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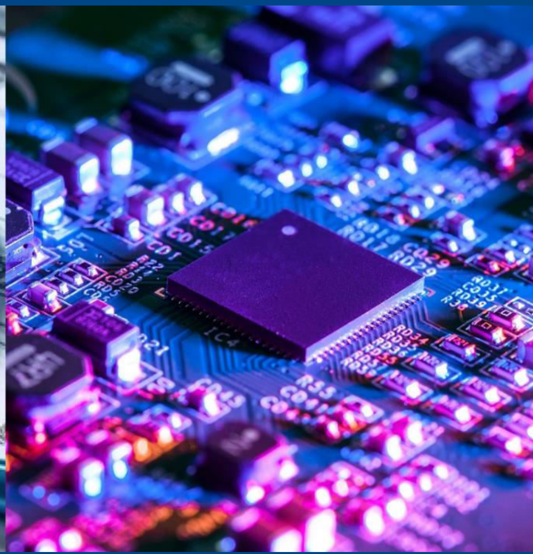

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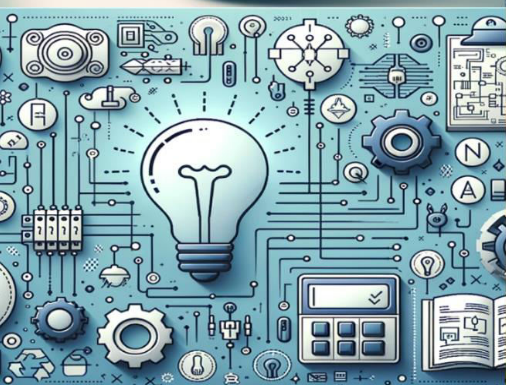

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An Empirical Study on Revenue Generation through Paid Ads

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ABSTRACT: This article presents a consolidated account of an empirical study examining the perceived effectiveness of paid advertising in generating revenueThe study connects advertising expenditure with financial performance, marketing effectiveness, organizational growth, and analytics-based decision-making. is a major paper manufacturing organization established by the Government of Tamil Nadu in 1979 and is recognized in the project for its use of bagasse, renewable energy initiatives, environmental management, diversified paper products, and related manufacturing activities. The research was conducted at the Corporate Office, Guindy, Chennai, using a descriptive research design. Primary data were collected from 102 employees representing different functional departments through a structured questionnaire based on a five-point Likert scale. Percentage analysis, frequency analysis, descriptive statistics, Pearson correlation, and Chi-Square analysis were used to interpret the responses.

The findings indicate a consistently favourable perception of paid advertising. For the revenue and financial-performance dimension, mean scores for Q6–Q15 ranged from 3.89 to 4.21, with Q6 and Q7 recording the highest mean of 4.21. The marketing, procurement and organizational-growth dimension also recorded positive responses, with Q24 obtaining the highest mean of 4.16. The analytics and decision-making dimension recorded means between 3.98 and 4.18, with Q34 receiving the highest score of 4.18. Pearson correlation showed significant positive relationships among the three dimensions, including a strong relationship of $r = 0.712$ between revenue/financial performance and marketing/procurement/organizational growth. Chi-Square results showed that departmental perceptions differed significantly for the perceived importance of paid advertising and satisfactory ROI, while the association between department and the perception that advertising increased revenue was not statistically significant.

The study concludes that paid advertising should be viewed as a strategic business investment rather than merely a promotional expense. The project recommends stronger Finance–Marketing coordination, improved campaign analytics, cross-functional evaluation, employee capability development, structured mentoring, and regular reporting of advertising outcomes. The article also highlights the limitations of relying mainly on employee perceptions, the restricted organizational scope, the convenience sampling method, and the absence of confidential campaign-level financial data.

KEYWORDS: Paid advertising; revenue generation; financial performance; marketing effectiveness; ROI; organizational growth; analytics; decision-making; paper industry.

I. INTRODUCTION

In a competitive business environment, organizations are expected to evaluate the value created by every major expenditure. Advertising is traditionally viewed as a marketing activity, but its consequences extend into revenue generation, customer acquisition, brand visibility, sales performance, and profitability. The central concern of the present study is therefore not simply whether an organization advertises, but whether the resources devoted to paid advertising are perceived to generate meaningful business value.

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The project identifies a particularly important issue for large manufacturing organizations. Advertising expenditure may increase visibility and customer reach without producing immediate financial returns. Conversely, an efficiently planned campaign can support sales and create additional revenue over time. This makes the relationship between advertising expenditure and revenue an important managerial issue. Evaluating advertising through cost-effectiveness, return on investment, customer engagement, and measurable campaign outcomes can help management make better allocation decisions.

The company developed around the use of bagasse, a sugarcane residue, as an important raw material instead of relying entirely on wood. The project describes as having two major plants, at Kagithapuram and Mondipatti, and as having diversified from printing and writing paper into copier paper, coated paper, packaging board, tissue paper, cement, renewable energy and environmental management.

The paper industry itself is undergoing structural change. The project notes continuing demand from education, publishing, packaging, healthcare, retail and e-commerce, while also identifying stronger expectations regarding sustainability. Digital technology has reduced demand for some traditional paper applications, but growth in packaging and environmentally responsible alternatives continues to create opportunities. Manufacturers are increasingly adopting agricultural residues, recycled fibre, renewable energy, water recycling, waste management, automation and energy-efficient technologies.

Within this environment, marketing and paid advertising can help strengthen its market presence and communicate its product and sustainability value to publishers, printers, educational institutions, corporate customers, packaging companies and other industrial users. The project therefore frames paid advertising as a business activity that should be evaluated through financial and organizational outcomes rather than visibility alone.

Research Problem

The project identifies a gap in understanding how paid advertising contributes to revenue generation, marketing performance, and managerial decision-making within a paper manufacturing organization. Although advertising is used to strengthen visibility and customer reach, spending alone cannot guarantee improved financial performance. The study therefore examines employee perceptions of whether paid advertising contributes to revenue, financial performance, marketing objectives, organizational growth, and analytics-supported decisions.

II. ORGANIZATIONAL AND INDUSTRY CONTEXT

is presented in the project as an integrated manufacturing organization whose development is closely connected with sustainability and resource efficiency. Its use of bagasse demonstrates how agricultural residue can become an industrial raw material. The company has also invested in renewable energy, including wind, biomass and solar initiatives, while implementing wastewater treatment and recycling systems. The project describes its diversification into cement as another example of resource utilization because fly ash and lime sludge generated during paper manufacturing are used as inputs.

The company's product portfolio covers several market needs. Printing and writing paper form the core of its traditional business and is used for textbooks, notebooks, examination papers, office records, annual reports, journals and commercial printing. Copier paper serves offices, educational institutions, banks, government departments and commercial establishments. Coated paper addresses premium printing applications such as magazines, brochures, catalogues, calendars and promotional materials. Packaging board supports applications in food, pharmaceuticals, cosmetics, consumer goods and other industries seeking recyclable alternatives to plastic. Tissue paper serves household, commercial and institutional hygiene requirements. The project also identifies cement, environmental management, quality assurance and customer support as important parts of the broader

These products and brands operate across different customer segments, making market communication and targeted promotion relevant to organizational growth.

Need for the Study

The organizational study was designed to connect management education with practical industrial experience. The project covers Production, Human Resources, Finance, Marketing, Procurement, Inventory Management, Warehouse Operations and Quality Control, while also examining coordination among these functions. The paid-advertising research narrows this broad organizational understanding toward the financial and strategic value of promotional investment.

The study is important because advertising effectiveness can influence resource allocation. If management can identify which advertising activities contribute to customer reach, revenue, profitability and brand awareness, future budgets can be planned more systematically. The project also emphasizes that advertising may have long-term effects, making campaign evaluation and historical data analysis necessary.

Research Gap

The literature reviewed in the project indicates that previous research has frequently focused on production efficiency, sustainability, supply chain management and environmental performance in the paper industry. Paid advertising has received greater attention in sectors such as retail, e-commerce, banking, consumer goods and digital services. The project identifies limited empirical work connecting paid advertising, revenue generation, financial performance and analytics within the Indian paper manufacturing sector. This gap provides the academic justification for examining as a focused organizational case.

III. REVIEW OF LITERATURE AND CONCEPTUAL ORIENTATION

The project's literature review establishes that advertising effectiveness is multidimensional. Research cited in the project discusses social media advertising, digital platforms, audience segmentation, click-through-rate prediction, campaign duration, attribution, green marketing, analytics and machine learning. Together, these studies support the view that advertising effectiveness cannot be judged by one indicator alone.

Vitalis, Onyejelem and Okuneye (2023), as reviewed in the project, emphasize the increasing relevance of social media advertising and the ability of digital networks to reach customers at comparatively lower cost than conventional media. Albayrak, Özdemir and Zeydan (2019) highlight the importance of big-data analytics for identifying customer preferences and enabling more targeted advertising. Voorveld and colleagues (2018) show that the platform experience itself can influence how users respond to advertisements. These perspectives are relevant to because the effectiveness of a campaign depends on reaching the right audience through an appropriate communication channel.

The project also reviews research on audience segmentation. Uehara, Hidaka and Tachibana (2026) emphasize segmentation and personalized communication, while Ahmadi and colleagues (2024) examine the profitability of targeted and non-targeted online advertising segments. Grayson (2022) highlights segmentation through demographic, geographic, psychographic and behavioural criteria. These studies support the project's emphasis on target-audience reach and campaign planning.

Research on click-through rates and machine learning further supports the role of analytics. The project cites studies by Varun and colleagues (2025), Bai and colleagues (2025), Moneera and colleagues (2021), and Cakmak and colleagues (2019), which examine prediction and modelling of advertising responses. The relevance to the present study is the broader principle that advertising decisions can be strengthened when organizations use measurable campaign data rather than relying solely on intuition.

The literature reviewed on campaign duration suggests that timing and campaign design can influence effectiveness. Blašková and Střelec (2019) examined factors affecting online campaign success and reported the usefulness of historical campaign data in determining length and timing. Barajas and colleagues (2012) examined online marketing campaigns through experimentation and highlighted budget allocation, auctions and targeting. Such findings support the need for systematic campaign evaluation.

The project also connects advertising with revenue attribution. Zhao, Mahboobi and Bagheri (2019) discuss attribution models for estimating the influence of online advertising on revenue, while Nisar and Yeung (2018) emphasize

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evaluating the contribution of different media to conversion. Wang, Larson and Anderson (2025) examine media-mix modelling with carryover effects. These studies reinforce the financial orientation of the present project: advertising should ultimately be assessed in relation to business outcomes.

Based on this literature, the study groups paid-advertising effectiveness into three dimensions: Revenue Generation and Financial Performance; Marketing, Procurement and Organizational Growth; and Analytics and Decision-Making. This framework provides the basis for the questionnaire and subsequent statistical analysis.

IV. RESEARCH METHODOLOGY

The study adopted a descriptive research design. The purpose was to understand and analyse employees' perceptions of paid advertising at without manipulating the organizational environment. The design was suitable for documenting opinions regarding financial performance, marketing effectiveness, organizational growth and analytics.

Primary data were collected during the internship period through a structured questionnaire, discussions with employees and direct observation. The questionnaire was circulated using Google Forms. A total of 102 valid responses were received from employees representing Finance, Marketing, Sales, Human Resources, Information Technology, Production and other functional areas. The participation of employees from different functions was intended to provide a broader organizational perspective.

Convenience sampling was used because respondents were selected from employees who were accessible and willing to participate during the internship. The project recognizes that this is a non-probability sampling method and that it does not provide every employee with an equal probability of selection. Nevertheless, it was considered practical within the time and accessibility constraints of an internship study.

Questionnaire Design

The questionnaire contained two broad sections. Section A collected demographic and professional information relating to gender, age, educational qualification, years of experience and department. Section B consisted of 29 statements, Q6 to Q34, assessing perceptions of paid-advertising effectiveness. A five-point Likert scale was used: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

The statements were grouped into three dimensions. Q6–Q15 measured Revenue Generation and Financial Performance, covering revenue, ROI, advertising budget, profitability, financial benefits, brand awareness and customer engagement. Q16–Q25 measured Marketing, Procurement and Organizational Growth, covering sales, marketing objectives, product demand, procurement planning, inventory management, coordination and growth. Q26–Q34 measured Analytics and Decision-Making, covering corporate image, employee confidence, campaign communication, campaign performance, profitability evaluation and business decision-making.

Statistical Techniques

Microsoft Excel was used to organize and analyse the responses. Percentage and frequency analysis were used for demographic characteristics. Descriptive statistics were used to calculate mean and standard deviation values for the Likert-scale statements. Pearson correlation was used to examine relationships among the three major dimensions. Chi-Square analysis was used to test associations between department and selected perceptions of paid advertising.

The methodology therefore combines descriptive organizational understanding with quantitative analysis. It enables the study to move from general employee perceptions to measurable relationships among financial, marketing and analytical dimensions.

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V. RESPONDENT PROFILE AND DESCRIPTIVE FINDINGS

The respondent profile provides the context in which the survey results should be interpreted. Of the 102 respondents, 65 were male (63.7%), 36 were female (35.3%), and one respondent (1.0%) preferred not to disclose gender. The age profile was concentrated among younger and mid-career employees. The 19–34 age group represented 53 respondents (52.0%), while 35–44 years represented 28 respondents (27.5%). The project also records 10 respondents aged 45–54 (9.8%), six in an explicitly reported 24–34 subgroup (5.9%), four below 18 (3.9%), and one aged 55 and above (1.0%). Educationally, undergraduates formed the largest group with 57 respondents (55.9%), followed by postgraduates with 39 respondents (38.2%). Diploma holders accounted for four respondents (3.9%) and other qualifications for two respondents (2.0%). In terms of experience, 51 respondents (50.0%) had 1–3 years of experience, 27 (26.5%) had 4–6 years, 15 (14.7%) had less than one year and nine (8.8%) had 7–10 years.

The Finance department contributed the largest number of respondents, with 34 employees (33.3%). Marketing and Sales each contributed 23 respondents (22.5%). Information Technology accounted for 12 respondents (11.8%), Human Resources for six (5.9%), and Production for four (3.9%). The distribution therefore provides substantial representation from commercial and financial functions while still including technical and operational perspectives.

Revenue Generation and Financial Performance

The mean scores for Q6–Q15 ranged from 3.89 to 4.21. Q6, 'Paid advertising has increased 's revenue,' and Q7, 'Paid advertising has played a significant role in 's revenue,' both recorded the highest mean of 4.21. Q8, concerning satisfactory ROI, recorded 4.08, while Q9 on effective advertising-budget allocation recorded 4.02. Q10, concerning contribution to profitability, had the lowest mean at 3.89, but it remained above the neutral midpoint. Q11 recorded 4.03, Q12 4.01, Q13 4.06, Q14 4.12 and Q15 4.00.

The standard deviations for this dimension ranged from 0.81 to 1.13, indicating low to moderate variation. Overall, employees expressed favourable perceptions of the financial and revenue-related role of paid advertising. The particularly high scores for revenue-related statements suggest that employees broadly associate advertising with revenue generation, while the comparatively lower profitability score indicates that profitability may require more careful measurement than revenue or visibility alone.

VI. MARKETING, ORGANIZATIONAL GROWTH AND ANALYTICS FINDINGS

Marketing, Procurement and Organizational Growth

The second dimension, covering Q16–Q25, produced mean scores from 3.94 to 4.16. Q24, which states that paid advertising contributes to 's organizational growth, recorded the highest mean at 4.16. Q17, relating to achievement of marketing objectives, recorded 4.11. Q16 on higher sales recorded 4.05, while Q18 on product demand recorded 4.02. Q19, concerning procurement planning, had the lowest mean at 3.94. Q20 recorded 4.01, Q21 3.95, Q22 3.97, Q23 4.00 and Q25 4.03.

The results indicate that employees view advertising as having implications beyond direct revenue. Advertising is perceived to support sales, marketing objectives, demand creation, procurement planning, interdepartmental coordination and overall organizational growth. The highest score for organizational growth is particularly relevant because it suggests that employees see advertising as part of a wider business process rather than as an isolated promotional activity.

Analytics and Decision-Making

The third dimension, Q26–Q34, recorded mean values between 3.98 and 4.18. Q34, 'Data analytics enhances the effectiveness of paid advertising campaigns,' achieved the highest mean of 4.18. Q33, concerning the role of analytics in evaluating campaign profitability, recorded 4.15. Q26 on corporate image recorded 4.14, Q31 on campaign performance metrics recorded 4.13, Q32 on revenue insights recorded 4.11, Q29 on campaign measurement recorded 4.10 and Q30 on decision-making recorded 4.08. Q27 recorded 4.02, while Q28 concerning communication effectiveness recorded the lowest mean at 3.98.

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The findings demonstrate strong confidence in analytics as a support mechanism for advertising. Employees appear to recognize that campaign performance data can improve future strategy, measure revenue outcomes, evaluate profitability and support management decisions. The lowest score within this dimension relates to communication regarding campaigns, suggesting that although analytics is valued, internal communication around advertising activity may still have room for improvement.

Overall Descriptive Interpretation

Across all three dimensions, the mean scores are above the neutral midpoint of 3.00. This consistent pattern indicates a favourable employee perception of paid advertising. The strongest individual scores relate to revenue contribution, organizational growth and data analytics. Taken together, the results suggest that employees see paid advertising as a connected business activity involving finance, marketing, operations and information-based decision-making.

VII. CORRELATION AND CHI-SQUARE ANALYSIS

Pearson Correlation Analysis

Pearson correlation was conducted among the three dimensions of paid advertising effectiveness. The strongest relationship was between Revenue Generation and Financial Performance and Marketing, Procurement and Organizational Growth, with $r = 0.712$ and $p < 0.001$. This represents a strong positive relationship and indicates that employees who perceive advertising as financially valuable are also more likely to perceive it as supporting marketing activities, procurement planning, coordination and organizational growth.

Variables	Revenue Generation & Financial Performance	Marketing, Procurement & Organizational Growth	Analytics & Decision-Making
Revenue Generation & Financial Performance	1	0.712**	0.648**
Marketing, Procurement & Organizational Growth	0.712**	1	0.586**
Analytics & Decision-Making	0.648**	0.586**	1

Chi-Square Analysis

The project used Chi-Square analysis to examine whether departmental membership was associated with selected perceptions of paid advertising.

Chi-Square	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.118	20	0.709

For Department × 'Paid advertising plays a significant role,' the Pearson Chi-Square value was 29.051 with 15 degrees of freedom and $p = 0.016$. Since $p < 0.05$, the null hypothesis was rejected. This indicates a statistically significant association between department and the perceived importance of paid advertising. Employees from different functions therefore do not hold identical views regarding the overall role of advertising.

For Department × 'Paid advertising provides satisfactory ROI,' the Pearson Chi-Square value was 47.320 with 20 degrees of freedom and $p = 0.001$. The null hypothesis was rejected because the significance value was below 0.05. This indicates significant differences among departmental perceptions of advertising ROI. The result is particularly important because ROI is a central measure for evaluating whether advertising expenditure is financially worthwhile.

Interpretation

The combination of correlation and Chi-Square results gives the study greater analytical depth. The correlation findings show that financial, marketing and analytical perceptions move together, while the Chi-Square findings show that departmental context can influence perceptions of advertising's importance and ROI.

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VIII. MANAGERIAL IMPLICATIONS, FINDINGS AND SUGGESTIONS

Major Findings

- The respondent group was predominantly male, with 63.7% of the sample, while female respondents accounted for 35.3%.
- The 19–34 age group formed the largest reported age category, representing 52.0% of respondents.
- Undergraduates represented 55.9% and postgraduates 38.2%, indicating a relatively well-qualified respondent base.
- Half of the respondents had 1–3 years of experience, making early-career employees the largest experience group.
- Finance was the largest represented department at 33.3%, followed by Marketing and Sales at 22.5% each.
- Revenue and financial-performance perceptions were favourable, with Q6 and Q7 each recording a mean of 4.21.
- Organizational-growth perception was strong, with Q24 recording a mean of 4.16.
- Analytics received particularly strong support, with Q34 recording the highest mean in the analytics dimension at 4.18.
- Revenue/financial performance was strongly and positively related to marketing/procurement/organizational growth ($r = 0.712$, $p < 0.001$).
- Revenue/financial performance was positively related to analytics/decision-making ($r = 0.648$, $p < 0.001$).
- Marketing/procurement/organizational growth was positively related to analytics/decision-making ($r = 0.586$, $p < 0.001$).
- Department did not significantly influence the perception that paid advertising had increased revenue ($p = 0.709$), but it significantly influenced perceptions of advertising's importance ($p = 0.016$) and satisfactory ROI ($p = 0.001$).

Managerial Implications

The findings suggest that can improve advertising effectiveness by treating advertising as a cross-functional investment. Finance can evaluate expenditure and margins, Marketing can manage targeting and communication, Sales can connect campaign-generated leads with actual business outcomes, and Analytics can provide campaign-level performance information. The project therefore supports closer coordination among functions rather than evaluating advertising solely within the marketing department.

A second implication concerns employee capability. The respondent profile contains a large proportion of younger and relatively less-experienced employees, creating an opportunity to develop digital and analytical skills. At the same time, employees with longer experience can contribute organizational knowledge and customer understanding. Mentoring and reverse-mentoring can therefore support knowledge transfer in both directions.

Suggestions

The project recommends clear leadership-development pathways for female employees, targeted skill-building, use of younger employees' digital familiarity, reverse mentoring, cross-functional teams for campaign evaluation, advanced analytics training, career progression tracks, formal mentoring, cross-departmental workshops, joint Marketing–Sales targets, and a Finance–Marketing committee that reviews advertising spending against financial outcomes. It also recommends regular campaign-impact reports and quarterly innovation forums so that employees across functions can contribute advertising ideas and understand the connection between promotional expenditure and organizational growth.

IX. LIMITATIONS AND CONCLUSION

Limitations

The study has several limitations that should be considered when interpreting the findings. First, the sample consists of 102 employees and may not fully represent the entire workforce. Second, the research was completed within an internship period, which restricted the time available for extended observation and longitudinal analysis. Third, the study was limited to the office in Guindy, Chennai. Fourth, the analysis depends substantially on questionnaire responses, which may reflect individual understanding and personal perceptions.

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The project also identifies the possibility of response bias, restricted access to confidential advertising budgets and revenue figures, the cross-sectional nature of the study, the influence of external factors such as competition and market conditions, differences in employee awareness of advertising activities, and the difficulty of measuring actual advertising effectiveness without detailed campaign-level financial data. Therefore, the statistical findings should be interpreted primarily as evidence of employee perceptions and relationships among perceived dimensions, rather than as a direct causal measurement of advertising expenditure on actual revenue.

Conclusion

This study examined the effectiveness of paid advertising in generating revenue at by integrating financial, marketing, organizational and analytical perspectives. The results show a consistently favourable perception of paid advertising among the 102 respondents. Employees strongly associated advertising with revenue generation, organizational growth, brand awareness, customer engagement and data-supported decision-making.

The Chi-Square results add an important managerial dimension. Department did not significantly change the perception that advertising had increased revenue, suggesting broad agreement on that pointThis means that different functional groups may evaluate advertising through different professional lenses. Management can address this by creating common performance measures and ensuring that campaign results are communicated clearly across departments.

Overall, the study supports the view that paid advertising should be treated as a strategic investment requiring planning, measurement and continuous evaluation. For, stronger Finance–Marketing coordination, campaign analytics, cross-functional evaluation, employee development and regular performance reporting can help convert advertising expenditure into more measurable organizational value. The study also contributes to the limited project-specific discussion of paid advertising effectiveness within the Indian paper manufacturing context.

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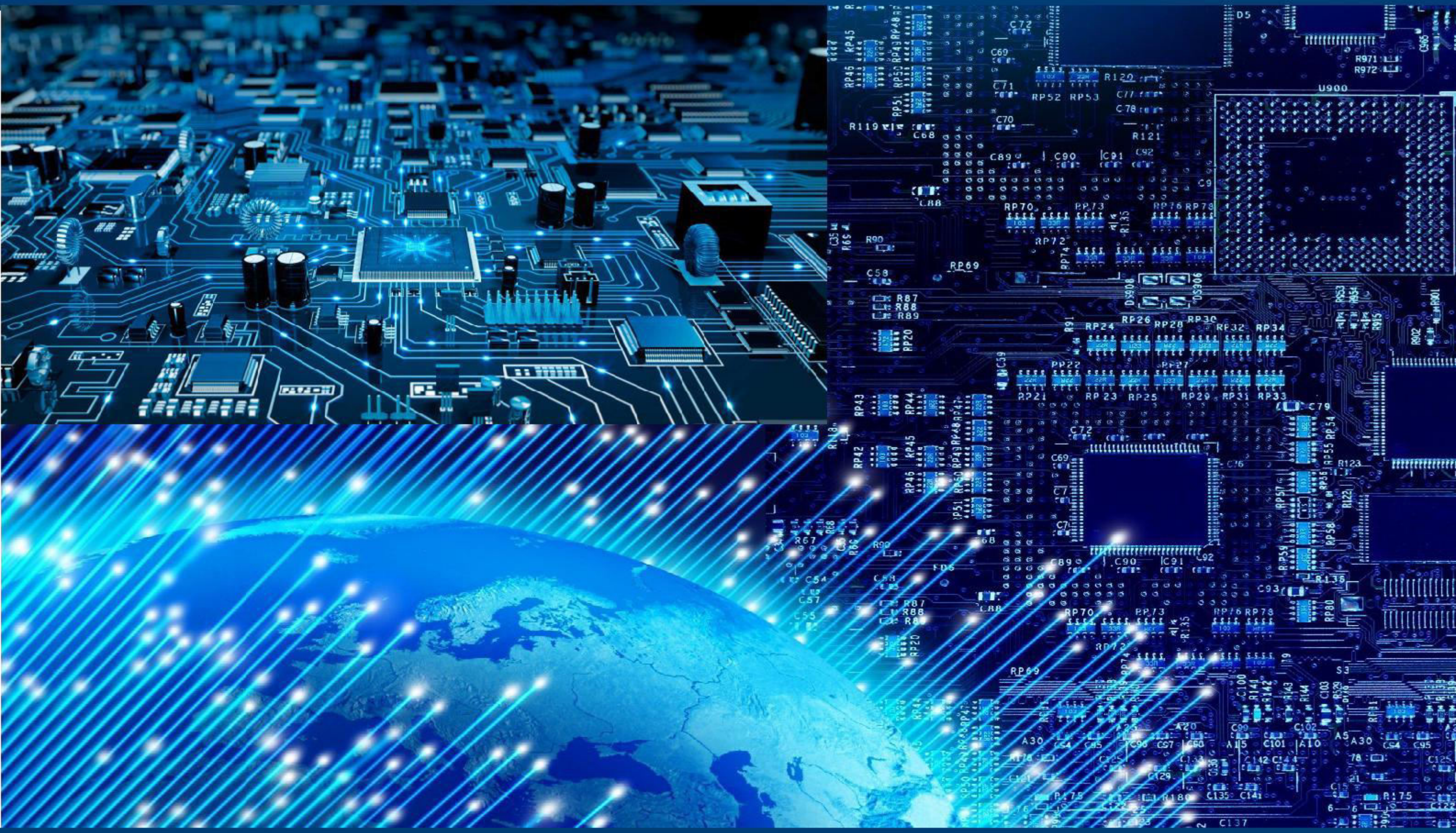

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