

# On the Effectiveness of Online Advertising

**Eitan Muller**

NYU

**Koen Pauwels**

Northeastern University

**Ceren Kolsarici**

Queen's University

Cite as:

Muller Eitan, Pauwels Koen, Kolsarici Ceren (2025), On the Effectiveness of Online Advertising. *Proceedings of the European Marketing Academy*, 54th, (124687)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

