

Understanding the Impact of Internet Promotion on E-Commerce through a Technological Perspective

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Abstract: *The emerging era of online business dynamics: Web marketing is a captivating topic, especially for marketing professionals. It is an excellent approach for promoting a product/service globally to the targeted market worldwide. This study presents a novel approach for online marketing in the field of electronic commerce. Demonstrating the necessity of this advancement for advertisers to achieve significant success. In addition, exhibition managers are able to concentrate on other important tasks such as developing marketing strategies for the company's growth.*

Keywords: Online advertising, creativity, and electronic commerce, technology