



The most popular and effective display ads

Bulgaria	Lithuania
Croatia	Poland
Czech Rep.	Romania
Hungary	Serbia
Latvia	Slovakia

H1 2012

gemiusAdMonitor report

Warsaw, October 2012



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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. **gemiusAdMonitor** presents a ranking of most popular online ad formats and a wide range of indicators for display campaigns. The report also describes the advertising activity within chosen sectors of online market such as: finance, telecommunication and other.

What can be found in a standard gemiusAdMonitor report?

- Most often used ad formats
- Average number of impressions per creative for given ad formats
- Average number of clicks per creative for given ad formats
- Average CTR for most often used ad formats
- Share of campaigns using specific ad formats
- Share of campaigns by sectors
- Share of ad impressions by sectors
- Share of ad clicks by sectors
- Average CTR for specific sectors
- Average number of ad impressions per campaign by specific sectors
- Average number of ad clicks per campaign by specific sectors
- Most often used ad formats by sectors



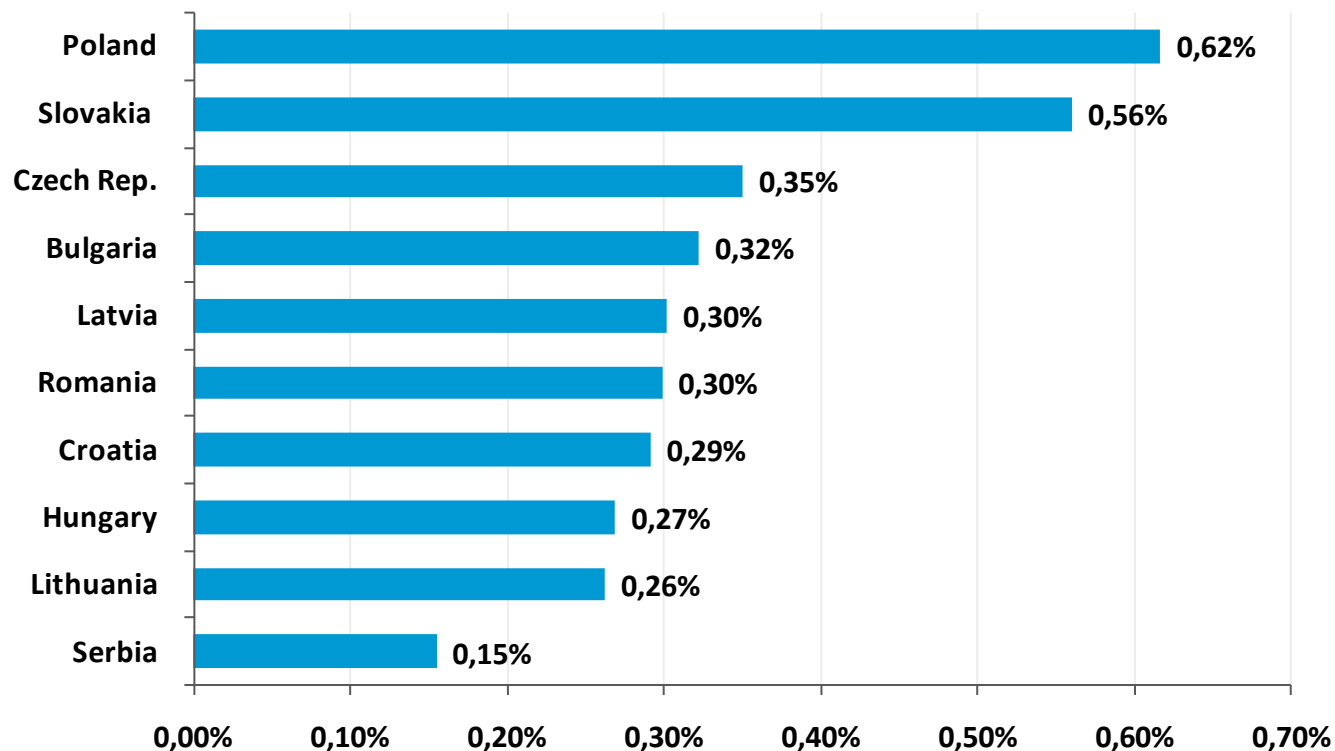
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Most popular advertising forms 5

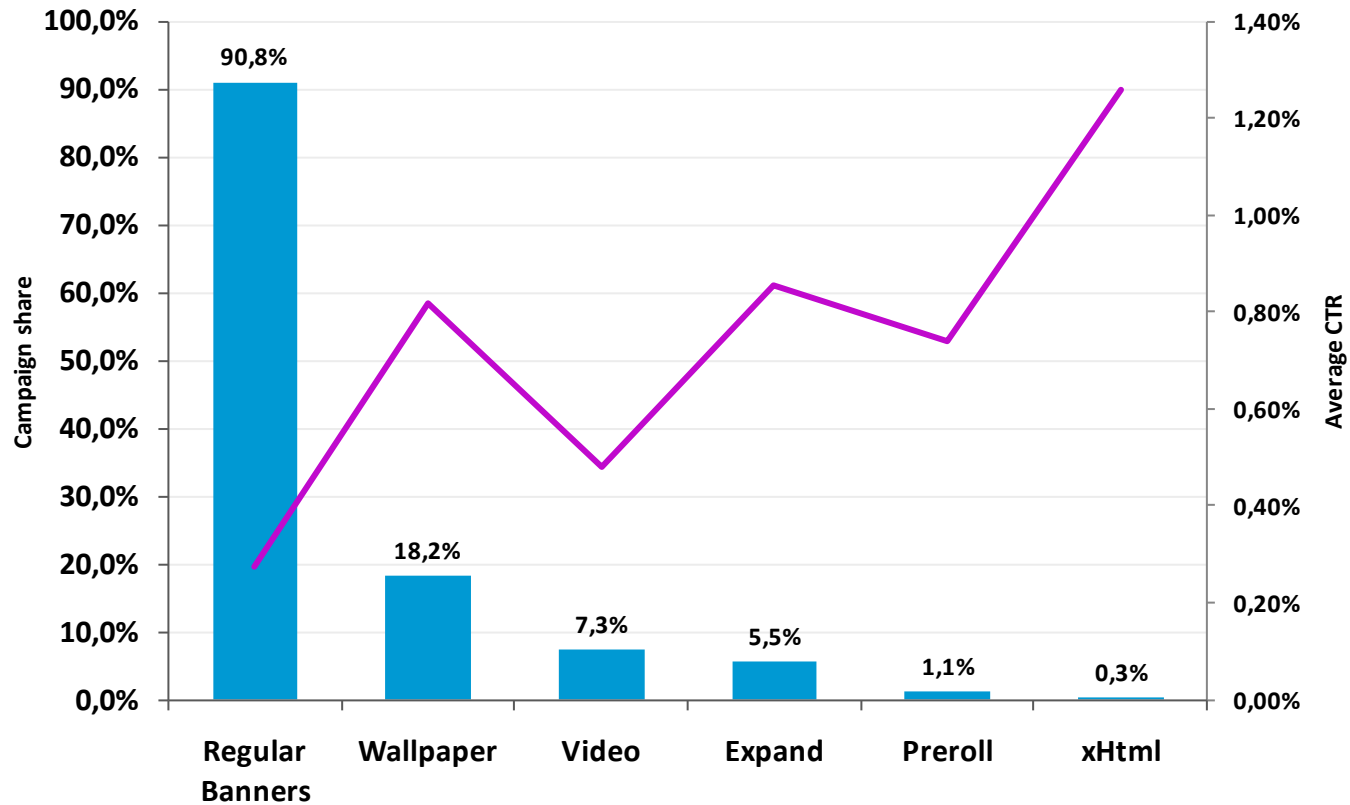
Chosen market sectors 27

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Average CTR by country

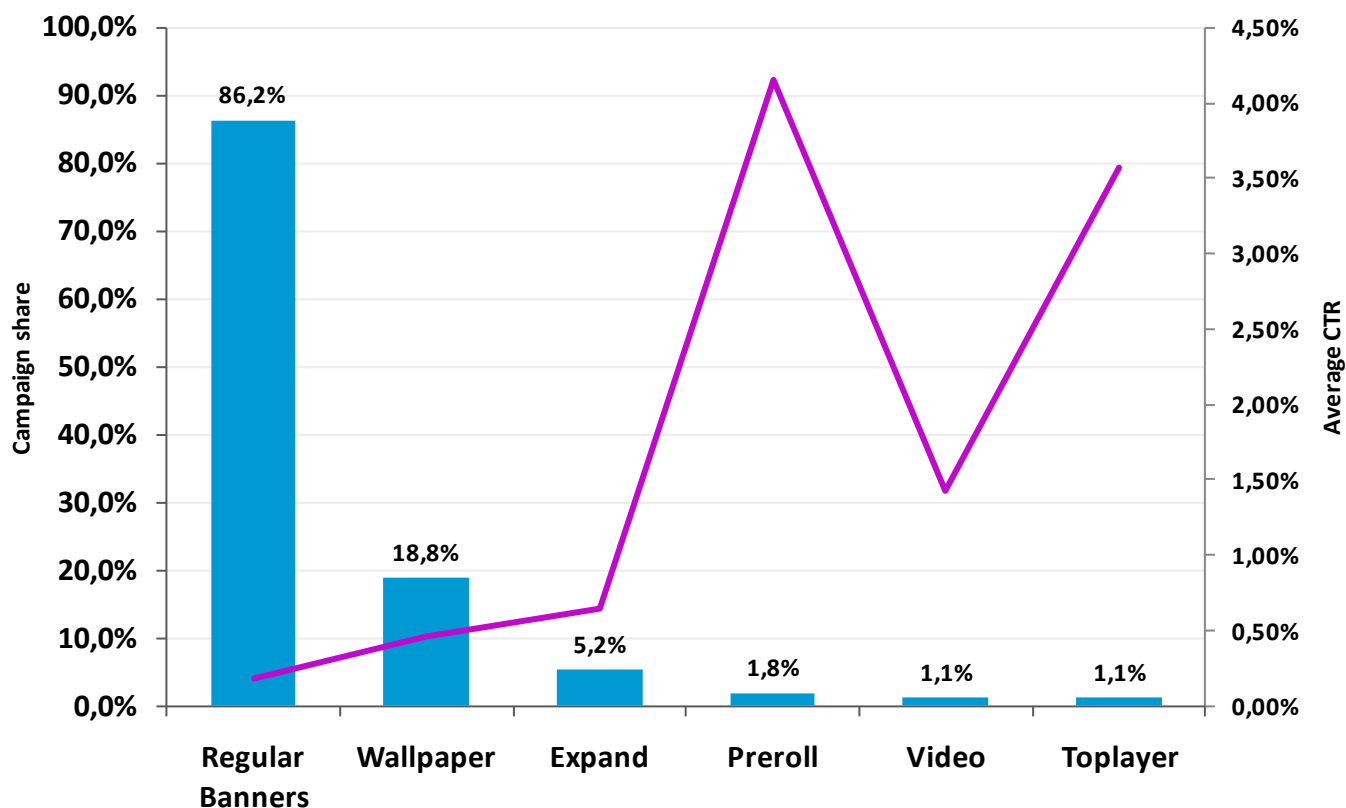


Share of campaigns using specific ad format types* – Bulgaria



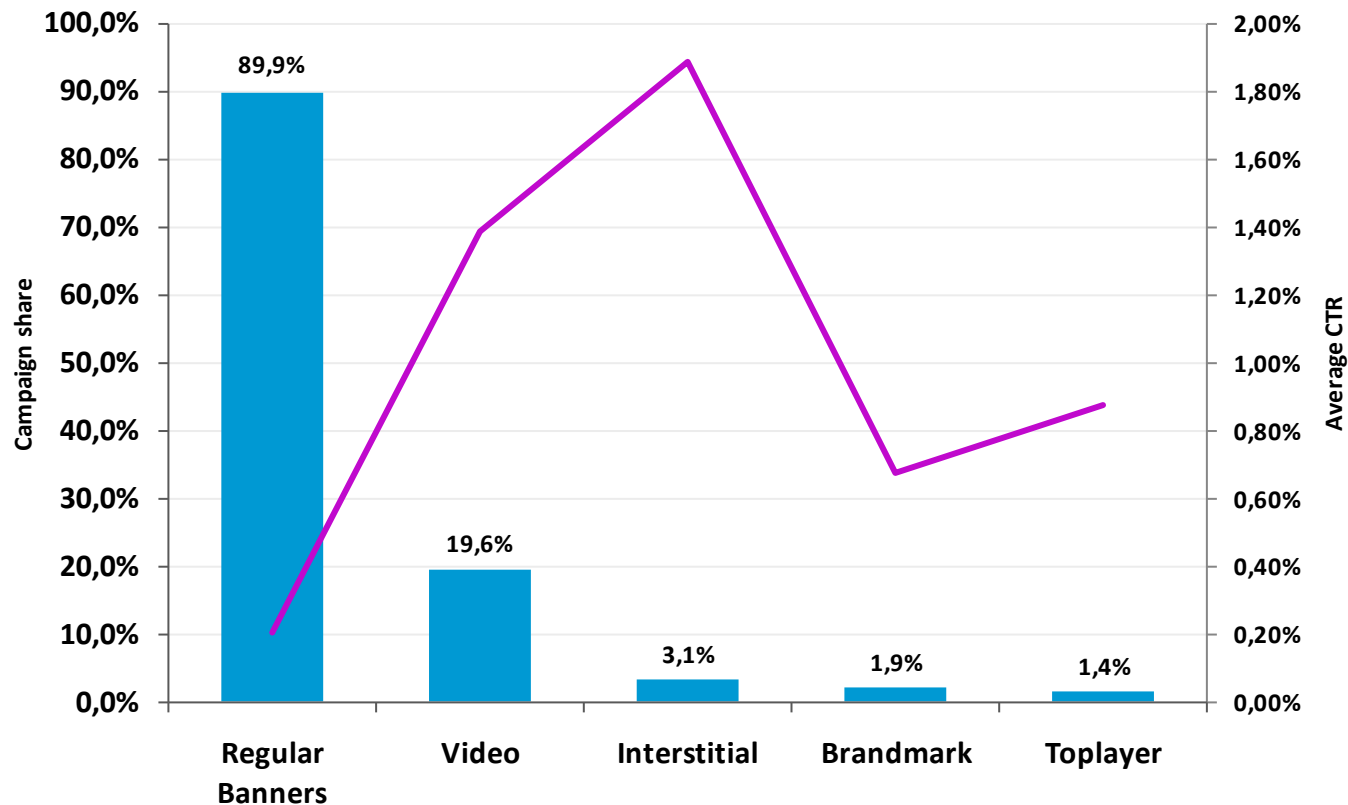
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Croatia



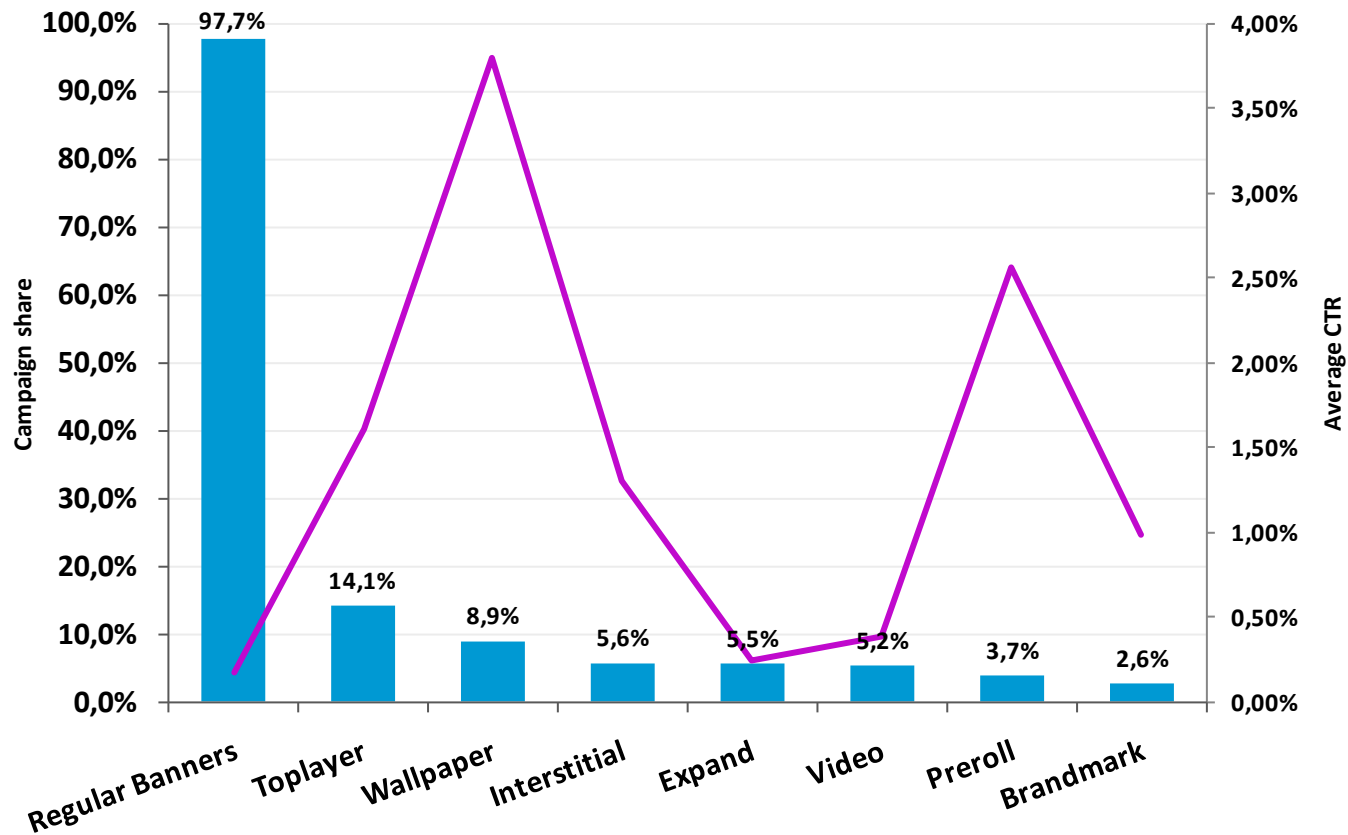
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Czech Rep.



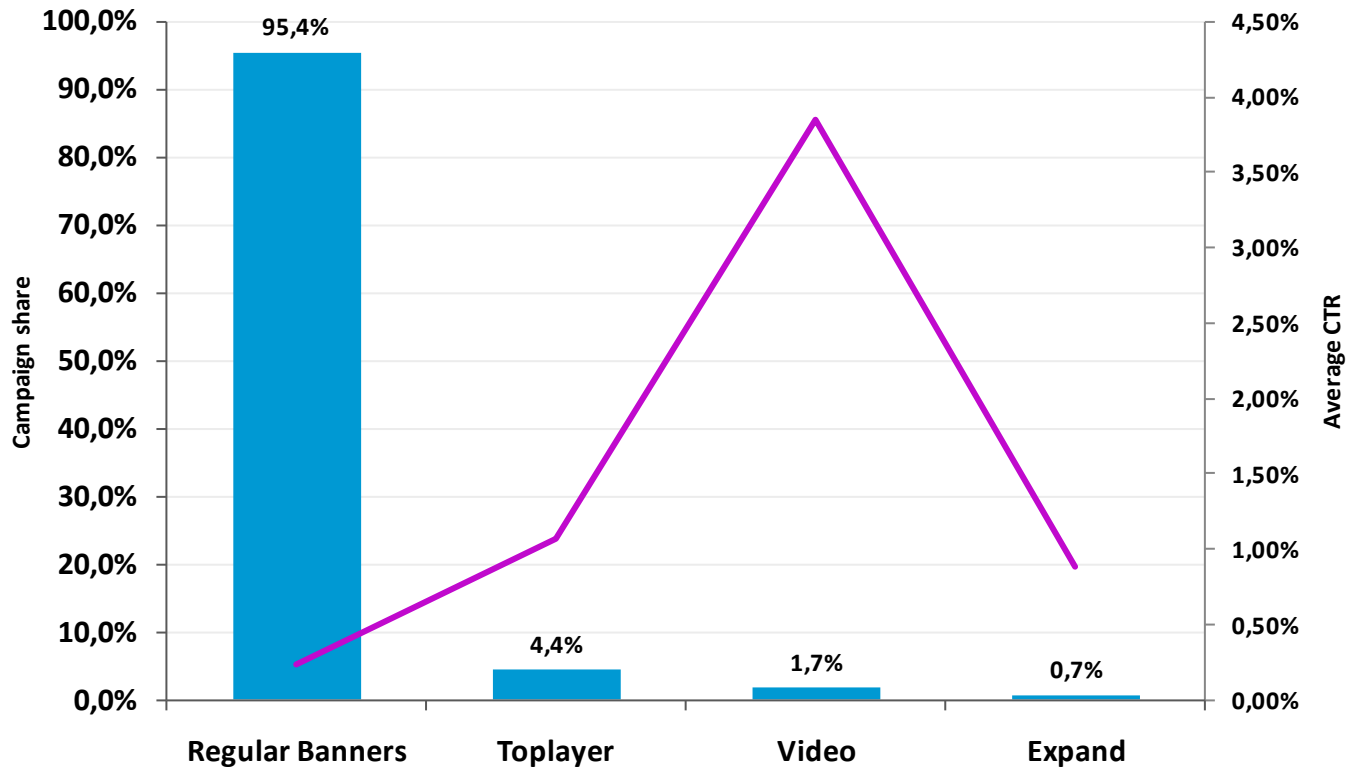
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Hungary



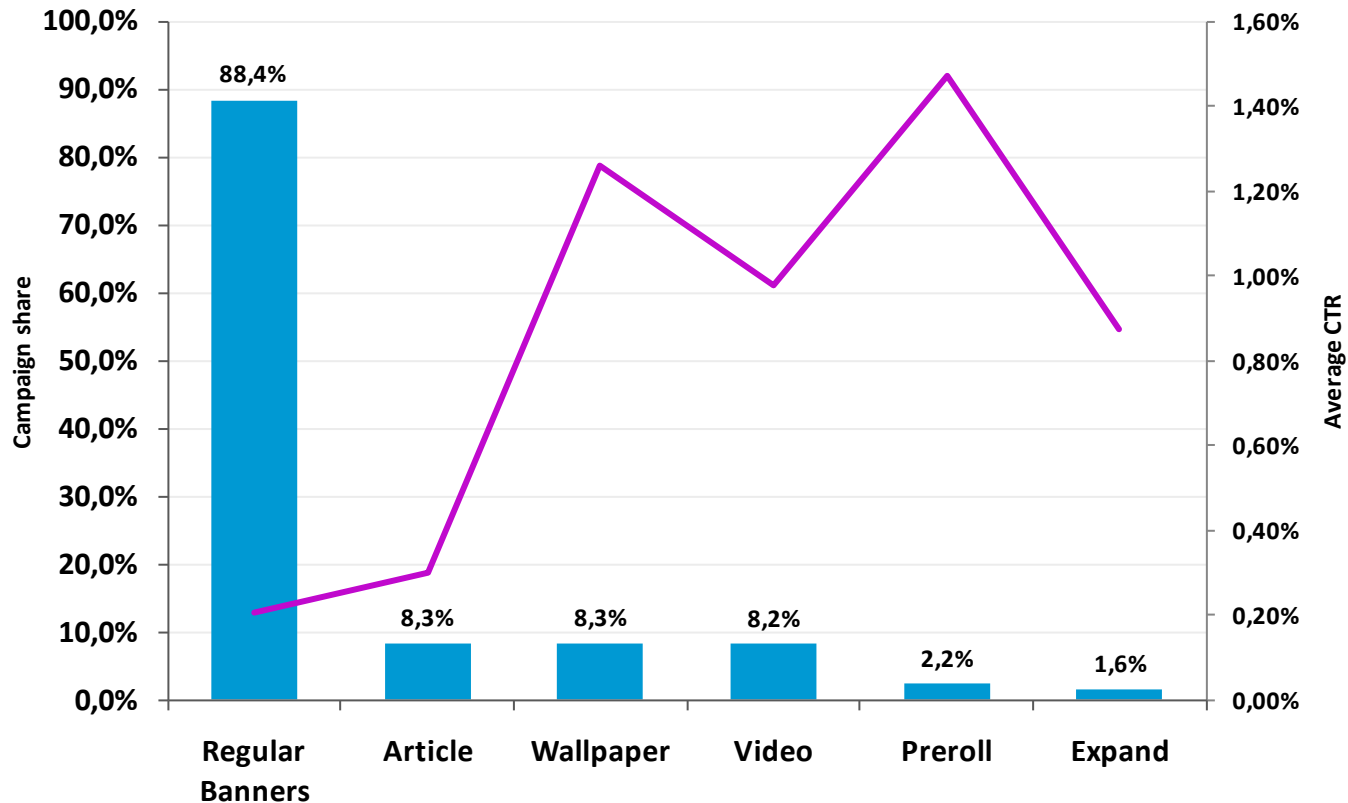
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Latvia



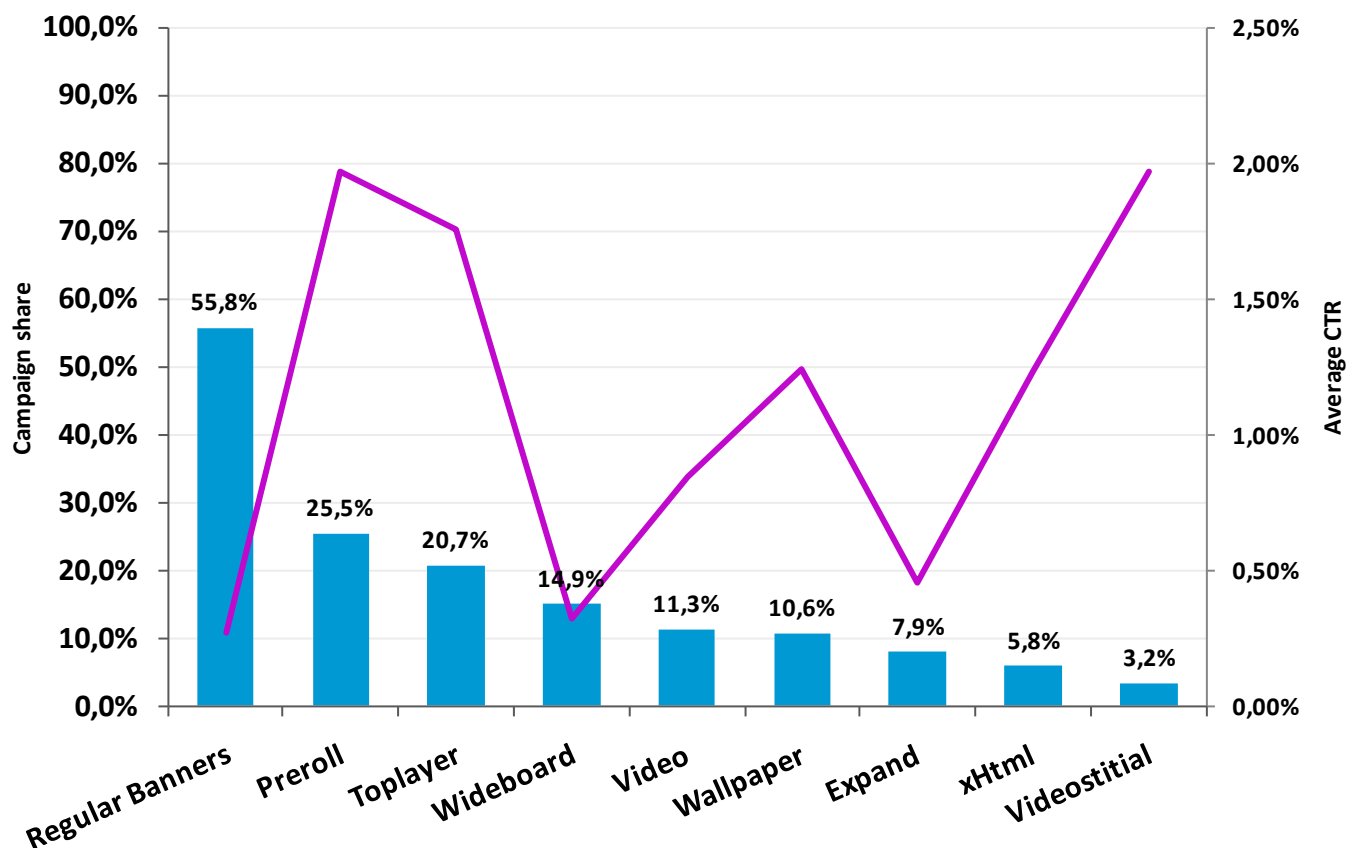
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Lithuania



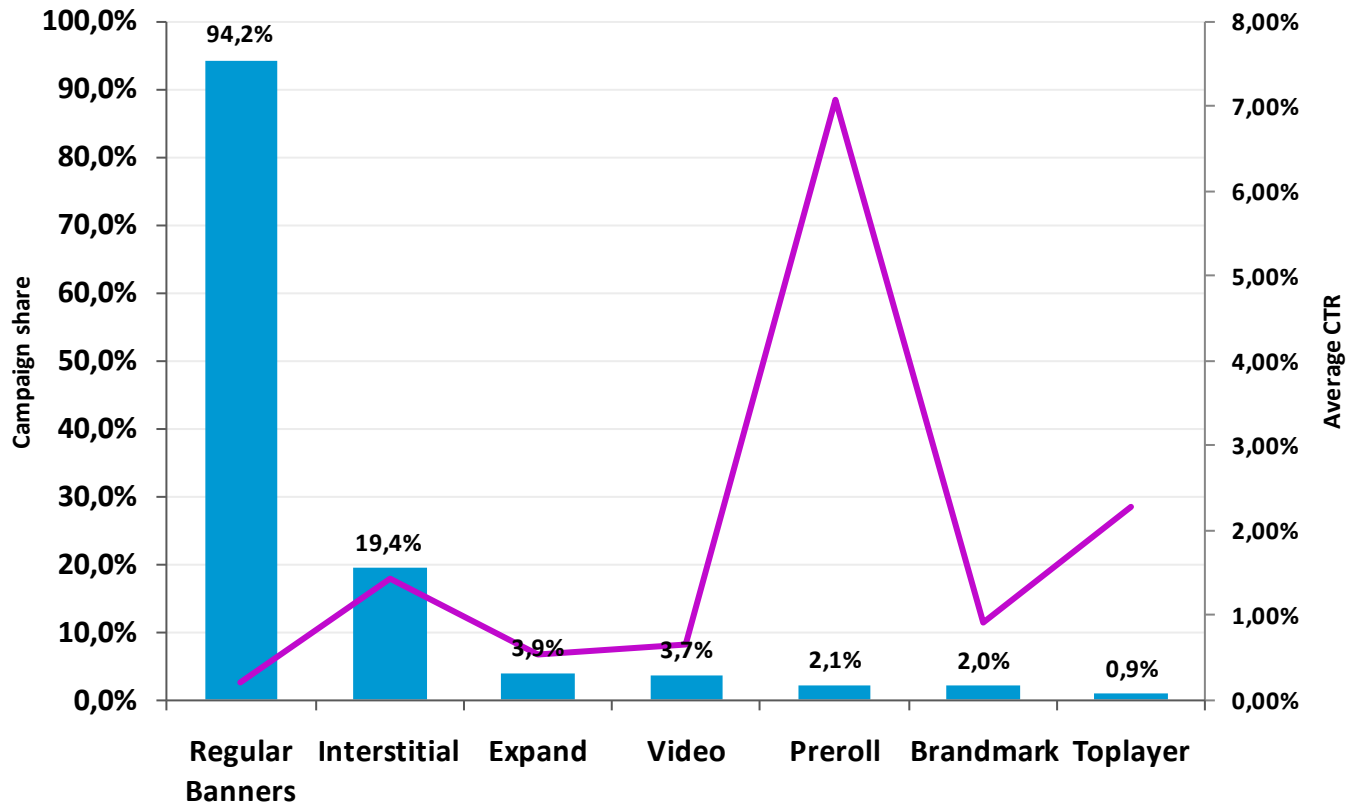
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Poland



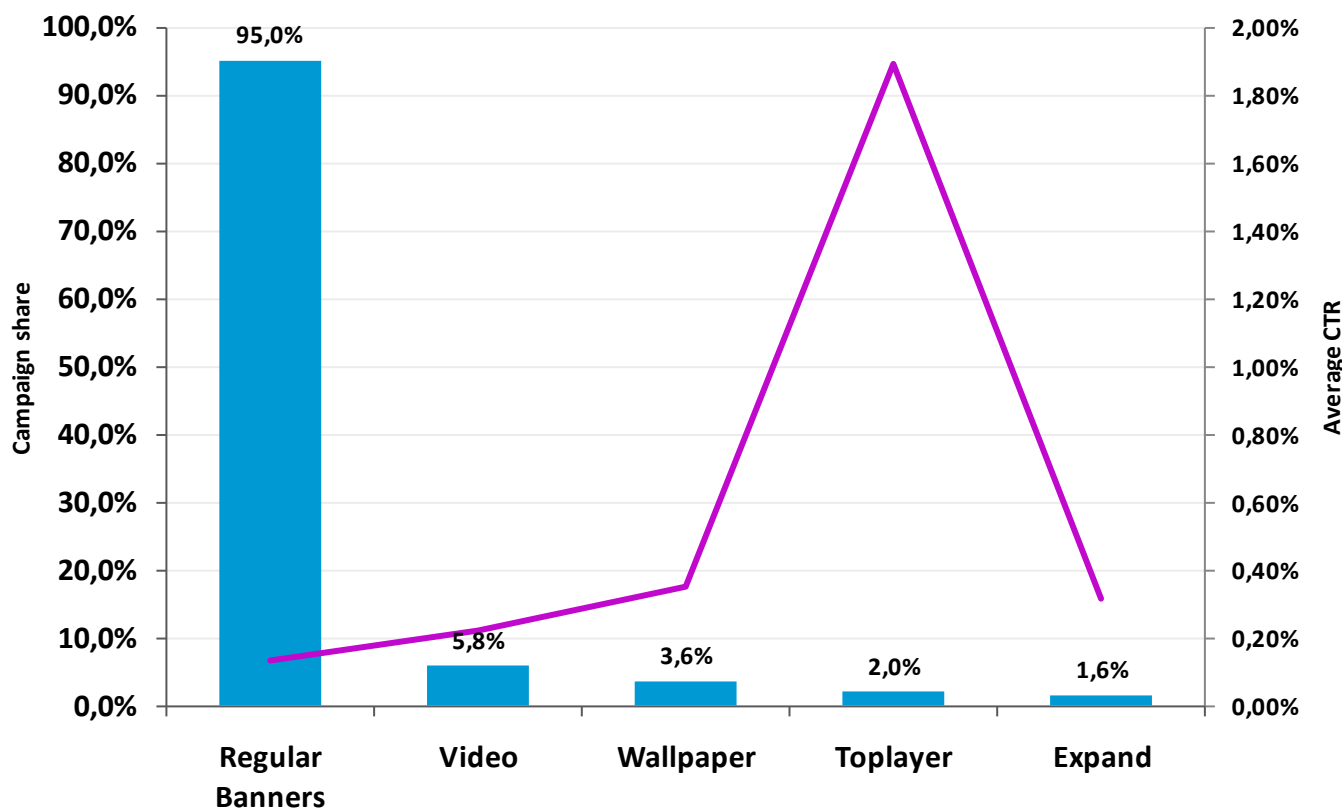
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Romania



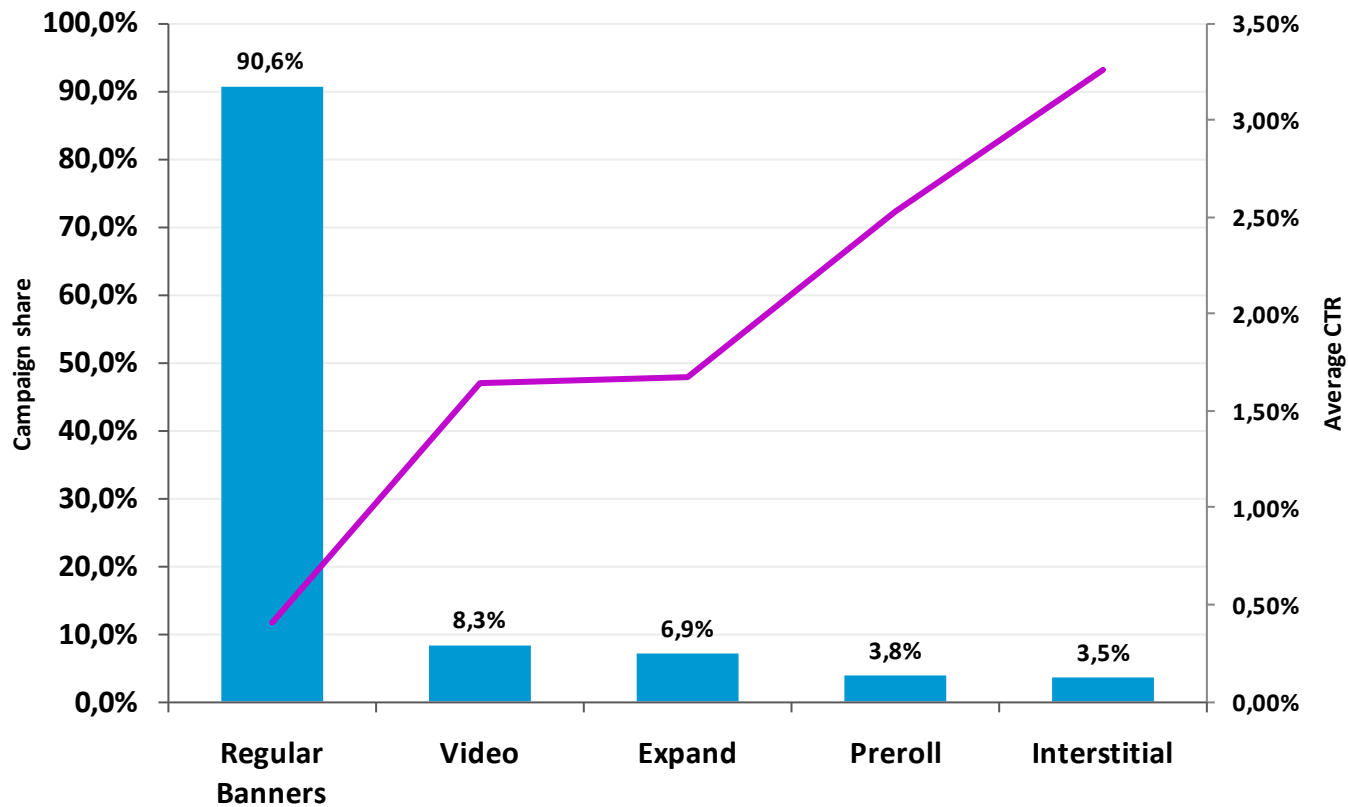
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Serbia



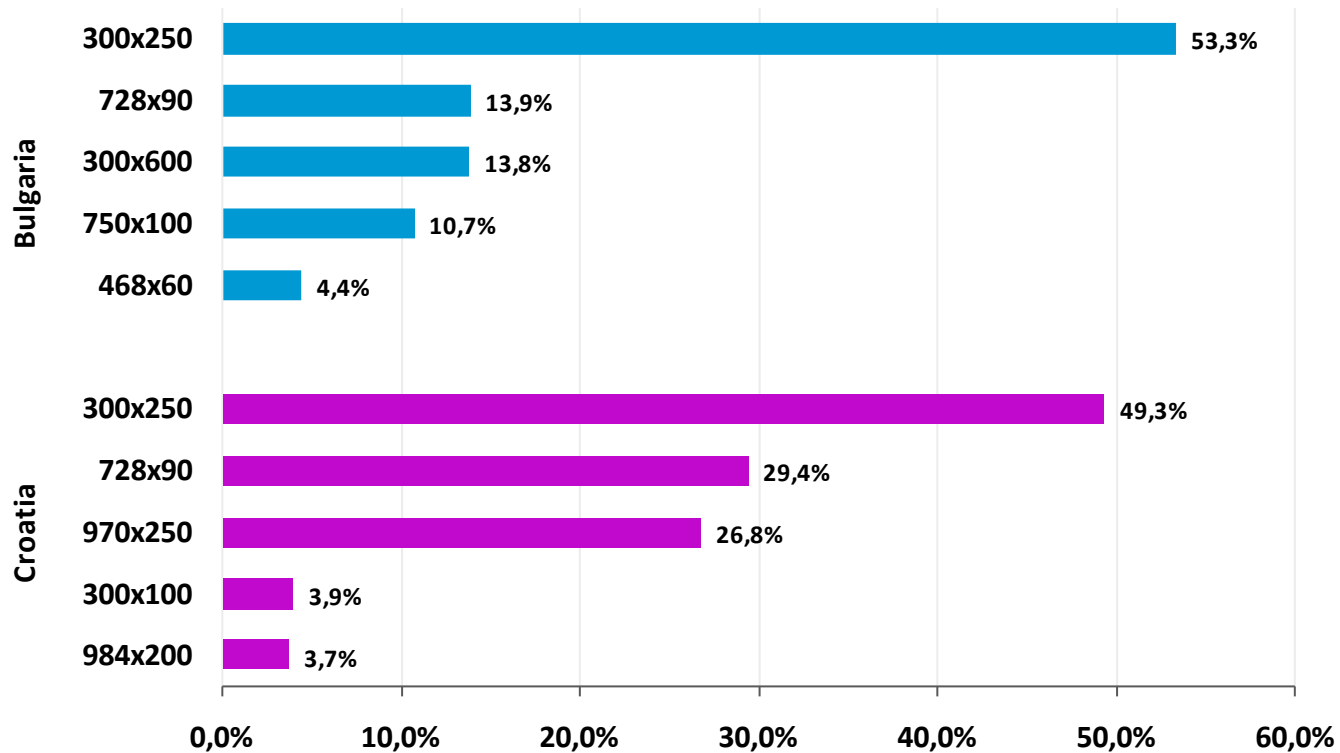
(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Share of campaigns using specific ad format types* – Slovakia

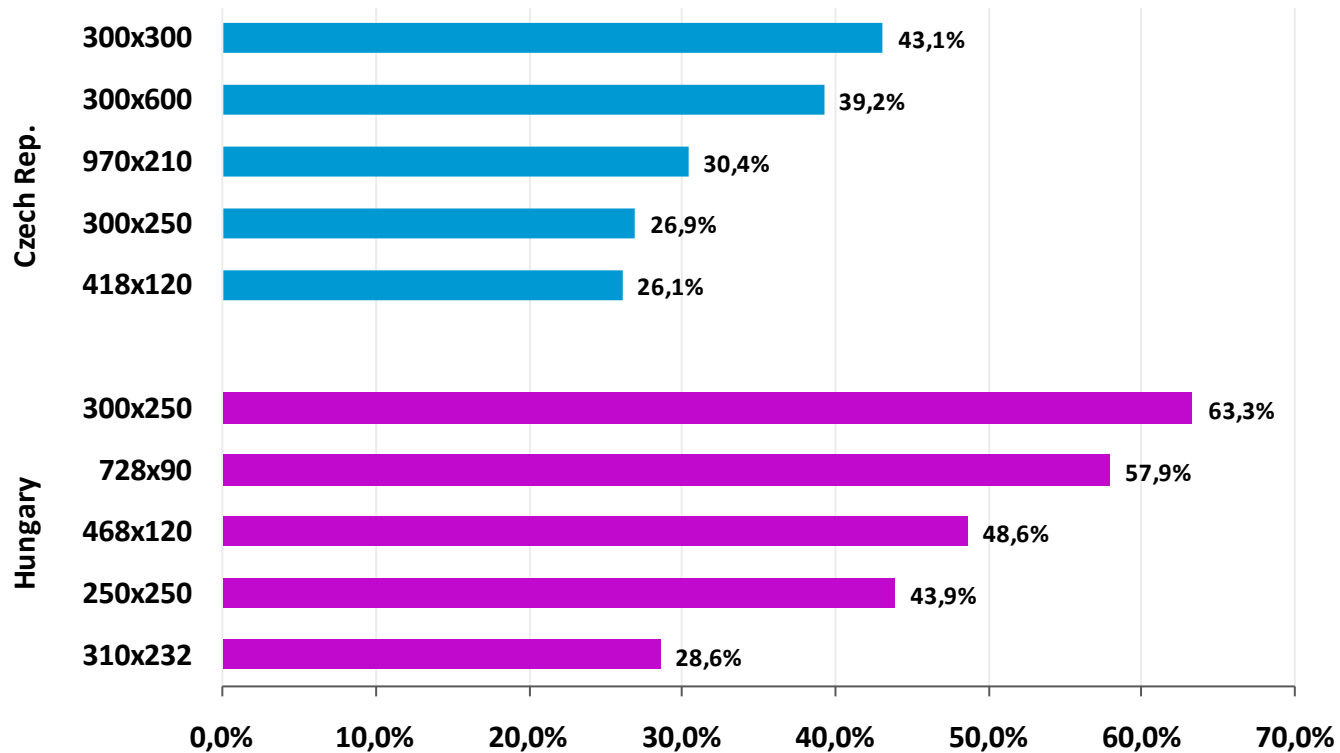


(*) – percentage points do not add up to 100% since one campaign can use multiple formats.

Top 5 most popular ad formats – Share of campaigns (1/5)

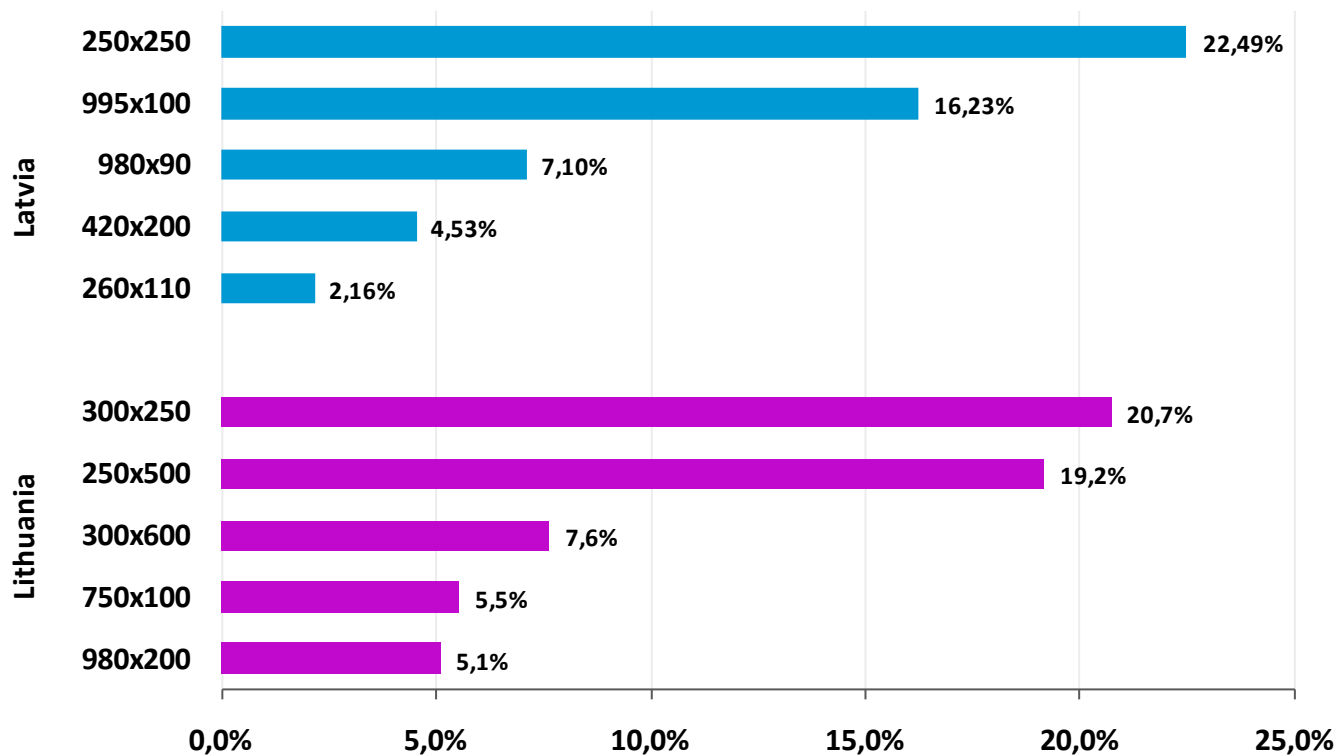


Top 5 most popular ad formats – Share of campaigns (2/5)

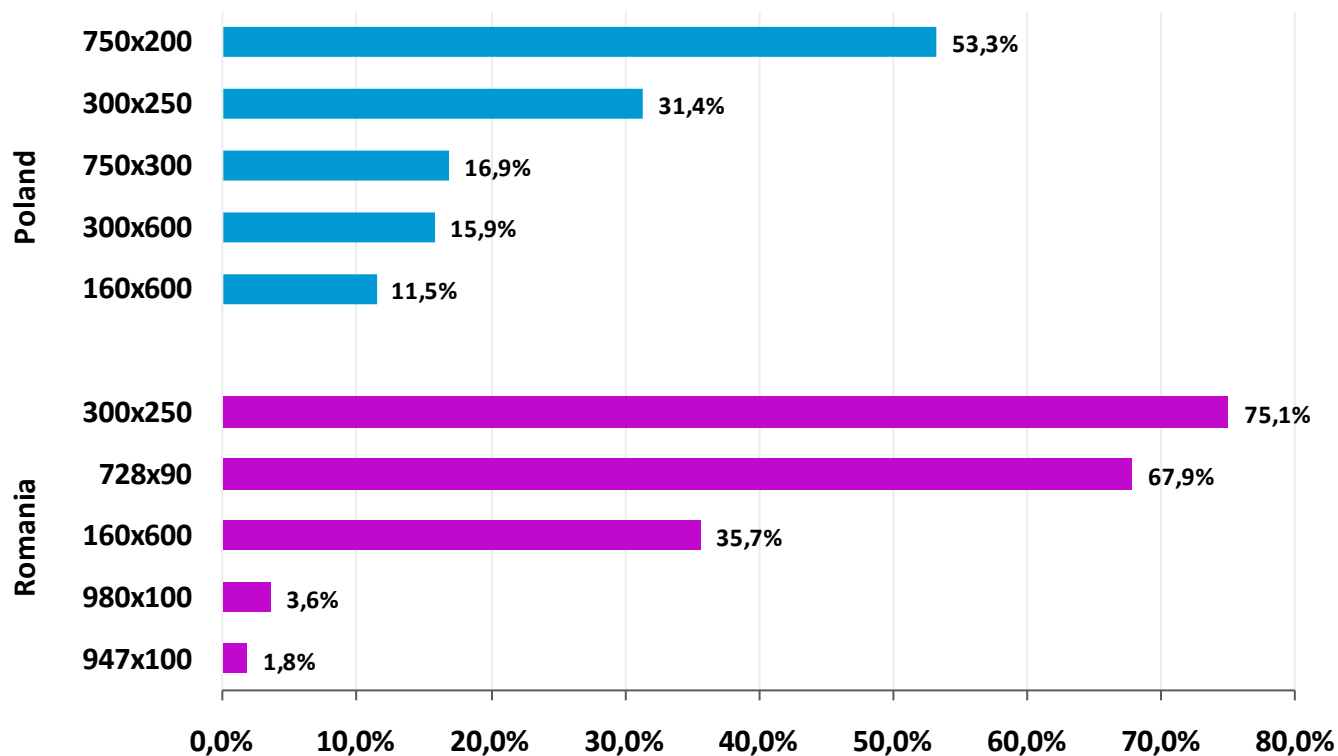


Source: gemiusDirectEffect 2012 H1
Analysed ads: Regular banners

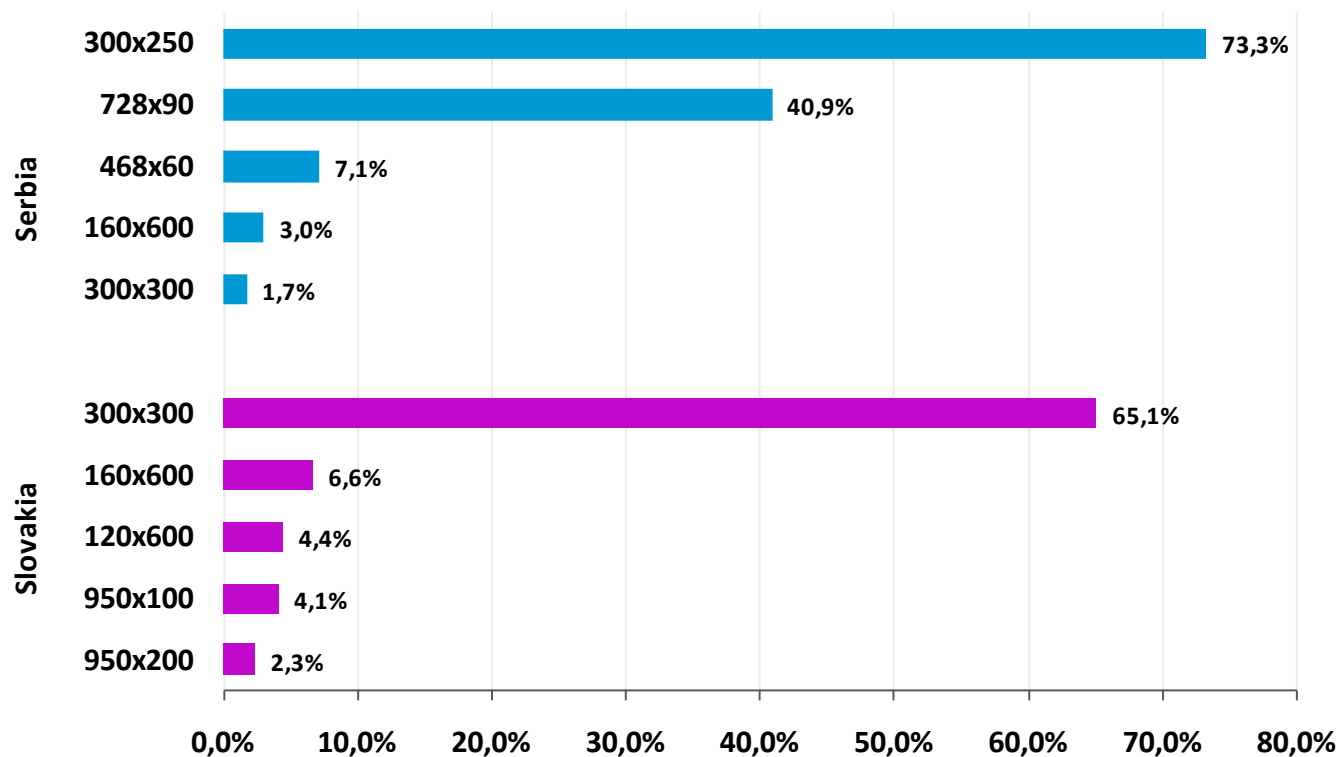
Top 5 most popular ad formats – Share of campaigns (3/5)



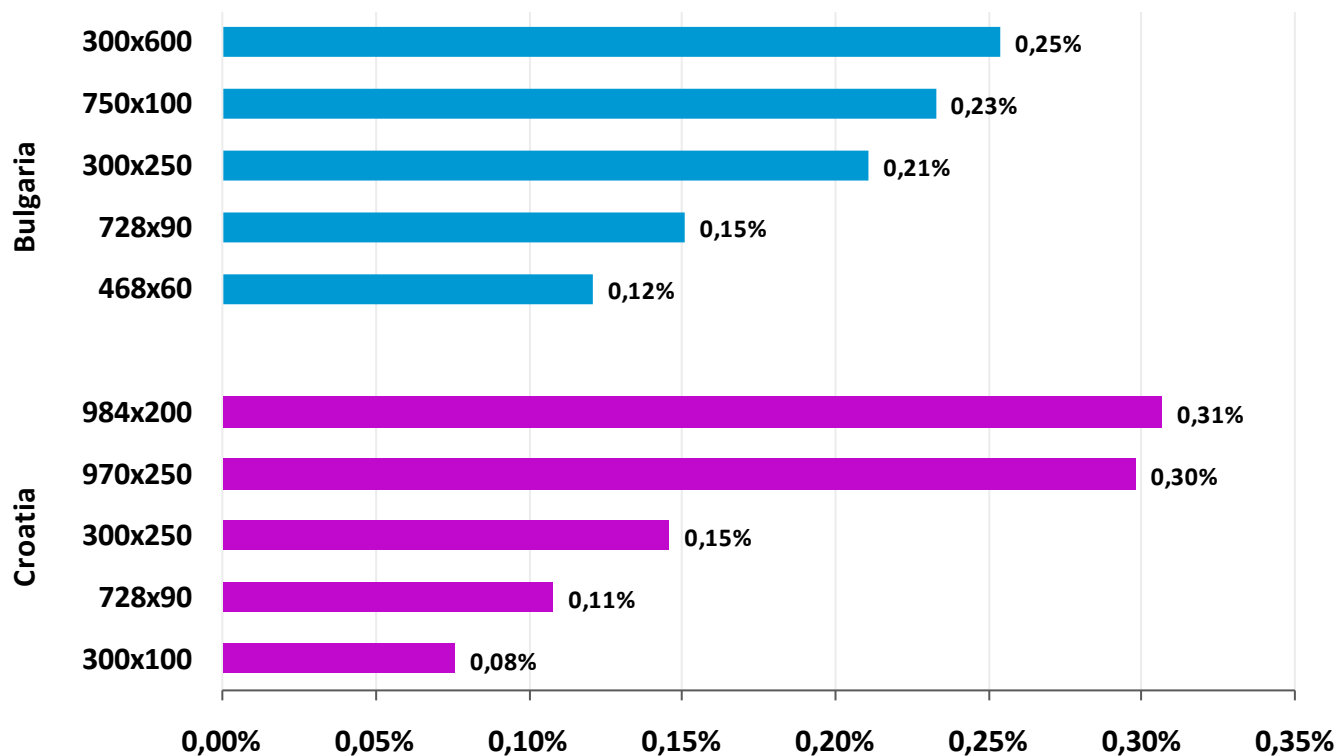
Top 5 most popular ad formats – Share of campaigns (4/5)



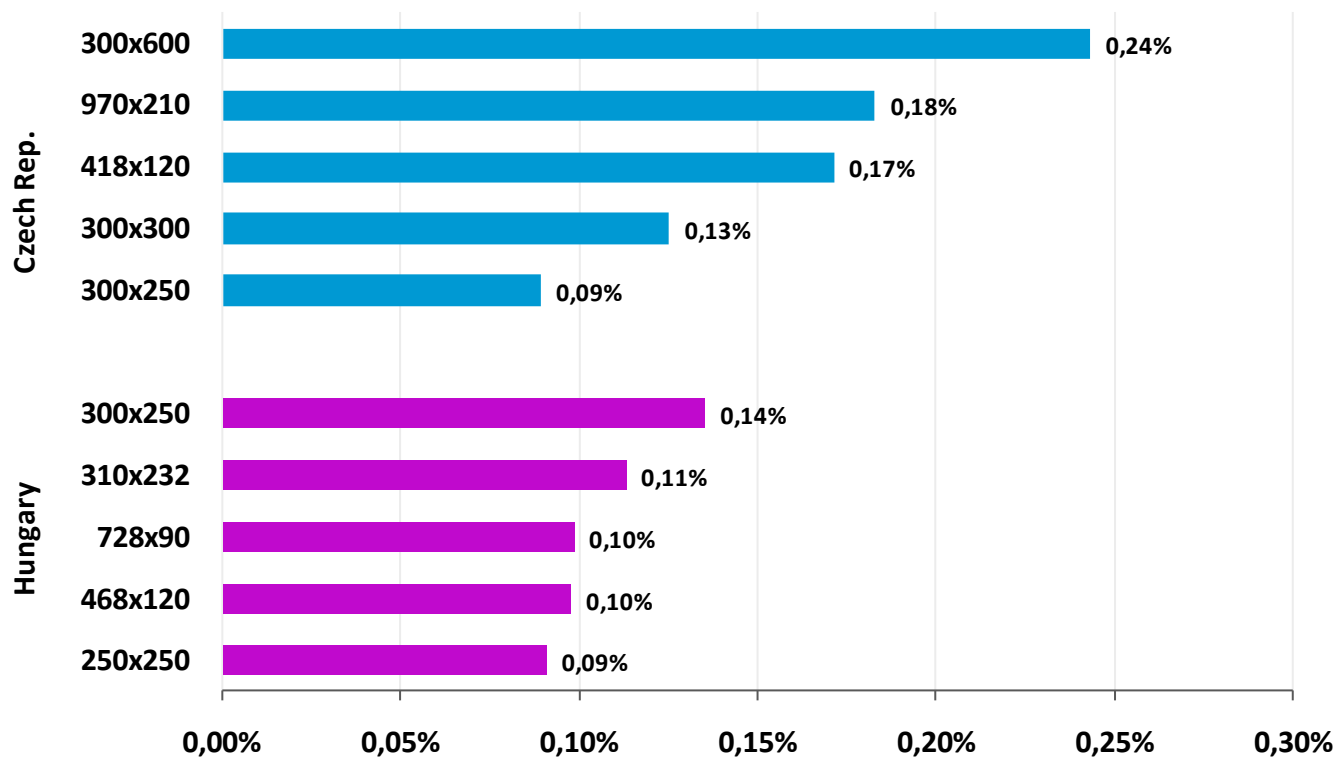
Top 5 most popular ad formats – Share of campaigns (5/5)



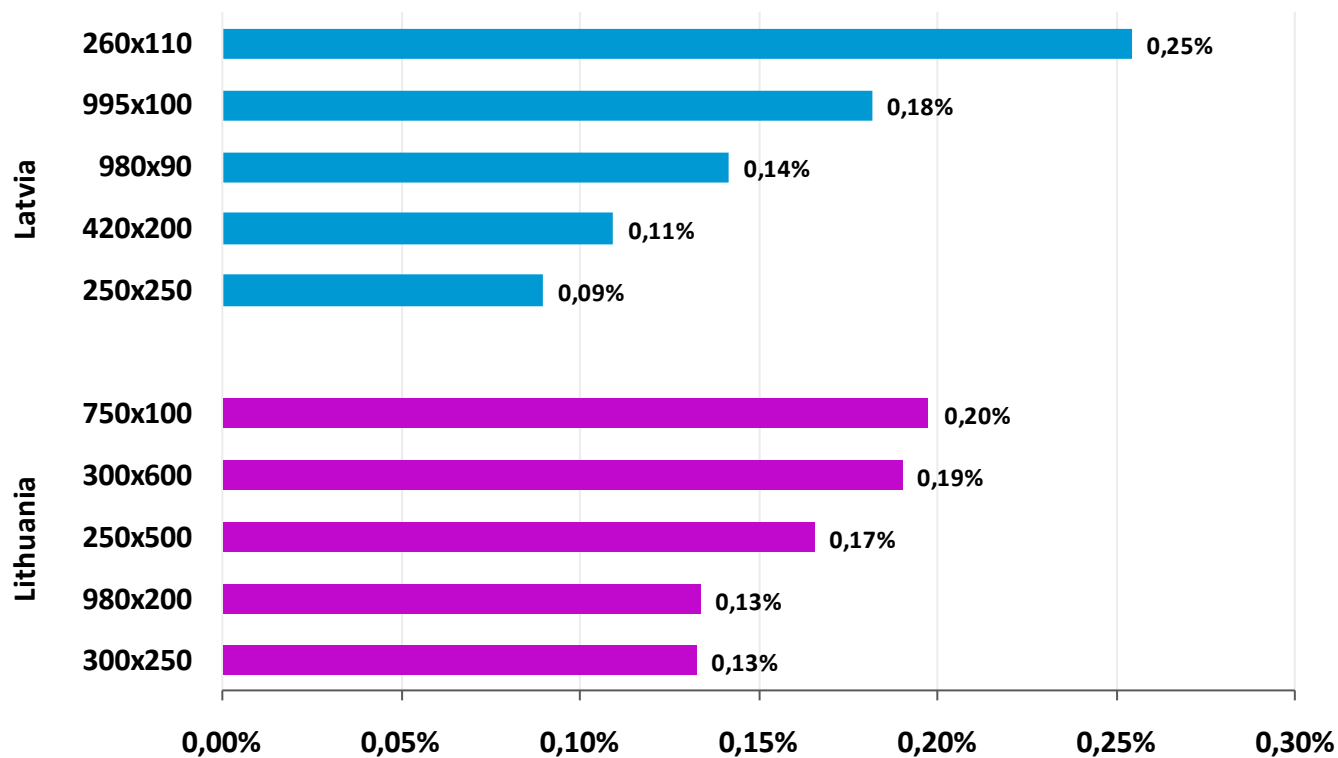
Top 5 most popular ad formats – Average CTR (1/5)



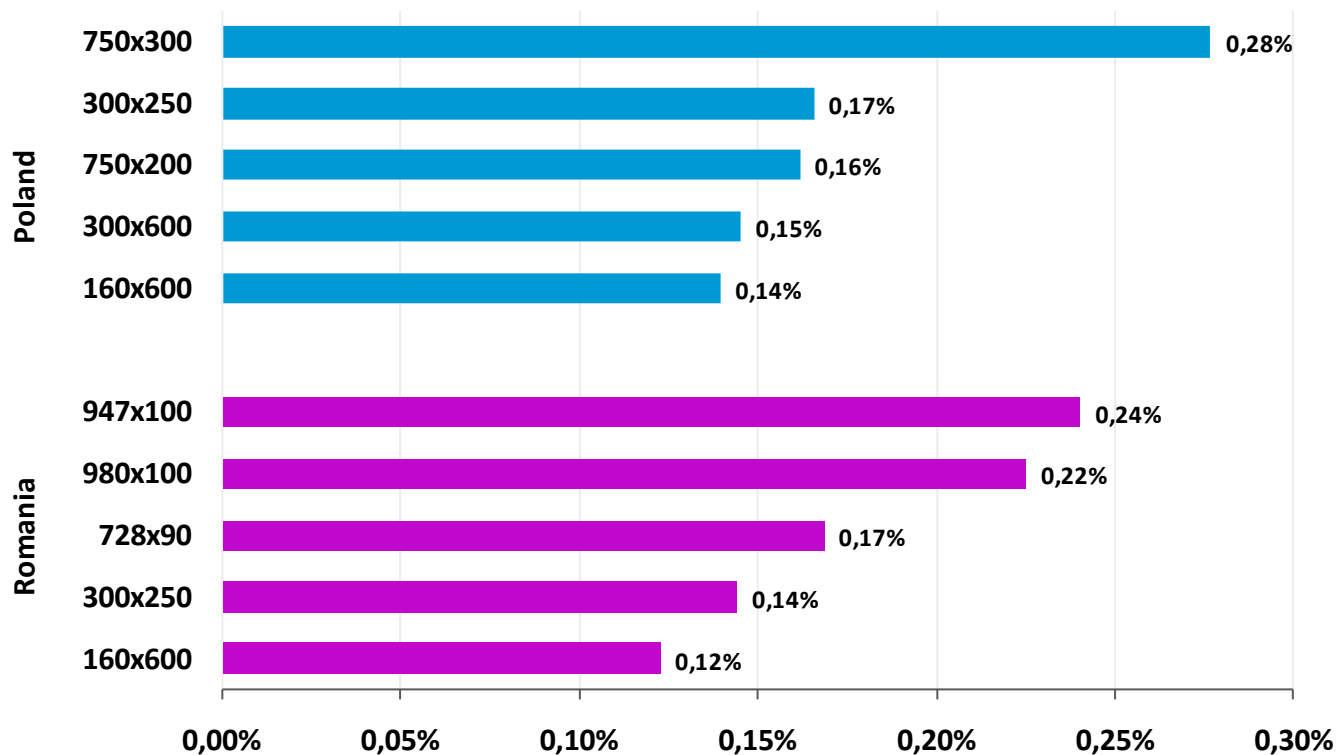
Top 5 most popular ad formats – Average CTR (2/5)



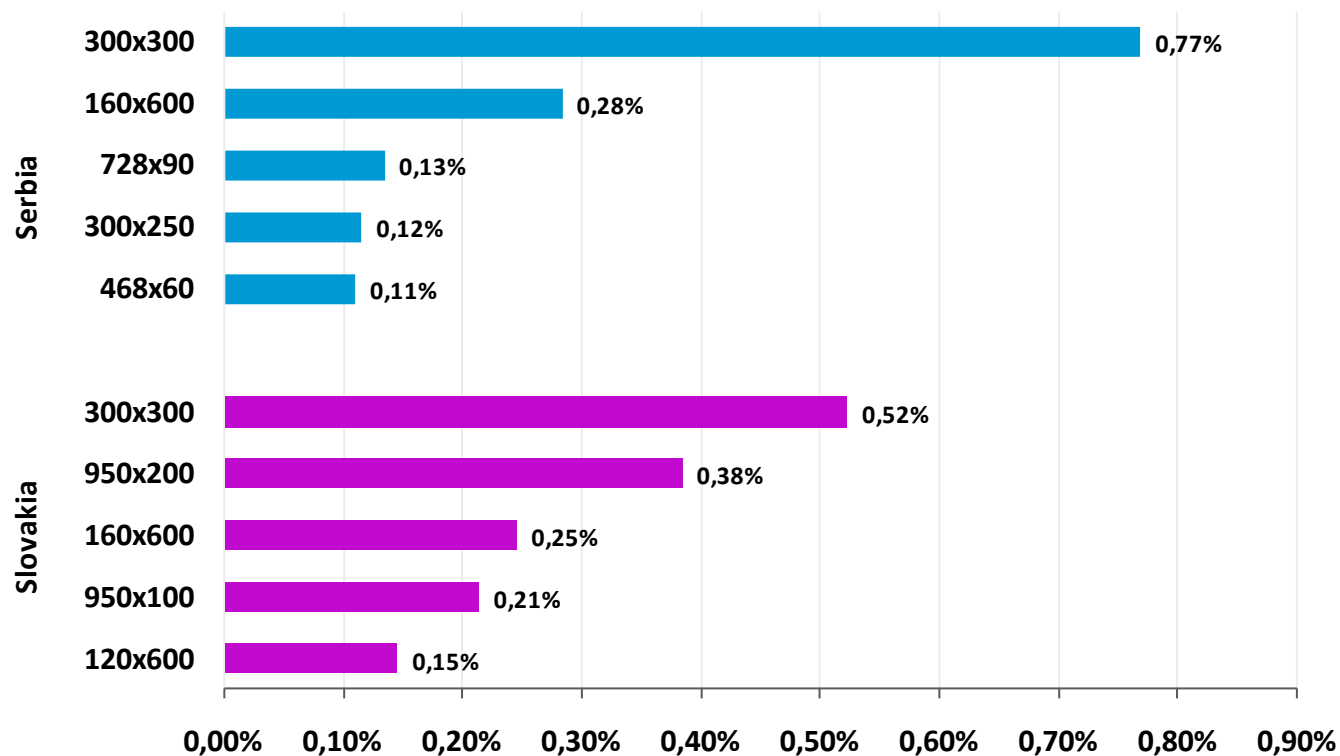
Top 5 most popular ad formats – Average CTR (3/5)



Top 5 most popular ad formats – Average CTR (4/5)



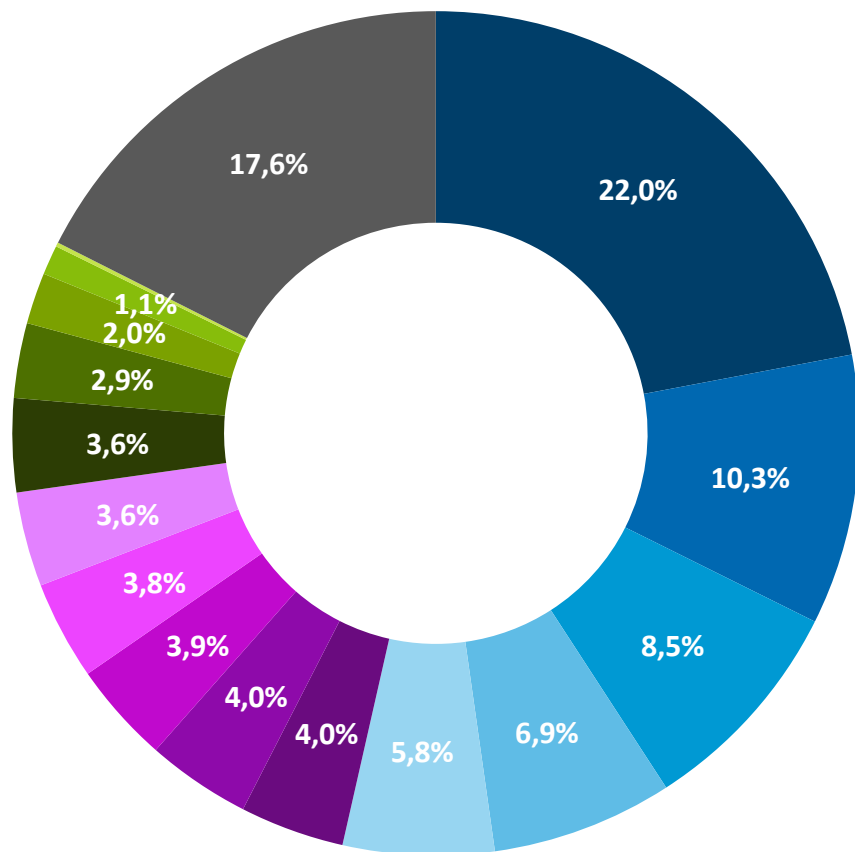
Top 5 most popular ad formats – Average CTR (5/5)





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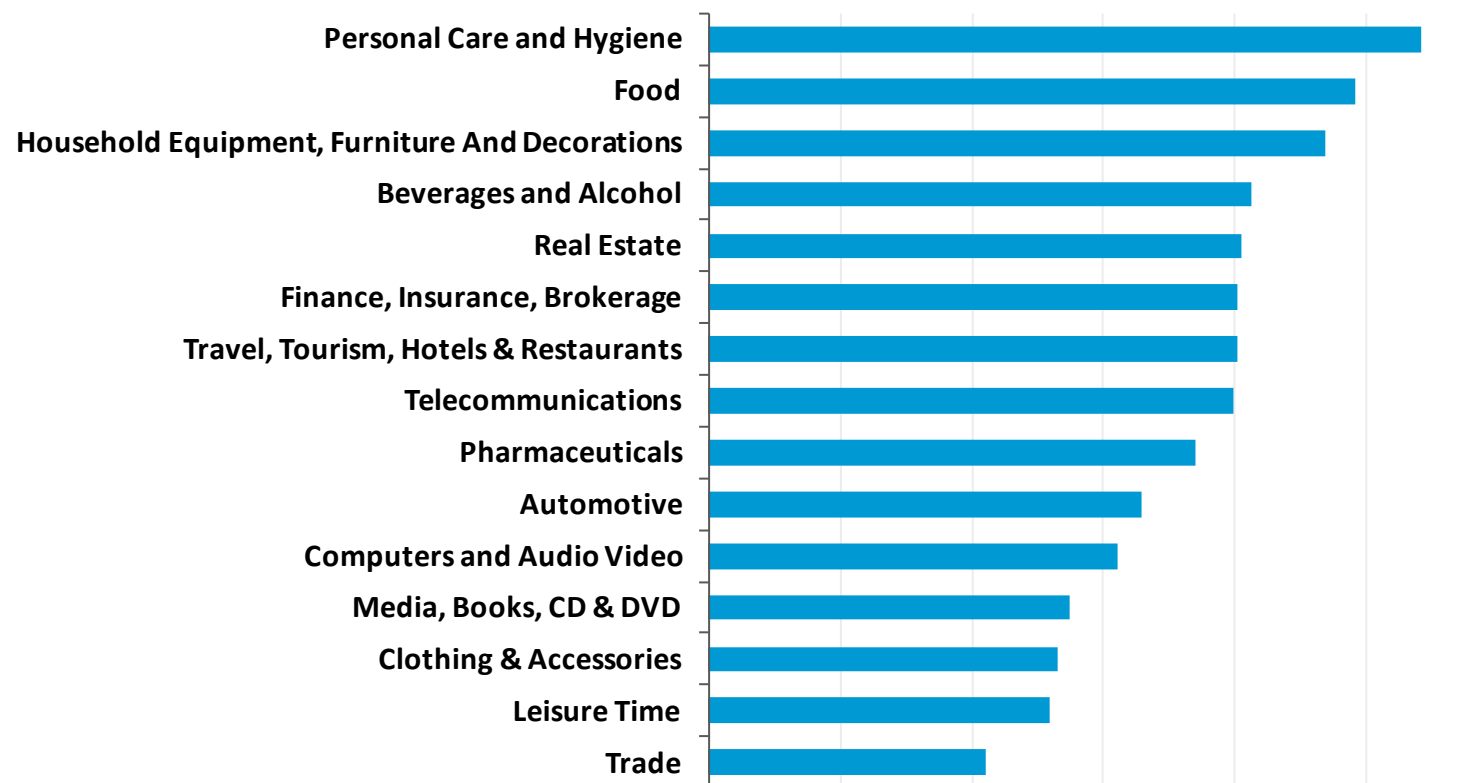
Share of ad impressions by sectors – Bulgaria



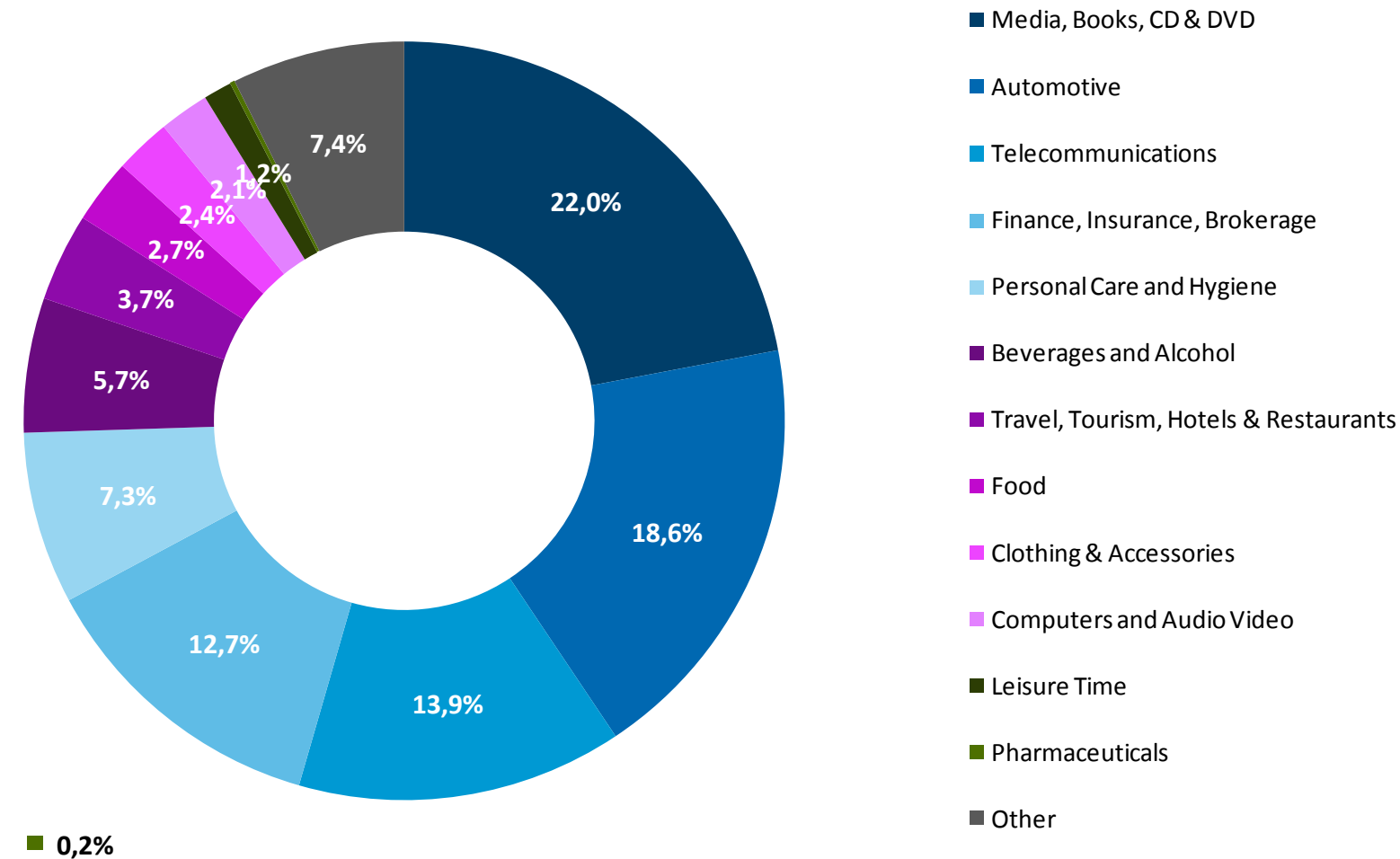
- Automotive
- Finance, Insurance, Brokerage
- Pharmaceuticals
- Personal Care and Hygiene
- Media, Books, CD & DVD
- Leisure Time
- Trade
- Food
- Clothing & Accessories
- Telecommunications
- Beverages and Alcohol
- Household Equipment, Furniture And Decorations
- Computers and Audio Video
- Travel,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

■ 0,2%

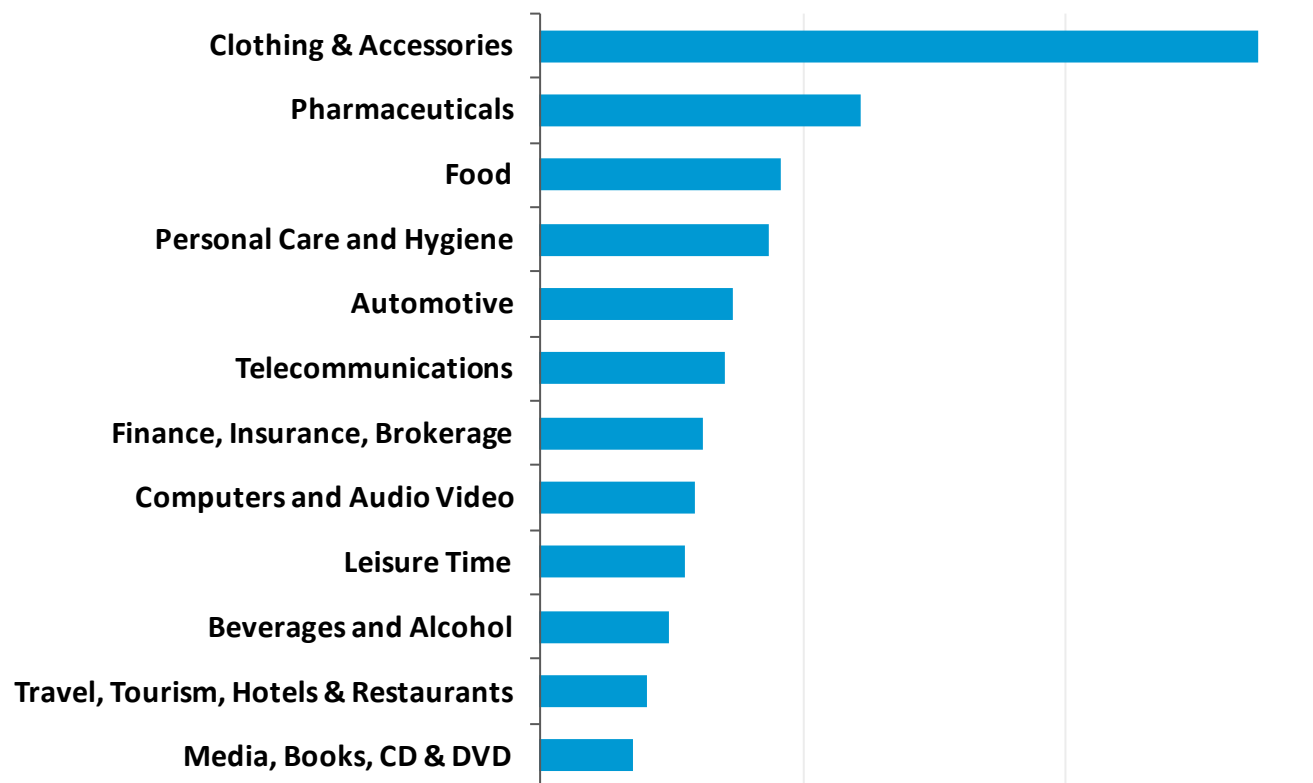
Average CTR by sectors – Bulgaria



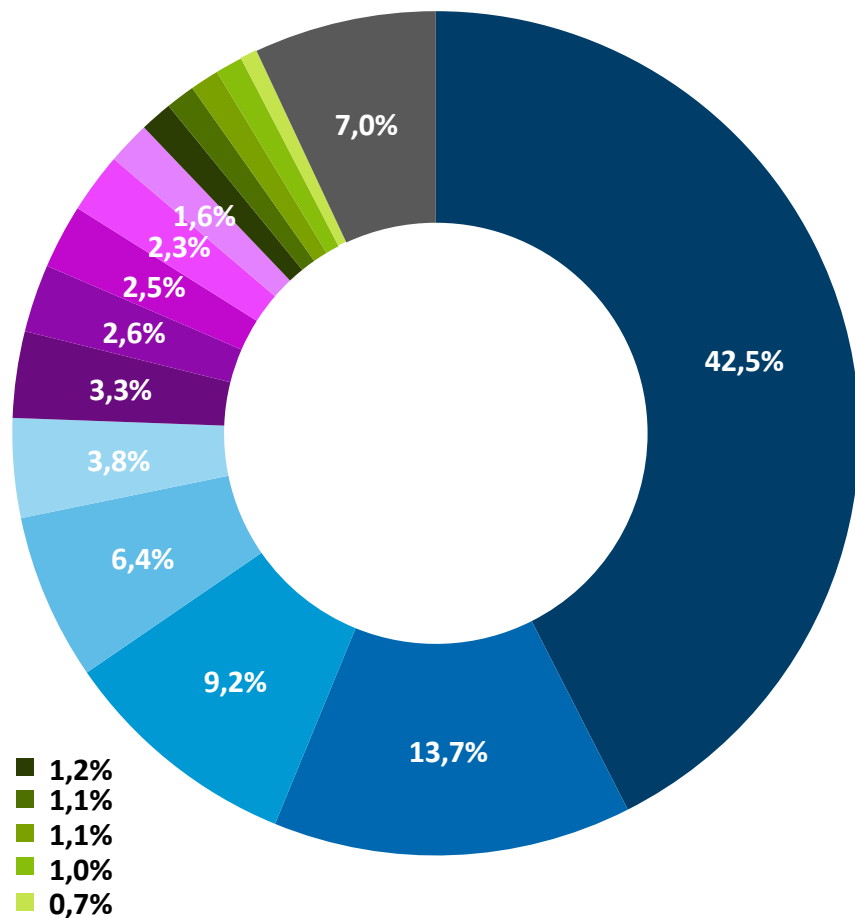
Share of ad impressions by sectors – Croatia



Average CTR by sectors – Croatia

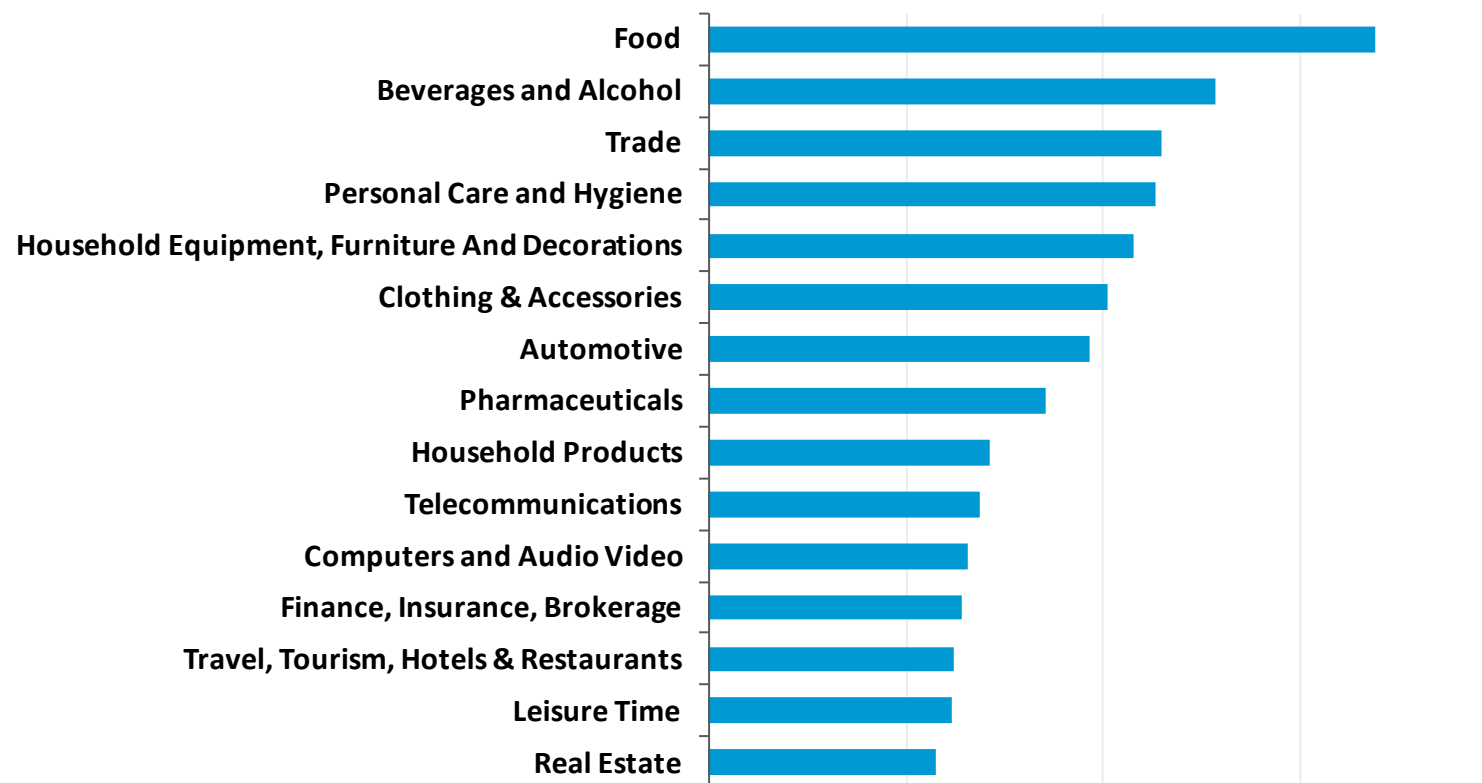


Share of ad impressions by sectors – Czech Rep.

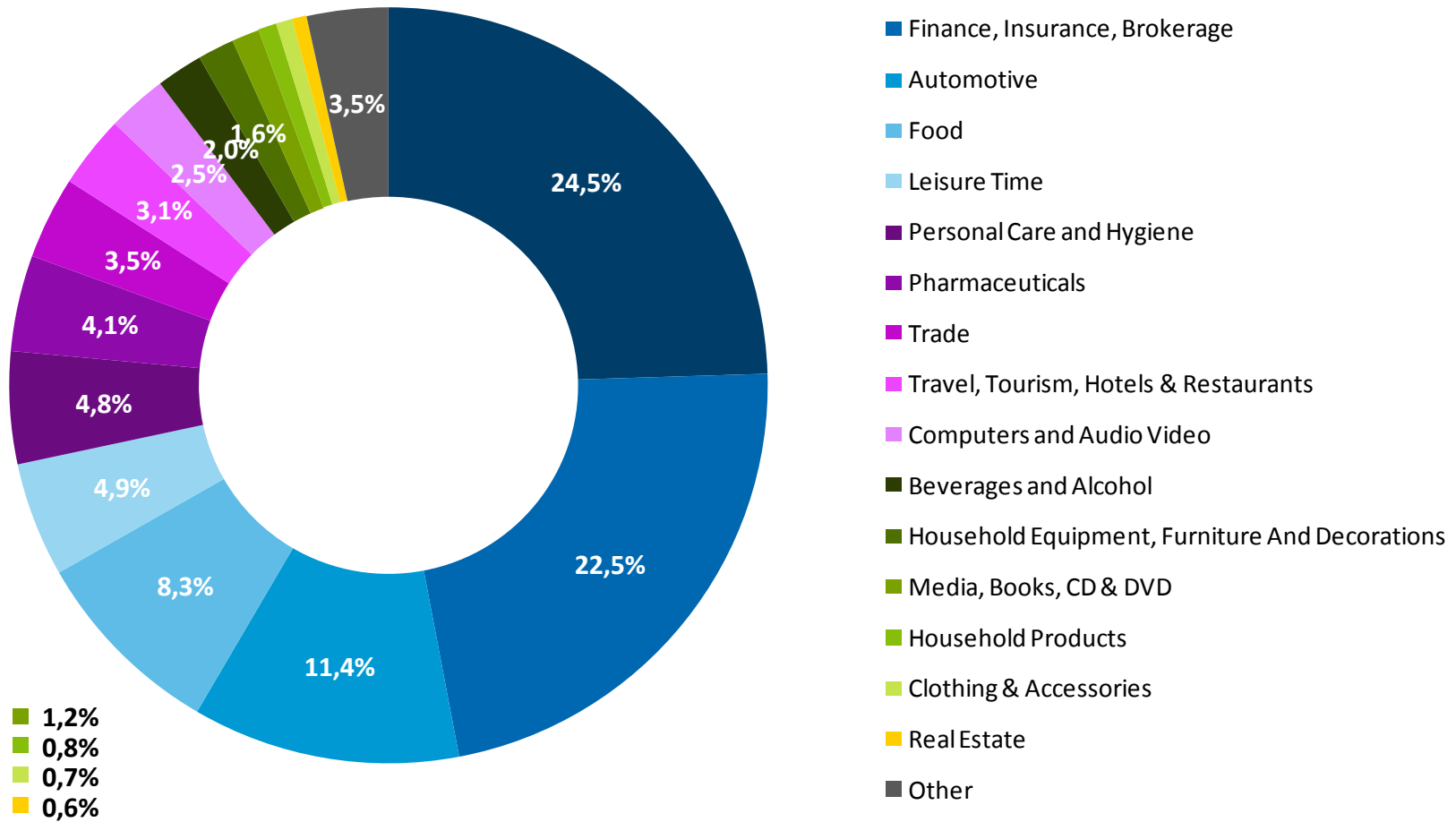


- Finance, Insurance, Brokerage
- Automotive
- Telecommunications
- Travel, Tourism, Hotels & Restaurants
- Personal Care and Hygiene
- Food
- Trade
- Household Equipment, Furniture And Decorations
- Beverages and Alcohol
- Real Estate
- Clothing & Accessories
- Leisure Time
- Household Products
- Pharmaceuticals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

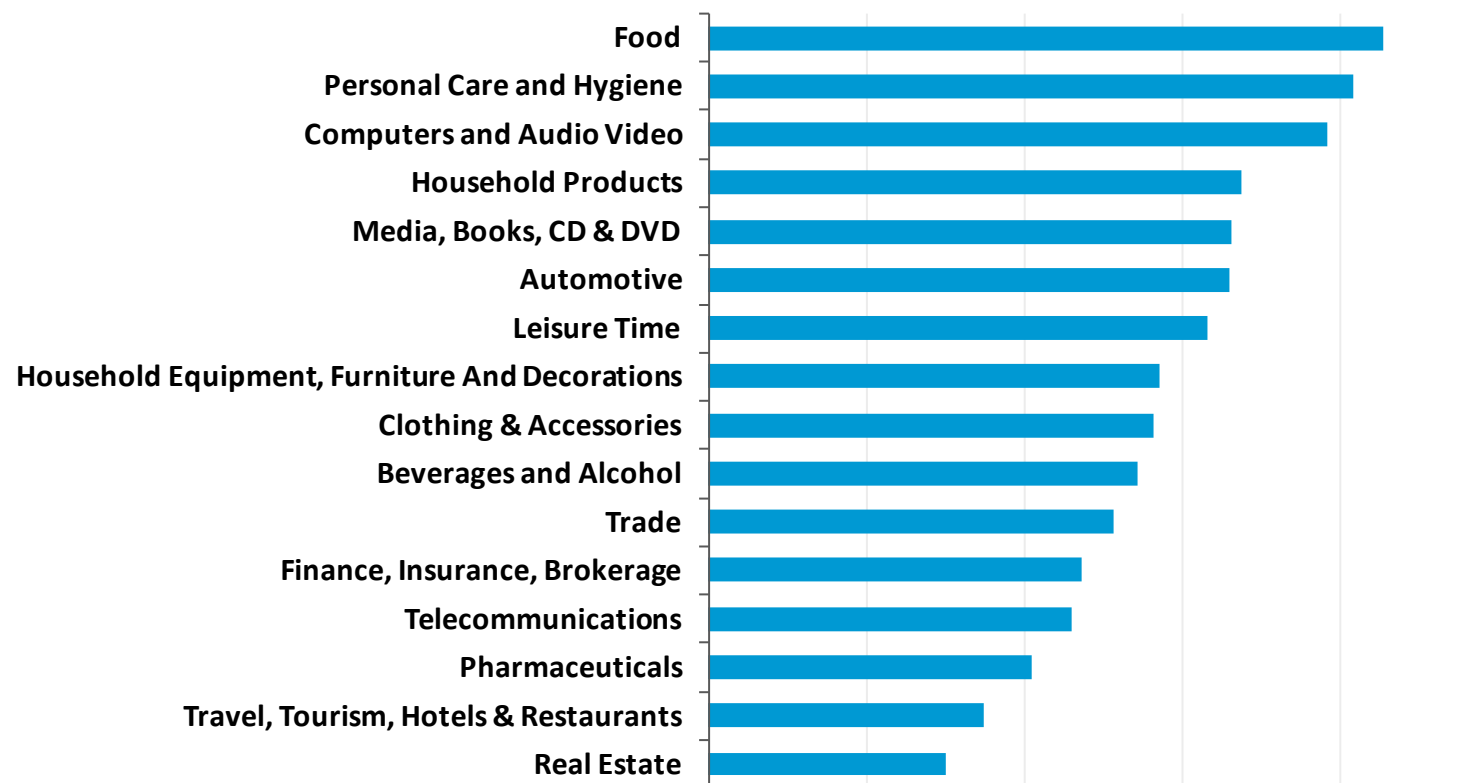
Average CTR by sectors – Czech Rep.



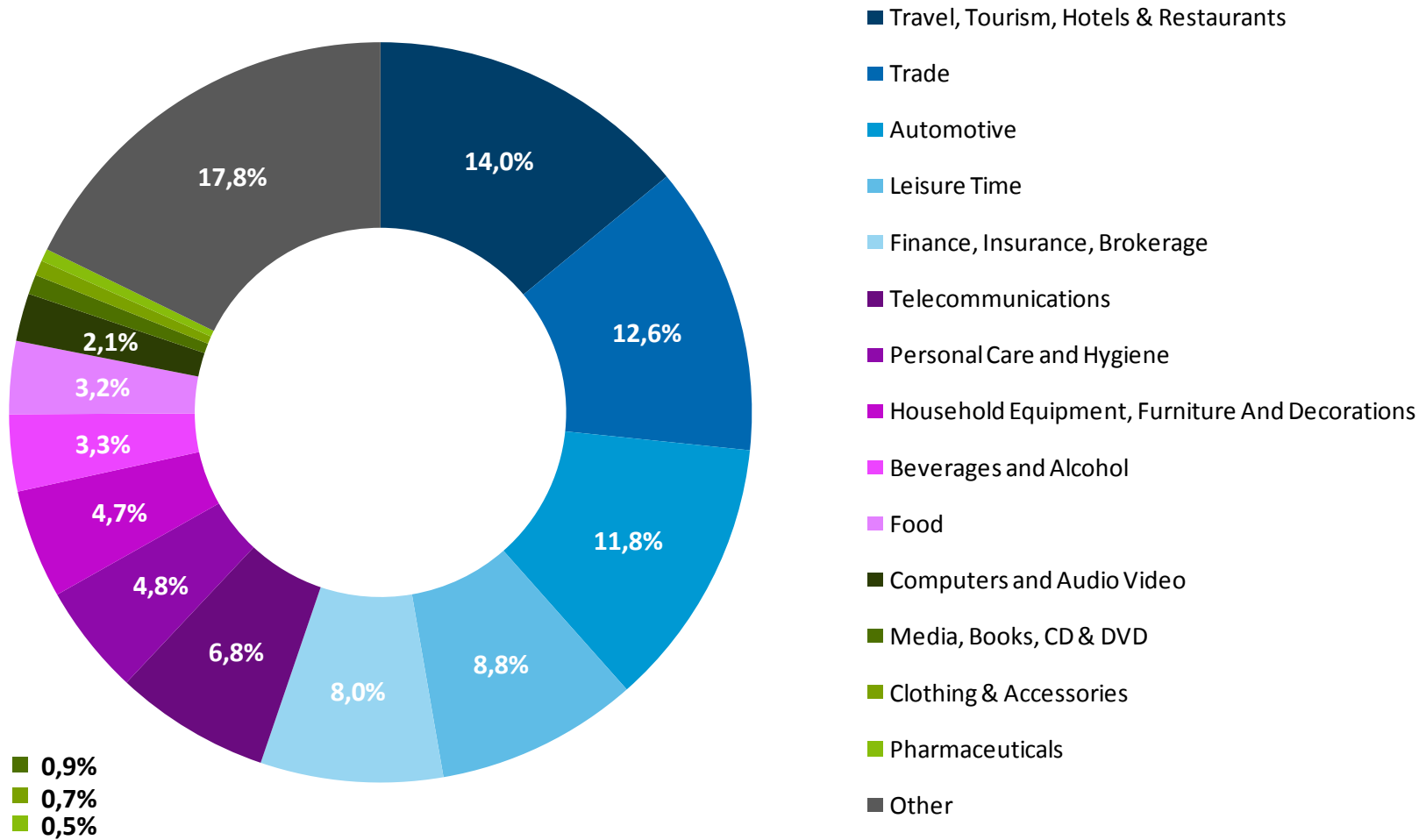
Share of ad impressions by sectors – Hungary



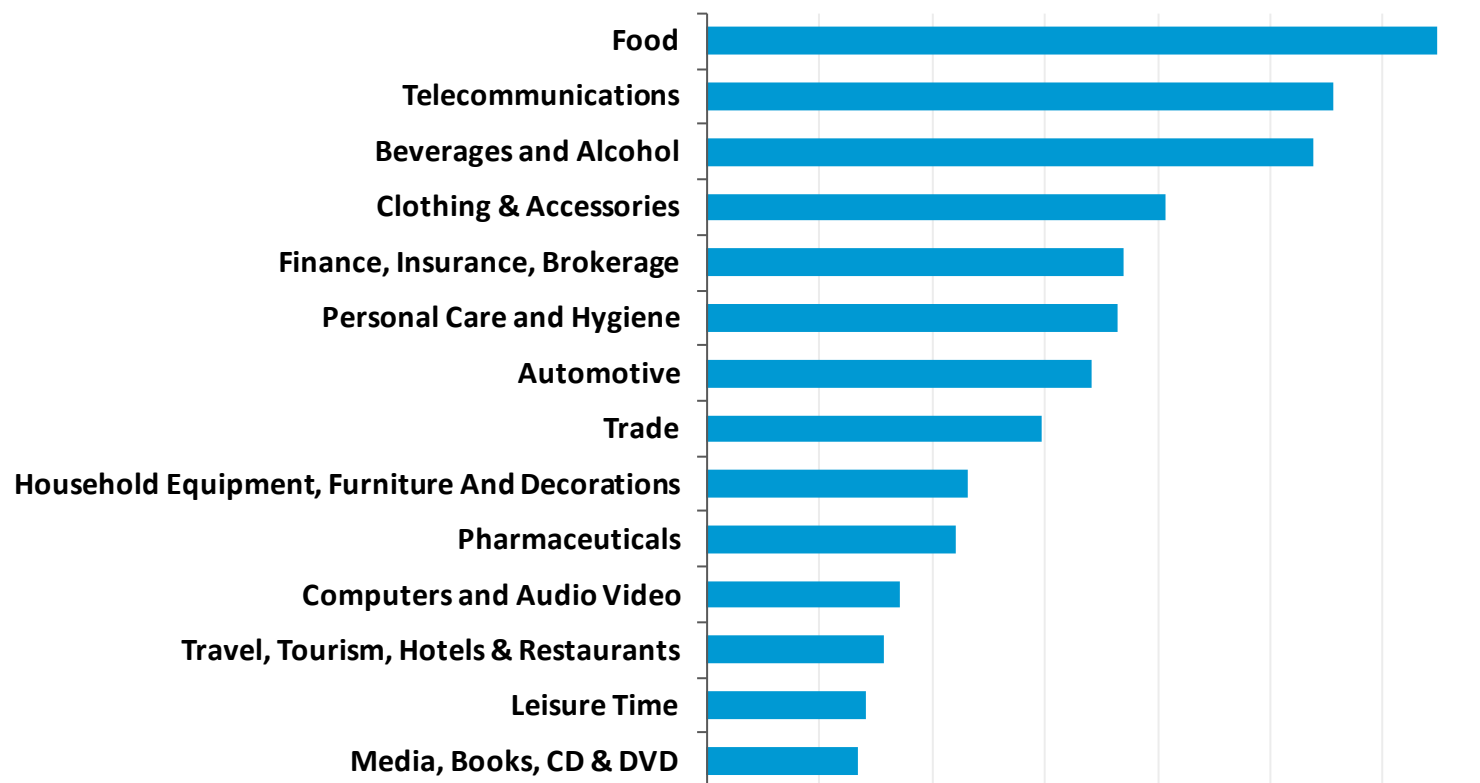
Average CTR by sectors – Hungary



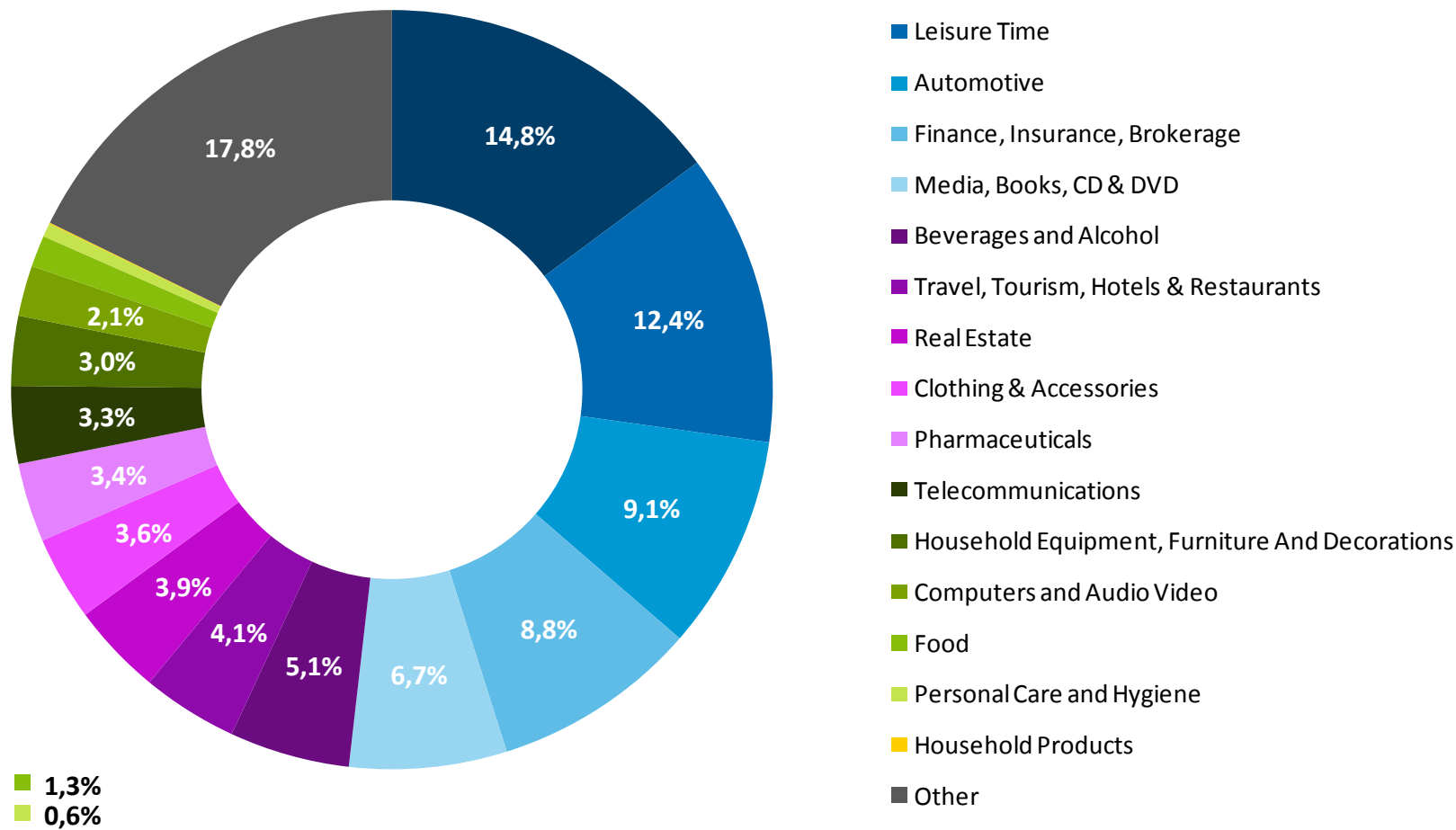
Share of ad impressions by sectors – Latvia



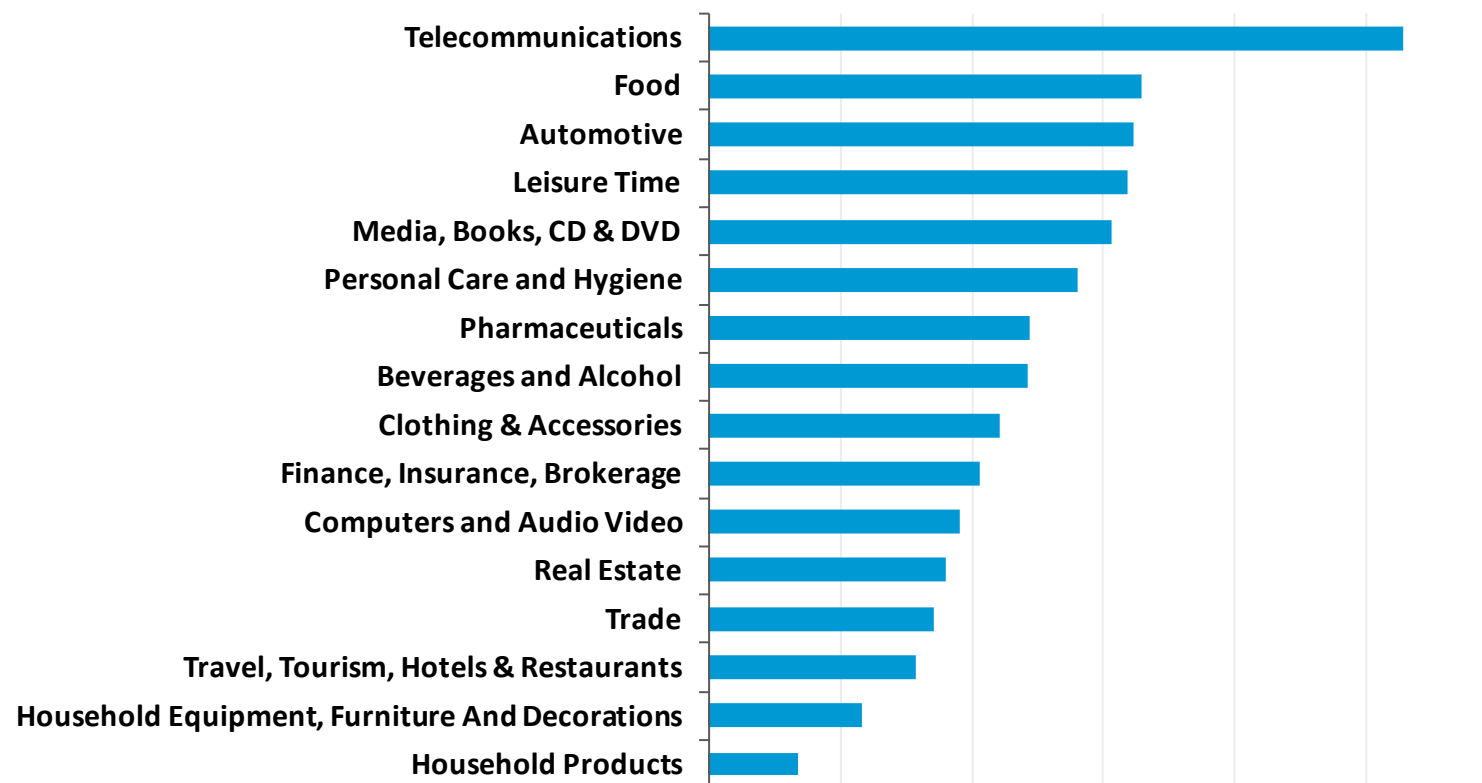
Average CTR by sectors – Latvia



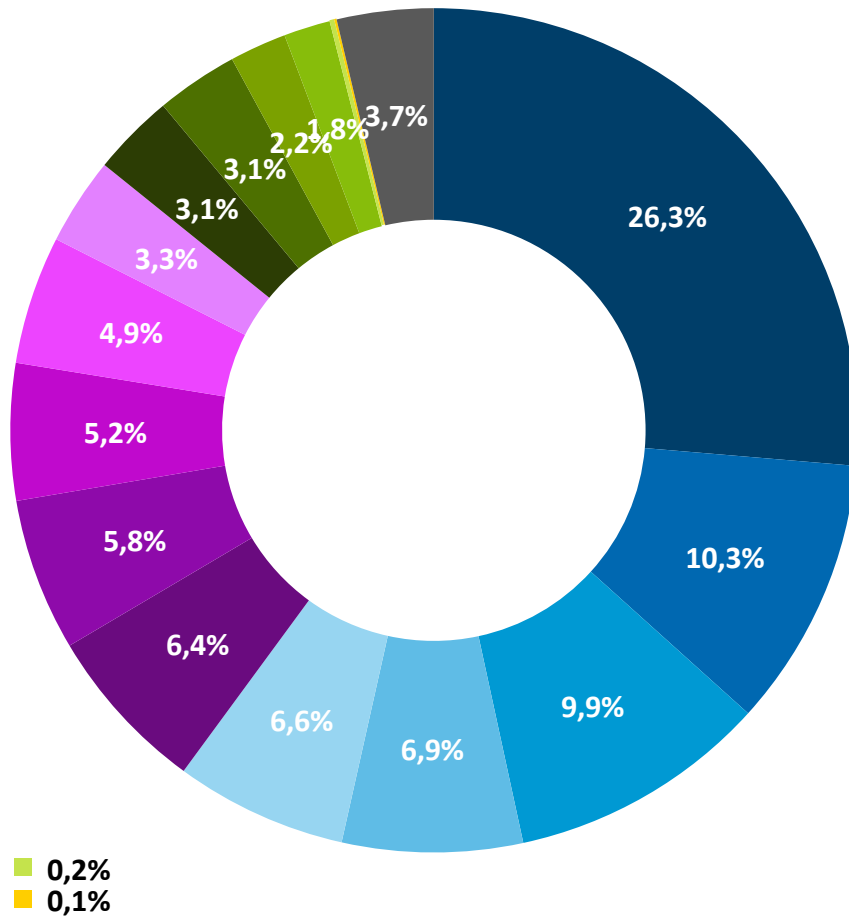
Share of ad impressions by sectors – Lithuania



Average CTR by sectors – Lithuania

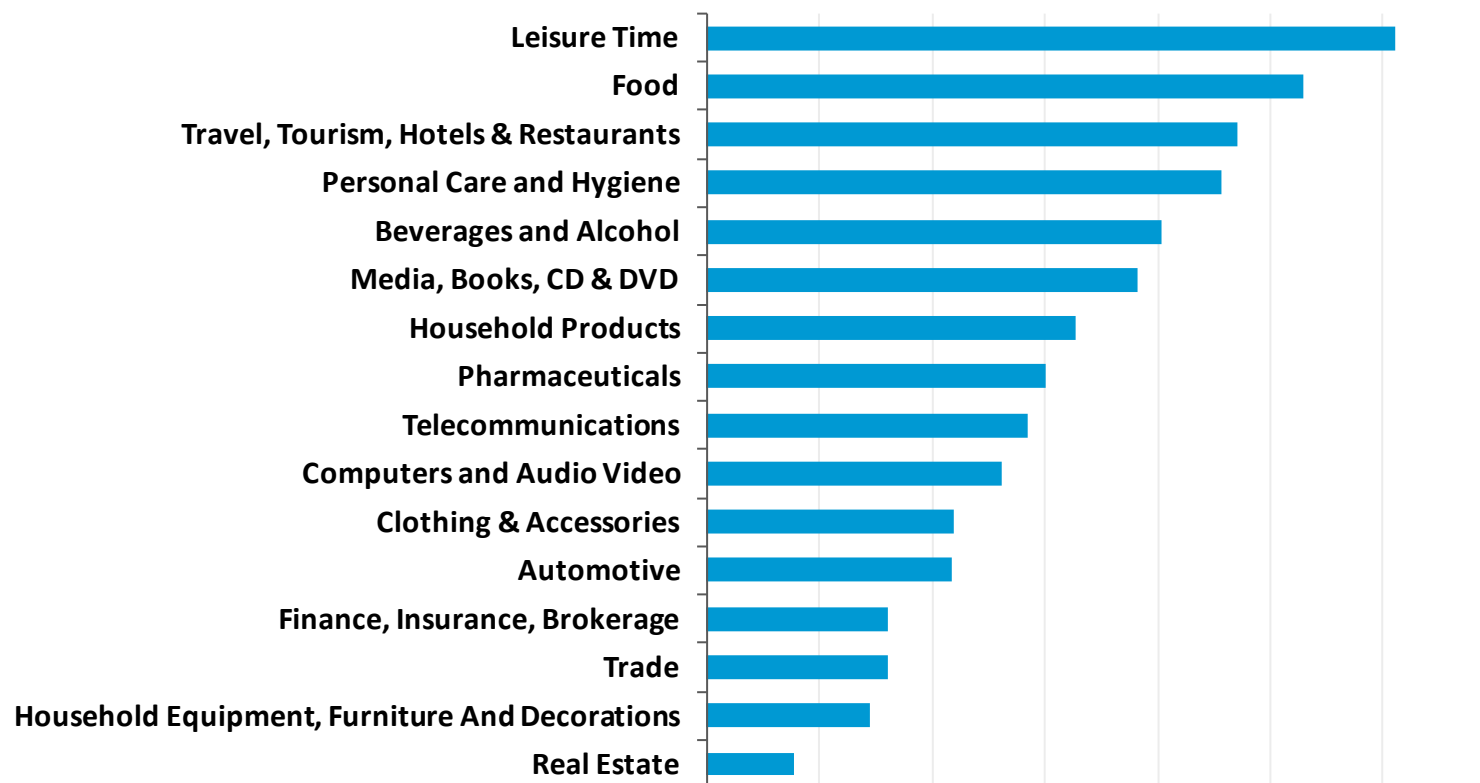


Share of ad impressions by sectors – Poland

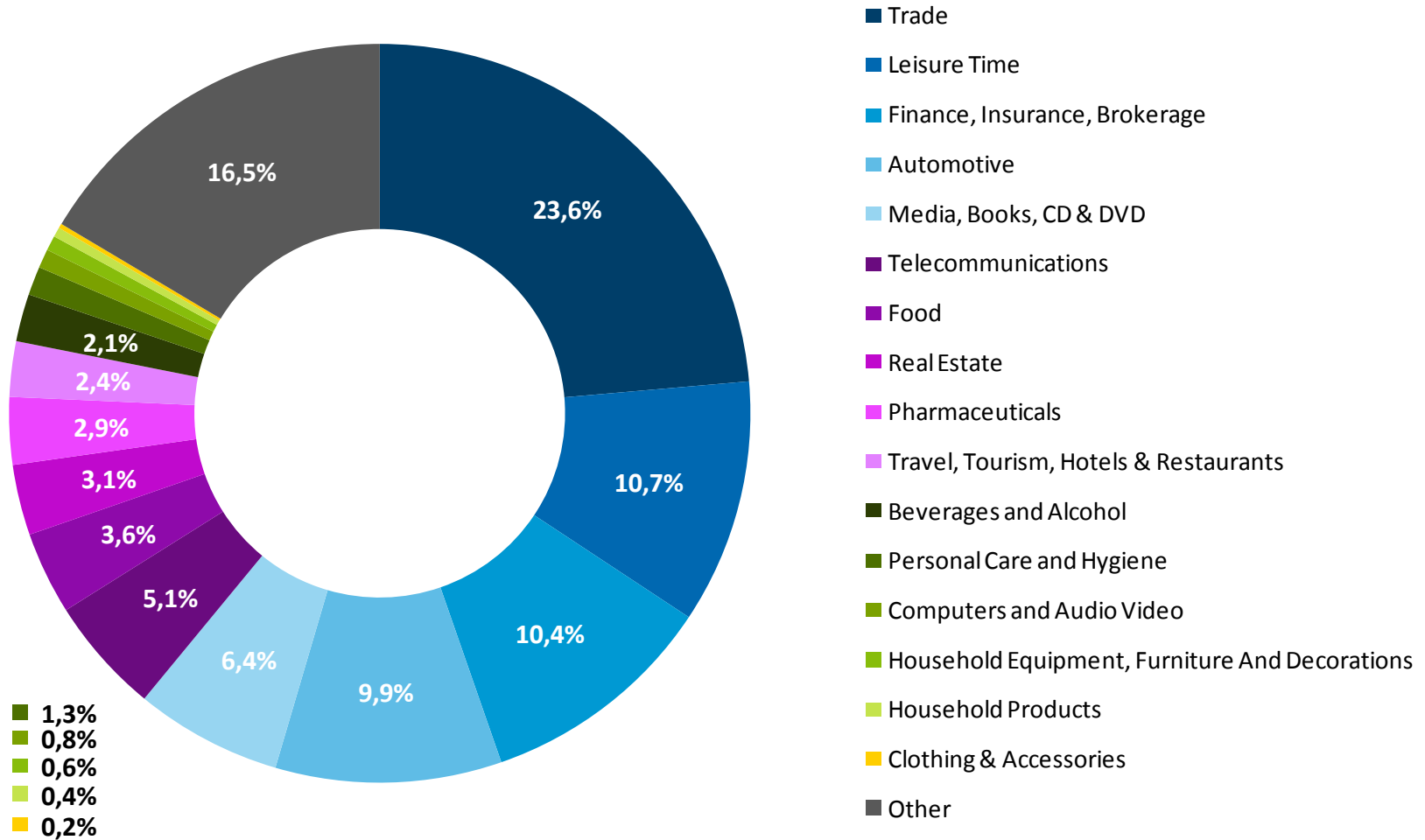


- Telecommunications
- Automotive
- Finance, Insurance, Brokerage
- Trade
- Personal Care and Hygiene
- Food
- Travel, Tourism, Hotels & Restaurants
- Media, Books, CD & DVD
- Household Equipment, Furniture And Decorations
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- Computers and Audio Video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

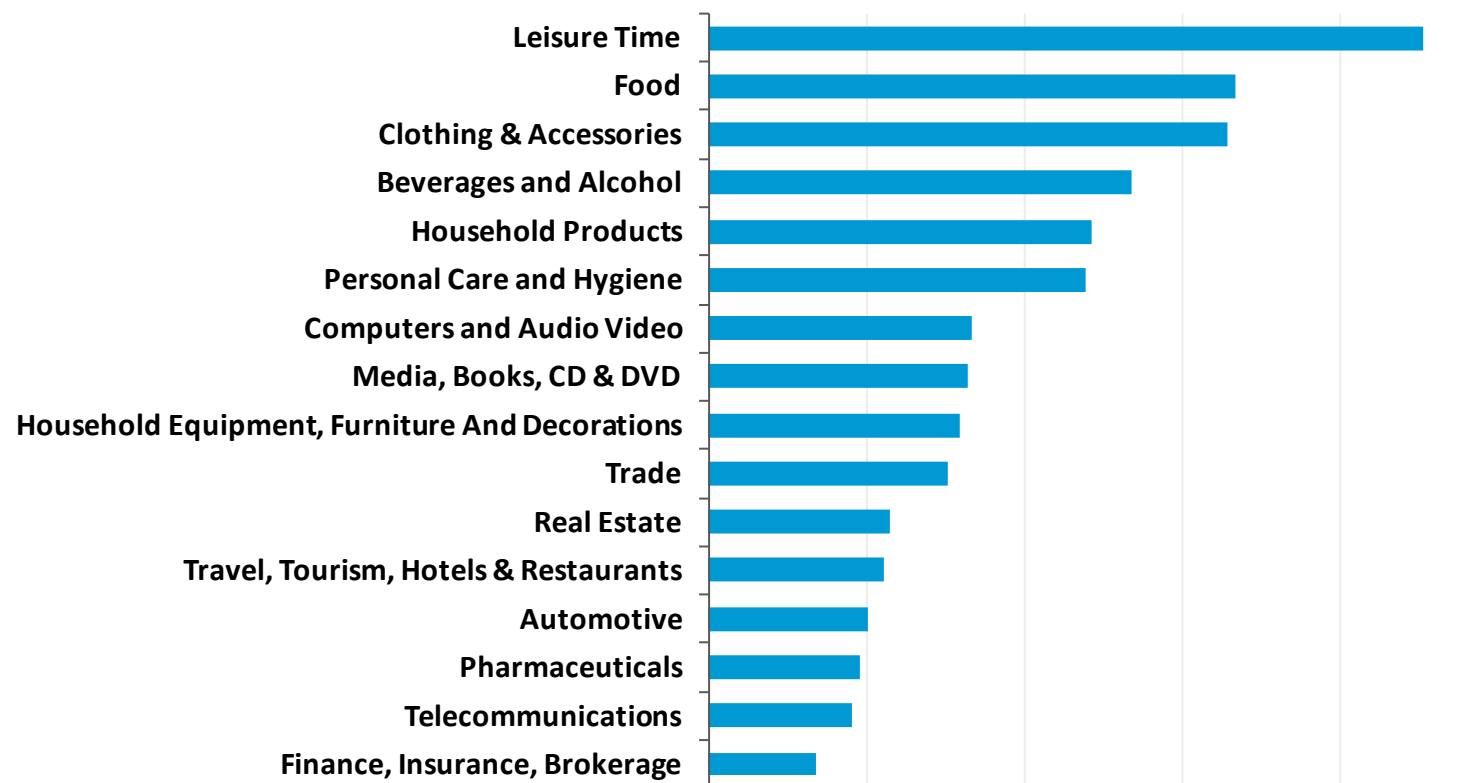
Average CTR by sectors – Poland



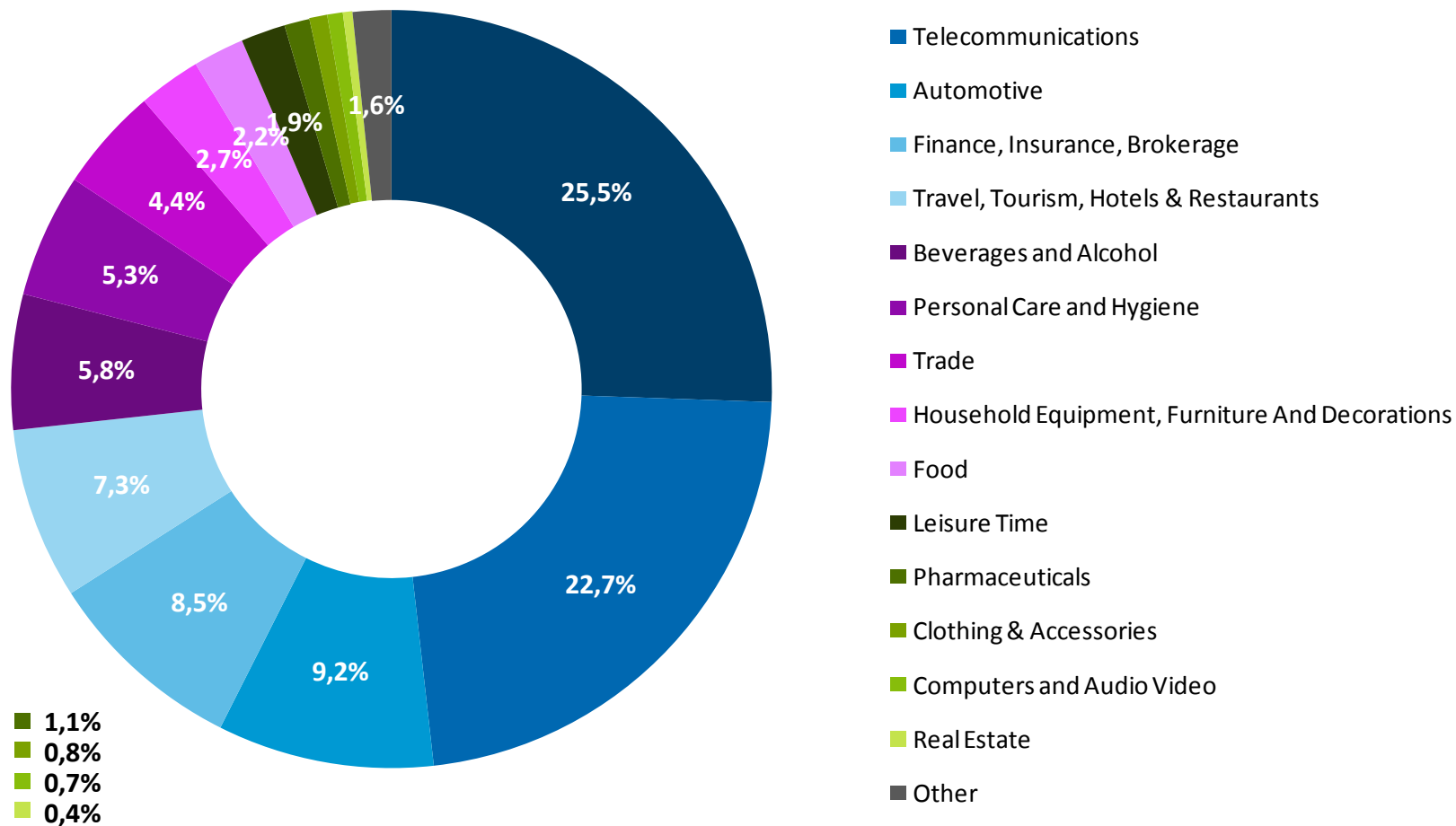
Share of ad impressions by sectors – Romania



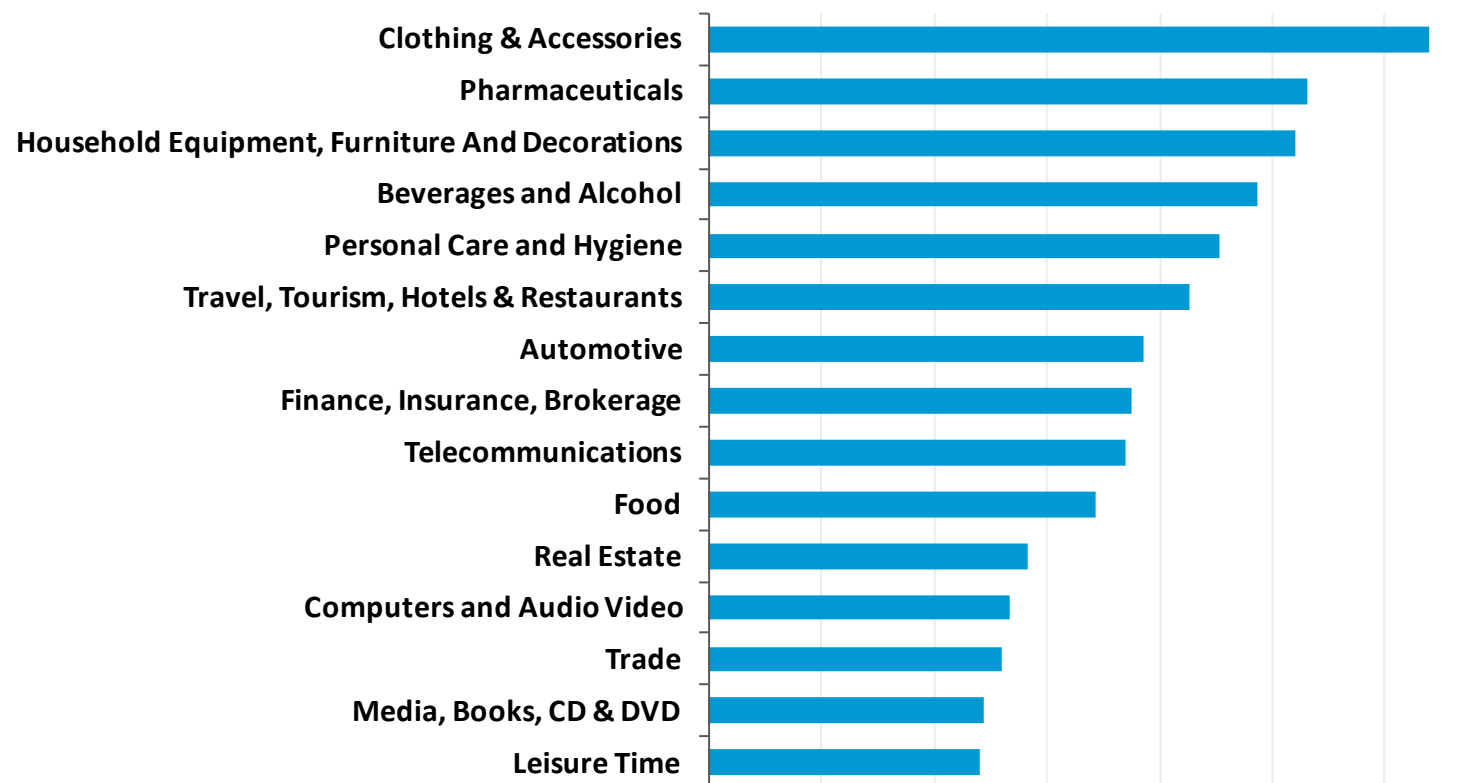
Average CTR by sectors – Romania



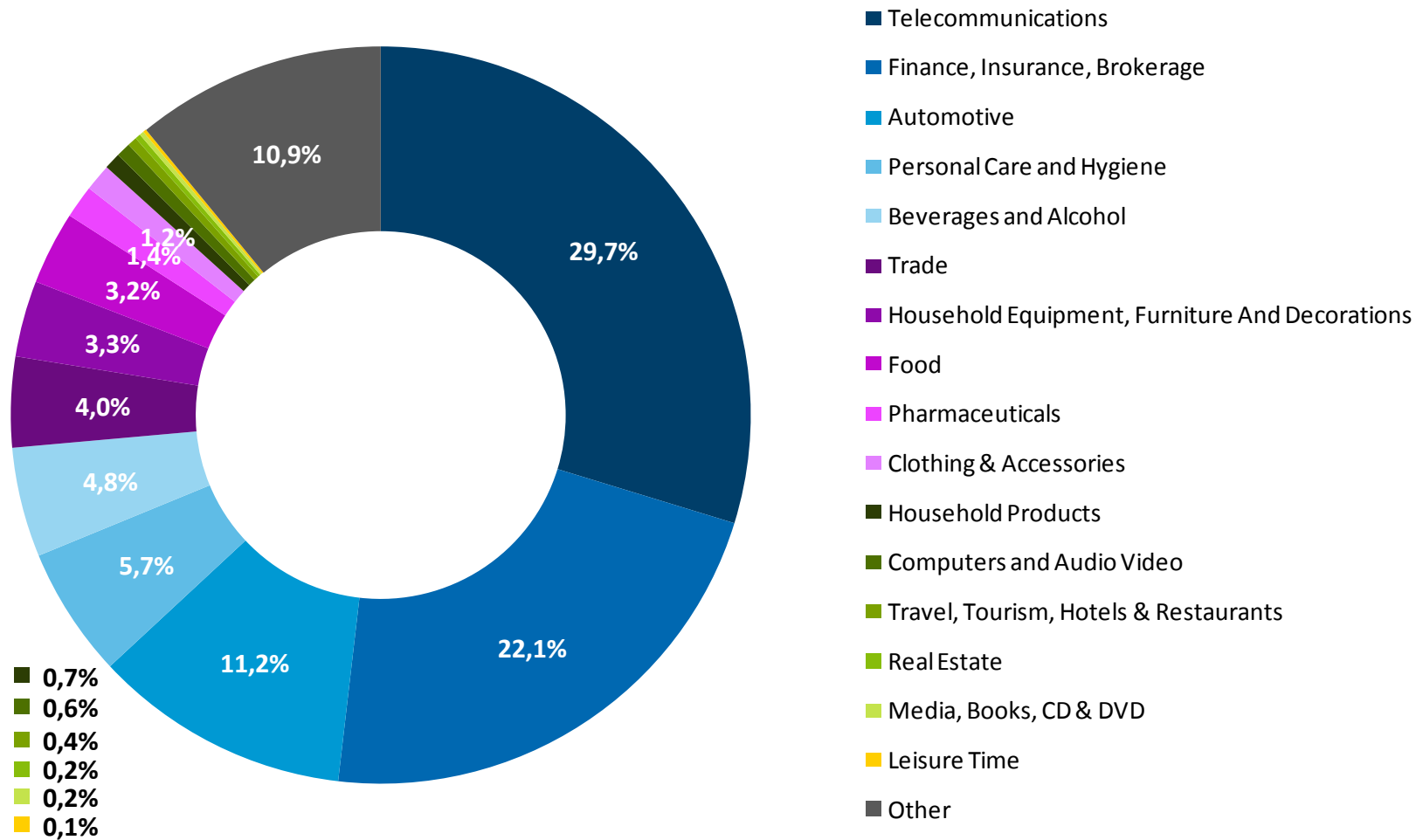
Share of ad impressions by sectors – Serbia



Average CTR by sectors – Serbia



Share of ad impressions by sectors – Slovakia



Average CTR by sectors – Slovakia





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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.
- 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 (1/2)

- **Creative** – a graphic, static or dynamic, advertisement placed on websites.
- **Ad format** – the size of a creative expressed in pixels (e.g. 300x300).
- **Ad format type** – the type of a creative expressed in letters or pixels (e.g.,300x300, Preroll, 250x250, Wallpaper).
- **Creative area** - ad area in pixels, calculated by multiplying ad height by ad width.
- **Advertising type** – all creatives categorized by type (regular banners, rich media, unrecognized formats).
- **Unrecognized formats** – an advertising type consisting of creatives which format and type was not recognized.
- **Regular Banners** – advertising type consisting of ad formats (creatives expressed in pixels).
- **Rich Media** –advertising type consisting of any of the following ad format types: Preroll, Brandmark, Expand, Pop-up/Pop-under, Scroll Toplayer, Toplayer, Interstitial, Wideboard, Video, Wallpaper, xHtml, Sponsored Link, Article, Videostitial.
- **Campaign** – a marketing campaign in which specific creatives are displayed.

Definitions of concepts (2/2)

- **Most often used ad format types** – most popular format types determined by the number of creatives in that format.
- **Ad impression** – a single instance of a creative being displayed.
- **Ad click** – a single instance of a creative being clicked.
- **Average CTR (Click Through Ratio)** – average of quotients (cookie clicks / cookie impressions) for each creative of a given ad format.
- **Share of campaigns using specific ad formats** – the percentage of campaigns that use a given creative format in the total number of campaigns.
- **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.
- **Most often used ad formats by sectors** – top three most often used ad formats in particular sectors.



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marketing@gemius.com

Gemius as the currency in online measurement

-  **JIC Standard:** Poland, Czech Republic, Slovakia, Hungary, Slovenia, Turkey, Israel, Denmark, Ukraine, Belarus.
-  **De facto currency:** Lithuania, Latvia, Estonia, Bulgaria, Bosnia, Croatia
-  **Start-up:** Russia, Serbia, MENA (UAE, KSI, Egypt, Lebanon, Jordan, Syria, Kuwait, Morocco, Tunisia)

