

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 campaings by sectors



Analysed countries





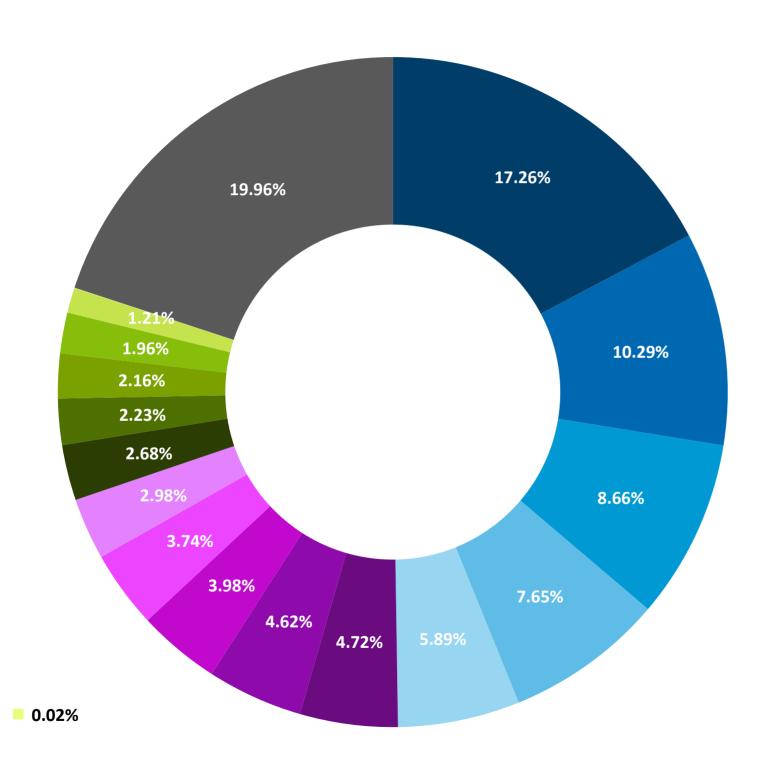
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Share of ad impressions by sectors – Bulgaria



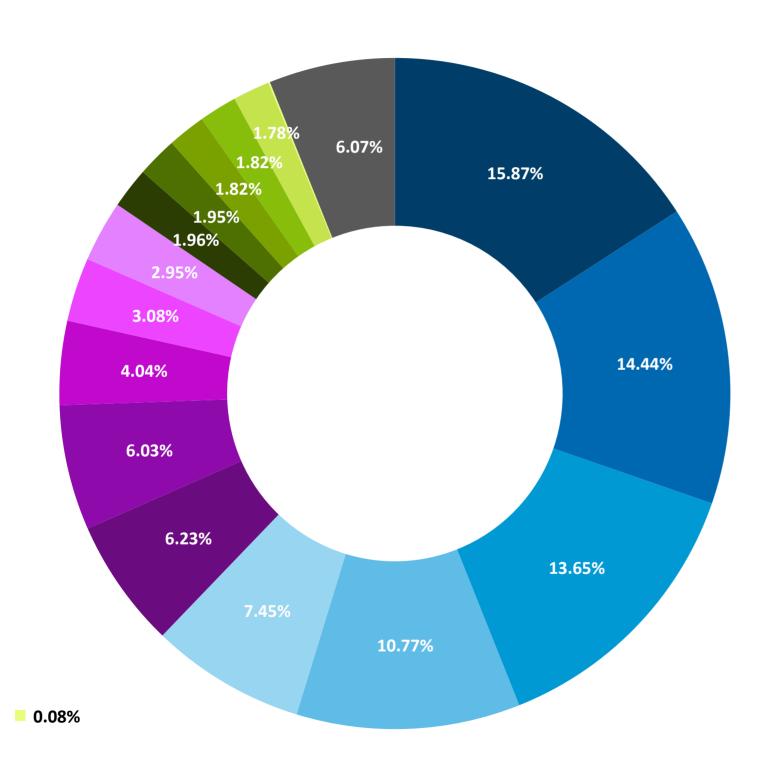


- Finance, Insurance, Brokerage
- Household Equipment, Furniture And Decorations
- Trade
- Telecommunications
- Pharmaceuticals
- Beverages and Alcohol
- Personal Care and Hygiene
- Clothing & Accessories
- Automotive
- Media, Books, CD & DVD
- Leisure Time
- Computers and Audio Video
- Household Products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



Share of ad clicks by sectors – Bulgaria



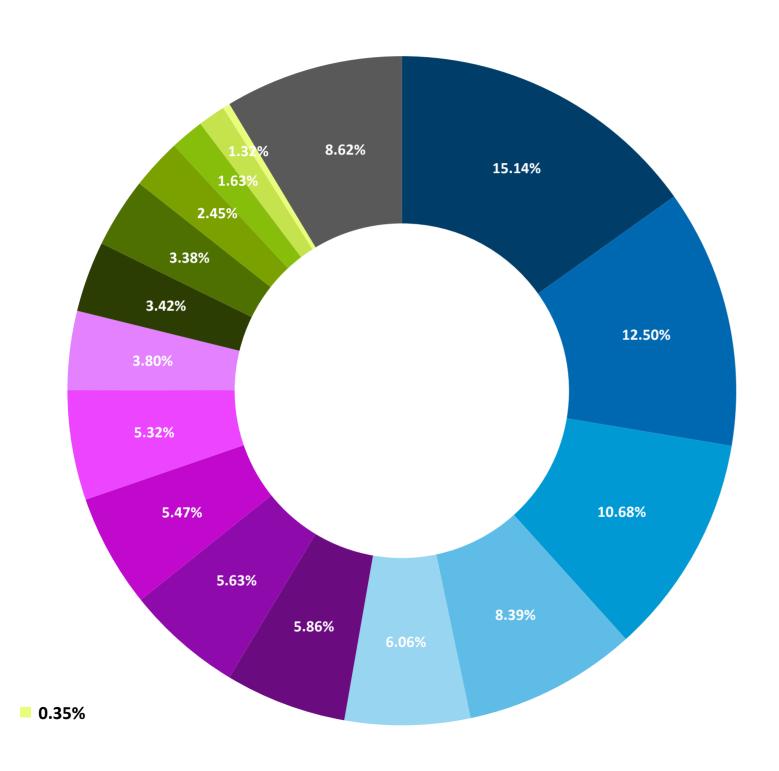


- Finance, Insurance, Brokerage
- Beverages and Alcohol
- Telecommunications
- Automotive
- Trade
- Food
- Personal Care and Hygiene
- Pharmaceuticals
- Leisure Time
- Clothing & Accessories
- Travel, Tourism, Hotels & Restaurants
- Media, Books, CD & DVD
- Computers and Audio Video
- Household Equipment,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



Share of campaigns by sectors – Bulgaria



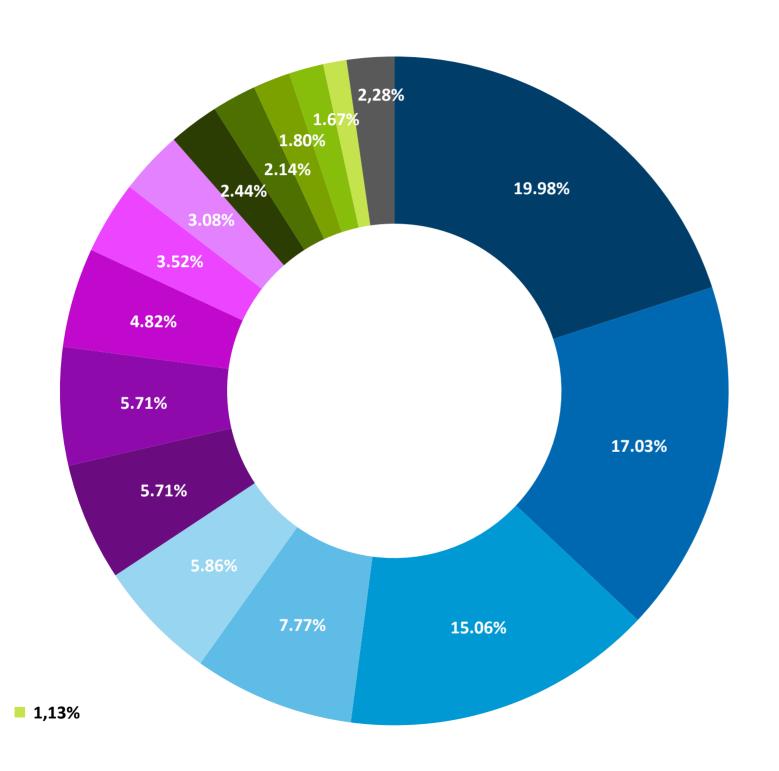


- Finance, Insurance, Brokerage
- Telecommunications
- Leisure Time
- Automotive
- Personal Care and Hygiene
- Trade
- Pharmaceuticals
- Food
- Beverages and Alcohol
- Media, Books, CD & DVD
- Travel, Tourism, Hotels & Restaurants
- Household Equipment, Furniture And Decorations
- Computers and Audio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



Share of ad impressions by sectors – Croatia





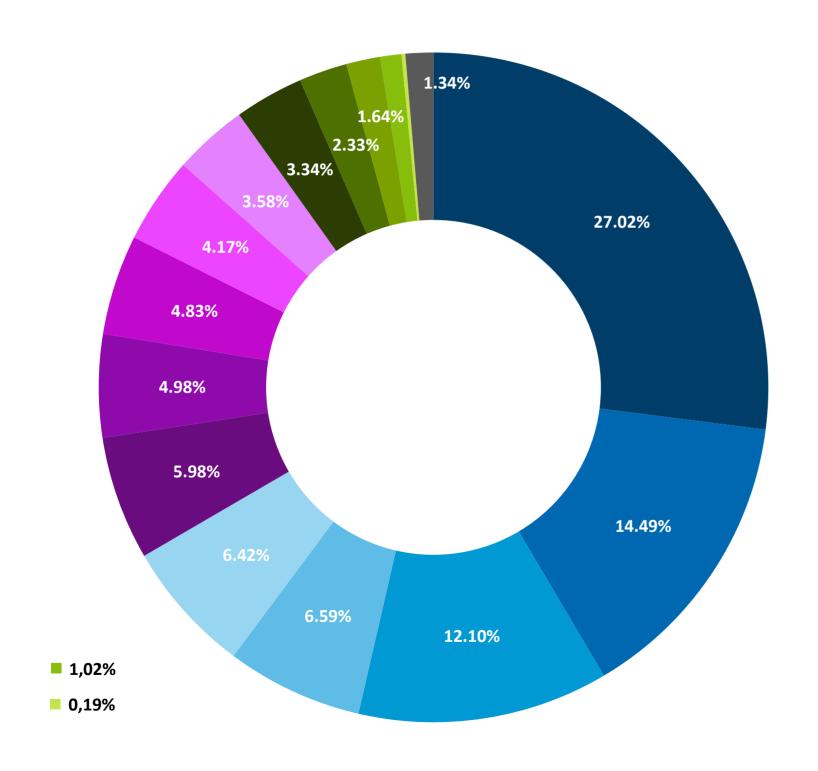


- Travel, Tourism, Hotels & Restaurants
- Finance, Insurance, Brokerage
- Leisure Time
- Beverages and Alcohol
- Food
- Trade
- Personal Care and Hygiene
- Telecommunications
- Clothing & Accessories
- Media, Books, CD & DVD
- Household Products
- Household Equipment, Furniture And Decorations
- Computers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



Share of ad clicks by sectors – Croatia





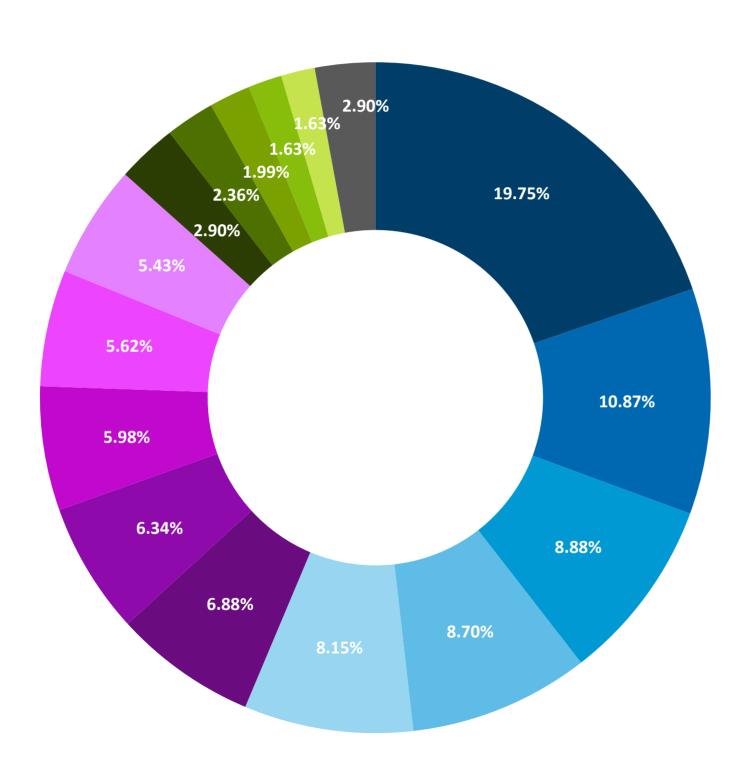


- Finance, Insurance, Brokerage
- Travel, Tourism, Hotels & Restaurants
- Food
- Trade
- Household Products
- Clothing & Accessories
- Personal Care and Hygiene
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Leisure Time
- Media, Books, CD & DVD
- Telecommunications
- Computers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



Share of campaigns by sectors – Croatia





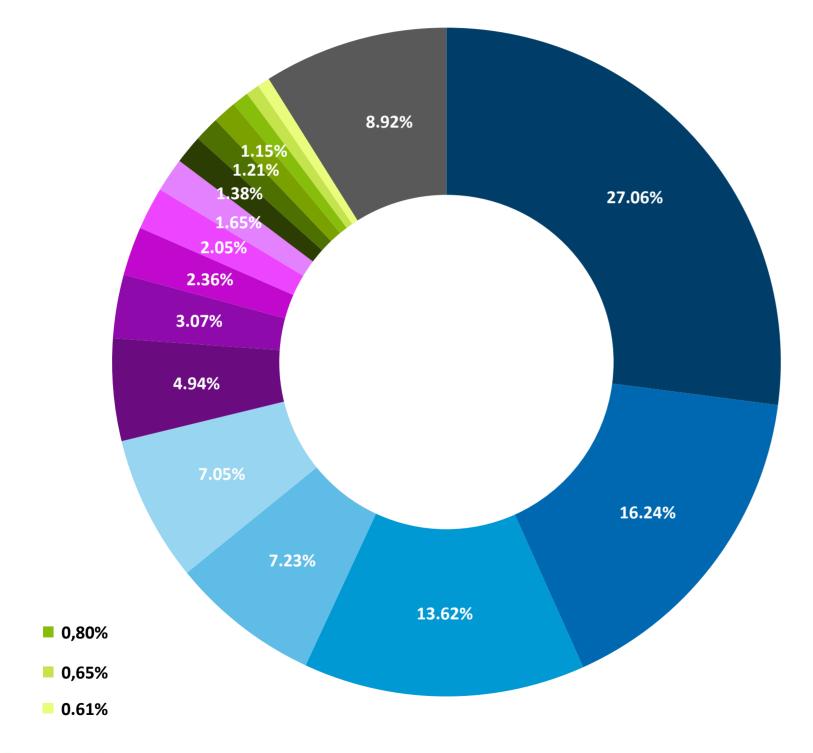


- Finance, Insurance, Brokerage
- Food
- Trade
- Media, Books, CD & DVD
- Personal Care and Hygiene
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Travel, Tourism, Hotels & Restaurants
- Leisure Time
- Computers and Audio Video
- Household Products
- Clothing & Accessories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



Share of ad impressions by sectors – Czech Republic



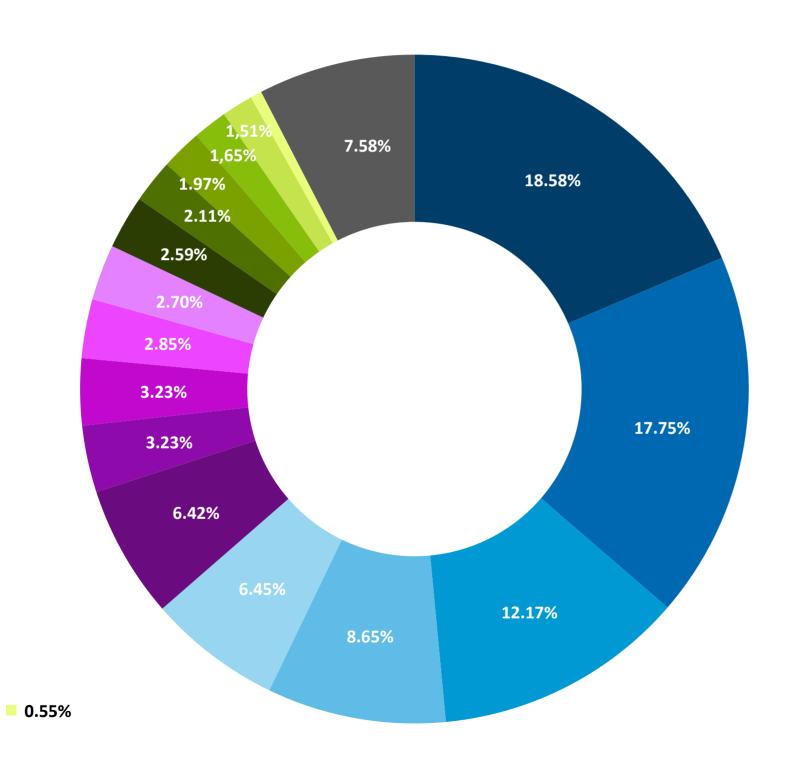


- Finance, Insurance, Brokerage
- Trade
- Travel, Tourism, Hotels & Restaurants
- Computers and Audio Video
- Automotive
- Telecommunications
- Household Equipment, Furniture And Decorations
- Personal Care and Hygiene
- Leisure Time
- Food
- Media, Books, CD & DVD
- Household Products
- Real Estate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



Share of ad clicks by sectors – Czech Republic







- Household Equipment, Furniture And Decorations
- Computers and Audio Video
- Media, Books, CD & DVD
- Pharmaceuticals

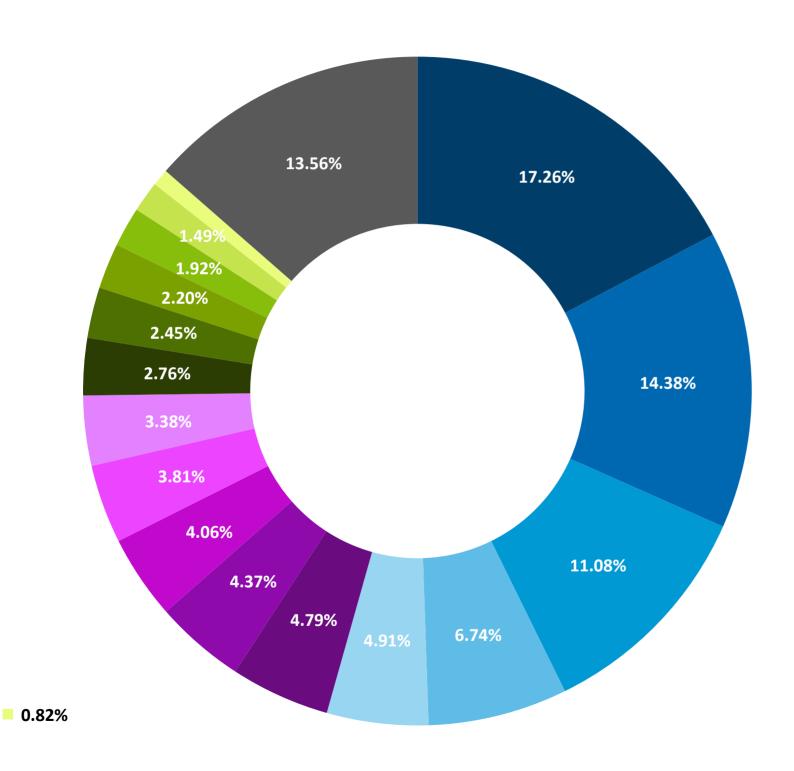
■ Leisure Time

- Real Estate
- Other



Share of campaigns by sectors – Czech Republic









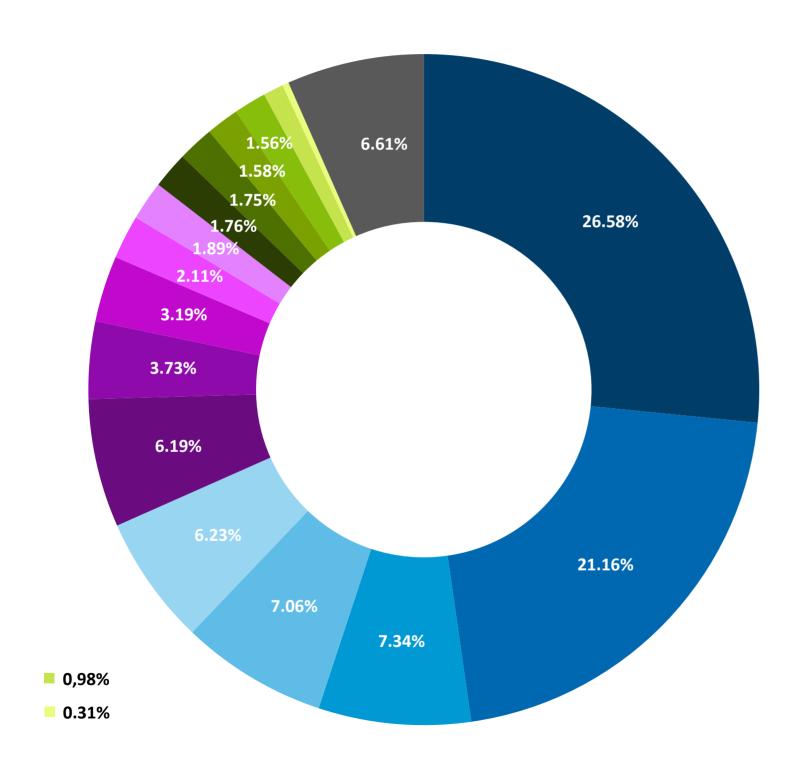
Household Products

■ Other

Beverages and Alcohol

Share of ad impressions by sectors – Hungary





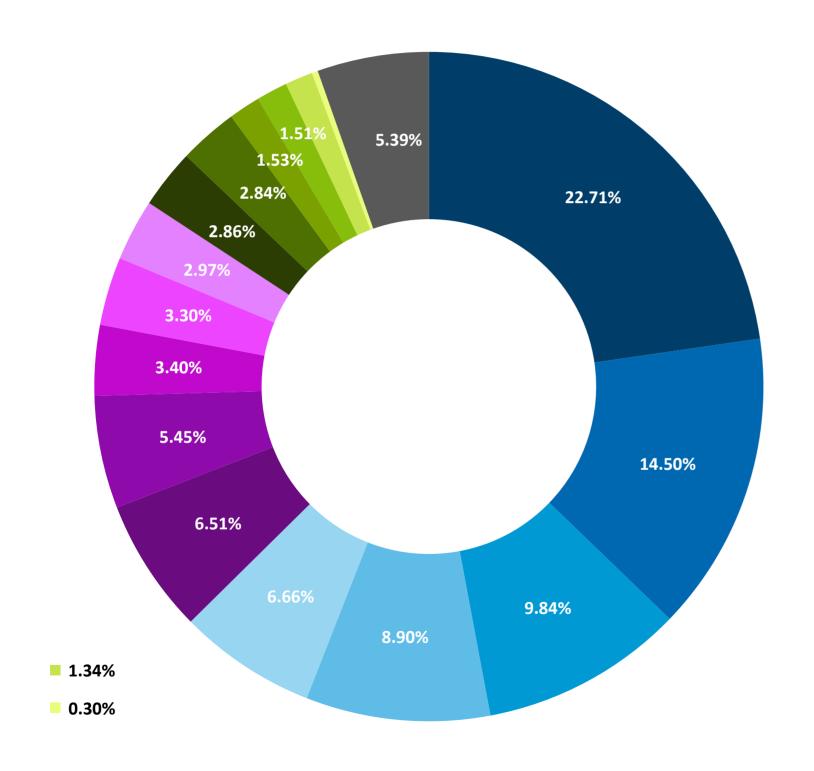


- Finance, Insurance, Brokerage
- Trade
- Automotive
- Food
- Pharmaceuticals
- Household Equipment, Furniture And Decorations
- Personal Care and Hygiene
- Household Products
- Travel, Tourism, Hotels & Restaurants
- Clothing & Accessories
- Beverages and Alcohol
- Leisure Time
- Computers and Audio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



Share of ad clicks by sectors – Hungary





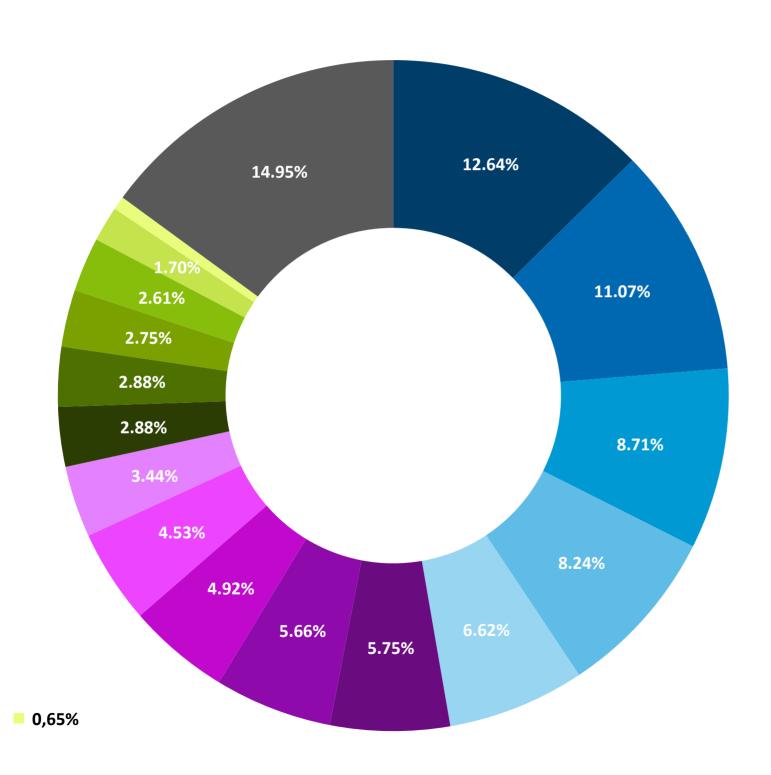


- Finance, Insurance, Brokerage
- Trade
- Automotive
- Food
- Pharmaceuticals
- Media, Books, CD & DVD
- Household Equipment, Furniture And Decorations
- Personal Care and Hygiene
- Clothing & Accessories
- Household Products
- Beverages and Alcohol
- Computers and Audio Video
- Travel, Tourism, Hotels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



Share of campaigns by sectors – Hungary



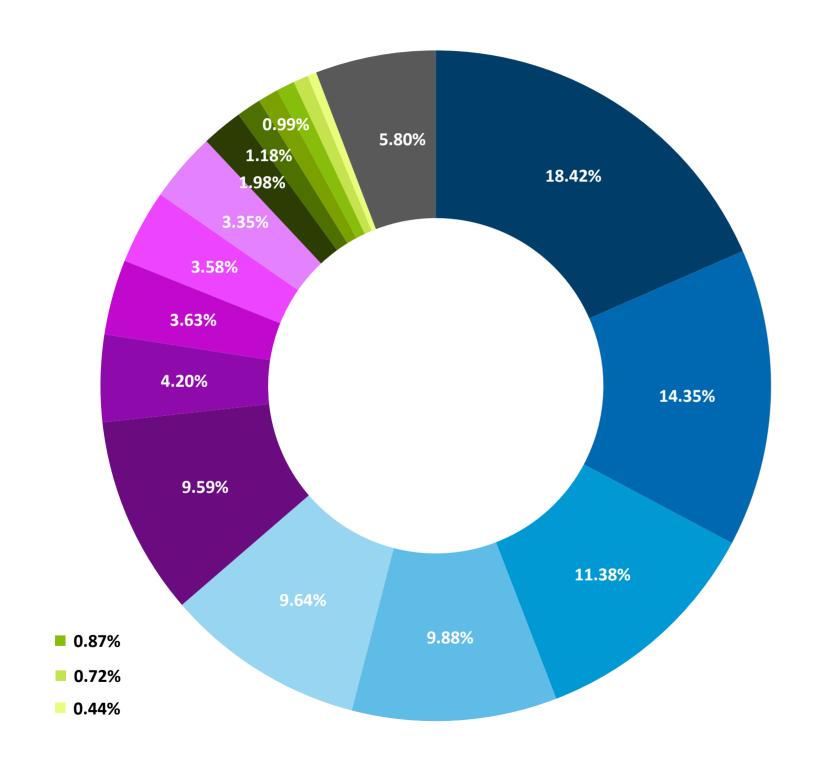


- Finance, Insurance, Brokerage
- Telecommunications
- Food
- Automotive
- Trade
- Pharmaceuticals
- Computers and Audio Video
- Personal Care and Hygiene
- Leisure Time
- Travel, Tourism, Hotels & Restaurants
- Household Equipment, Furniture And Decorations
- Clothing & Accessories
- Beverages and Alcohol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



Share of ad impressions by sectors – Latvia





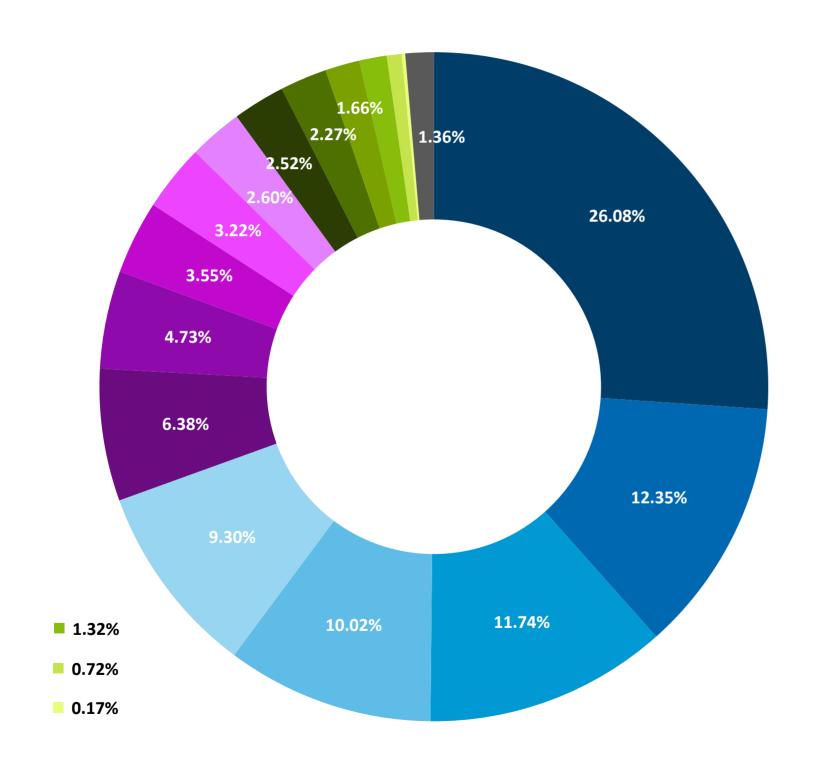


- Leisure Time
- Media, Books, CD & DVD
- Finance, Insurance, Brokerage
- Pharmaceuticals
- Travel, Tourism, Hotels & Restaurants
- Automotive
- Telecommunications
- Household Equipment, Furniture And Decorations
- Food
- Clothing & Accessories
- Beverages and Alcohol
- Real Estate
- Personal Care and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



Share of ad clicks by sectors – Latvia



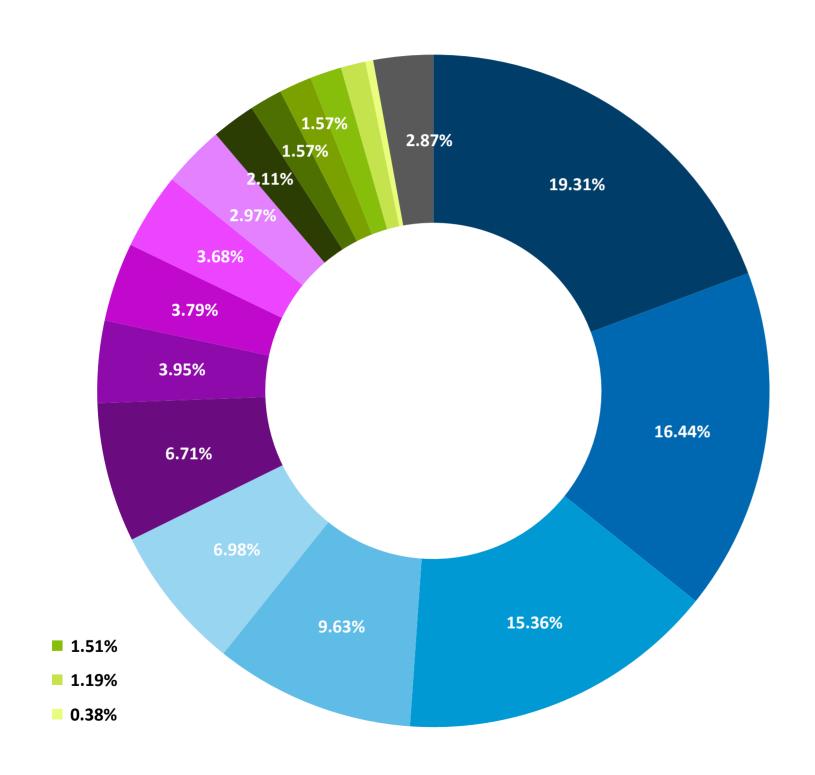


- Trade
- Telecommunications
- Automotive
- Finance, Insurance, Brokerage
- Leisure Time
- Travel, Tourism, Hotels & Restaurants
- Food
- Computers and Audio Video
- Beverages and Alcohol
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Pharmaceuticals
- Real Estate
- Household Equipment, Furniture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



Share of campaigns by sectors – Latvia



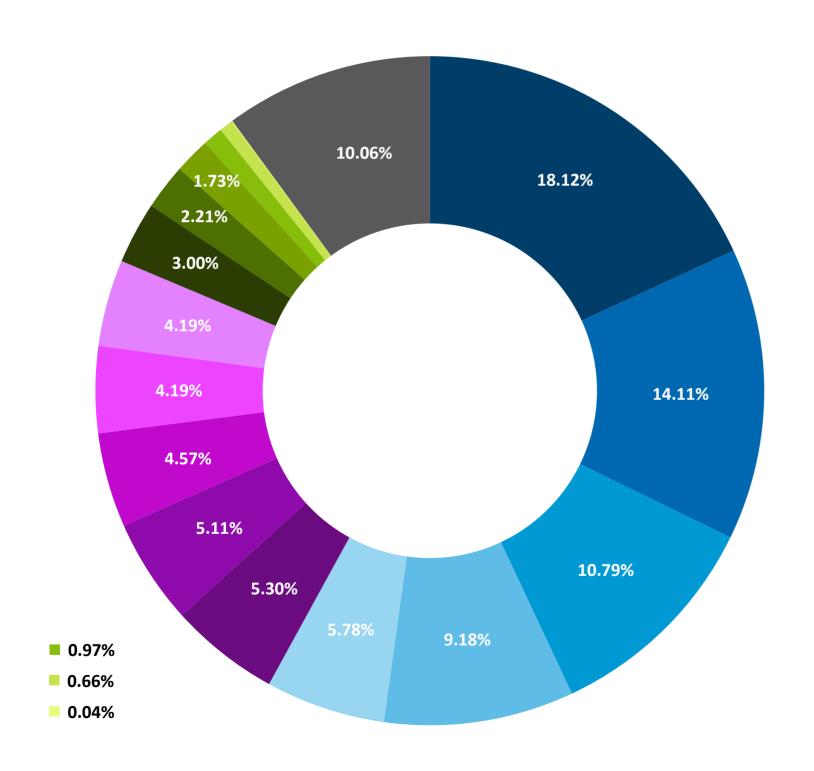


- Leisure Time
- Trade
- Automotive
- Finance, Insurance, Brokerage
- Travel, Tourism, Hotels & Restaurants
- Telecommunications
- Food
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Beverages and Alcohol
- Real Estate
- Household Equipment, Furniture And Decorations
- Computers and Audio Video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



Share of ad impressions by sectors – Lithuania





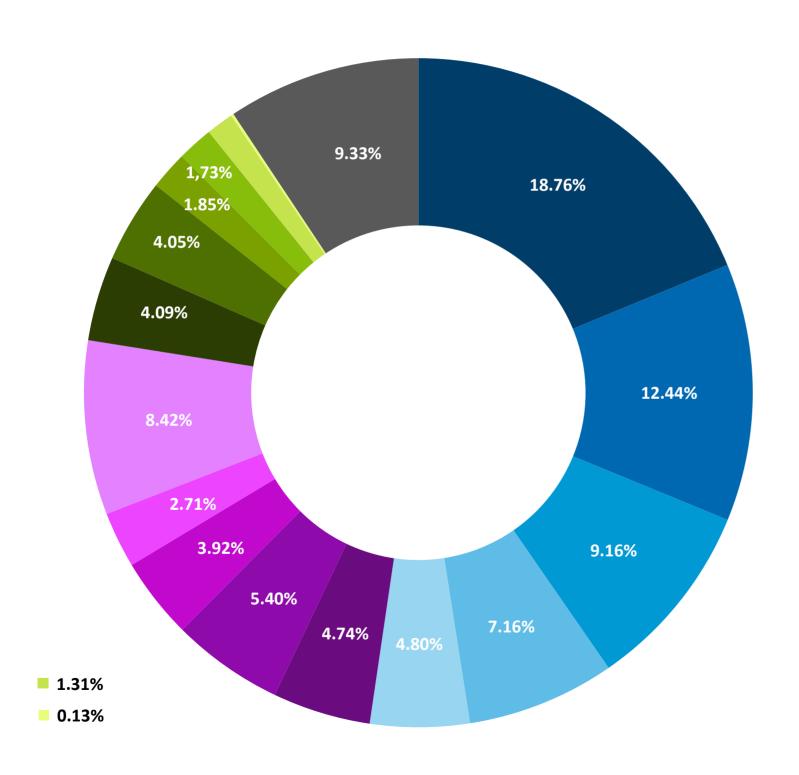


- Finance, Insurance, Brokerage
- Leisure Time
- Automotive
- Pharmaceuticals
- Clothing & Accessories
- Food
- Real Estate
- Media, Books, CD & DVD
- Personal Care and Hygiene
- **■** Telecommunications
- Beverages and Alcohol
- Computers and Audio Video
- Household Equipment, Furniture And Decorations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



Share of ad clicks by sectors — Lithuania





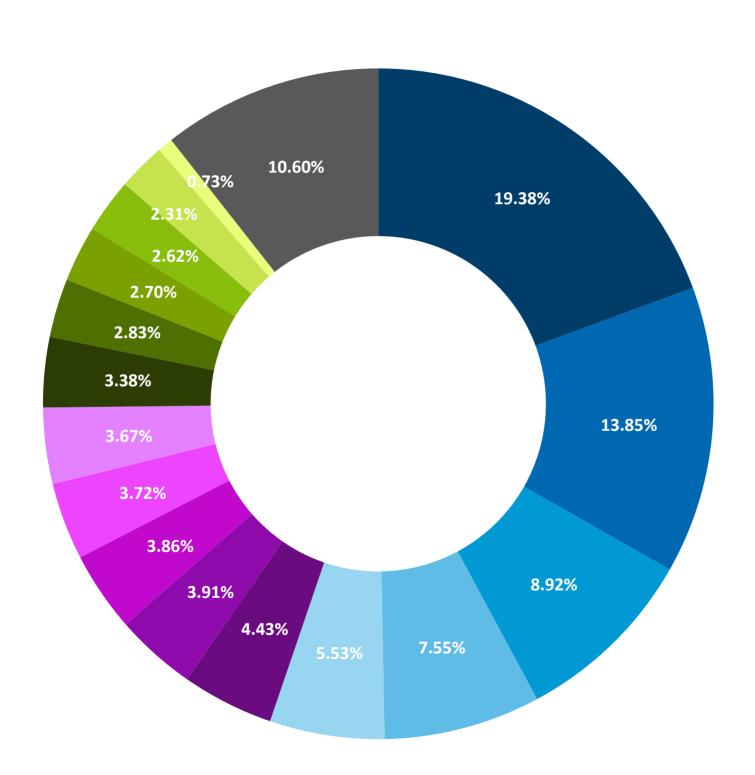
- Trade
- Finance, Insurance, Brokerage
- Leisure Time
- Automotive
- Pharmaceuticals
- Clothing & Accessories
- Food
- Real Estate
- Media, Books, CD & DVD
- Personal Care and Hygiene
- **■** Telecommunications
- Beverages and Alcohol
- Computers and Audio Video
- Household Equipment, Furniture And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



Source: AdOcean 2013.08-2014.01

Share of campaigns by sectors – Lithuania





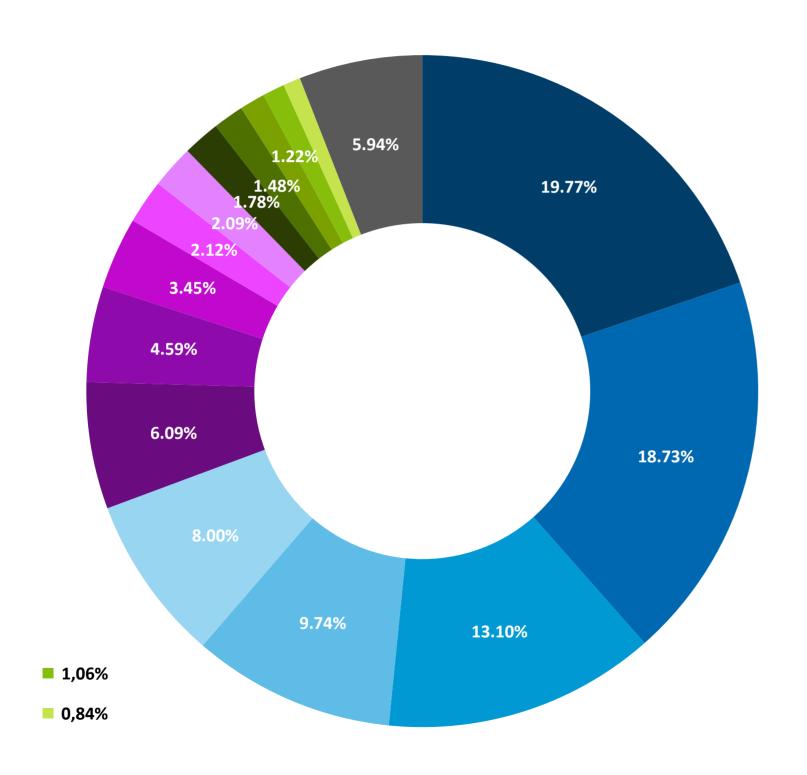
- Trade
- Leisure Time
- Finance, Insurance, Brokerage
- Automotive
- Food
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Telecommunications
- Beverages and Alcohol
- Pharmaceuticals
- Real Estate
- Clothing & Accessories
- Computers and Audio Video
- Household Equipment, Furniture And Decorations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



Source: AdOcean 2013.08-2014.01

Share of ad impressions by sectors – Poland



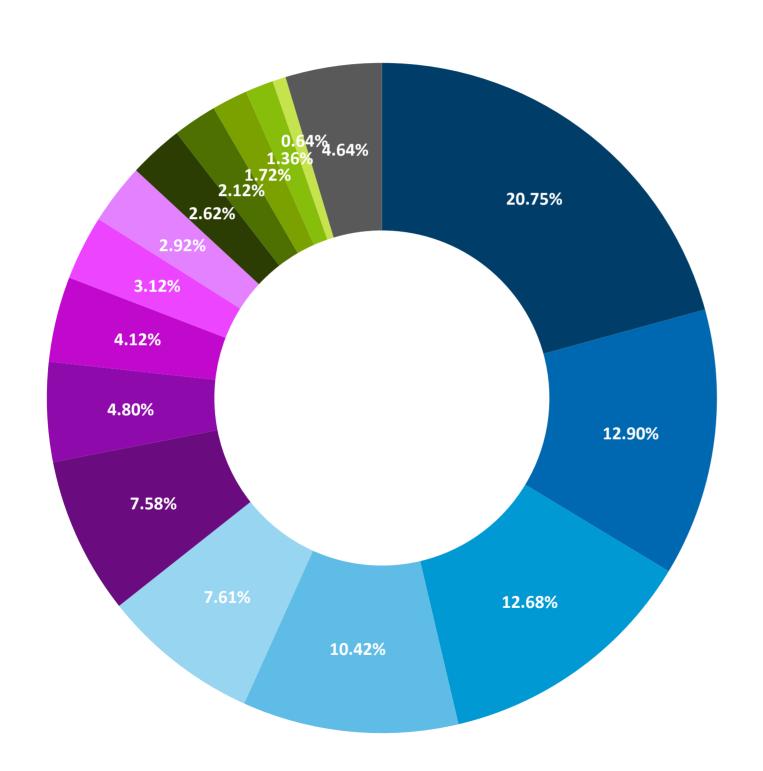


- Telecommunications
- Automotive
- Finance, Insurance, Brokerage
- Trade
- Food
- Personal Care and Hygiene
- Household Equipment, Furniture And Decorations
- Leisure Time
- Pharmaceuticals
- Clothing & Accessories
- Beverages and Alcohol
- Computers and Audio Video
- Media, Books, CD & DVD
- Household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



Share of ad clicks by sectors – Poland





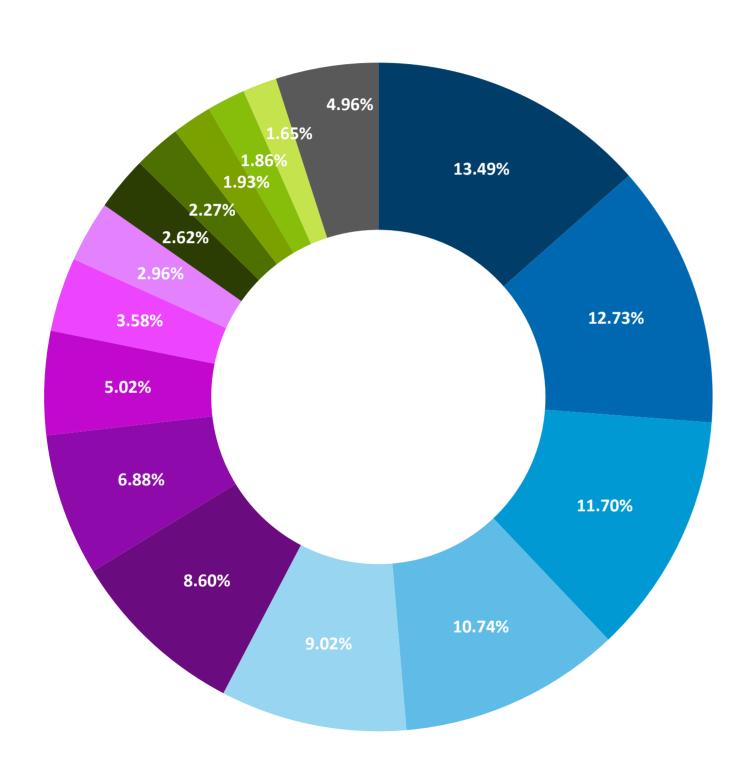


- Automotive
- Personal Care and Hygiene
- Food
- Finance, Insurance, Brokerage
- Trade
- Leisure Time
- Pharmaceuticals
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Household Products
- Clothing & Accessories
- Computers and Audio Video
- Travel, Tourism, Hotels & Restaurants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



Share of campaigns by sectors – Poland





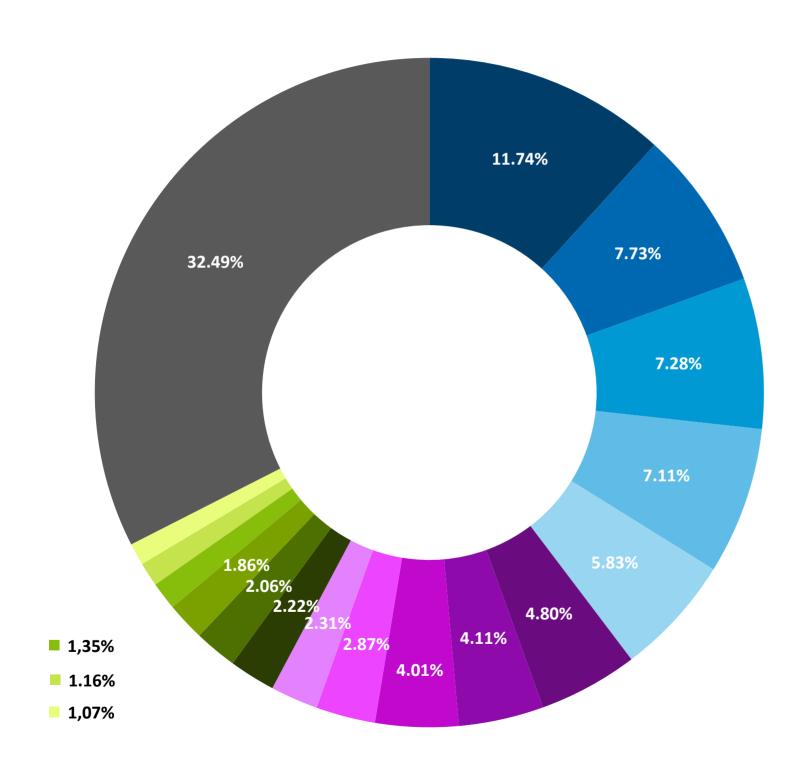


- Telecommunications
- Personal Care and Hygiene
- Finance, Insurance, Brokerage
- Trade
- Automotive
- Leisure Time
- Pharmaceuticals
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Clothing & Accessories
- Household Products
- Media, Books, CD & DVD
- Computers and Audio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



Share of ad impressions by sectors – Romania



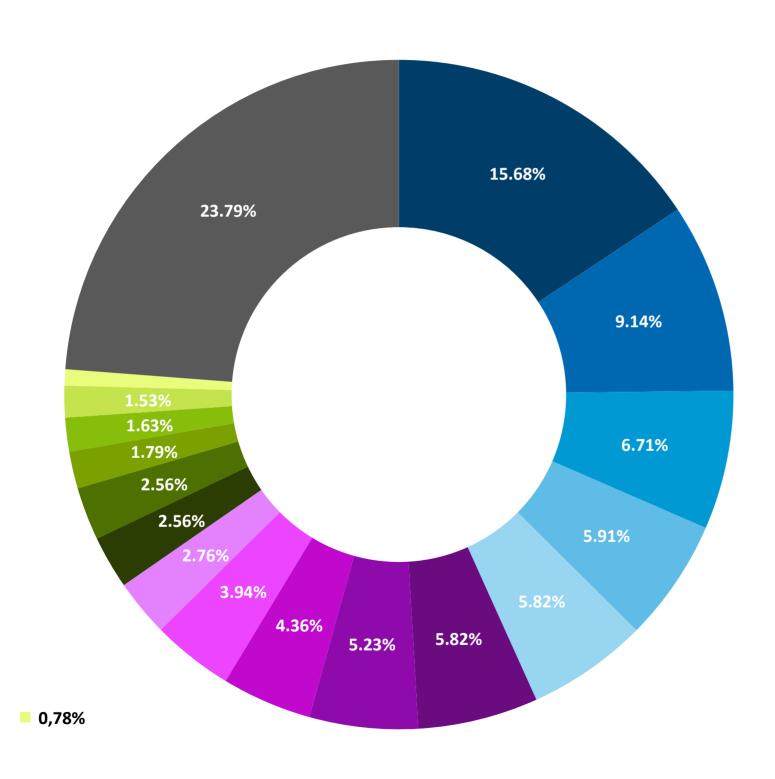


- Automotive
- Finance, Insurance, Brokerage
- Computers and Audio Video
- Trade
- Personal Care and Hygiene
- Pharmaceuticals
- Household Products
- Media, Books, CD & DVD
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Food
- Travel, Tourism, Hotels & Restaurants
- Leisure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



Share of ad clicks by sectors – Romania





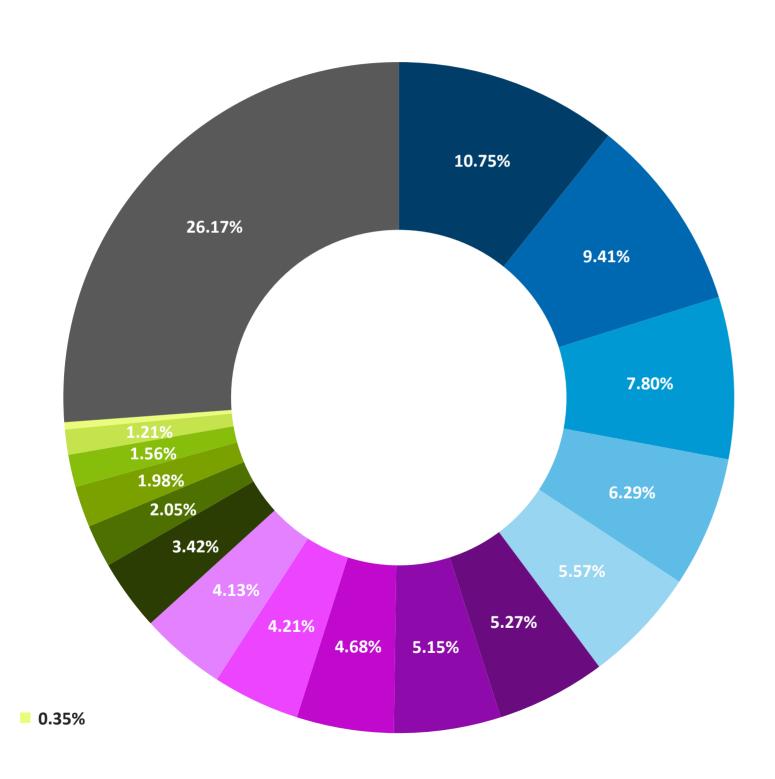


- Trade
- Computers and Audio Video
- Pharmaceuticals
- Media, Books, CD & DVD
- Automotive
- Beverages and Alcohol
- Finance, Insurance, Brokerage
- Food
- Telecommunications
- Clothing & Accessories
- Household Products
- Leisure Time
- Household Equipment, Furniture And Decorations
- Travel, Tourism,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



Share of campaigns by sectors – Romania



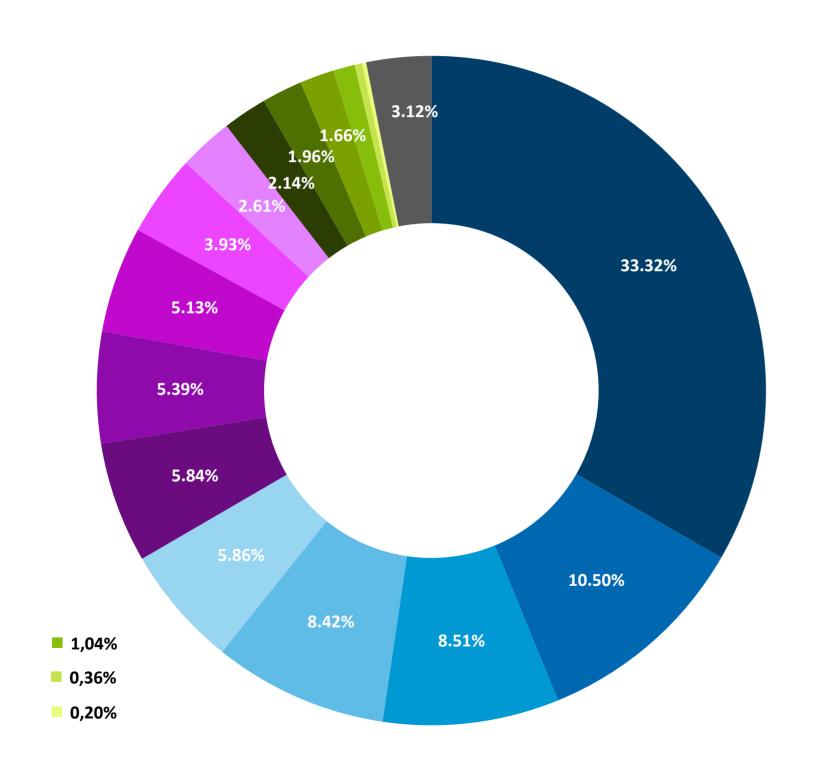


- Automotive
- Computers and Audio Video
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Leisure Time
- Household Products
- Finance, Insurance, Brokerage
- Food
- Household Equipment, Furniture And Decorations
- Pharmaceuticals
- Beverages and Alcohol
- Travel, Tourism, Hotels & Restaurants
-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



Share of ad impressions by sectors – Serbia





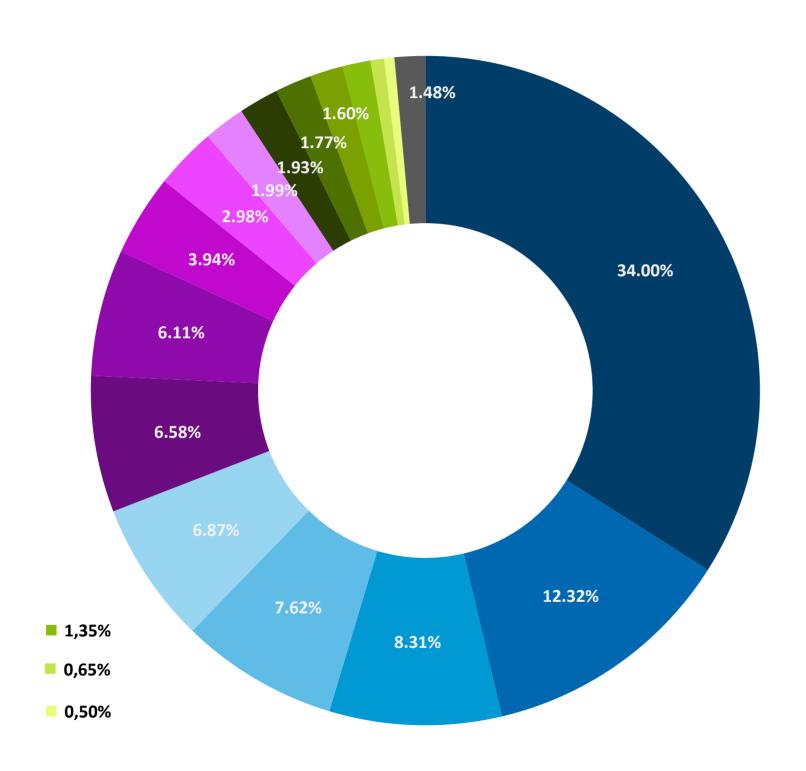


- Finance, Insurance, Brokerage
- Automotive
- Personal Care and Hygiene
- Trade
- Media, Books, CD & DVD
- Leisure Time
- Food
- Travel, Tourism, Hotels & Restaurants
- Computers and Audio Video
- Beverages and Alcohol
- Real Estate
- Clothing & Accessories
- Household Equipment, Furniture And Decorations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



Share of ad clicks by sectors – Serbia





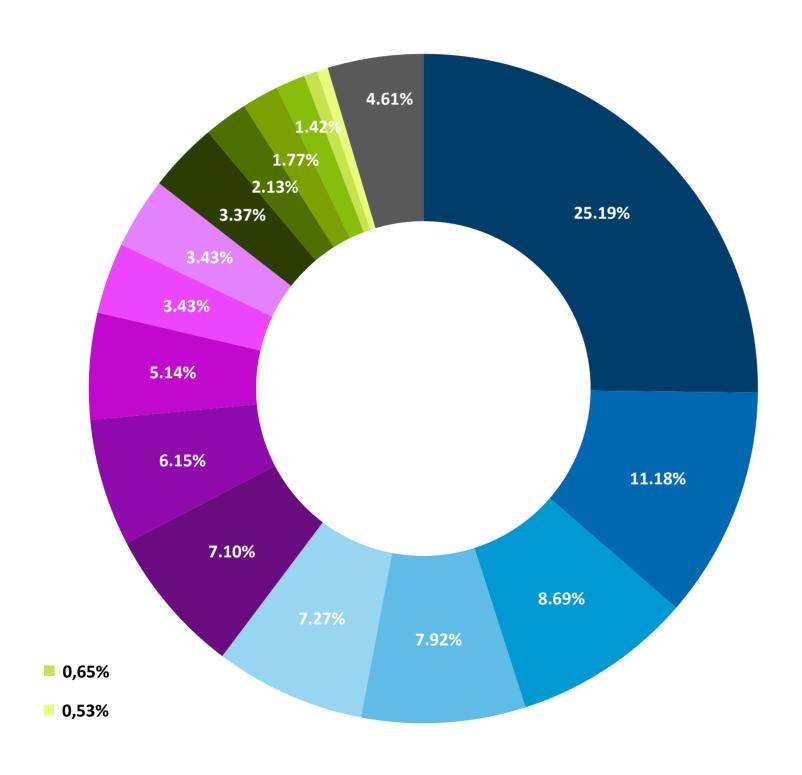


- Personal Care and Hygiene
- Food
- Finance, Insurance, Brokerage
- Automotive
- Media, Books, CD & DVD
- Trade
- Clothing & Accessories
- Travel, Tourism, Hotels & Restaurants
- Leisure Time
- Real Estate
- Household Equipment, Furniture And Decorations
- Computers and Audio Video
- Beverages and Alcohol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



Share of campaigns by sectors – Serbia





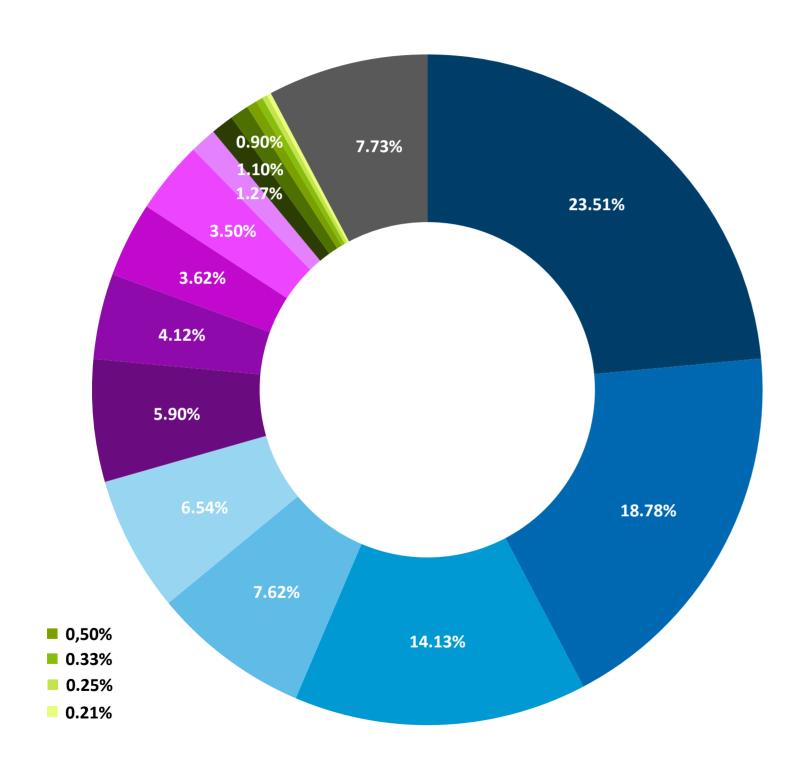


- Finance, Insurance, Brokerage
- Trade
- Personal Care and Hygiene
- Food
- Automotive
- Leisure Time
- Media, Books, CD & DVD
- Travel, Tourism, Hotels & Restaurants
- Real Estate
- Beverages and Alcohol
- Clothing & Accessories
- Computers and Audio Video
- Household Equipment, Furniture And Decorations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



Share of ad impressions by sectors – Slovakia



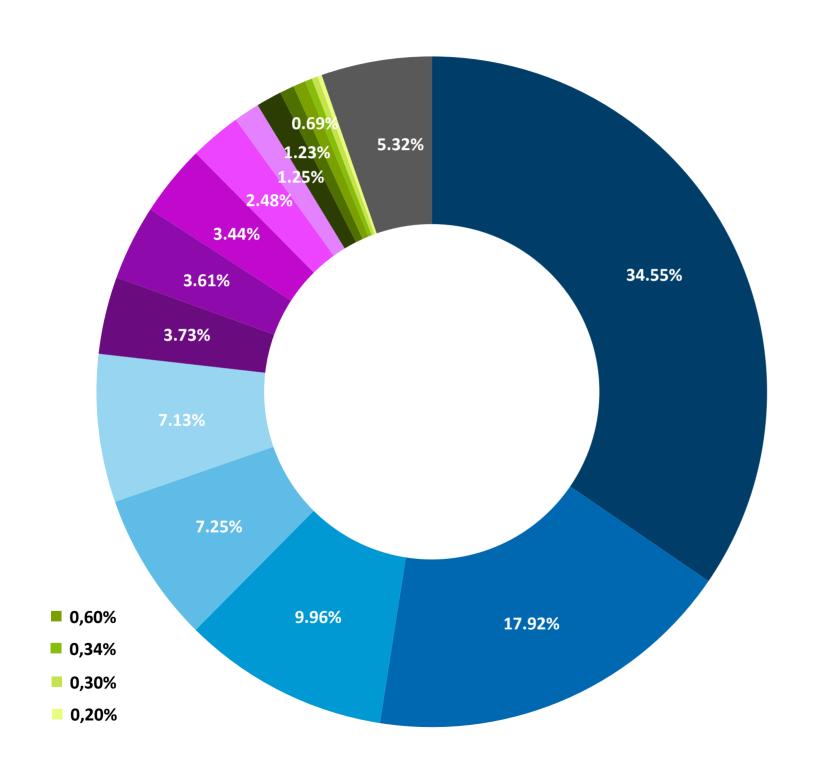


- Telecommunications
- Finance, Insurance, Brokerage
- Trade
- Automotive
- Clothing & Accessories
- Personal Care and Hygiene
- Food
- Household Equipment, Furniture And Decorations
- Beverages and Alcohol
- Computers and Audio Video
- Travel, Tourism, Hotels & Restaurants
- Real Estate
- Pharmaceuticals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



Share of ad clicks by sectors – Slovakia





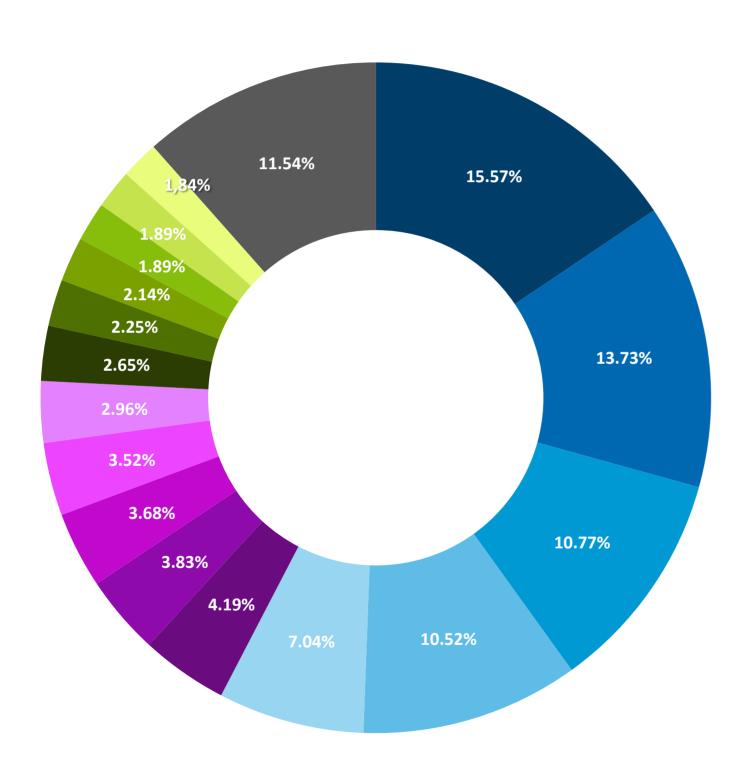


- Finance, Insurance, Brokerage
- Trade
- Personal Care and Hygiene
- Automotive
- Beverages and Alcohol
- Clothing & Accessories
- Food
- Household Equipment, Furniture And Decorations
- Household Products
- Computers and Audio Video
- Pharmaceuticals
- Real Estate
- Leisure Time
- Travel, Tourism,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



Share of campaigns by sectors – Slovakia







- 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



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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.



Contact:

Iulia Pop

iulia.pop@gemius.com

Gemius SRL Strada Semicercului, Nr 12, etaj 3 Sector 1, Bucuresti

www.gemius.com







