesses can target users based on previous activities, such as visitors who have viewed certain product pages, added items to the cart, but have not completed the transaction. In fact, the use of lookalike audiences allows advertisers to reach new audiences that have similar characteristics to existing customers. Optimal use of these features is proven to significantly increase conversion rates and reduce cost per result. Sharp, data-driven audience segmentation is a key element in developing effective, efficient and targeted paid advertising campaigns in this competitive digital marketing era.



In terms of platform selection, businesses that are successful in running paid advertising campaigns generally do not apply a one-platform-fits-all approach. Instead, they tailor the choice of digital advertising media to the product characteristics, audience demographics and psychographics, and digital consumption behavior of the targeted market segment. This strategic platform selection is an important step in ensuring that advertising messages are delivered through the most effective and relevant channels, thereby increasing the overall effectiveness of the campaign. For example, for products that rely on visual and emotional appeal such as fashion, cosmetics, food, and lifestyle-visual-based platforms such as Instagram, TikTok, and Pinterest tend to be more effective. These platforms allow brands to tell a short but compelling story through images, short videos, and easily shareable content. In contrast, for products or services that require deeper education or active search by consumers, such as technology devices, financial services, or professional services, Google Ads is a more appropriate choice as it can target users based on the keywords they search for, indicating higher purchase intent.

In addition, more and more businesses, especially in the medium to large segments, are implementing multiplatform strategies. This strategy not only expands audience reach, but also enables message reinforcement through different touchpoints. For example, consumers may first see a product on TikTok (awareness), then look for reviews on YouTube (consideration), and finally make a purchase through search ads on Google or retargeting ads on Facebook (conversion). This inter-platform synergy not only increases the frequency of exposure, but also strengthens brand recall and increases the chances of conversion. Therefore, choosing the right platform, based on a deep understanding of audience behavior and digital channel characteristics, is an essential component in designing a successful and sustainable advertising campaign.

In terms of content and budget management, the quality of advertising content is a key determinant in attracting audience

attention and driving action. Amid the flood of information in the digital world, content that is visually appealing, substantially informative, and touches the emotional aspects of the audience has proven to have greater appeal than content that is hard selling or direct promotion. Businesses that understand the psychology of digital consumers are now adopting more of a storytelling approach, creating narratives that connect products with values, lifestyles, or everyday problems relevant to the target market. Not only that, personalized content tailored to the platform on which the ad is served, for example, vertical and dynamic content for TikTok, or professional and insight-based content for LinkedIn can significantly increase engagement and campaign effectiveness. To achieve optimal performance, more and more businesses are utilizing A/B testing regularly (Riyanto, 2025).

These tests include variations in visual elements, headlines, language style, caption length, and call-to-action (CTA) options, to identify the best combination that yields the highest conversion rates. This iterative process helps businesses understand audience preferences more deeply and make content adjustments quickly and responsively. In terms of budget management, an increasingly common approach is budget shifting, which dynamically reallocates funds to campaigns or ads that perform best based on real-time data. With the help of analytics dashboards from advertising platforms such as Meta Ads and Google Ads, businesses can monitor important metrics such as cost per click (CPC), cost per acquisition (CPA), and return on ad spend (ROAS) to evaluate advertising efficiency. This approach enables data-driven decision-making and drives budget efficiency, so that every dollar spent delivers maximum impact. Overall, the combination of strong content and adaptive budget management is key in creating highly competitive and sustainable digital advertising campaigns (Tarigan, 2024; Rifki, 2024).

When it comes to data-driven evaluation and optimization, modern digital businesses have moved away from the traditional approach of relying on intuition or assumptions, towards



one based on measurable and objective metrics analysis. They understand that in a competitive and dynamic digital environment, data-driven decision-making is key to maintaining the effectiveness and efficiency of paid advertising campaigns. Metrics such as click-through rate (CTR), cost per click (CPC), conversion rate, customer acquisition cost (CAC), and return on ad spend (ROAS) are key indicators used to assess overall campaign performance. Through in-depth analysis of this data, businesses can identify campaign elements that are performing well and those that need improvement. For example, a low CTR could indicate that the advertising message is not compelling enough, whereas a high ROAS indicates that the campaign is having a positive impact on sales. These evaluations are not static, but are conducted regularly and even in real-time, allowing businesses to make quick adjustments to campaign elements, such as the target audience, ad scheduling, media placement, or advertising materials used.

More advanced businesses often utilize automated analytics tools and dashboards from various ad platforms or integrate data from multiple sources into one unified reporting system (such as Google Data Studio or dashboards based on BI tools) (Kagiampaslidis., 2020). With this approach, they can view cross-platform performance simultaneously and make more strategic decisions based on patterns and trends that emerge from historical and real-time data. In addition to technical evaluation, data is also utilized for long-term campaign planning, including remarketing strategies, customer persona development, and market needs prediction. Thus, ad campaign optimization not only improves results in the short term, but also forms the basis for sustainable digital business growth. In the age of fast-paced, data-driven marketing, the ability to read, interpret, and act on data is becoming a critical competency that differentiates between mediocre and competitively superior campaigns (Eriksson & Pedersen., 2020).

From the results of this study, it appears that effective paid advertising strategies are

dynamic, contextual and highly adaptive to change. There is no single formula that can be applied universally to all types of businesses, as each business entity has unique characteristics that influence how digital marketing strategies should be designed and executed. Internal factors such as the capacity and competence of the marketing team, the level of digital readiness, short-term and long-term business goals, and the size and flexibility of the budget are important variables that determine the direction of the strategy. On the other hand, external factors such as consumer behavior trends, changes in digital platform policies and algorithms, and market competition dynamics also have a major influence on the success of paid advertising campaigns (Pitaloka, 2023; Yuwono, 2024; Saputra, 2025). In this fast-changing environment, businesses are required to have an experimental mentality and a continuous learning attitude. A successful campaign is not the result of a one-off approach, but rather a series of iterations, tests and refinements based on findings from actual data.

Businesses that are able to implement data-driven decision-making processes and integrate learnings from previous campaign results into better strategies will have a strong competitive advantage in the digital market (Sulistyawati, 2024; Mahadewi, 2025; Maria, 2024). The ability to detect performance patterns, respond quickly to changes, and adjust strategies proactively characterizes successful businesses in today's digital marketing ecosystem. More than just chasing impressions or clicks, effective paid advertising is capable of supporting the achievement of concrete business goals, be it in the form of increased sales, brand strengthening, new customer acquisition, or long-term customer loyalty. Businesses that adopt a flexible, experimental and data-driven strategic approach have a greater chance of not only surviving, but also growing and developing sustainably in the evolving digital business landscape.

The discussion also highlights that there is a significant gap between large-scale businesses and Micro, Small and Medium



Enterprises (MSMEs) when it comes to utilizing digital advertising technology. Large-scale businesses generally have access to more adequate resources, ranging from trained internal digital marketing teams, flexible marketing budgets, to access to advanced analytics technologies and tools such as real-time dashboards, cross-platform data integration, and the use of artificial intelligence for consumer behavior prediction (Nurdyanto et al., 2024). This makes it possible to execute marketing strategies that are more structured, precise, and can be adjusted quickly according to market dynamics. In contrast, many MSMEs still face various structural and technical challenges in optimally adopting digital advertising strategies. Budget constraints often limit their room for exploration in running campaigns, while a lack of technical understanding makes the evaluation and optimization process limited or even completely left to third-party service providers (Shofi., 2024). This dependency can be an obstacle because MSME players often do not have full control over the strategies implemented, and it is not uncommon for them to have difficulty in assessing whether the campaigns carried out actually have an impact on the business. In addition, the lack of digital literacy also makes most MSMEs unable to utilize the advanced features provided by advertising platforms such as Facebook Ads or Google Ads.

This gap shows the need for strategic and sustainable interventions from various parties, especially from the government, educational institutions, and digital platform providers themselves. These interventions include practice-based digital literacy and online marketing training, providing free or subsidized access to basic digital marketing tools, and creating learning communities that encourage collaboration and experience sharing among MSME players. Digital platforms also have a social responsibility to create more inclusive and beginner-friendly features and guidelines, enabling MSMEs to manage their advertising campaigns independently and effectively (Kim & Jeong., 2024). With inclusive and applicable

educational support, MSMEs can begin to improve their internal capacity in managing digital advertising, which in turn will help strengthen their competitiveness in the digital market. This is not only important for individual business growth, but also contributes to the overall strengthening of the national digital economy, as MSMEs are the main backbone of the economic structure in many countries, including Indonesia (Yuwono., 2024).

The results of this study show that the utilization of paid advertising as a strategy to increase online sales is not enough to just place advertisements carelessly, but requires a deep understanding of strategy, careful planning, and data-based decision making. The success of a digital advertising campaign is highly dependent on the ability of businesses to identify the right target market, develop relevant and engaging content, and evaluate advertising performance on an ongoing basis (Farah, 2024; Rizaldi, 2024; Sifwah, 2024). In addition, the use of technologies such as machine learning and predictive analytics is an important factor in optimizing advertising budgets and maximizing conversions. This approach marks a shift in the role of digital advertising from a mere promotional tool to an integral part of an overarching business strategy, which not only aims to increase brand visibility, but also create a more personalized and valuable customer experience. Therefore, managing digital advertising now demands cross-functional collaboration between marketing teams, data analysts, and technology developers so that the results achieved can contribute significantly to overall business growth.

### CONCLUSIONS

Based on the results of the literature review, it can be concluded that the effectiveness of paid advertising is largely determined by a number of interrelated strategic factors. These factors include setting specific and measurable campaign objectives (such as increased sales, website visits, or conversions), proper audience segmentation so that the

message can be delivered to the relevant target market, selecting the appropriate advertising platform according to product characteristics and consumer behavior (e.g. Google Ads, Facebook Ads, or Instagram Ads), and preparing advertising content that is attractive, informative, and suits the needs of the audience. In addition, the success of an advertising strategy is also greatly influenced by a data-driven evaluation and optimization process, which includes periodic analysis of ad performance and strategy adjustments based on the results. By understanding and implementing these five aspects in an integrated manner, businesses are expected to maximize the potential of paid advertising to drive significant business growth in the digital realm.

Businesses that are successful in implementing paid advertising strategies generally do not rely solely on platform technology, but also integrate an understanding of consumer behavior, data analytics, and adaptation to digital market dynamics. Strategies such as A/B testing, content personalization, and dynamic budget management are proven to increase campaign efficiency and sales conversion. Moreover, the disparity in digital advertising utilization rates between large enterprises and MSME players points to the need for increased digital literacy and more equitable strategic training support. Thus, paid advertising is not just a technical promotional tool, but an important part of a digital business strategy that demands planning, creativity and continuous analysis. The findings of this research are expected to provide insights and guidance for businesses, especially those engaged in the digital and e-commerce sectors, in designing a more effective and highly competitive paid advertising strategy.

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