



Banner monitoring

# 2017 in numbers



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1. Introduction
2. General market overview
3. Overview by TOP 10 sectors



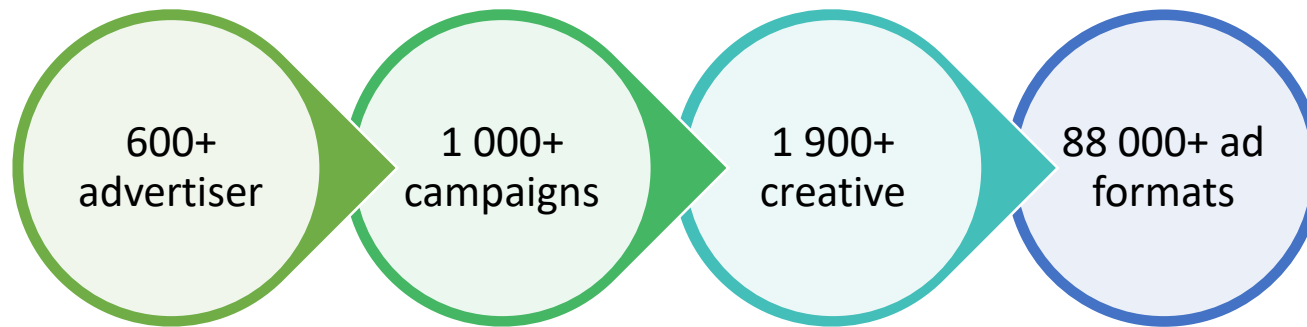
## Who we are

- Banner Monitoring (successor of Web News Agent) is a **Real Time Information** about the advertising activity within the online environment by means of **automatic system** that registers – **Who, Where, What, When** and **How** is advertising in more than **450 Bulgarian** websites.
- The system starts to operate on the market since October 2013. **Improving and upgrading** every day, we can state that the system is fully operated since April 2014.



## Who we are

- The system it is registering on a **daily basis** more than



*\*The system is not registering banners from some networks.*



# **GENERAL MARKET OVERVIEW**

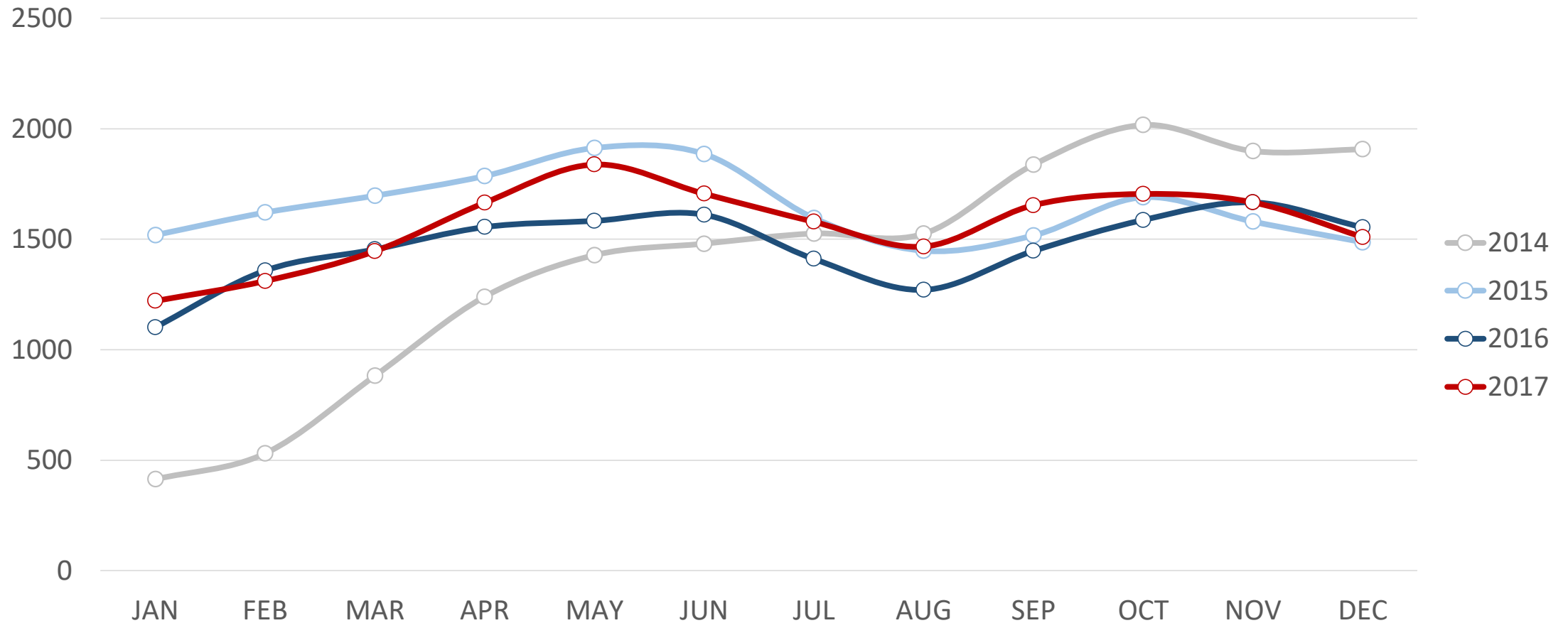




# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns – 2014 - 2017



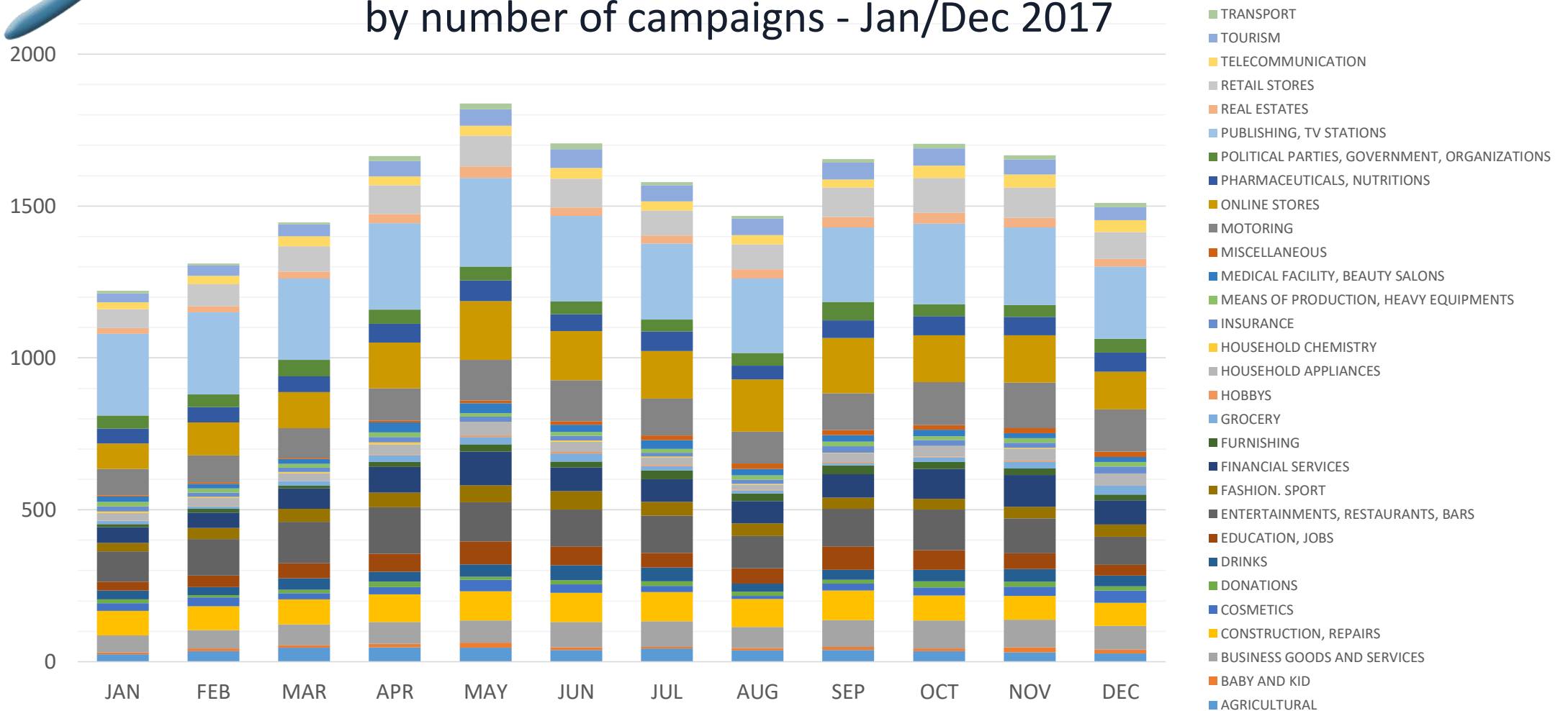


2000

# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2017



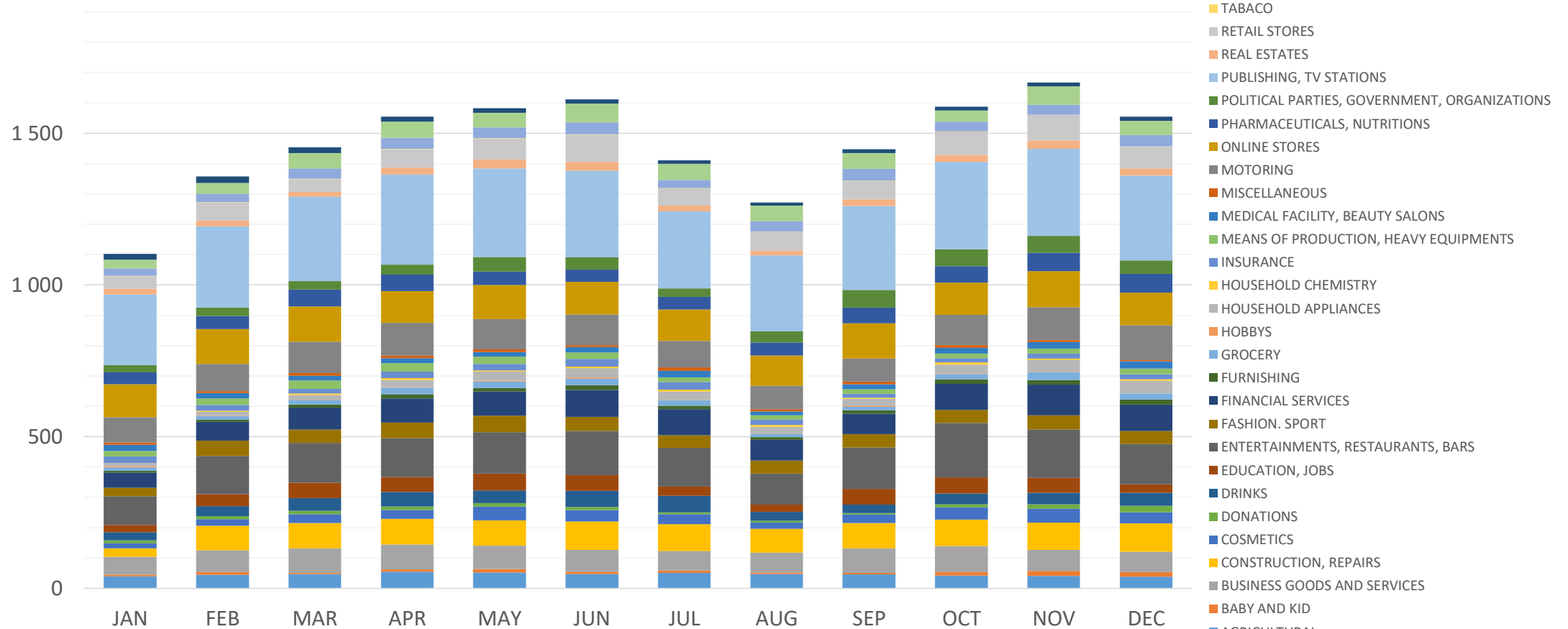


# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2016

2 000



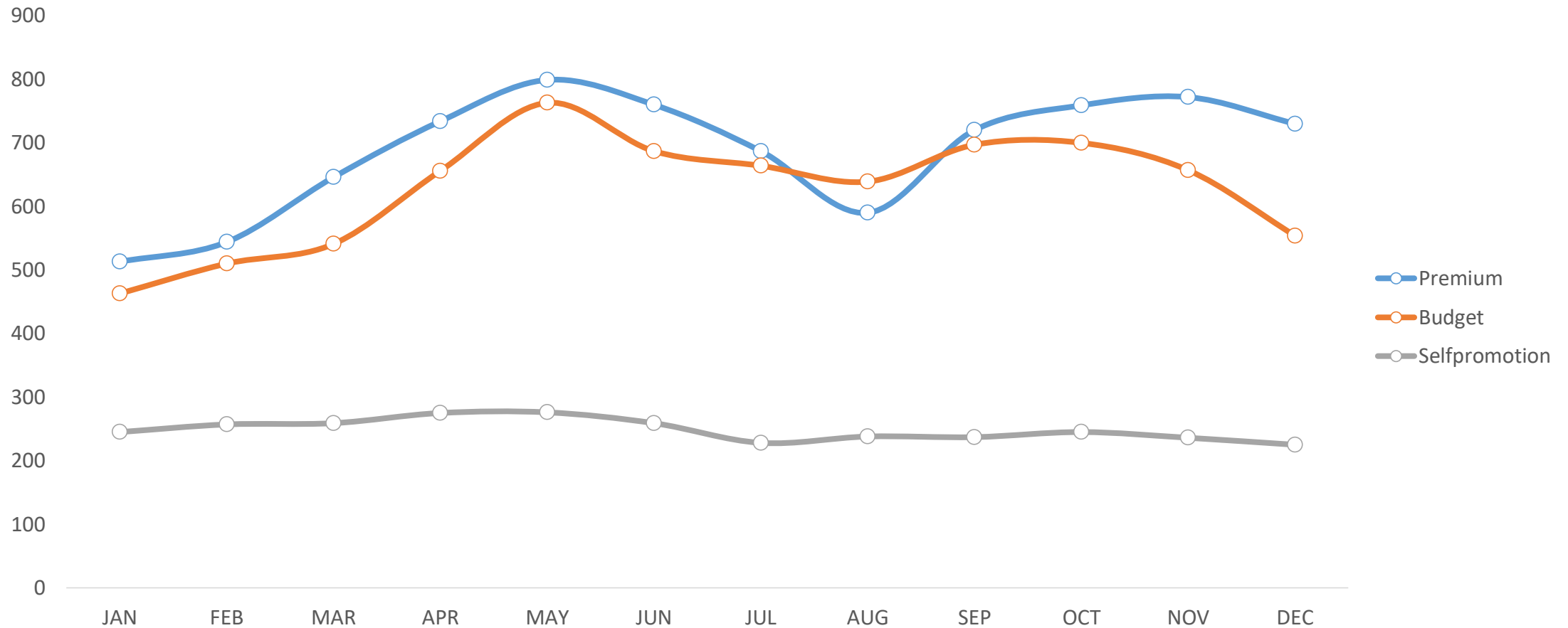




# General market overview

## TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2017

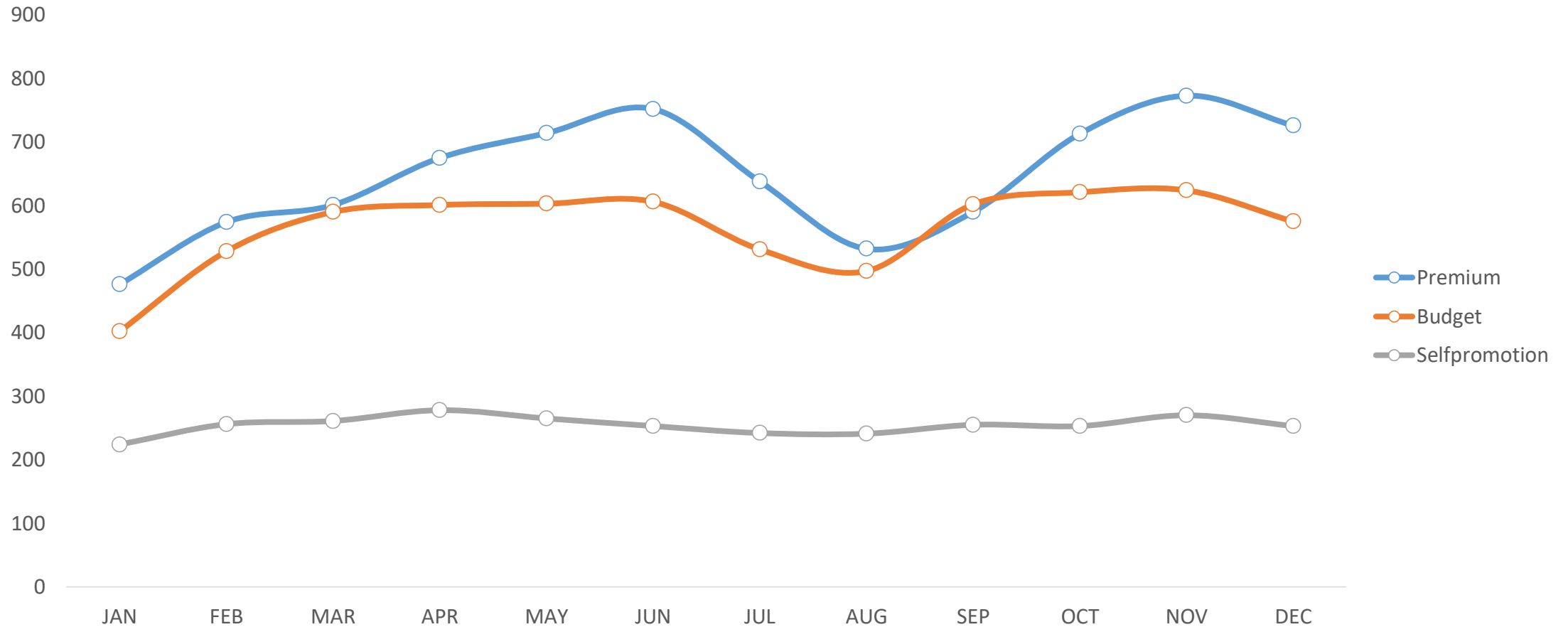




# General market overview

## TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2016

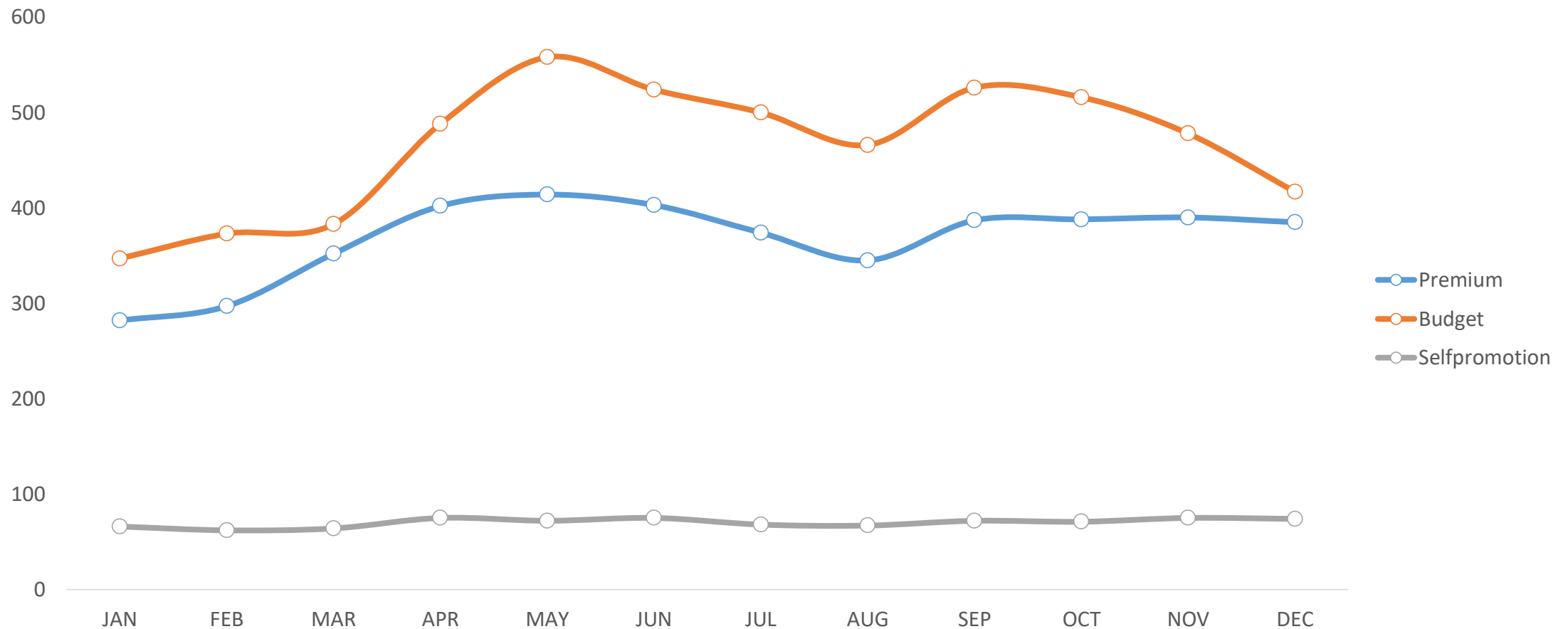




# General market overview

## TYPE OF ADVERTYSERS

by number of advertisers - Jan/Dec 2017

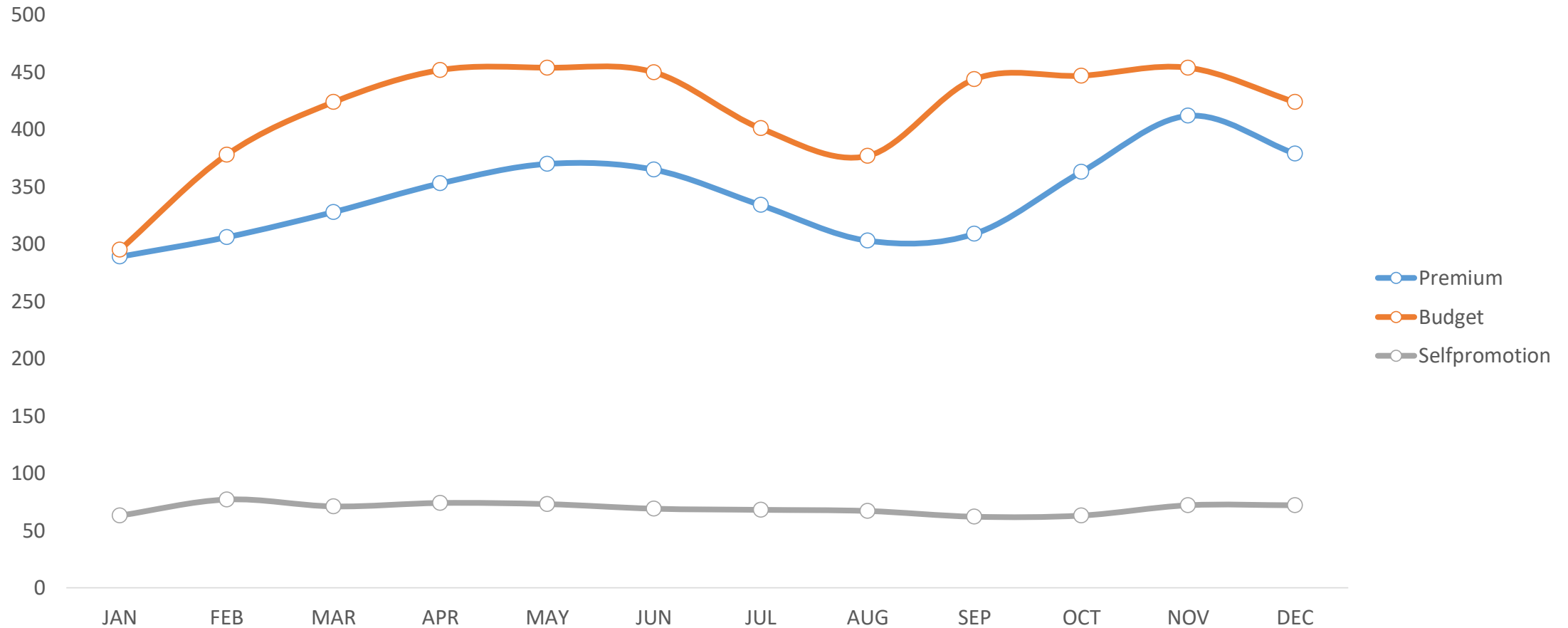




# General market overview

## TYPE OF ADVERTYSERS

by number of advertisers - Jan/Dec 2016

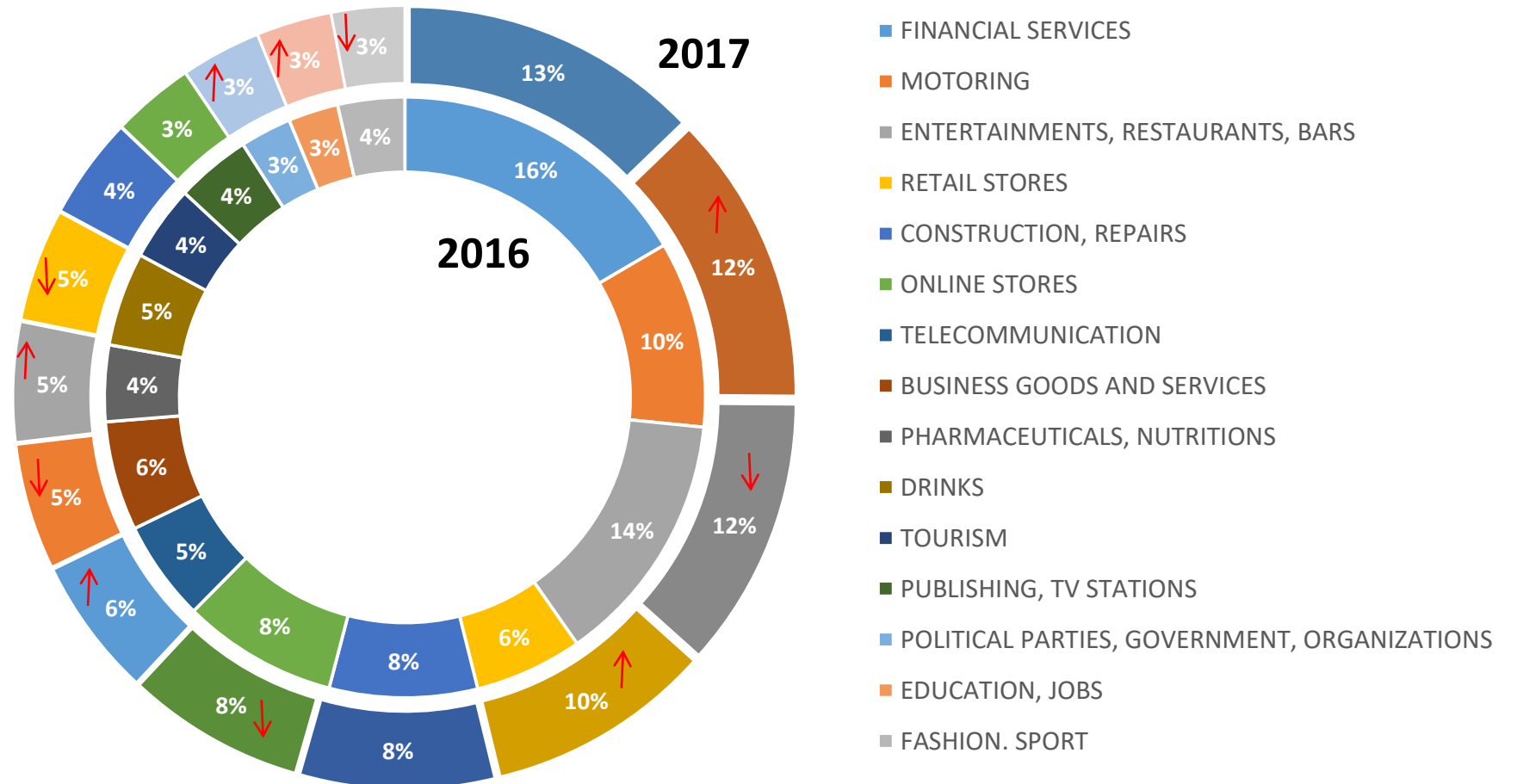




# General market overview

## TOP 15 SECTORS

by campaigns strength – 2016 & 2017

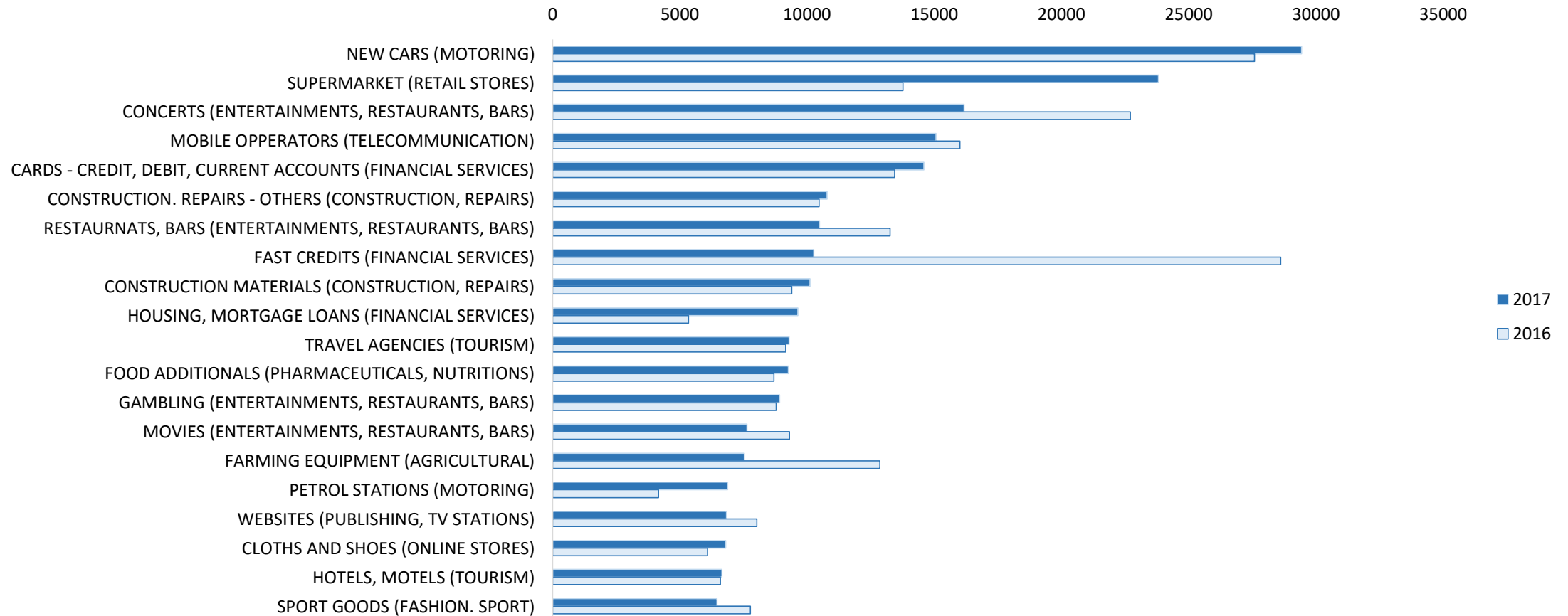




# General market overview

## TOP 20 CATEGORY

by campaigns strength – 2016 & 2017

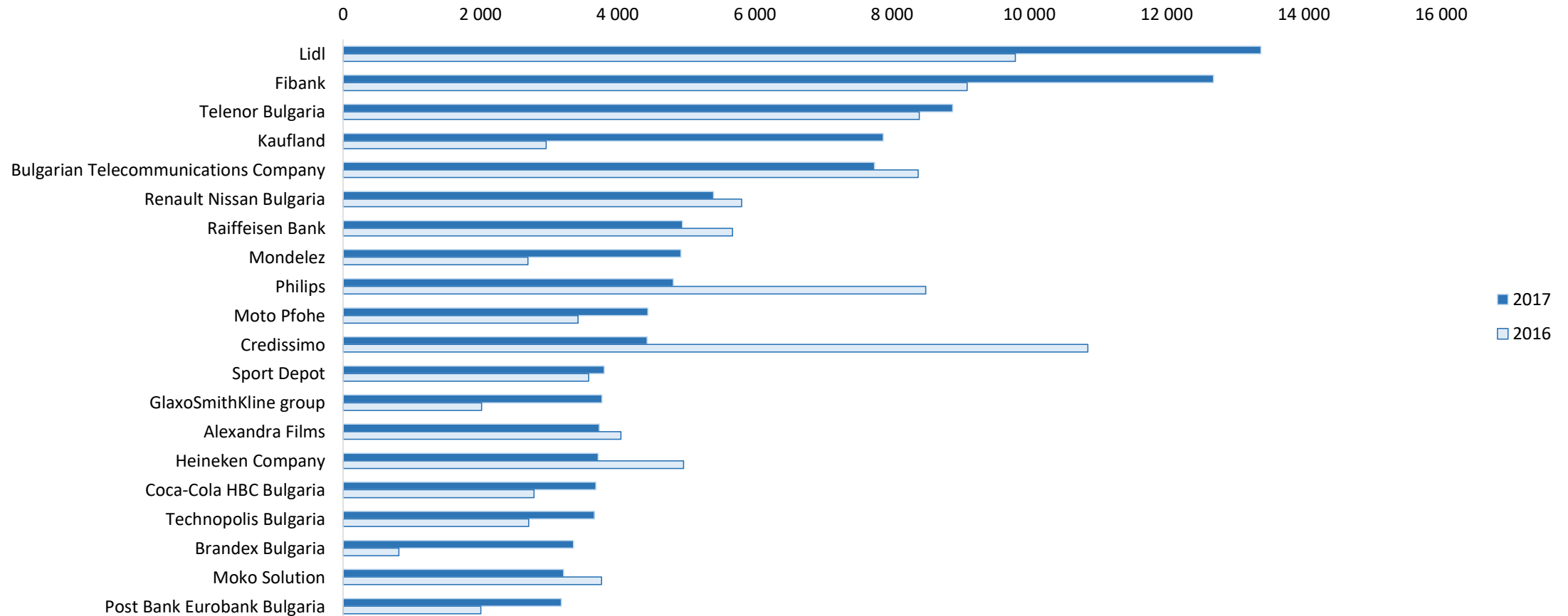




# General market overview

## 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017





## SECTOR **FINANCIAL SERVICES**



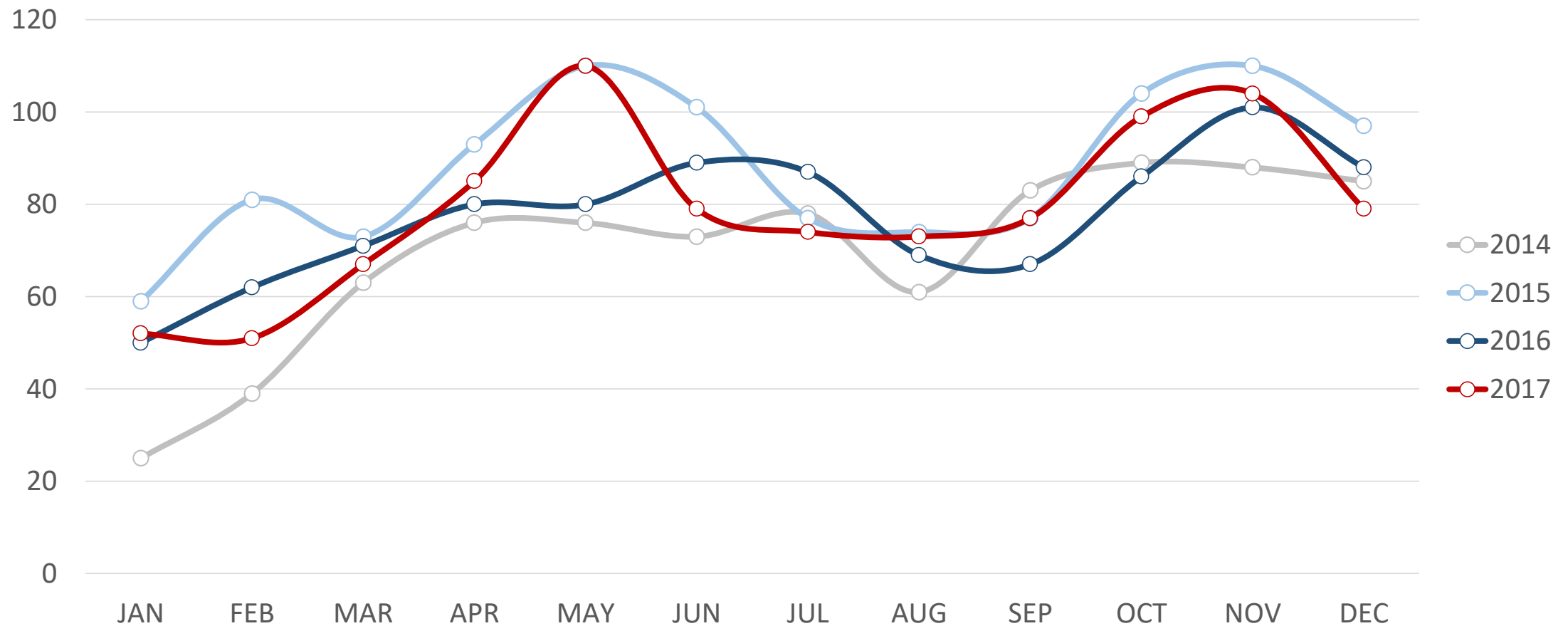




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – SEASONALITY

by number of campaigns – 2014 - 2017

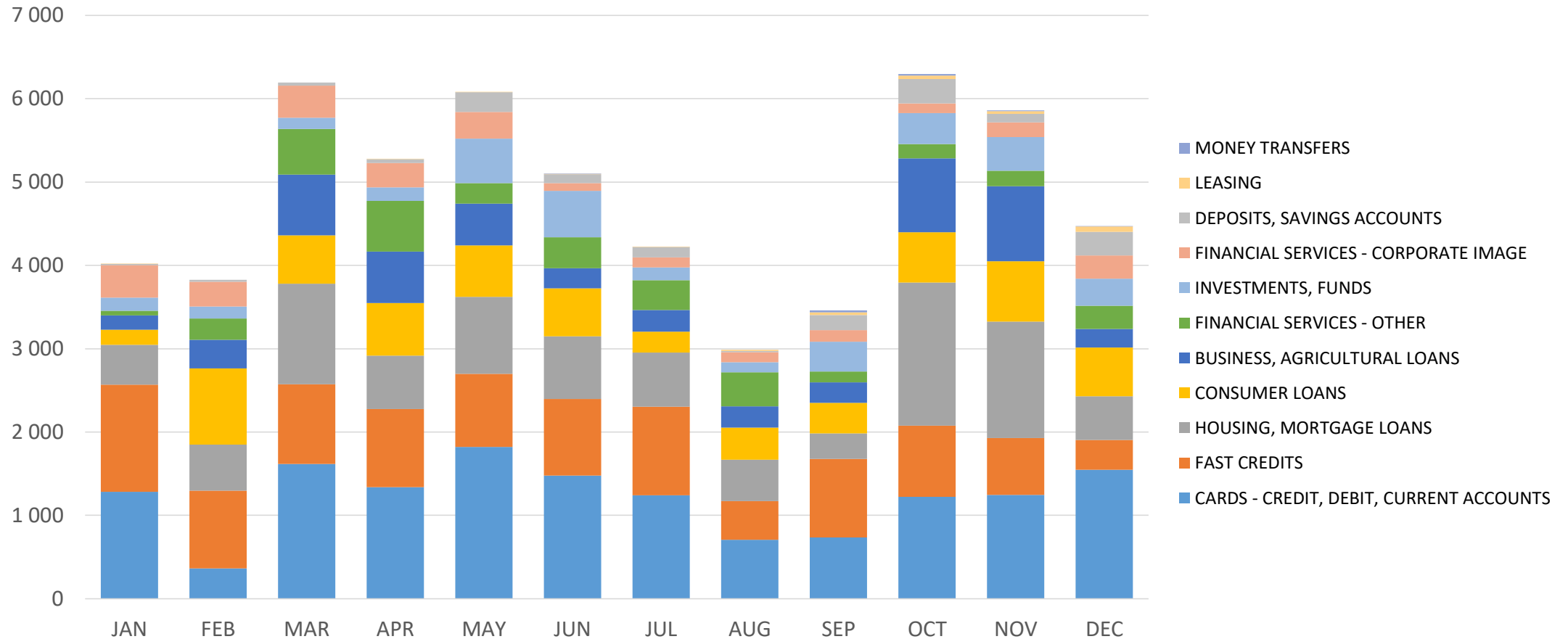




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

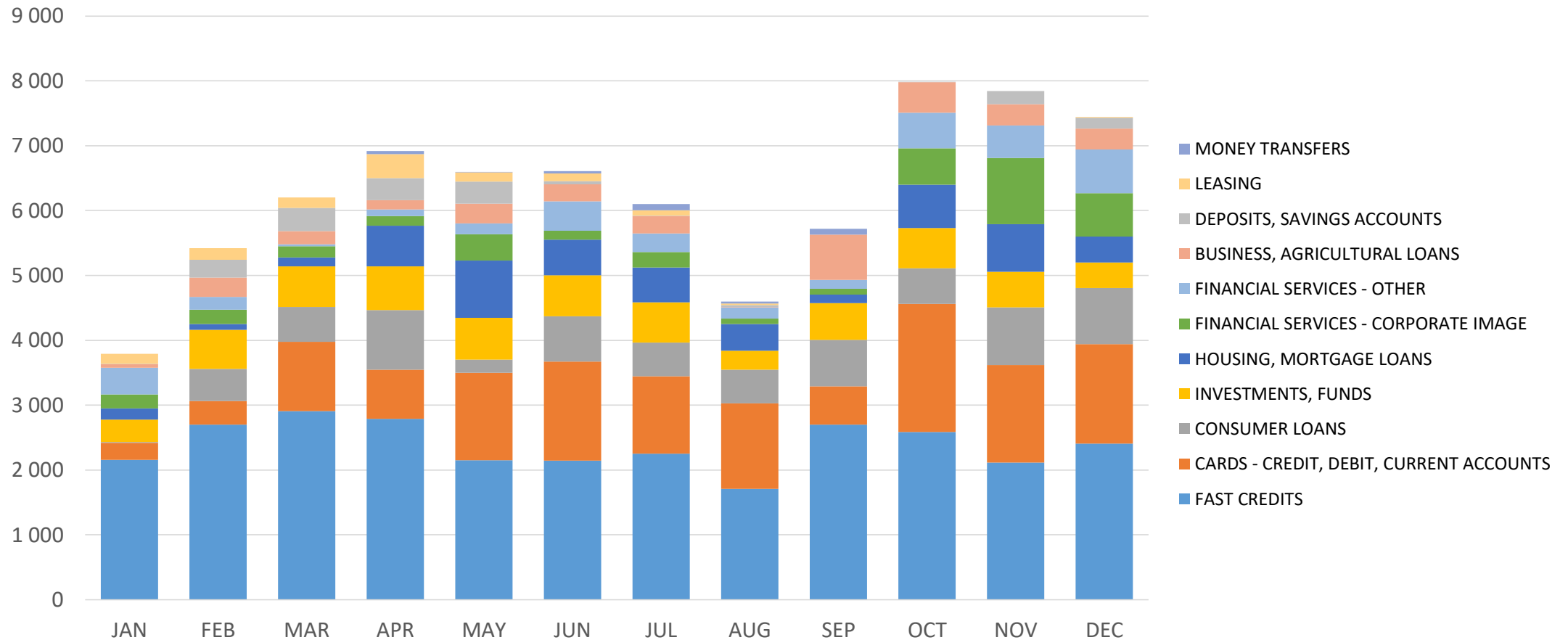




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

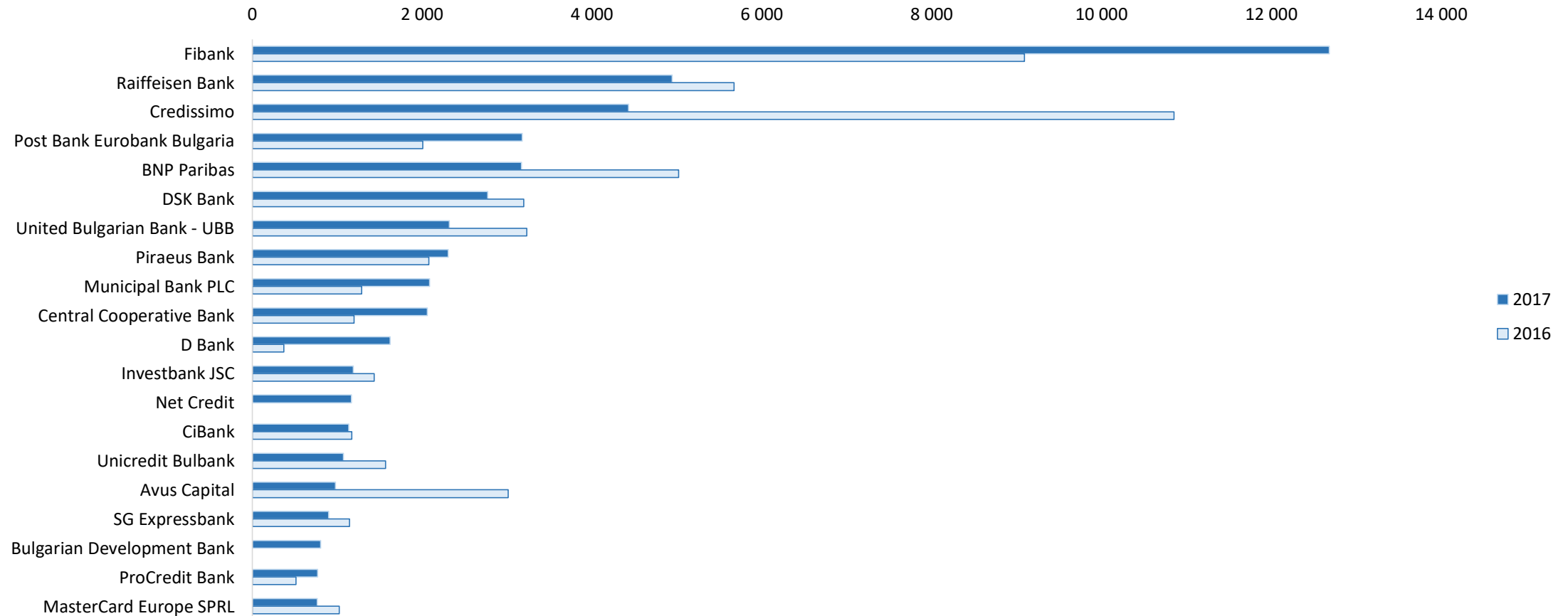




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

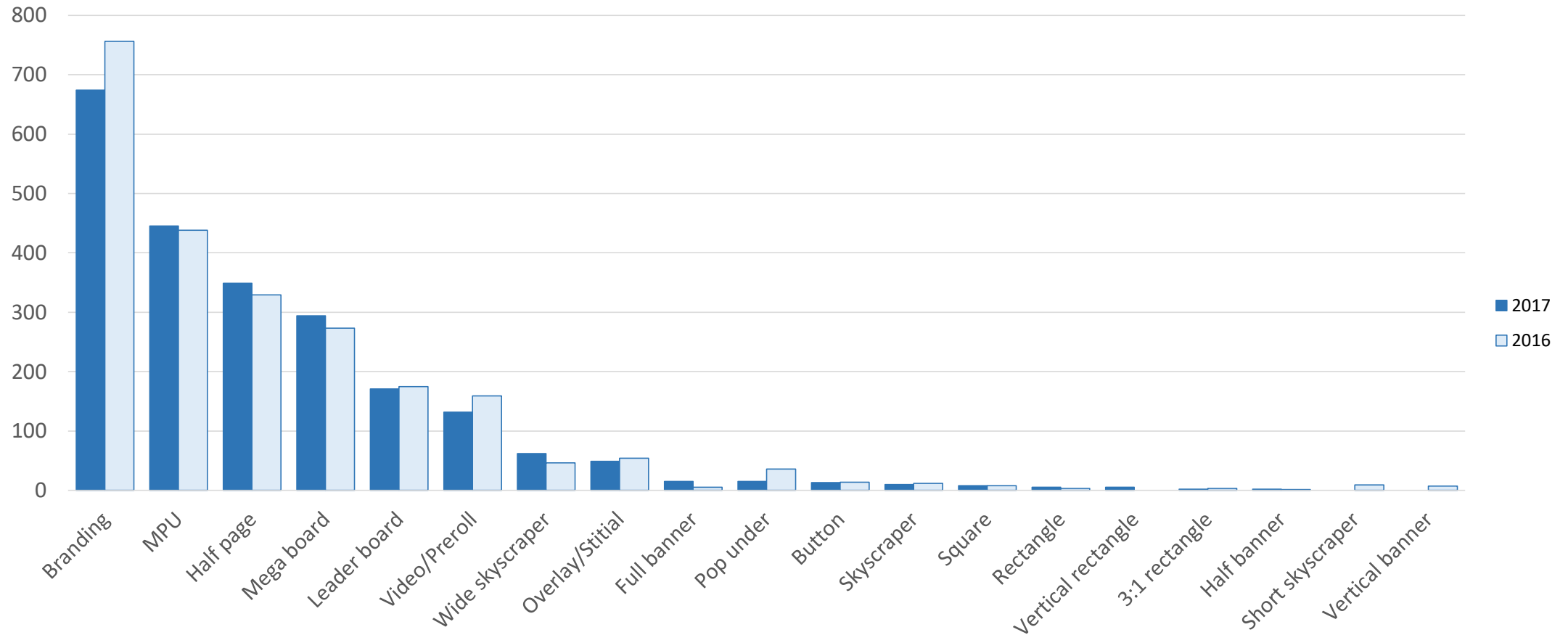




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

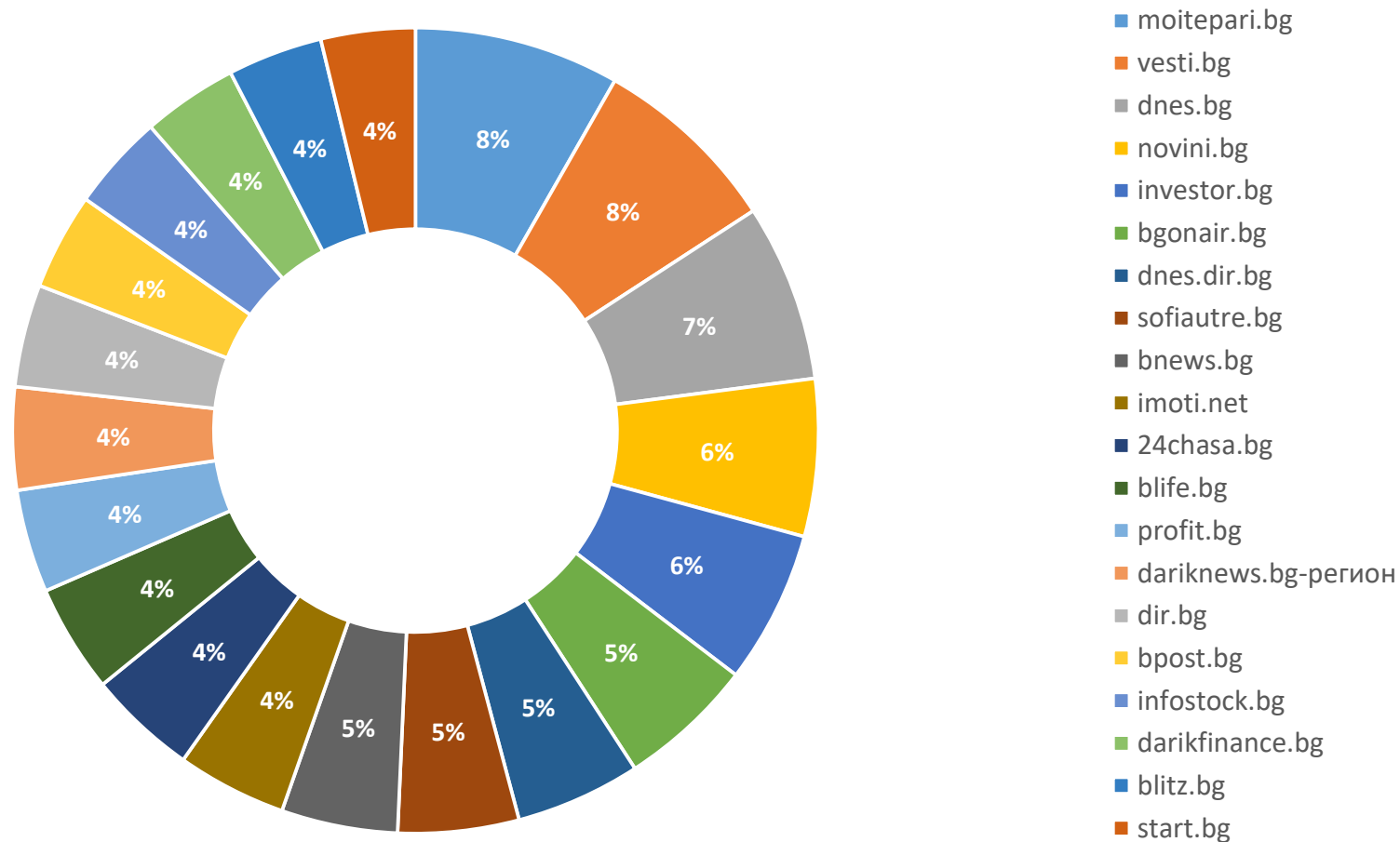




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – TOP used websites

by campaigns strength - Jan/Dec 2017

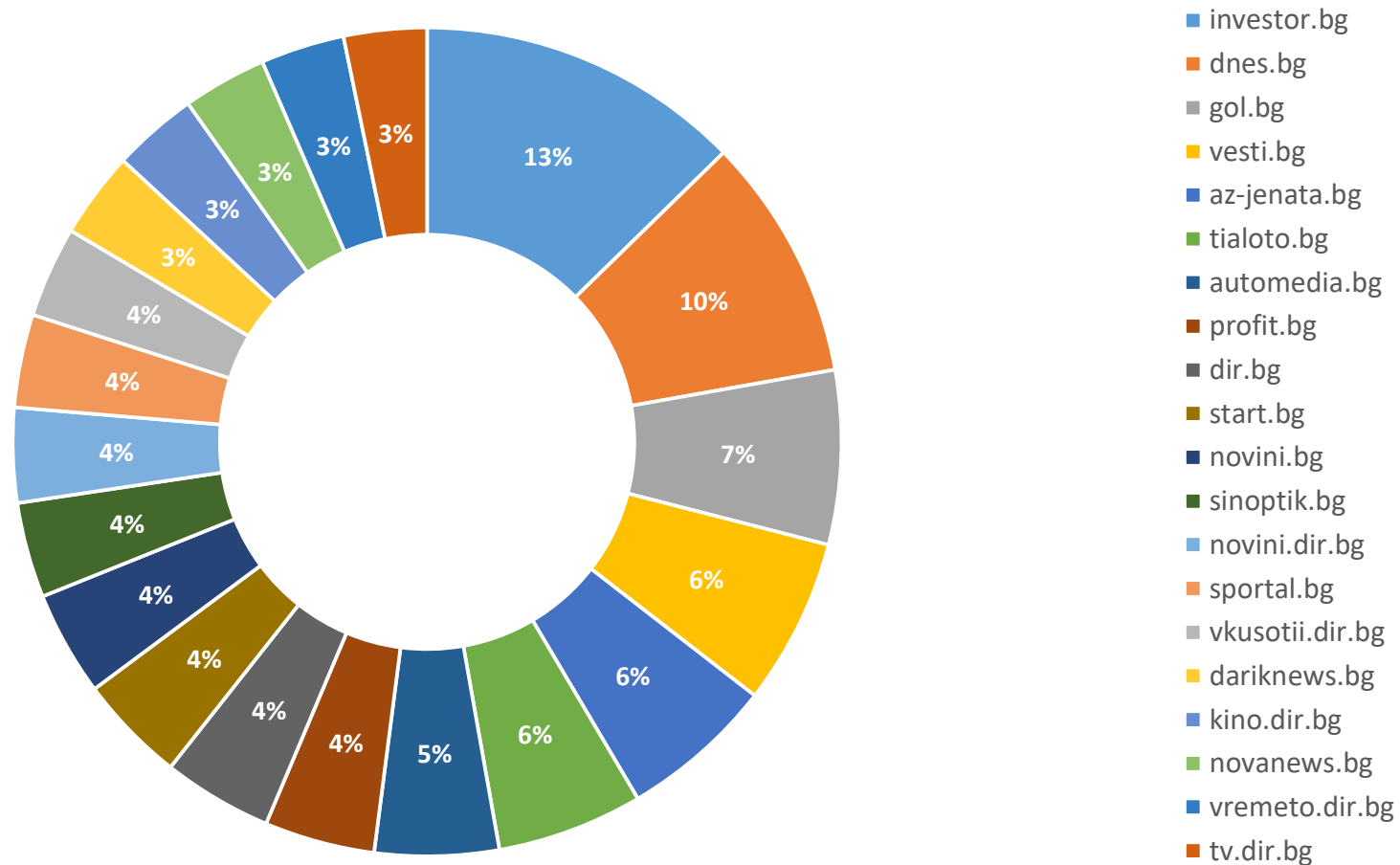




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – TOP used websites

by campaigns strength - Jan/Dec 2016





## SECTOR **MOToring**



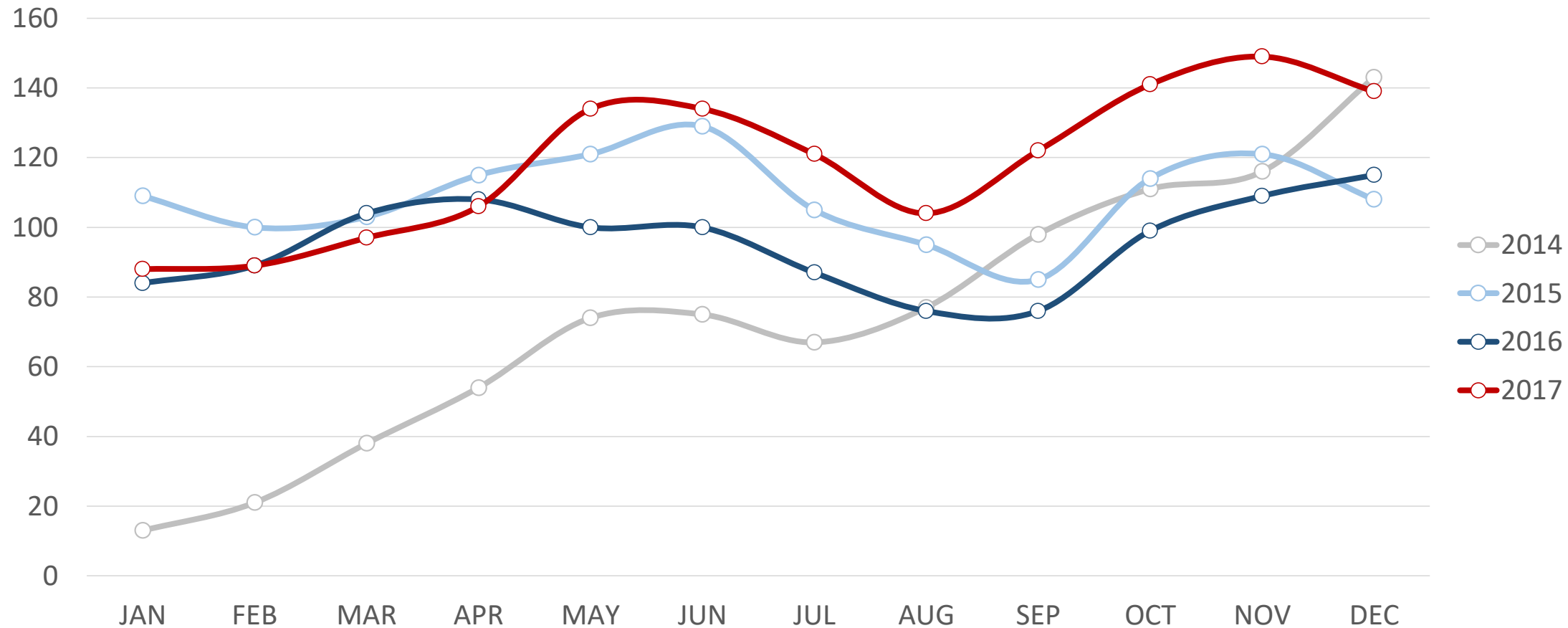




# TOP 10 sectors - Market overview

## MOTORING – SEASONALITY

by number of campaigns – 2014 - 2017

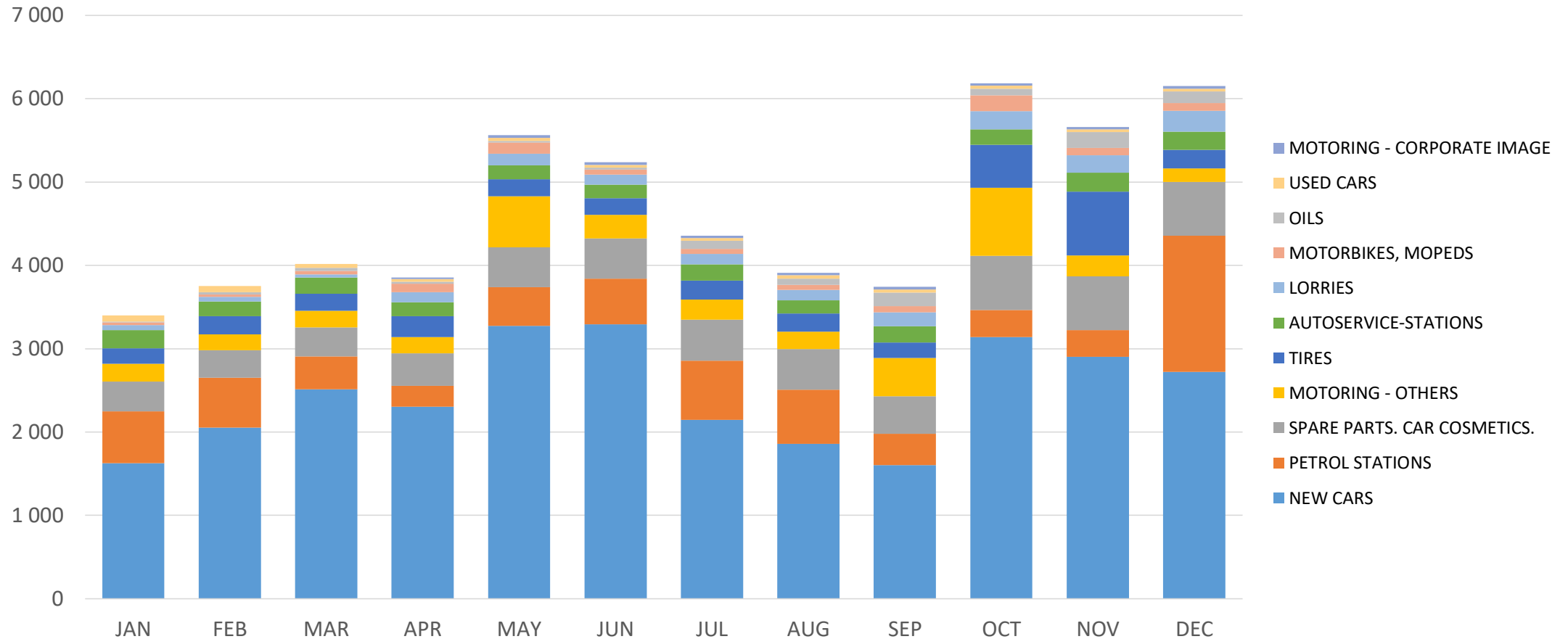




# TOP 10 sectors - Market overview

## MOTORING – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

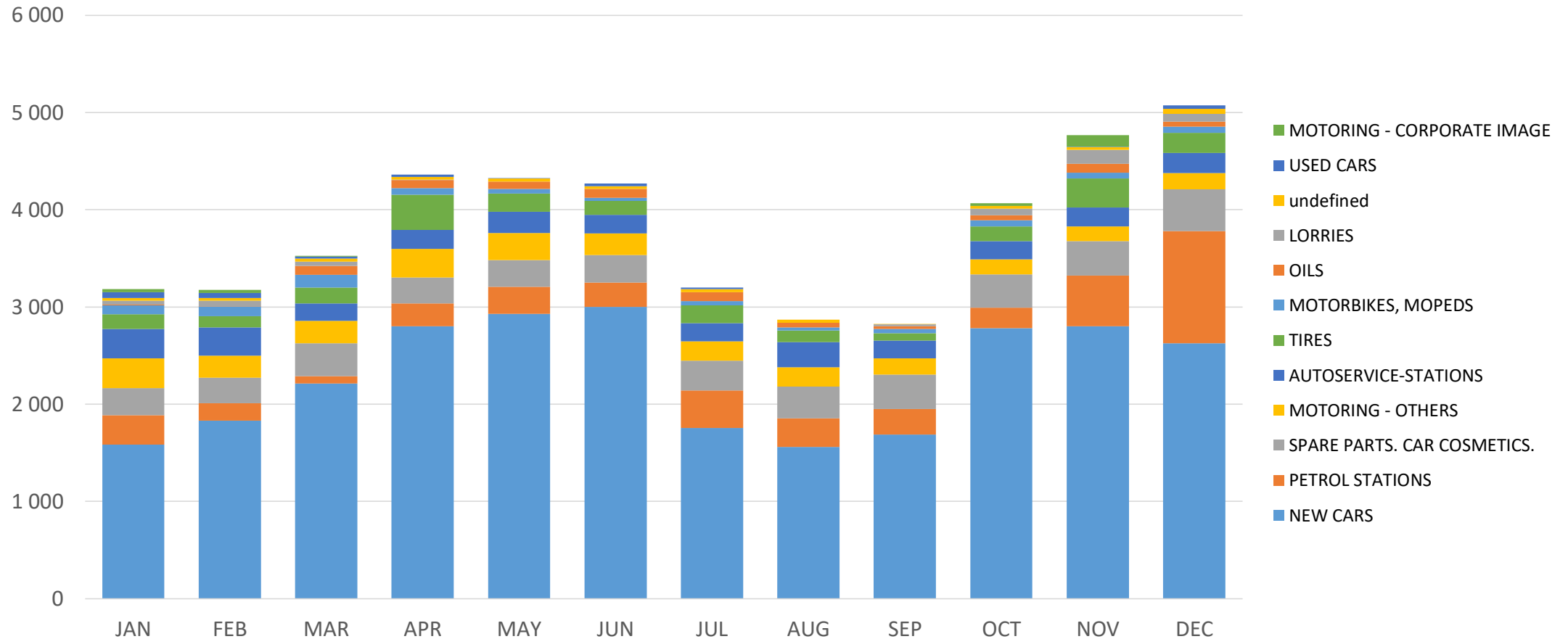




# TOP 10 sectors - Market overview

## MOTORING – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

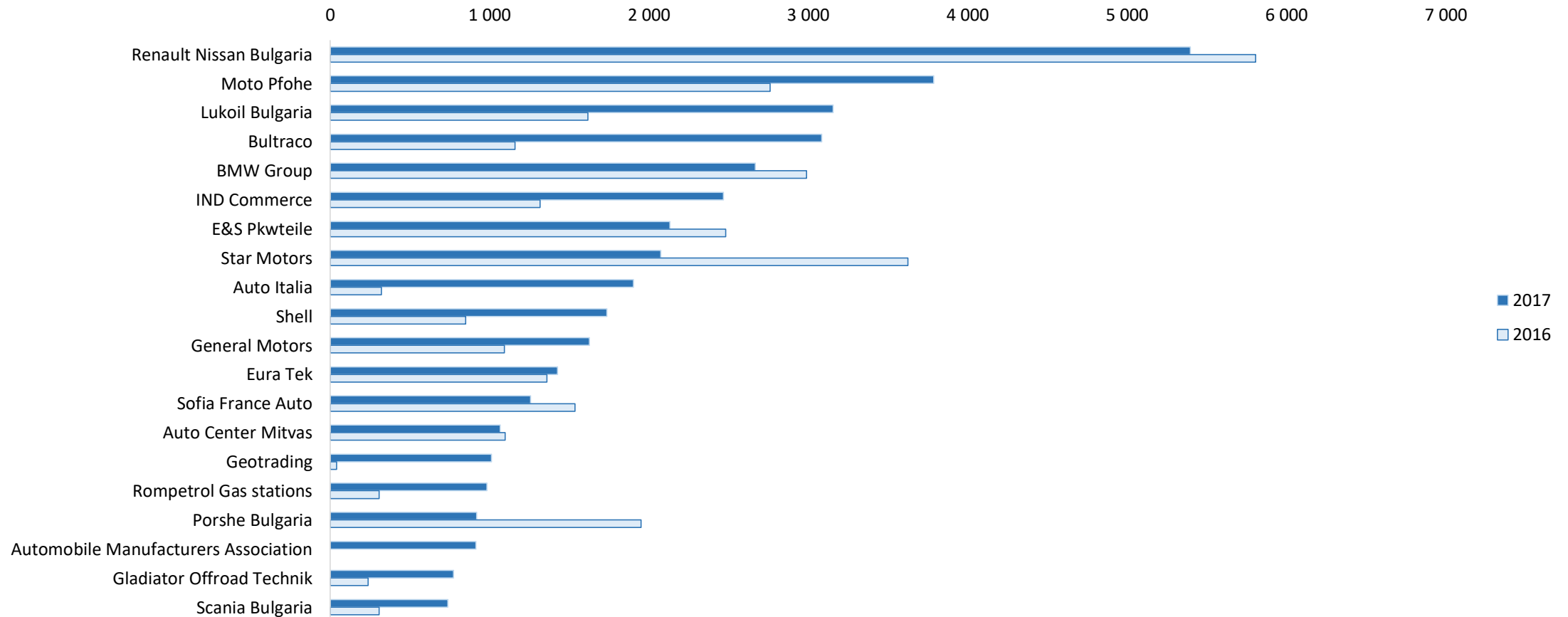




# TOP 10 sectors - Market overview

## MOTORING – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

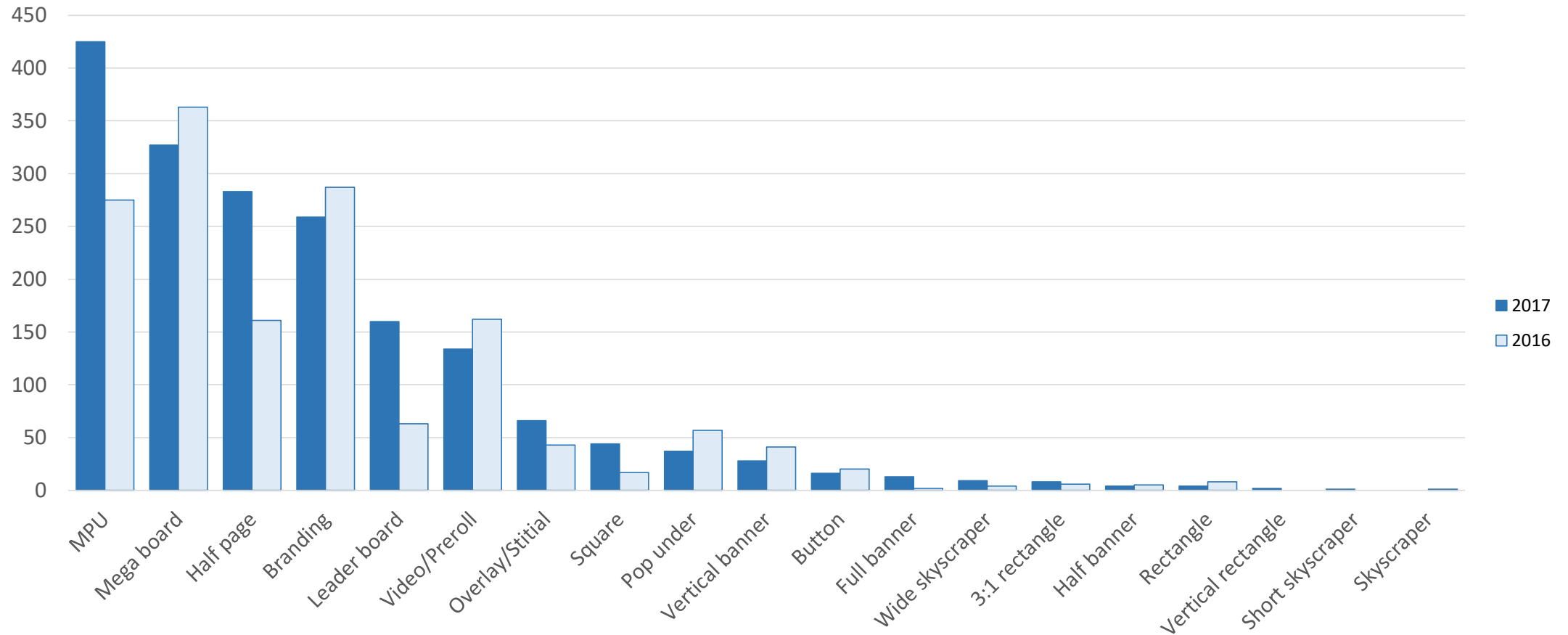




# TOP 10 sectors - Market overview

## MOTORING – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

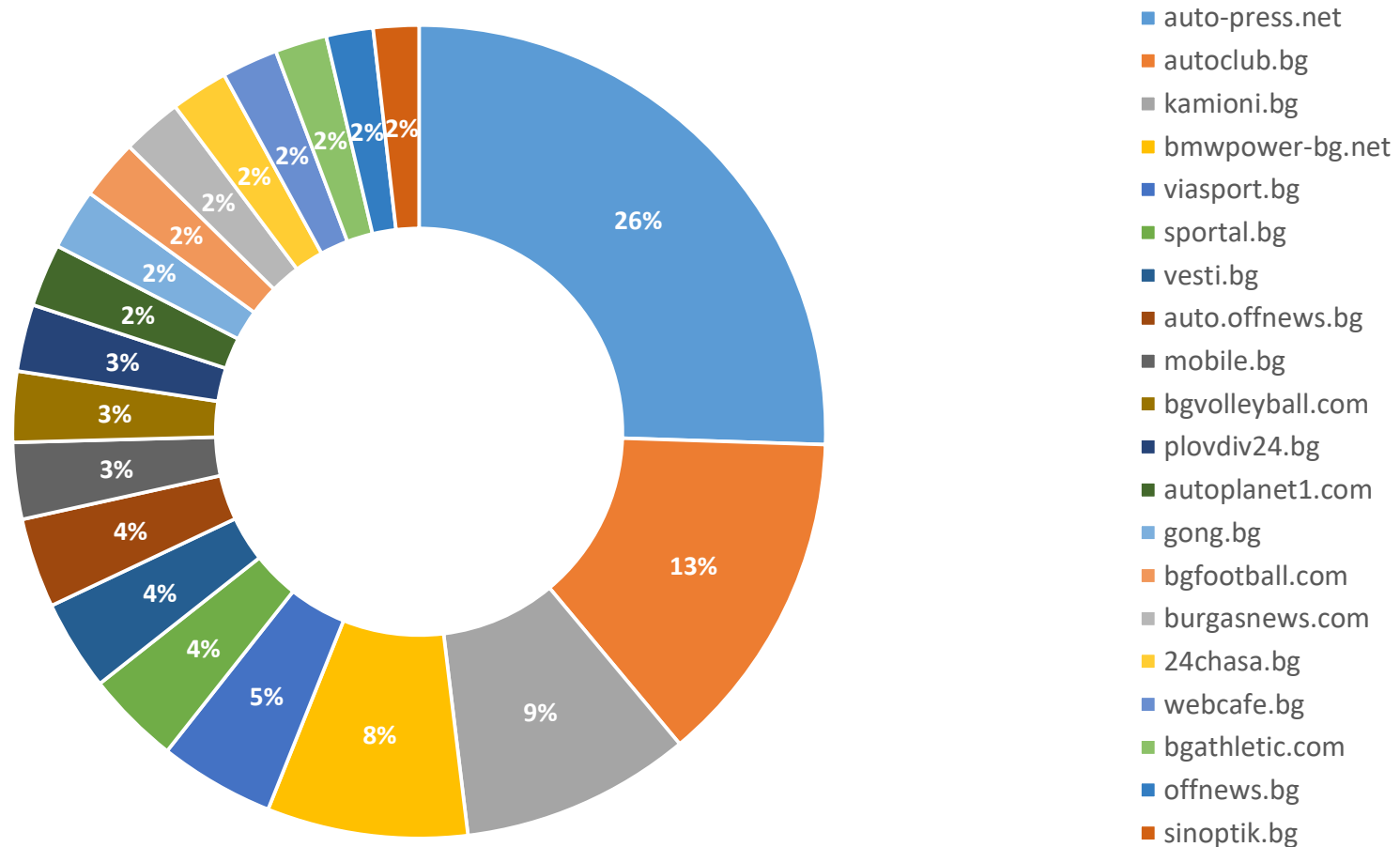




# TOP 10 sectors - Market overview

## MOTORING – TOP used websites

by campaigns strength - Jan/Dec 2017

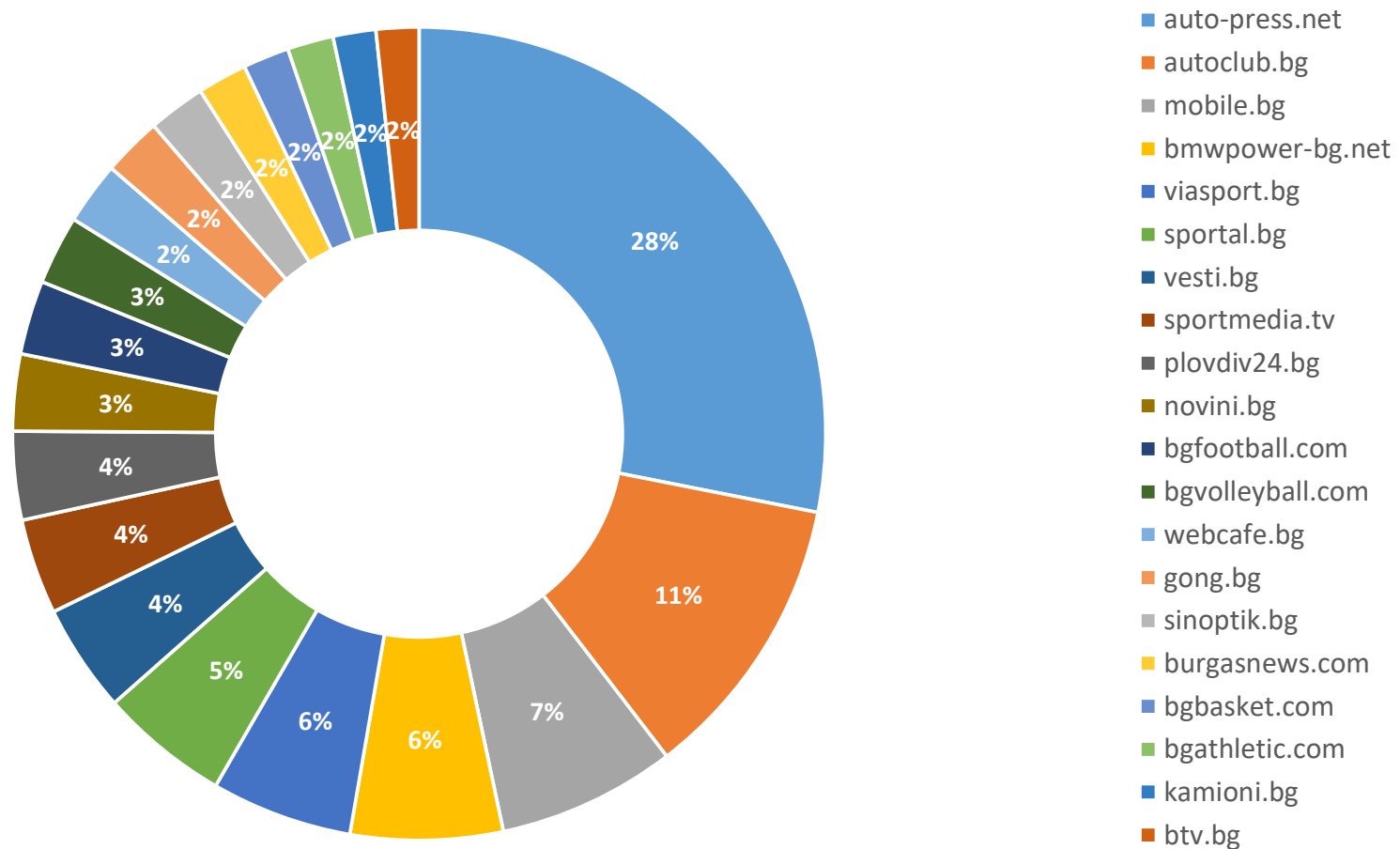




# TOP 10 sectors - Market overview

## MOTORING – TOP used websites

by campaigns strength - Jan/Dec 2016



B

SECTOR ENTERTAINMENTS,  
RESTAURANTS, BARS



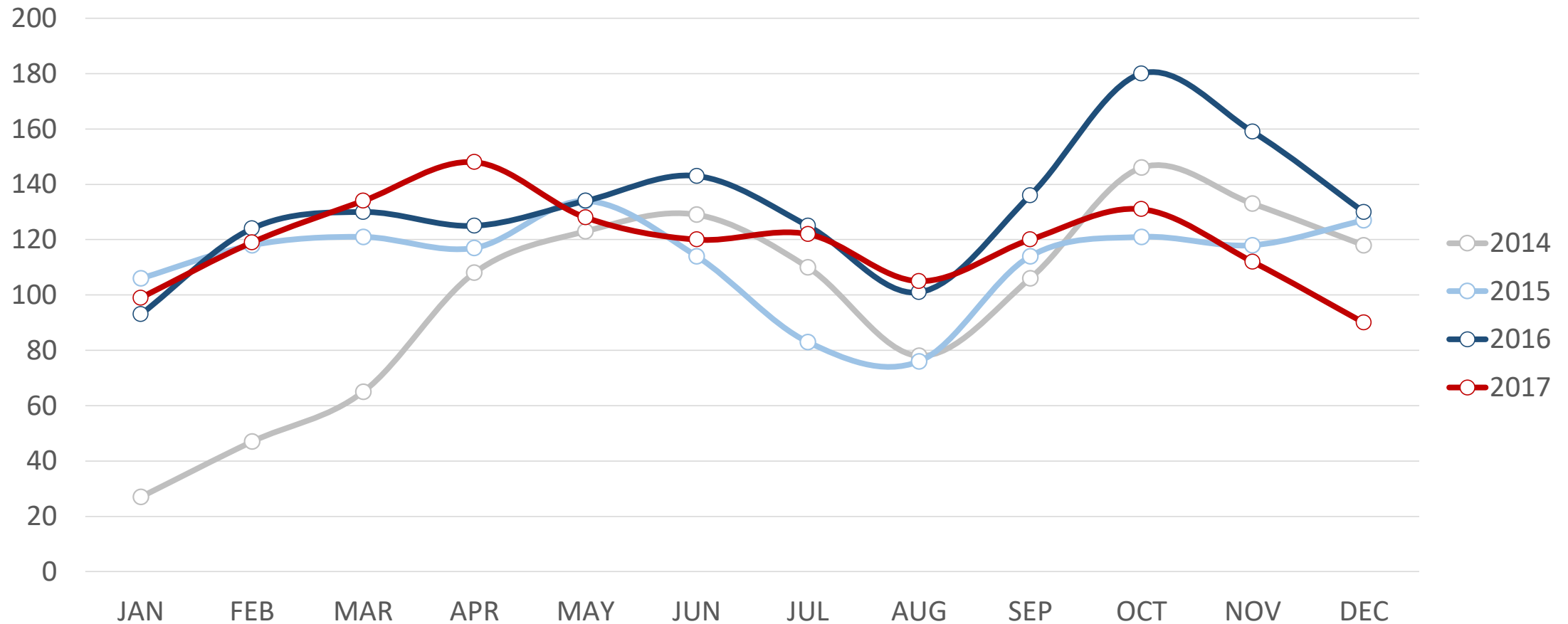




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – SEASONALITY

by number of campaigns – 2014 - 2017

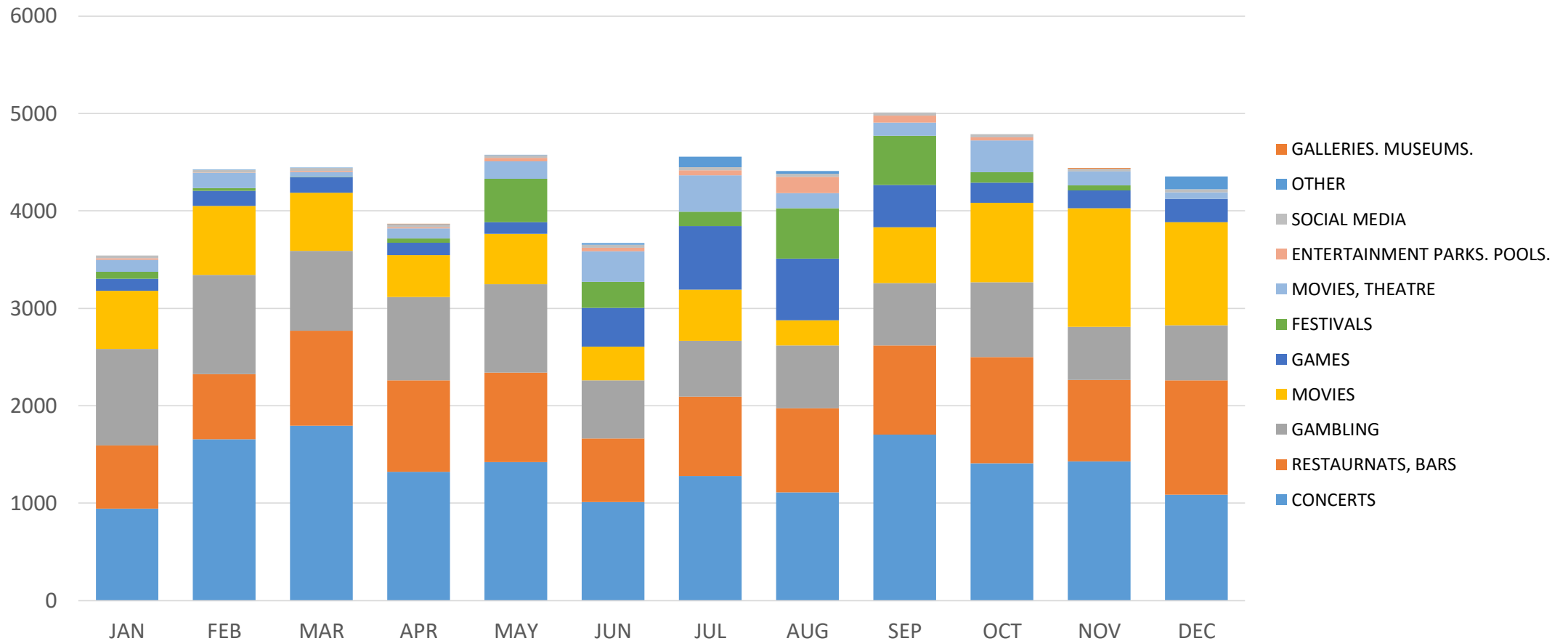




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

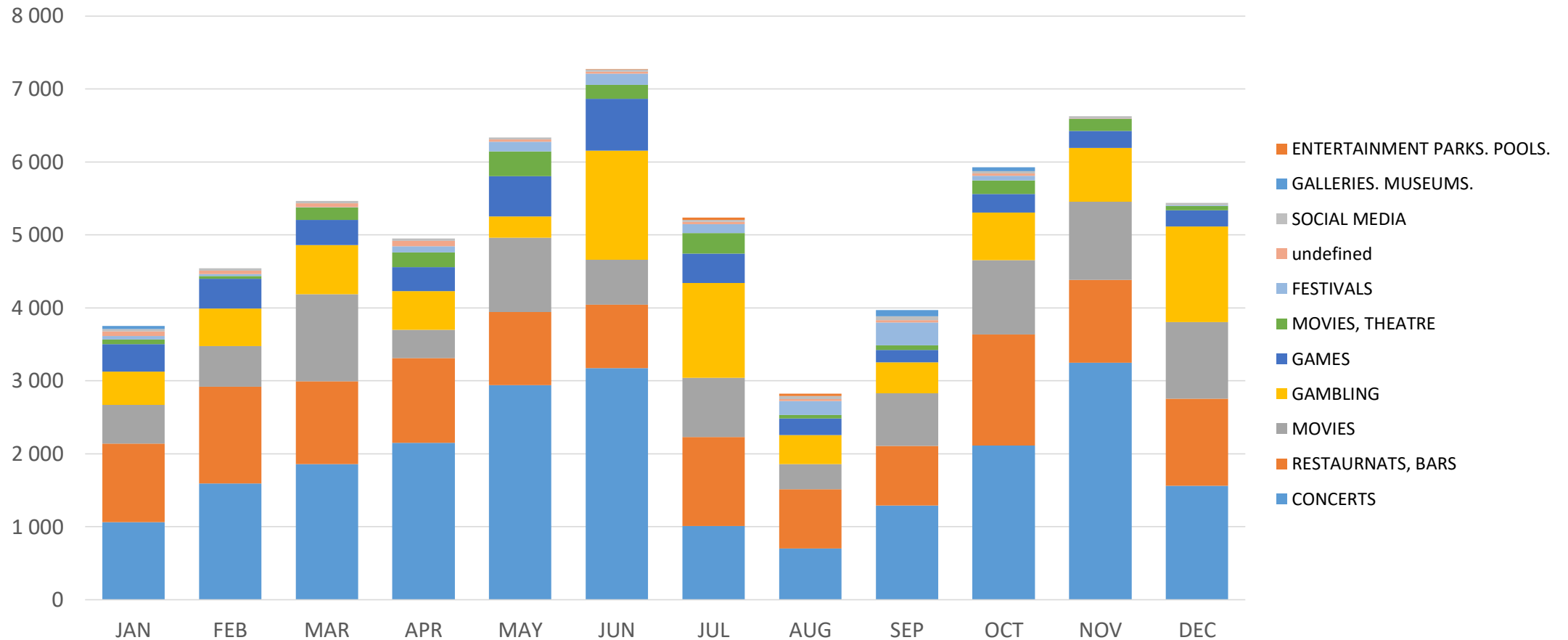




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

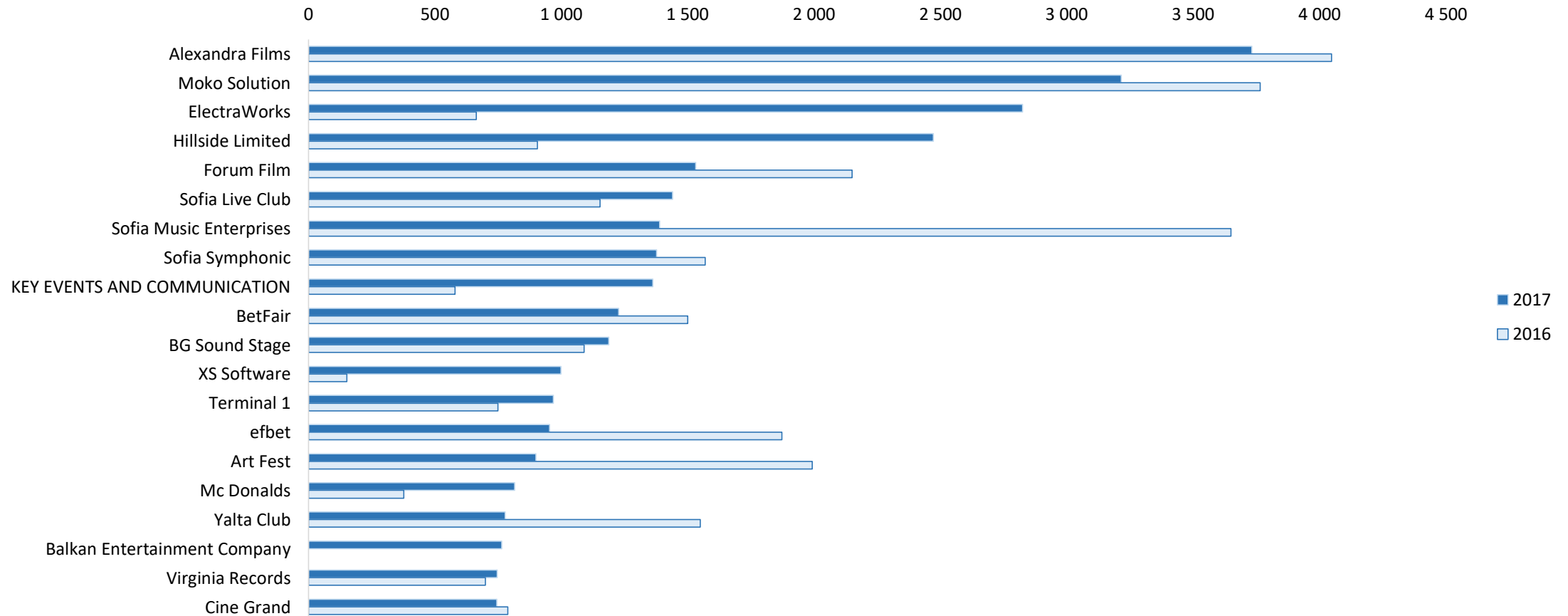




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

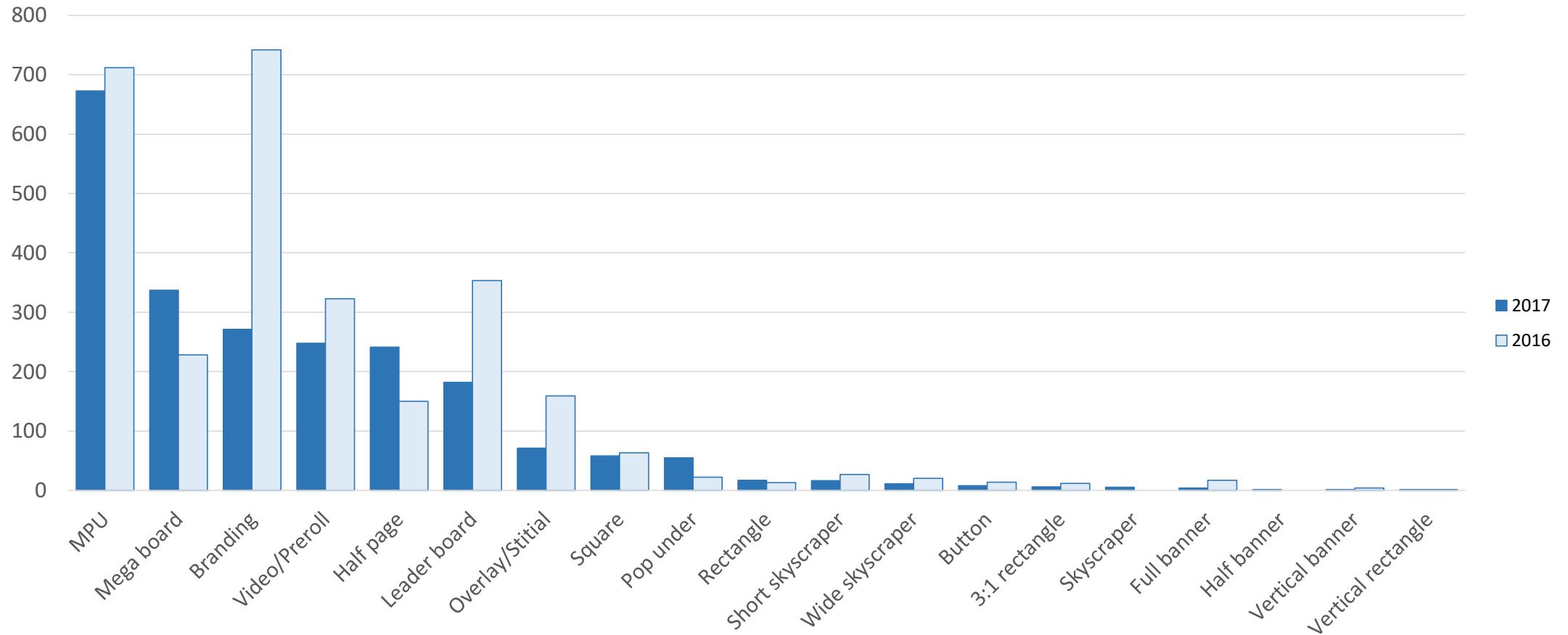




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

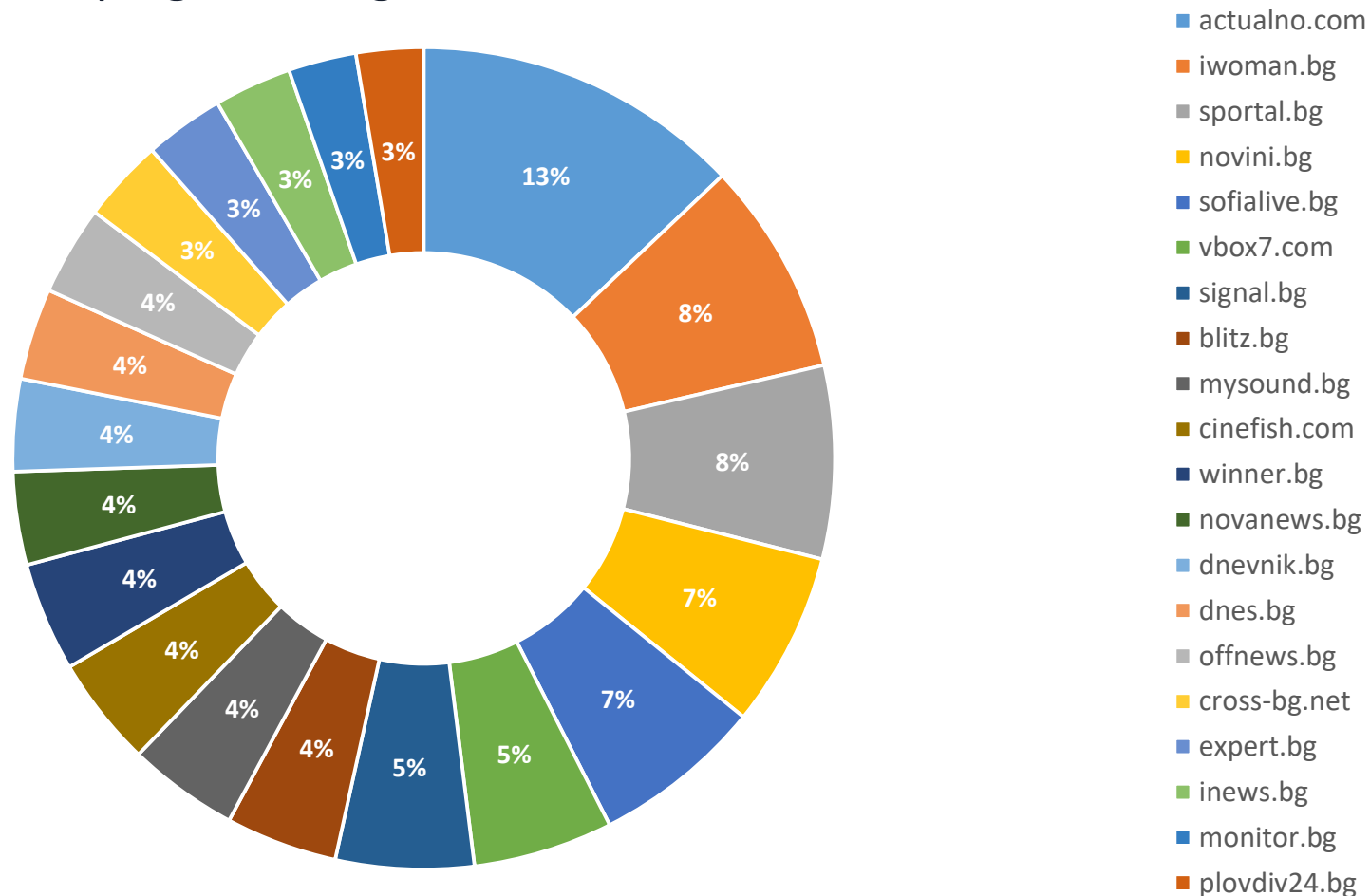




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by campaigns strength - Jan/Dec 2017

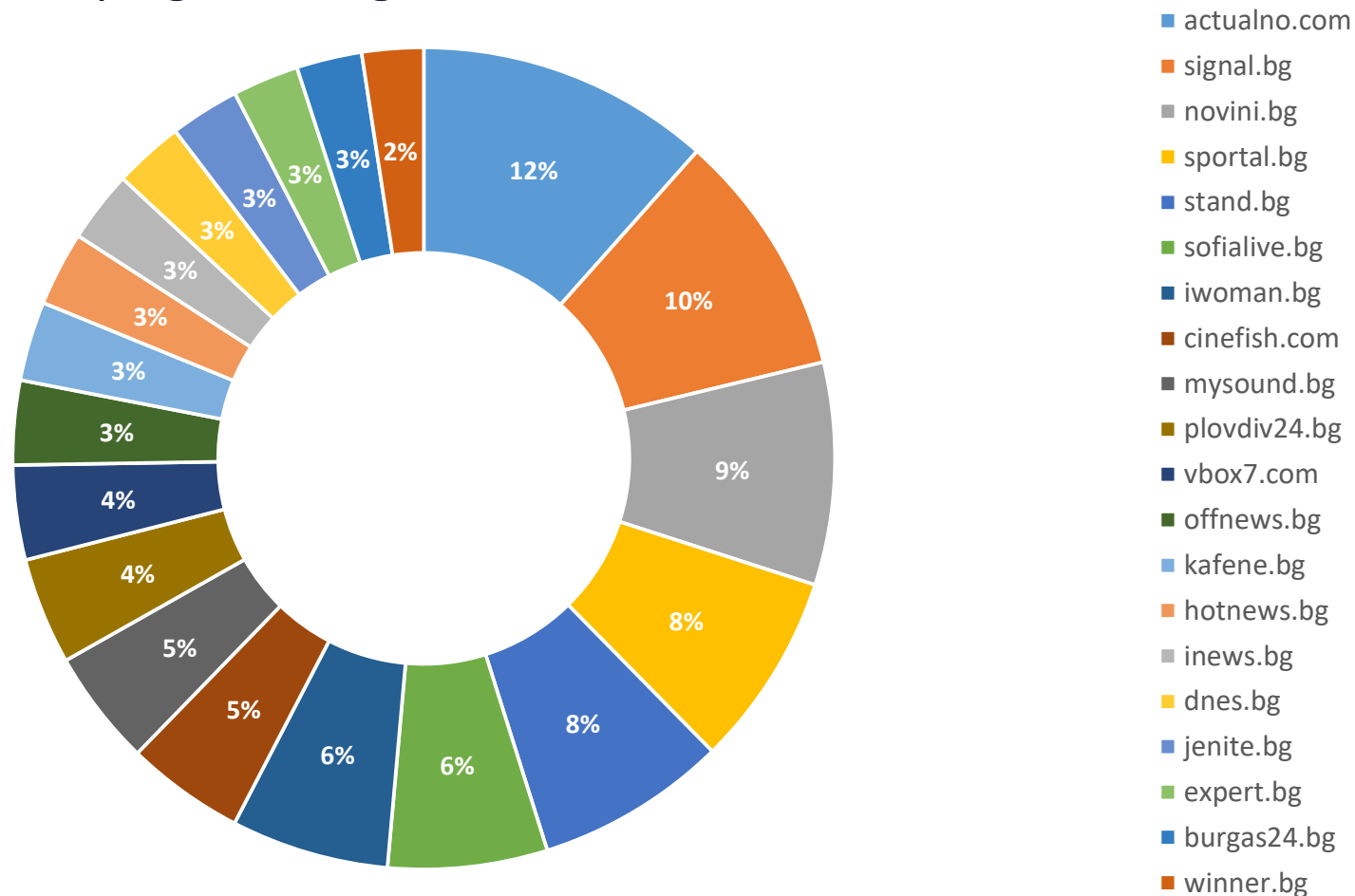




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by campaigns strength - Jan/Dec 2016



B

SECTOR **RETAIL STORES**



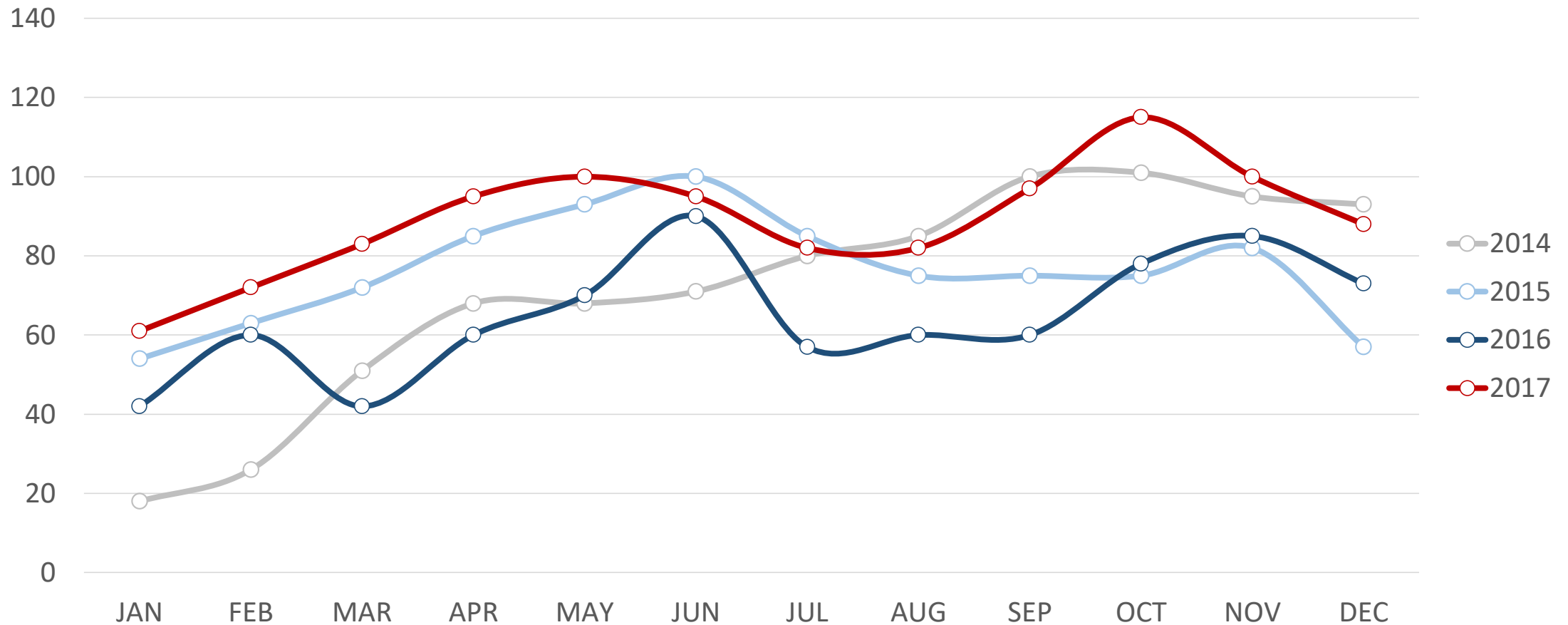




# TOP 10 sectors - Market overview

## RETAIL STORES – SEASONALITY

by number of campaigns – 2014 - 2017

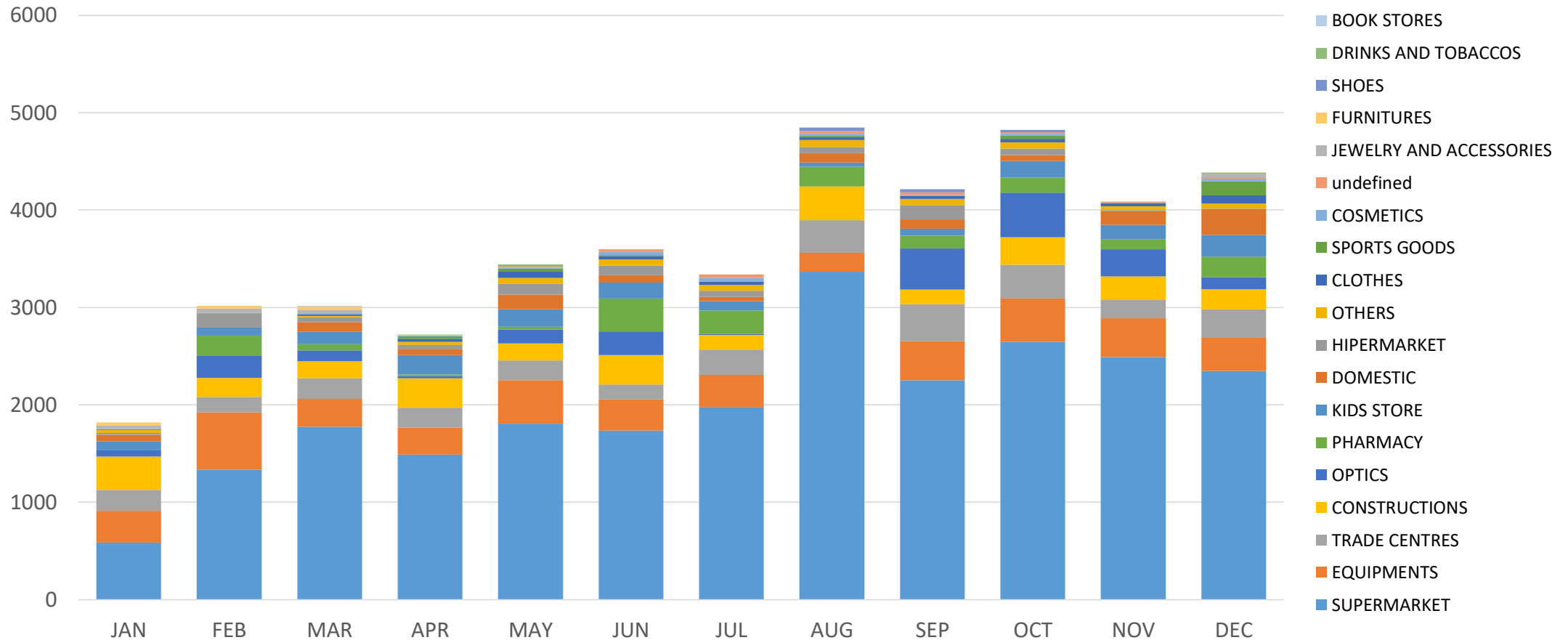




# TOP 10 sectors - Market overview

## RETAIL STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

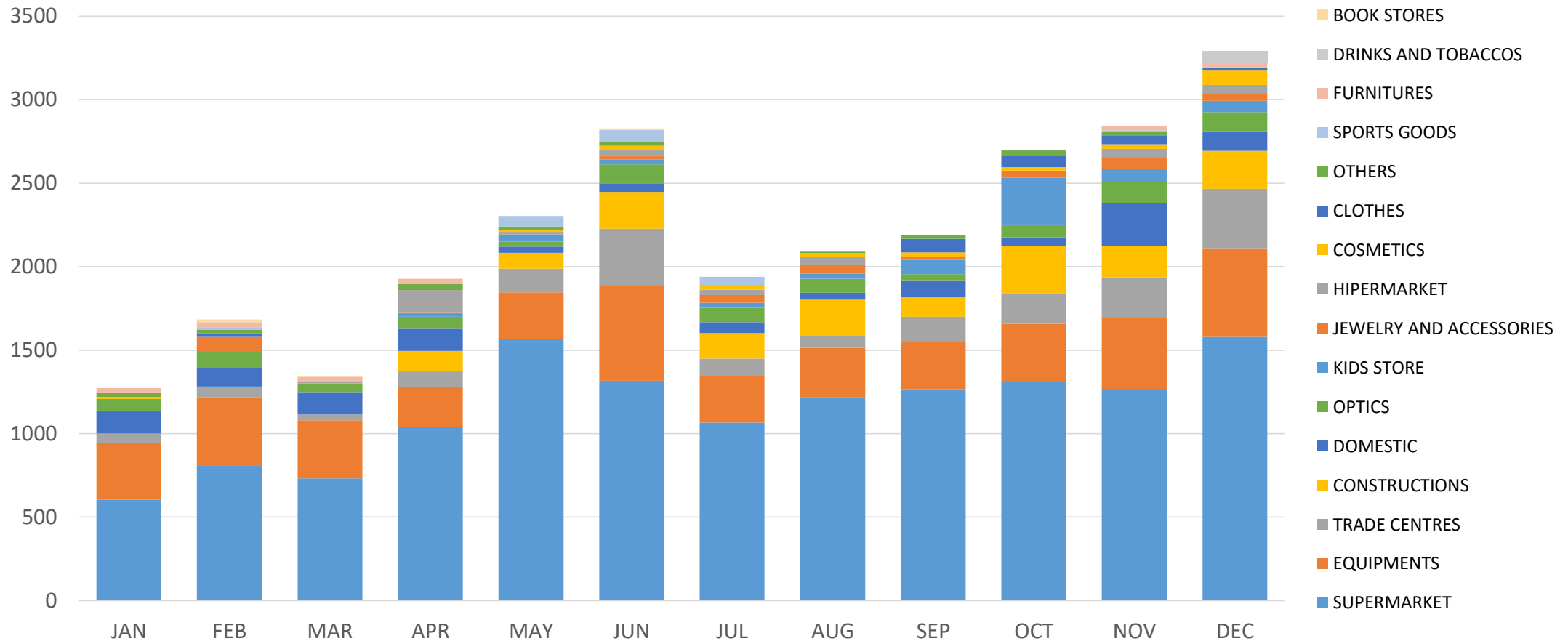




# TOP 10 sectors - Market overview

## RETAIL STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

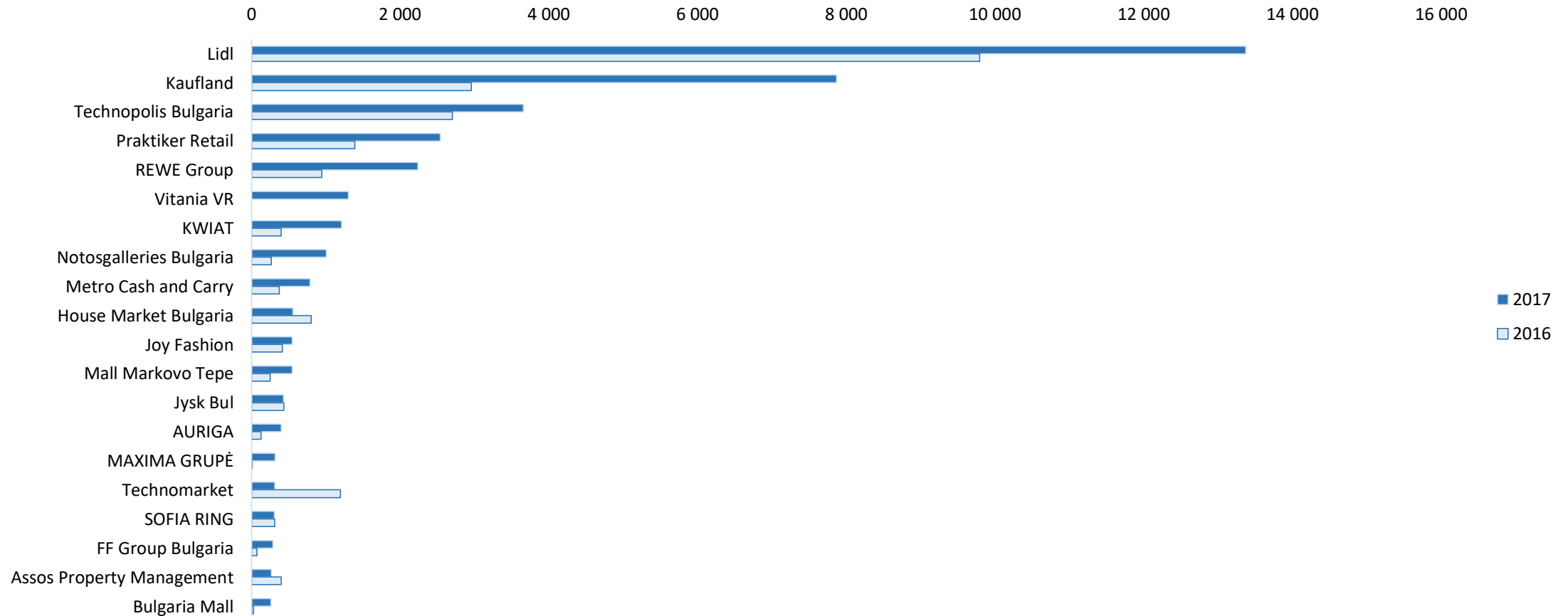




# TOP 10 sectors - Market overview

## RETAIL STORES – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

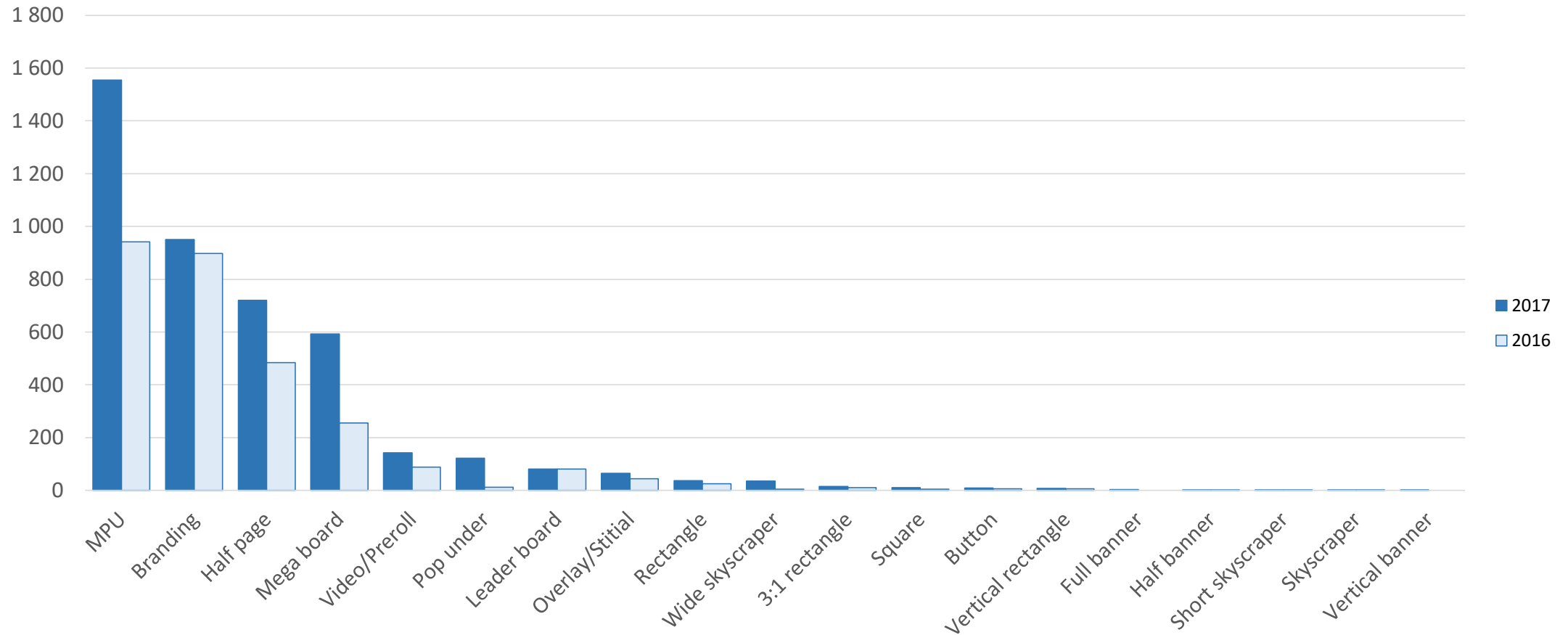




# TOP 10 sectors - Market overview

## RETAIL STORES – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

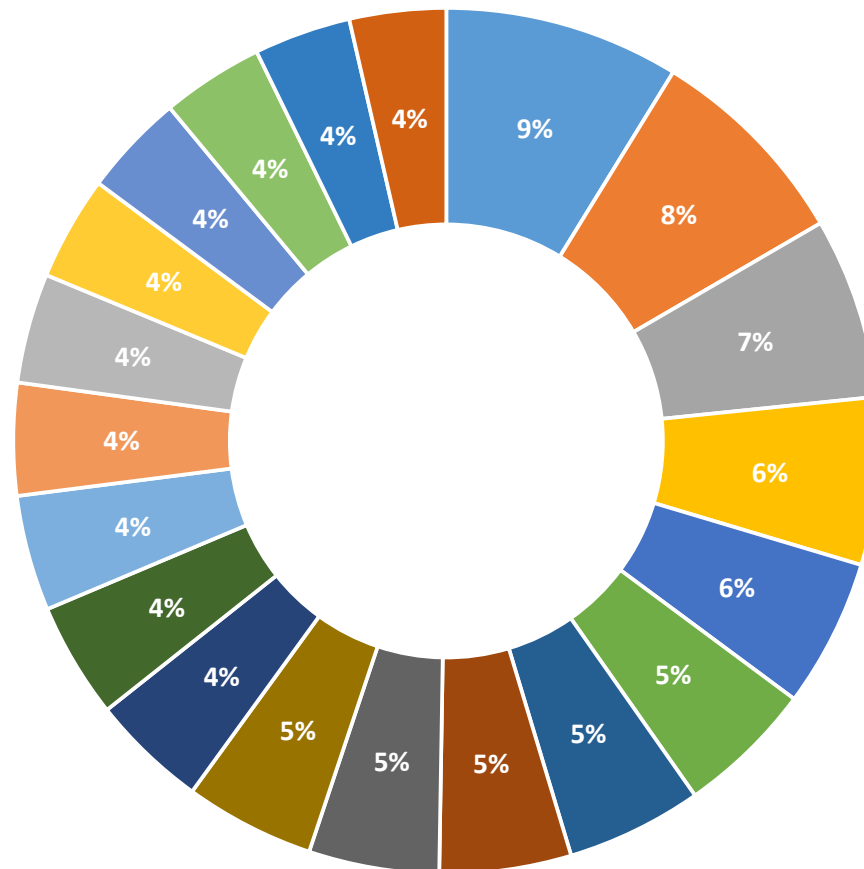




# TOP 10 sectors - Market overview

## RETAIL STORES – TOP used websites

by campaigns strength - Jan/Dec 2017

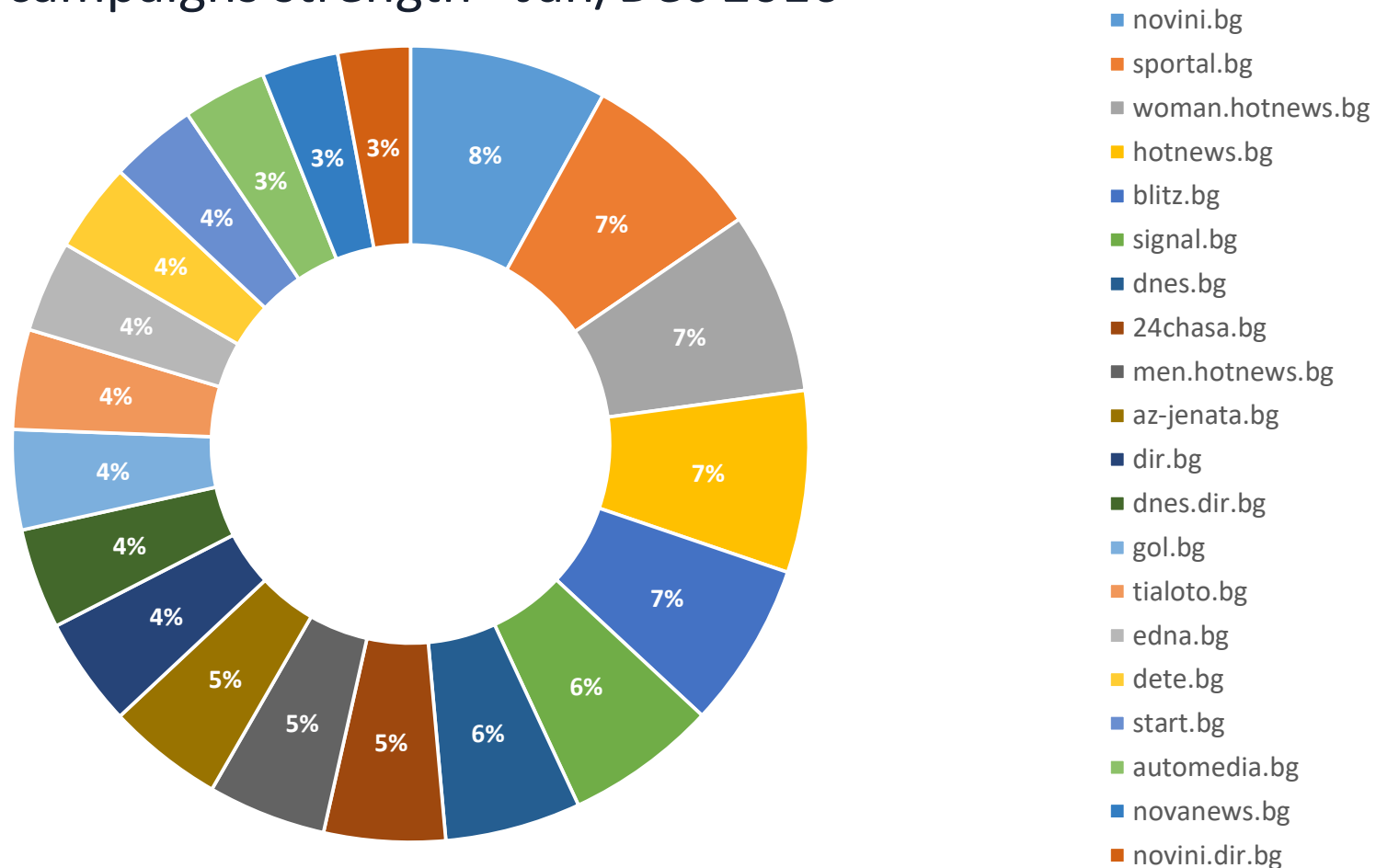


- novini.bg
- woman.hotnews.bg
- dnes.bg
- hotnews.bg
- az-jenata.bg
- marica.bg
- sportal.bg
- 24chasa.bg
- blitz.bg
- dir.bg
- tia.bg
- blagoevgrad.info
- edna.bg
- vesti.bg
- dnes.dir.bg
- btv.bg
- zdrave.bg
- mamaibebe.com
- ruseinfo.net
- actualno.com



# TOP 10 sectors - Market overview

**RETAIL STORES – TOP used websites**  
by campaigns strength - Jan/Dec 2016



B

SECTOR CONSTRUCTION, REPAIRS



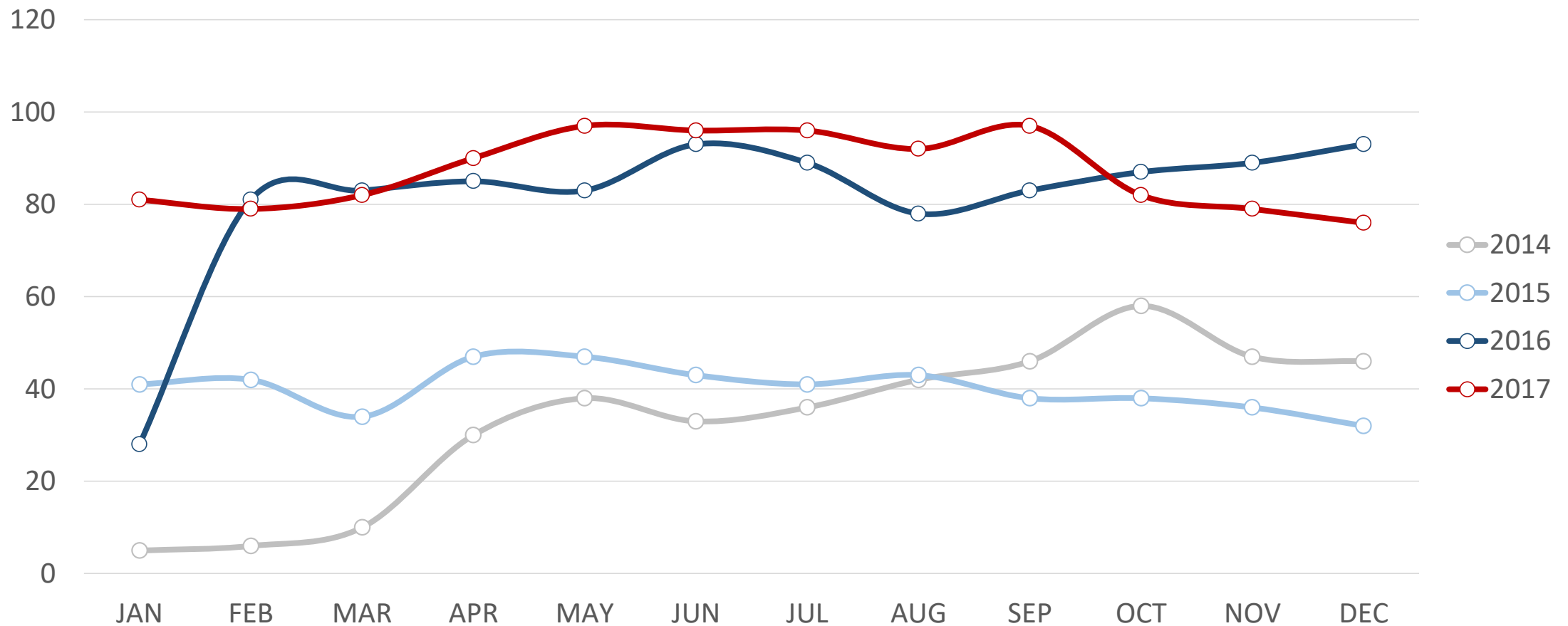




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – SEASONALITY

by number of campaigns – 2014 - 2017

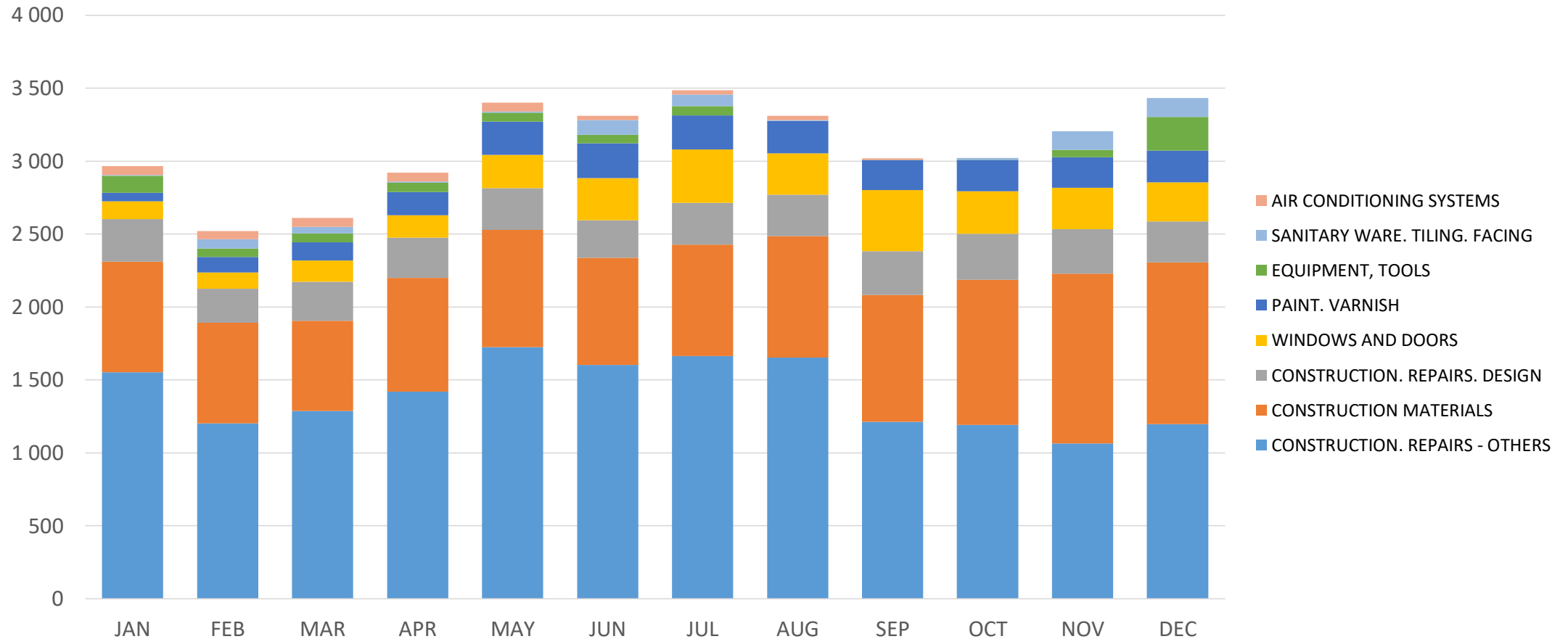




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

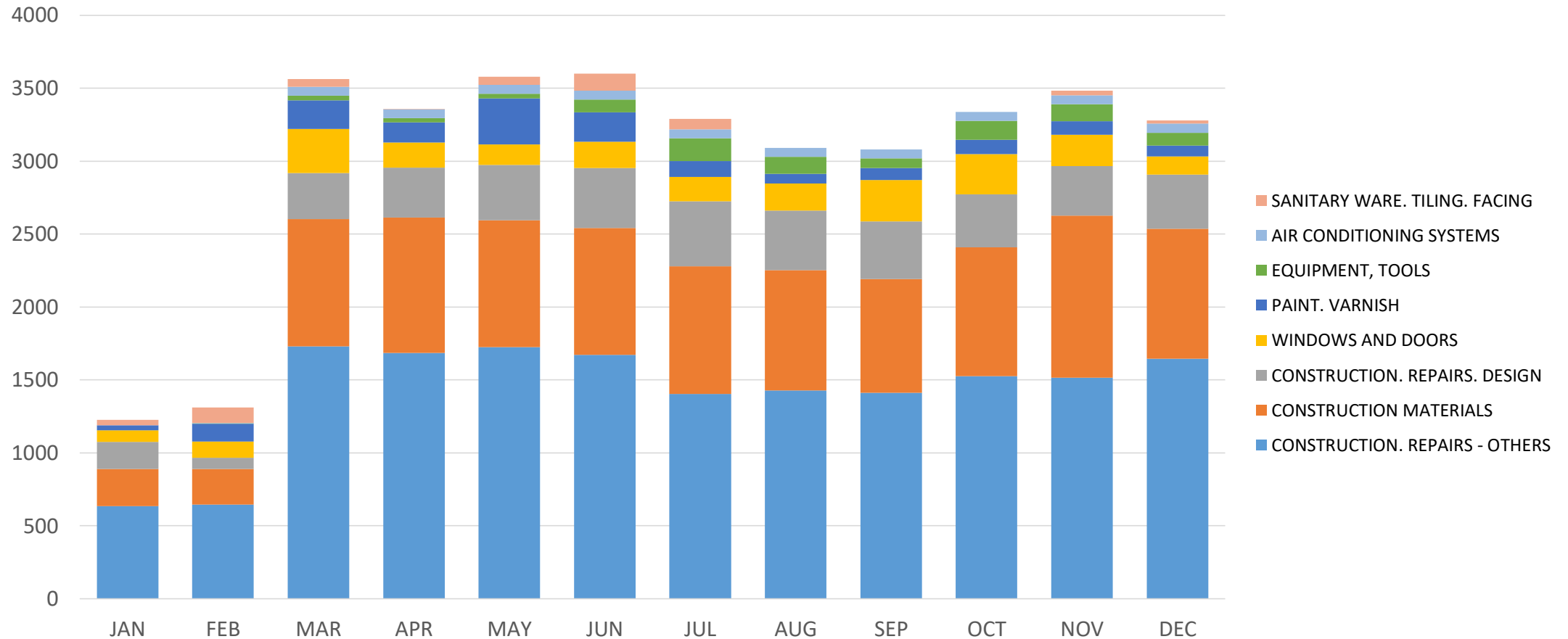




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

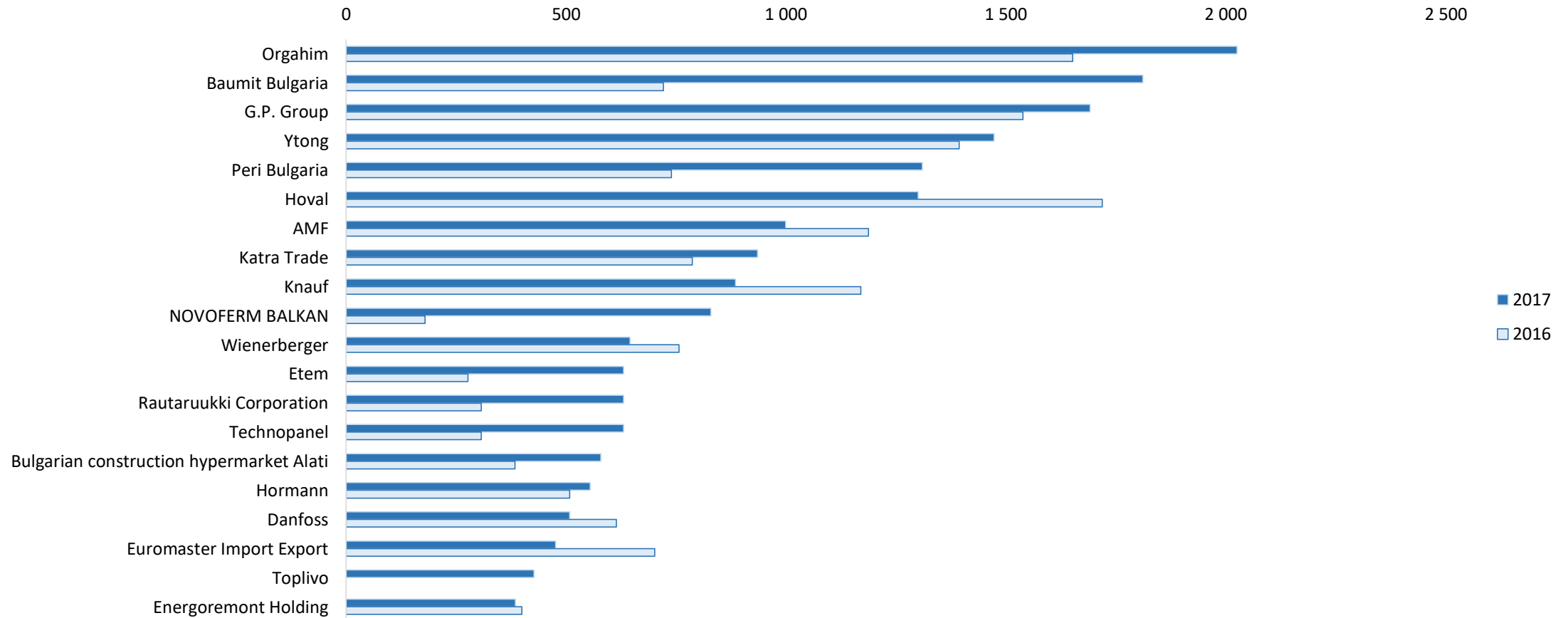




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

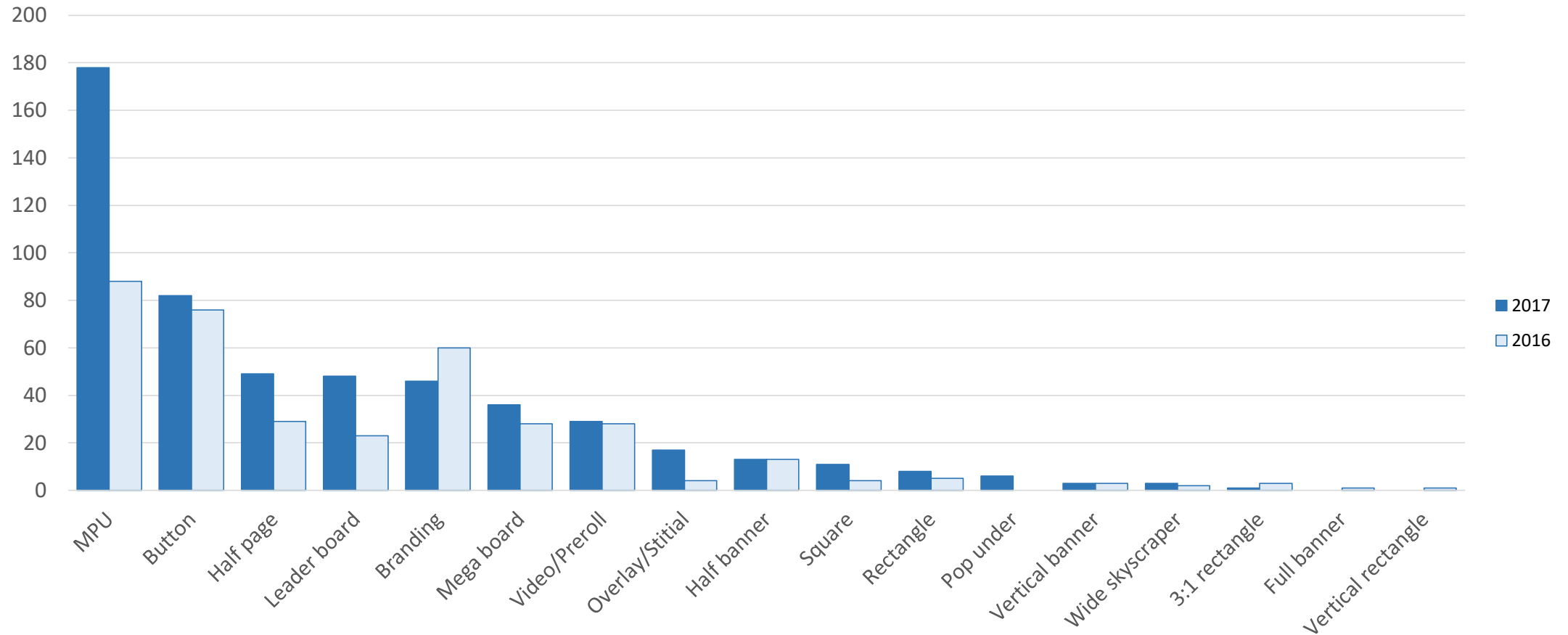




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

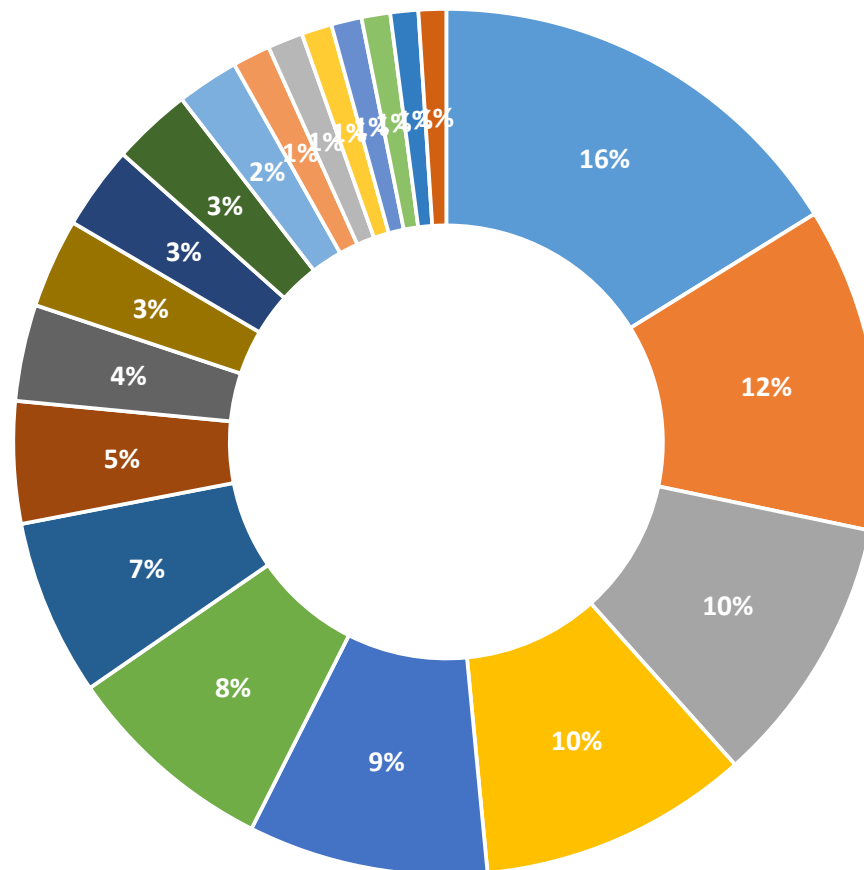




# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – TOP used websites

by campaigns strength - Jan/Dec 2017



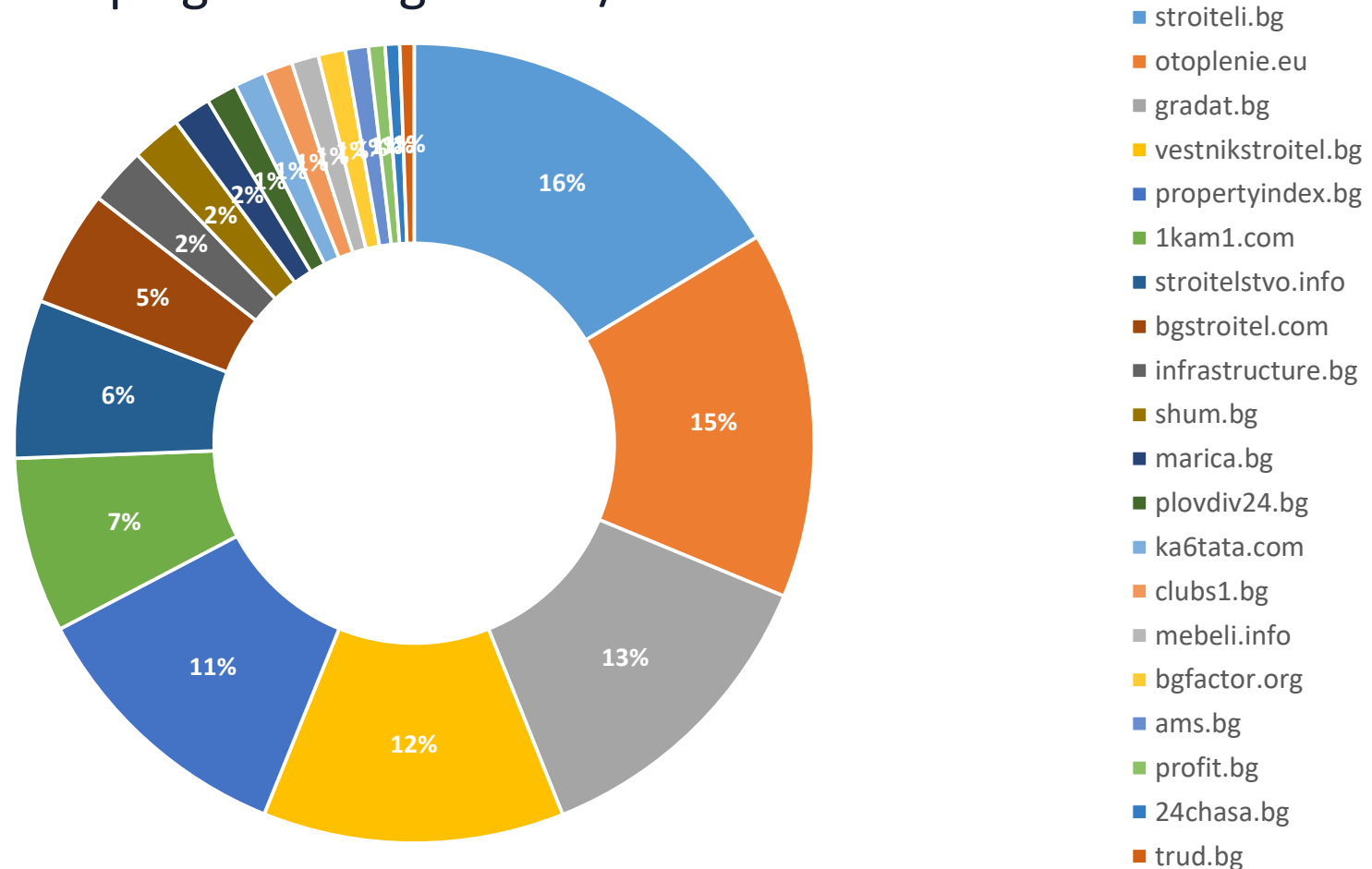
- citybuild.bg
- otoplenie.eu
- gradat.bg
- propertyindex.bg
- vestnikstroitel.bg
- 1kam1.com
- stroitelstvo.info
- bgstroitel.com
- stroiteli.bg
- infrastructure.bg
- marica.bg
- shum.bg
- plovdiv24.bg
- ka6tata.com
- clubs1.bg
- mebeli.info
- bgfactor.org
- autoclub.bg
- econ.bg
- novinite.bg



# TOP 10 sectors - Market overview

## CONSTRUCTION, REPAIRS – TOP used websites

by campaigns strength - Jan/Dec 2016



B

SECTOR **ONLINE STORES**



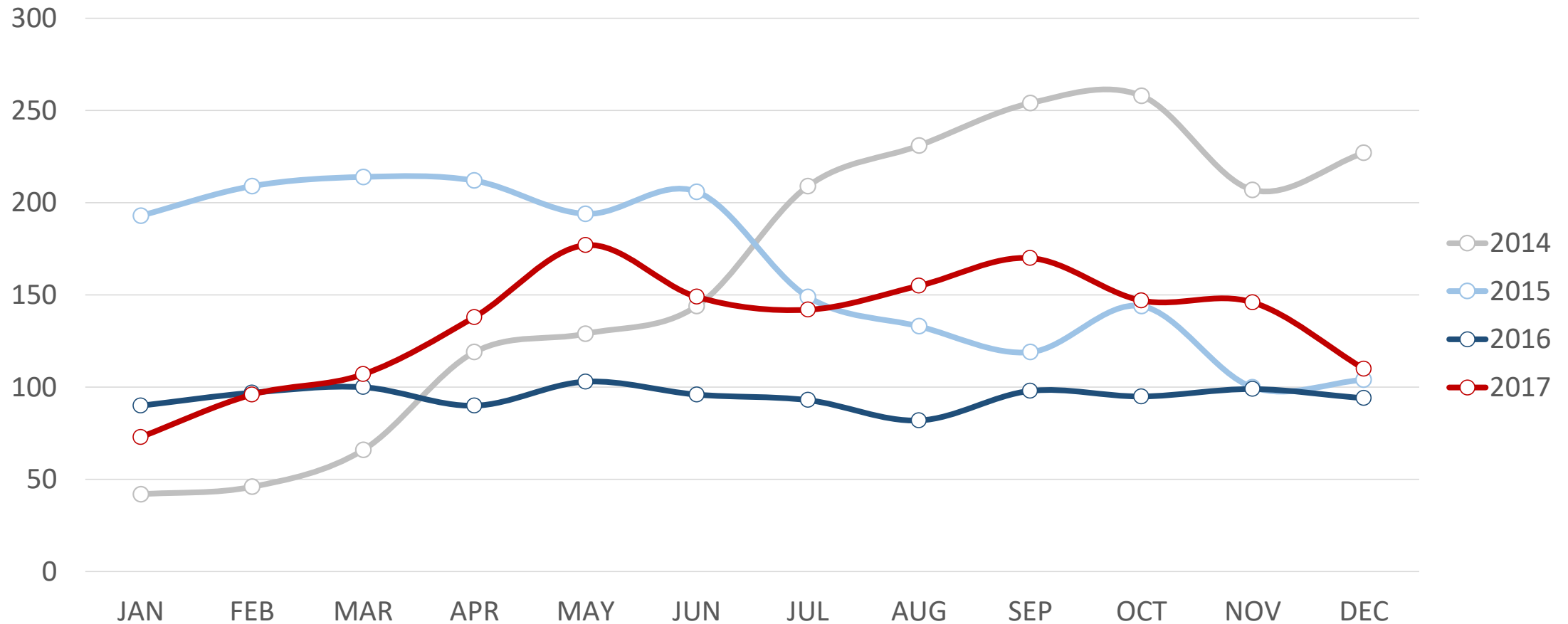




# TOP 10 sectors - Market overview

## ONLINE STORES – SEASONALITY

by number of campaigns – 2014 - 2017

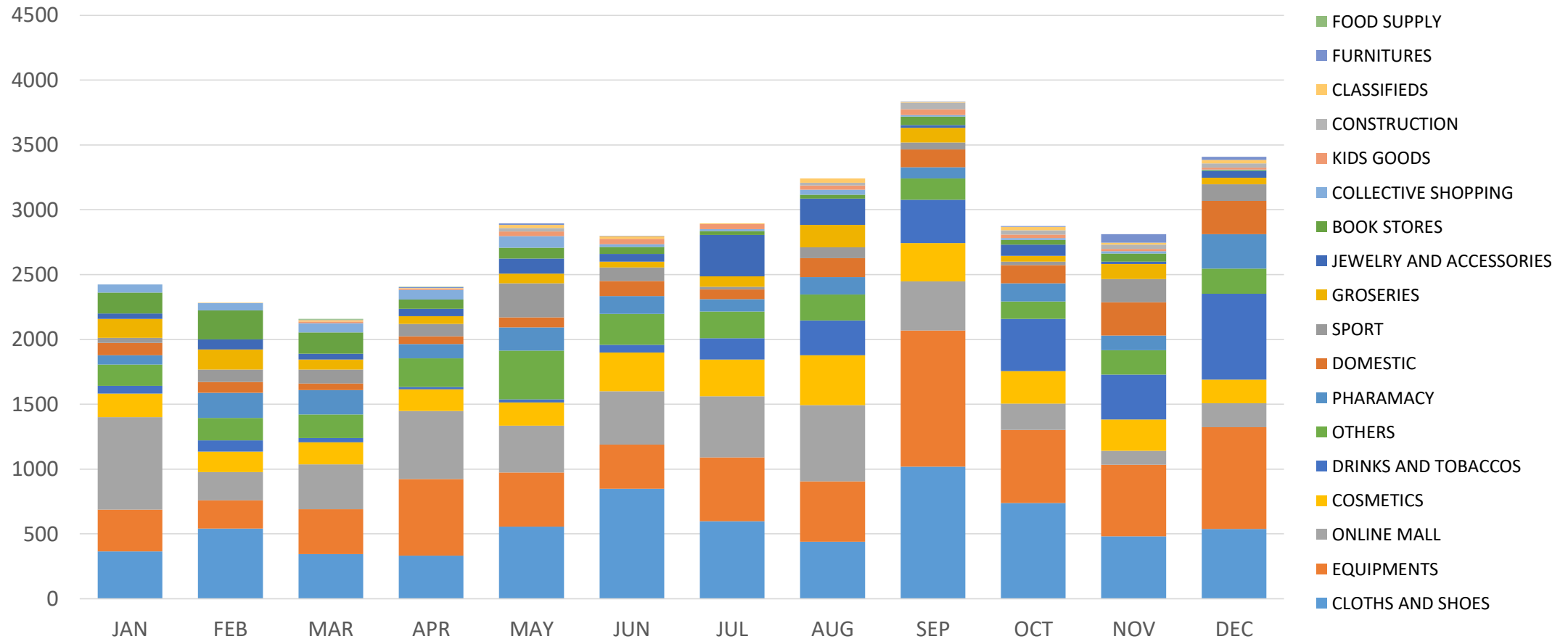




# TOP 10 sectors - Market overview

## ONLINE STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

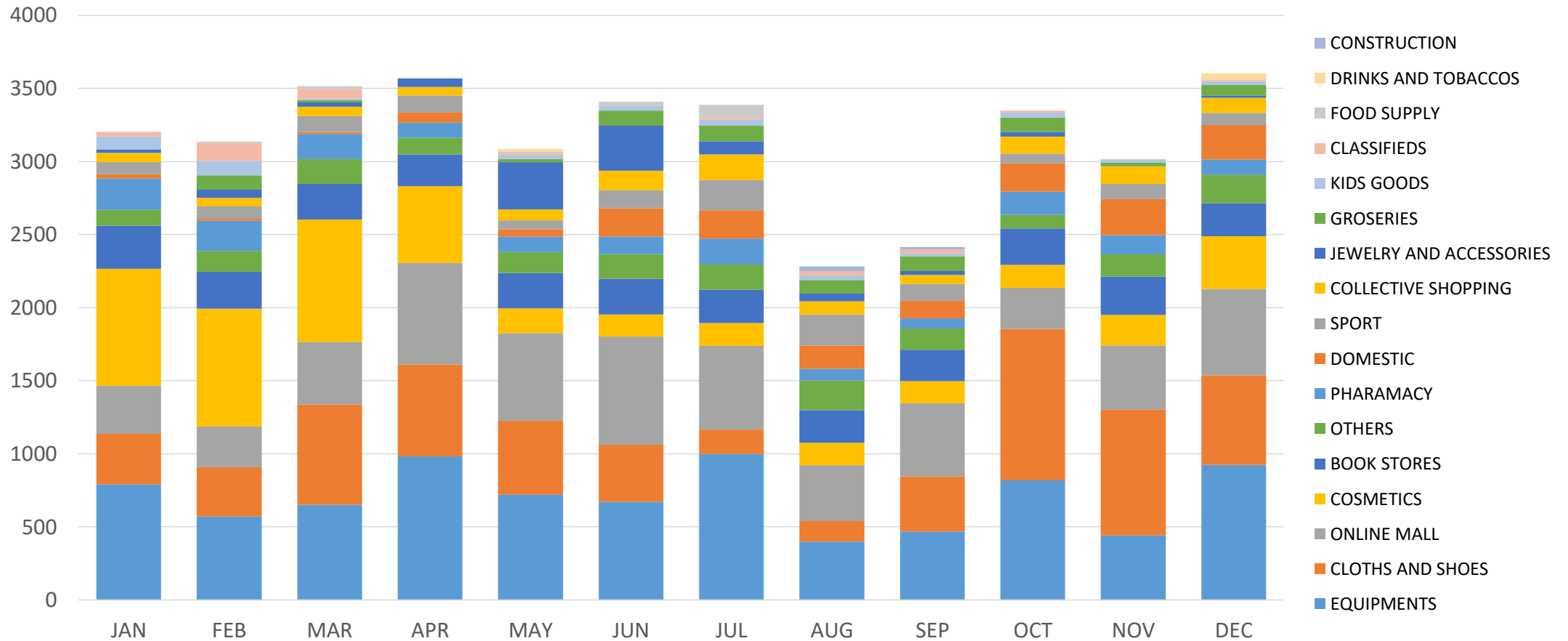




# TOP 10 sectors - Market overview

## ONLINE STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

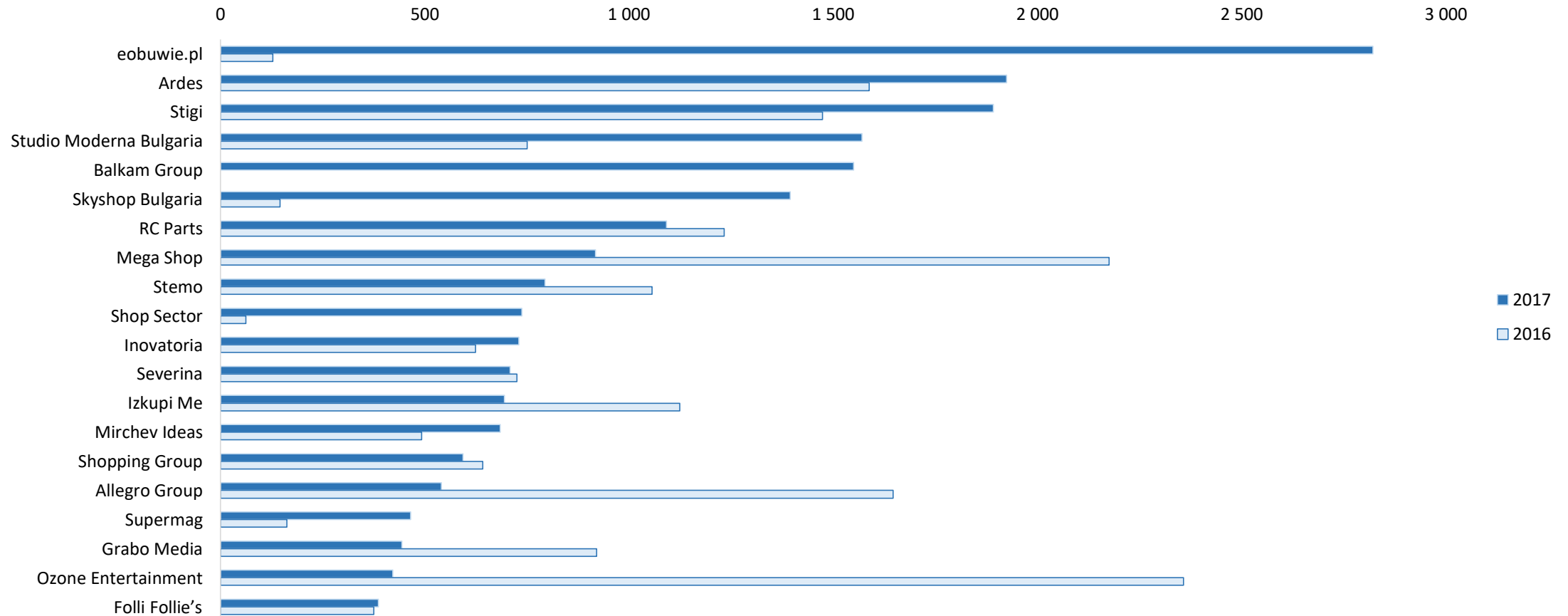




# TOP 10 sectors - Market overview

## ONLINE STORES – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

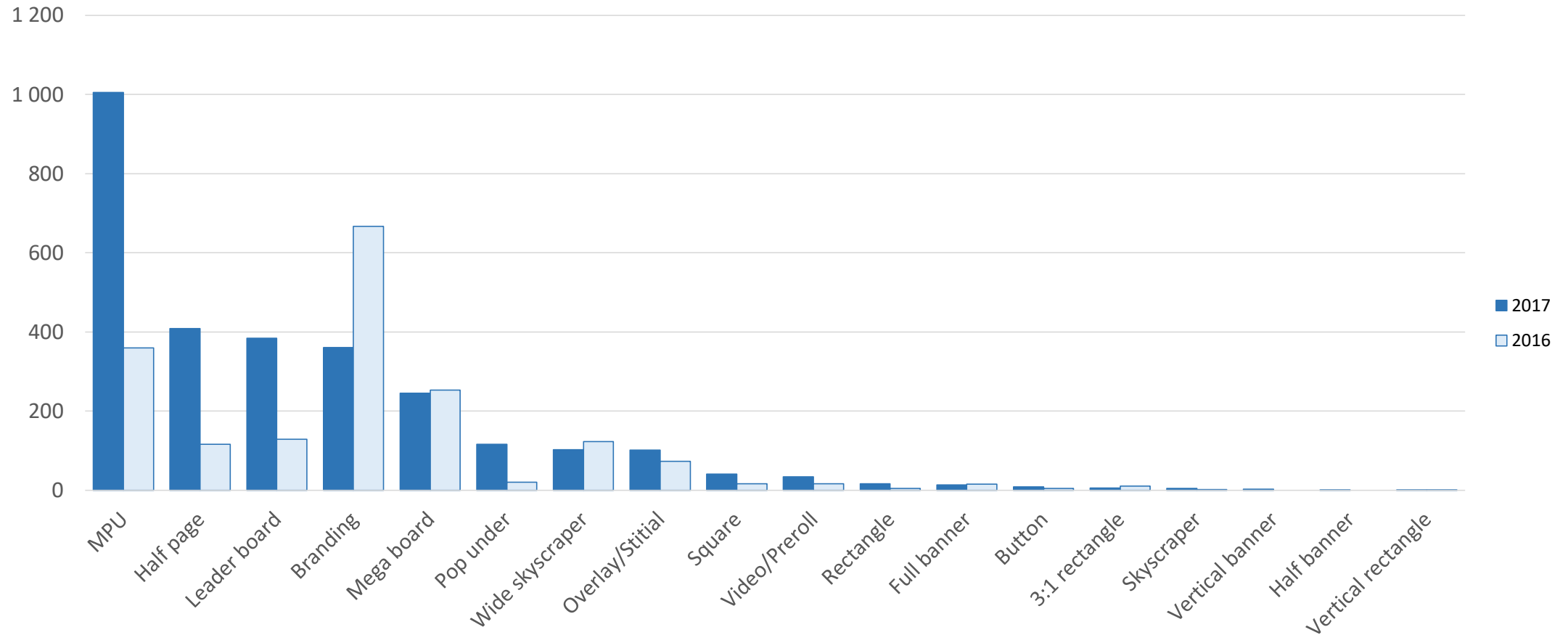




# TOP 10 sectors - Market overview

## ONLINE STORES – MOST USED BANNER FORMATS

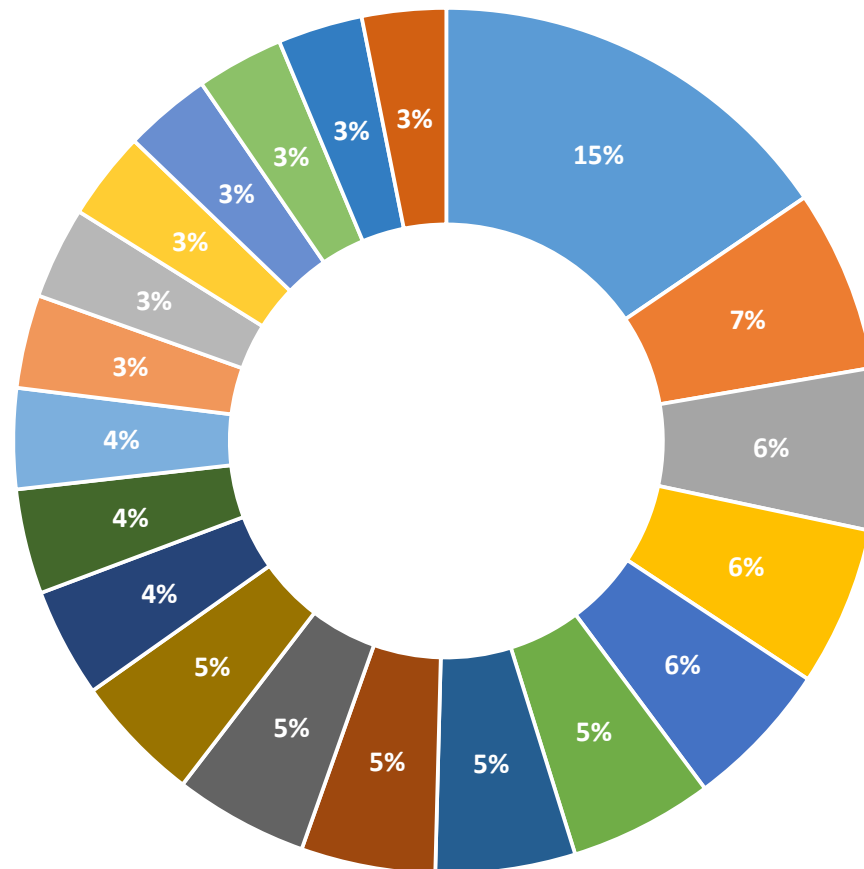
by number of creatives – 2016 & 2017





# TOP 10 sectors - Market overview

**ONLINE STORES – TOP used websites**  
by campaigns strength - Jan/Dec 2017

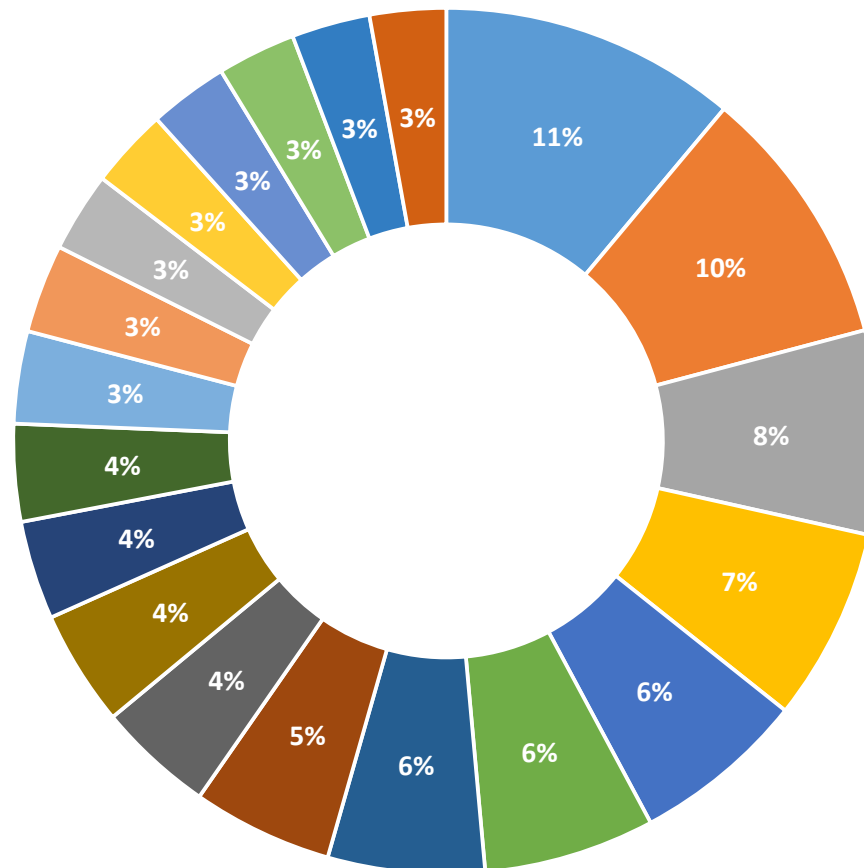


- kozmetikata.com
- signal.bg
- carmarket.bg
- dn.es.bg
- vbox7.com
- start.bg
- lifestyle.bg
- ceoclub.bg
- hardwarebg.com
- news.bg
- shopping.bg
- investor.bg
- olx.bg
- dir.bg
- sofiautre.bg
- life.dir.bg
- dnevnik.bg
- pharmacy-bg.com
- dn.es.dir.bg
- tialoto.bg



# TOP 10 sectors - Market overview

**ONLINE STORES – TOP used websites**  
by campaigns strength - Jan/Dec 2016



- signal.bg
- kozmetikata.com
- dnes.bg
- zajenata.bg
- tialoto.bg
- investor.bg
- az-jenata.bg
- gol.bg
- avtora.com
- hardwarebg.com
- ceoclub.bg
- shopping.bg
- start.bg
- mobility.bg
- 360mag.bg
- mamita-bg.com
- potv.eu
- puls.bg
- pravda.bg
- automedija.bg



SECTOR **TELECOMMUNICATION**



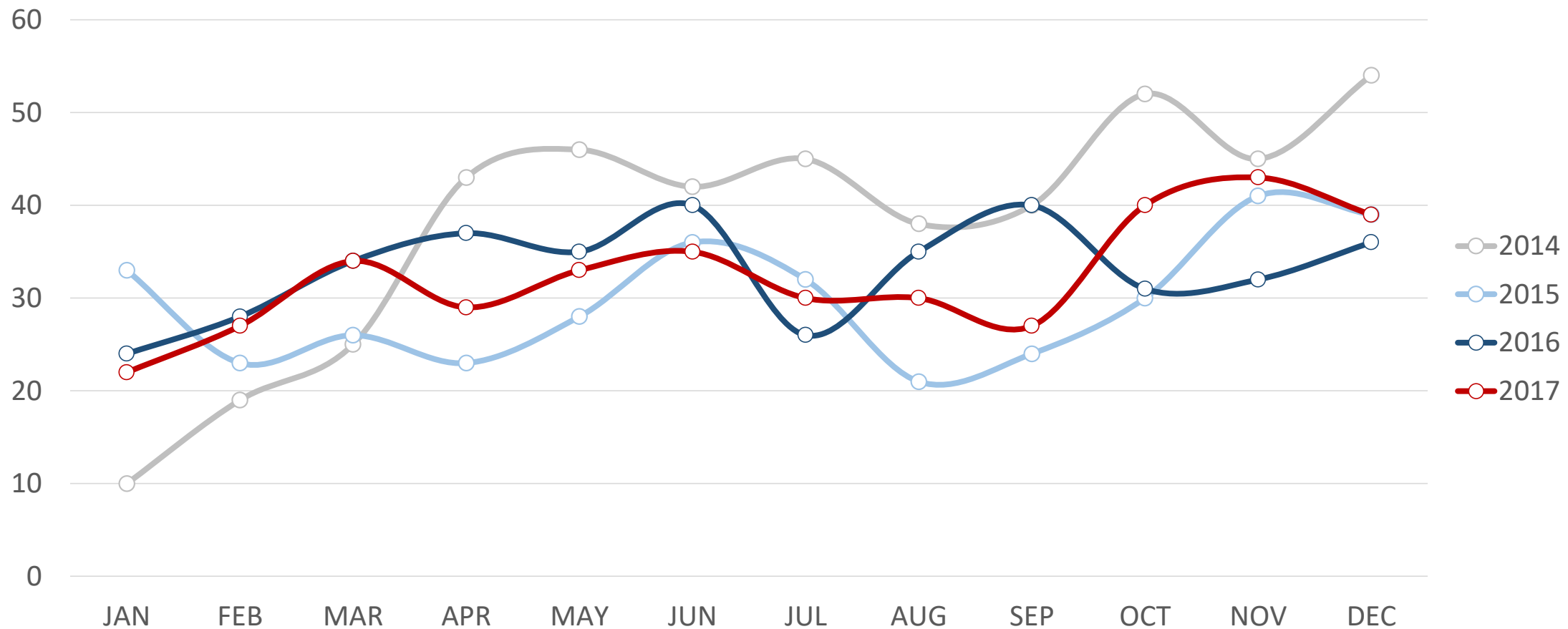




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – SEASONALITY

by number of campaigns – 2014 - 2017

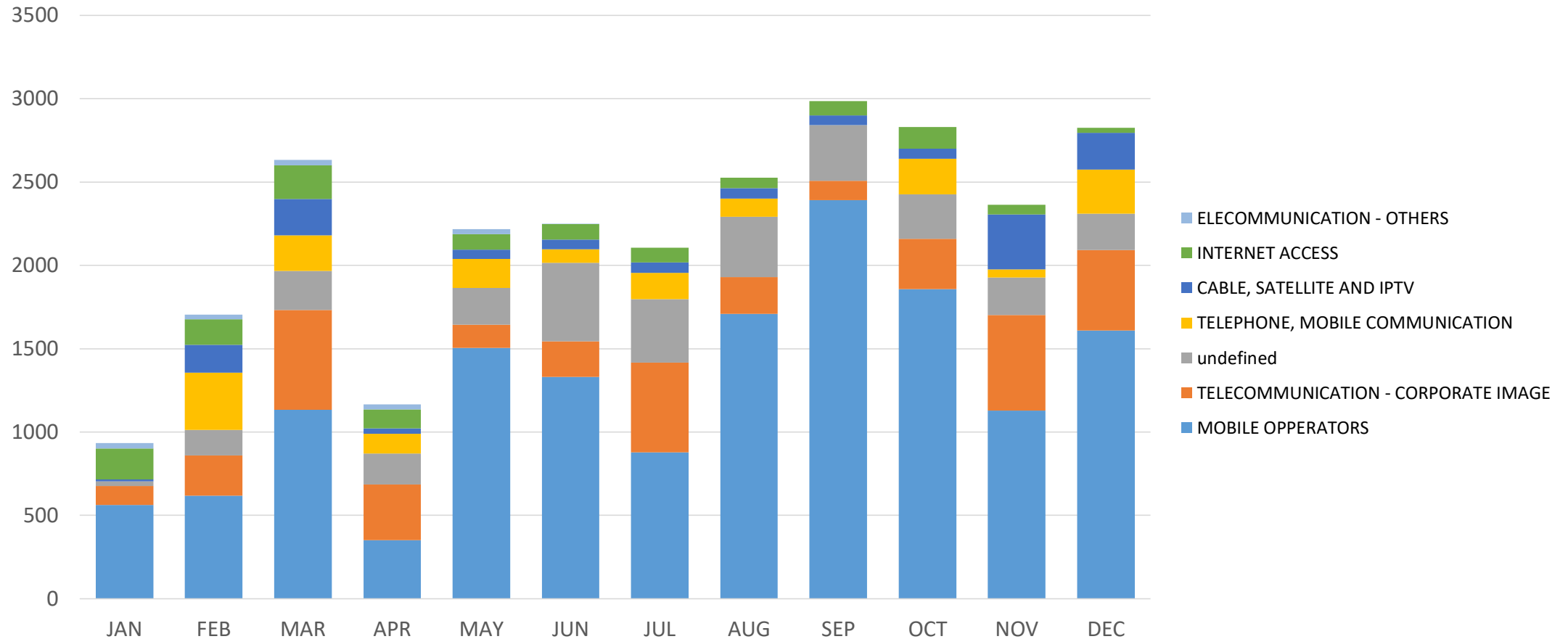




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

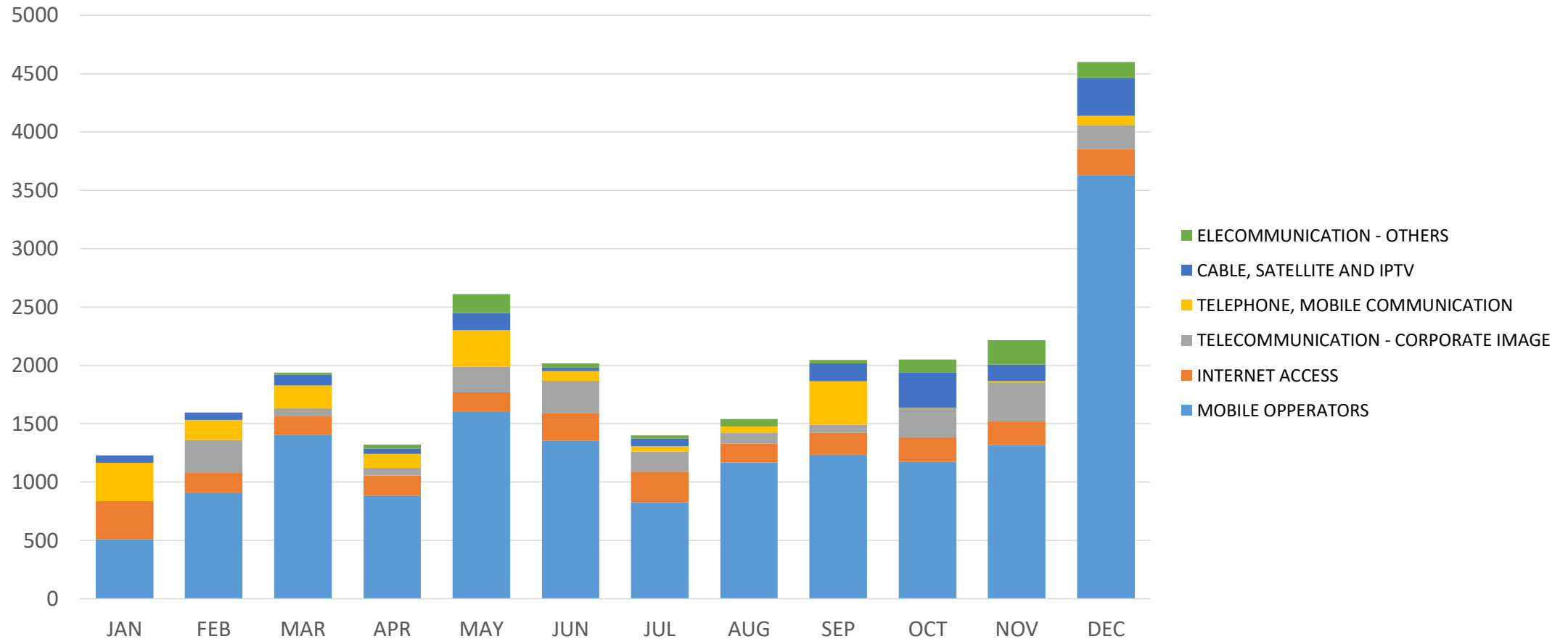




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

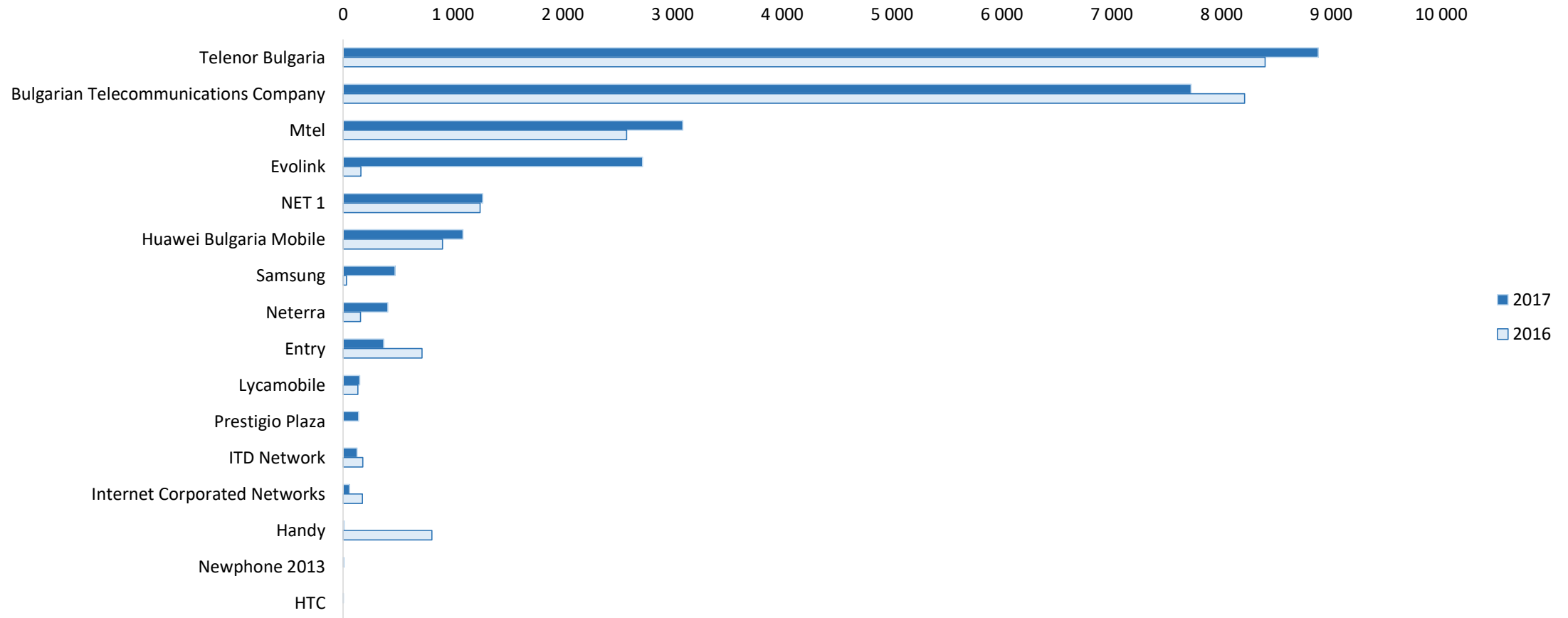




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

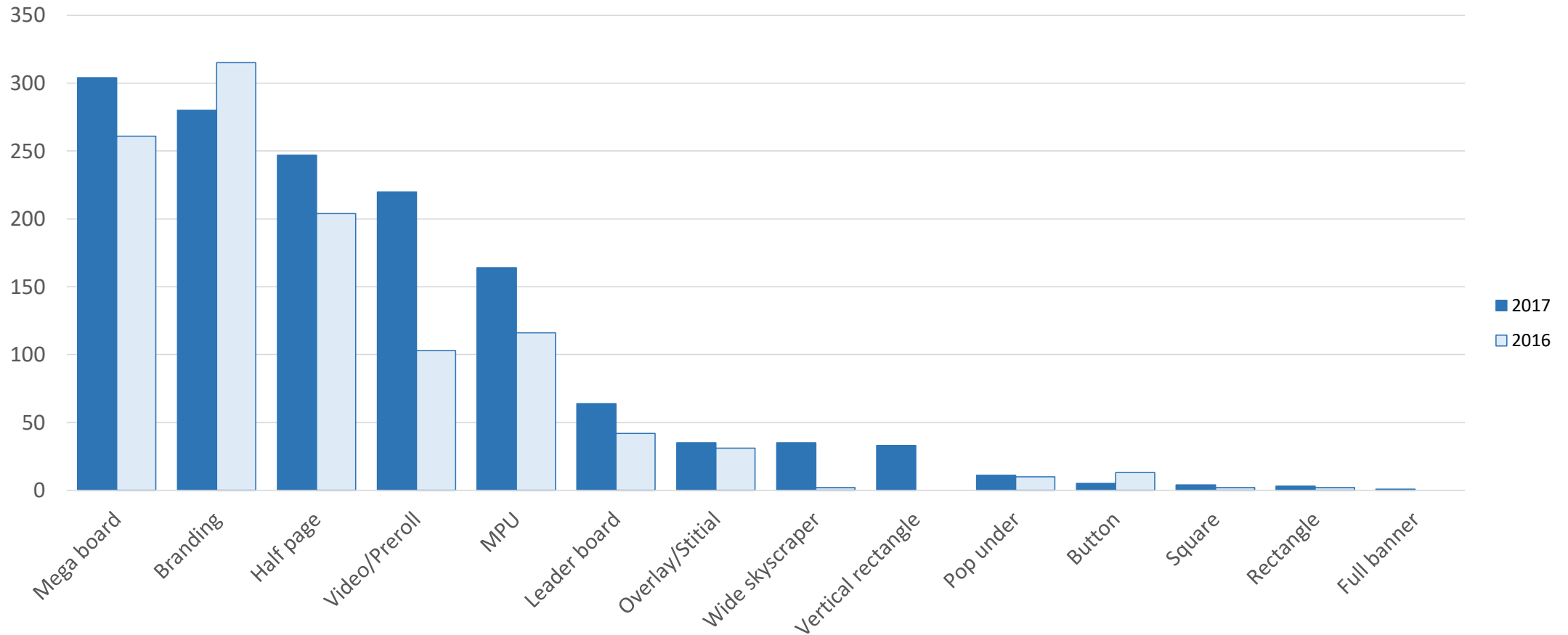




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

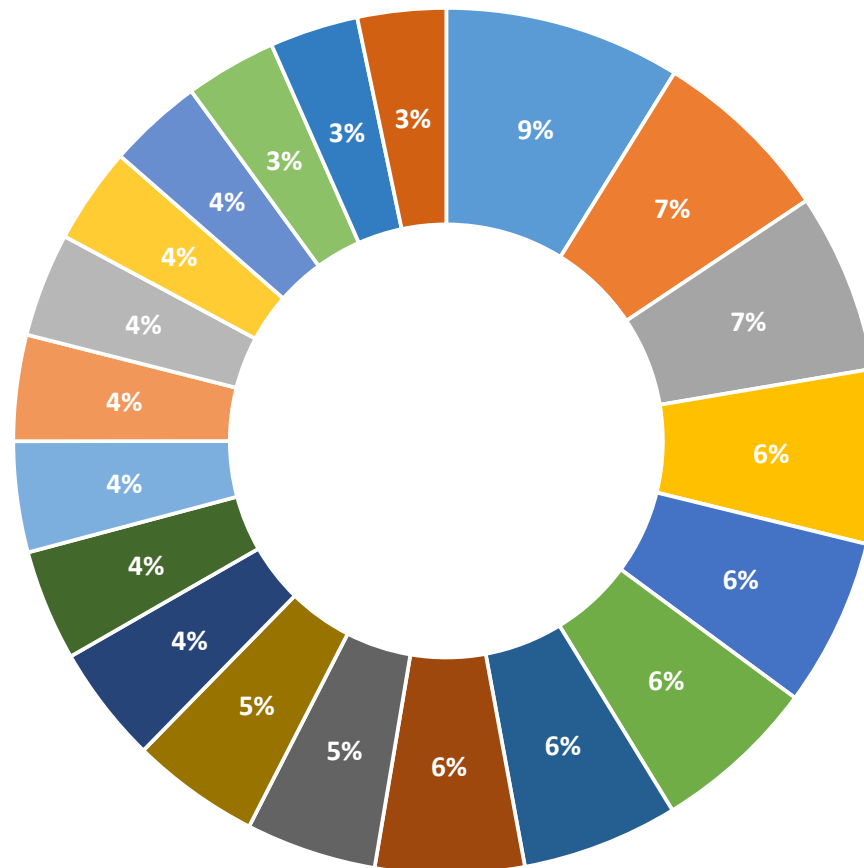




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – TOP used websites

by campaigns strength - Jan/Dec 2017



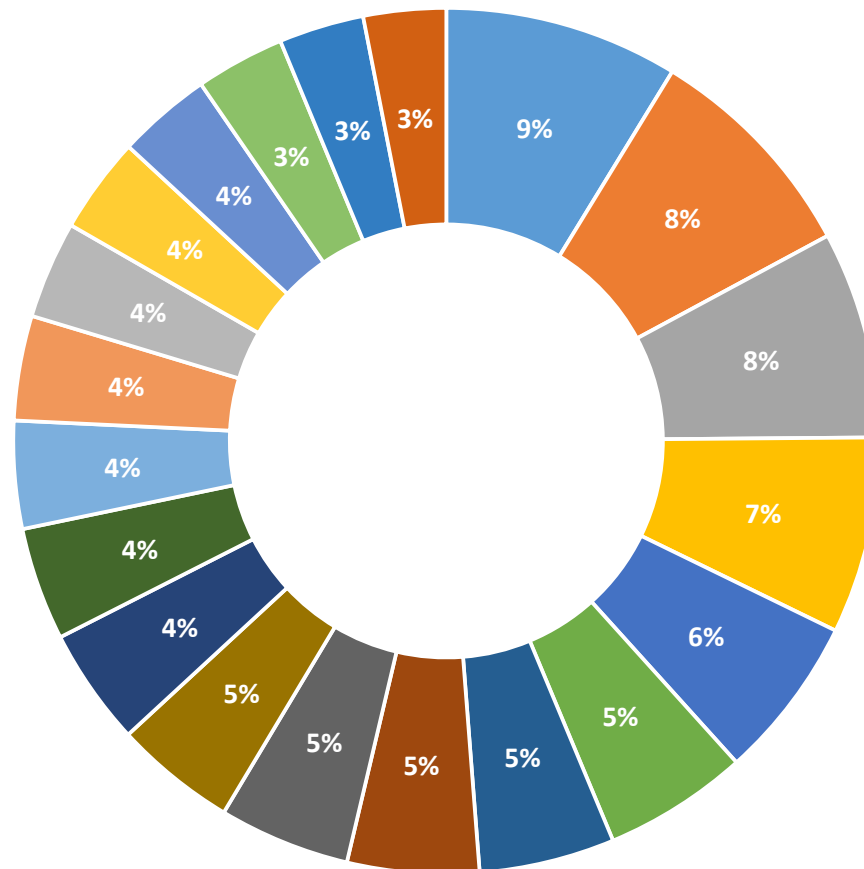
- sportal.bg
- novanews.bg
- vesti.bg
- sinoptik.bg
- btv.bg
- webcafe.bg
- vbox7.com
- standartnews.com
- dnes.bg
- gong.bg
- dariknews.bg-регион
- novini.bg
- sport.novatv.bg
- play.novatv.bg
- btvnews.bg
- btv.bg/action
- dnes.dir.bg
- m.sportal.bg
- lex.bg
- hicomm.bg



# TOP 10 sectors - Market overview

## TELECOMMUNICATION – TOP used websites

by campaigns strength - Jan/Dec 2016



- btv.bg
- sportal.bg
- novini.bg
- vesti.bg
- sinoptik.bg
- btv.bg/action
- dnes.dir.bg
- dariknews.bg
- novanews.bg
- gong.bg
- btvnews.bg
- webcafe.bg
- profit.bg
- dariknews.bg-регион
- standartnews.com
- hicomm.bg
- signal.bg
- sofia.dir.bg
- vbox7.com
- varna.dir.bg



## SECTOR BUSINESS GOODS AND SERVICES



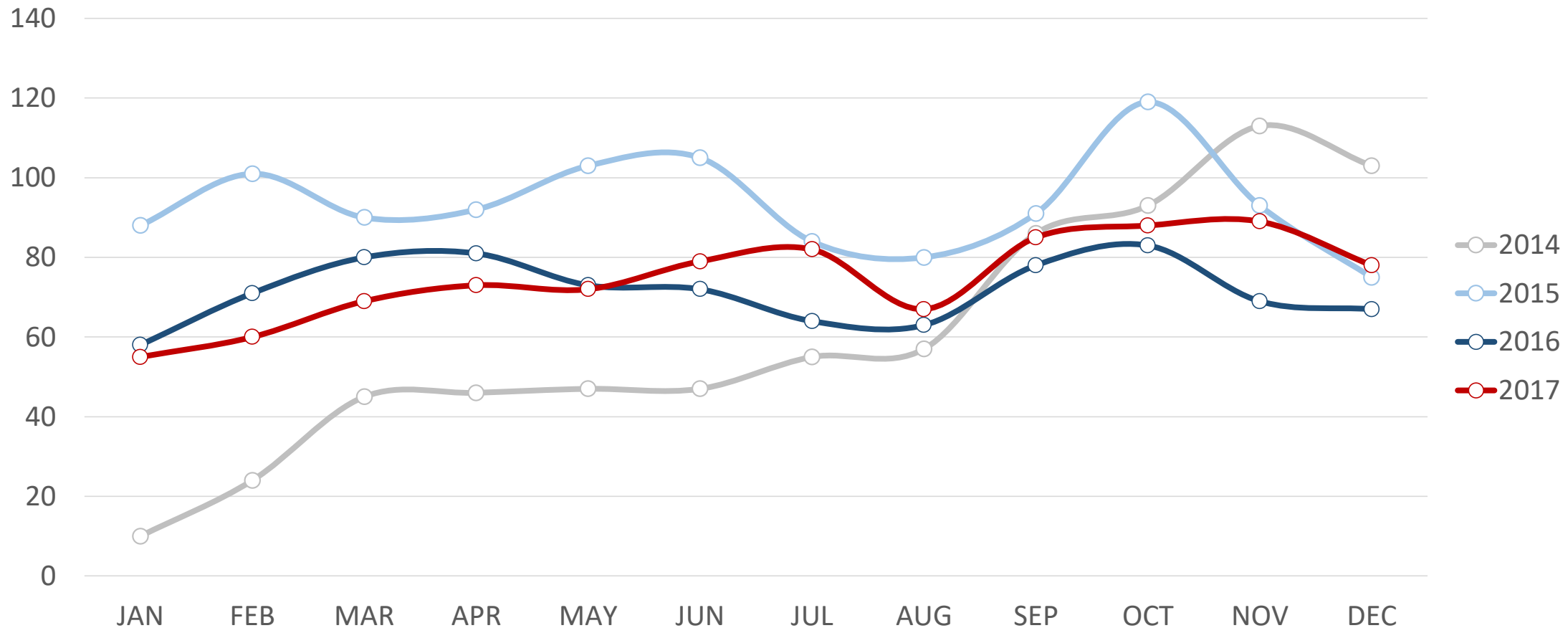




# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – SEASONALITY

by number of campaigns – 2014 - 2017

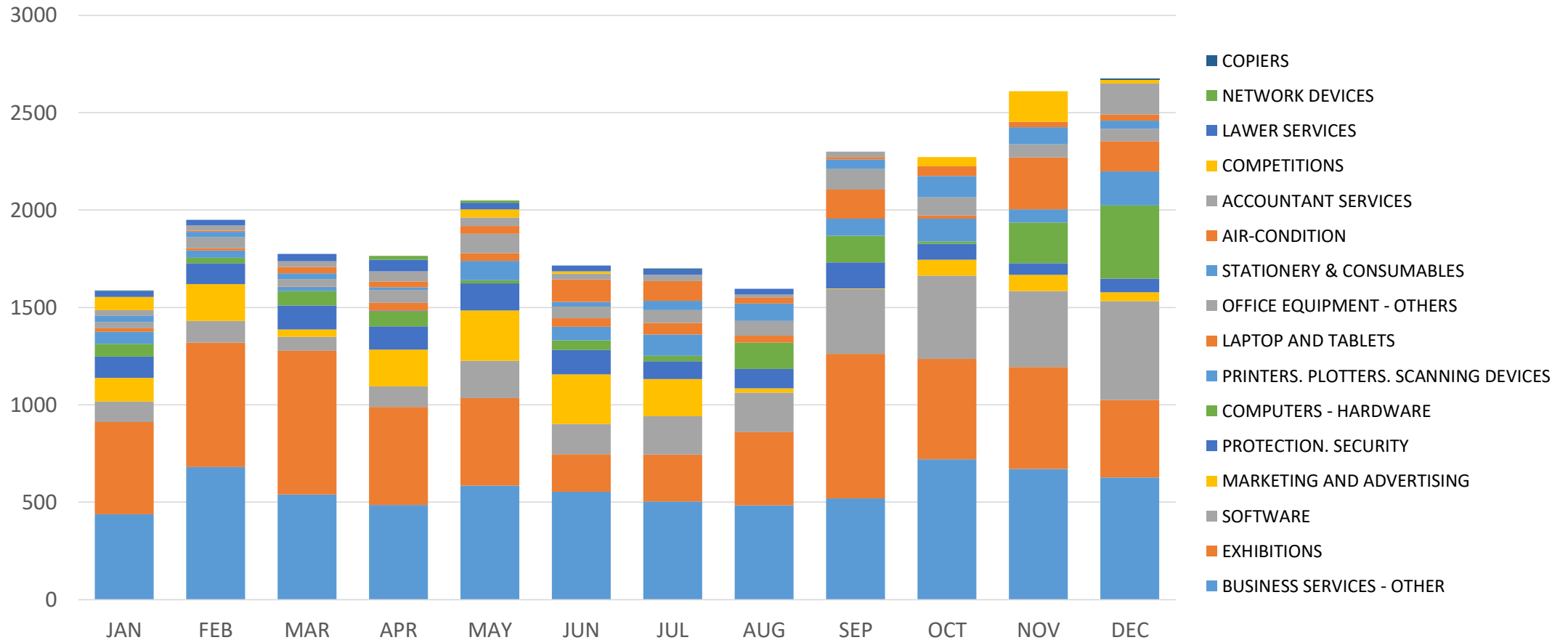




# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

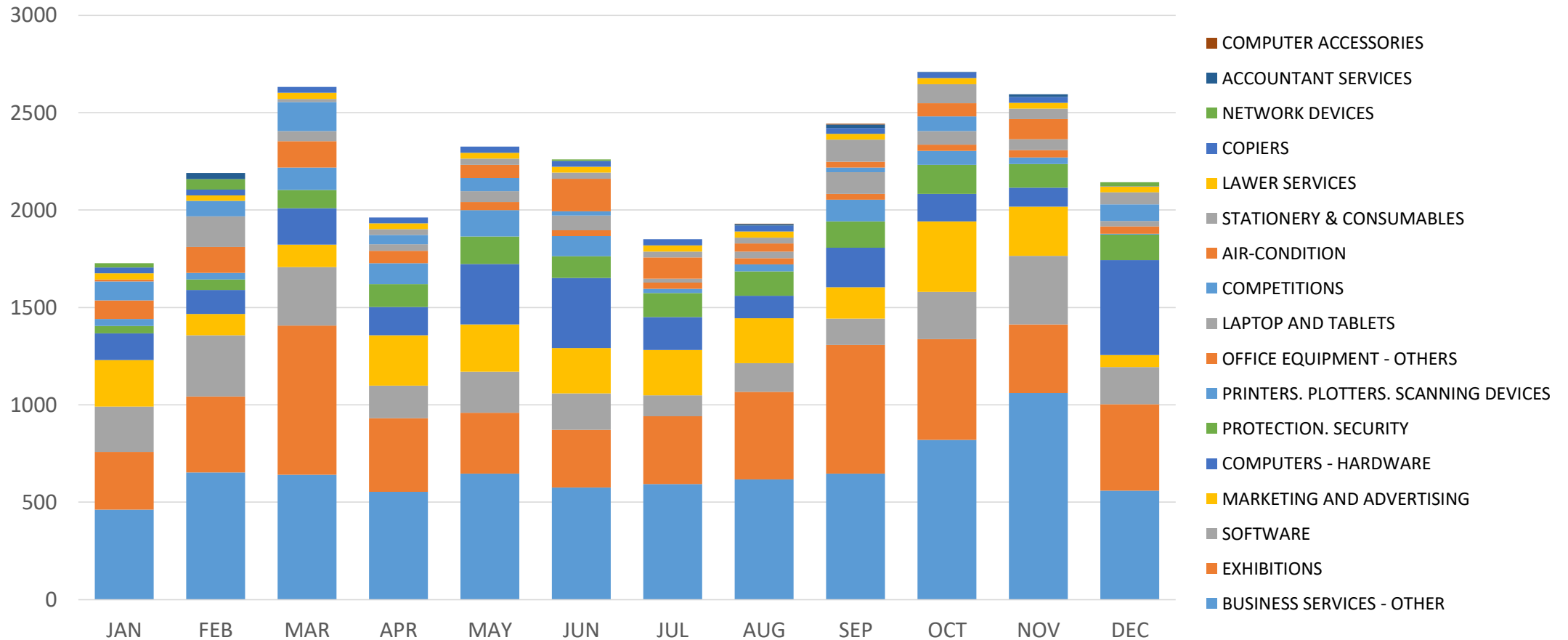




# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

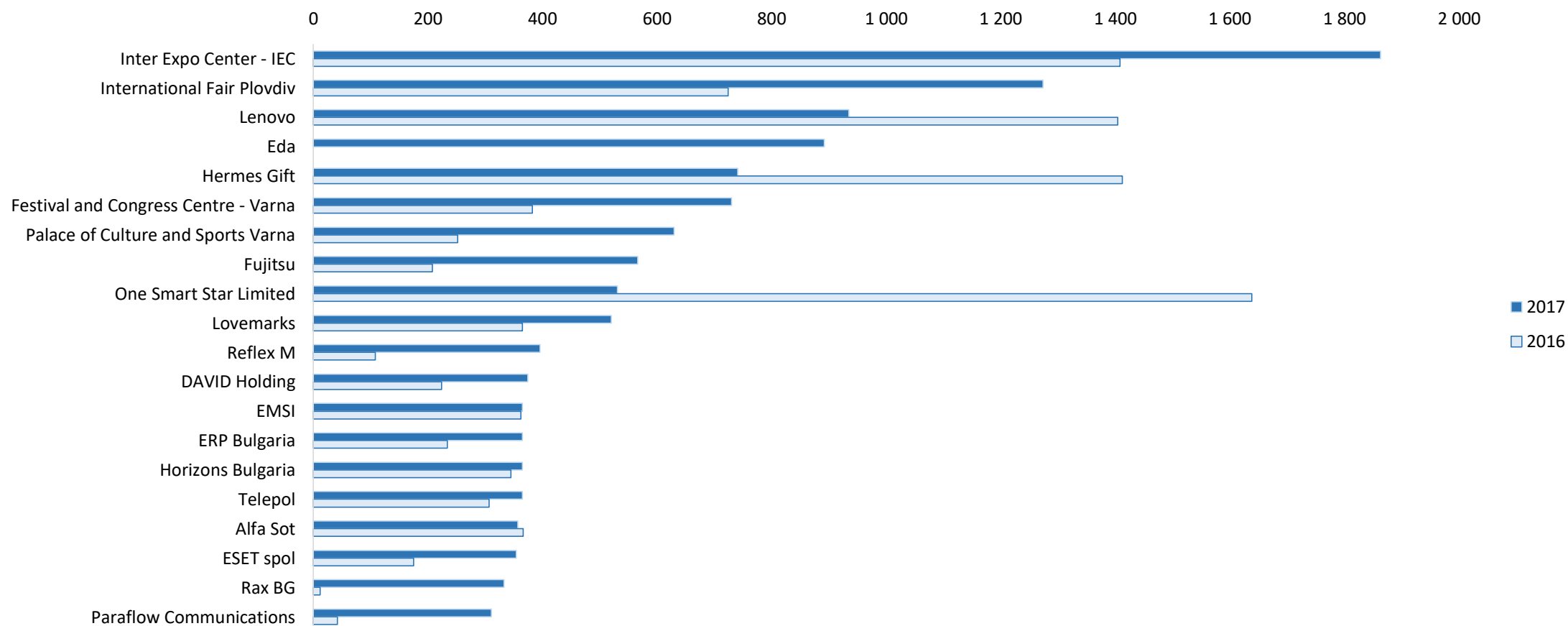




# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – MOST ACTIVE ADVERTISERS**

by campaigns strength – 2016 & 2017

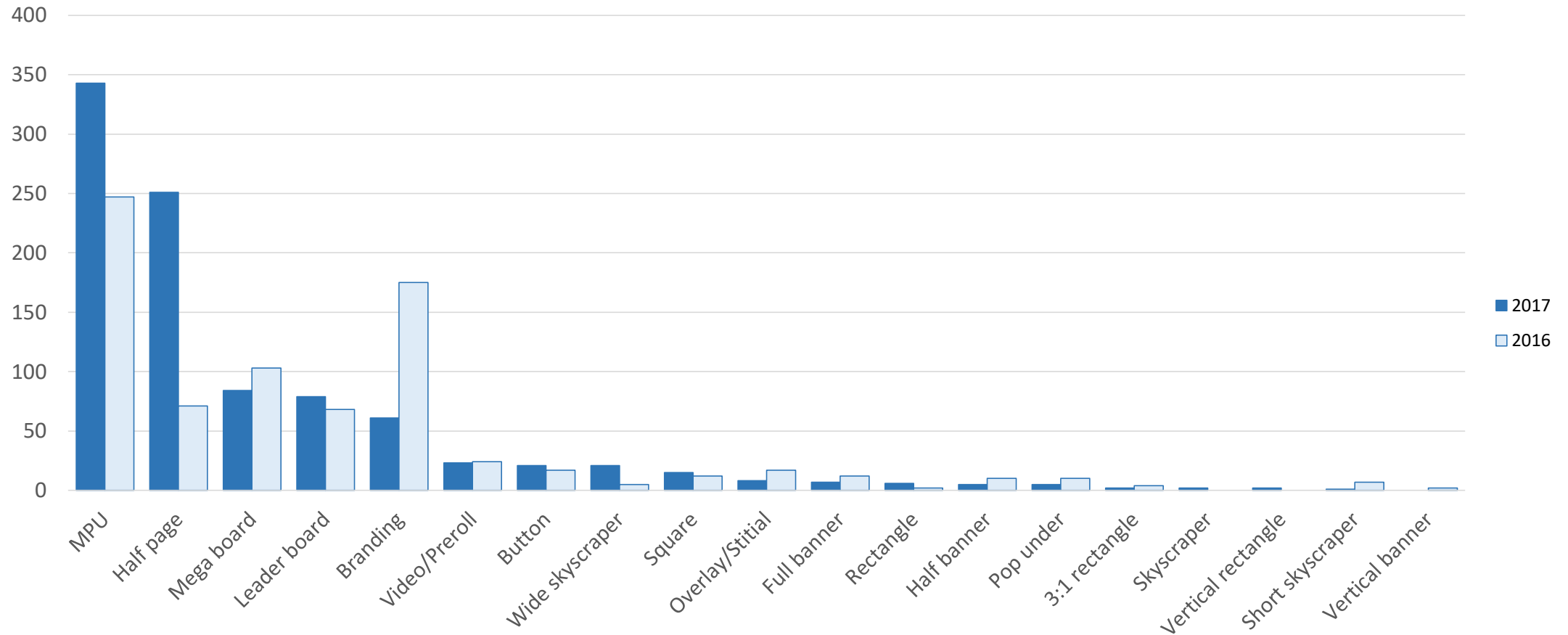




# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – MOST USED BANNER FORMATS**

by number of creatives – 2016 & 2017

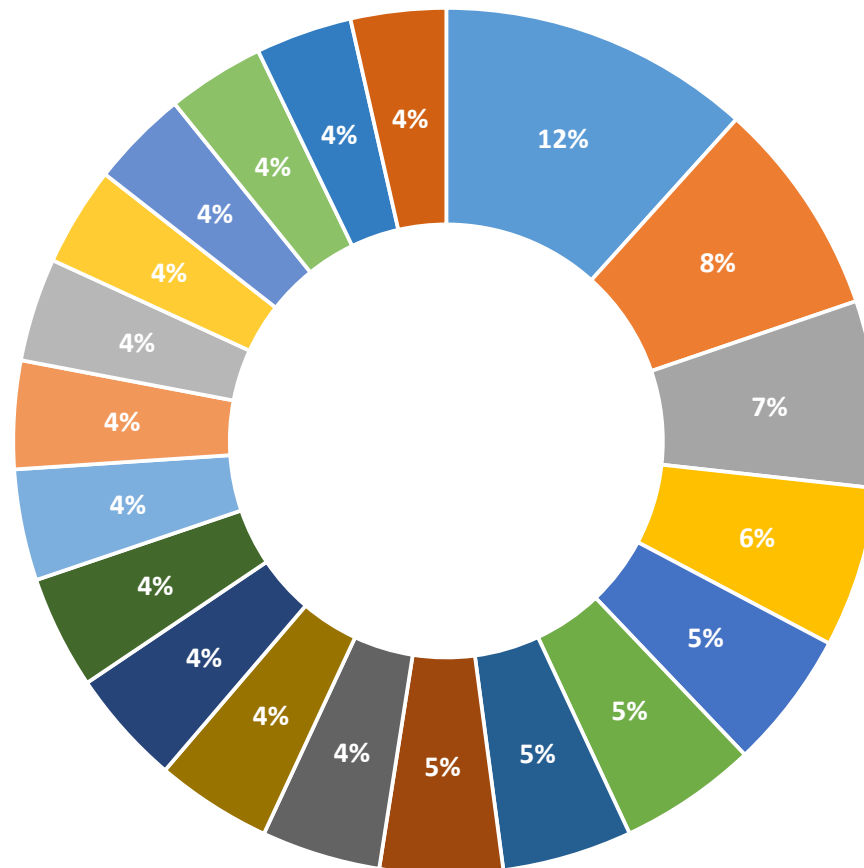




# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – TOP used websites**

by campaigns strength - Jan/Dec 2017



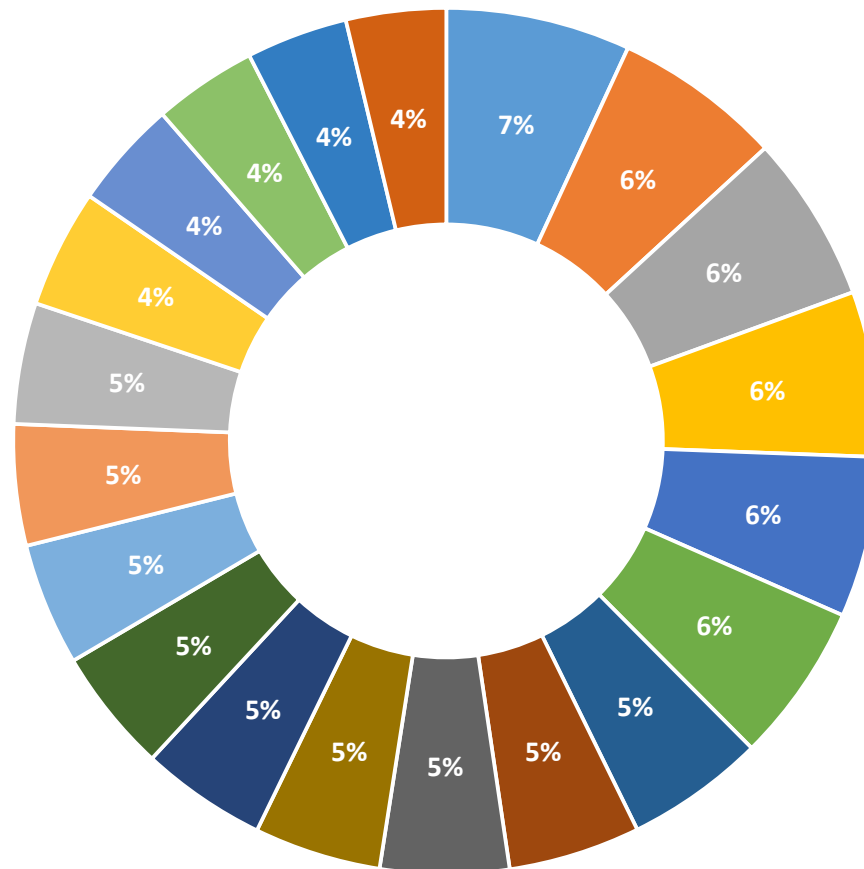
- publics.bg
- technews.bg
- varna24.bg
- agro.bg
- dnest.bg
- kafene.bg
- vestnikstroitel.bg
- investor.bg
- plovdiv24.bg
- blitz.bg
- petel.bg
- fakti.bg
- dnestplus.bg
- shum.bg
- dnevnik.bg
- ceoclub.bg
- az-jenata.bg
- versia.bg
- focus-news.net
- tialoto.bg



# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – TOP used websites

by campaigns strength - Jan/Dec 2016



- publics.bg
- pcworld.bg
- investor.bg
- agro.bg
- fakti.bg
- dnesh.bg
- petel.bg
- hicommbg
- stroiteli.bg
- manager.bg
- start.bg
- plovdiv24.bg
- tialoto.bg
- computerworld.bg
- shumbg
- mail.bg
- az-jenatabg
- thexperts.bg
- kafene.bg
- varna24.bg



**SECTOR PHARMACEUTICALS,  
NUTRITIONS**



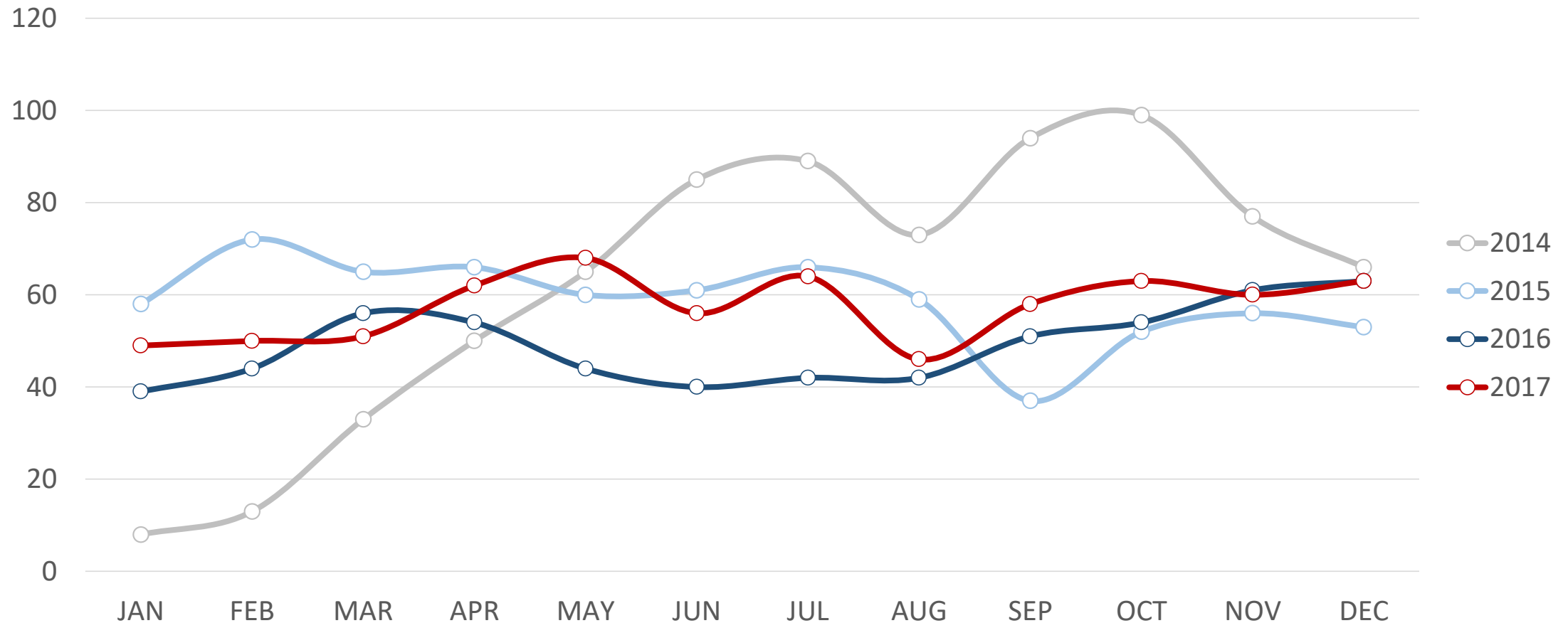




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – SEASONALITY

by number of campaigns – 2014 - 2017

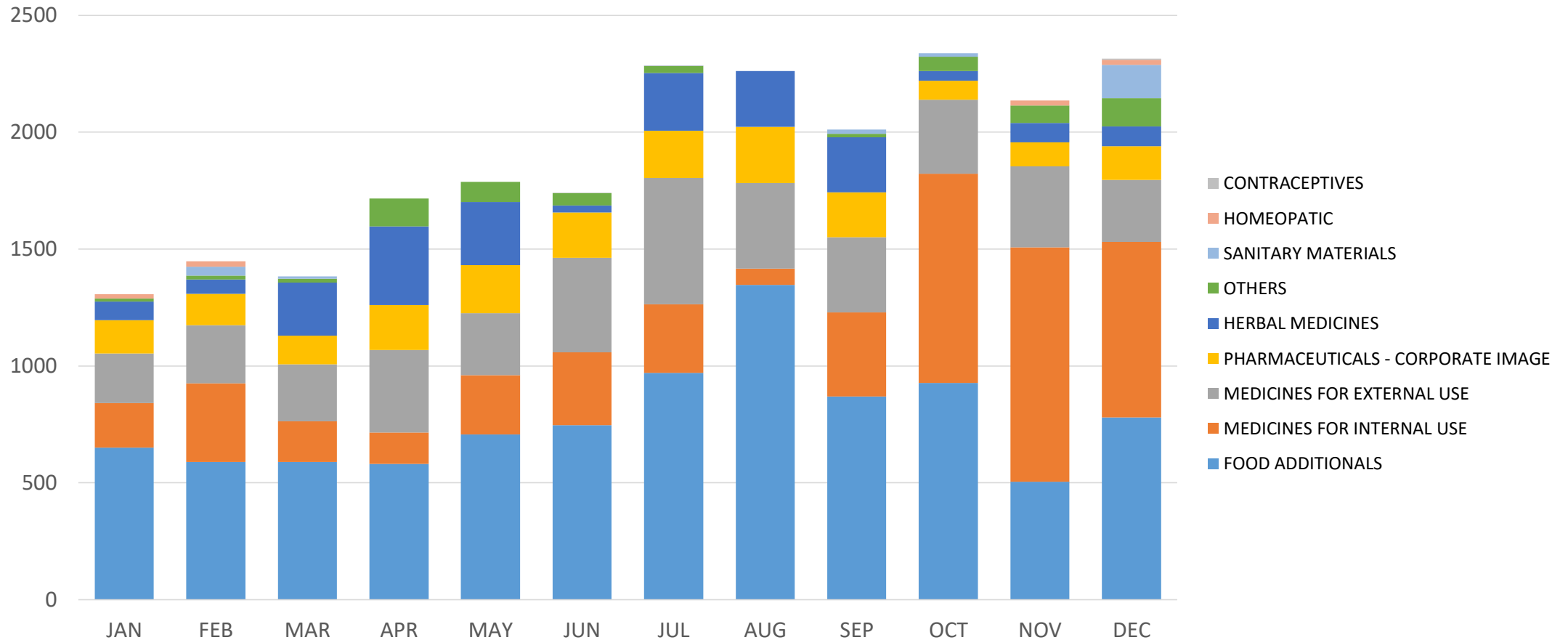




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

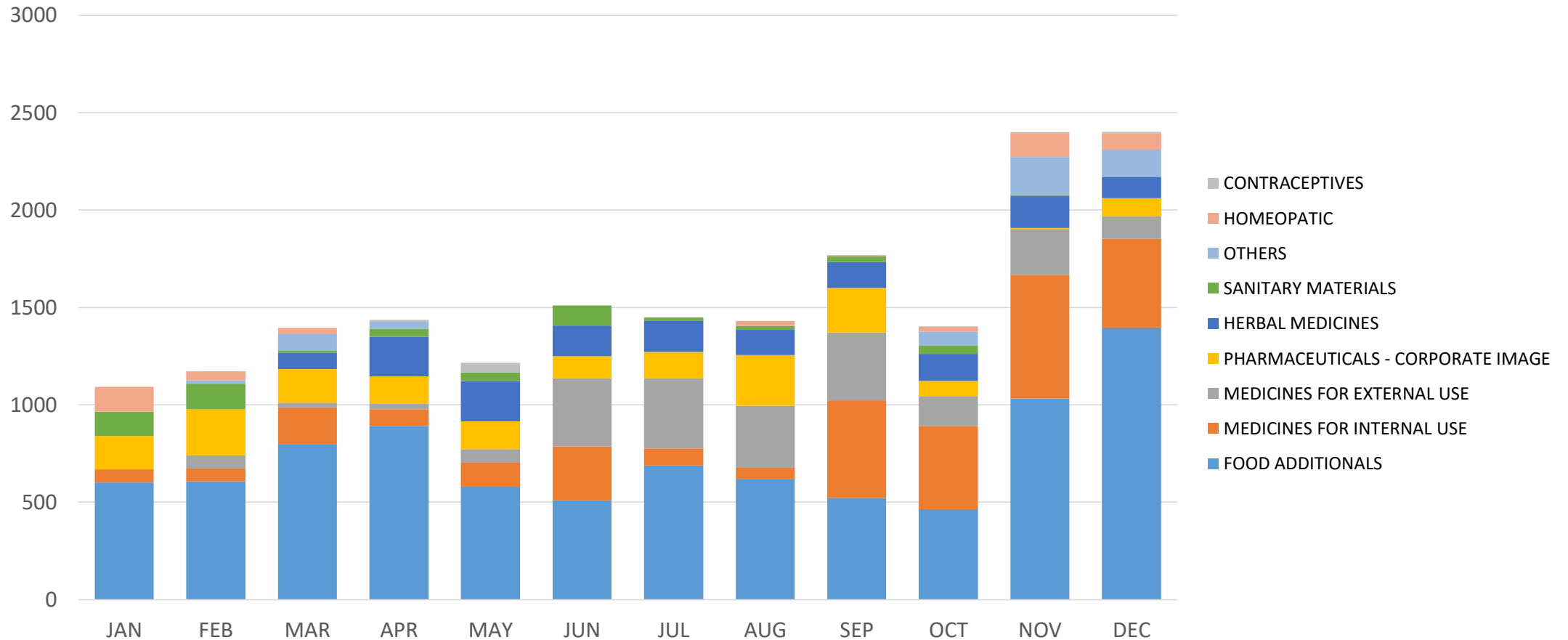




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

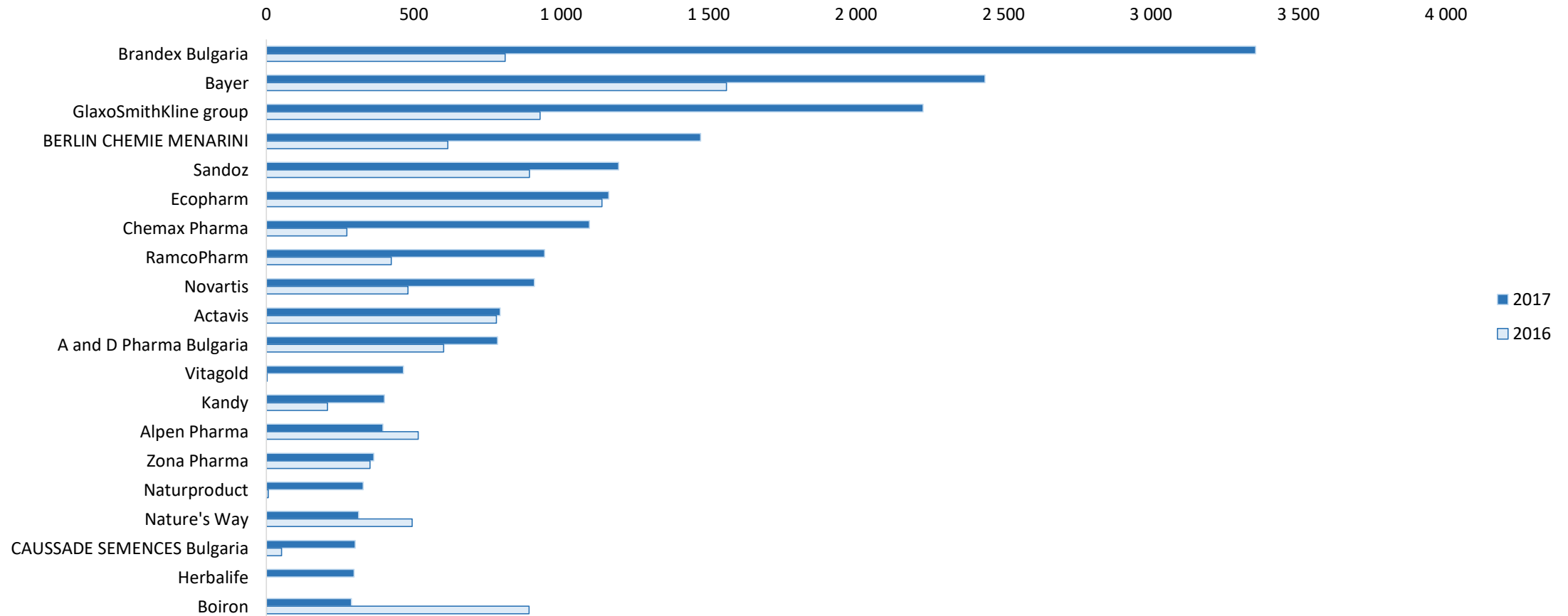
by campaigns strength - Jan/Dec 2016





# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – MOST ACTIVE ADVERTISERS by campaigns strength – 2016 & 2017

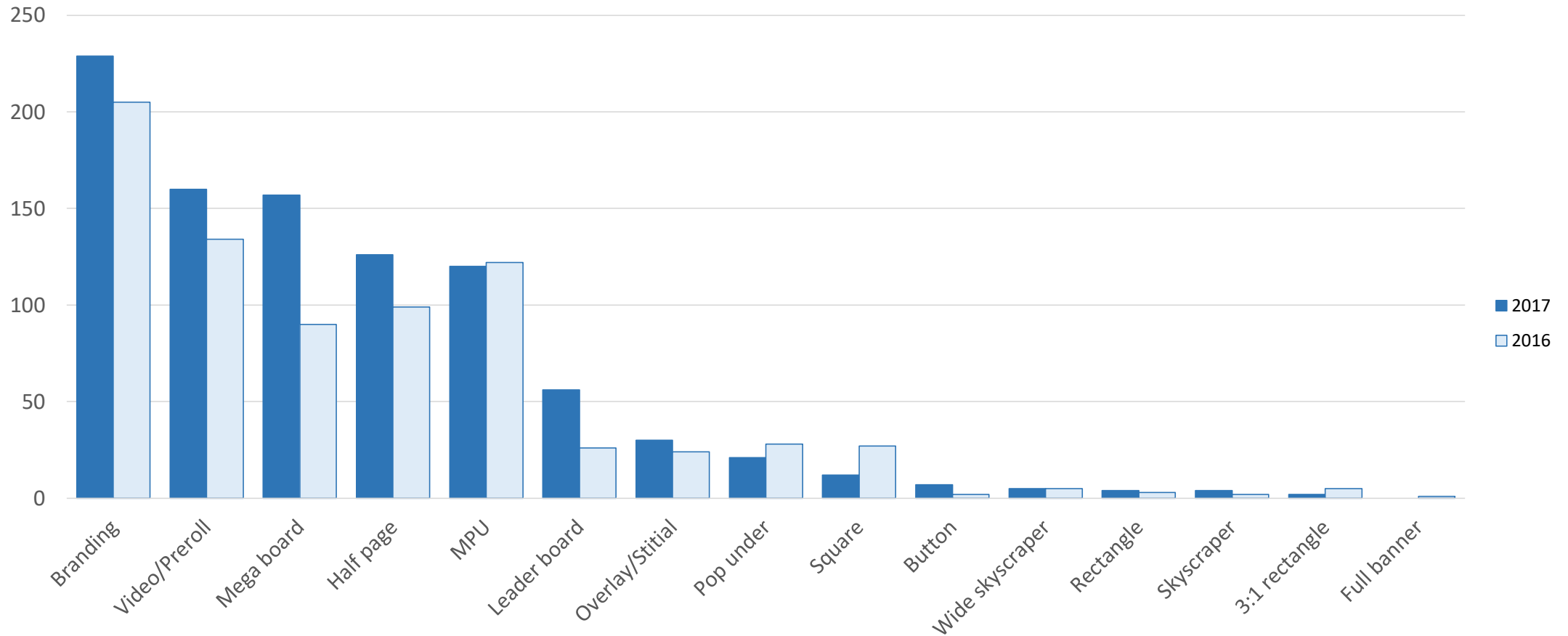




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

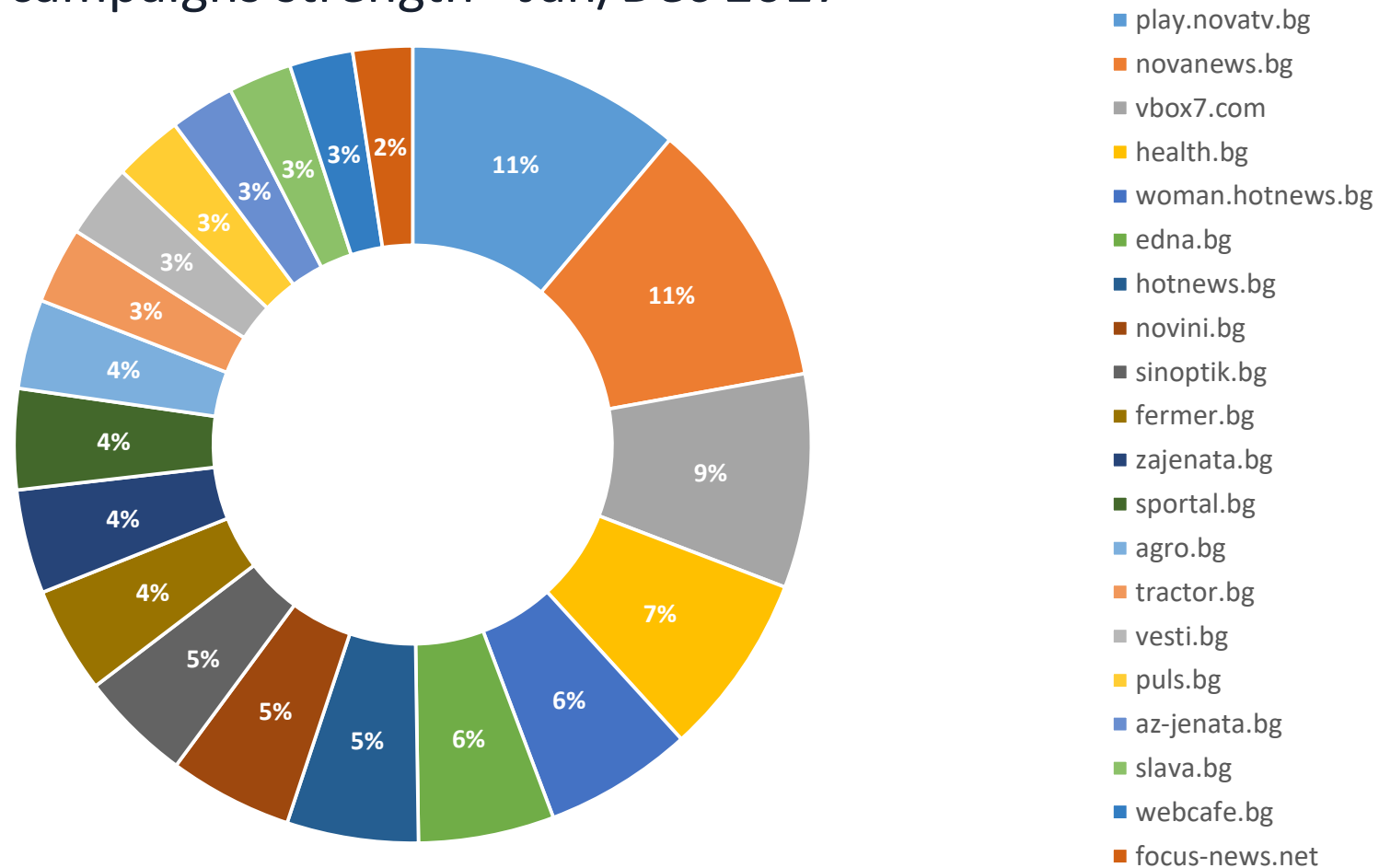




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – TOP used websites

by campaigns strength - Jan/Dec 2017

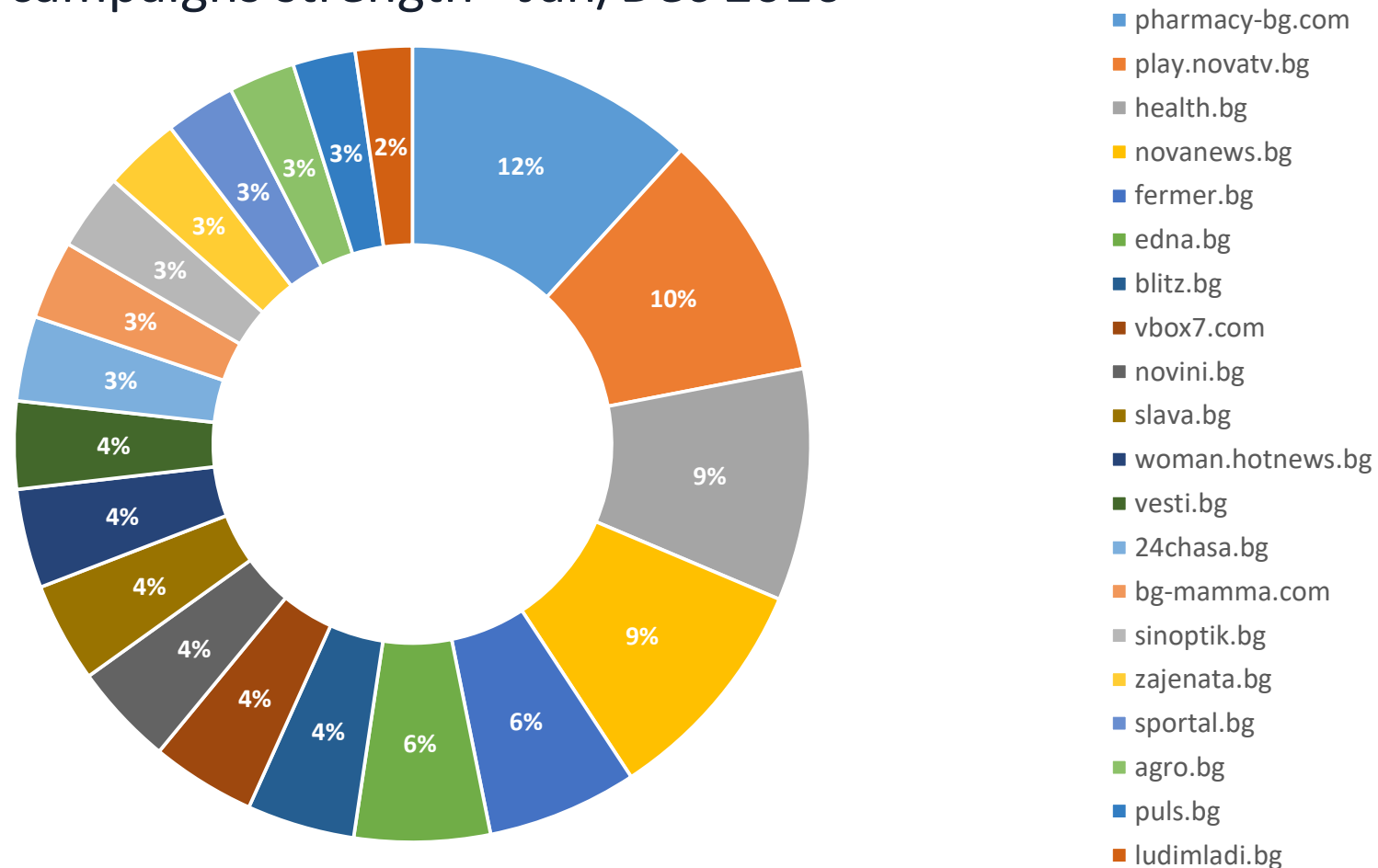




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – TOP used websites

by campaigns strength - Jan/Dec 2016



B

SECTOR **DRINKS**



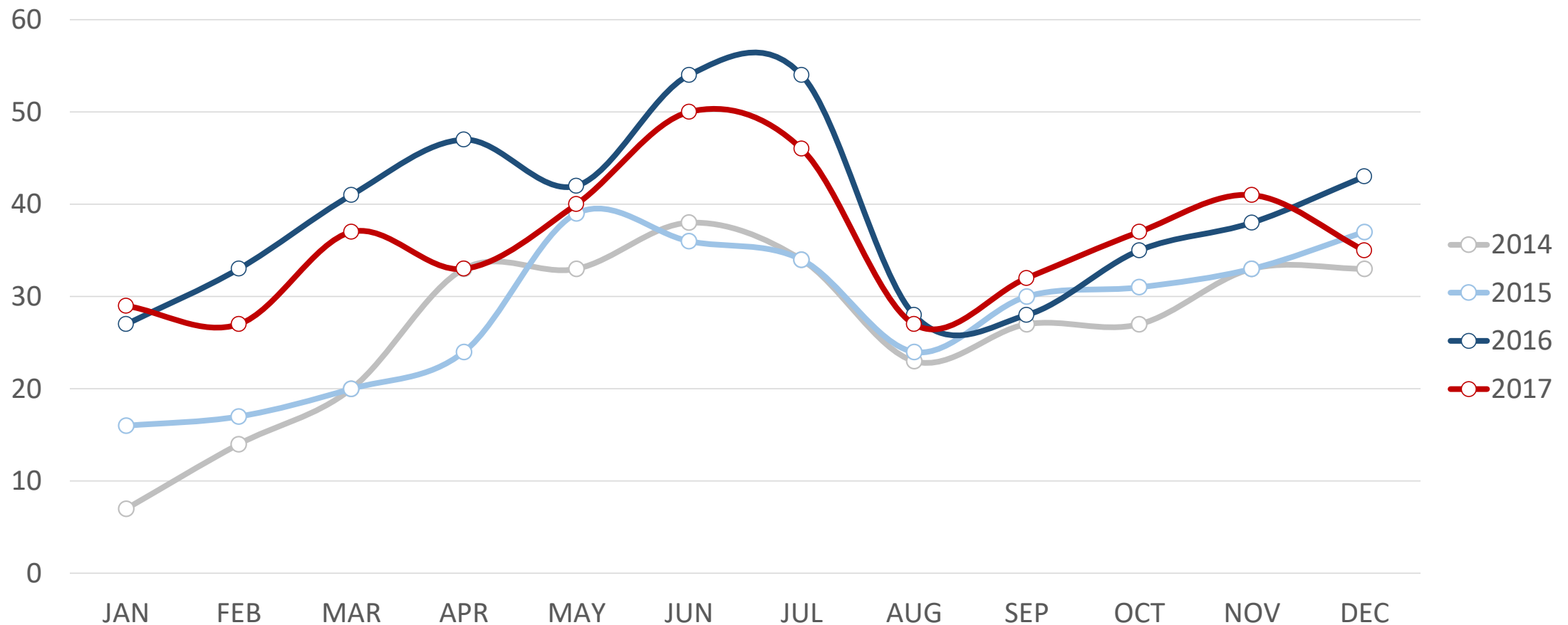




# TOP 10 sectors - Market overview

## DRINKS – SEASONALITY

by number of campaigns – 2014 - 2017

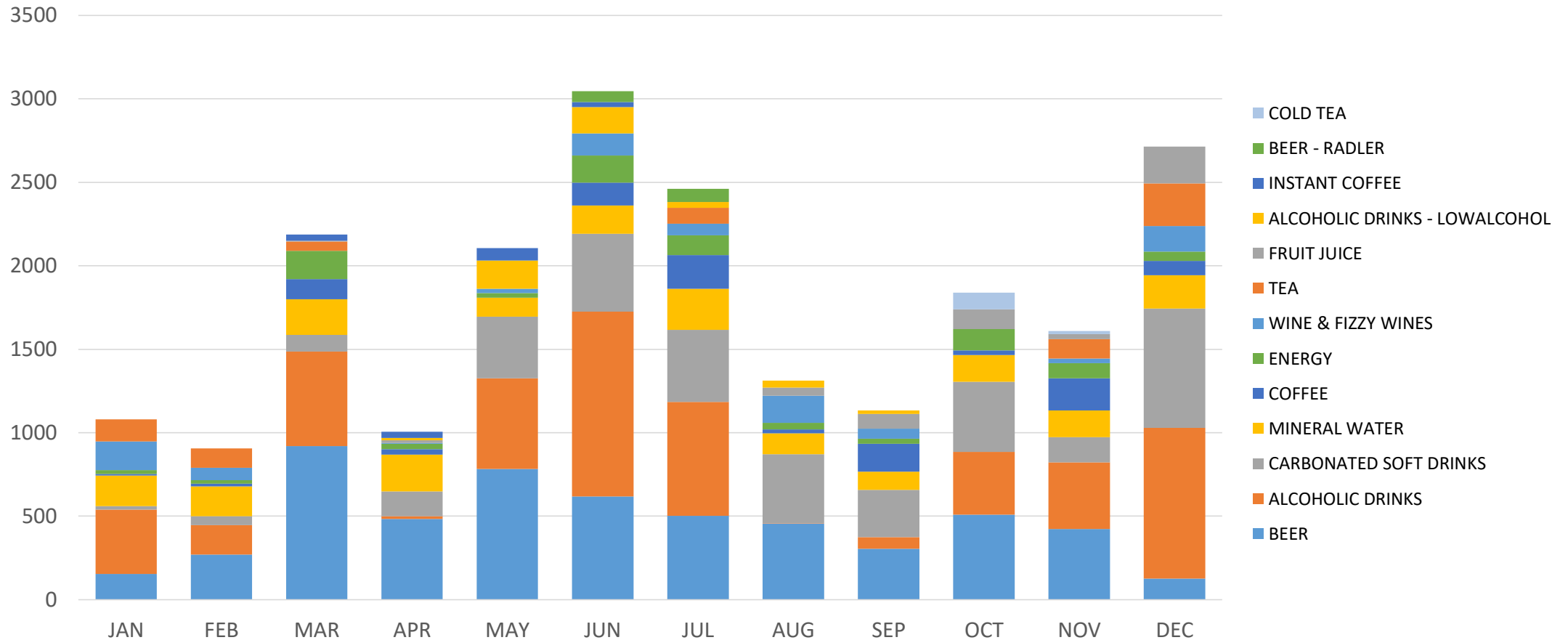




# TOP 10 sectors - Market overview

## DRINKS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2017

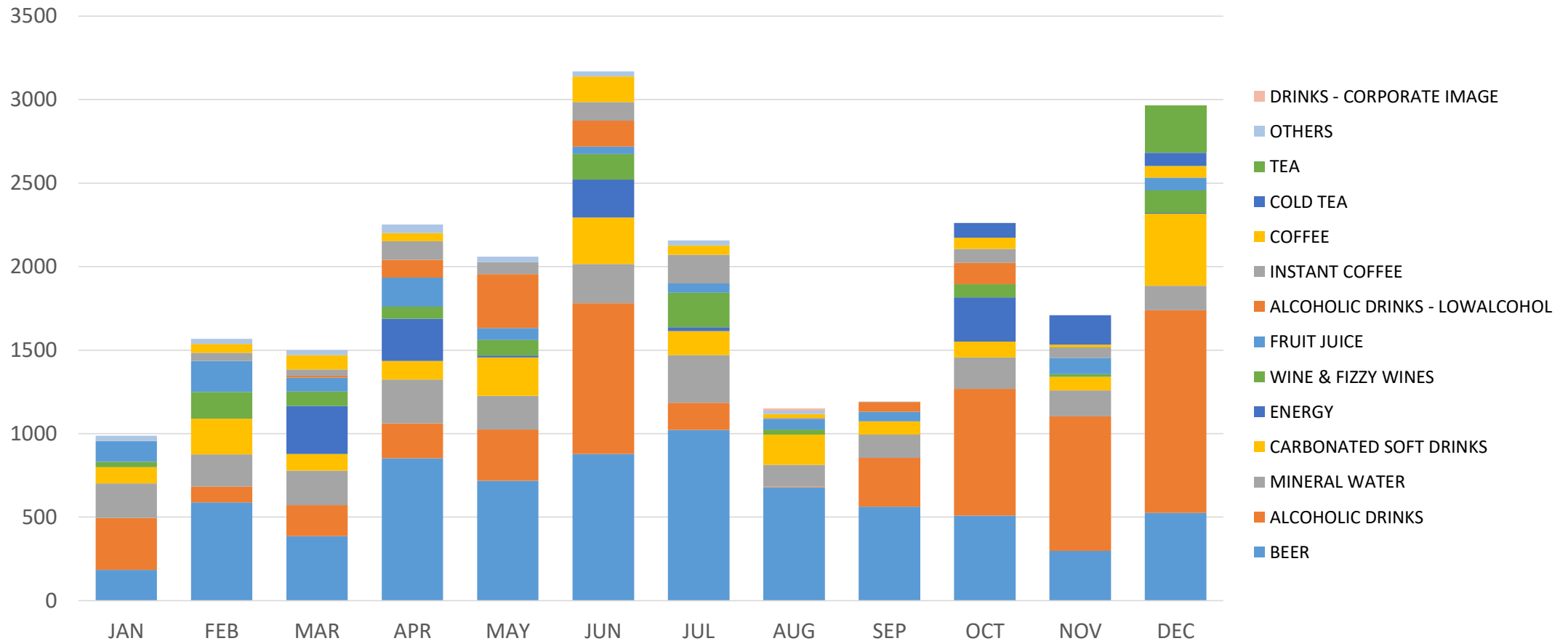




# TOP 10 sectors - Market overview

## DRINKS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

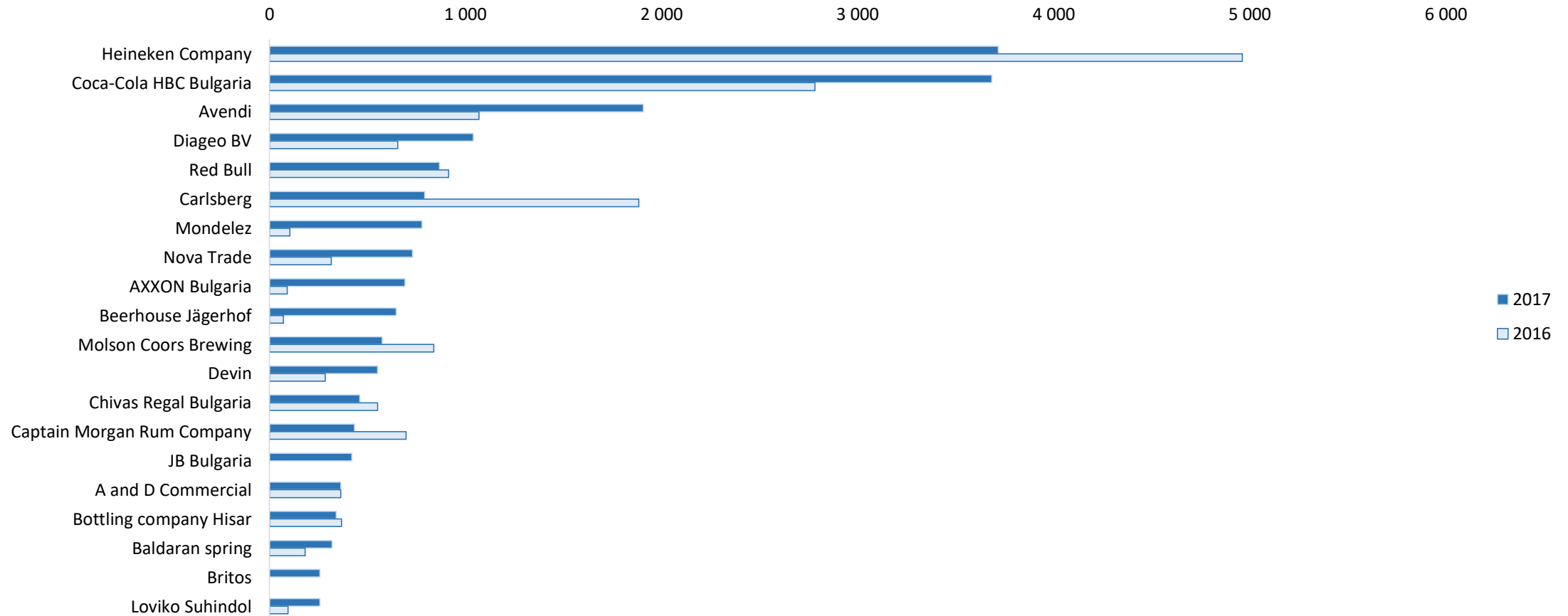




# TOP 10 sectors - Market overview

## DRINKS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2016 & 2017

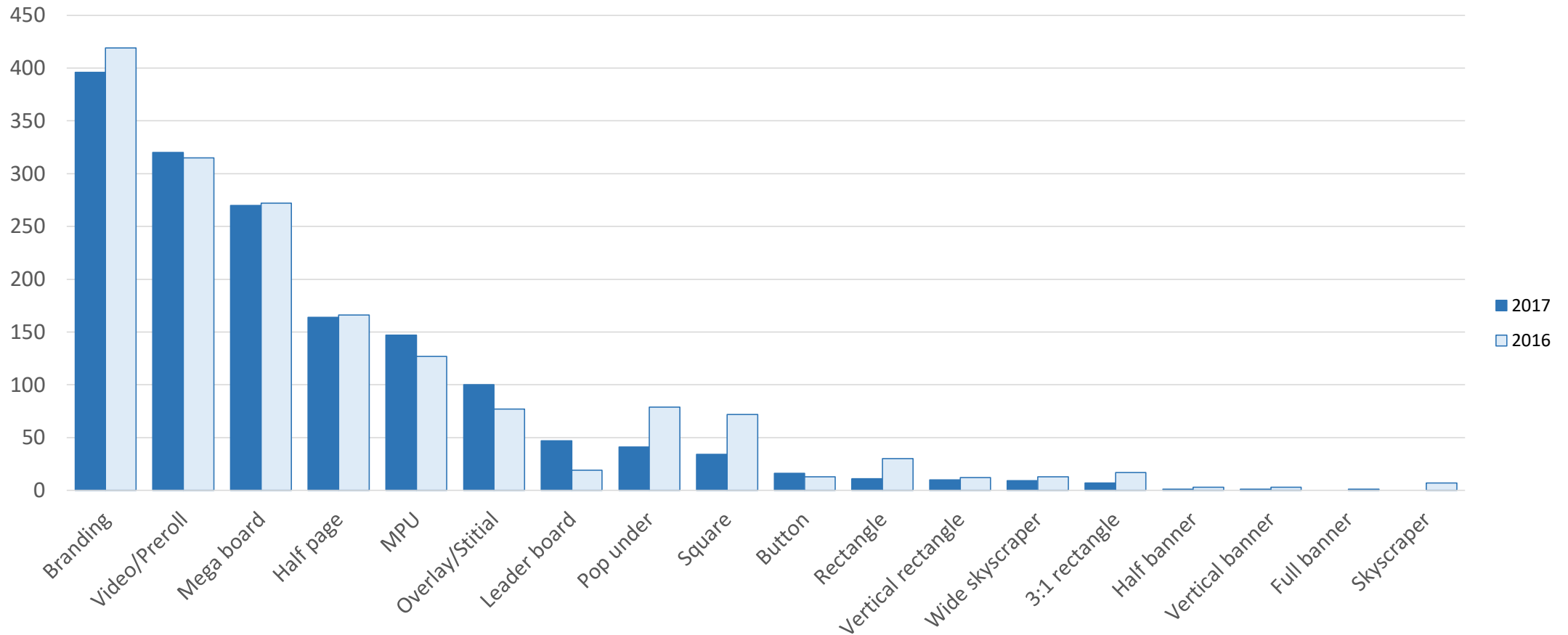




# TOP 10 sectors - Market overview

## DRINKS – MOST USED BANNER FORMATS

by number of creatives – 2016 & 2017

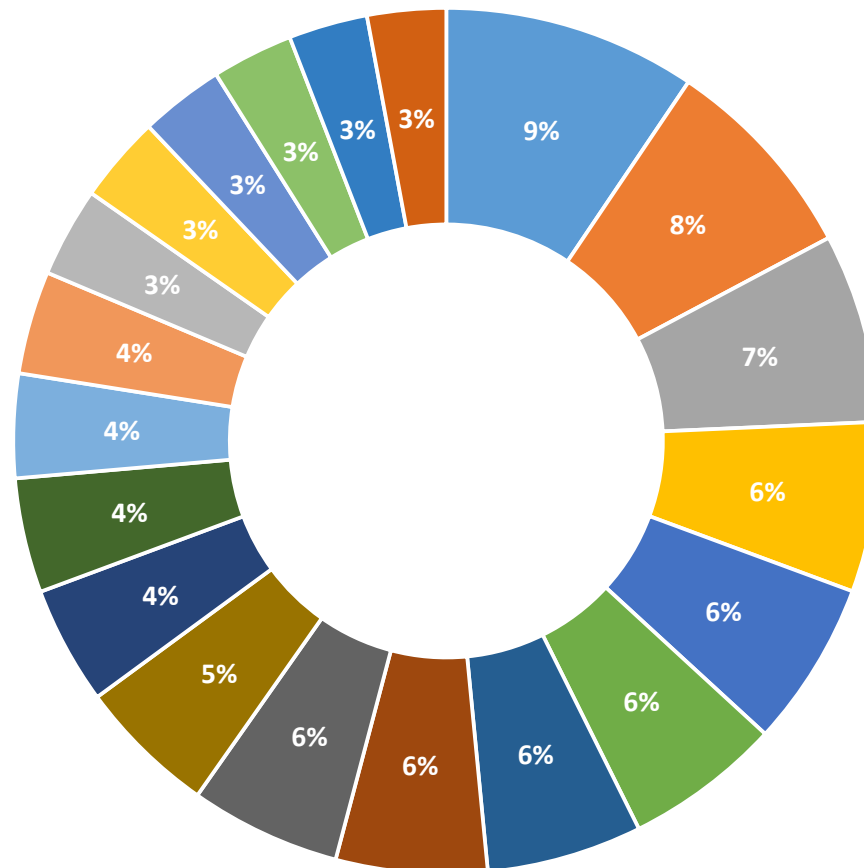




# TOP 10 sectors - Market overview

## DRINKS – TOP used websites

by campaigns strength - Jan/Dec 2017



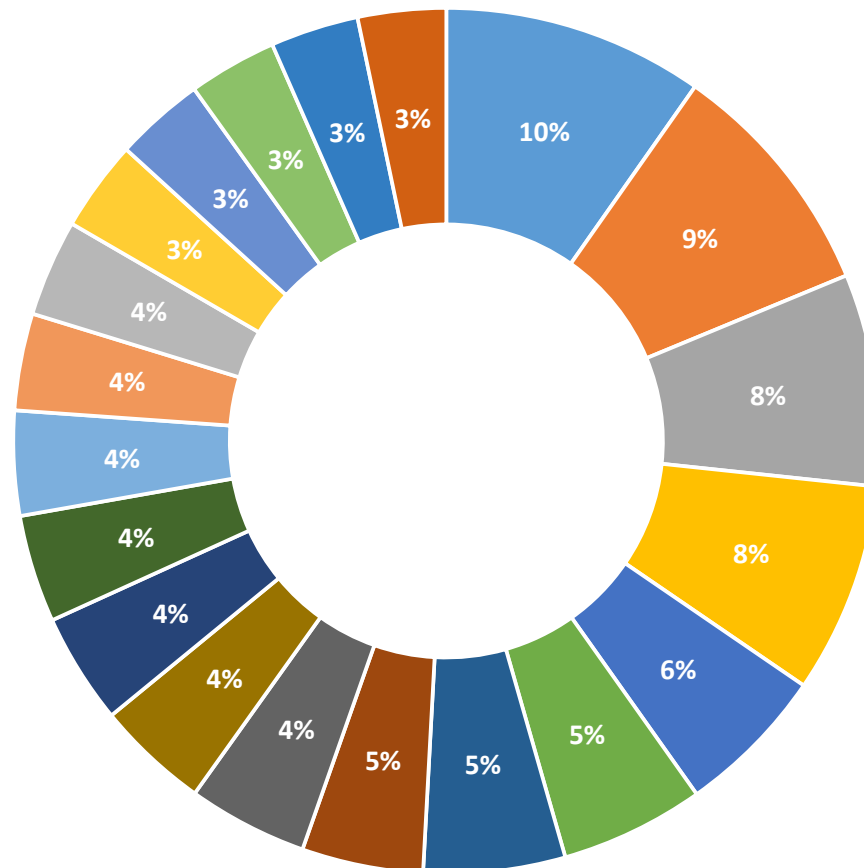
- sportal.bg
- btv.bg
- webcafe.bg
- novini.bg
- play.novatv.bg
- hotnews.bg
- novanews.bg
- vbox7.com
- woman.hotnews.bg
- vesti.bg
- mail.bg
- marica.bg
- gong.bg
- radar.bg
- dnes.bg
- actualno.com
- potv.eu
- btv.bg/action
- sinoptik.bg
- bta.bg



# TOP 10 sectors - Market overview

## DRINKS – TOP used websites

by campaigns strength - Jan/Dec 2016



- portal.bg
- webcafe.bg
- btv.bg
- novini.bg
- vesti.bg
- play.novatv.bg
- vbox7.com
- hotnews.bg
- btv.bg/action
- actualno.com
- novanews.bg
- gong.bg
- mail.bg
- dariknews.bg
- sinoptik.bg
- woman.hotnews.bg
- thevoice.bg
- bta.bg
- dariknews.bg-регион
- potv.eu



For more data you can contact us on:

[stefan@webnewsagent.com](mailto:stefan@webnewsagent.com)

+ 359 888 510027

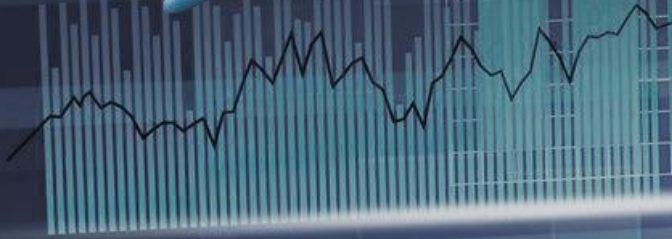
bannermonitoring.com

Stefan Stefanov





Banner monitoring



Thank You!

