

gemiusAdMonitor

Market sectors

2013.08 - 2014.01

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About the report

gemiusAdMonitor is a periodic report prepared by Gemius. The source of data is the gemiusDirectEffect/AdOcean research, which is the leading online advertisement monitoring system in the CEE region. The report describes the advertising activity within chosen sectors of online market such as: finance, telecommunication and other.

What can be found in this report?

- Share of ad impressions by sectors
- Share of ad clicks by sectors
- Share of campaigns by sectors

Analysed countries



Bulgaria



Croatia



Czech Rep.



Hungary



Latvia



Lithuania



Poland



Romania



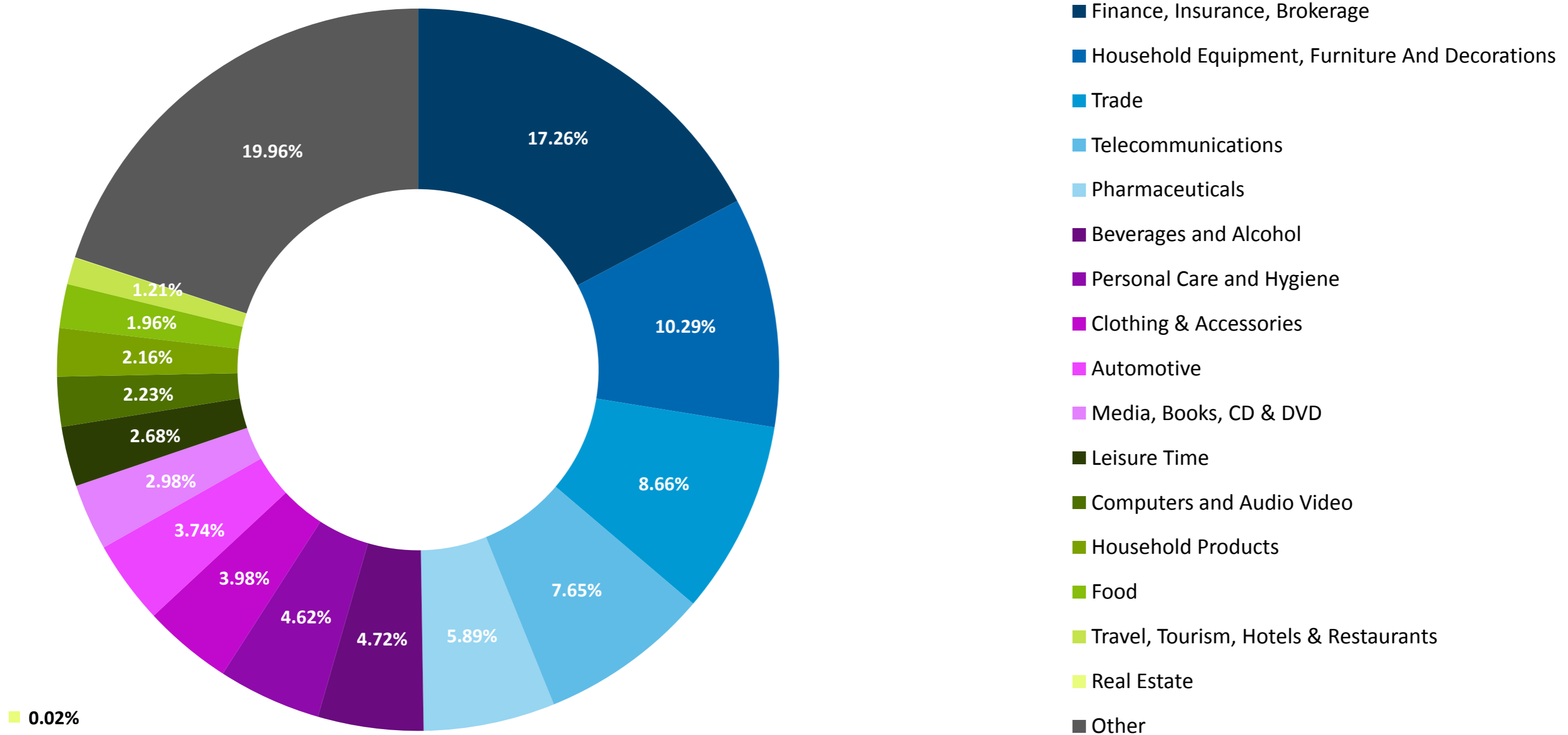
Serbia



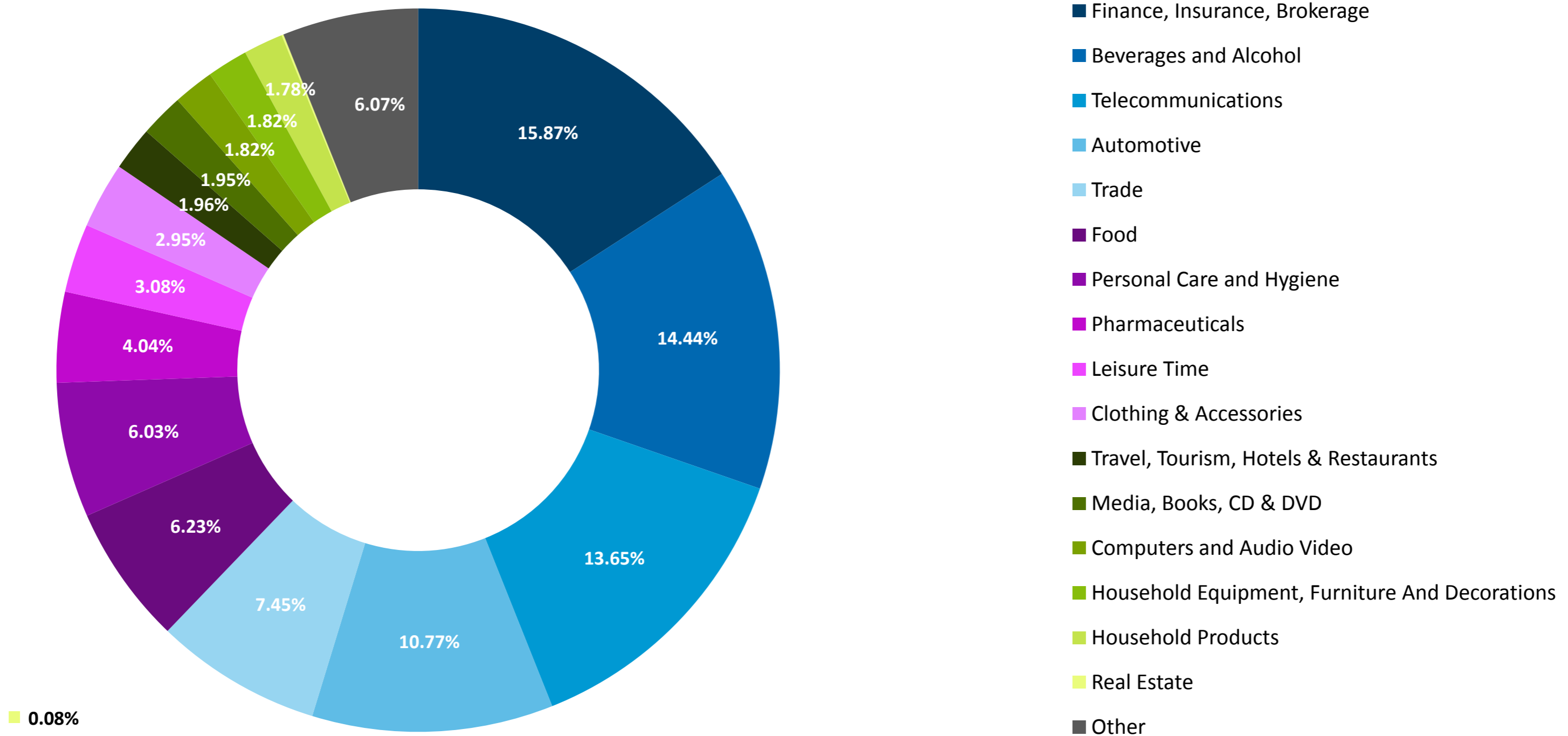
Slovakia

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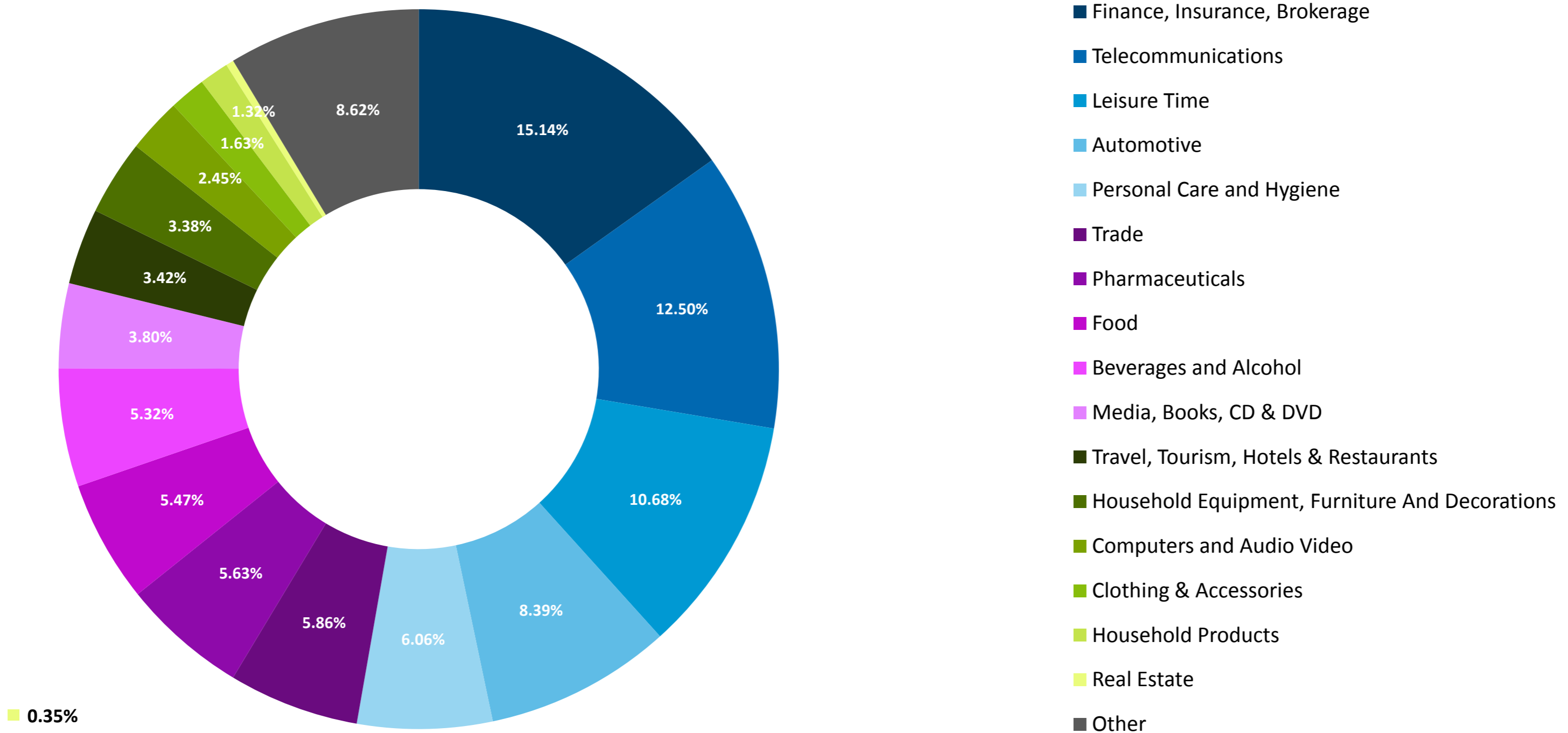
Share of ad impressions by sectors – Bulgaria



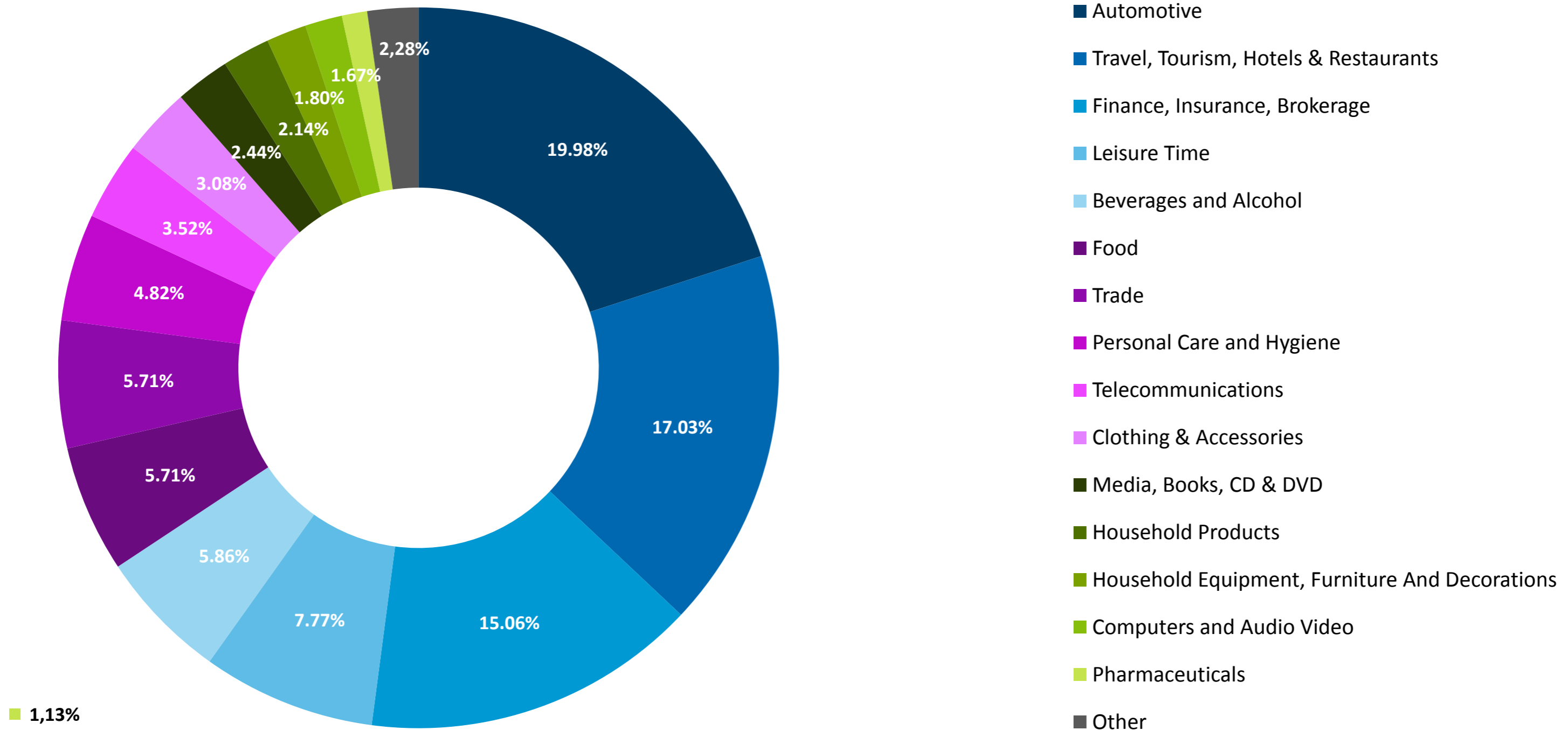
Share of ad clicks by sectors – Bulgaria



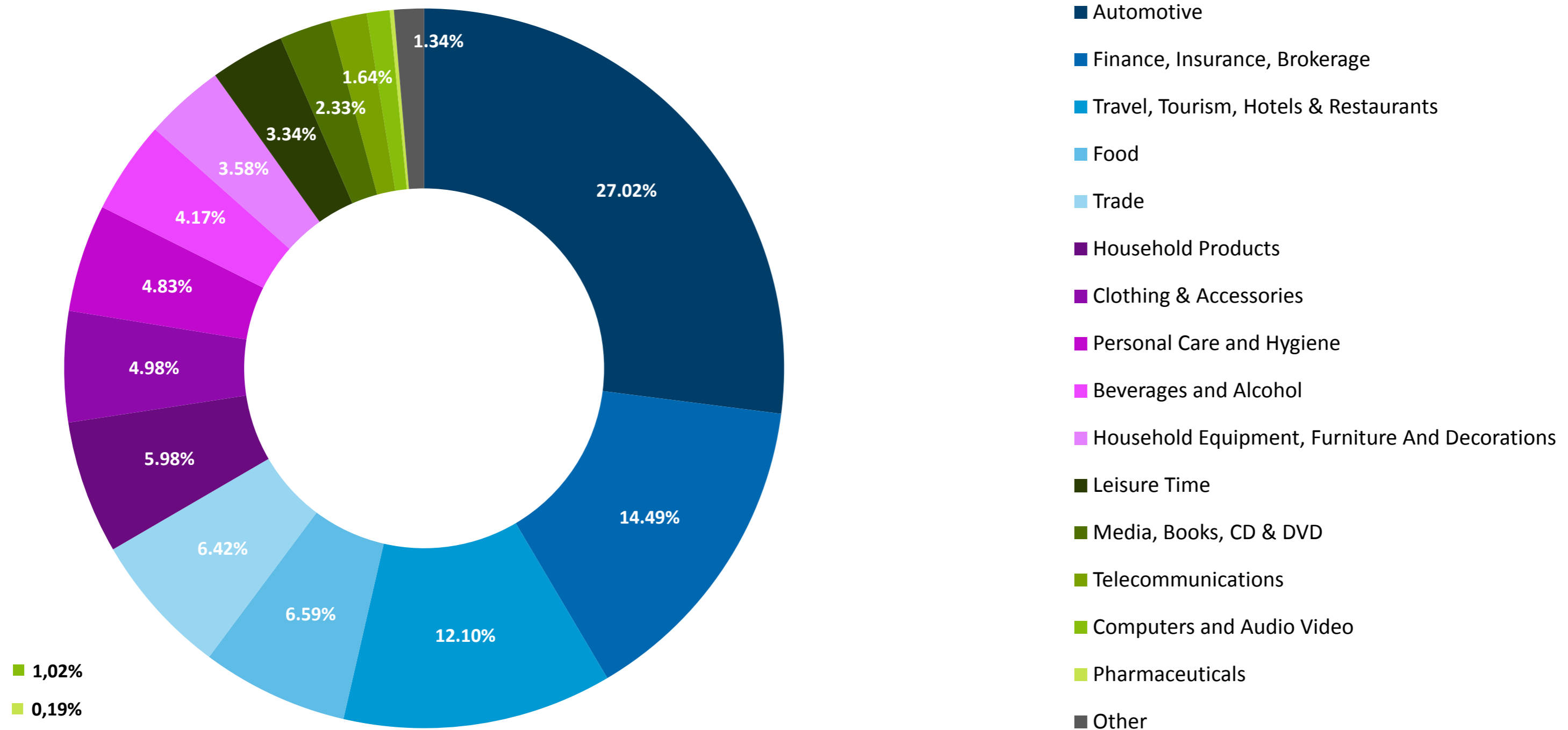
Share of campaigns by sectors – Bulgaria



Share of ad impressions by sectors – Croatia

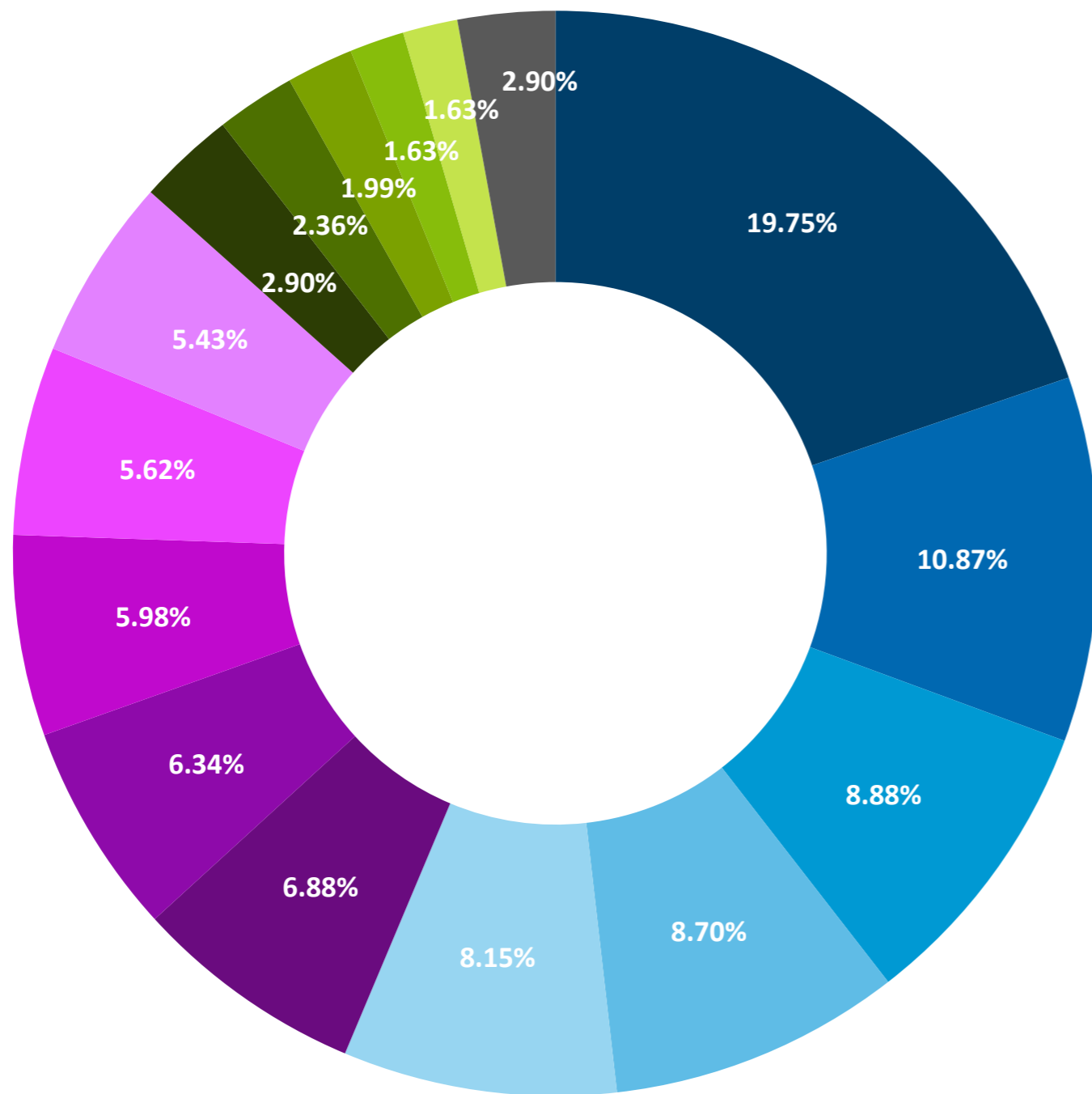


Share of ad clicks by sectors – Croatia



Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

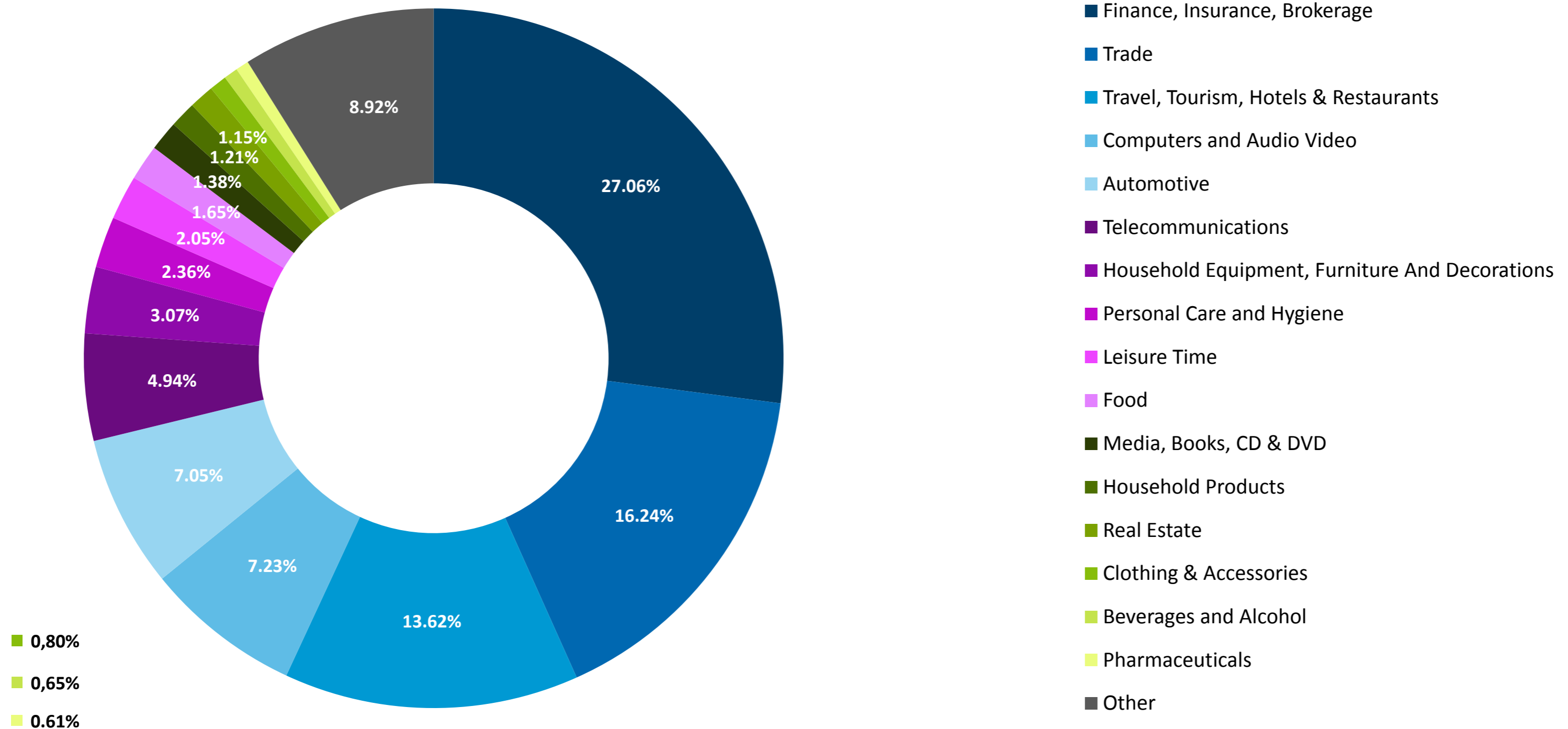
Share of campaigns by sectors – Croatia



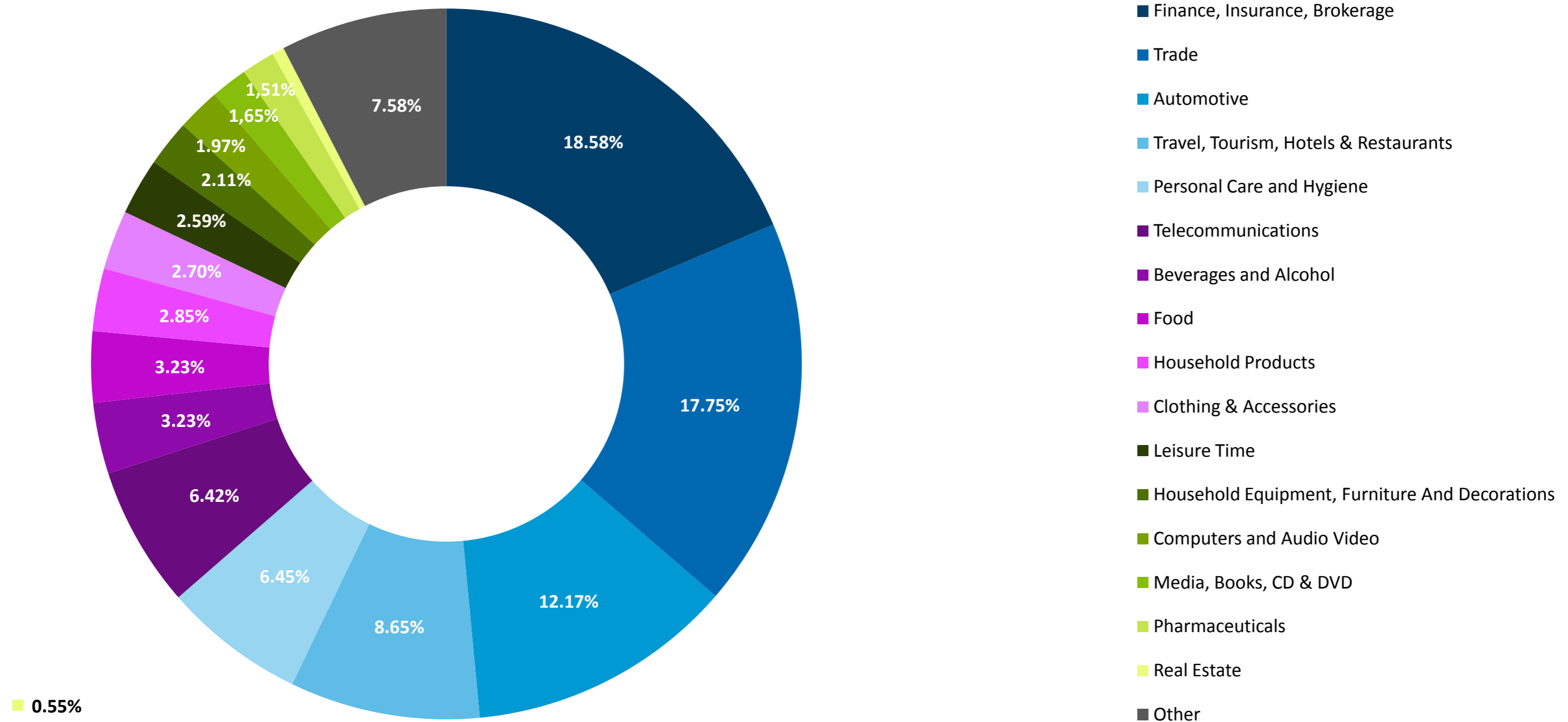
- Automotive
- Finance, Insurance, Brokerage
- Food
- Trade
- Media, Books, CD & DVD
- Personal Care and Hygiene
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Travel, Tourism, Hotels & Restaurants
- Leisure Time
- Computers and Audio Video
- Household Products
- Clothing & Accessories
- Telecommunications
- Pharmaceuticals
- Other

Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

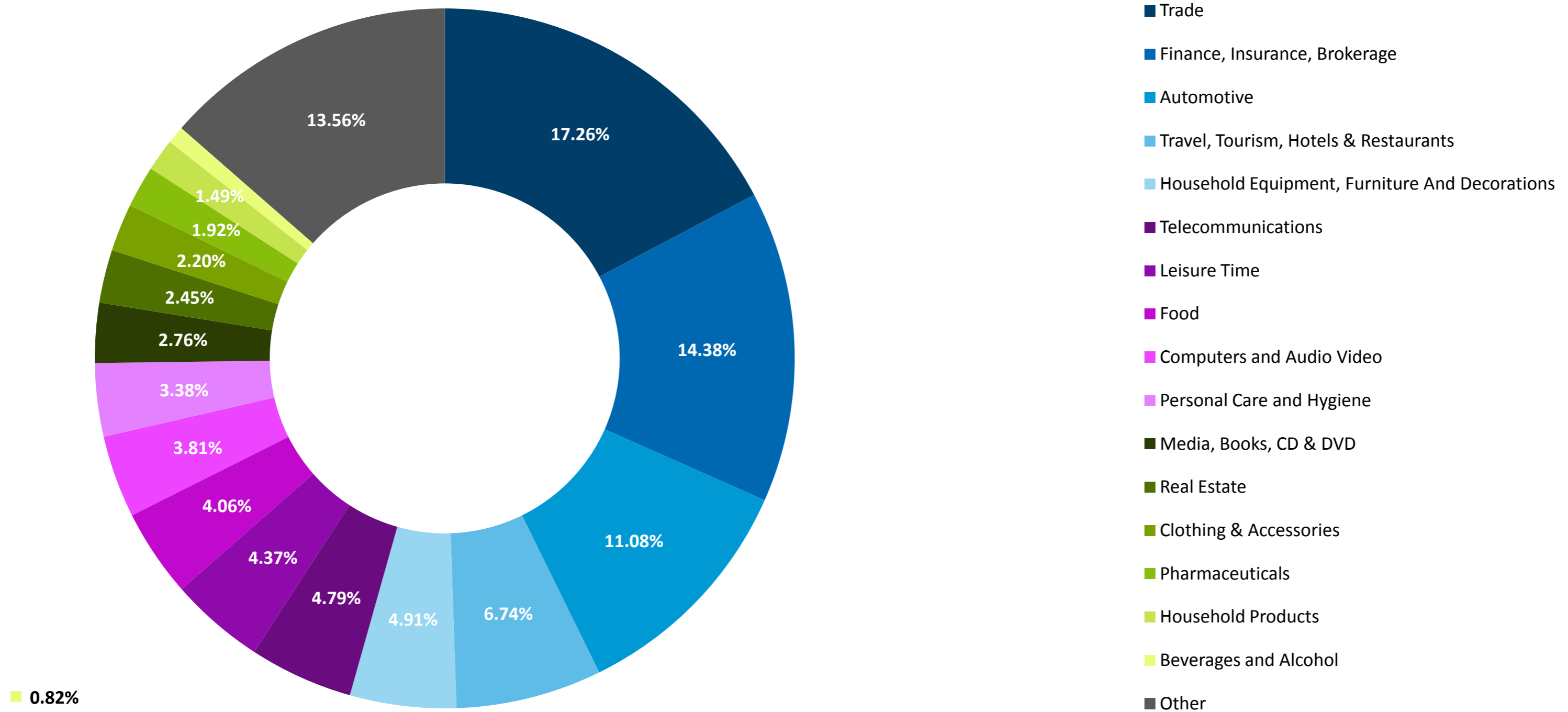
Share of ad impressions by sectors – Czech Republic



Share of ad clicks by sectors – Czech Republic

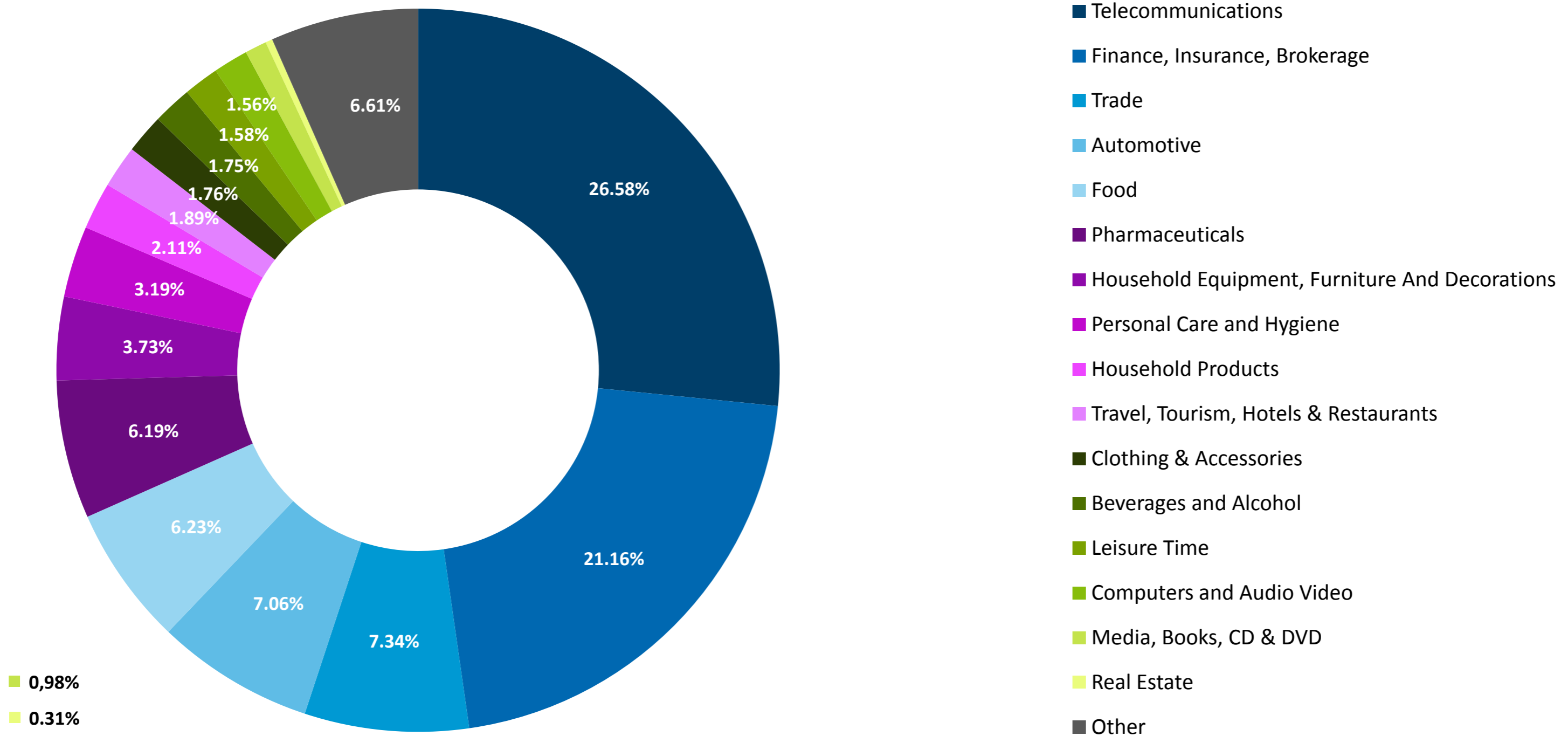


Share of campaigns by sectors – Czech Republic

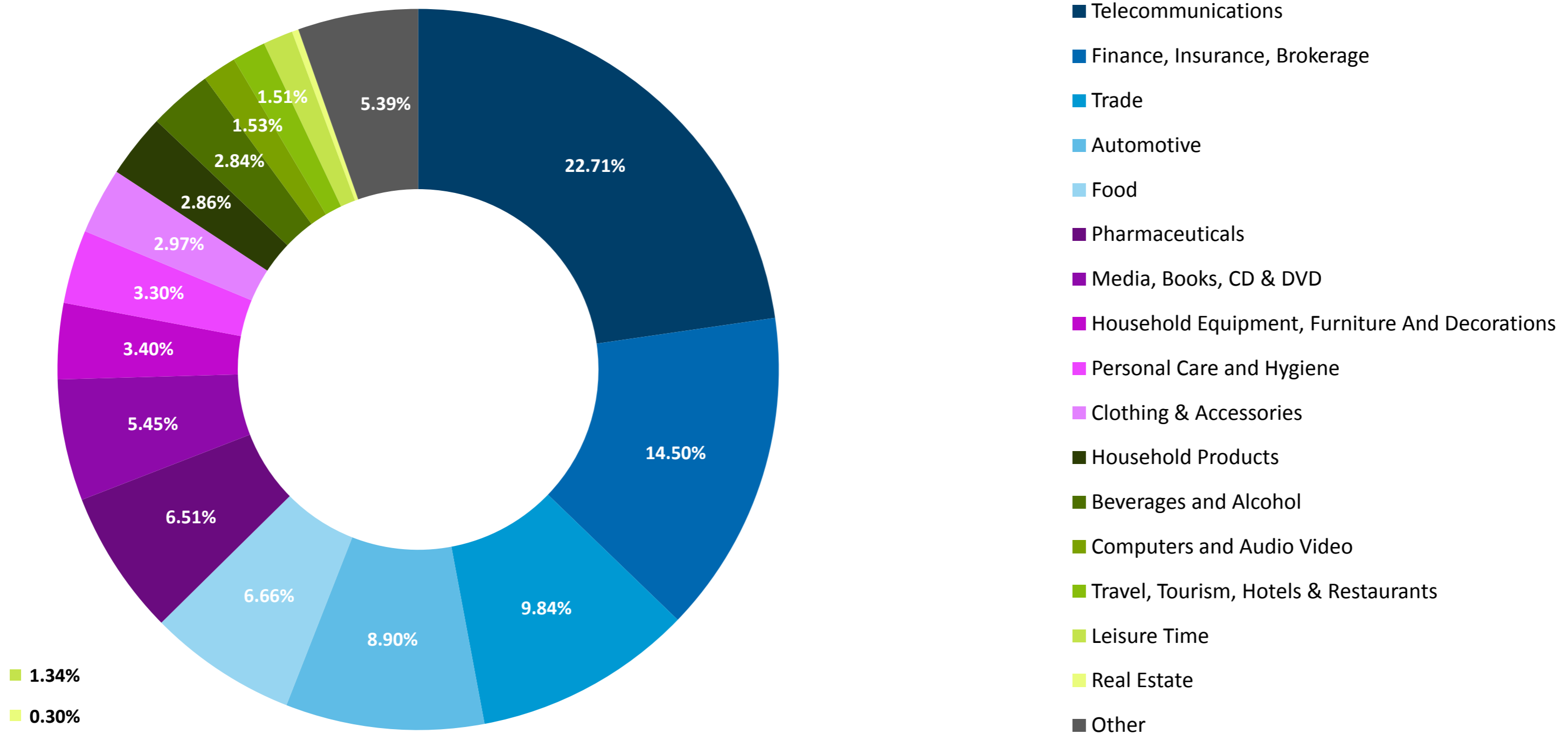


Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

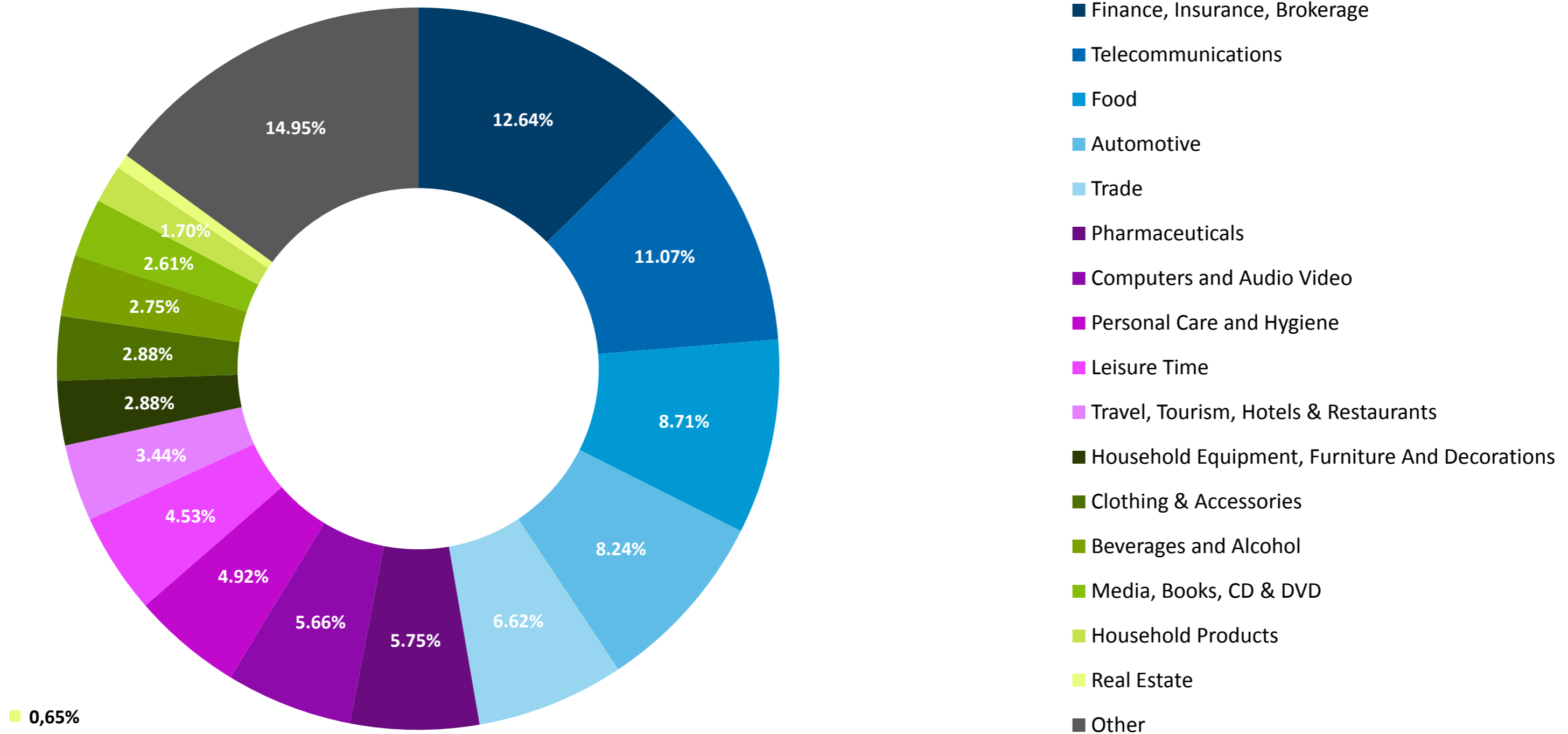
Share of ad impressions by sectors – Hungary



Share of ad clicks by sectors – Hungary

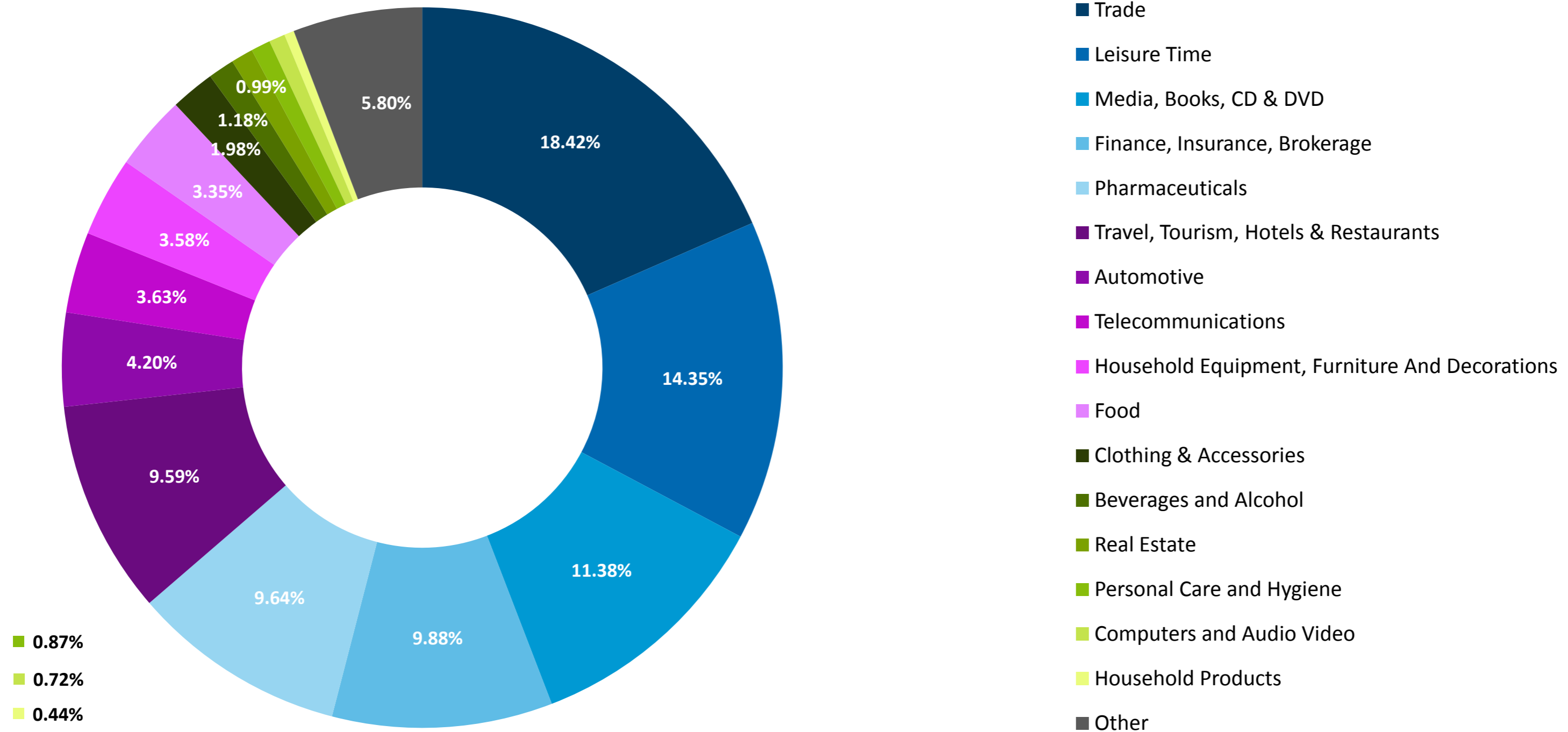


Share of campaigns by sectors – Hungary



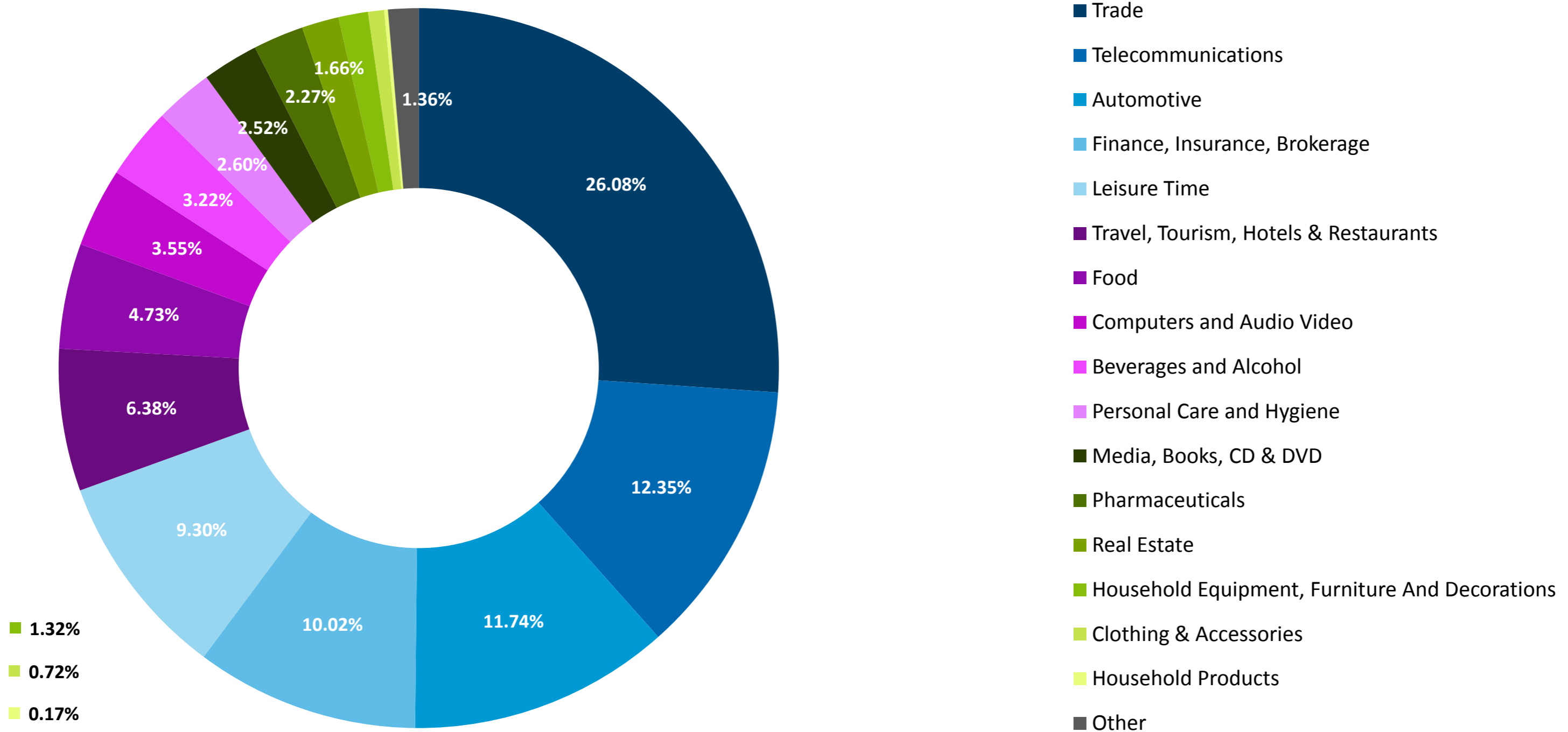
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of ad impressions by sectors – Latvia



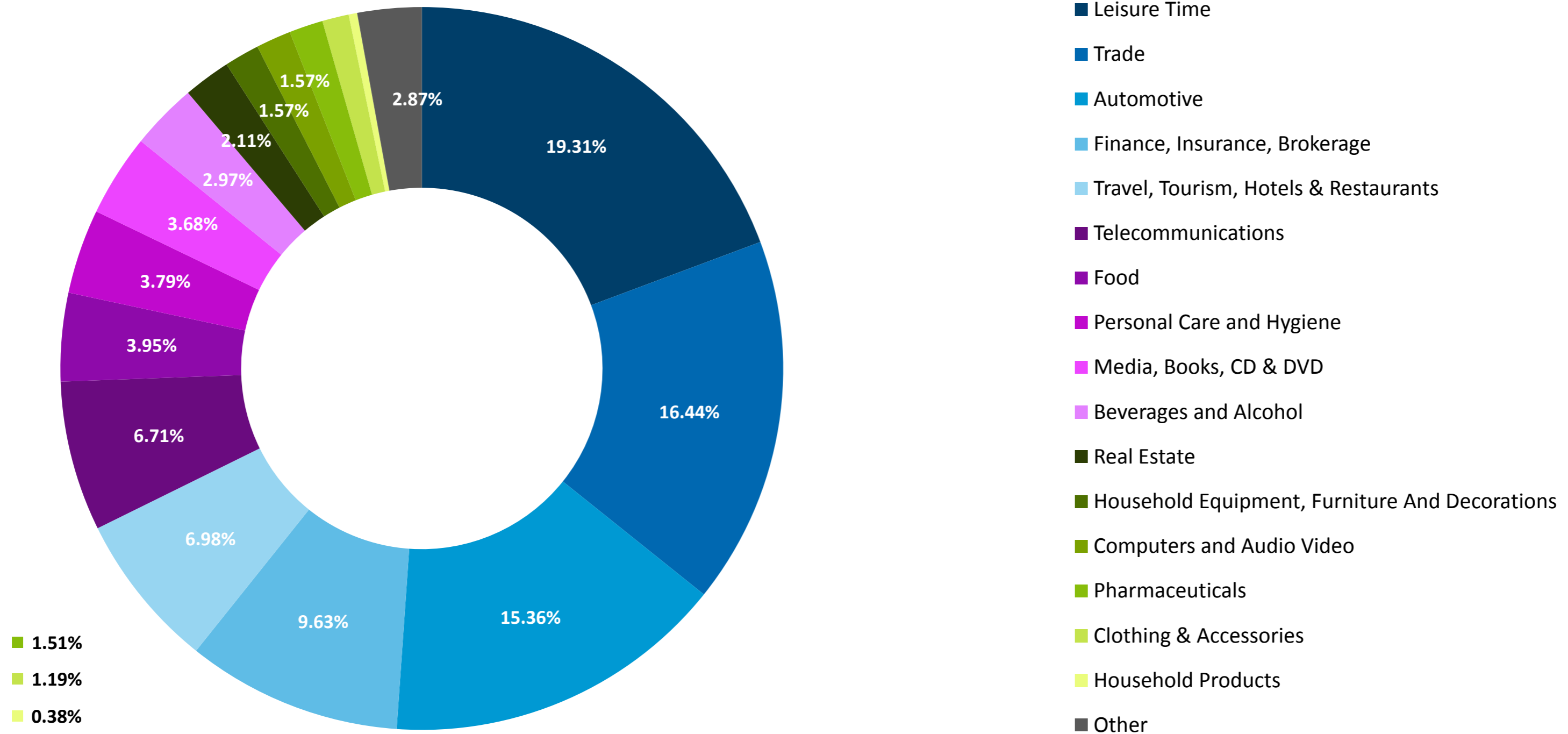
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Share of ad clicks by sectors – Latvia



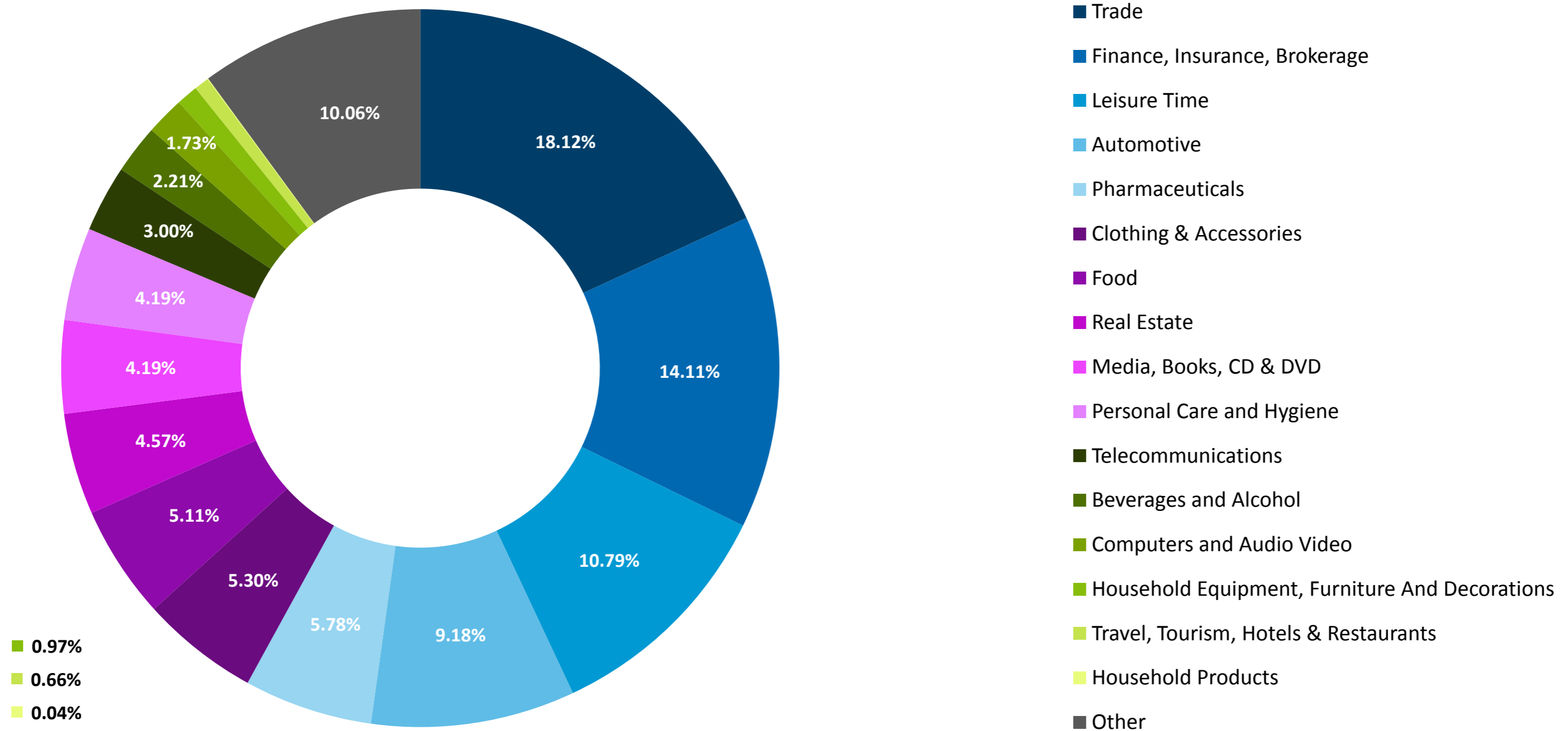
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Share of campaigns by sectors – Latvia

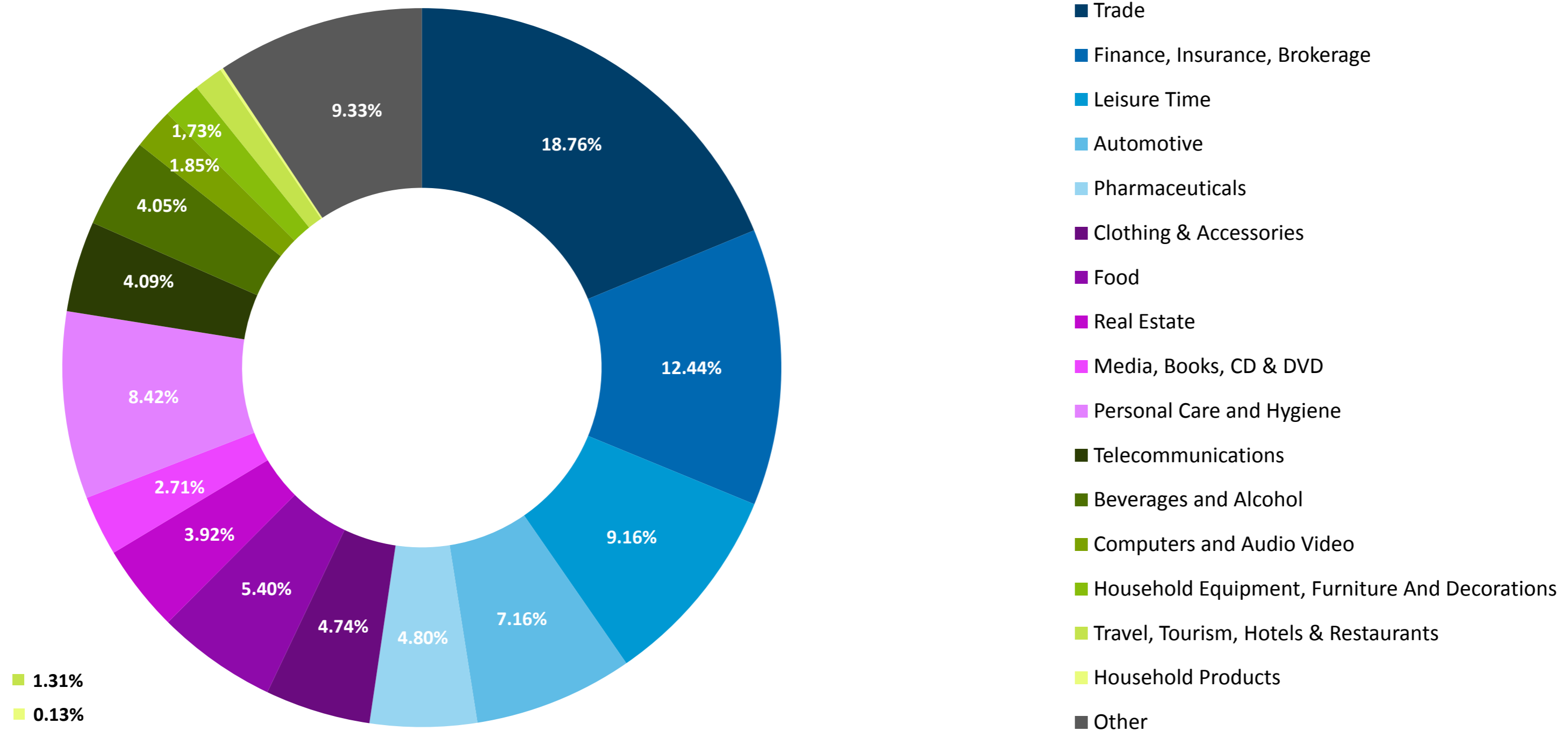


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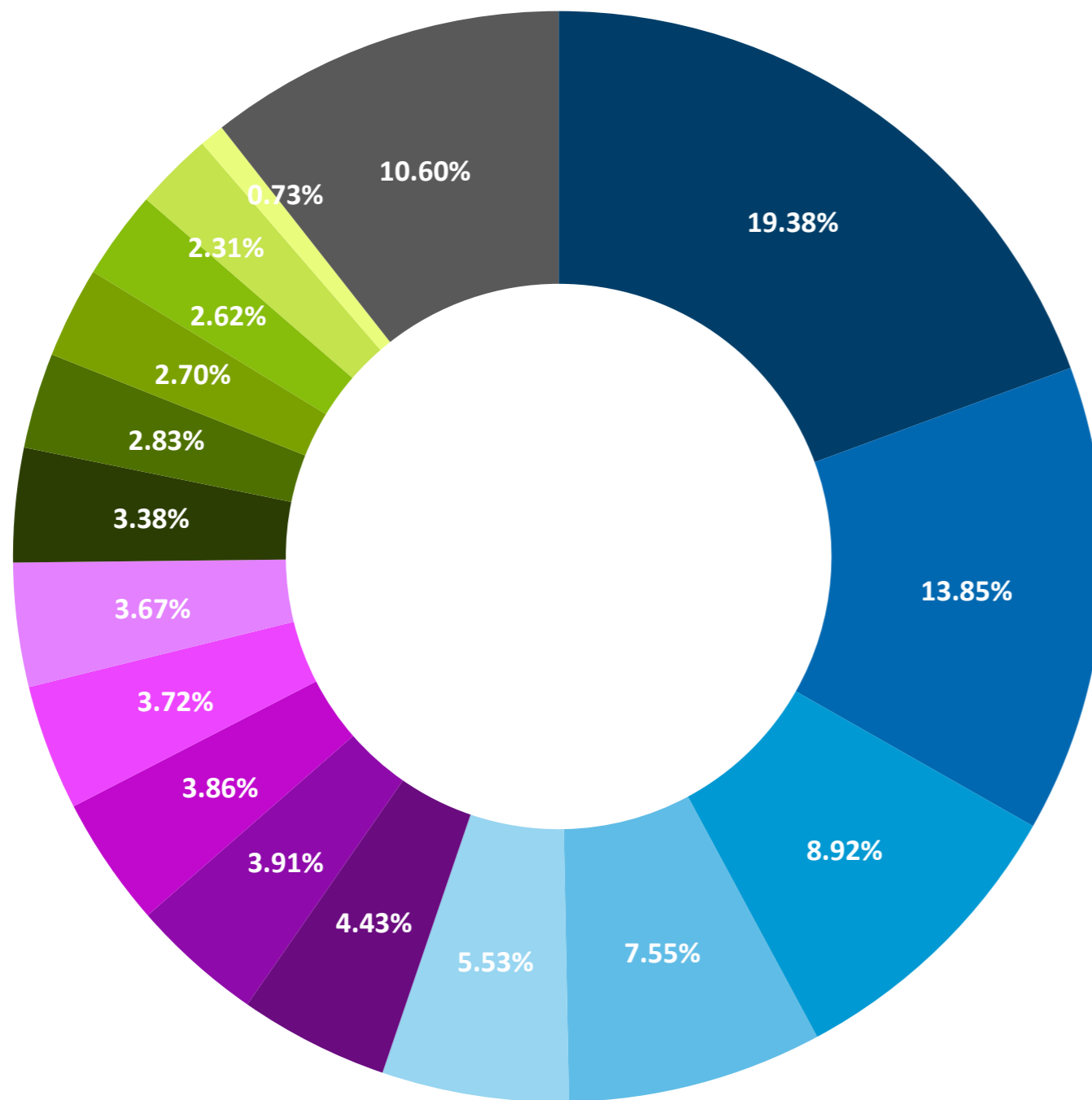
Share of ad impressions by sectors – Lithuania



Share of ad clicks by sectors – Lithuania

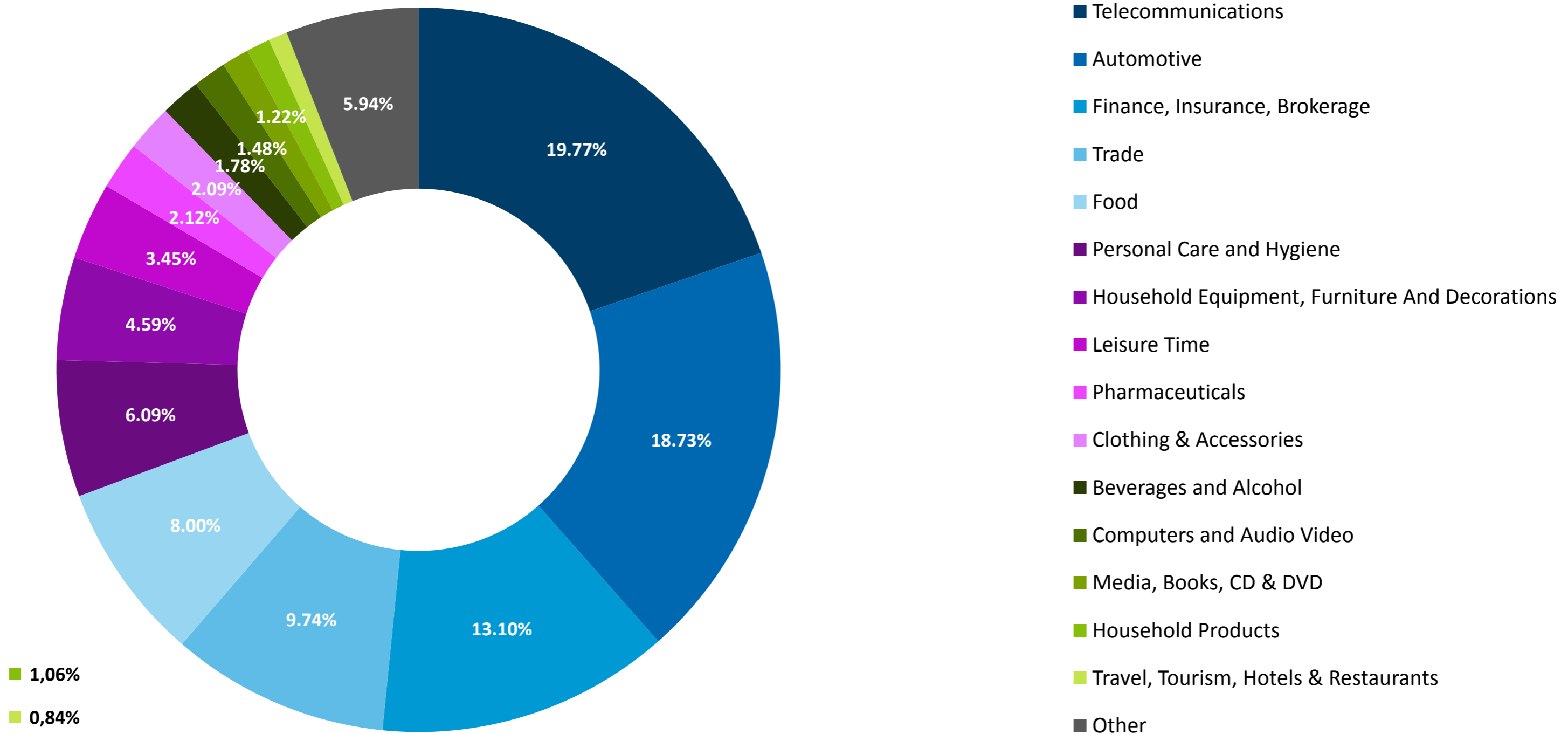


Share of campaigns by sectors – Lithuania



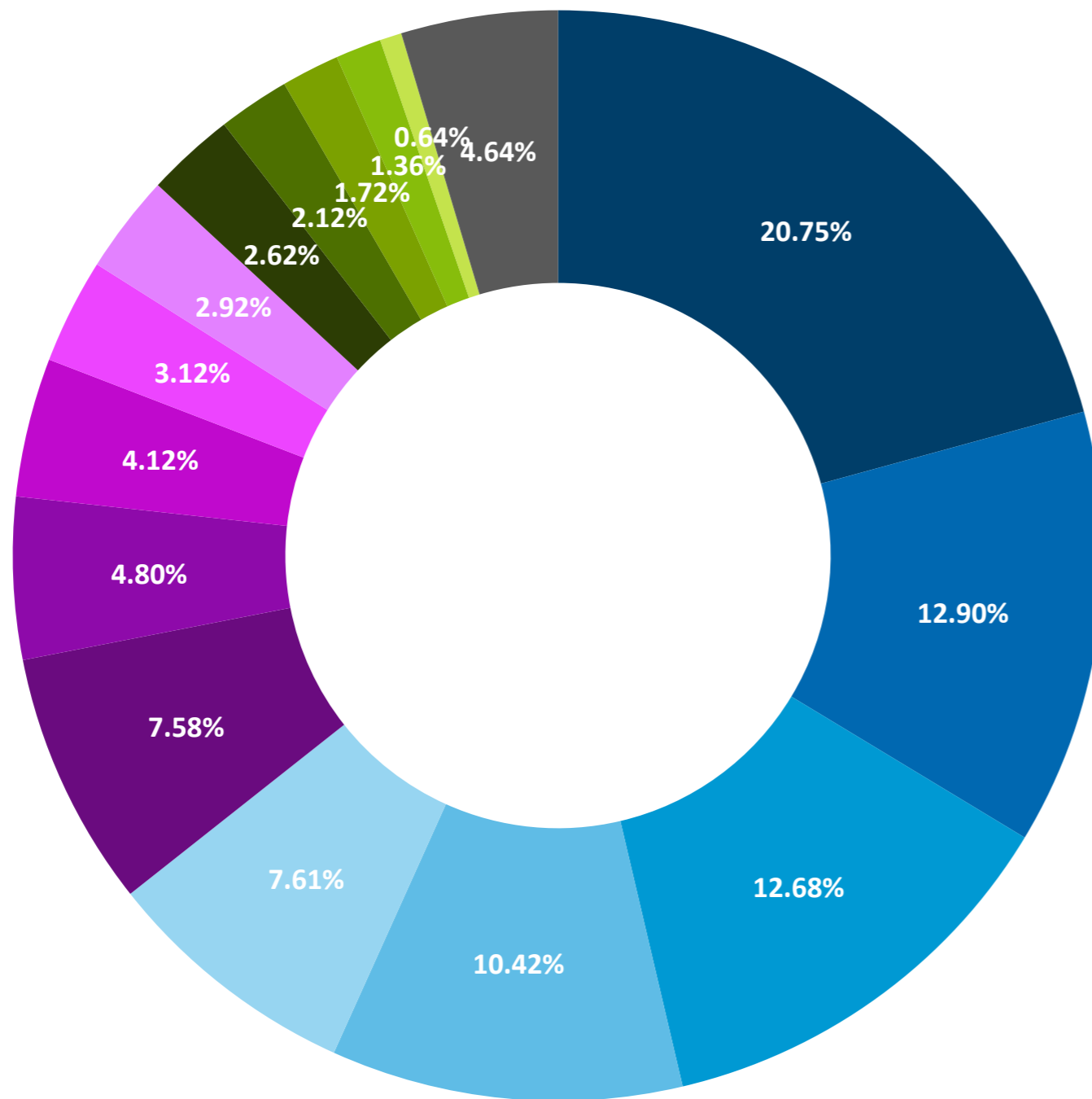
- Trade
- Leisure Time
- Finance, Insurance, Brokerage
- Automotive
- Food
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Telecommunications
- Beverages and Alcohol
- Pharmaceuticals
- Real Estate
- Clothing & Accessories
- Computers and Audio Video
- Household Equipment, Furniture And Decorations
- Travel, Tourism, Hotels & Restaurants
- Household Products
- Other

Share of ad impressions by sectors – Poland



Source: gemiusDirectEffect 2013.08-2014.01

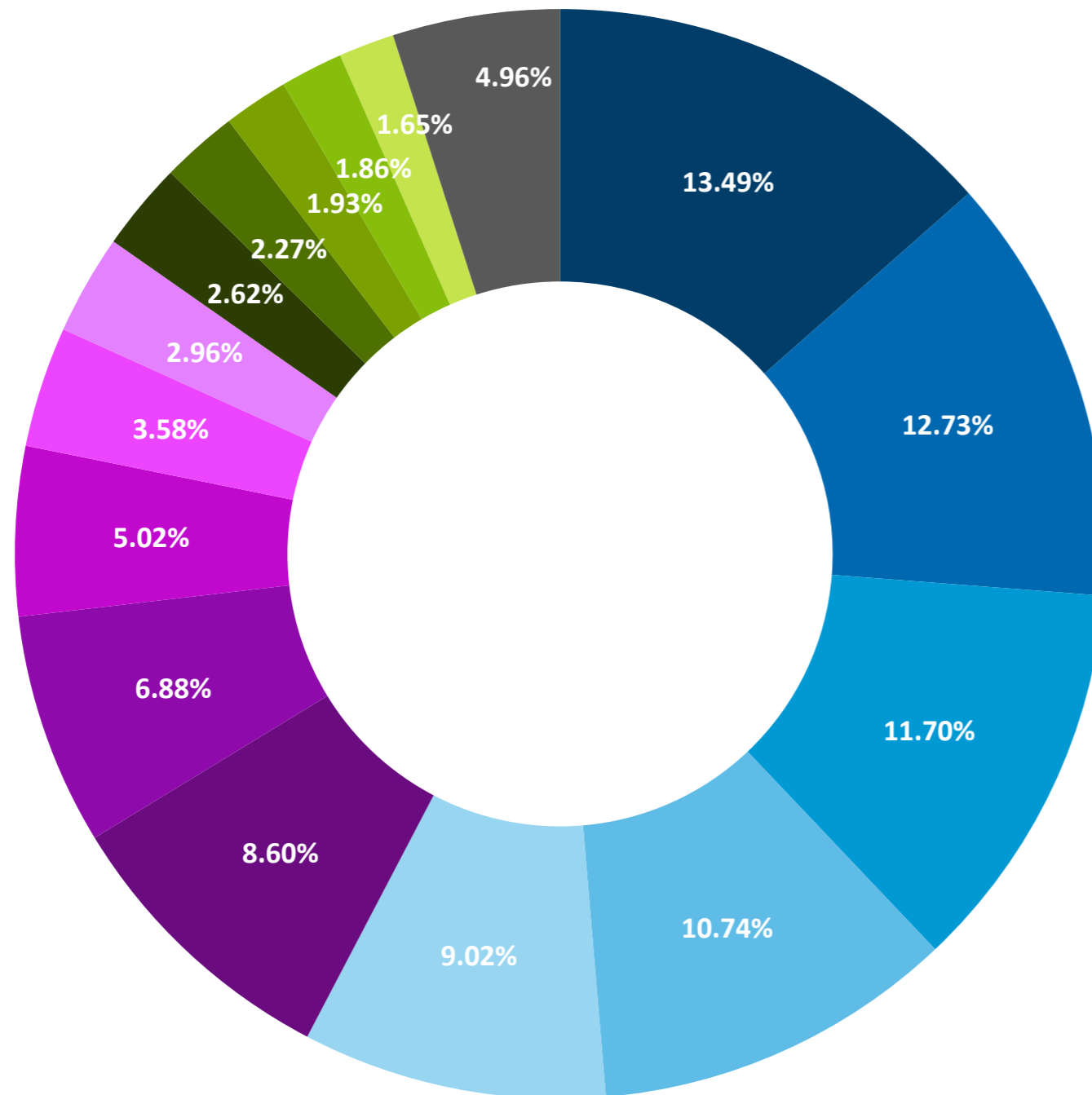
Share of ad clicks by sectors – Poland



- Telecommunications
- Automotive
- Personal Care and Hygiene
- Food
- Finance, Insurance, Brokerage
- Trade
- Leisure Time
- Pharmaceuticals
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Household Products
- Clothing & Accessories
- Computers and Audio Video
- Travel, Tourism, Hotels & Restaurants
- Media, Books, CD & DVD
- Other

Source: gemiusDirectEffect 2013.08-2014.01

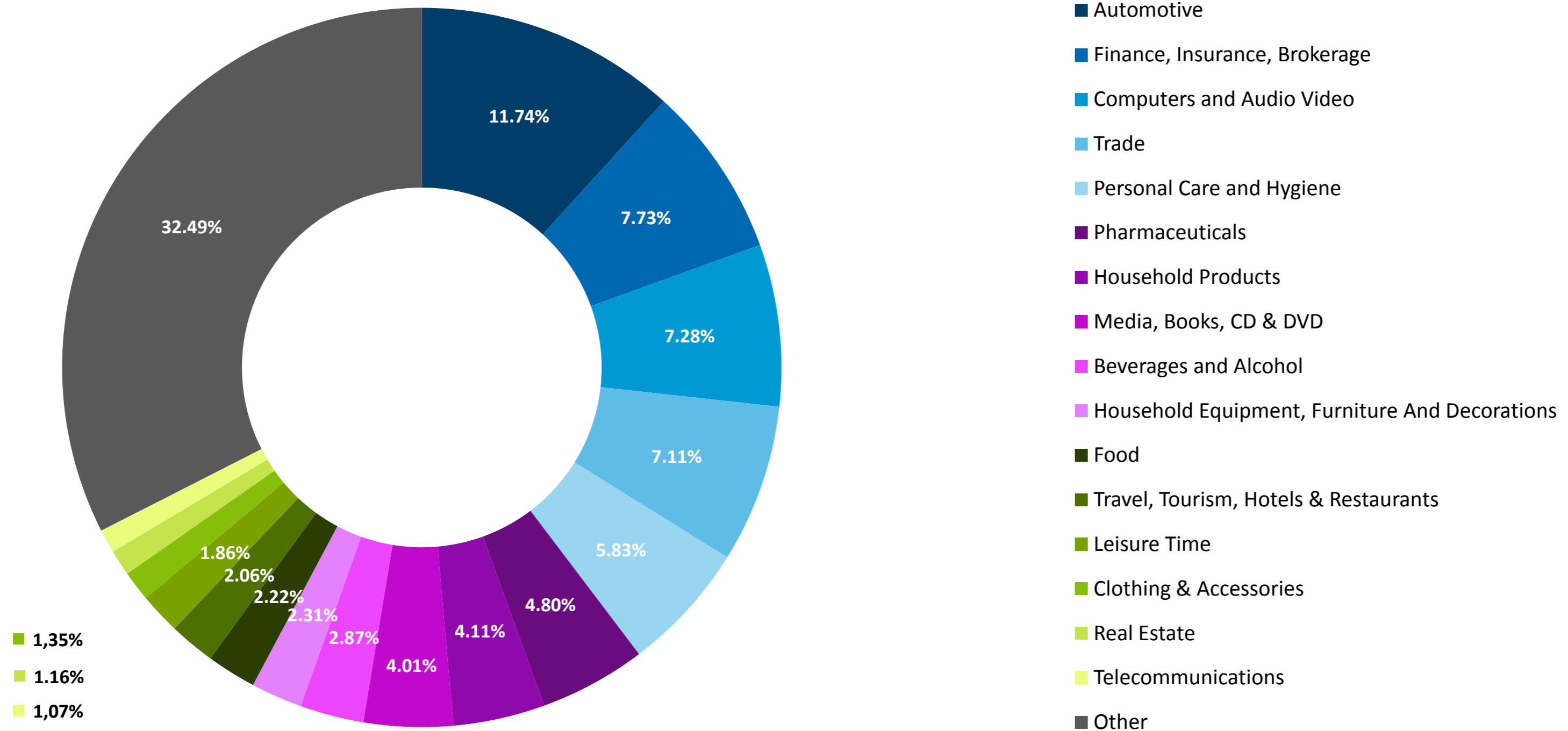
Share of campaigns by sectors – Poland



- Food
- Telecommunications
- Personal Care and Hygiene
- Finance, Insurance, Brokerage
- Trade
- Automotive
- Leisure Time
- Pharmaceuticals
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Clothing & Accessories
- Household Products
- Media, Books, CD & DVD
- Computers and Audio Video
- Travel, Tourism, Hotels & Restaurants
- Other

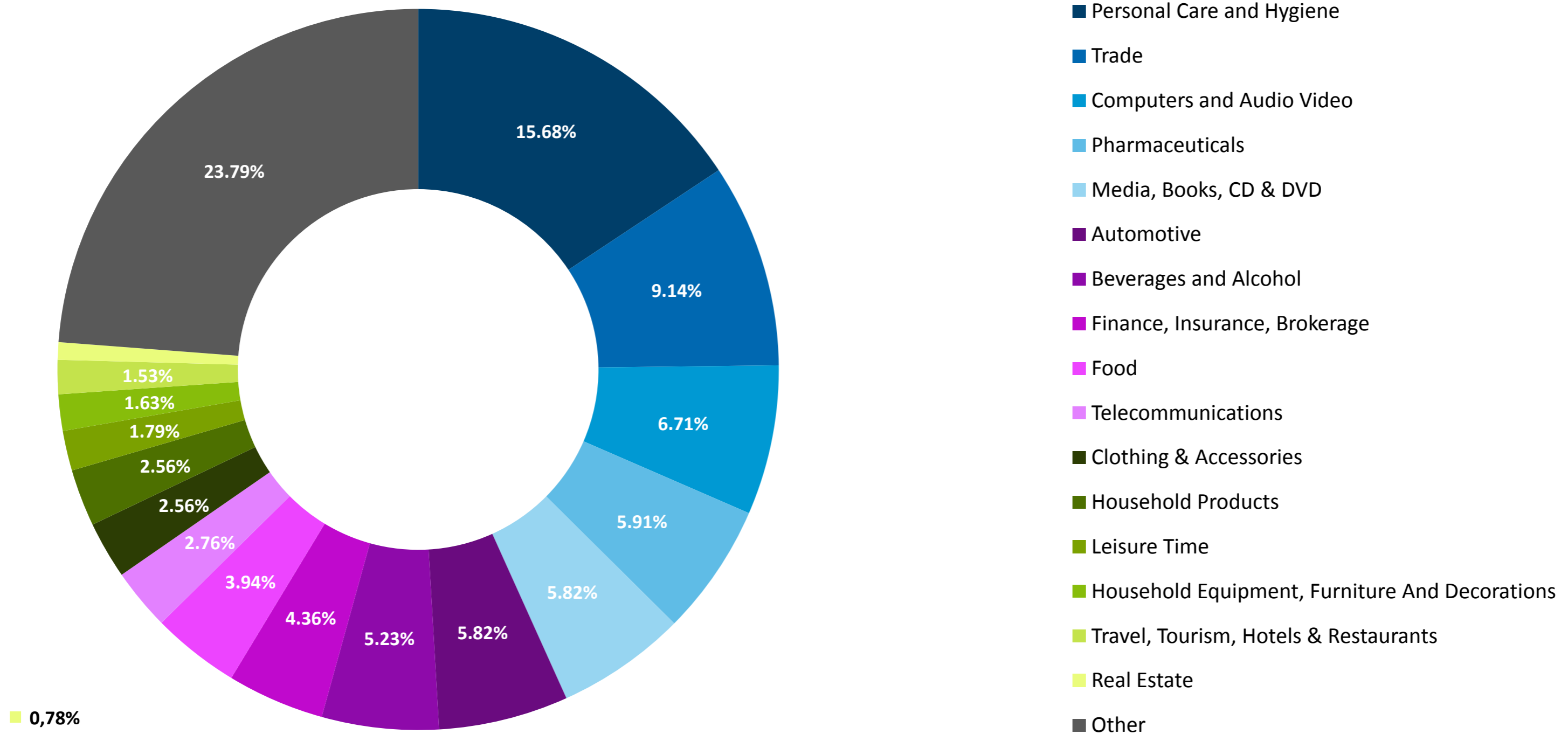
Source: gemiusDirectEffect 2013.08-2014.01

Share of ad impressions by sectors – Romania



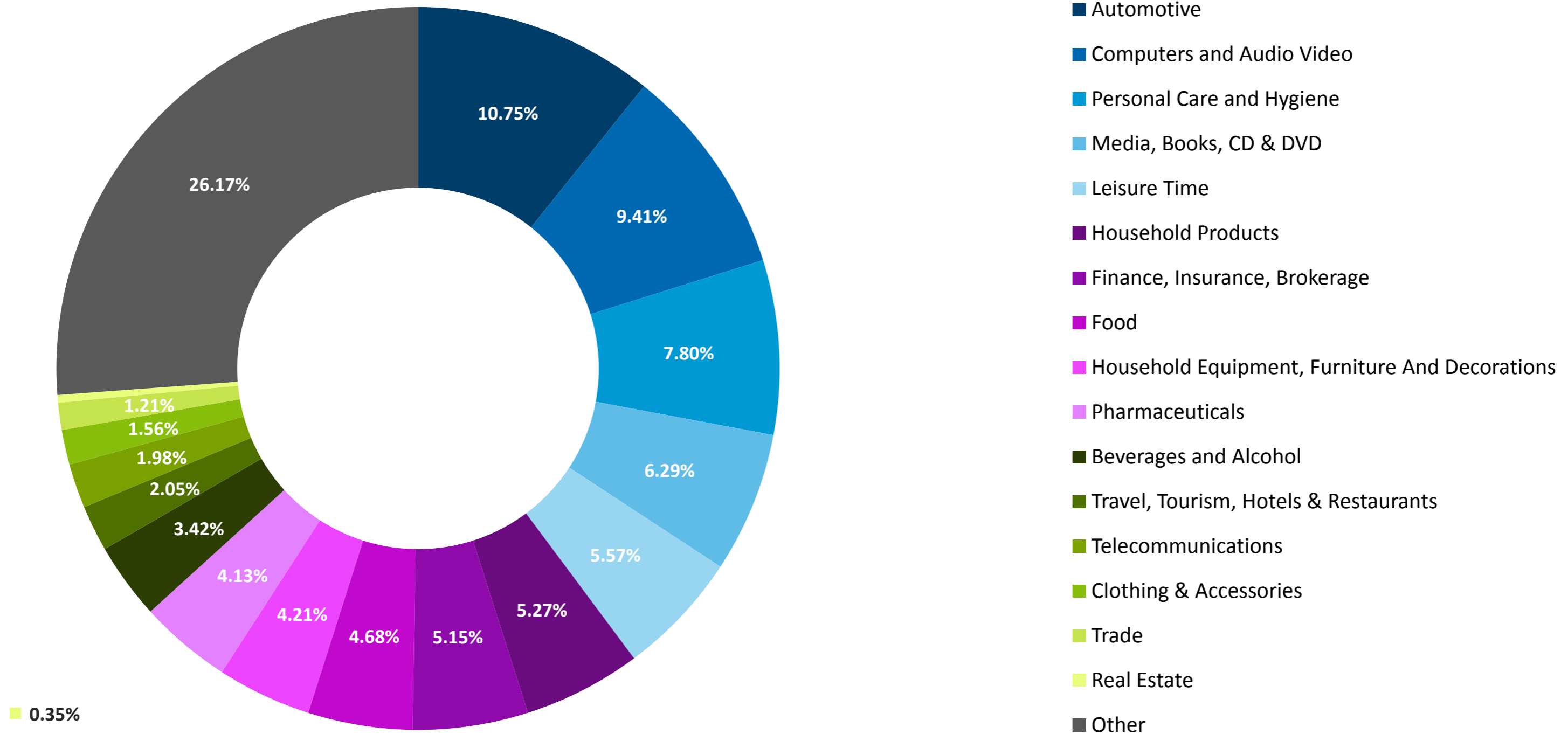
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of ad clicks by sectors – Romania



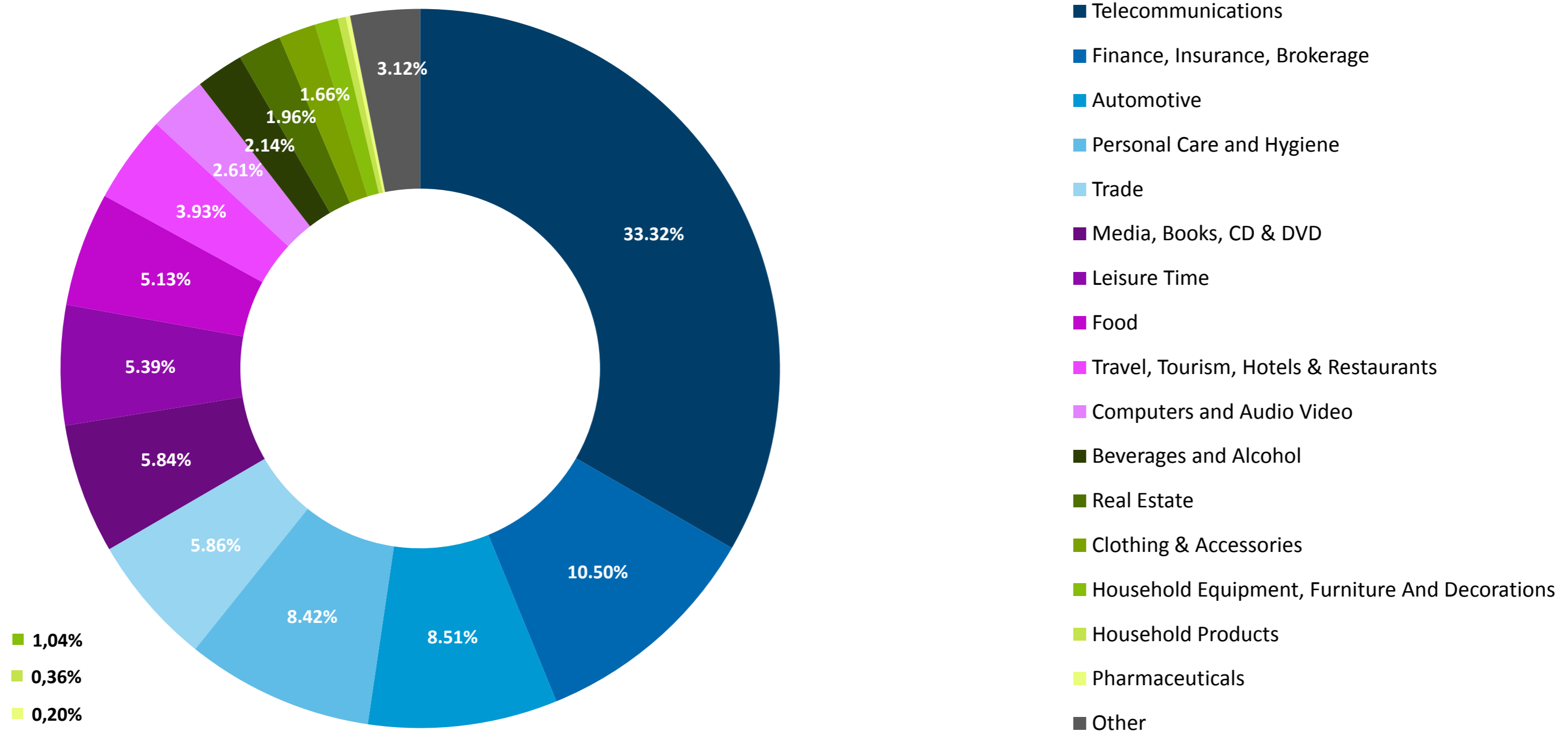
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of campaigns by sectors – Romania



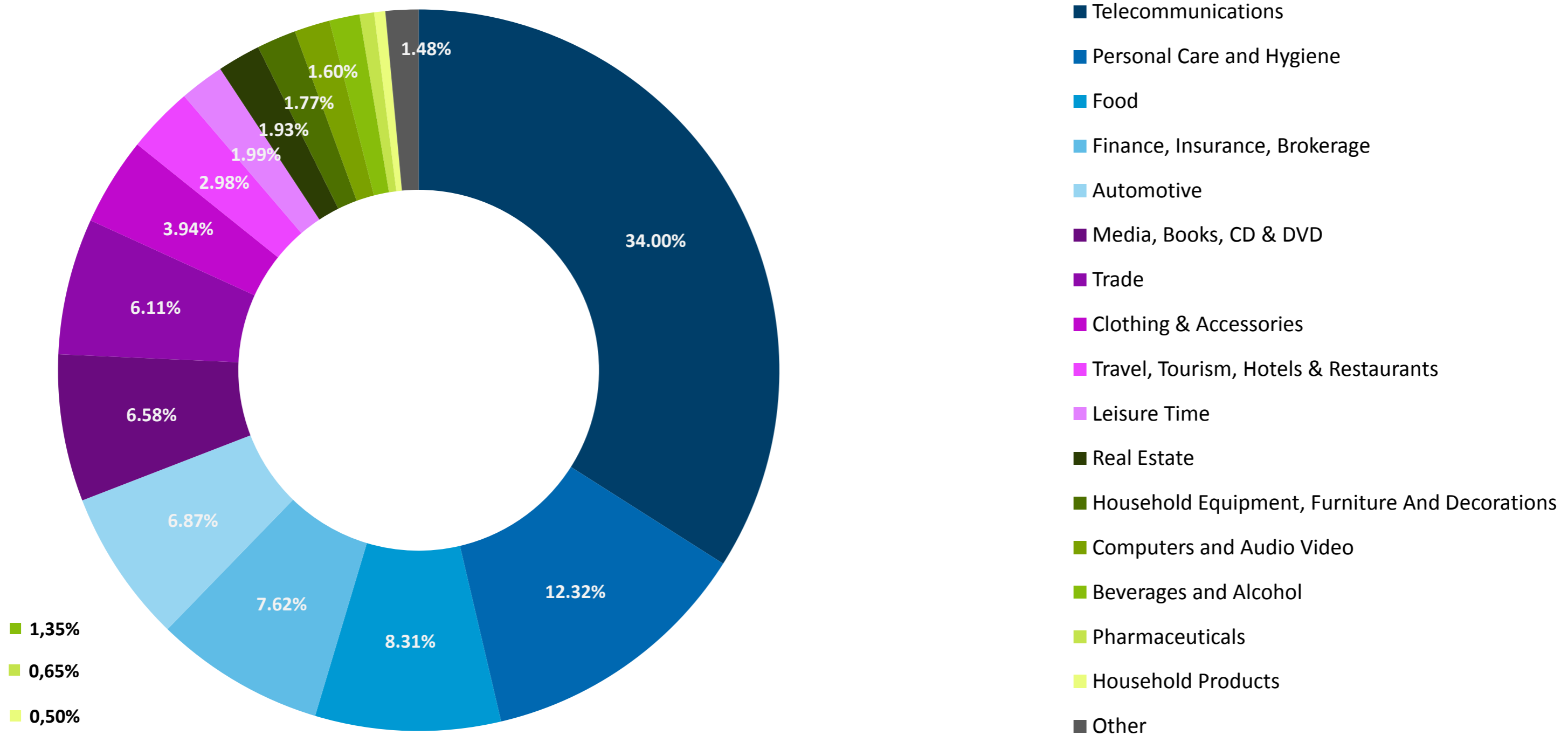
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of ad impressions by sectors – Serbia



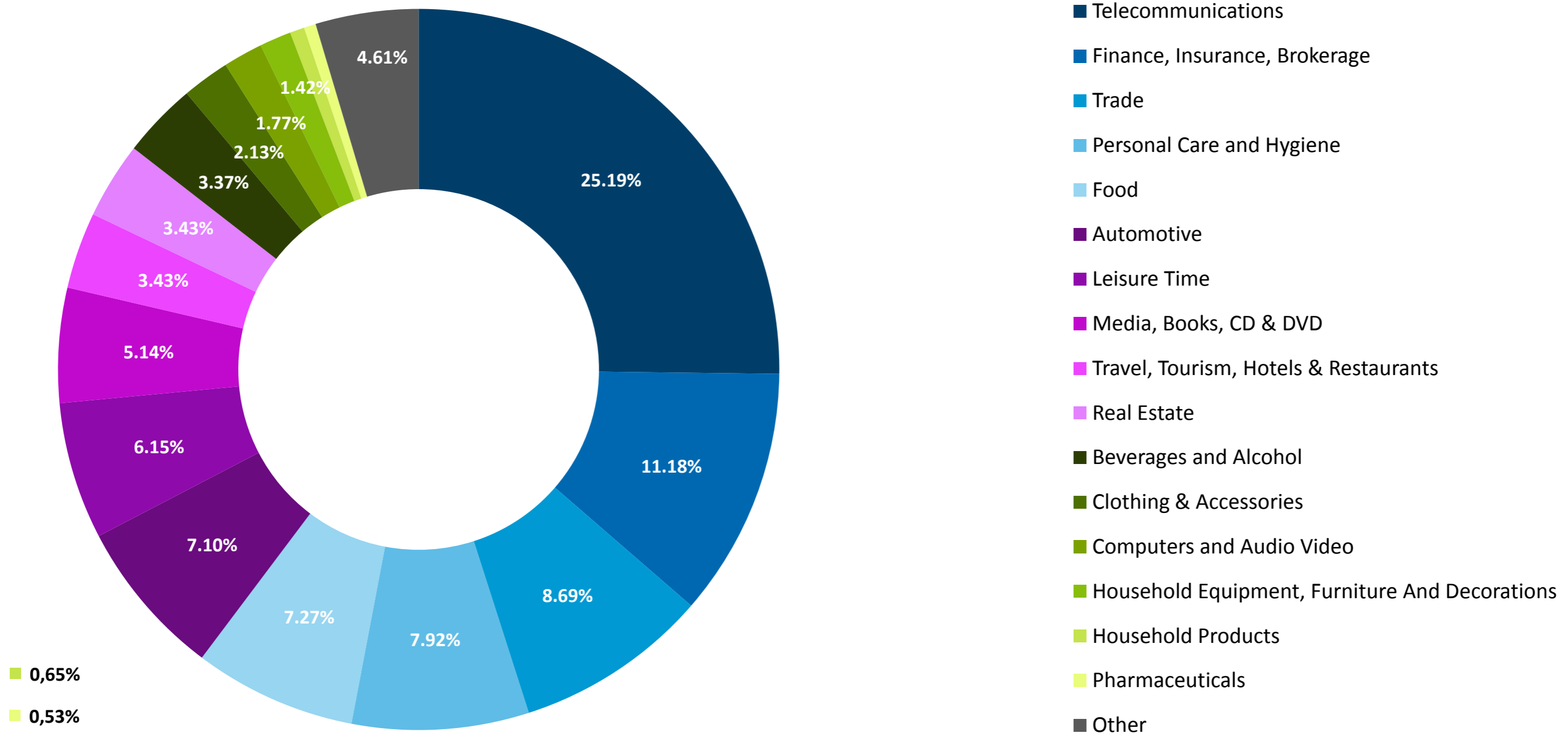
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of ad clicks by sectors – Serbia



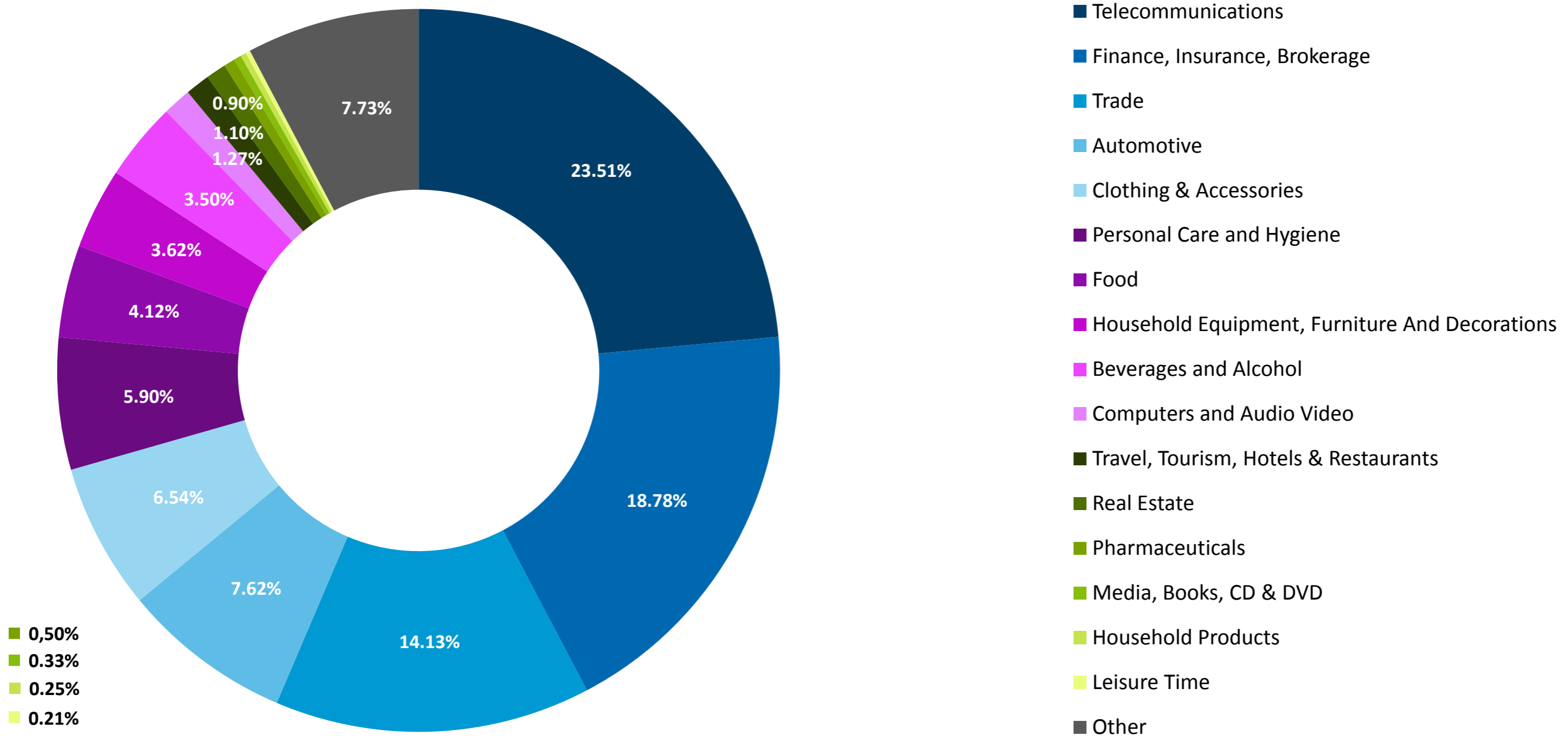
Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of campaigns by sectors – Serbia

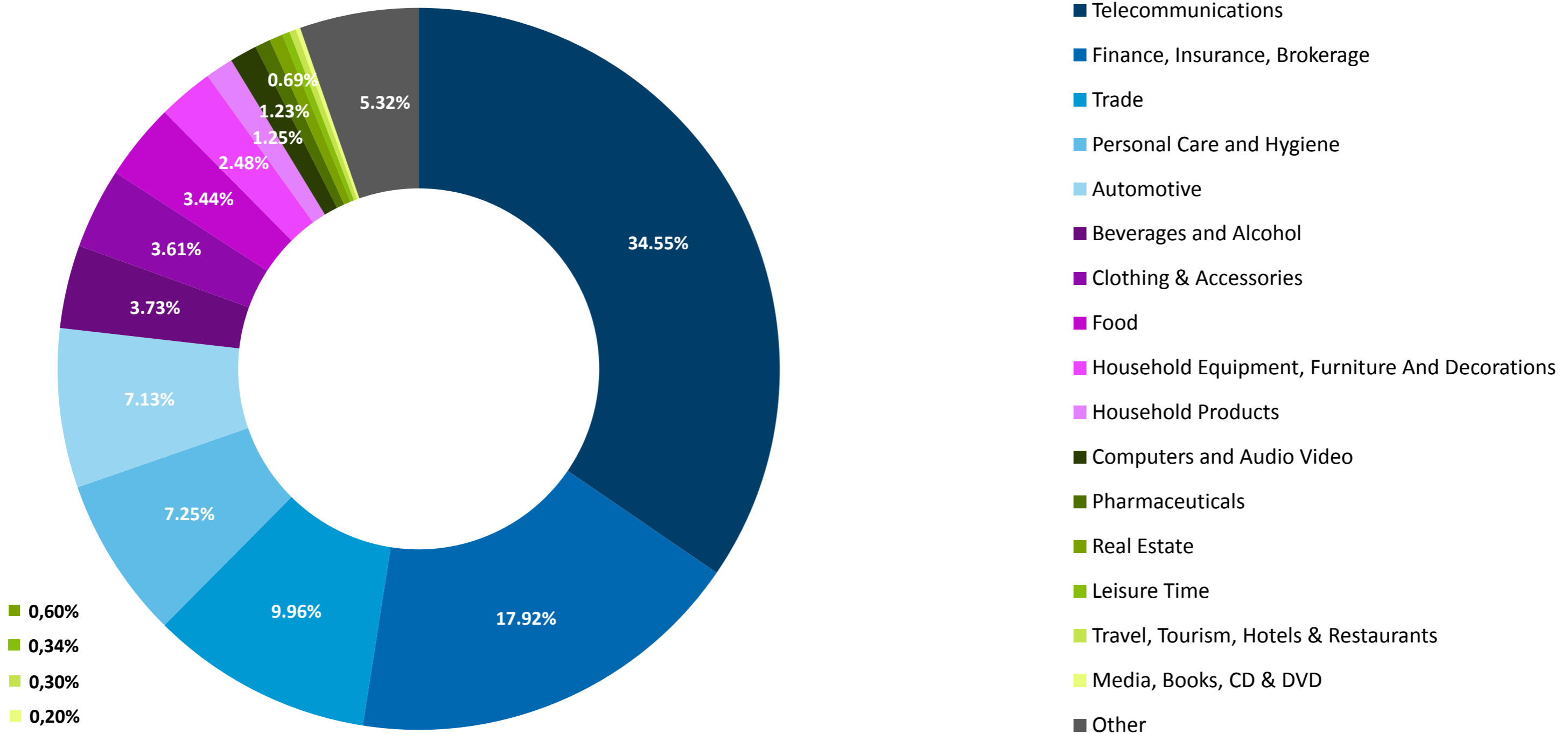


Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of ad impressions by sectors – Slovakia

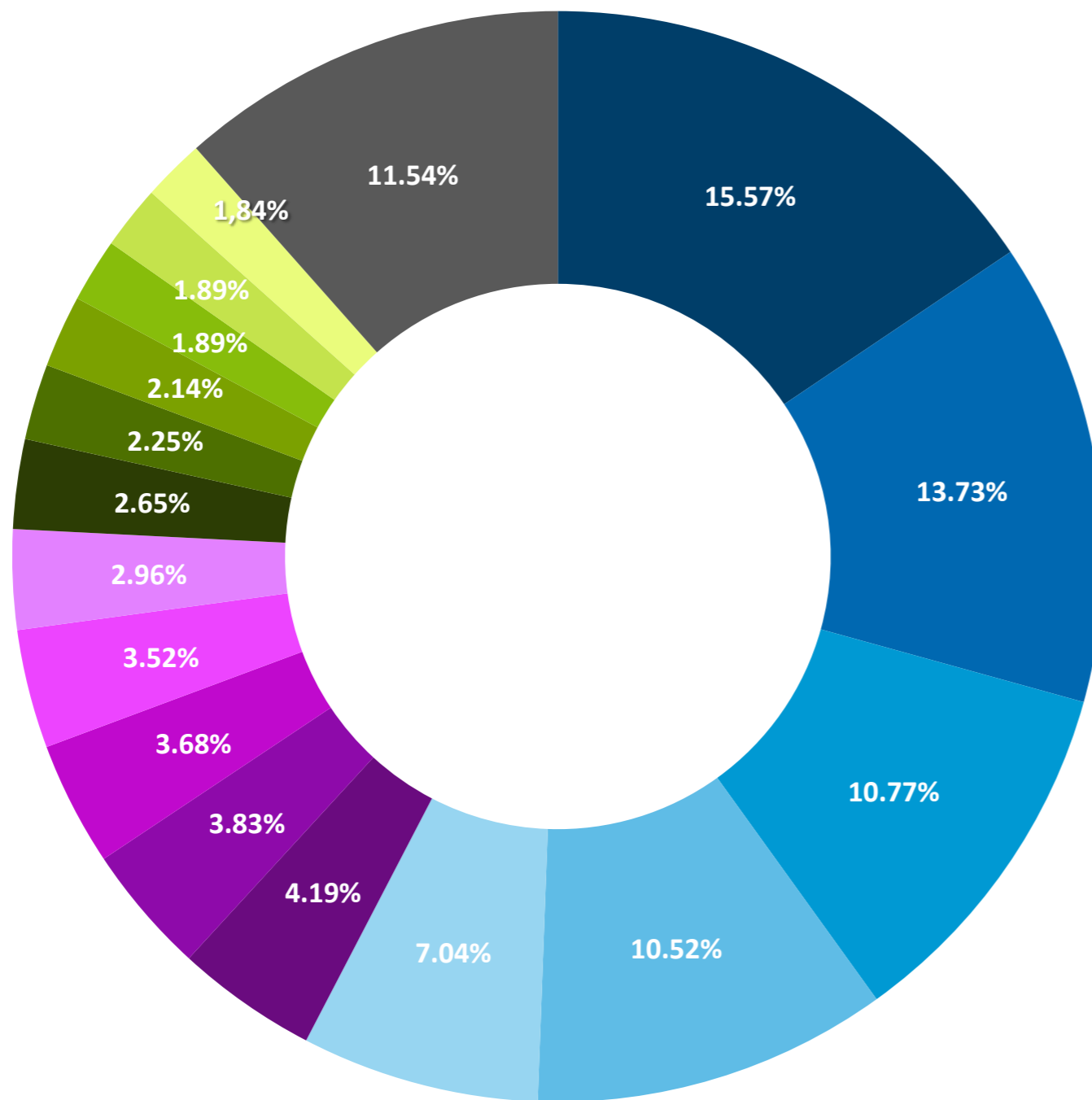


Share of ad clicks by sectors – Slovakia



Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

Share of campaigns by sectors – Slovakia



- Finance, Insurance, Brokerage
- Trade
- Telecommunications
- Automotive
- Personal Care and Hygiene
- Travel, Tourism, Hotels & Restaurants
- Food
- Clothing & Accessories
- Household Equipment, Furniture And Decorations
- Computers and Audio Video
- Pharmaceuticals
- Beverages and Alcohol
- Media, Books, CD & DVD
- Real Estate
- Household Products
- Leisure Time
- Other

Source: gemiusDirectEffect/AdOcean 2013.08-2014.01

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Methodology (1/2)

- The source of the data is gemiusDirectEffect/AdOcean research, which is one of the most frequently used advertisement monitoring systems in the CEE region.
- From the analyses all self-promotion campaigns were removed (it is campaigns with low priority, which are used to make use of impressions which would be lost for any commercial or exclusive campaigns). Self-promotion campaigns are used only in AdOcean system.
- Formats typical for mailing were excluded from the research.
- Every campaign having place in the analyzed period was included in the research, except the ones that had less than 1000 impressions in the analyzed period.
- The presented data on ad impressions and ad clicks are cookie events.
- In market sectors, the „other” category contains all the remaining sectors not defined in the research and all other sectors where the number of campaigns from that sector was smaller than 5 in the analyzed period.

Methodology 2/2

17 market sectors were distinguished for the research:

- **Clothing & Accessories** (clothes, shoes, jewelry, bags)
- **Automotive** (cars, trucks, patrol, gas, tires, motors, bicycles)
- **Beverages and Alcohol** (juices, beers, soda, wine, champagne, energy drinks, vodka, mineral water, tea, coffee)
- **Computers and Audio Video** (notebooks, computer accessories, CD players , cameras)
- **Finance, Insurance, Brokerage** (banks, insurance, credit institutions)
- **Food** (sweets, cakes, bread, rolls, meat, fruits, vegetables, rice, noodles)
- **Household Equipment, Furniture And Decorations** (furniture, small household goods, dishes)
- **Household Products** (washing powders, air freshener, washing up liquid)
- **Leisure Time** (cinema, theatre, toys, concerts)
- **Media, Books, CD & DVD** (movies, television stations, radio stations, audiobooks)
- **Personal Care and Hygiene** (cosmetics, perfumes, eyeliners, lipsticks, massage, all body care products, all make up products, body lotions)
- **Pharmaceuticals** (vitamins, antibiotics, pain killers, all pills and medicine equipment)
- **Real Estate** (real estate agencies, housing associations, developers)
- **Telecommunications** (internet, mobile phones, mobile network)
- **Trade** (super-and hypermarkets, shops, warehouses, video rental)
- **Travel, Tourism, Hotels & Restaurants** (hotels, public transport, buses, trains, planes, travel agencies)
- **Other**

Definitions of concepts

- Creative – a graphic, static or dynamic, advertisement placed on websites.
- Campaign – a marketing campaign in which specific creatives are displayed.
- Ad impression – a single instance of a creative being displayed.
- Ad click – a single instance of a creative being clicked.
- Share of campaigns by sectors - the percentage of campaigns in a given sector in the total number of campaigns.
- Share of ad impressions by sectors – the percentage of cookie impressions for a given sector in the total number of impressions.
- Share of ad clicks by sectors – the percentage of cookie clicks for a given sector in the total number of clicks.

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