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Optimization of direct response video advertising conversion in marketing strategies of direct-to-consumer brands

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Abstract. The relevance of the study is determined by the growing role of video advertising in the digital environment, the intensification of competition in performance-oriented marketing, and the increasing requirements for the validity of managerial decision-making. The increasing complexity of audiovisual content structure and the dependence of its effectiveness on algorithmic content distribution mechanisms necessitate the development of scientifically grounded approaches to optimizing the conversion of direct response video advertising in the marketing strategies of direct-to-consumer brands. **Purpose.** The purpose of the study is to enhance the effectiveness of conversion of direct response video advertising in the marketing strategies of direct-to-consumer brands through the development and application of scientifically grounded approaches based on multimodal content analysis and data-driven decision-making models. **Methods.** The study applies methods of analysis and synthesis to generalize theoretical approaches to conversion formation and optimization; systematization to identify key parameters of video content; comparative analysis to assess the influence of various content

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characteristics on consumer behavioral responses; and logical generalization to develop methodological approaches and practical recommendations. **Results.** The essence of conversion as a result of the coordinated interaction of semantic, visual, and temporal parameters of video content has been investigated. It has been revealed that the effectiveness of video advertising is determined not by isolated characteristics but by their integrated interaction and alignment with audience expectations and digital environment conditions. It has been proven that the use of multimodal analysis and systematic testing of creative solutions increases the accuracy of content effectiveness evaluation, reduces uncertainty in decision-making, and enables adaptive optimization of advertising campaigns. **Conclusions.** It has been substantiated that improving the effectiveness of conversion optimization is achieved through the implementation of closed-loop analytical systems, enhancement of performance evaluation frameworks, and integration of analytical and creative processes. It has been established that key limitations include insufficient model interpretability, limited data reliability, and the inadequacy of traditional metrics in reflecting the complexity of conversion processes. Prospects for further research. Further research is associated with the development of quantitative methods for evaluating the effectiveness of multimodal content, improving the transparency of analytical models, and exploring the scalability of optimization systems under conditions of dynamic changes in the digital environment.

Keywords: multimodal analysis, audiovisual content, consumer behavioral responses, data analytics, creative testing, algorithmic ranking, advertising effectiveness, adaptive optimization.

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CURRENT ISSUES OF ECONOMIC SCIENCES

Оптимізація конверсії відеореклами прямого відгуку в маркетингових стратегіях брендів прямого продажу споживачам

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Анотація. Актуальність дослідження зумовлена зростанням ролі відеореклами у цифровому середовищі, посиленням конкуренції у результатоорієнтованому маркетингу та підвищенням вимог до обґрунтованості управлінських рішень. Ускладнення структури аудіовізуального контенту та залежність його ефективності від алгоритмічних механізмів поширення інформації зумовлюють необхідність розроблення науково обґрунтованих підходів до оптимізації конверсії відеореклами прямого відгуку у маркетингових стратегіях брендів прямого продажу споживачам. **Метою дослідження** є підвищення ефективності конверсії відеореклами прямого відгуку у маркетингових стратегіях брендів прямого продажу споживачам шляхом розроблення та застосування науково обґрунтованих підходів, заснованих на мультимодальному аналізі контенту та моделях прийняття рішень на основі даних. **Методи**. У процесі дослідження застосовано методи аналізу і синтезу для узагальнення теоретичних підходів до формування та оптимізації конверсії, систематизації – для виокремлення ключових параметрів відеоконтенту, порівняльного аналізу – для оцінювання впливу різних характеристик контенту на поведінкові реакції споживачів, а також логічного узагальнення – для формування методичних підходів і практичних рекомендацій. **Результати.** Досліджено сутність конверсії як результату узгодженої взаємодії змістових, візуальних та часових параметрів відеоконтенту. Виявлено, що ефективність відеореклами визначається не

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окремими характеристиками, а їх комплексною взаємодією та відповідністю очікуванням цільової аудиторії й умовам цифрового середовища. Доведено, що використання мультимодального аналізу та систематичного тестування креативних рішень забезпечує підвищення точності оцінювання ефективності контенту, зменшення невизначеності у прийнятті рішень та можливість адаптивної оптимізації рекламних кампаній. **Висновки.** Обґрунтовано, що підвищення ефективності оптимізації конверсії досягається за рахунок впровадження замкнених аналітичних контурів, удосконалення систем оцінювання результативності та інтеграції аналітичних і креативних процесів. Встановлено, що ключовими обмеженнями залишаються недостатня інтерпретованість моделей, обмежена достовірність даних та невідповідність традиційних показників складності конверсійних процесів. Перспективи подальших досліджень пов'язані з розробленням методів кількісного оцінювання ефективності мультимодального контенту, підвищенням прозорості аналітичних моделей та дослідженням можливостей масштабування систем оптимізації в умовах динамічних змін цифрового середовища.

Ключові слова: мультимодальний аналіз, аудіовізуальний контент, поведінкові реакції споживачів, аналітика даних, тестування креативів, алгоритмічне ранжування, ефективність реклами, адаптивна оптимізація.

Problem statement. The rapid expansion of digital ecosystems and the intensification of competition in performance marketing have fundamentally transformed the role of video advertising within direct-to-consumer (DTC) brand strategies – shifting it from a primarily awareness-oriented tool to a key driver of measurable conversion outcomes. Under conditions of rising customer acquisition costs, algorithmic mediation of content distribution, and fragmentation of audience attention, ensuring stable conversion efficiency of direct response video advertising becomes a critical scientific and practical challenge. Existing approaches to campaign optimization remain largely focused on isolated metrics or platform-

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specific heuristics, which limits the ability to systematically explain and predict the interaction between creative structure, multimodal content characteristics, and user behavioral responses. This creates a methodological gap in understanding how semantic, visual, and temporal parameters of video content jointly influence conversion mechanisms in dynamic digital environments.

At the same time, the increasing integration of data analytics, artificial intelligence, and automated testing systems opens new opportunities for constructing adaptive optimization models capable of operating in real time – yet raises unresolved issues related to interpretability, data reliability, and the validity of evaluation metrics. The lack of unified methodological frameworks that connect creative hypothesis formation, experimental validation, and performance scaling constrains both theoretical generalization and the practical implementation of effective marketing strategies for DTC brands. Consequently, addressing the problem of optimizing conversion in direct response video advertising is directly linked to the development of scientifically grounded approaches to multimodal content analysis, the formalization of causal relationships between video attributes and consumer behavior, and the design of robust decision-support systems that ensure sustainable marketing performance under conditions of continuous digital transformation.

Analysis of recent research and publications. A review of contemporary research demonstrates that the problem of optimizing conversion in direct response video advertising within direct-to-consumer (DTC) brand marketing strategies is formed at the intersection of digital marketing approaches, behavioral analytics, and platform economics. V. Bobrovnyk and A. Samartseva identify the specifics of audience engagement management in vertical video content on social platforms, substantiating the dependence of interaction effectiveness on the structural and dynamic characteristics of content [1]. I. I. Bilyk et al. consider marketing as a system-forming component of business, emphasizing the strategic integration of consumer interaction tools [2], while S. Obikhod et al. reveal the transformation of

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digital marketing under the conditions of business process digitalization, highlighting the role of data in shaping effective communications [3]. V. O. Ivanenko et al. analyze the effectiveness of advertising campaigns in the environment of Google Ads, proving the importance of an analytical approach to conversion evaluation [4], which is complemented by the study of N. P. Skryhun et al., who substantiate the effectiveness of Google Ads as a tool for promoting SaaS products [5]. D. Petrenko generalizes the challenges and opportunities of marketing digitalization, emphasizing the need to adapt tools to a dynamically changing environment [6], while M. Matveiev et al. examine the transformation of digital marketing strategies in the post-pandemic economy, highlighting the growing role of digital interaction channels [7]. N. O. Osypenko substantiates the importance of digital platforms as an integrative environment for marketing communications, which determines the context of video advertising functioning [8].

A significant contribution to the development of the research problem is made by studies focused on direct marketing and consumer behavior. W. Mu and Y. Yi demonstrate the impact of DTC model characteristics on the formation of consumer loyalty, emphasizing the importance of personalization and direct interaction [9]. S. McKee et al. develop the theoretical foundations of the DTC model, identifying key directions of its evolution [10], and further elaborate approaches to crafting digital consumer experiences through relational brand strategies [11]. Y. J. Purnomo substantiates the role of digital marketing strategies in increasing conversion rates on e-commerce platforms [12], which directly correlates with video advertising effectiveness. Z. Li et al. investigate dynamic advertising insertion strategies based on sentiment analysis, proving the importance of real-time adaptability of advertising content [13]. J. Martínez-Navarro and E. Bigné analyze behavioral drivers of user-generated video advertising and identify creative strategies as a key determinant of effectiveness [14]. E. K. Alotaibi et al. establish the influence of direct marketing strategies on consumer purchasing decisions, emphasizing the role of communication stimuli in shaping conversion [15].

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Thus, the analyzed studies form a comprehensive understanding of the multi-level nature of video advertising conversion optimization, integrating strategic, technological, and behavioral approaches, which provides a foundation for further development of methods for integrating multimodal analytics and automated testing in direct response marketing systems.

Identification of unresolved parts of the problem. Despite the active development of video marketing and analytical tools, the problem of conversion formation in direct response video advertising remains conceptually and methodologically insufficiently elaborated. Existing studies are characterized by fragmentation and focus on separate aspects of content or performance indicators, which limits a holistic understanding of how content structure interacts with user behavior and platform distribution logic. At the same time, the integration of semantic, visual, and temporal parameters into unified analytical models remains underdeveloped, which reduces the explanatory power and practical applicability of current approaches.

The significance of these unresolved aspects lies in their direct impact on the reliability and scalability of conversion optimization in dynamic digital environments. Their persistence is determined by complexity of multimodal data alignment, limited transparency of analytical models, and inconsistencies in performance evaluation. Addressing these gaps enables a transition to more coherent and adaptive optimization frameworks, and the present study is focused on deepening the conceptual understanding of conversion processes and substantiating integrated methodological approaches that enhance the validity and effectiveness of data-driven marketing decisions.

The aim and objectives of the article. The purpose of the article is to optimize the conversion of direct response video advertising in the marketing strategies of direct-to-consumer brands through the development and application of scientifically grounded approaches based on multimodal content analysis and data-driven decision-making models.

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Objectives of the article:

1. To clarify the conceptual foundations of conversion formation and analyze the influence of key content parameters on user behavior and conversion dynamics.

2. To substantiate methodological approaches to multimodal analytics integration and identify key problems of conversion optimization.

3. To develop practical recommendations for improving the effectiveness of conversion optimization in dynamic digital environments.

Main material. The formation of conversion in direct response video advertising within DTC marketing systems is determined by the coordinated influence of content structure, user perception, and platform-level distribution logic. Conversion emerges as a measurable behavioral outcome when the value proposition, audiovisual presentation, and interaction cues are aligned with both audience intent and algorithmic prioritization mechanisms. This necessitates a structured identification of key determinants that shape conversion dynamics and allow their systematic optimization (table 1).

Table 1

Structural determinants of conversion formation in direct response video advertising

Determinant	Substantive characteristic	Key manifestation elements	Functional role in conversion formation
Semantic	Definition of value proposition and persuasive message	Clarity of offer, problem-solution logic, call-to-action formulation	Ensures relevance and cognitive engagement of the target audience
Visual	Representation of content through imagery and design	Composition, color schemes, branding elements, focal objects	Captures attention and shapes emotional response
Temporal	Organization of content in time	Video duration, pacing, sequencing of key messages	Influences retention and completion rates
Behavioral	Alignment with expected user interaction patterns	Click triggers, engagement hooks, interaction cues	Translates perception into measurable user actions

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Determinant	Substantive characteristic	Key manifestation elements	Functional role in conversion formation
Contextual	Adaptation to platform and audience environment	Platform algorithms, audience segmentation, format requirements	Ensures effective distribution and targeting accuracy

Source: developed by the author based on [1; 2, p. 142; 3; 14, p. 630; 10, p. 2820; 12, p. 58; 13, p. 165].

In practical DTC marketing, the effectiveness of these determinants is realized through their coordinated configuration within specific platform environments. For instance, in short-form video ecosystems, initial visual framing and semantic clarity within the first seconds directly affect scroll-stopping behavior, which subsequently influences algorithmic promotion and cost efficiency of traffic acquisition. Campaigns promoting consumer products often demonstrate that a clearly articulated value proposition combined with a visually distinctive opening frame increases click-through rates, while consistent temporal structuring improves watch time, which is a key signal for content scaling [12, p. 58].

At the same time, behavioral determinants are operationalized through embedded interaction triggers such as explicit calls to action or implicit cues integrated into narrative progression. For example, videos that synchronize the moment of peak emotional engagement with the presentation of an actionable offer tend to generate higher conversion rates compared to content where these elements are temporally disconnected. Contextual adaptation also plays a decisive role, as identical creative concepts may yield different outcomes depending on platform-specific ranking models and audience segmentation parameters [10, p. 2820]. In practice, this is evident when content optimized for one platform underperforms on another due to differences in preferred duration, visual density, or interaction formats.

Thus, conversion formation should be interpreted as a dynamic and iterative process in which each determinant is continuously refined based on performance

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data. Leading DTC brands implement controlled A/B testing of semantic variations, visual compositions, and timing structures, allowing them to identify causal relationships between content attributes and user behavior. This approach enables not only incremental improvements in conversion metrics but also the development of scalable optimization frameworks that remain effective under conditions of algorithmic change and increasing market competition.

The influence of semantic, visual, and temporal parameters of video content on user behavioral responses and conversion dynamics is mediated by cognitive processing mechanisms and attention allocation patterns within digitally saturated environments. In contrast to structural determinants, these parameters define the intensity and sequence of user engagement at the micro-level of content perception, shaping how information is decoded, emotionally evaluated, and transformed into action. Their combined effect determines not only immediate interaction outcomes but also the stability of conversion trajectories under conditions of algorithm-driven content exposure and rapid shifts in audience attention (table 2).

Table 2

Influence of content parameters on behavioral responses and conversion dynamics in video advertising

Parameter dimension	Analytical focus	Observable user reaction patterns	Impact on conversion trajectory
Semantic	Meaning construction and message interpretation	Depth of comprehension, perceived relevance, trust formation	Increases probability of intentional actions and reduces cognitive resistance
Visual	Perceptual stimulation and attention modulation	Fixation duration, emotional arousal, visual recall	Enhances initial engagement and strengthens memorability of the offer
Temporal	Sequential delivery and rhythm of information	Drop-off points, viewing continuity, anticipation effects	Determines retention stability and timing of conversion actions

Source: developed by the author based on [1; 2, p. 145; 3; 10, p. 2819; 12, p. 60; 13, p. 168; 14, p. 635].

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In applied DTC marketing, the analyzed parameters function as controllable variables that shape the sequence and intensity of user responses within a constrained attention window. Semantic configuration determines whether the user recognizes personal relevance at the moment of first exposure. For example, creatives that explicitly articulate a concrete benefit such as time saving or cost reduction in the opening seconds tend to reduce hesitation and increase the share of intentional clicks, particularly in high-frequency advertising environments. This effect becomes more pronounced when the message aligns with an already formed user need, thereby shortening the path from perception to action [14, p. 635].

Visual parameters operate at the level of perceptual prioritization and emotional activation. In practice, campaigns for consumer products show that the introduction of a dominant visual anchor, such as a clearly identifiable usage scenario or a high-contrast focal element, stabilizes attention and improves recall of the offer during subsequent decision-making. At the same time, empirical testing reveals diminishing returns when visual density exceeds processing capacity, leading to fragmented perception and reduced clarity of the core message [1]. Thus, effectiveness depends not on the maximization of visual stimuli but on their functional alignment with semantic content.

Temporal structuring defines the logic of engagement progression and the synchronization of informational and motivational stimuli. In short-form formats, positioning key arguments within the first segment of the video reduces early audience loss, while a structured escalation of value demonstration followed by a clearly timed call to action increases the likelihood of completed conversion. Practical evidence indicates that videos in which the moment of peak emotional engagement coincides with the presentation of the offer generate more stable conversion responses compared to content where these elements are temporally misaligned [13, p. 168].

Collectively, this suggests that behavioral responses emerge from the coordinated interaction of parameters rather than from isolated effects. In current

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practice, this is implemented through systematic A/B testing, where variations in message framing, visual composition, and timing structures allow marketers to identify causal relationships between content characteristics and conversion metrics. This approach supports a transition from intuitive creative design to controlled optimization models capable of sustaining performance under conditions of continuous algorithmic change and evolving user behavior patterns.

The integration of multimodal analytics and automated testing tools into video advertising optimization requires a methodological shift from descriptive performance tracking to model-driven decision support. Within DTC marketing systems, optimization is increasingly based on the continuous extraction and synchronization of heterogeneous data streams, including visual signals, textual elements, audio features, and behavioral interaction data. This enables the construction of analytical frameworks capable of identifying latent patterns in user response and linking them to specific configurations of video content. At the same time, automated experimentation environments allow for rapid validation of creative hypotheses, transforming optimization into an iterative and statistically grounded process rather than a sequence of isolated adjustments (table 3).

Table 3

Methodological approaches to integrating multimodal analytics and automated testing in video advertising optimization

Approach	Core methodological principle	Instrumentation and data basis	Resulting optimization capability
Multimodal feature extraction	Decomposition of video into analyzable data layers	Computer vision outputs, text embeddings, audio signal metrics	Enables structured representation of content attributes for analysis
Cross-modal correlation analysis	Identification of relationships between content features and user responses	Integrated datasets combining engagement metrics and content descriptors	Reveals causal links between creative elements and performance indicators

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Approach	Core methodological principle	Instrumentation and data basis	Resulting optimization capability
Automated experimentation	Systematic testing of controlled content variations	A/B and multivariate testing platforms, real-time performance tracking	Allows rapid validation and selection of effective creative configurations
Adaptive optimization modeling	Dynamic adjustment based on incoming performance data	Machine learning models, feedback loops, predictive analytics	Supports continuous improvement under changing conditions
Decision-support integration	Embedding analytical outputs into managerial processes	Dashboards, recommendation systems, automated alerts	Enhances speed and accuracy of marketing decision-making

Source: developed by the author based on [1; 2, p. 147; 3; 10, p. 2825; 12, p. 61; 13, p. 170; 14, p. 640].

These approaches operate as an integrated analytical and experimental system that connects content diagnostics with real-time optimization decisions. Multimodal feature extraction enables the transformation of video assets into structured data representations, allowing marketers to systematically compare creative elements across campaigns. For example, identifying recurring combinations of concise textual overlays and product-focused visual sequences that consistently correlate with higher engagement provides a basis for replicable optimization strategies.

Cross-modal correlation analysis further enhances this process by revealing interdependencies between content dimensions and user behavior. In practical DTC applications, it is often observed that the effectiveness of visual intensity is contingent upon semantic clarity; high-impact visuals generate stronger engagement only when the accompanying message is immediately interpretable [12, p. 61]. This allows for the identification of causal configurations rather than isolated performance effects, supporting more precise targeting of optimization efforts.

Automated experimentation functions as the validation mechanism within this system. Through continuous A/B and multivariate testing, marketers can evaluate

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alternative creative configurations under real market conditions. For instance, testing different placements of key informational elements within the video timeline frequently demonstrates that earlier introduction of value propositions reduces drop-off rates and increases conversion probability [2, p. 147]. Such findings provide statistically grounded evidence for refining content structure.

Adaptive optimization modeling ensures responsiveness to dynamic environmental conditions by incorporating incoming performance data into predictive adjustments. In practice, this enables real-time prioritization of high-performing creatives and rapid suppression of ineffective variants, which is particularly critical in competitive advertising environments where user attention is highly volatile.

The integration of these components into decision-support infrastructures translates analytical insights into actionable outcomes. Real-time dashboards and automated recommendation systems allow marketing teams to continuously recalibrate campaign parameters, forming closed-loop optimization processes. This ensures that each iteration of testing not only improves immediate performance but also contributes to a cumulative understanding of effective content configurations, thereby supporting sustainable scaling of DTC video advertising strategies.

The identification of key scientific and practical problems of conversion optimization in direct response video advertising reflects the increasing complexity of data-driven marketing systems, where analytical sophistication often exceeds the capacity for reliable interpretation. A fundamental challenge lies in the limited interpretability of advanced analytical models, particularly machine learning approaches, which provide high predictive accuracy but insufficient transparency for establishing causal relationships between content features and conversion outcomes. This constrains both theoretical explanation and the practical justification of optimization decisions.

Data reliability represents another critical limitation due to the fragmented and incomplete nature of digital tracking. User behavior signals are frequently distorted

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by cross-device interactions, privacy restrictions, and platform-specific measurement logics, leading to attribution errors and biased performance evaluation [3]. The gradual reduction of user-level data availability further weakens the precision of conversion modeling and complicates the identification of true drivers of effectiveness.

The inadequacy of performance metrics also remains a persistent issue. Standard indicators fail to capture the multidimensional and delayed nature of conversion processes, particularly where engagement, perception, and action are temporally separated. Inconsistent measurement methodologies across platforms produce discrepancies in reported results, reducing comparability and undermining confidence in analytical conclusions.

Methodological weaknesses in experimental design amplify these problems. Insufficient control over external variables, limited sample sizes, and a focus on short-term performance effects reduce the validity and reproducibility of A/B testing outcomes [9]. At the same time, continuous changes in platform algorithms introduce temporal instability, meaning that identical content configurations may yield divergent results under different distribution conditions.

Additional challenges arise from the integration of multimodal data, where differences in scale, structure, and timing complicate unified analysis, and from organizational constraints, including limited analytical capacity and weak coordination between creative and data functions. Collectively, these issues indicate that conversion optimization remains methodologically underdeveloped, requiring more robust frameworks that ensure interpretability, data integrity, and consistency of evaluation in dynamic digital environments.

The development of practical recommendations for improving the effectiveness of conversion optimization in direct response video advertising requires a transition from fragmented tactical adjustments to systematically organized, data-driven optimization processes adapted to dynamic and algorithm-driven digital ecosystems. In contemporary DTC marketing, sustainable conversion

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performance is achieved through the continuous alignment of content design, analytical evaluation, and platform-specific distribution logic, which necessitates the institutionalization of iterative experimentation and feedback integration as core operational principles.

A key practical direction involves the implementation of structured testing frameworks that enable controlled comparison of creative variations under real market conditions. Effective optimization should focus on the interaction of multiple content parameters rather than isolated elements, allowing the identification of configurations that generate stable behavioral responses across audience segments. This process is strengthened through the integration of multimodal analytics, which provides a comprehensive representation of content features and supports the detection of latent relationships between creative attributes and conversion outcomes.

Improving measurement systems is also essential, particularly through the use of composite performance indicators that integrate engagement, retention, and action-based metrics. Such an approach enhances the adequacy of evaluation and reduces the risk of optimizing toward narrow or misleading indicators. At the same time, the application of cross-platform analytical frameworks ensures comparability of results and mitigates discrepancies caused by differences in platform-specific measurement methodologies.

From an operational perspective, effectiveness depends on the establishment of closed-loop decision-making systems in which data collection, analysis, testing, and implementation are continuously interconnected. Real-time monitoring tools and automated recommendation mechanisms enable rapid response to performance changes and support dynamic reallocation of resources toward high-performing creatives. This is particularly critical in environments characterized by frequent algorithmic updates, where delayed adjustments lead to rapid efficiency loss.

Equally important is the development of organizational capabilities, including strengthening analytical competencies within marketing teams and ensuring close

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integration between creative and data-driven functions. This alignment allows analytical insights to be effectively translated into practical content improvements, enhancing both the speed and quality of optimization decisions.

Finally, maintaining effectiveness in algorithm-driven ecosystems requires continuous adaptation to evolving distribution conditions. This involves regular updating of testing hypotheses and ongoing recalibration of optimization models based on new performance data. In this context, practical recommendations should be understood as elements of a flexible methodological framework that supports sustainable conversion growth under conditions of uncertainty and continuous digital transformation.

Conclusions. The study establishes that conversion in direct response video advertising within DTC marketing systems is a multidimensional outcome formed through the coordinated interaction of content parameters and algorithm-driven distribution mechanisms. It is substantiated that effective optimization requires integrated frameworks combining multimodal analytics, automated experimentation, and adaptive decision-making, which enable the identification of causal relationships between content configurations and user behavior and ensure scalability of optimization processes. At the same time, key constraints are identified, including limited interpretability of analytical models, low reliability and fragmentation of behavioral data, and the inadequacy of existing performance metrics in capturing the complexity and temporal nature of conversion. These problems are intensified by methodological weaknesses in experimental design and by the instability of platform algorithms, which reduce the validity and reproducibility of optimization results. It is substantiated that improving effectiveness is achieved through the development of integrated multimodal data infrastructures, the implementation of closed-loop analytical systems, and the use of systematic experimentation combined with enhanced evaluation approaches. Practical relevance lies in aligning content design with analytical insights, applying composite performance indicators, and ensuring organizational integration of

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creative and analytical functions. Further research should focus on quantitative evaluation of multimodal content effectiveness, improving model interpretability, and developing scalable optimization architectures capable of maintaining efficiency under dynamic digital conditions.

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