

To Study Impact of Digital Marketing

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Abstract: *An expanding IT sector led to many businesses using the Internet as their advertising platform wanting to have control over promotion. The materials and it are more reliable, flexibility. Internet usage is growing in importance. Clients' one-stop shop for locating their needs and desires. This study is intended to gauge the importance of online advertising efficacy in terms of perception of advertisements, recollection of advertisements and frequency of clicking advertisements for purchases. As the IT sector expanded, many businesses turned to the internet as their advertising platform of choice because of its better dependability and flexibility. Customers are increasingly using the internet to find the products they want and need. This study was created.*

Keywords: Digital Marketing

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