Exploring the Possibilities of Hyper-personalized Online Advertising through Computer-mediated Marketing using the DRIP Model

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Abstract

Almost 55 years ago, in 1971, when Ray Tomlinson sent the world's first email by connecting two computers through ARPANET (the precursor to the internet), little did he imagine that the technology he pioneered would one day render the postal telegram obsolete and force traditional letters to fight for their existence. The Internet, which took shape on January 1, 1983, was initially used for the Defense Data Network, officially switched to the TCP/IP protocol, continued to evolve even today, and irreversibly changed how we communicate, behave, think, and above all how we live in the modern world.

The government of India's Press Information Bureau released 'Results of Comprehensive Modular Survey: Telecom, 2025' (January-March, 2025), on 29 MAY 2025, highlighted trends and behavior of Internet users in specific age groups in the country. According to the report, among the persons in the age group 15-29 year who reported the ability to perform online banking transactions, about 99.5 percent of persons reported having the ability to perform online banking transactions through UPI. Secondly, in India, approximately 85.5 percent of households possessed at least one smartphone, and around 86.3 percent of households in India have access to the internet within the household premises.

While these numbers are incredibly huge, they also indicate that the internet is engaging both time and economic resources of the people and thereby is at the heart of interests of policy makers, entrepreneurs, business houses, and even the common man. The internet which was initially used purely to communicate through emails, became a reliable and cheap tool to reach out to the people. While different people and institutions have different motives and interests to use this digital space to propagate, disseminate, and reach out to the people, this research article aims to explore what the emerging trends, hurdles, and avenues of digital space monetization are, with special focus on hyper-personalized online advertising, computer-mediated marketing including social media marketing & advertising, sustainability and responsible advertising, role of cookies, and the DRIP model.

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