



Banner monitoring

2018 in numbers



010101

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



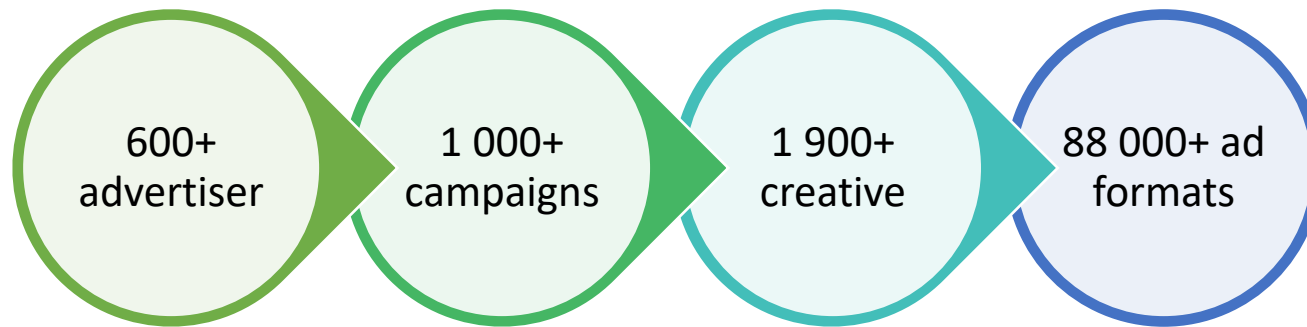
Who we are

- 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.*

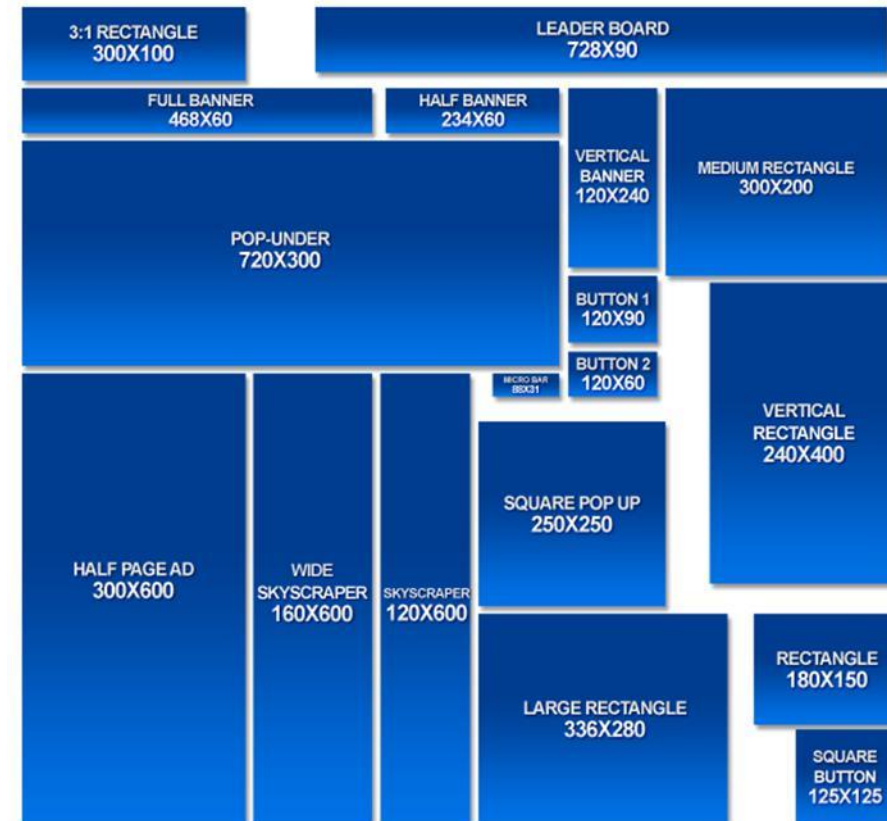


Legend of used abbreviations

* Used formats – based on IAB standards.

- 300x250 = MPU
- All other sizes are aligned to the closest IAB format

** campaigns strength – function that weights campaigns by used sites and days of activity





GENERAL MARKET OVERVIEW

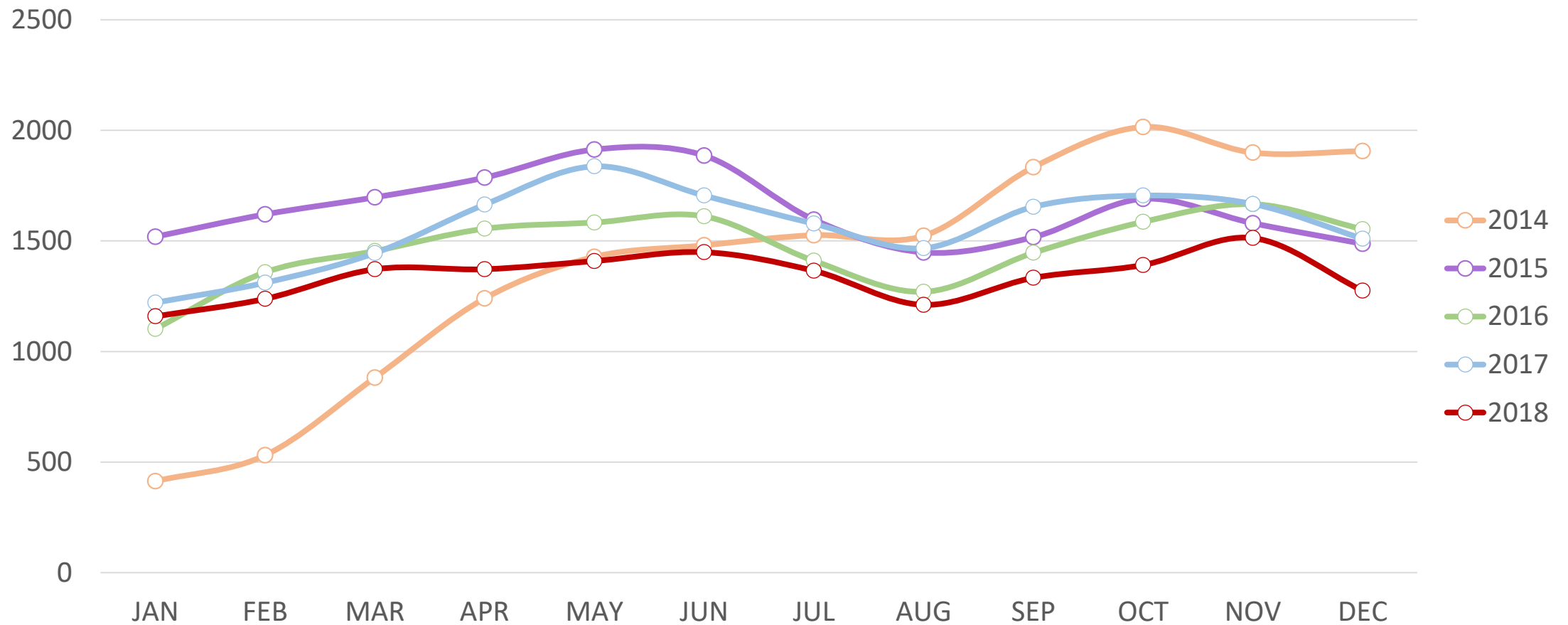




General market overview

CAMPAIGN SEASONALITY

by number of campaigns – 2014 - 2018





General market overview

CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2018

2 000

1 500

1 000

500

0

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

- TRANSPORT
- TOURISM
- TELECOMMUNICATION
- TABACO
- RETAIL STORES
- REAL ESTATES
- PUBLISHING, TV STATIONS
- POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS
- PHARMACEUTICALS, NUTRITIONS
- ONLINE STORES
- MOTORING
- MISCELLANEOUS
- MEDICAL FACILITY, BEAUTY SALONS
- MEANS OF PRODUCTION, HEAVY EQUIPMENTS
- INSURANCE
- HOUSEHOLD CHEMISTRY
- HOUSEHOLD APPLIANCES
- HOBBYS
- GROCERY
- FURNISHING
- FINANCIAL SERVICES
- FASHION. SPORT
- ENTERTAINMENTS, RESTAURANTS, BARS
- EDUCATION, JOBS
- DRINKS
- DONATIONS
- COSMETICS
- CONSTRUCTION, REPAIRS
- BUSINESS GOODS AND SERVICES
- BABY AND KID
- AGRICULTURAL

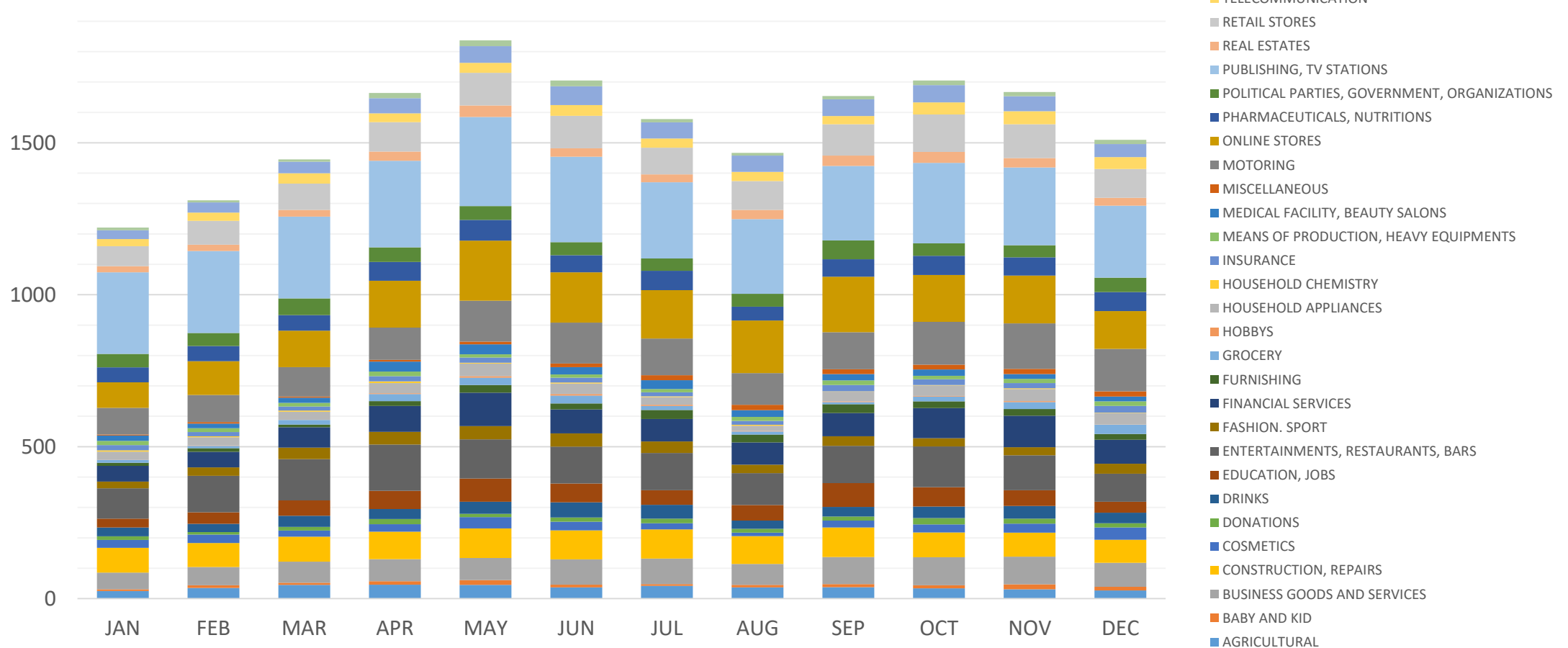


General market overview

CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2017

2000

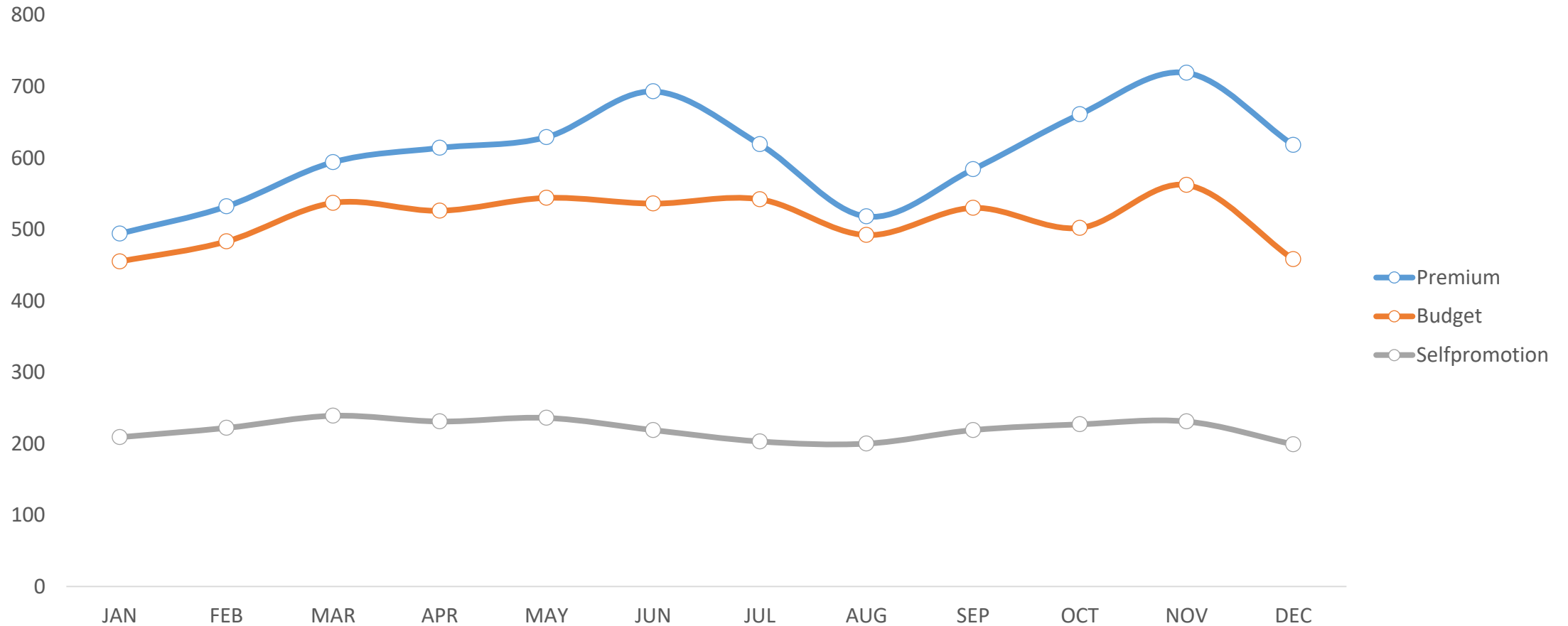




General market overview

TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2018

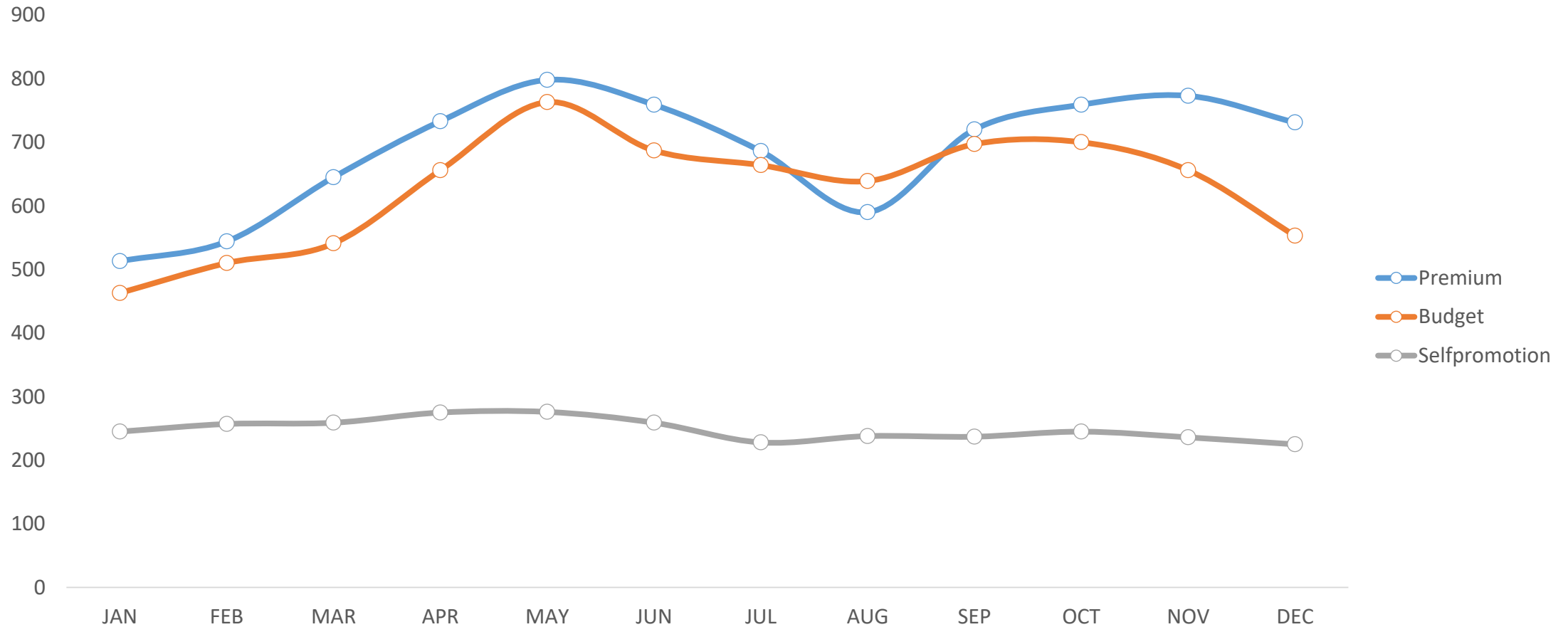




General market overview

TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2017

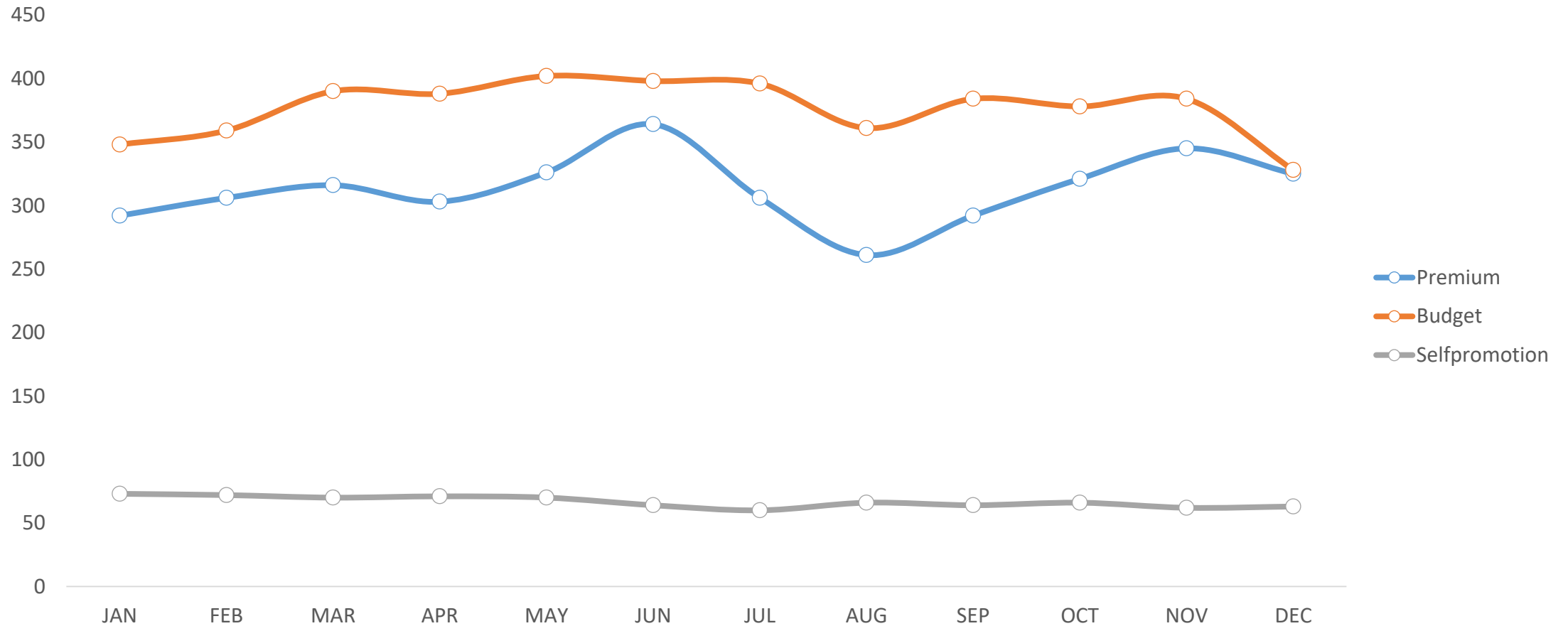




General market overview

TYPE OF ADVERTYSERS

by number of advertisers - Jan/Dec 2018

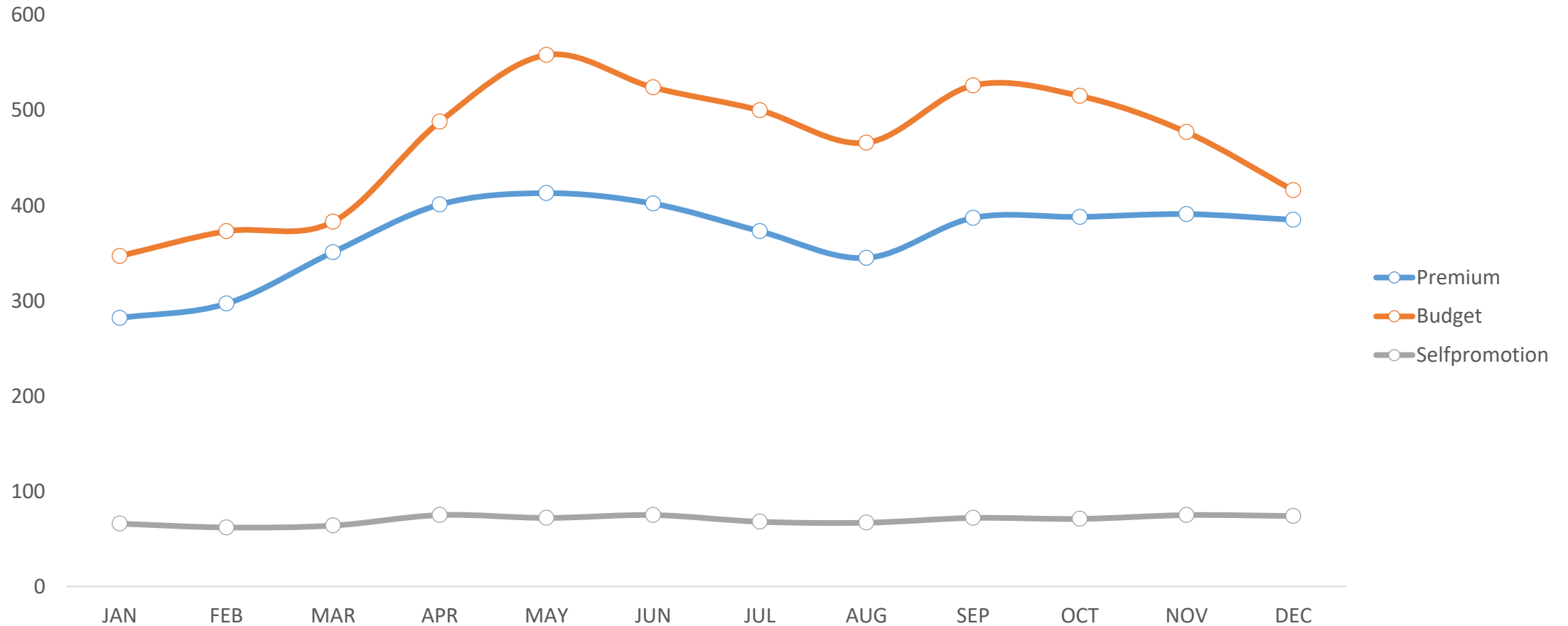




General market overview

TYPE OF ADVERTYSERS

by number of advertisers - Jan/Dec 2017

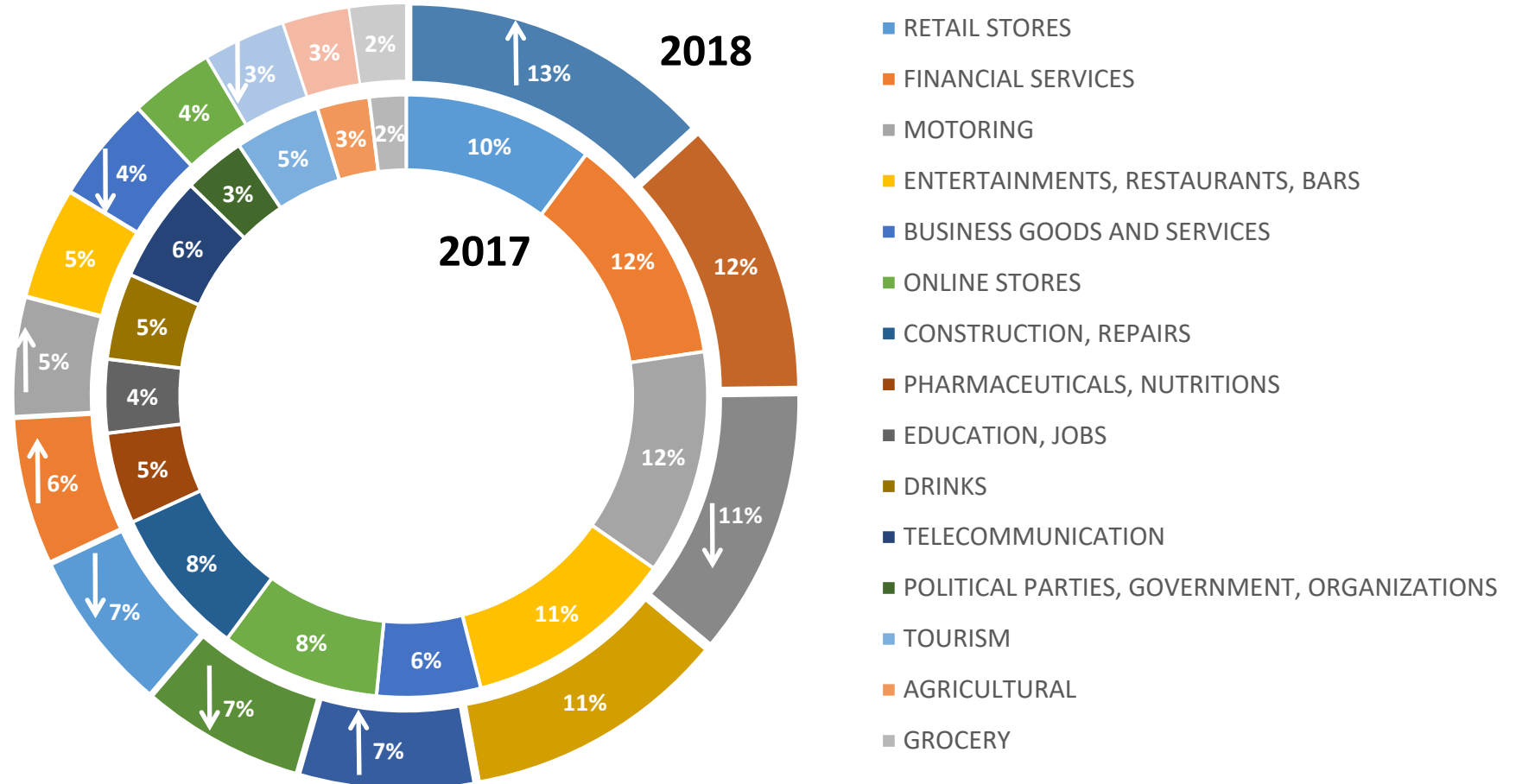




General market overview

TOP 15 SECTORS

by campaigns strength – 2017 & 2018

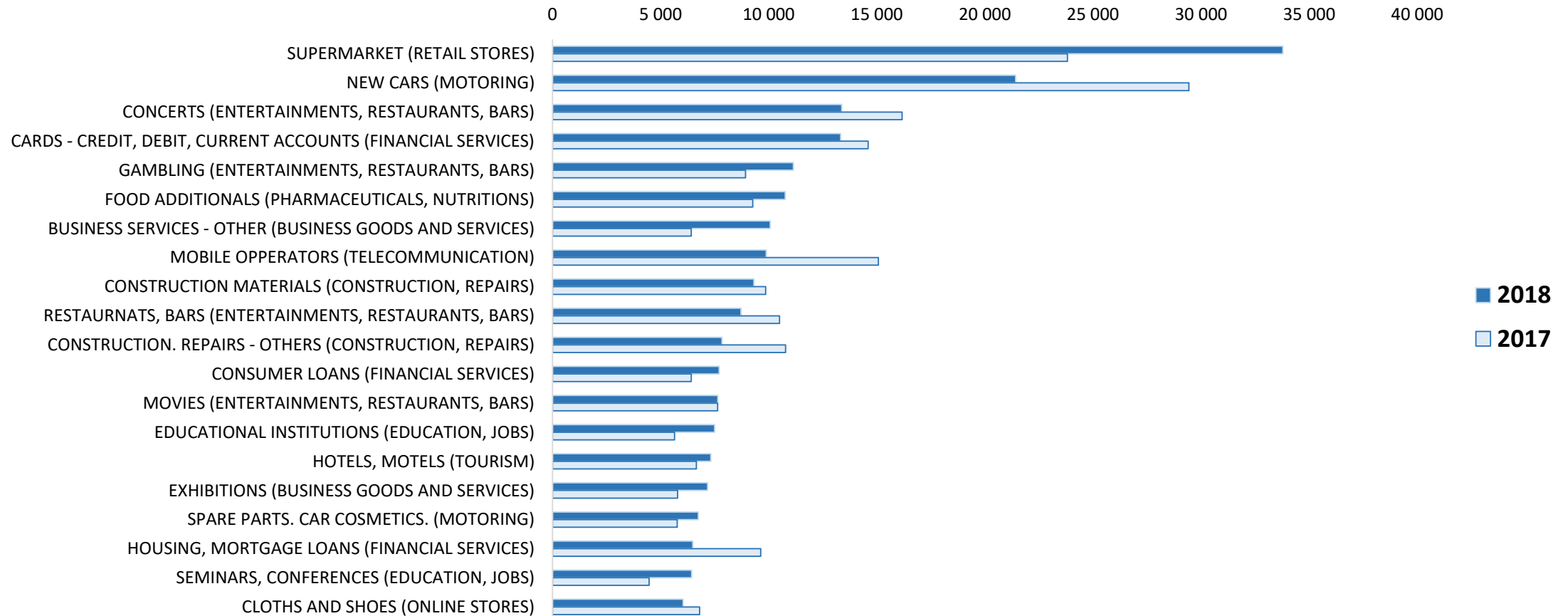




General market overview

TOP 20 CATEGORY

by campaigns strength – 2017 & 2018

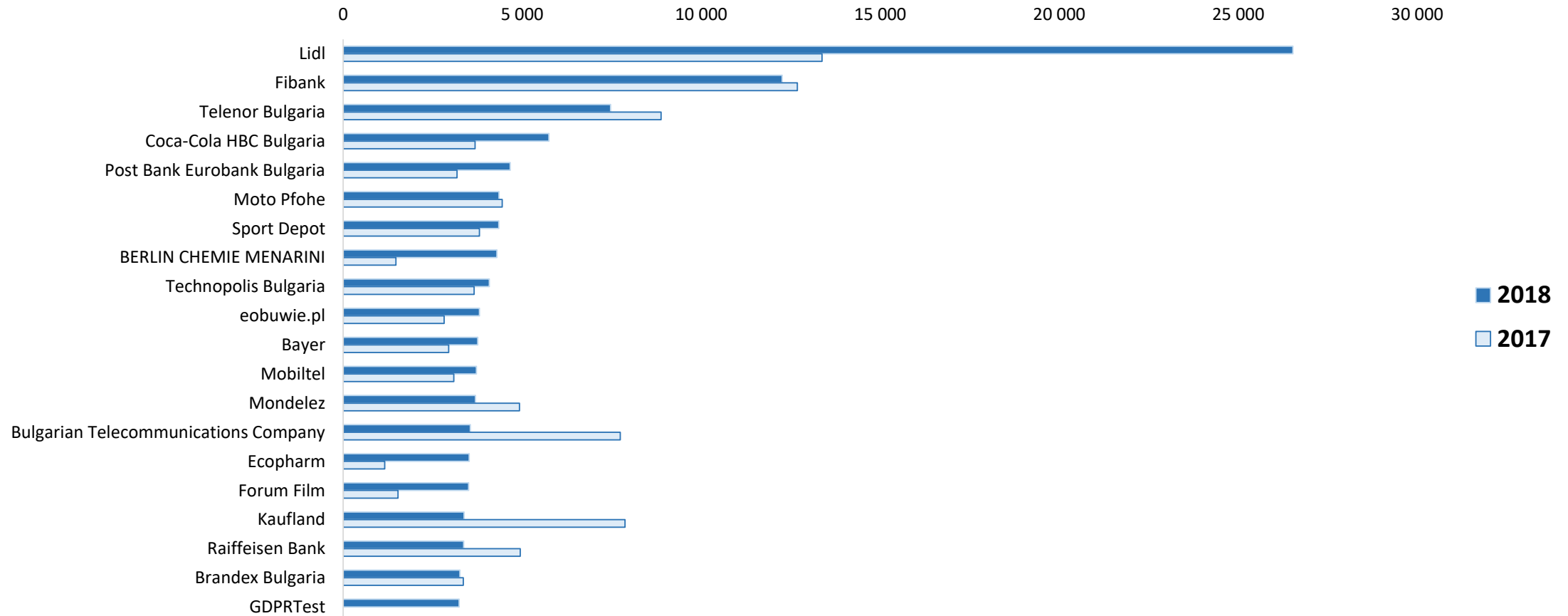




General market overview

20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018



B

SECTOR **RETAIL STORES**

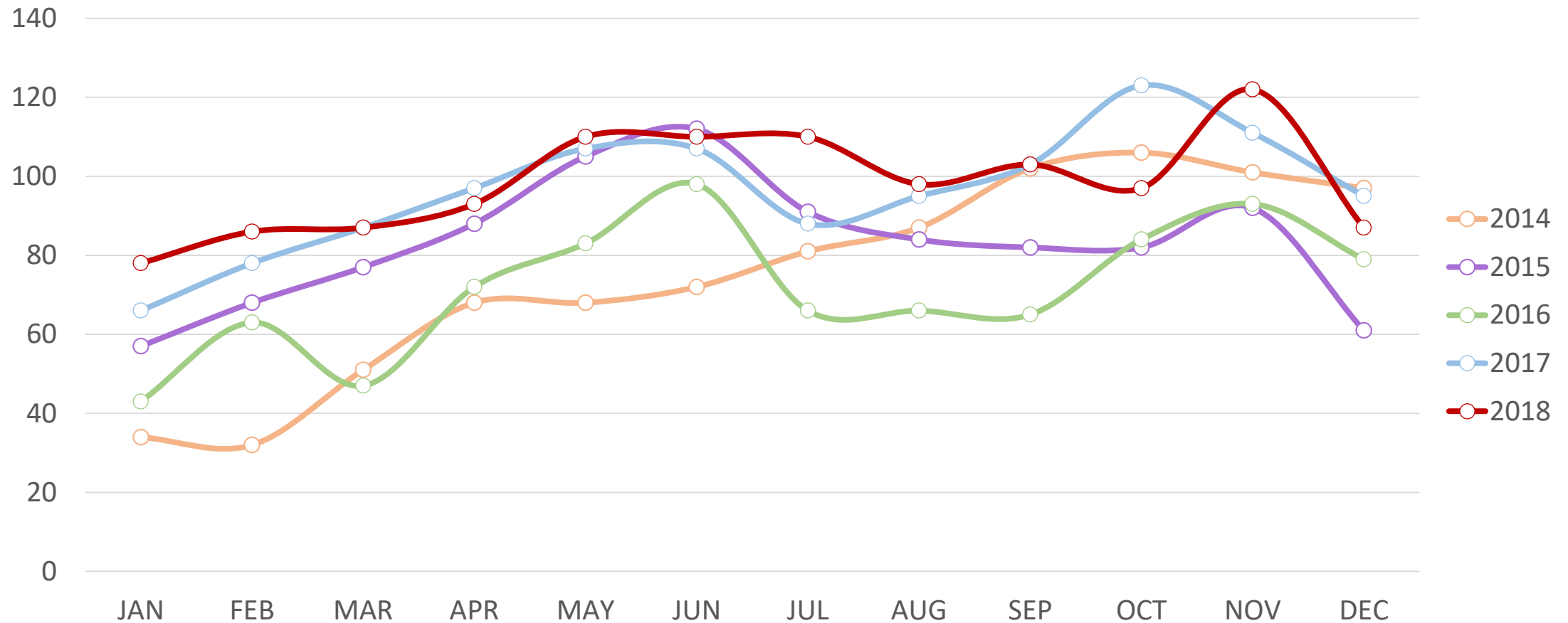




TOP 10 sectors - Market overview

RETAIL STORES – SEASONALITY

by number of campaigns – 2014 - 2018

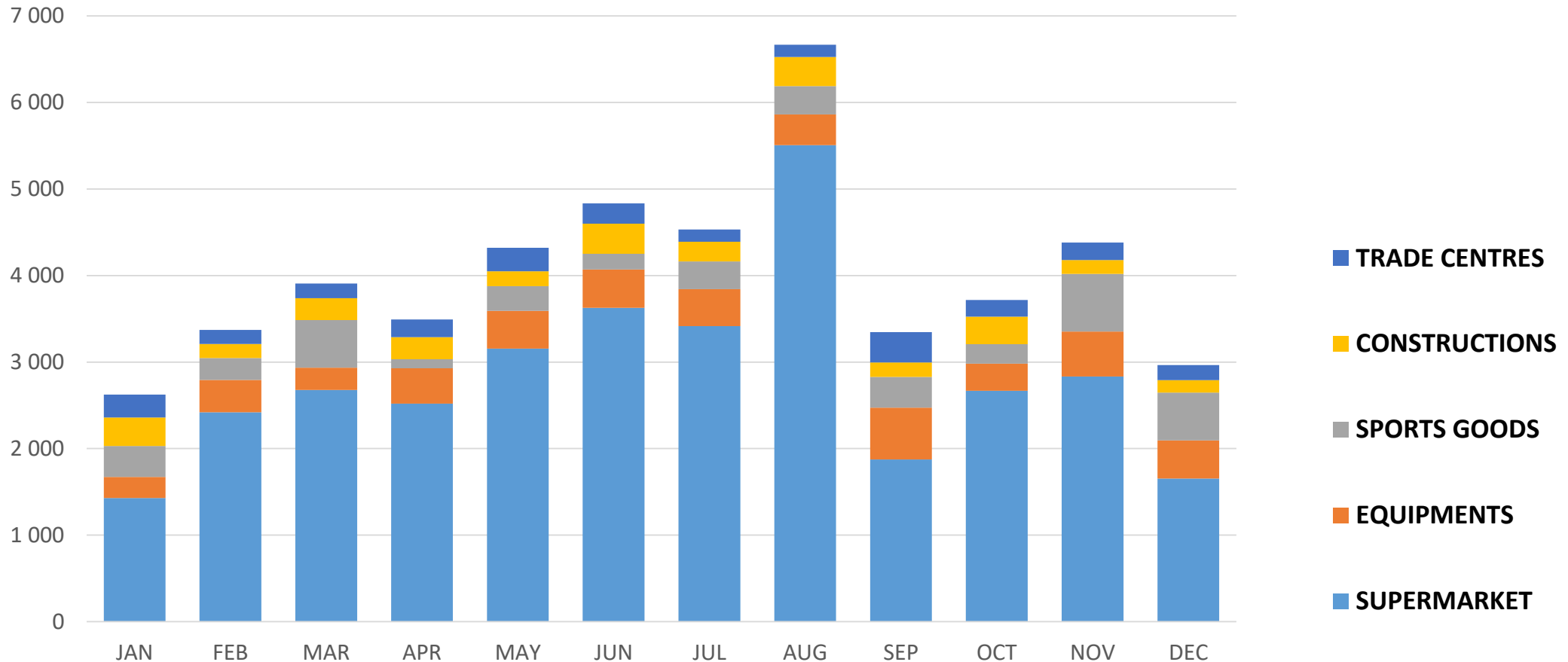




TOP 10 sectors - Market overview

RETAIL STORES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

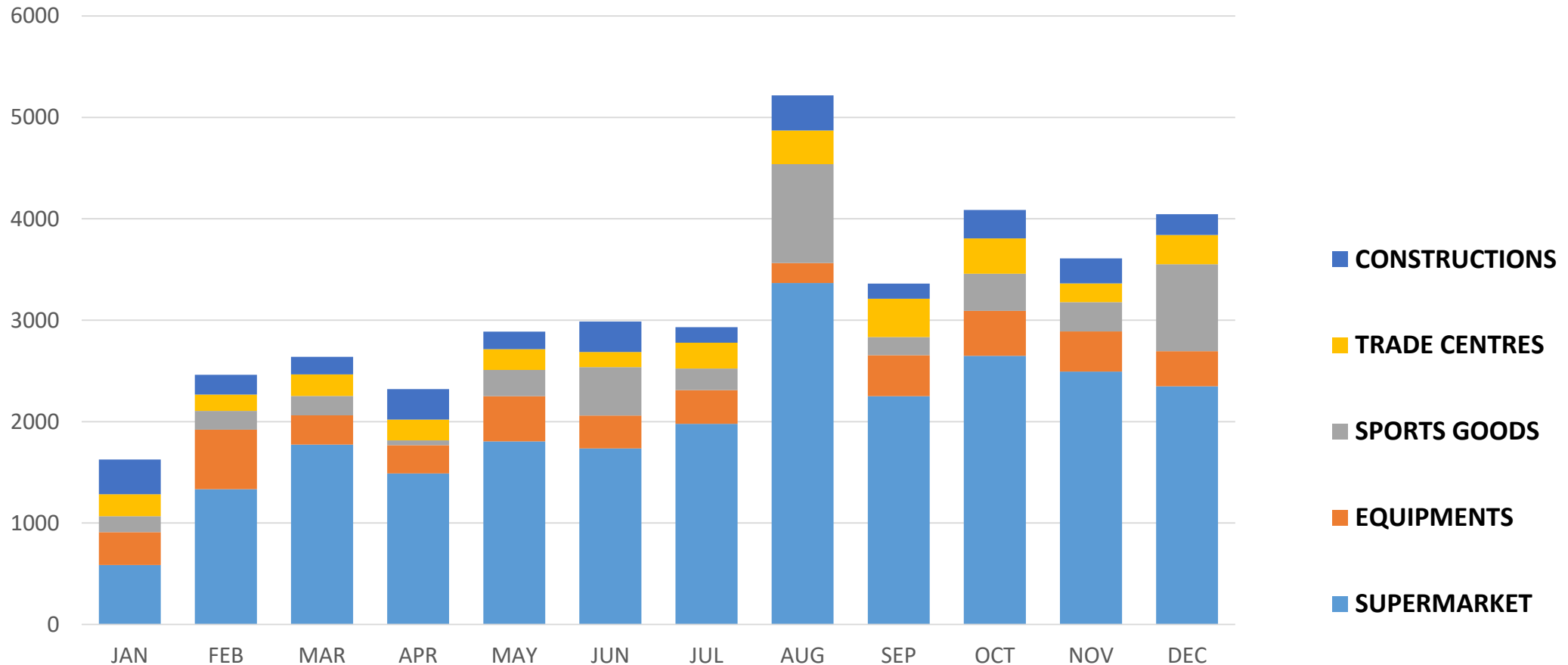




TOP 10 sectors - Market overview

RETAIL STORES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

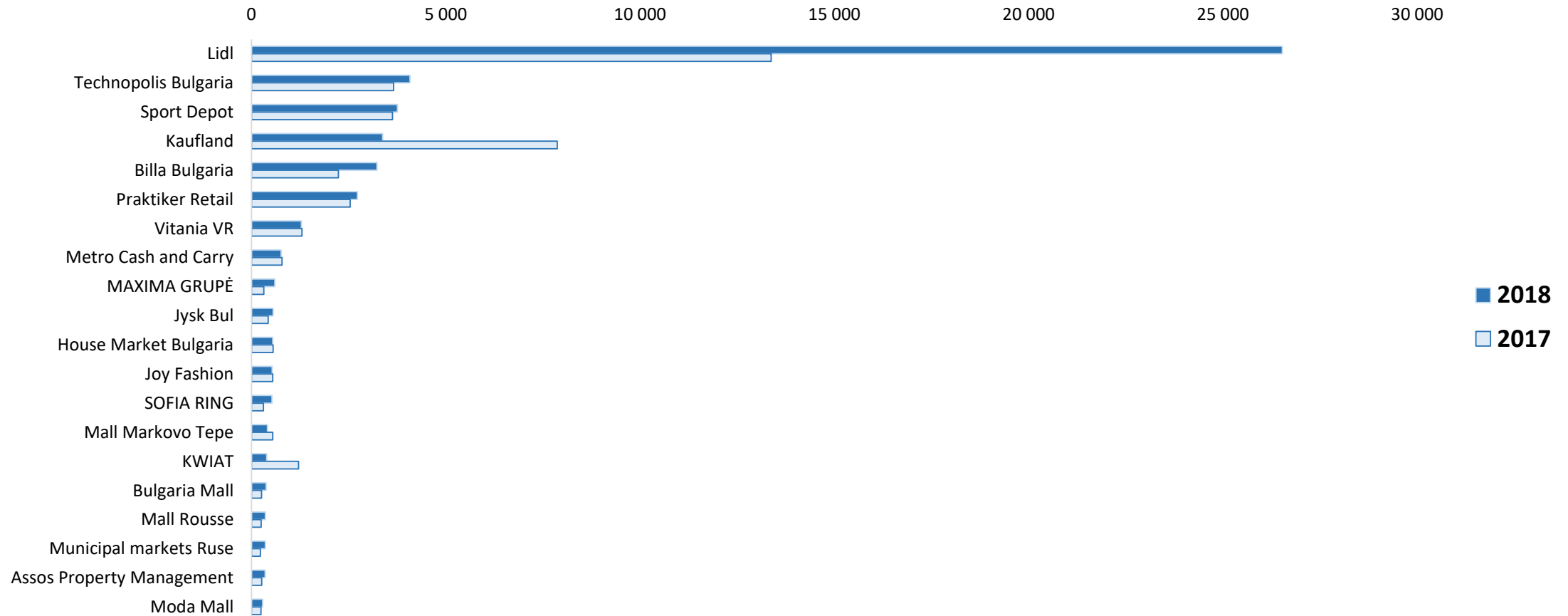




TOP 10 sectors - Market overview

RETAIL STORES – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

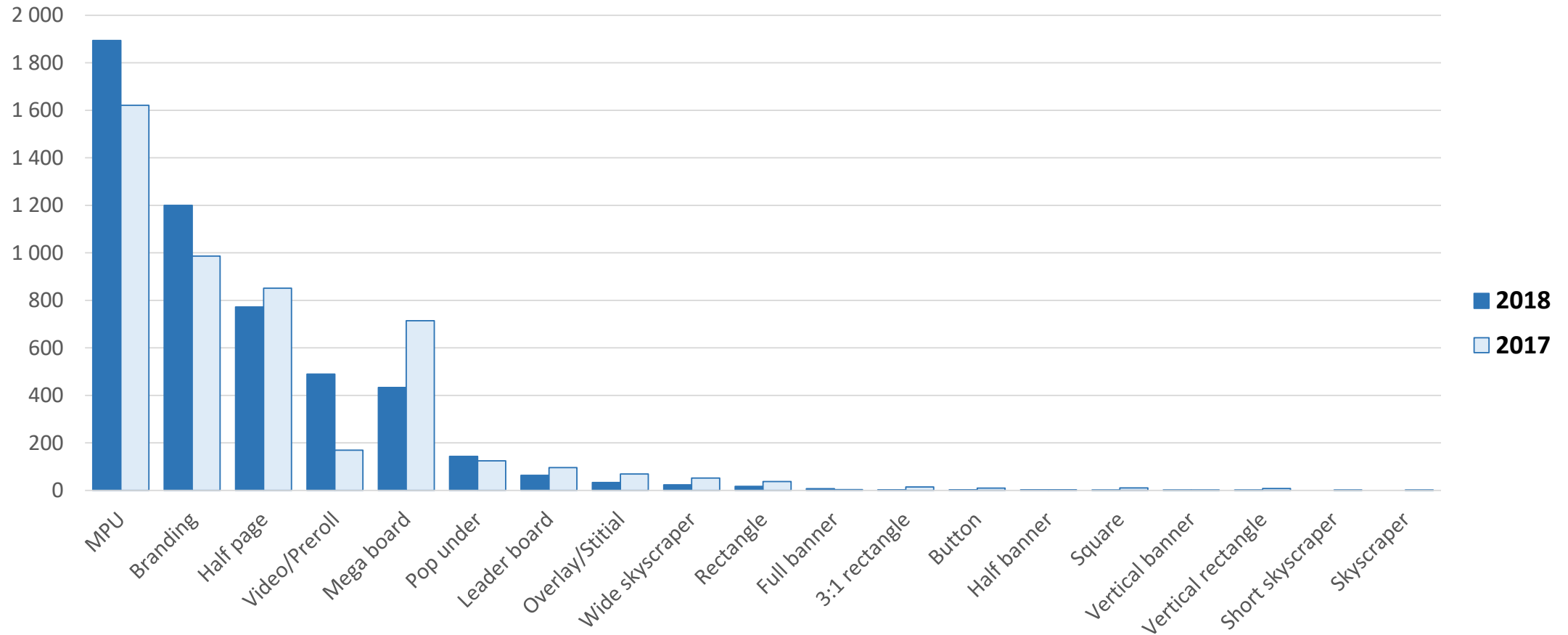




TOP 10 sectors - Market overview

RETAIL STORES – BANNER FORMATS

by number of creatives – 2017 & 2018

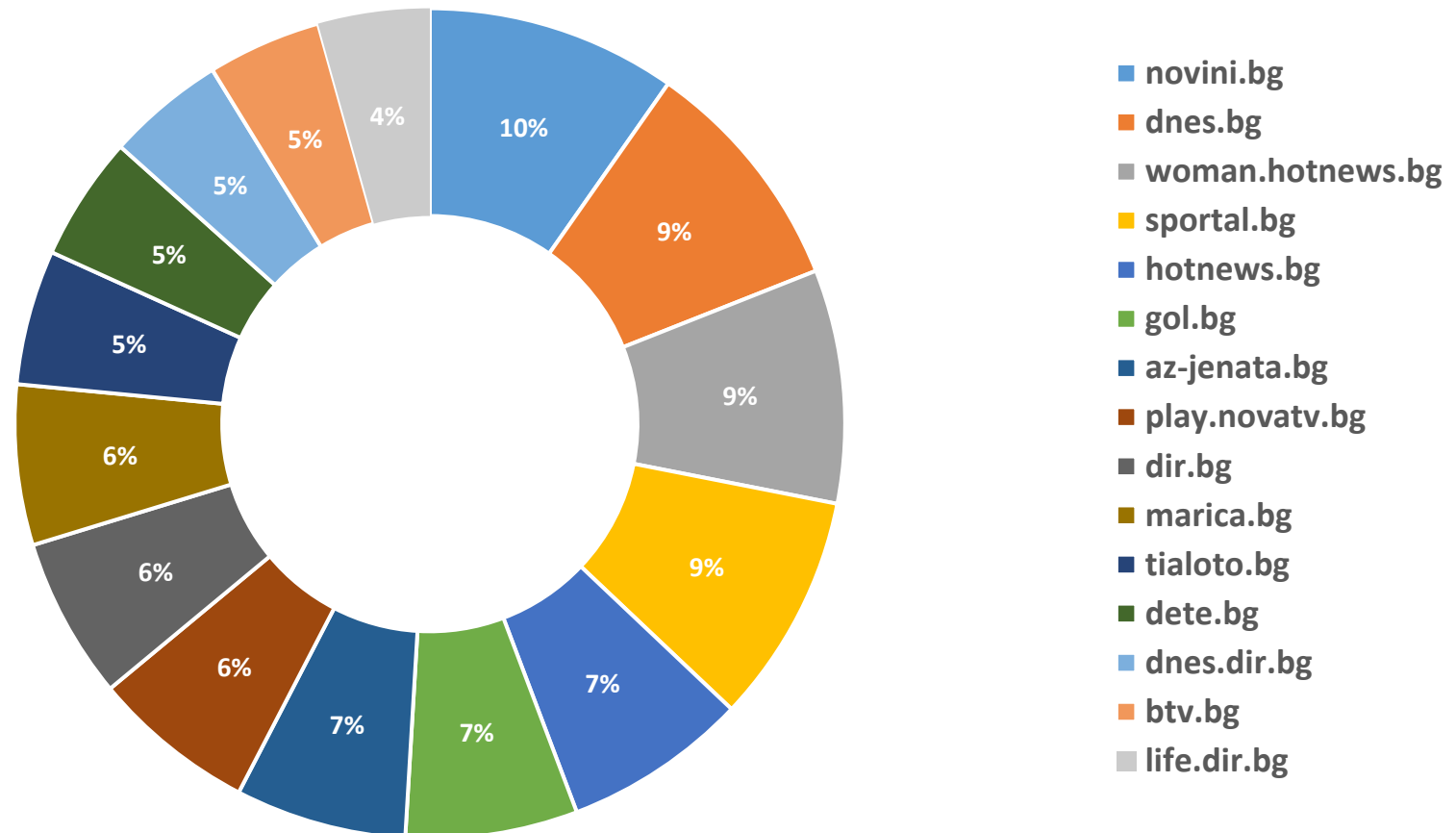




TOP 10 sectors - Market overview

RETAIL STORES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

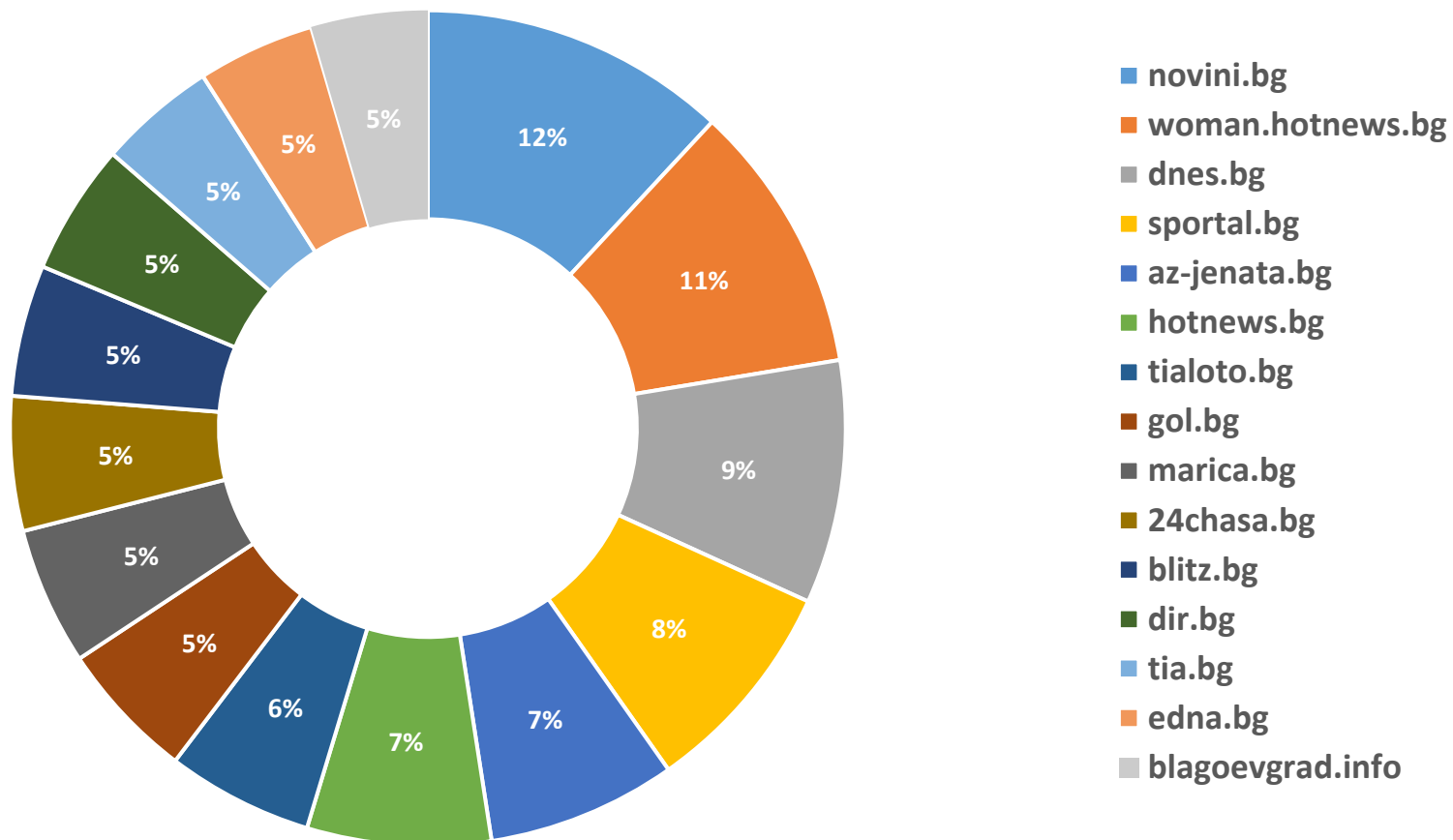




TOP 10 sectors - Market overview

RETAIL STORES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017





SECTOR **FINANCIAL SERVICES**

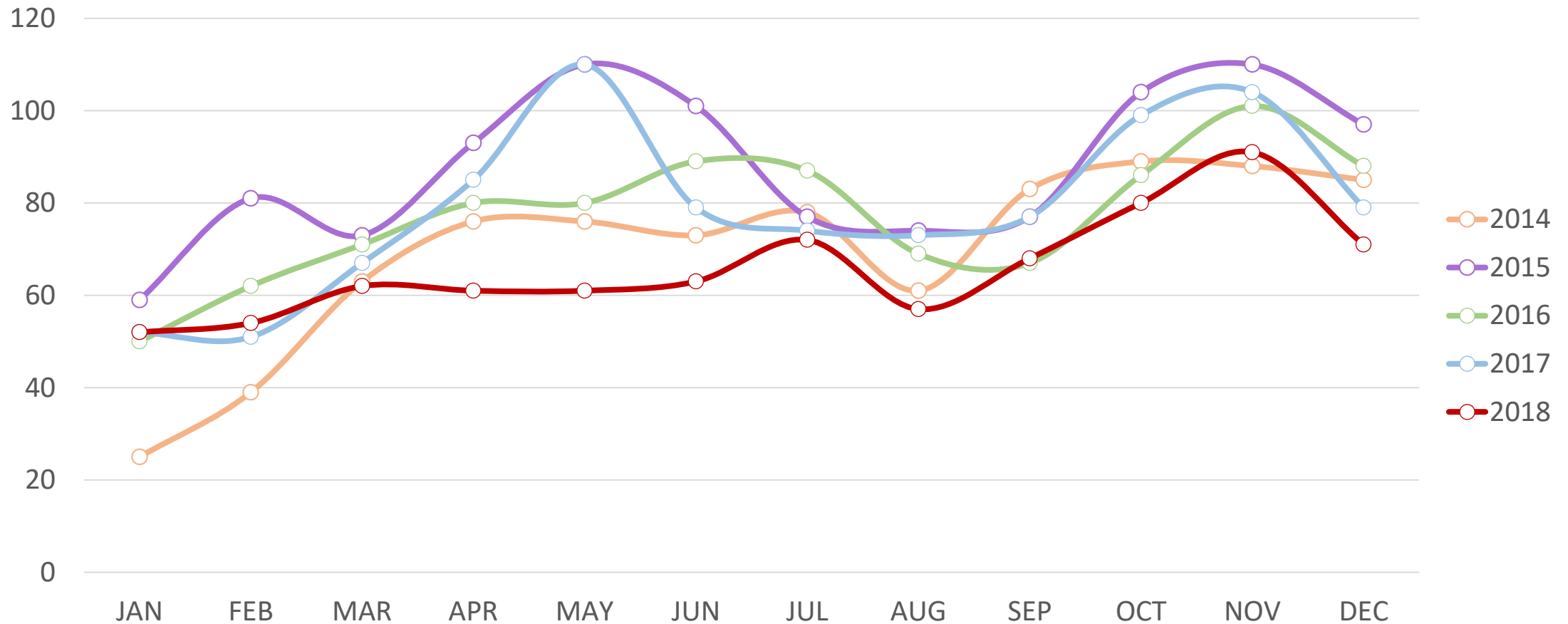




TOP 10 sectors - Market overview

FINANCIAL SERVICES – SEASONALITY

by number of campaigns – 2014 - 2018

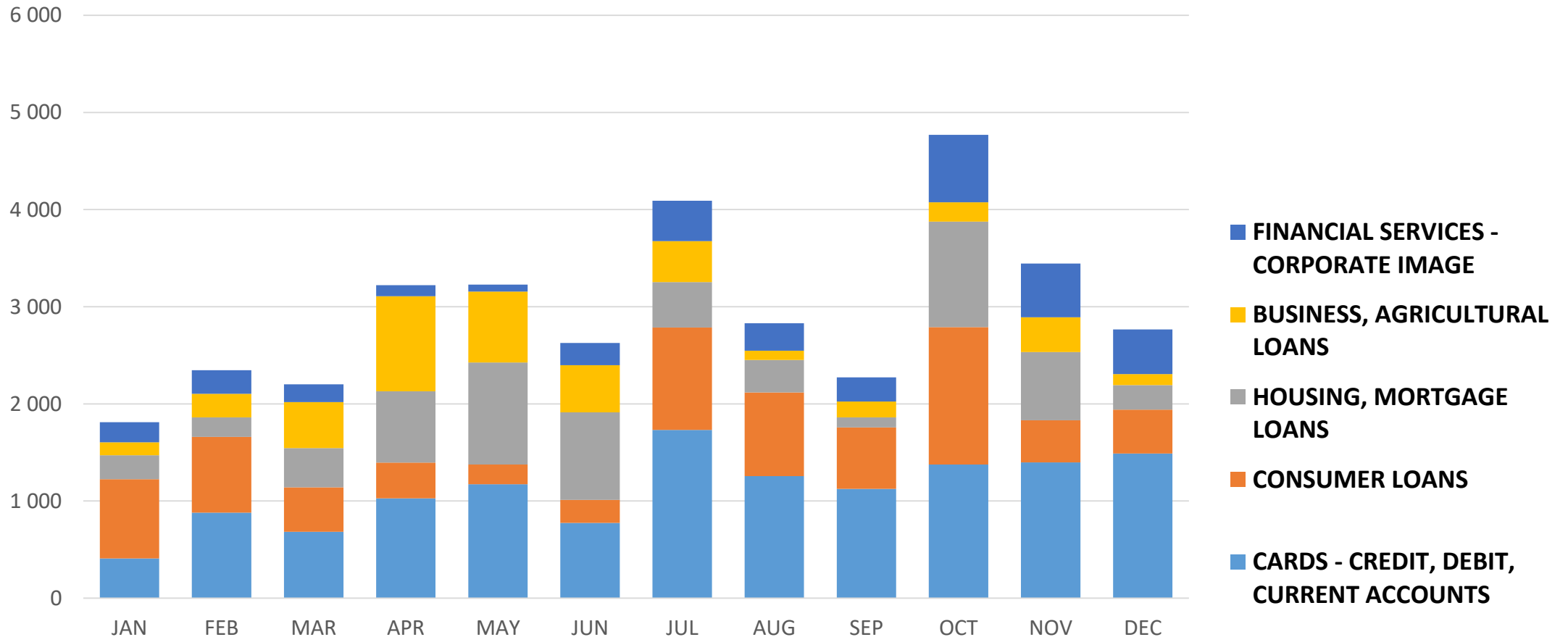




TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

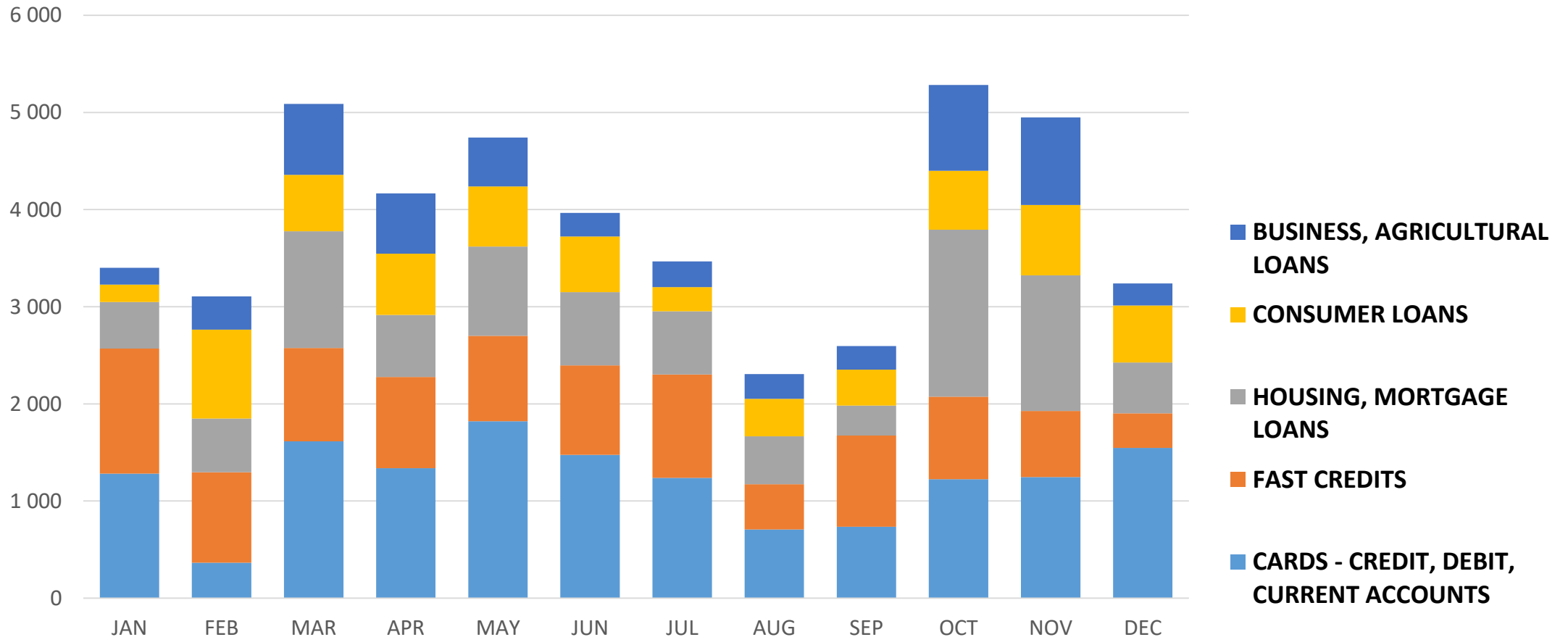




TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

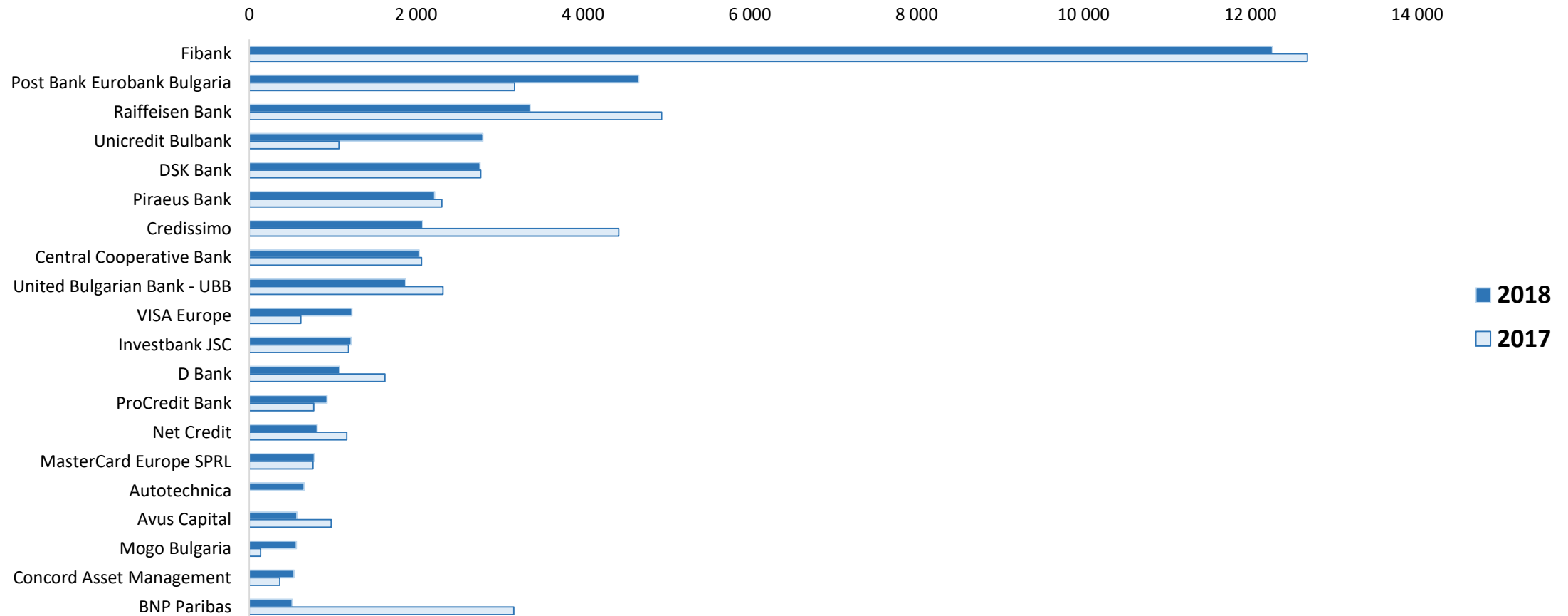




TOP 10 sectors - Market overview

FINANCIAL SERVICES – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

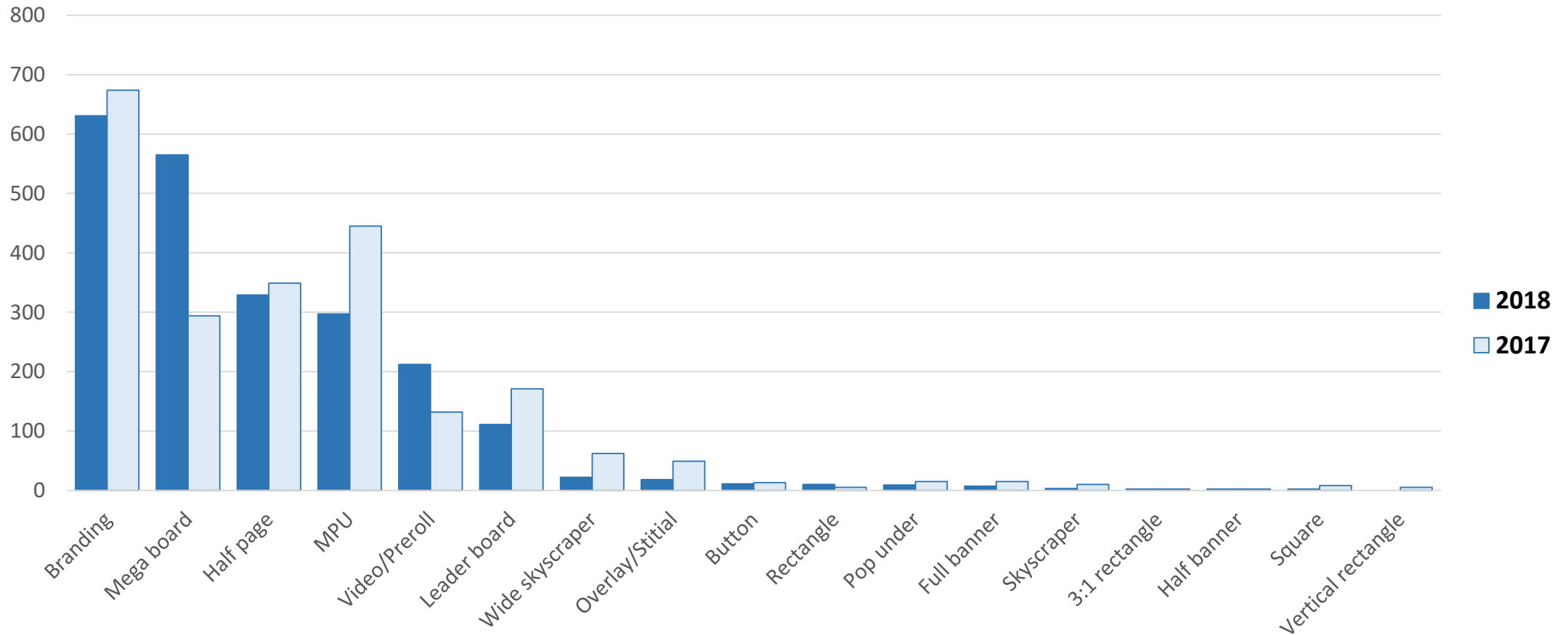




TOP 10 sectors - Market overview

FINANCIAL SERVICES – BANNER FORMATS

by number of creatives – 2017 & 2018

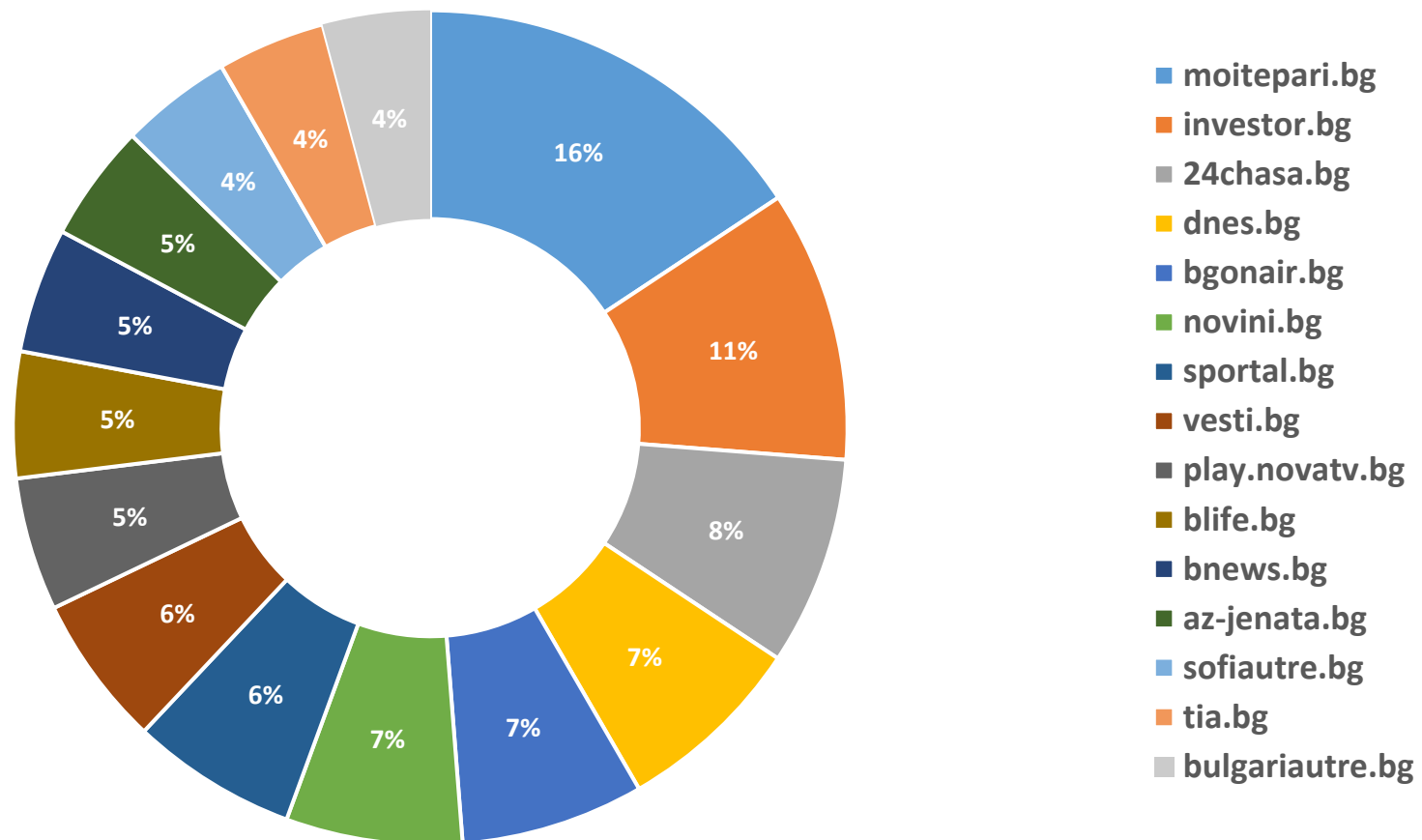




TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

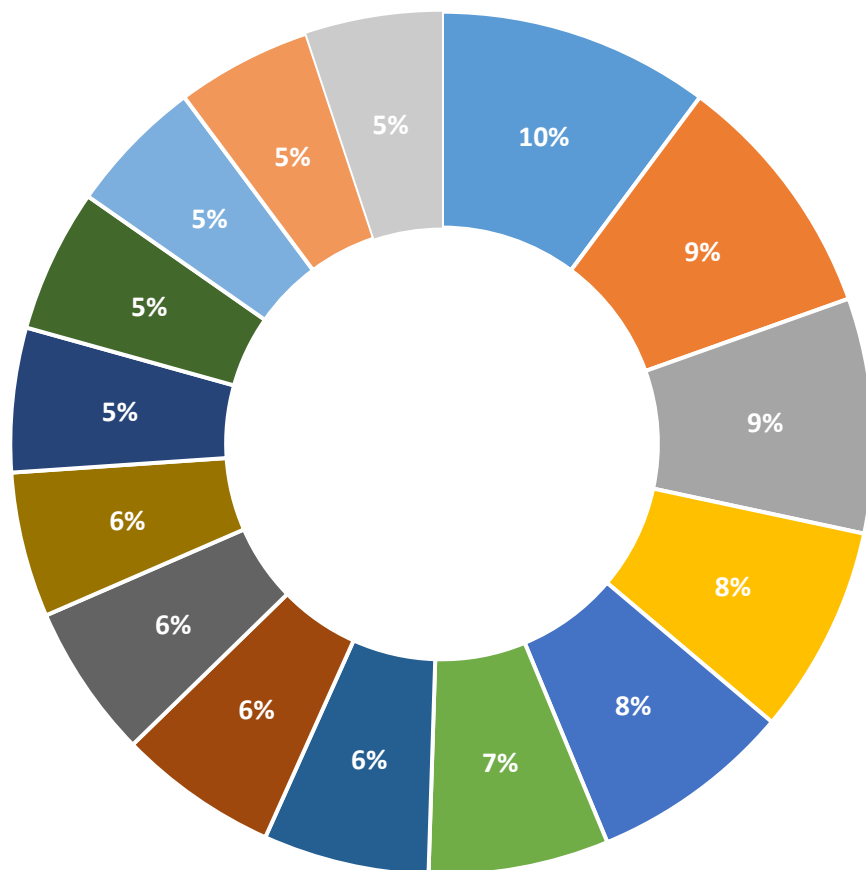




TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



- moitepari.bg
- vesti.bg
- dnes.bg
- novini.bg
- investor.bg
- bgonair.bg
- dnes.dir.bg
- sofiautre.bg
- bnews.bg
- imoti.net
- 24chasa.bg
- blife.bg
- profit.bg
- dariknews.bg-регион
- dir.bg



SECTOR **MOTORING**

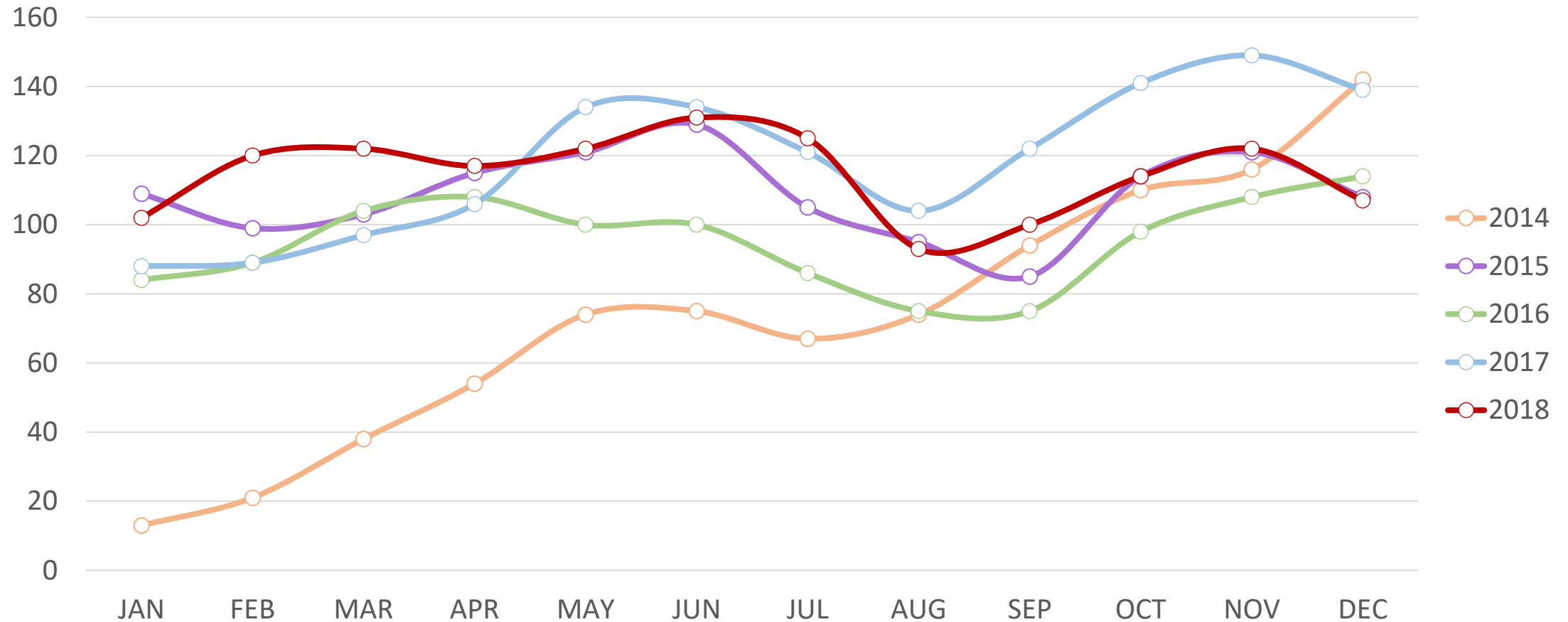




TOP 10 sectors - Market overview

MOTORING – SEASONALITY

by number of campaigns – 2014 - 2018

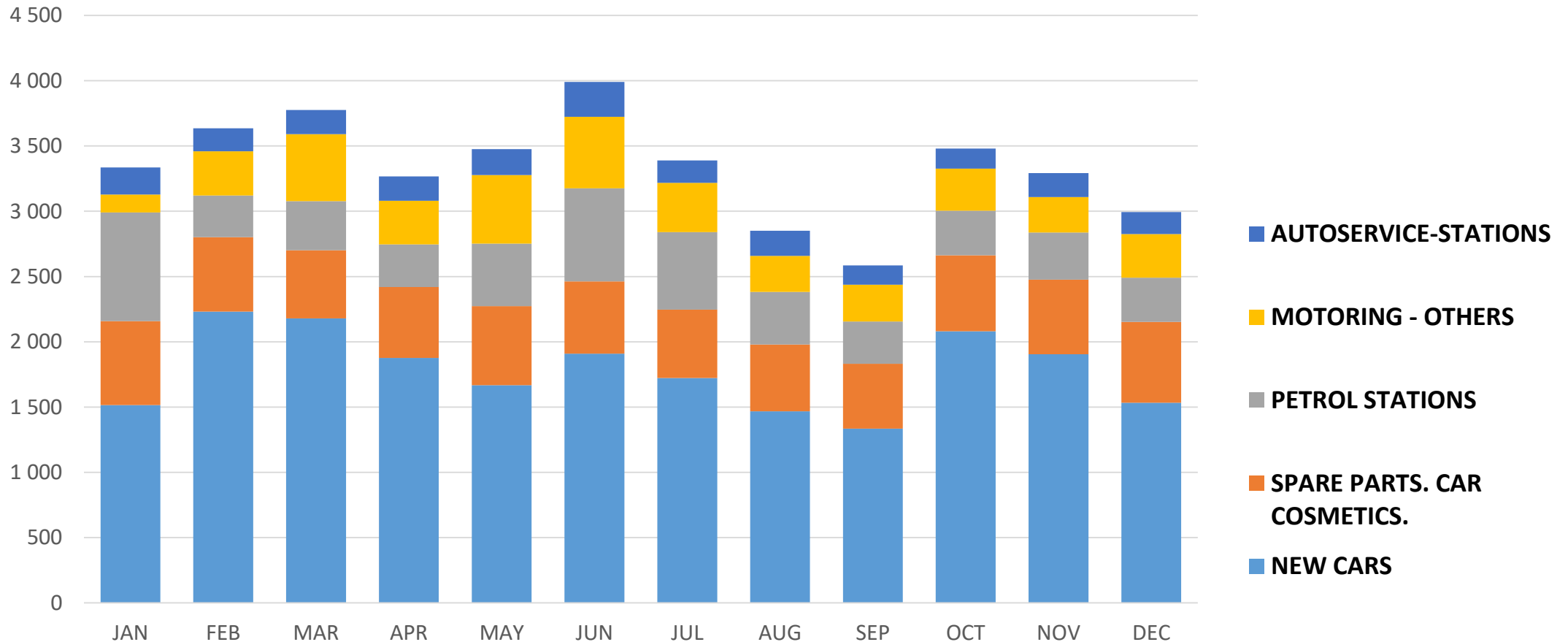




TOP 10 sectors - Market overview

MOTORING – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

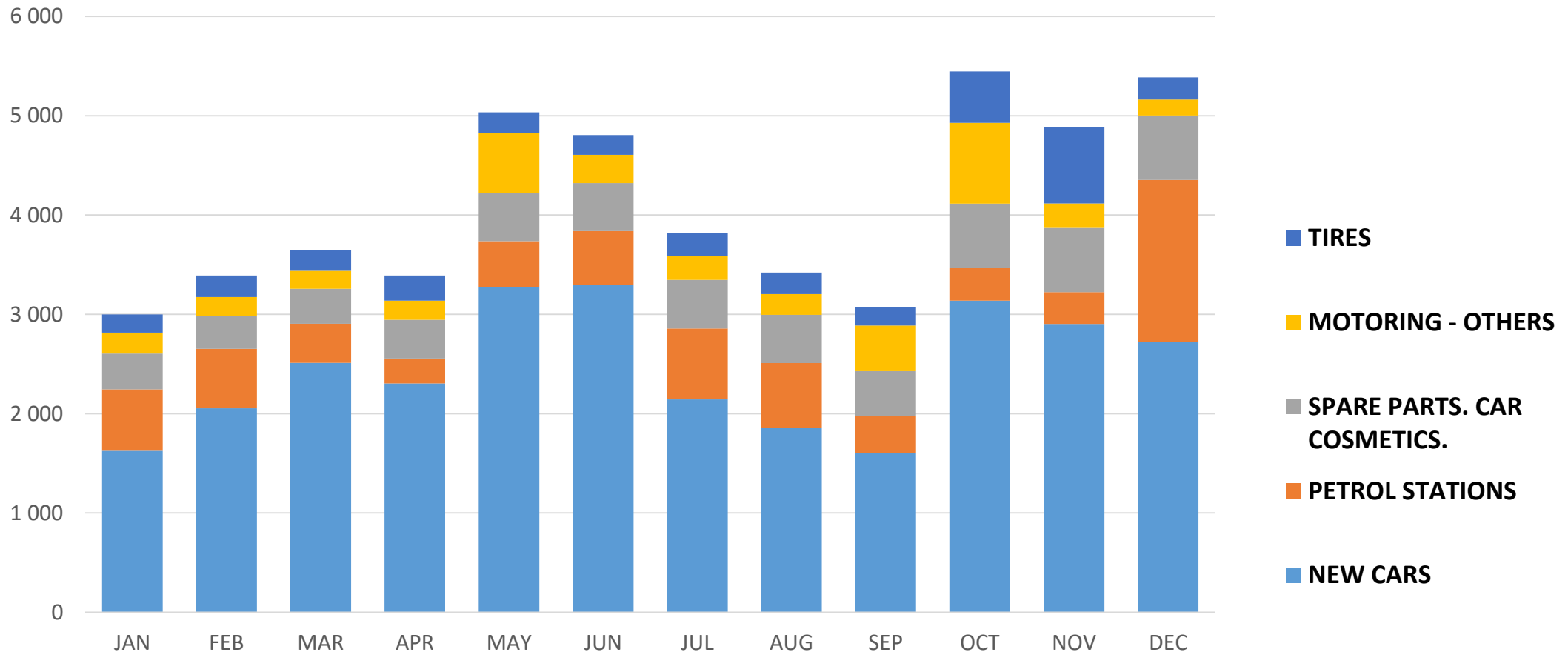




TOP 10 sectors - Market overview

MOTORING – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

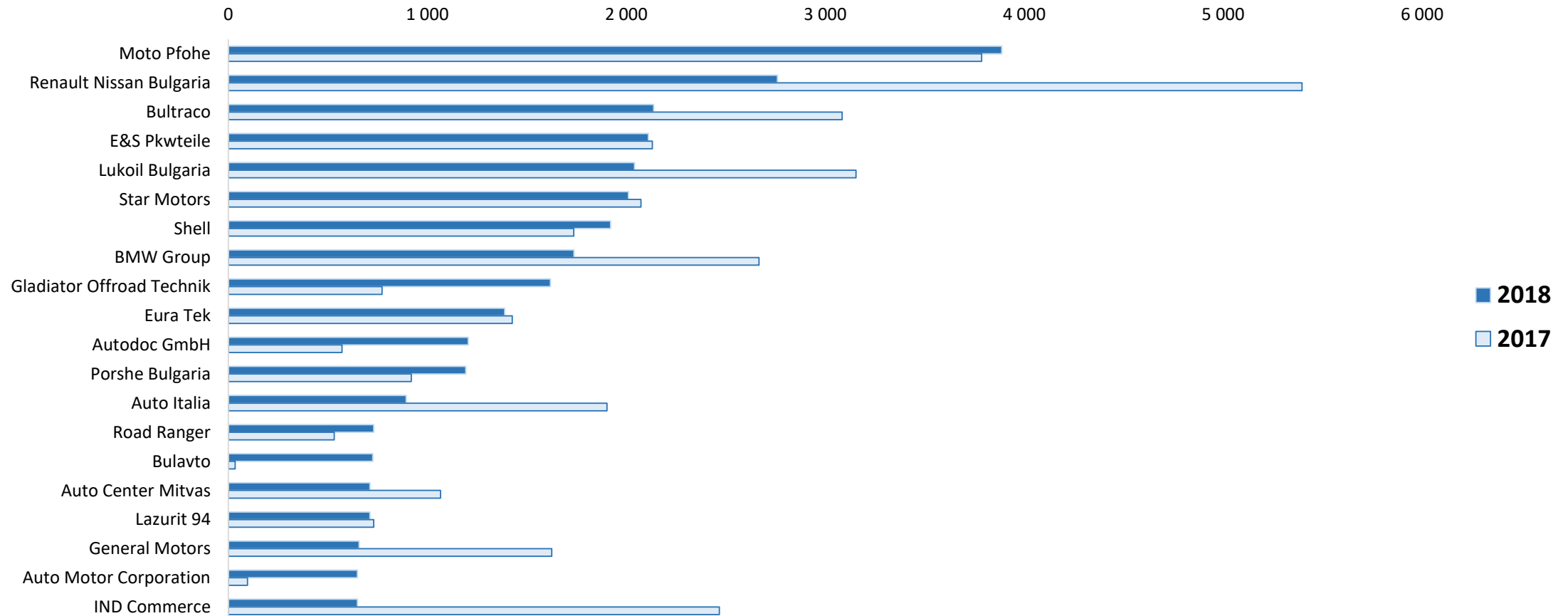




TOP 10 sectors - Market overview

MOTORING – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

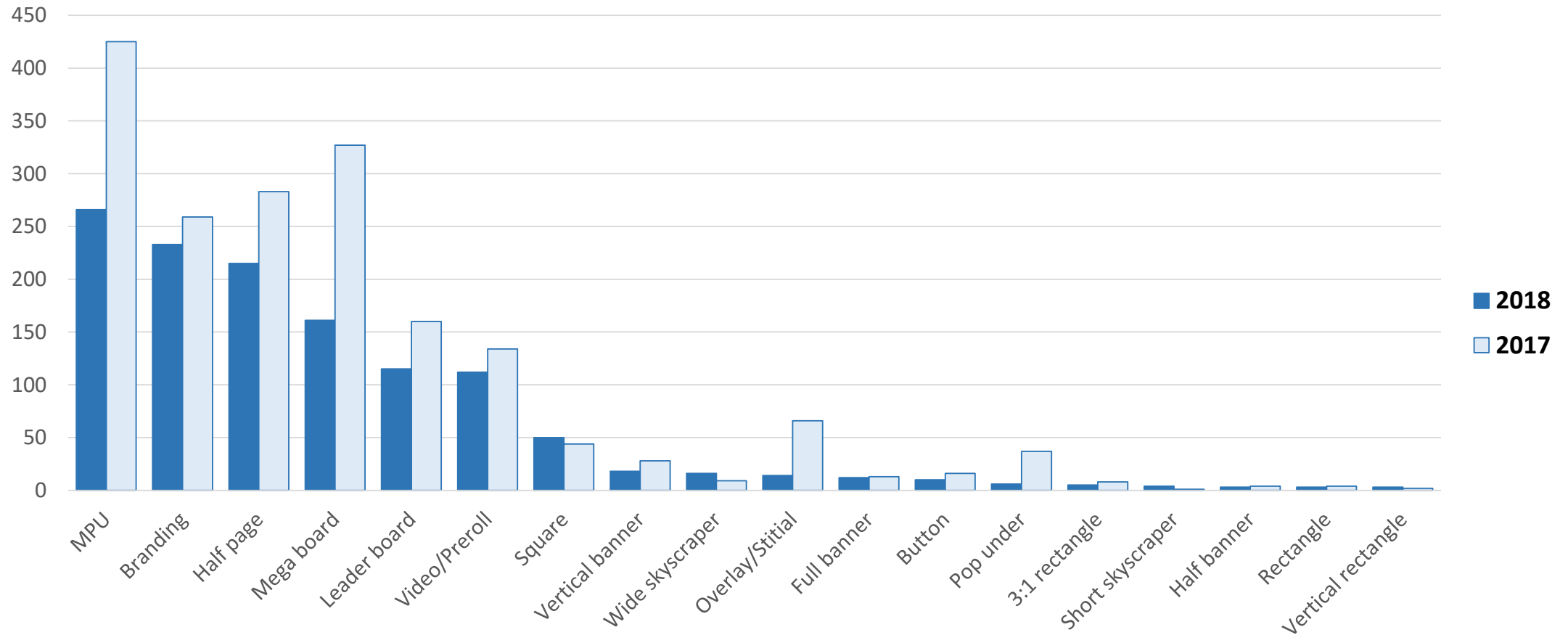




TOP 10 sectors - Market overview

MOTORING – BANNER FORMATS

by number of creatives – 2017 & 2018

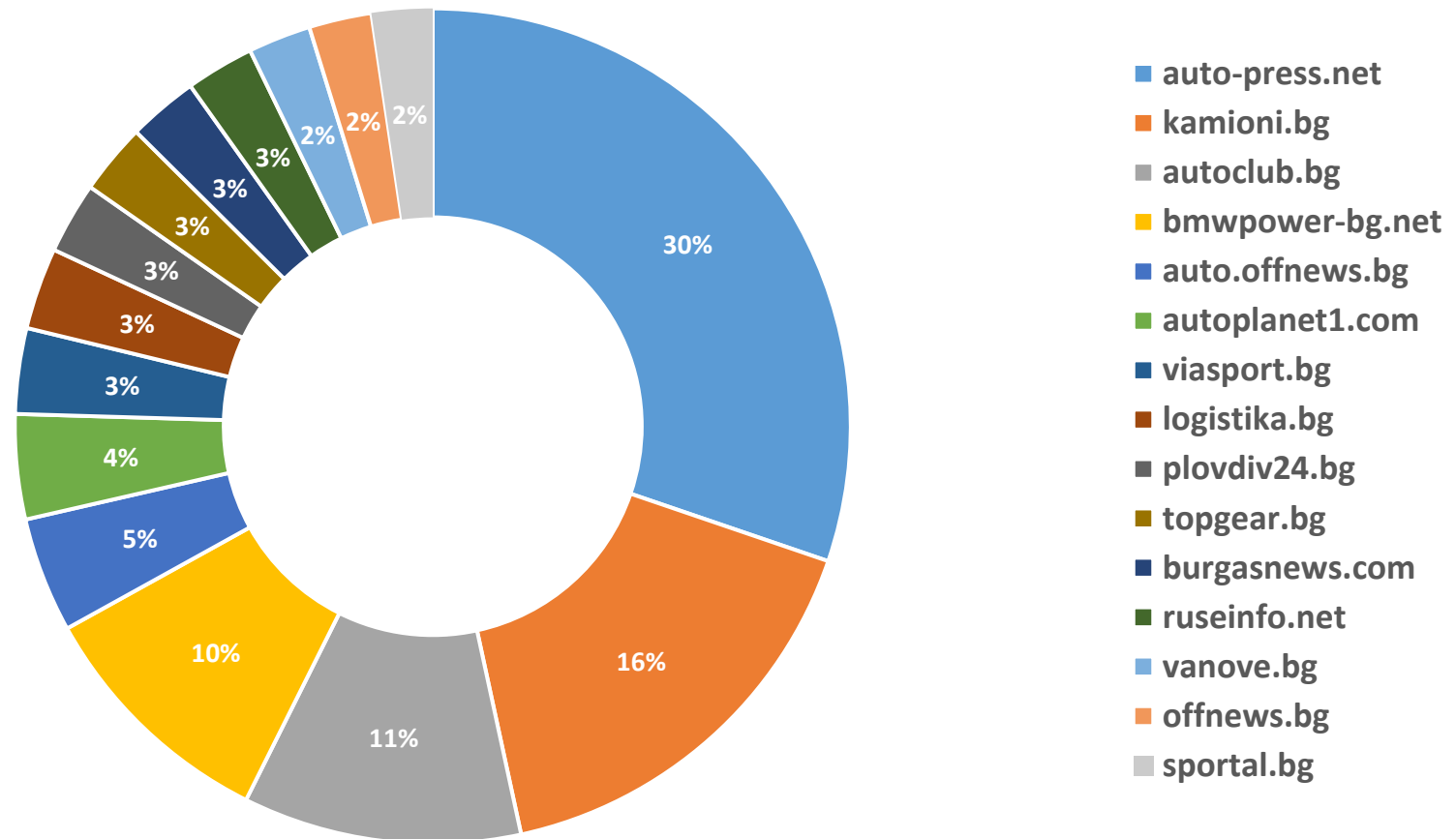




TOP 10 sectors - Market overview

MOTORING – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

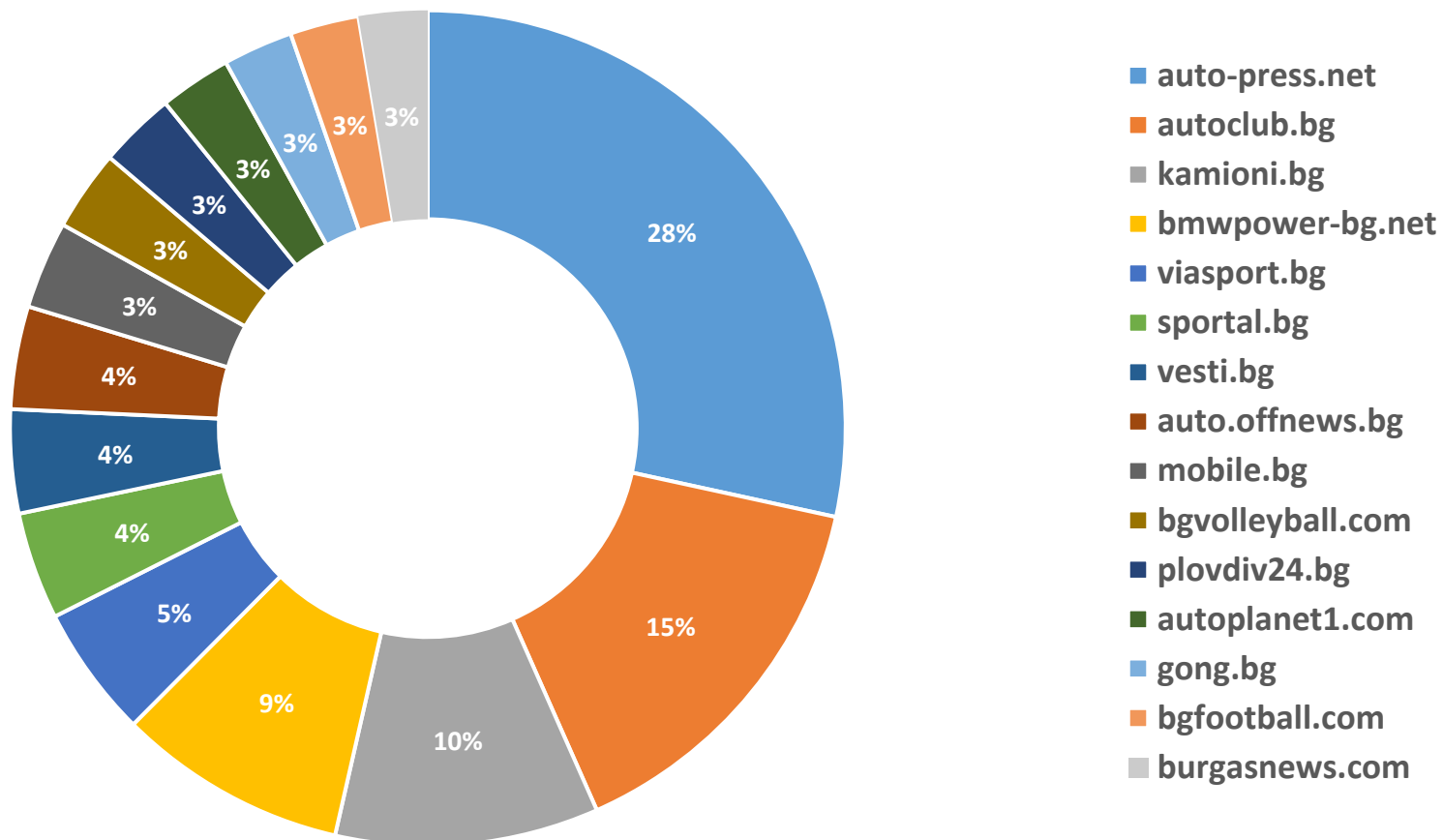




TOP 10 sectors - Market overview

MOTORING – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



B

SECTOR ENTERTAINMENTS,
RESTAURANTS, BARS

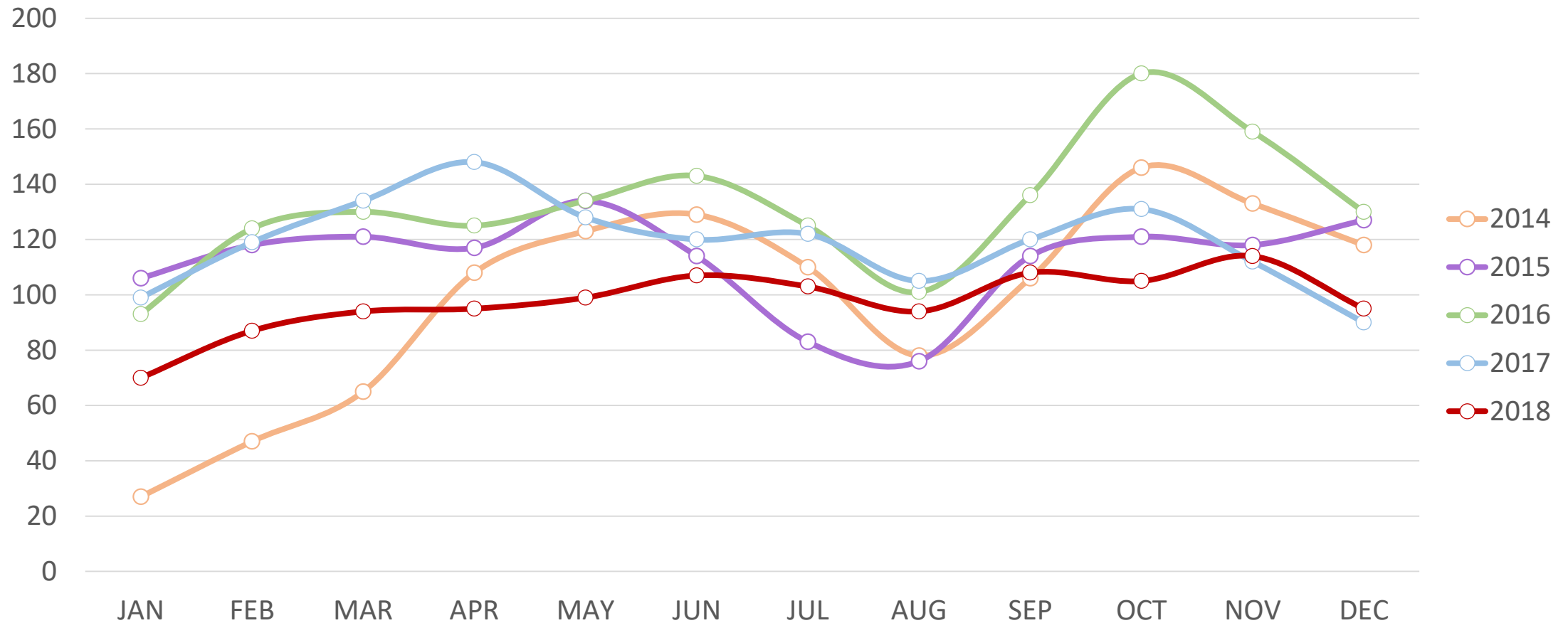




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – SEASONALITY

by number of campaigns – 2014 - 2018

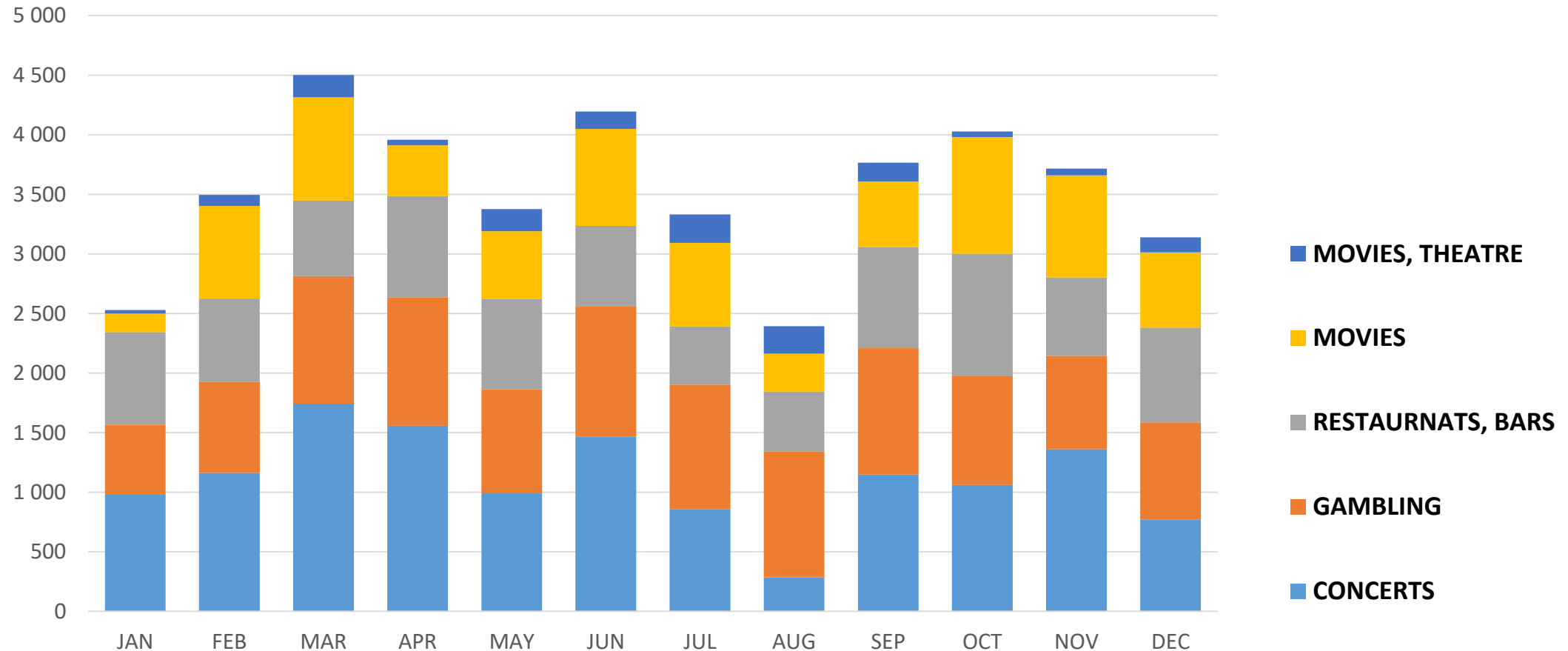




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

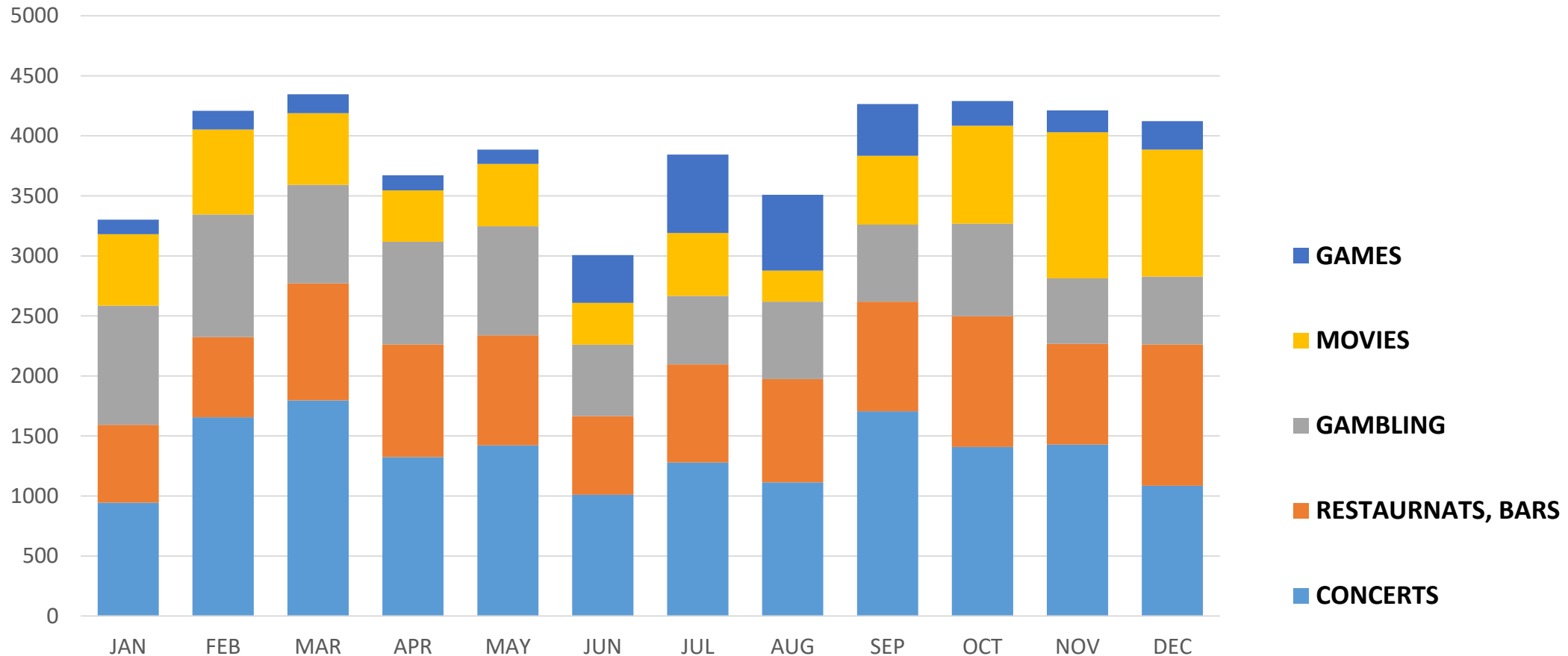




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

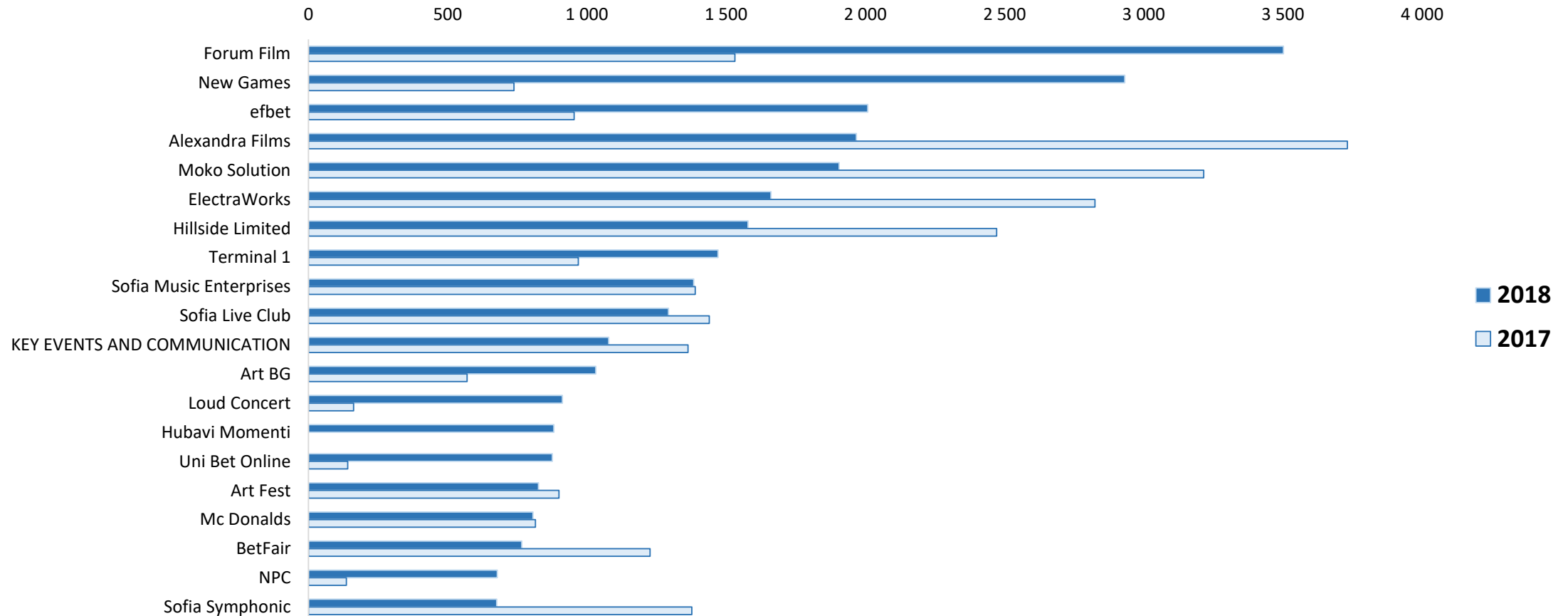




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

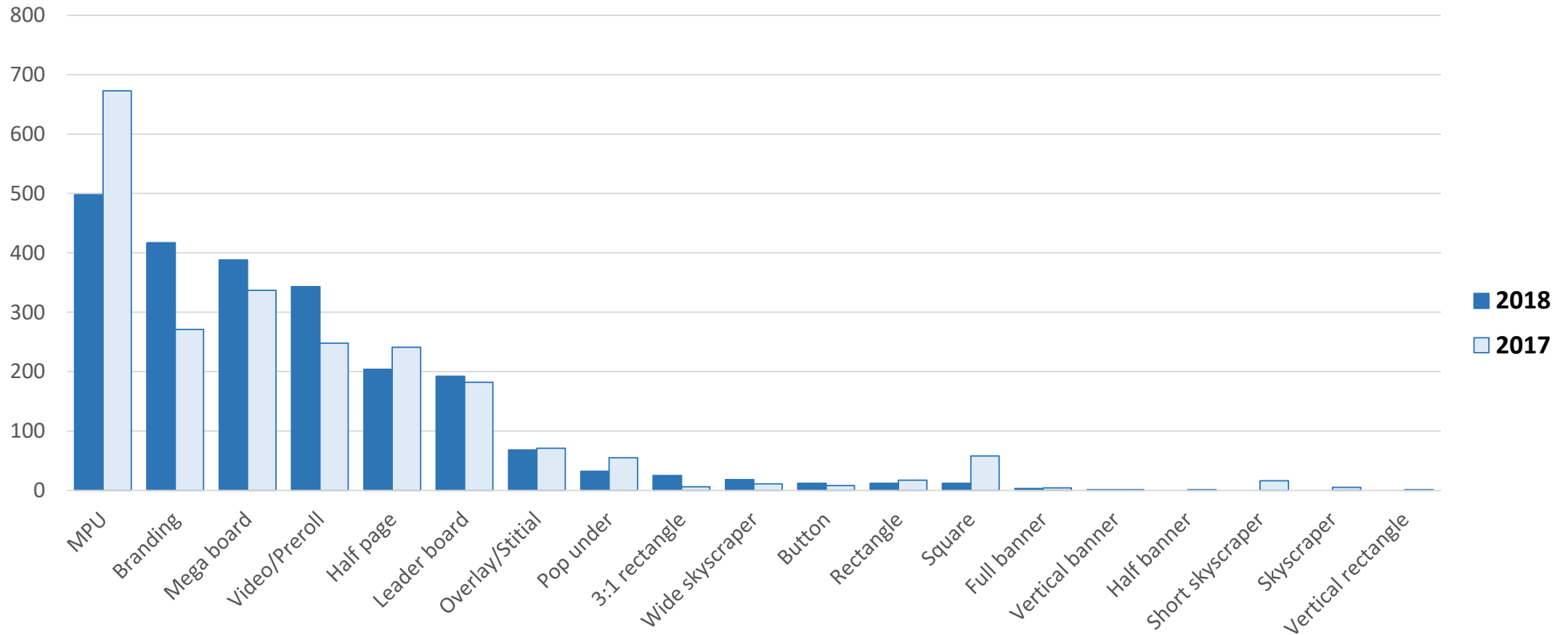




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – BANNER FORMATS

by number of creatives – 2017 & 2018

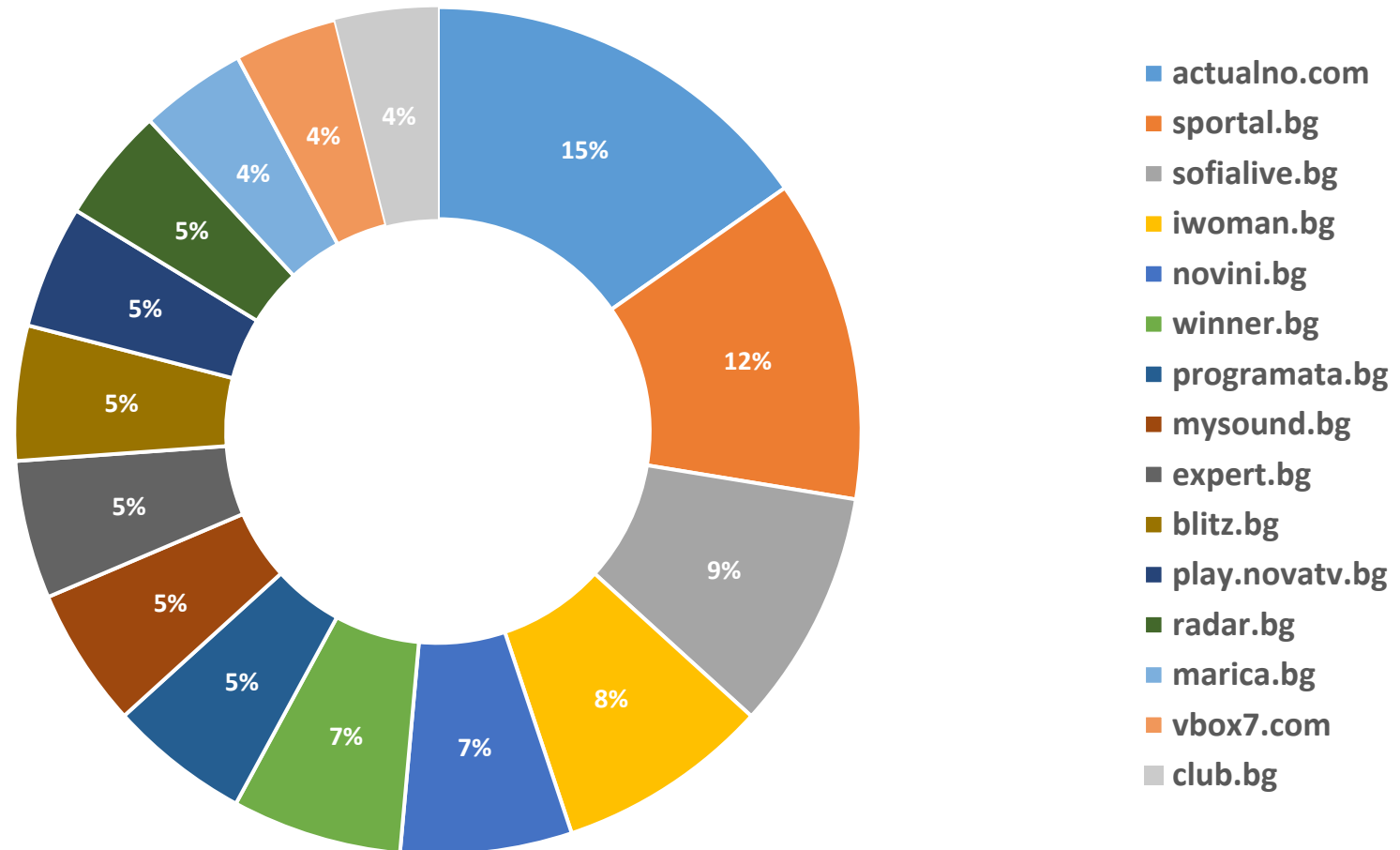




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

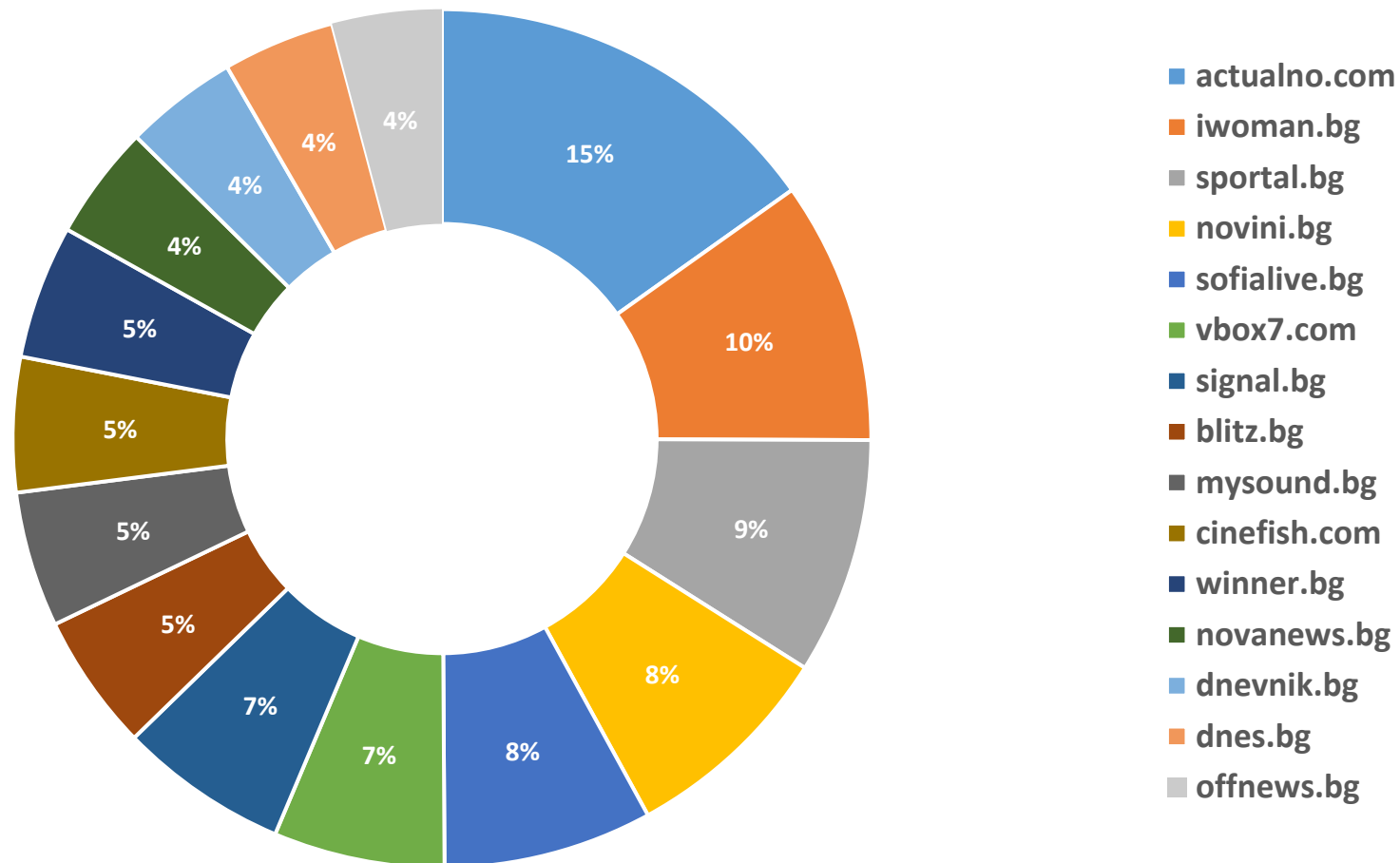




TOP 10 sectors - Market overview

ENTERTAINMENTS, RESTAURANTS, BARS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017





SECTOR BUSINESS GOODS AND SERVICES

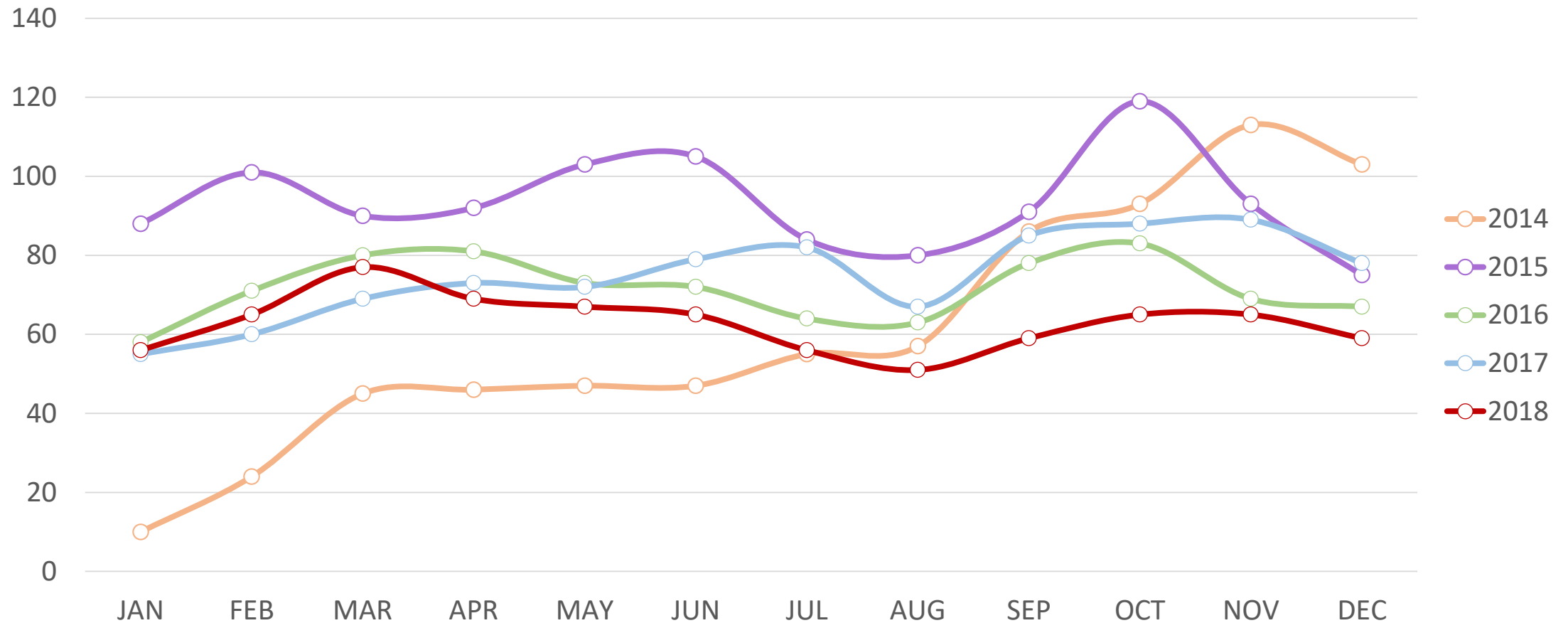




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – SEASONALITY

by number of campaigns – 2014 - 2018

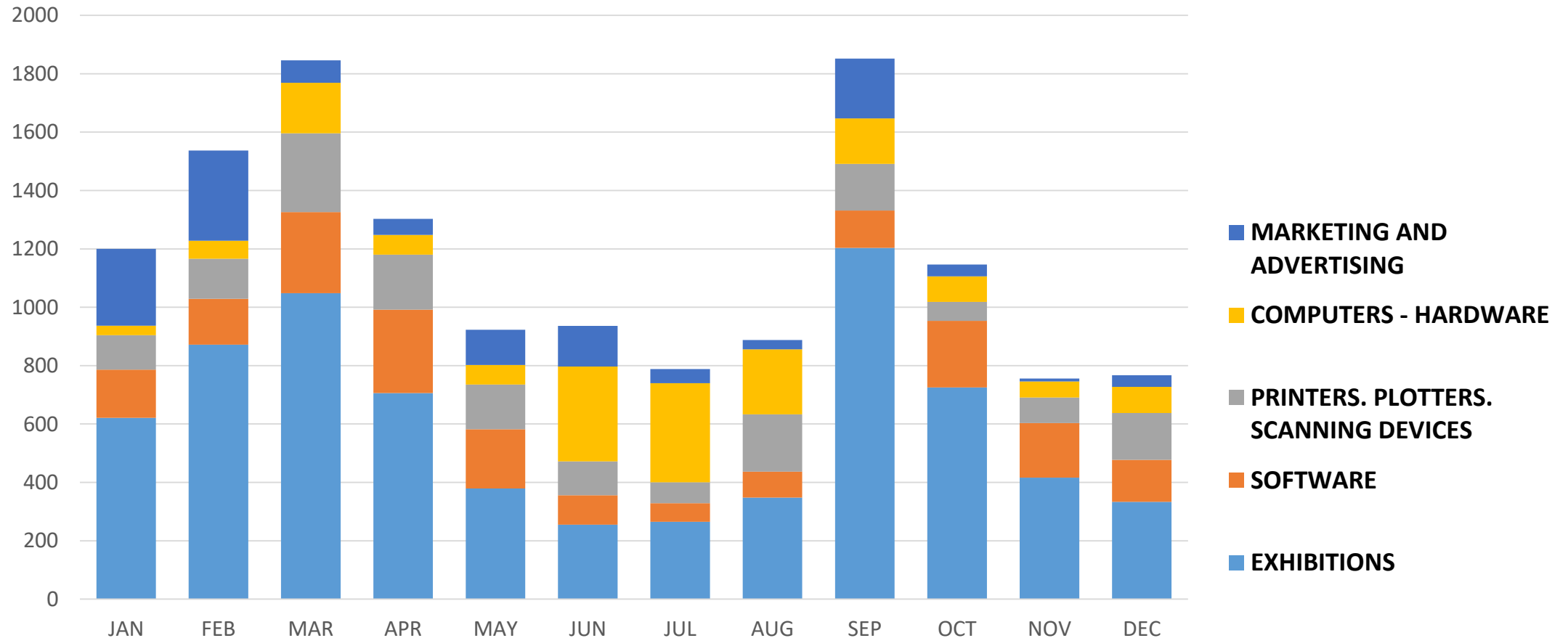




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

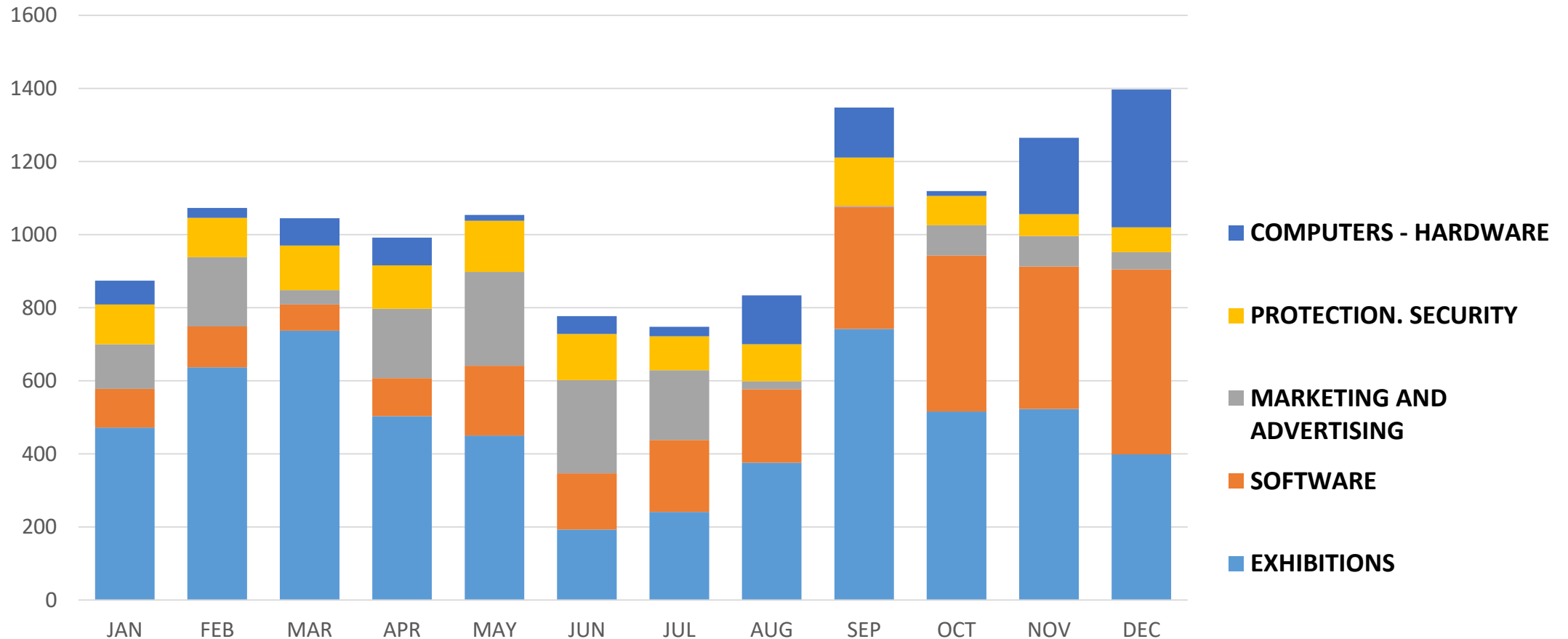




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – TOP 5 CATEGORIES

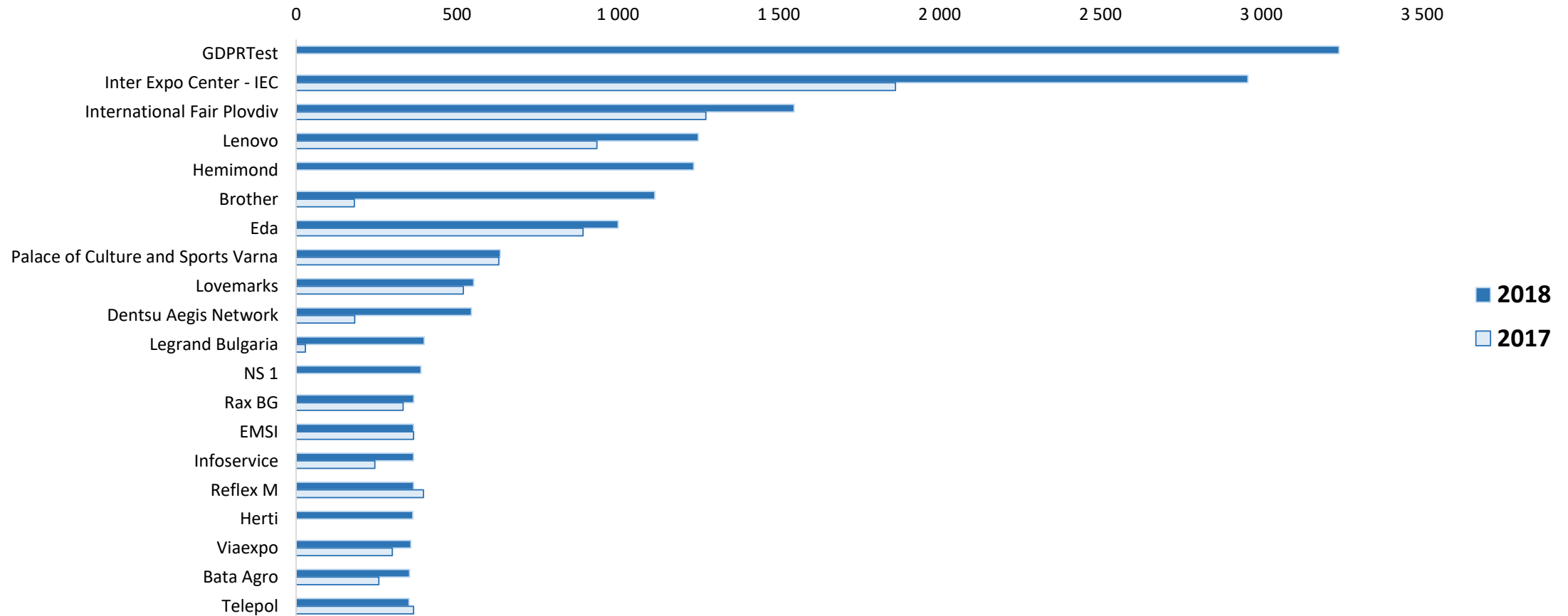
by campaigns strength - Jan/Dec 2017





TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2017 & 2018

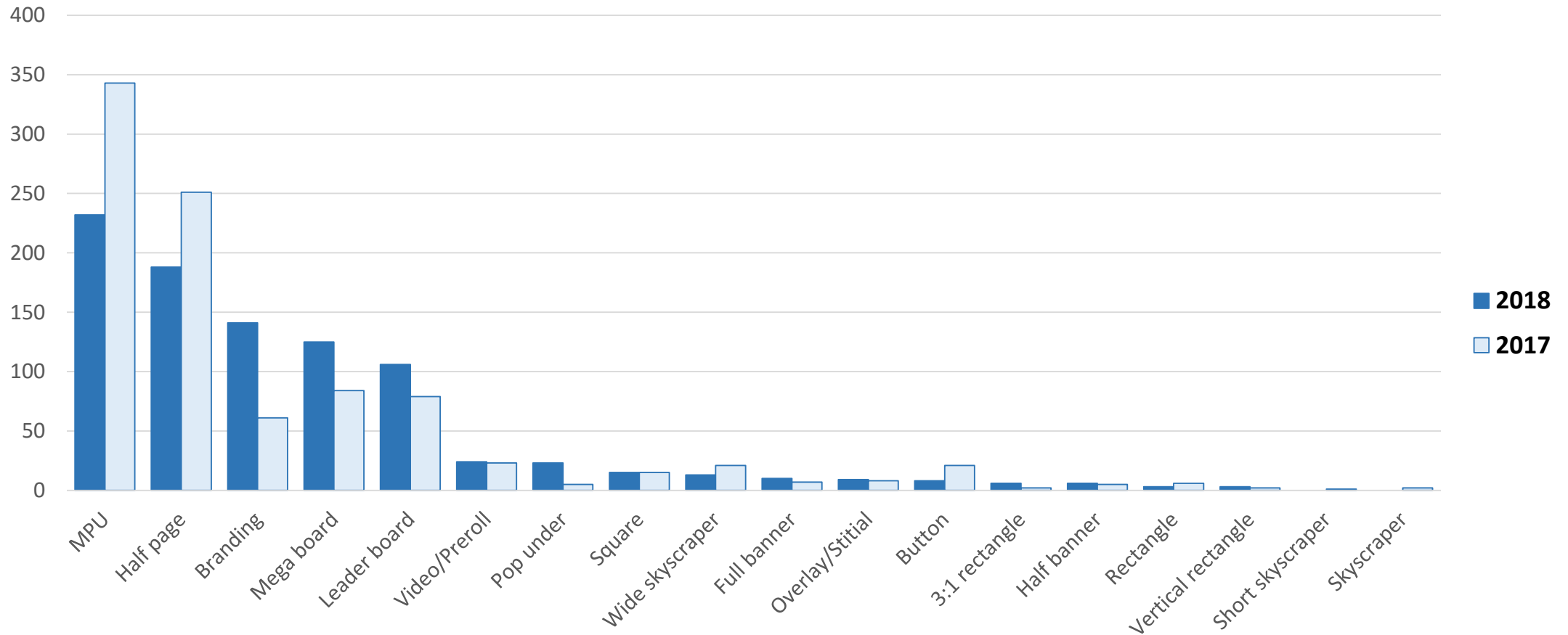




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – BANNER FORMATS

by number of creatives – 2017 & 2018

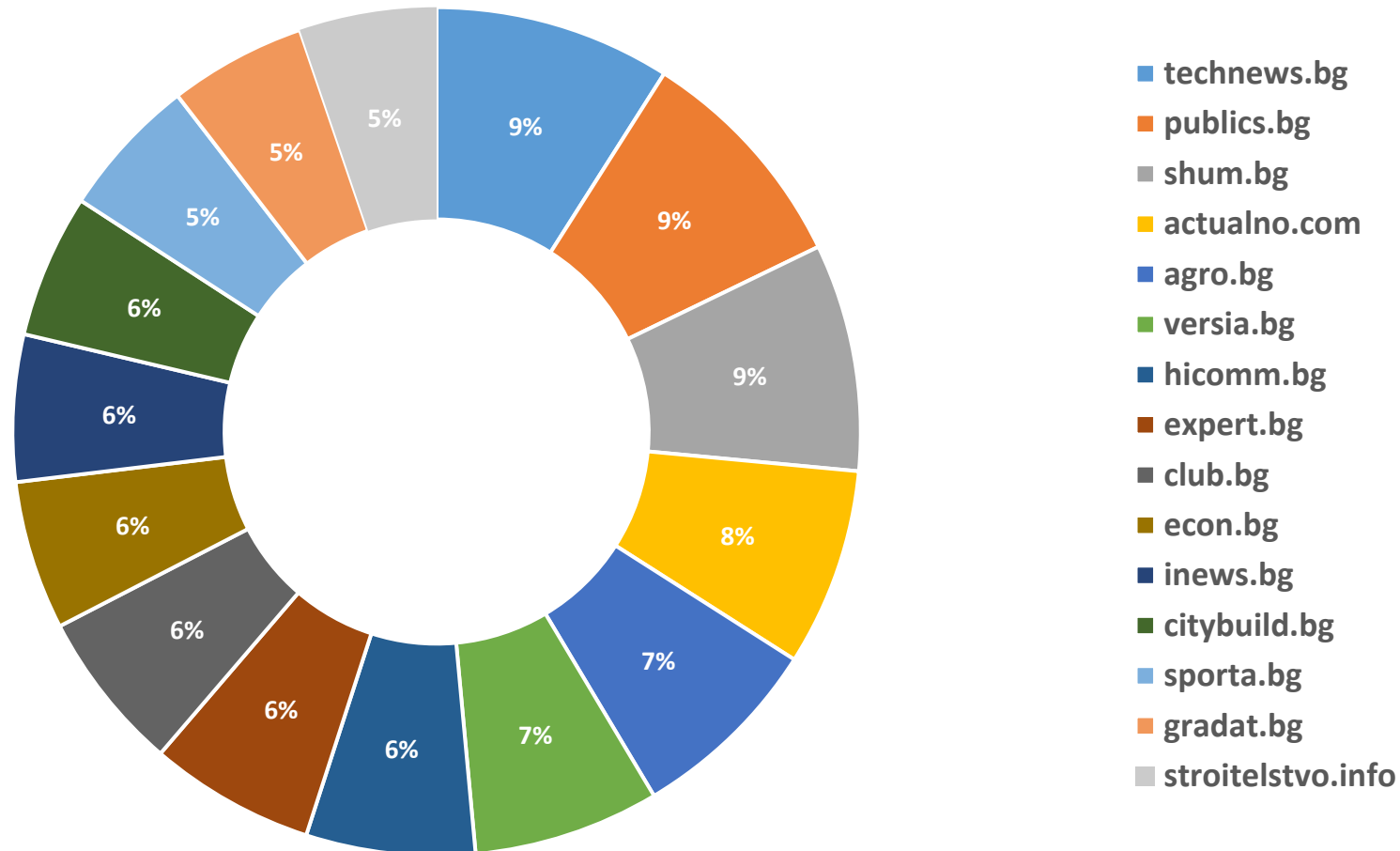




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

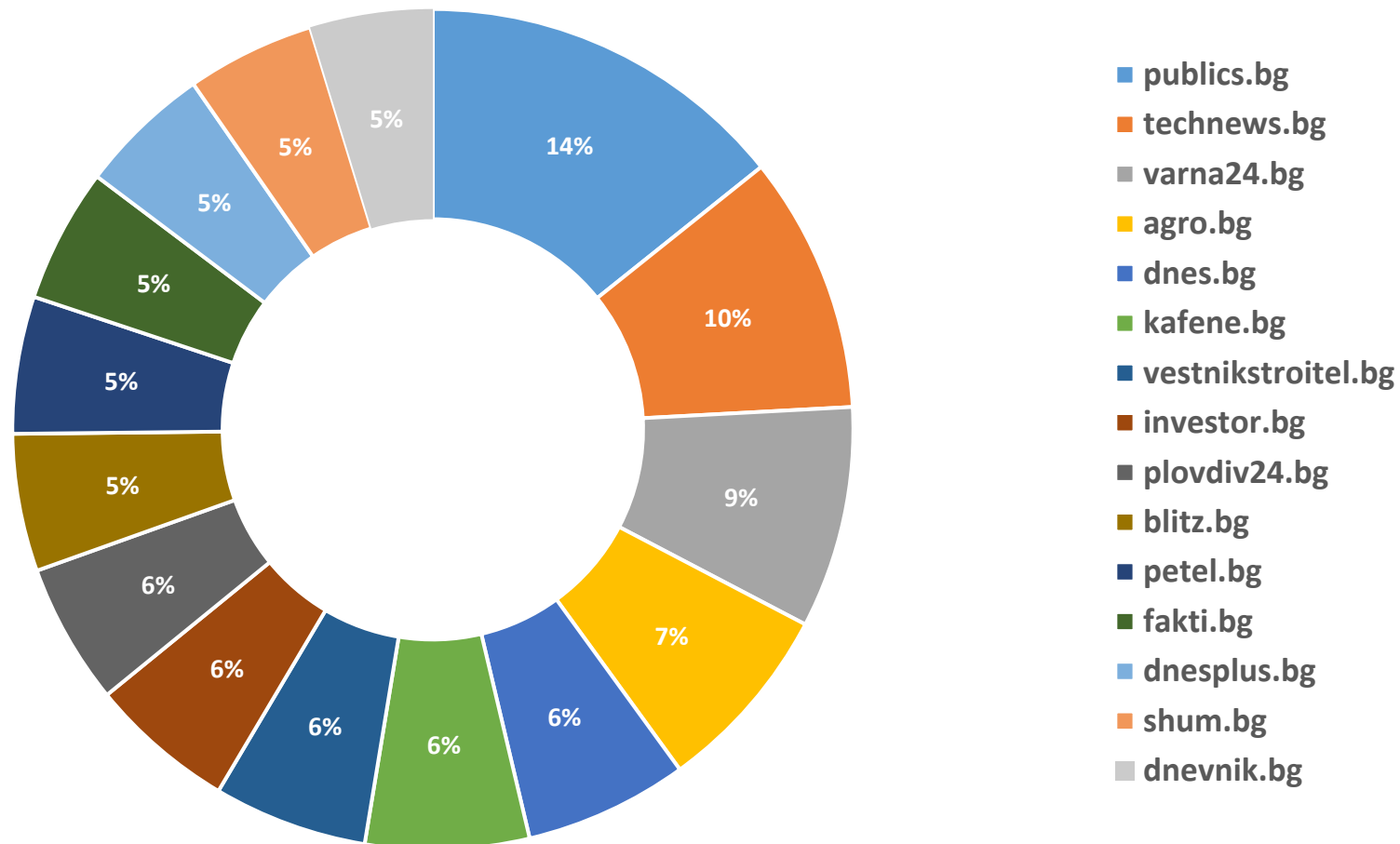




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



B

SECTOR **ONLINE STORES**

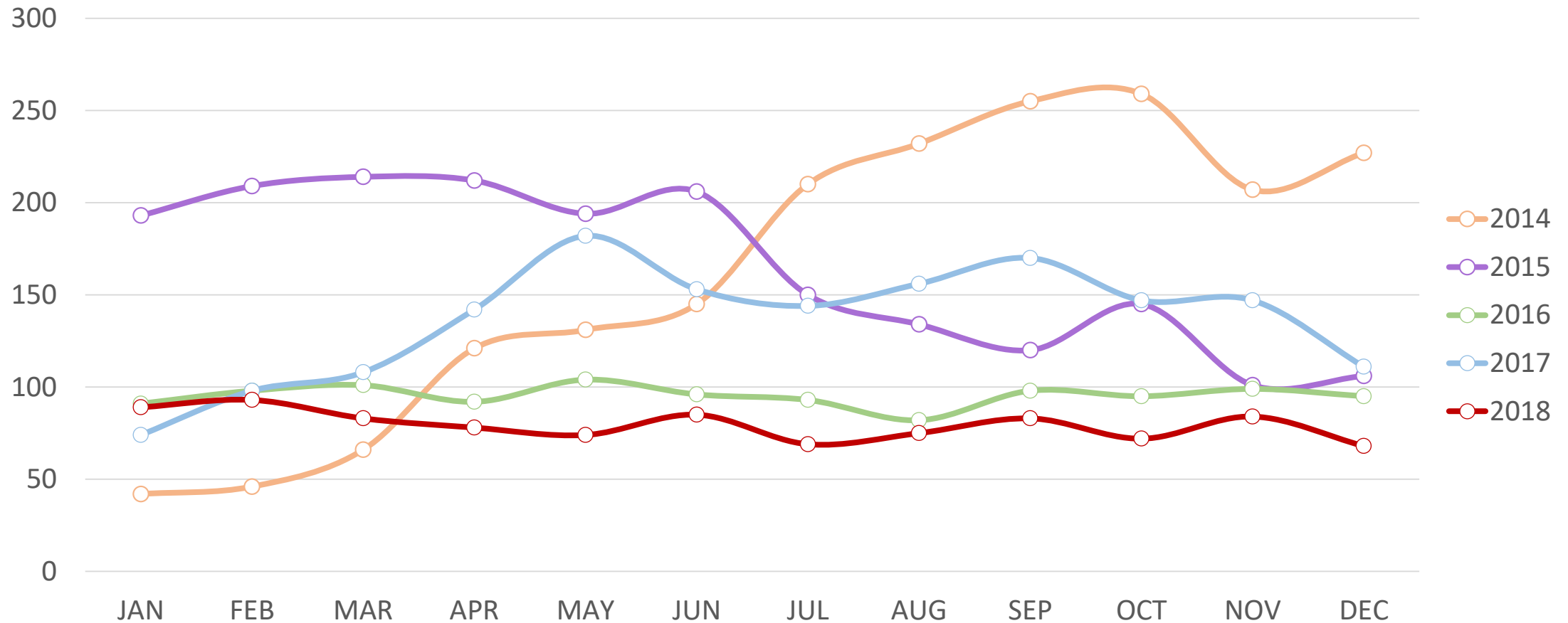




TOP 10 sectors - Market overview

ONLINE STORES – SEASONALITY

by number of campaigns – 2014 - 2018

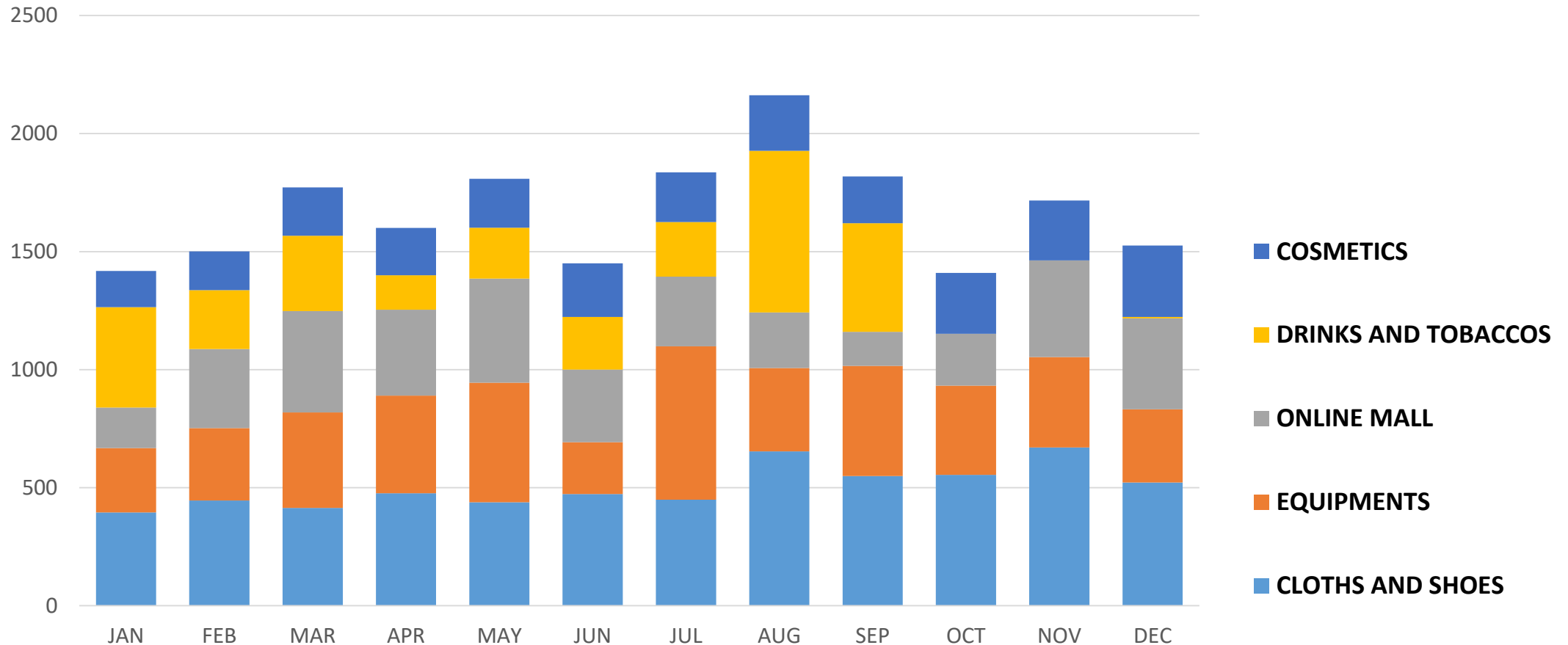




TOP 10 sectors - Market overview

ONLINE STORES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

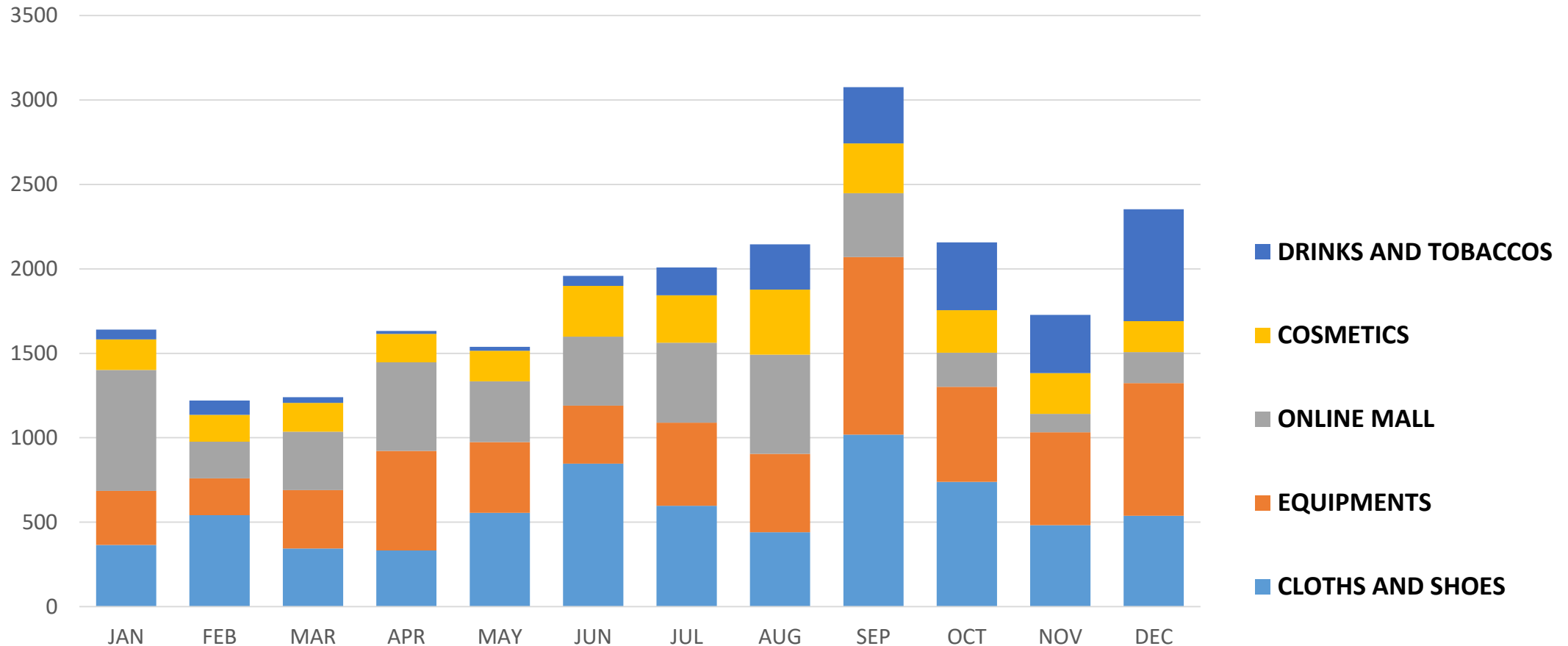




TOP 10 sectors - Market overview

ONLINE STORES – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

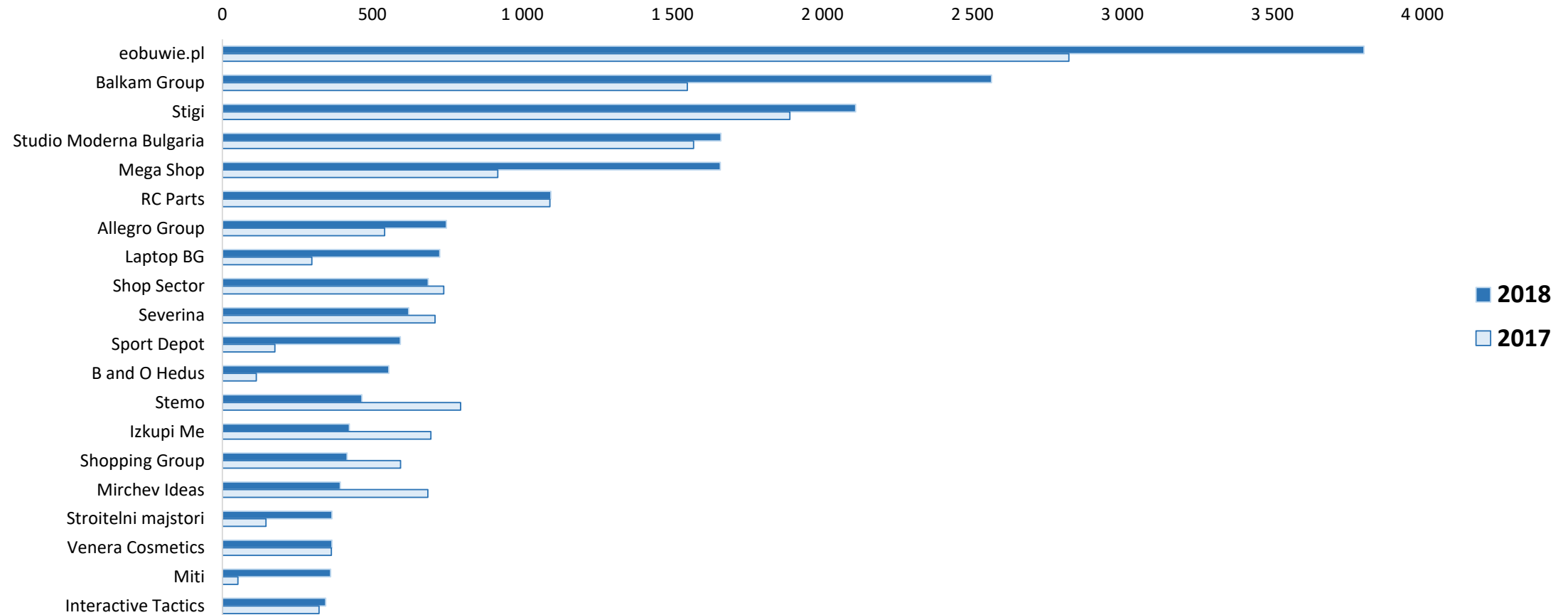




TOP 10 sectors - Market overview

ONLINE STORES – 20 MOST ACTIVE ADVERTISERS

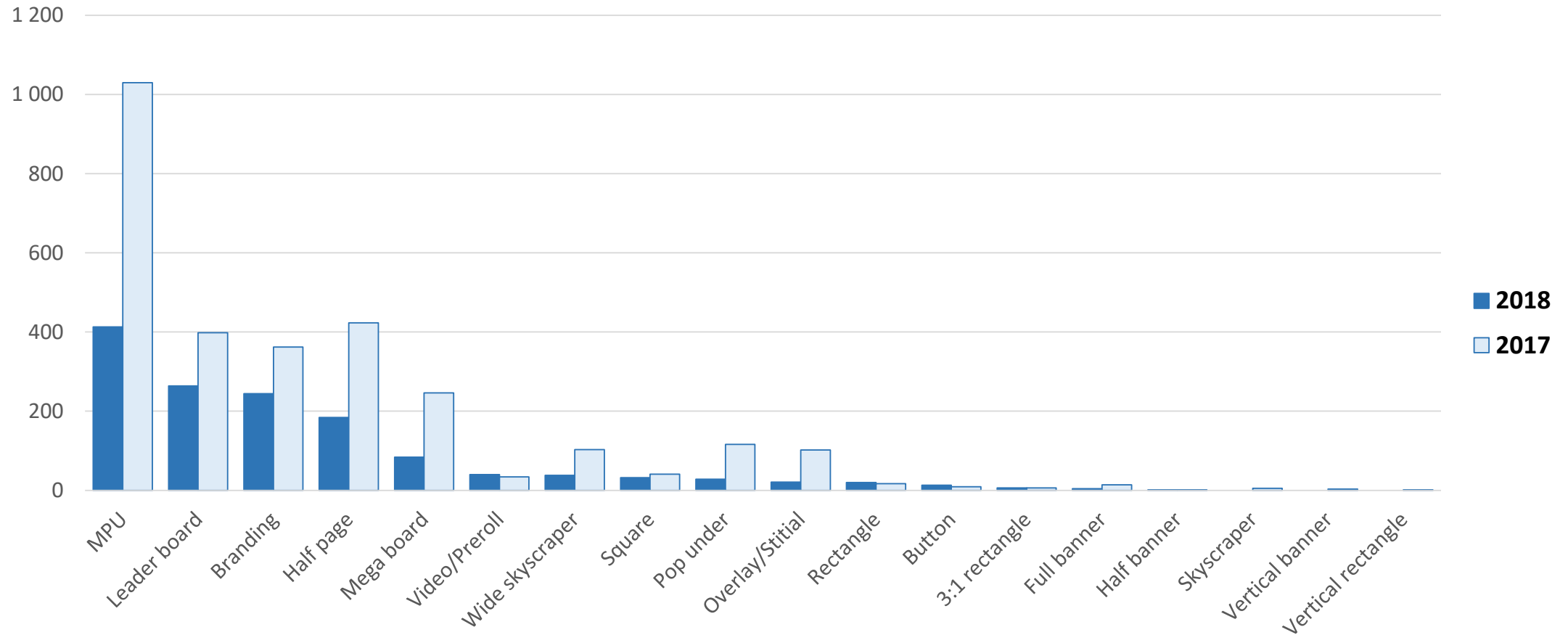
by campaigns strength – 2017 & 2018





TOP 10 sectors - Market overview

ONLINE STORES – BANNER FORMATS by number of creatives – 2017 & 2018

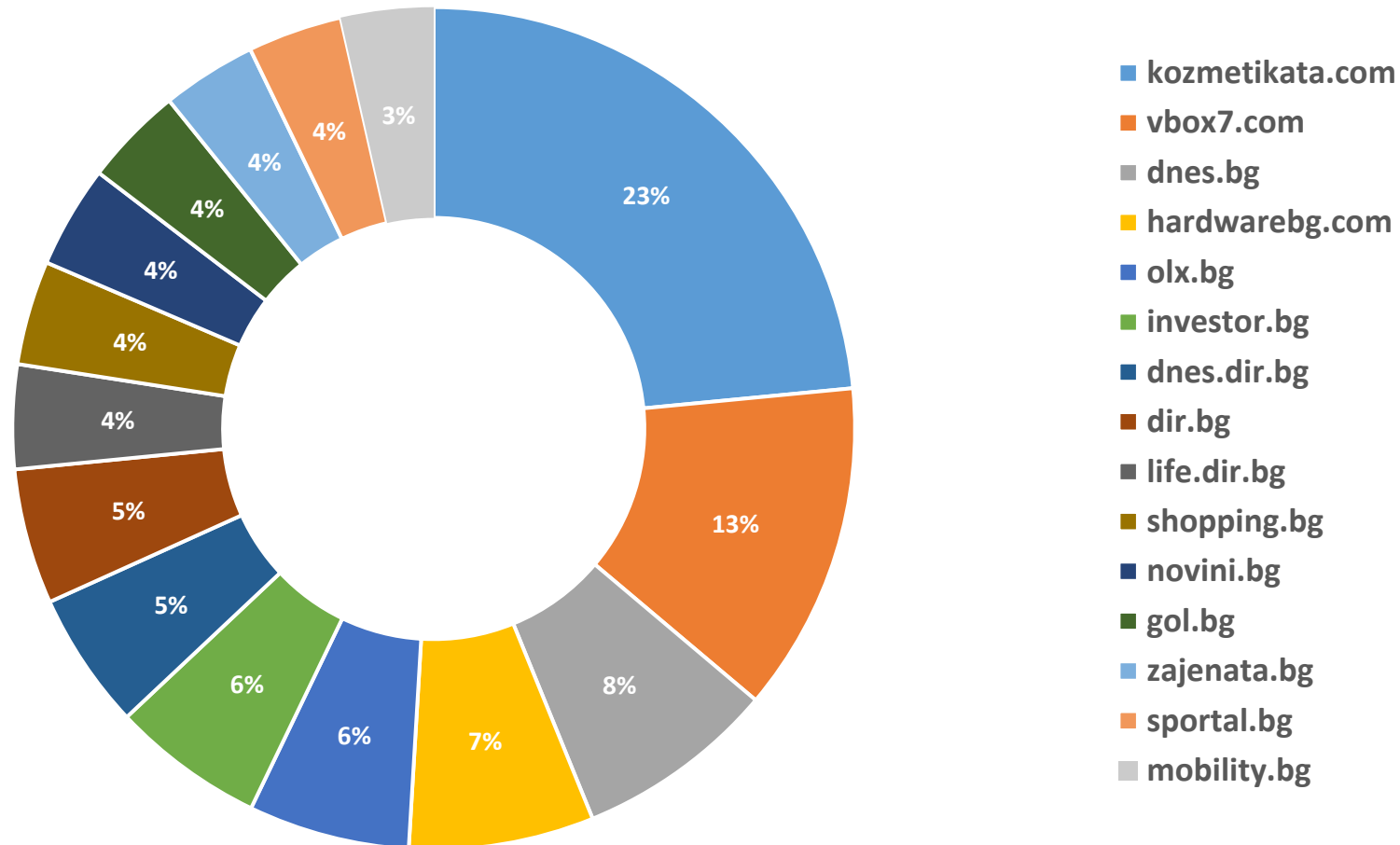




TOP 10 sectors - Market overview

ONLINE STORES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

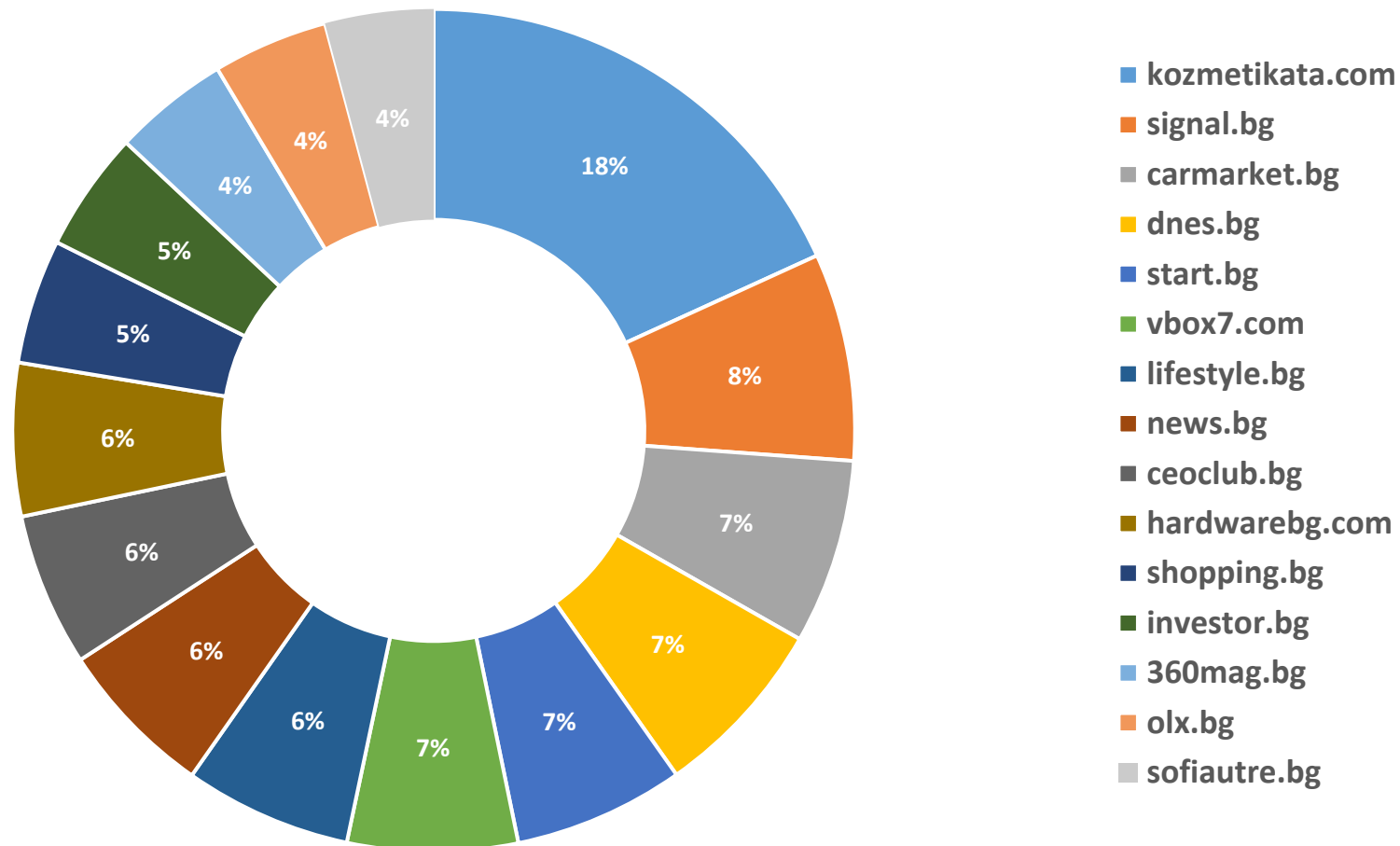




TOP 10 sectors - Market overview

ONLINE STORES – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



B

SECTOR CONSTRUCTION, REPAIRS

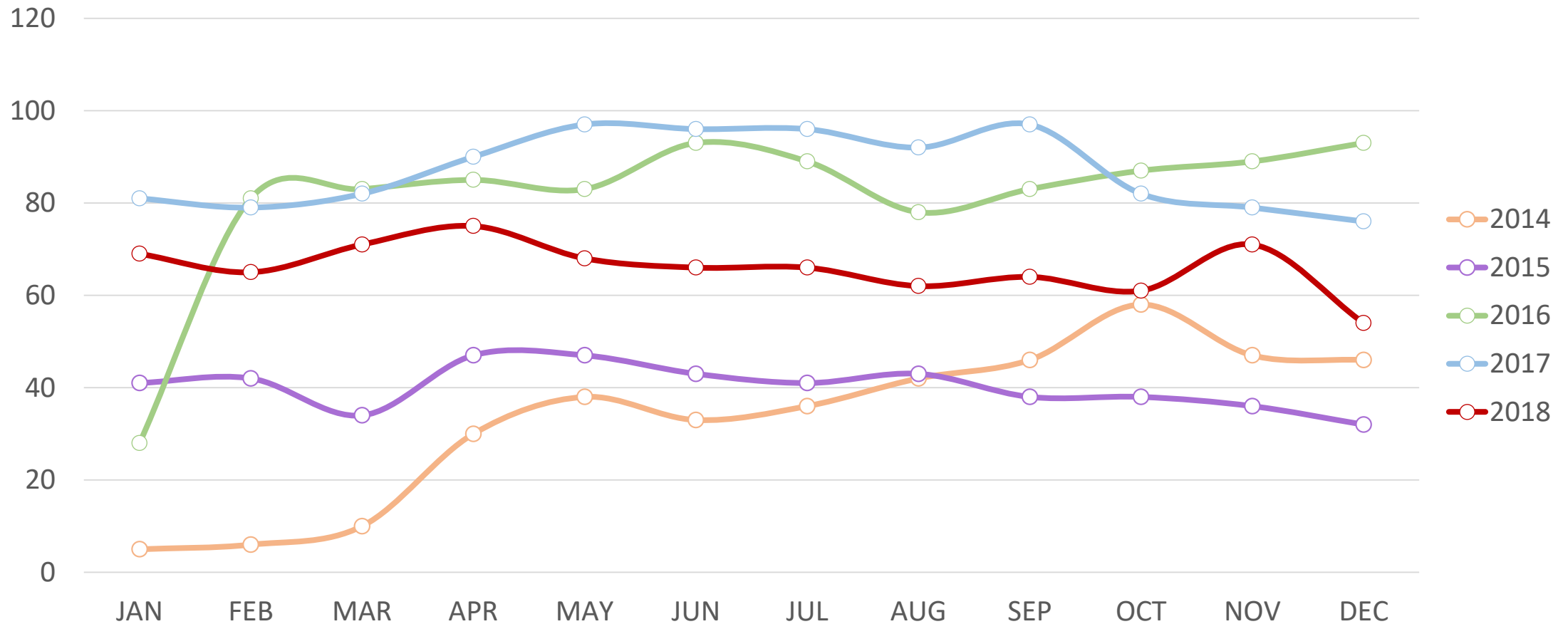




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – SEASONALITY

by number of campaigns – 2014 - 2018

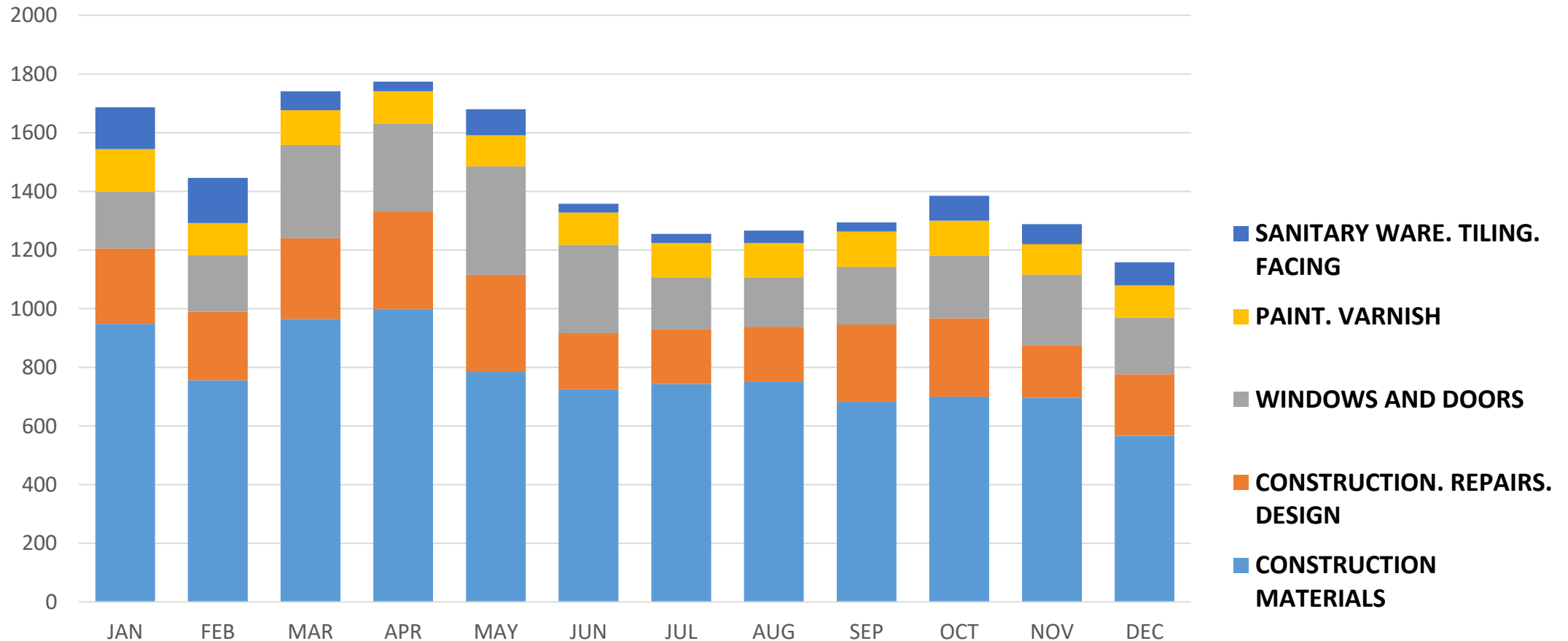




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

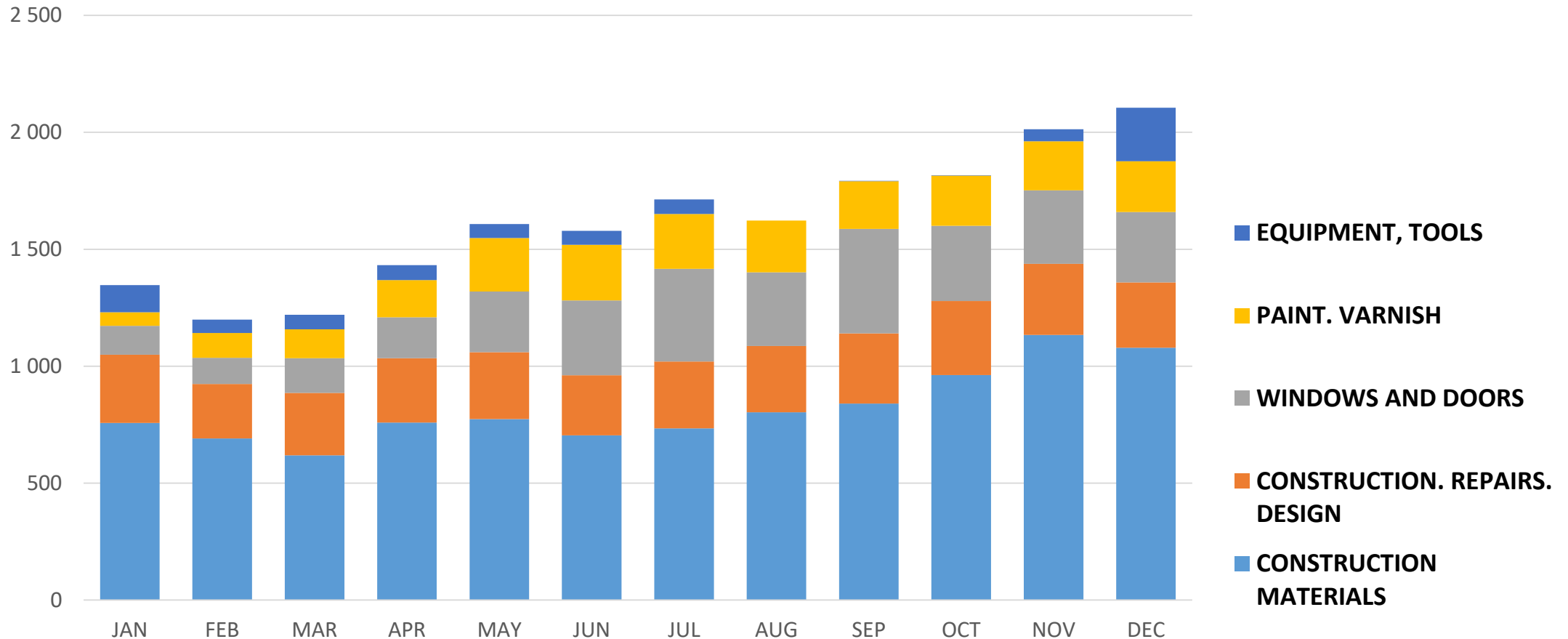




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – TOP 5 CATEGORIES

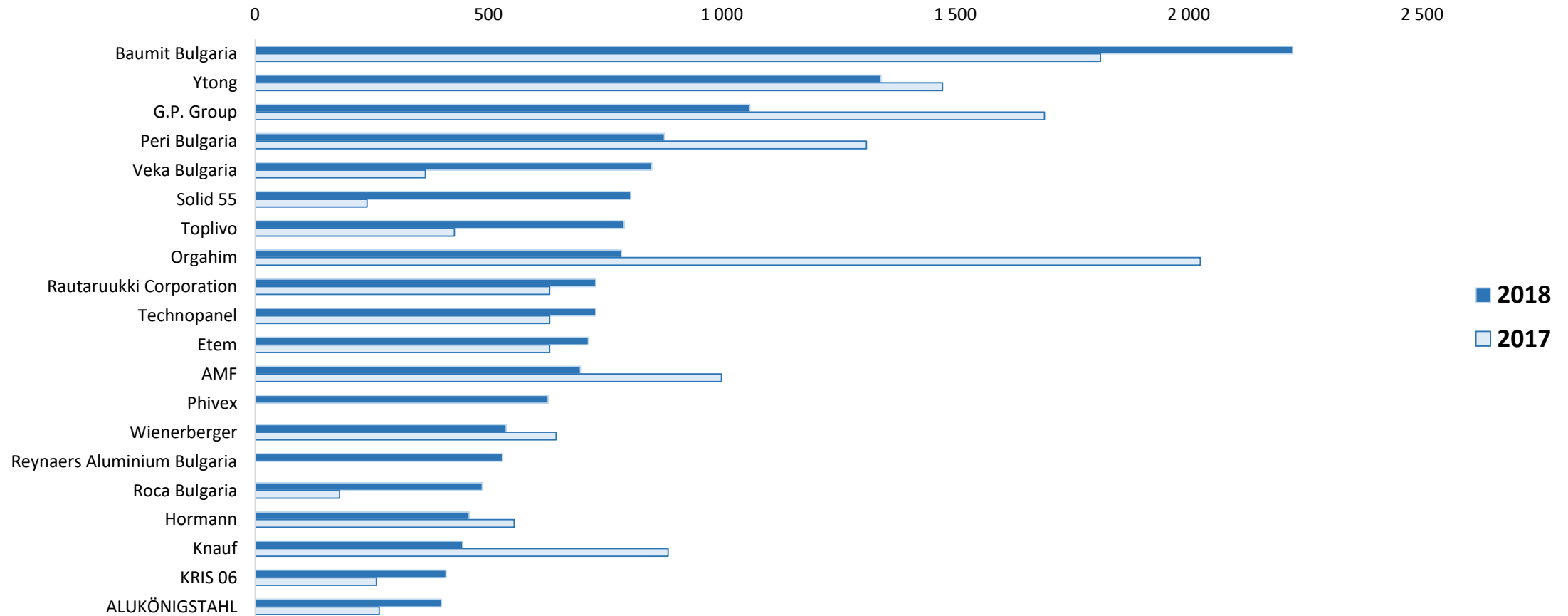
by campaigns strength - Jan/Dec 2017





TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2017 & 2018

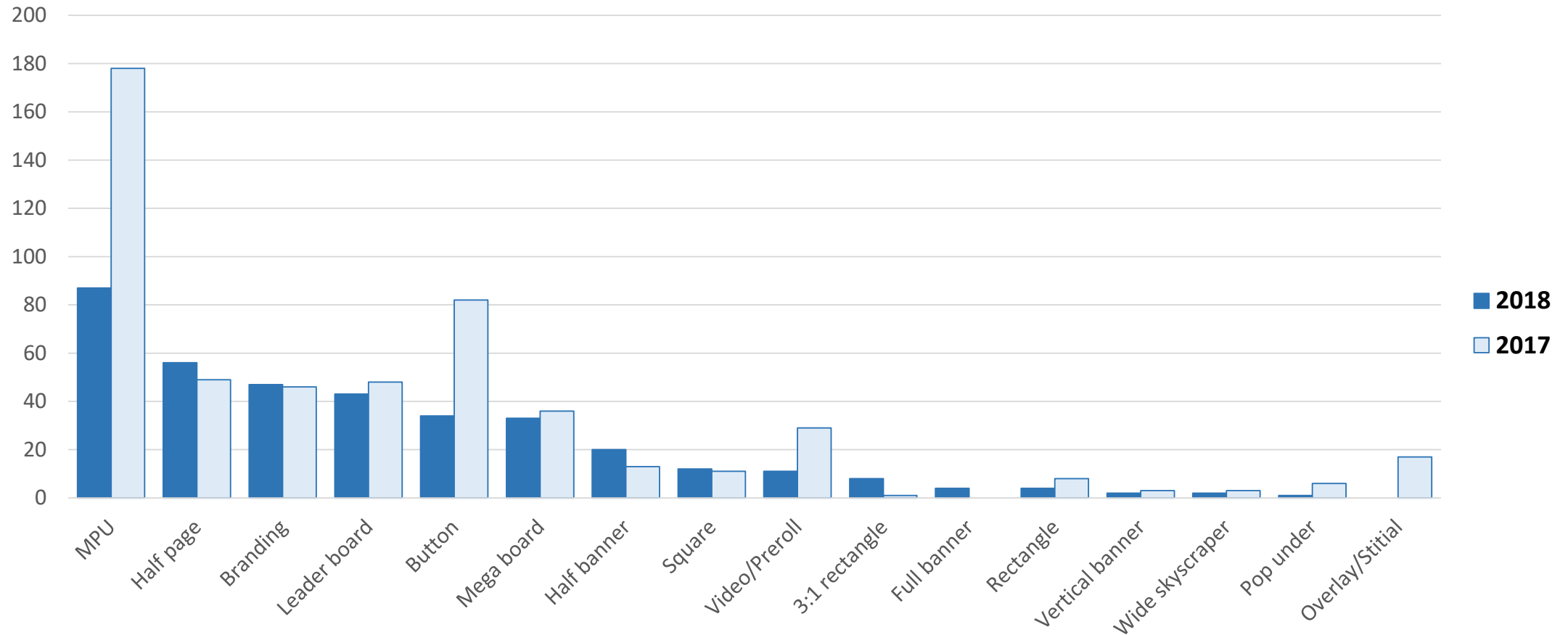




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – BANNER FORMATS

by number of creatives – 2017 & 2018

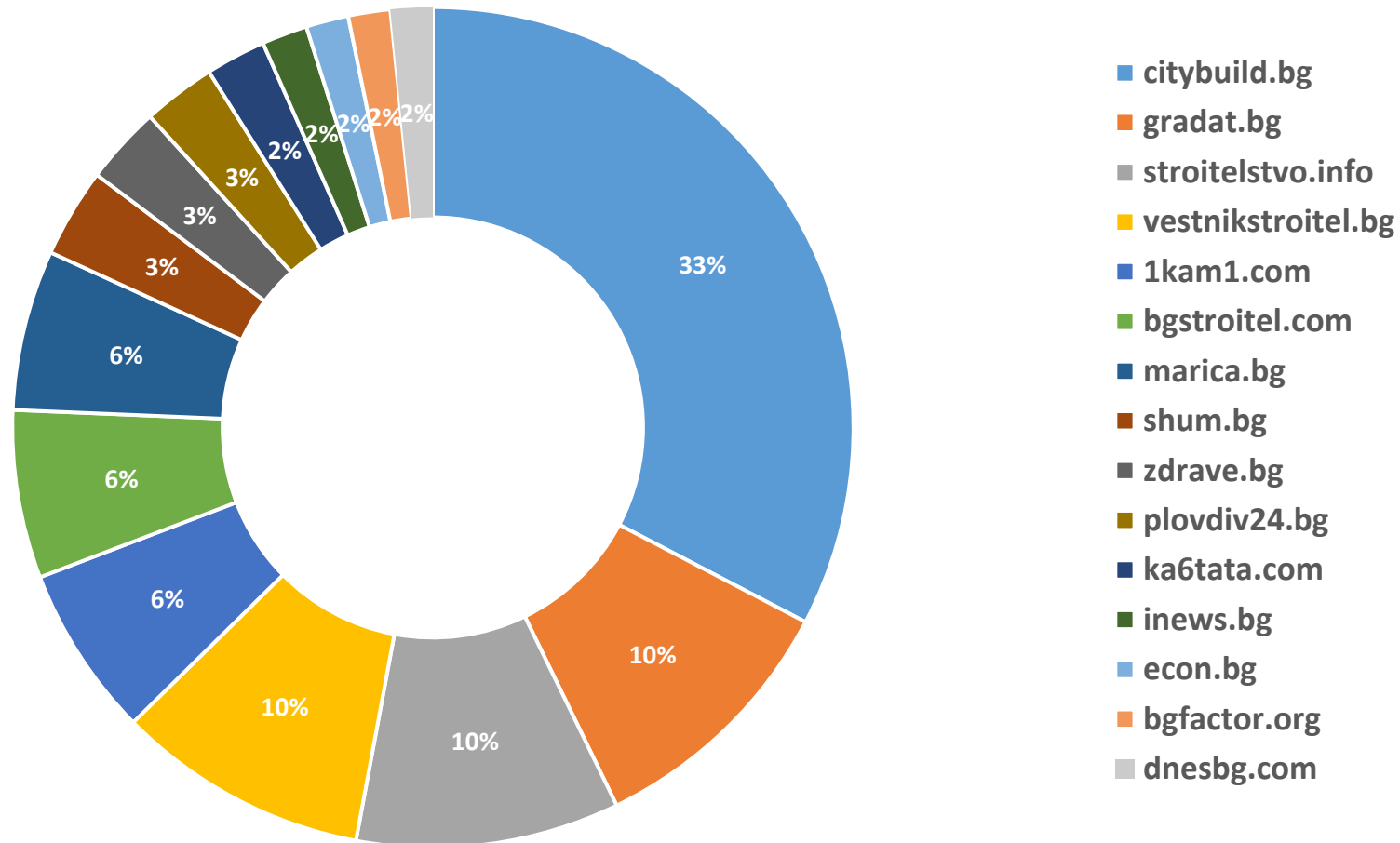




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

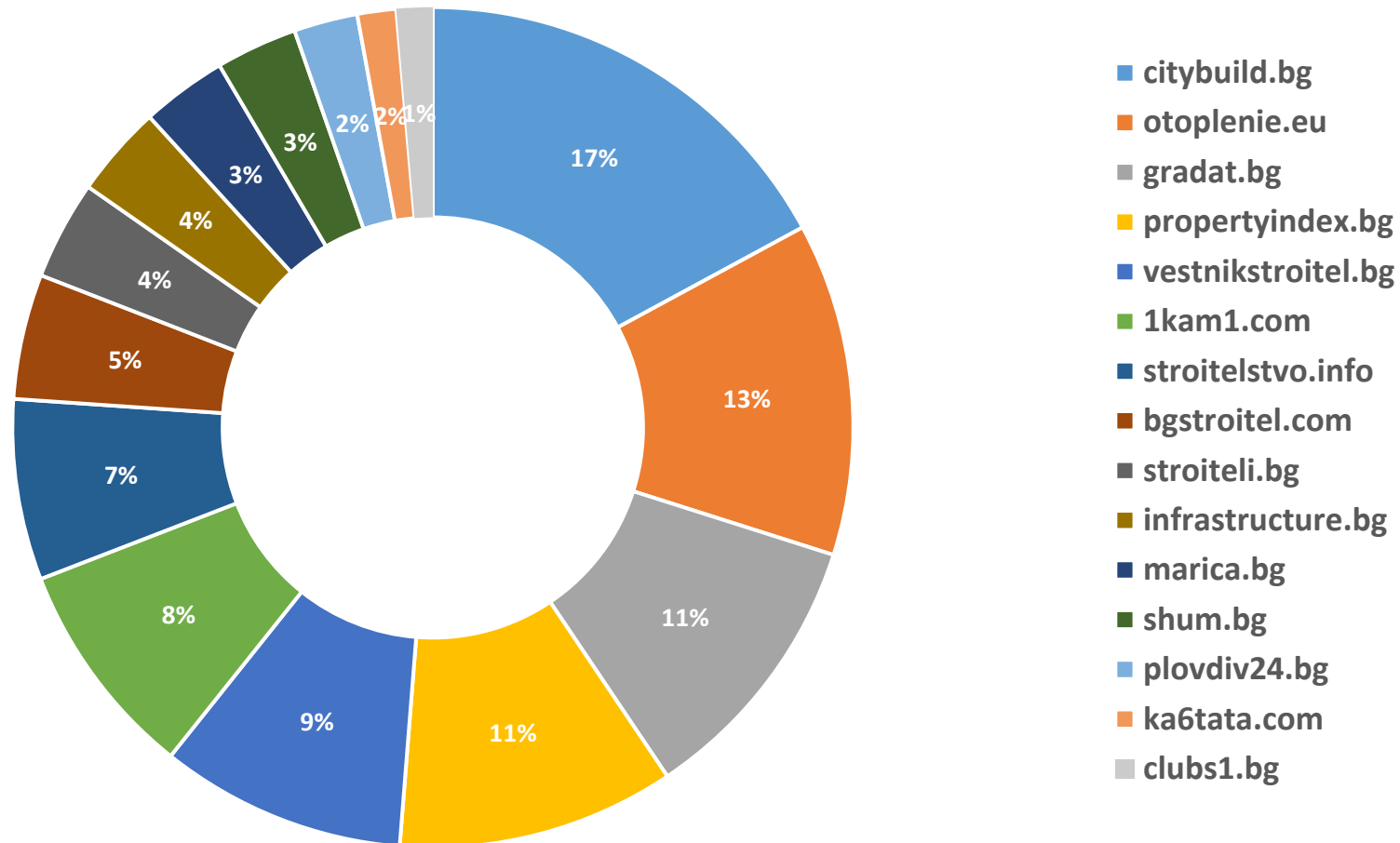




TOP 10 sectors - Market overview

CONSTRUCTION, REPAIRS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017





SECTOR **PHARMACEUTICALS,**
NUTRITIONS

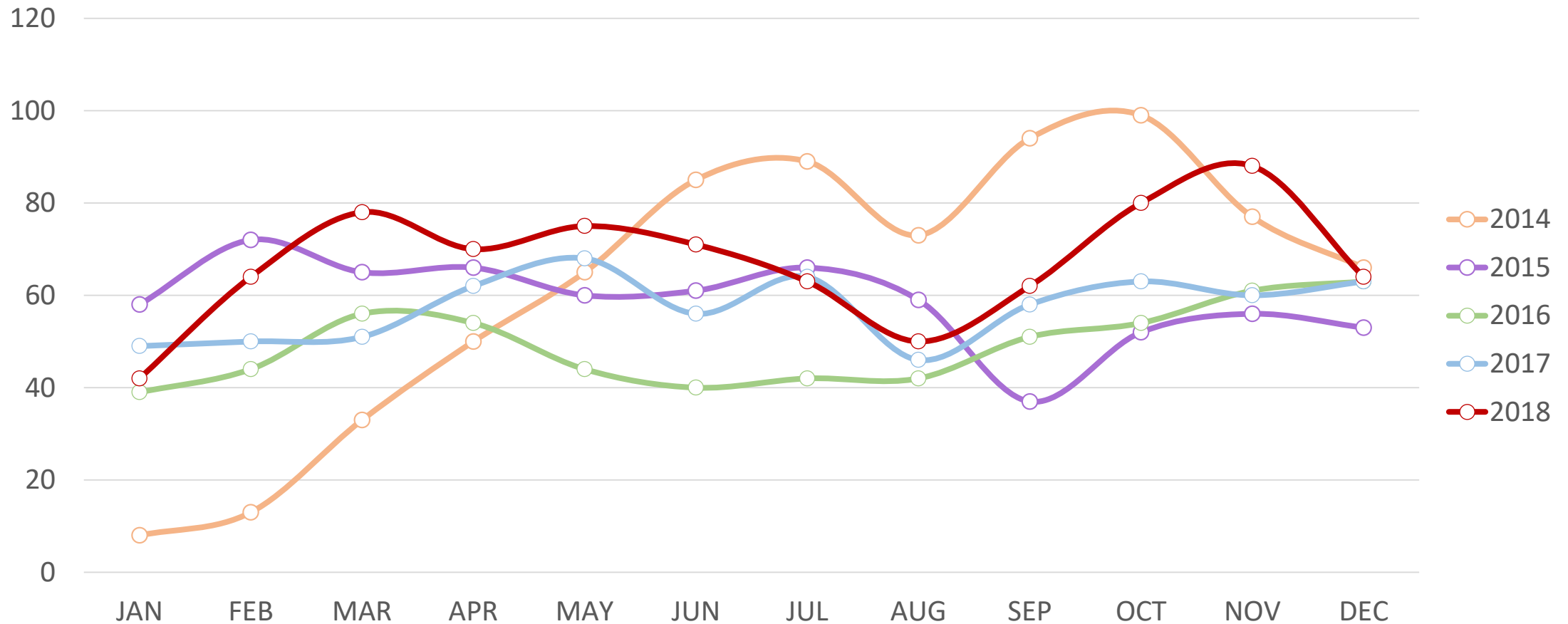




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – SEASONALITY

by number of campaigns – 2014 - 2018

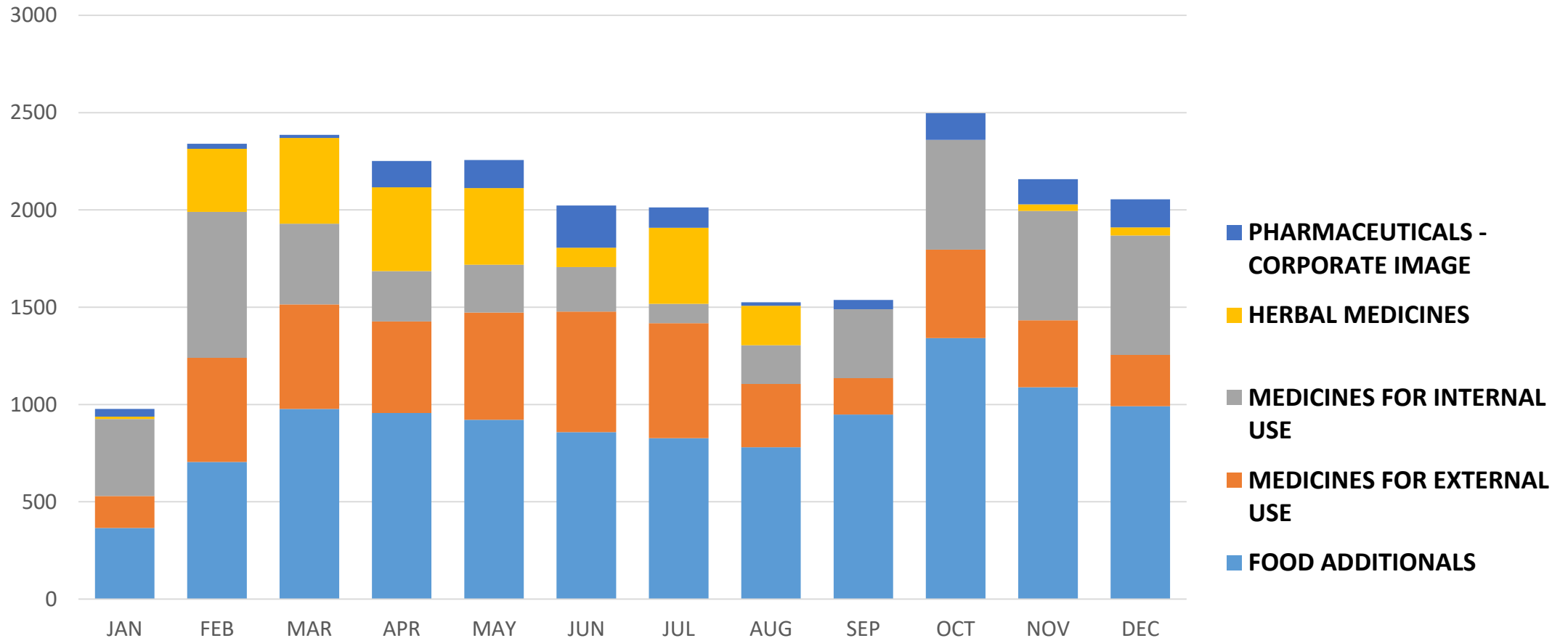




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

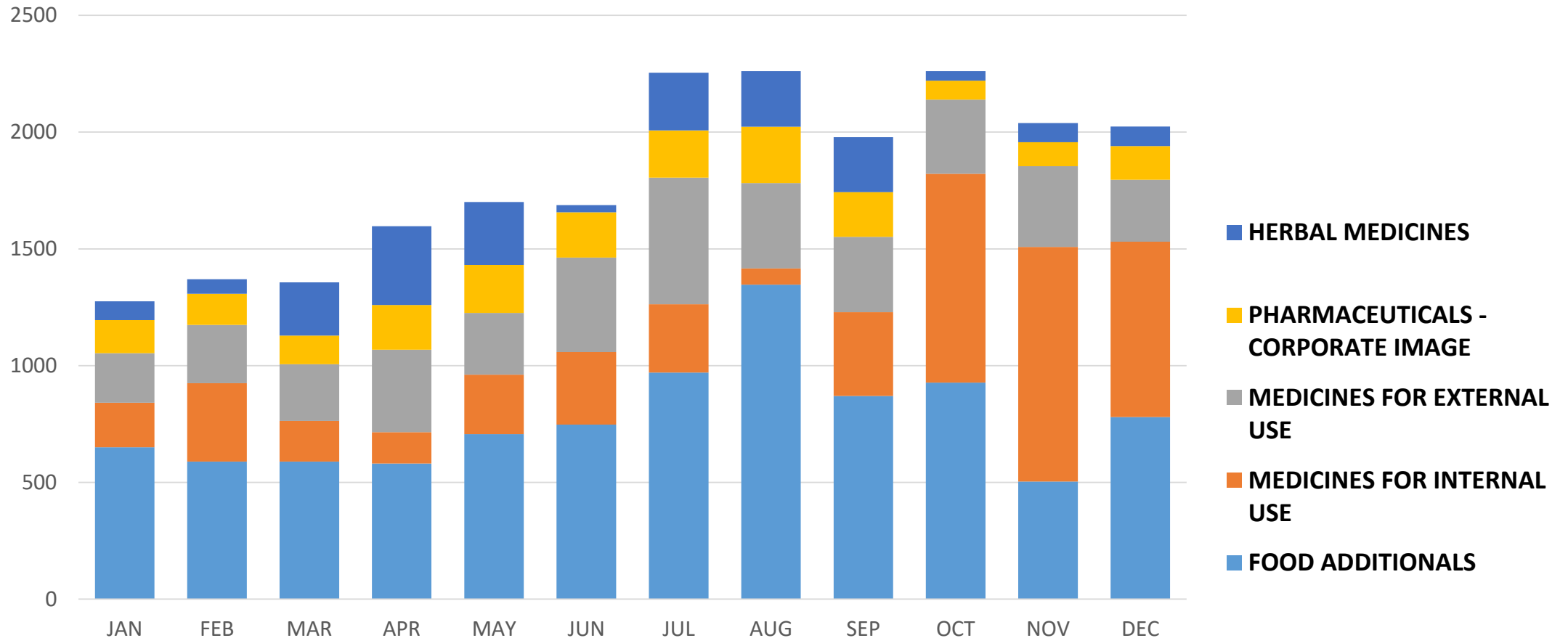




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – TOP 5 CATEGORIES

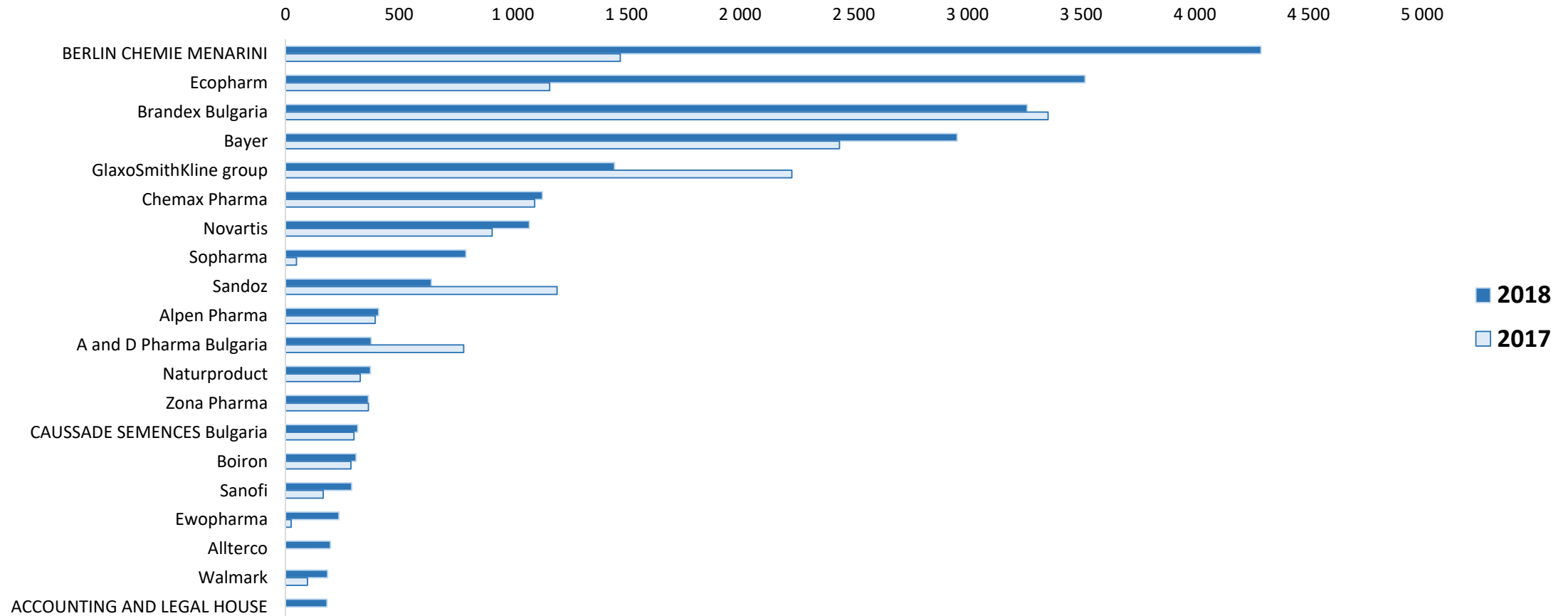
by campaigns strength - Jan/Dec 2017





TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2017 & 2018

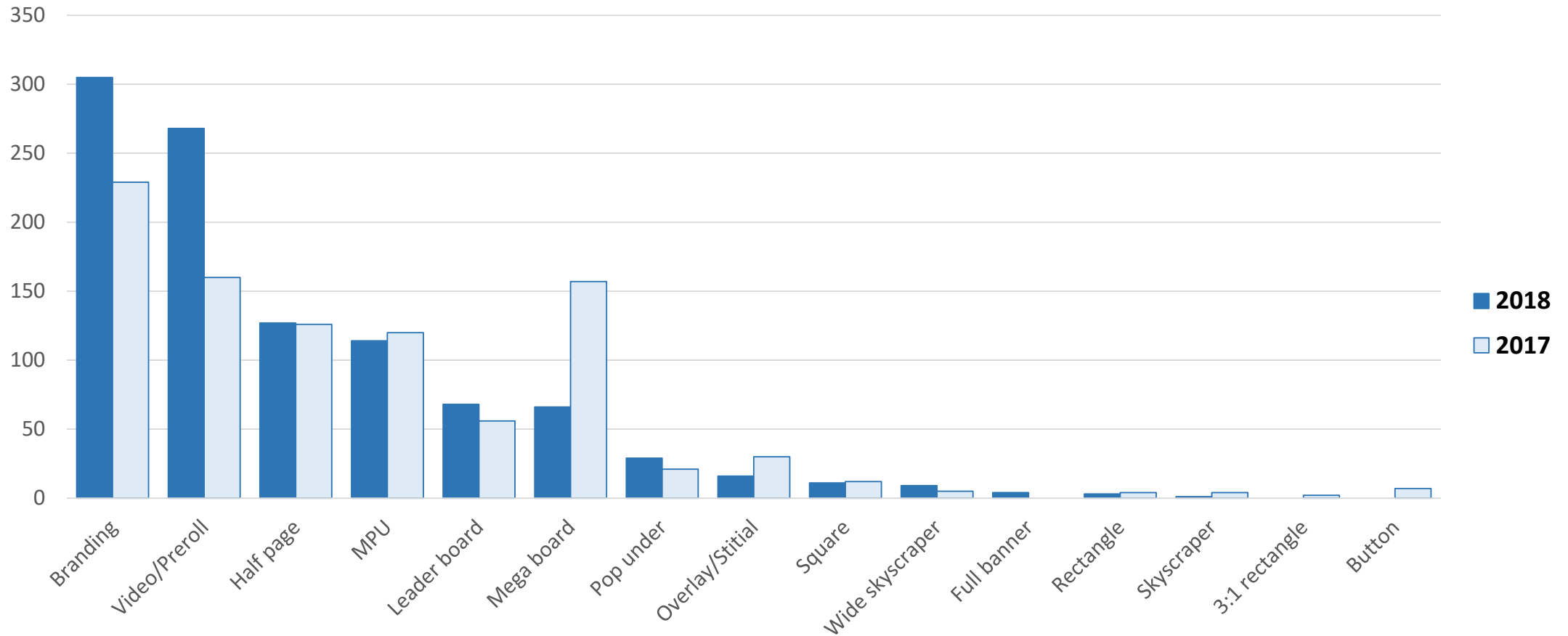




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – BANNER FORMATS

by number of creatives – 2017 & 2018

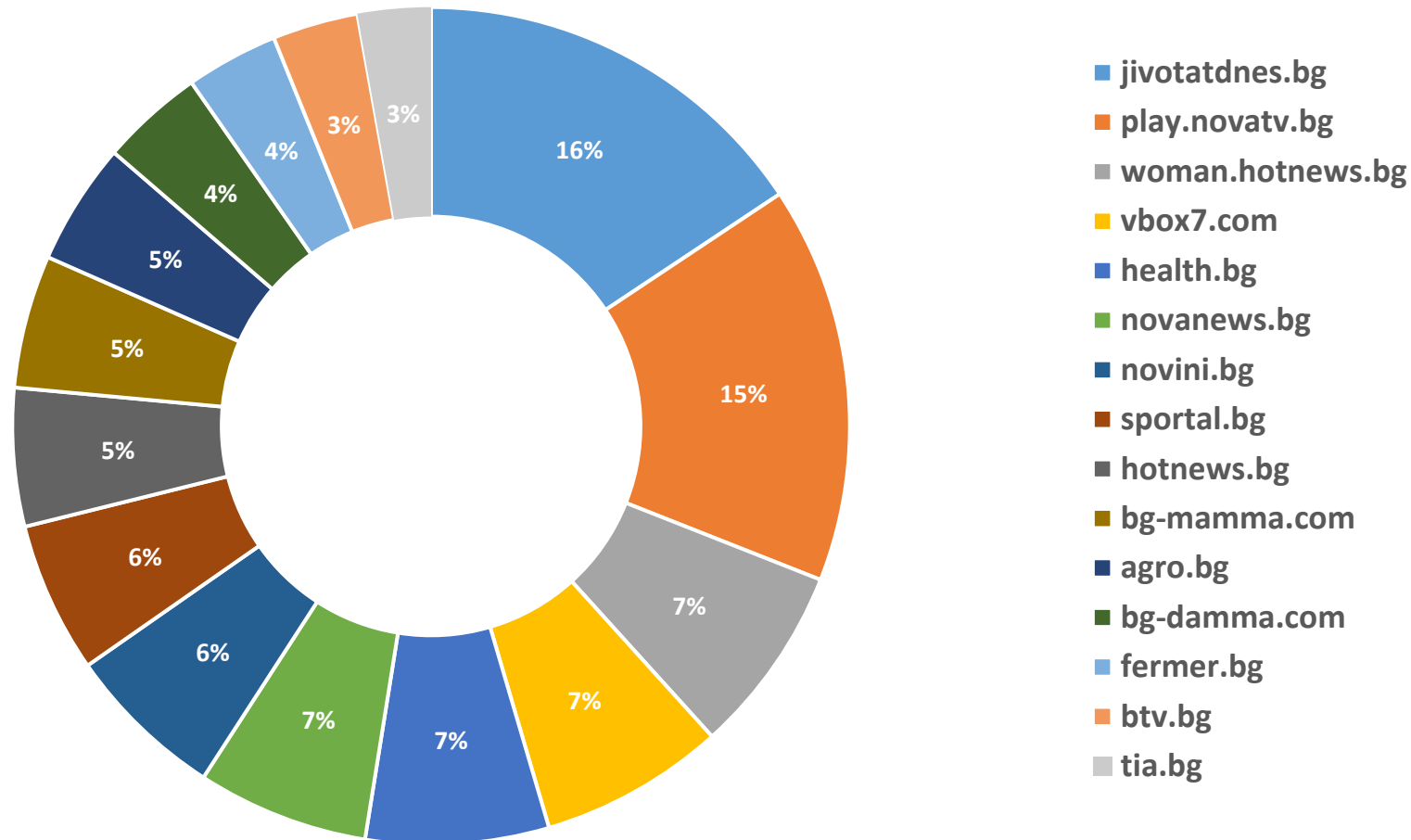




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

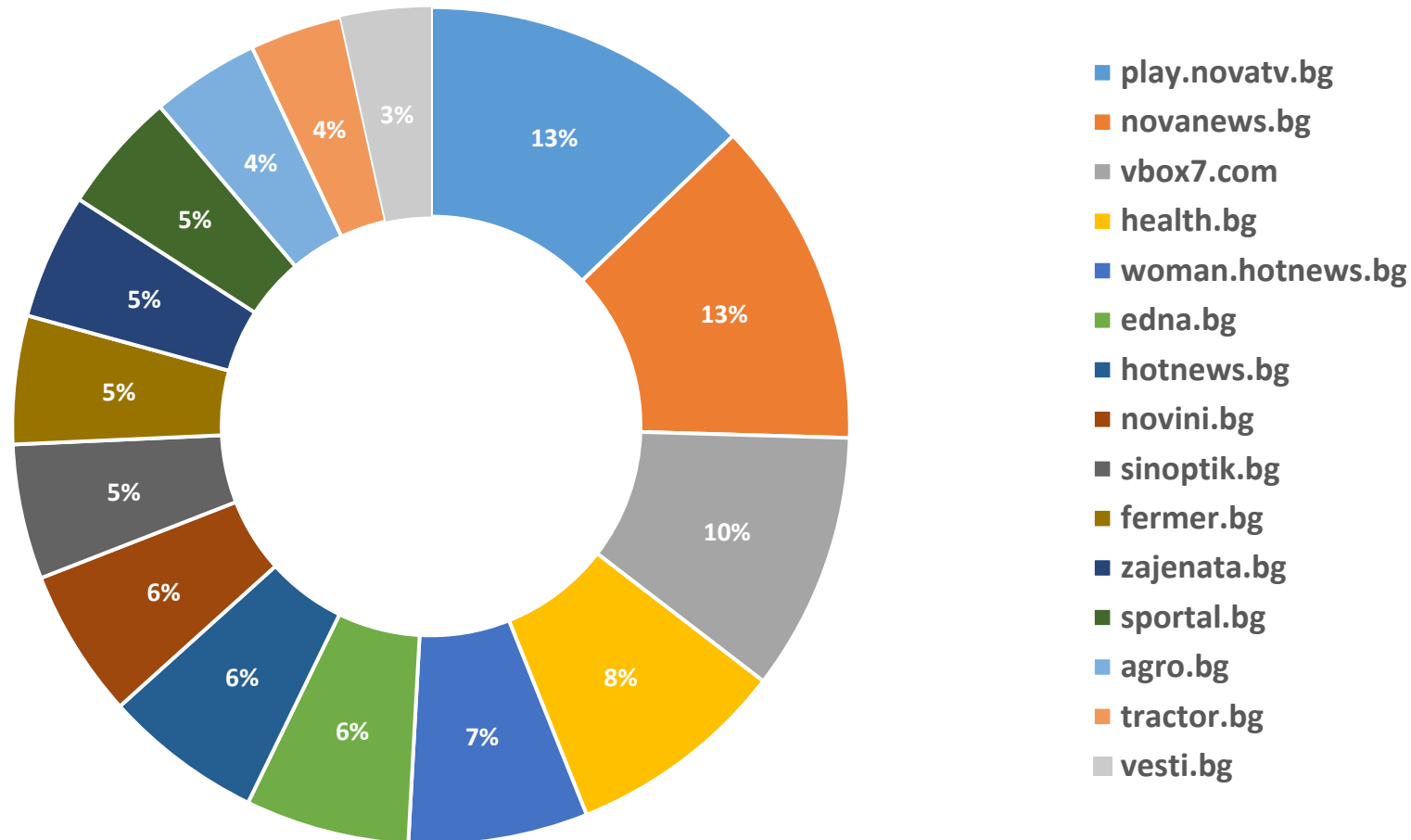




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



B

SECTOR **EDUCATION, JOBS**

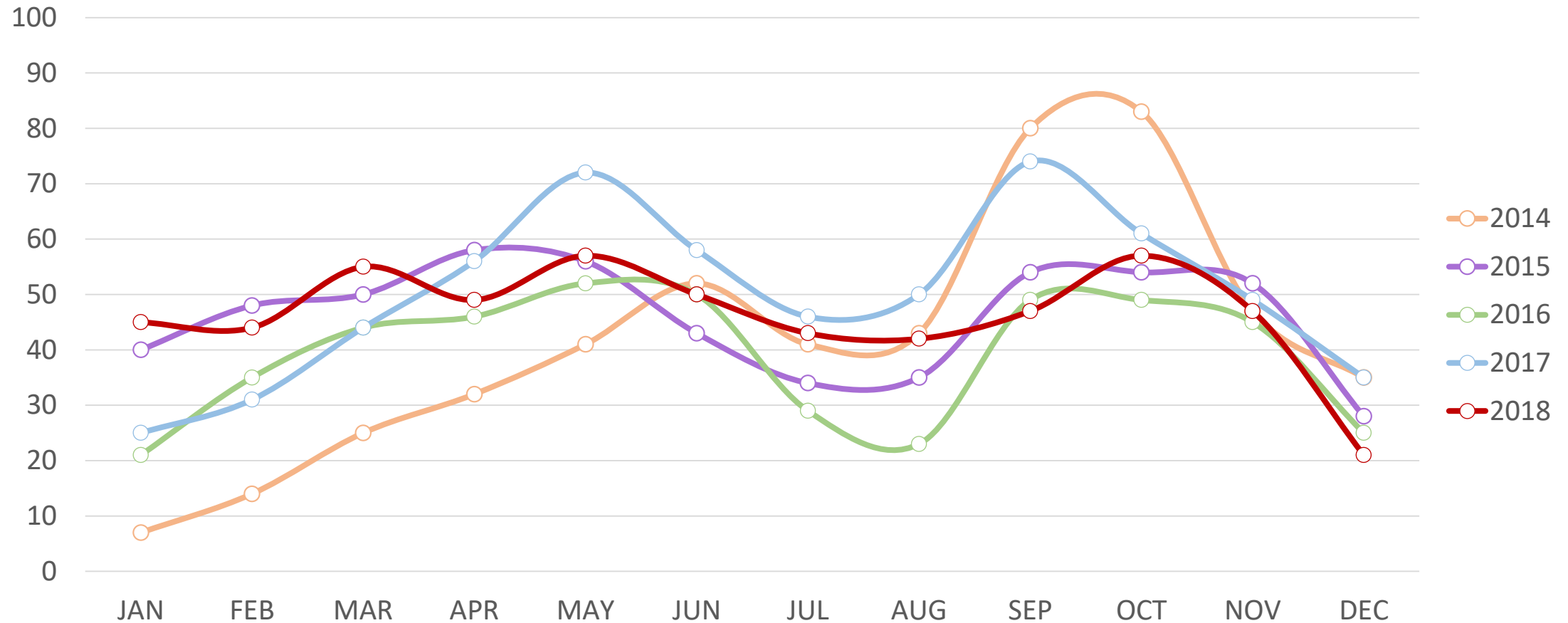




TOP 10 sectors - Market overview

EDUCATION, JOBS – SEASONALITY

by number of campaigns – 2014 - 2018

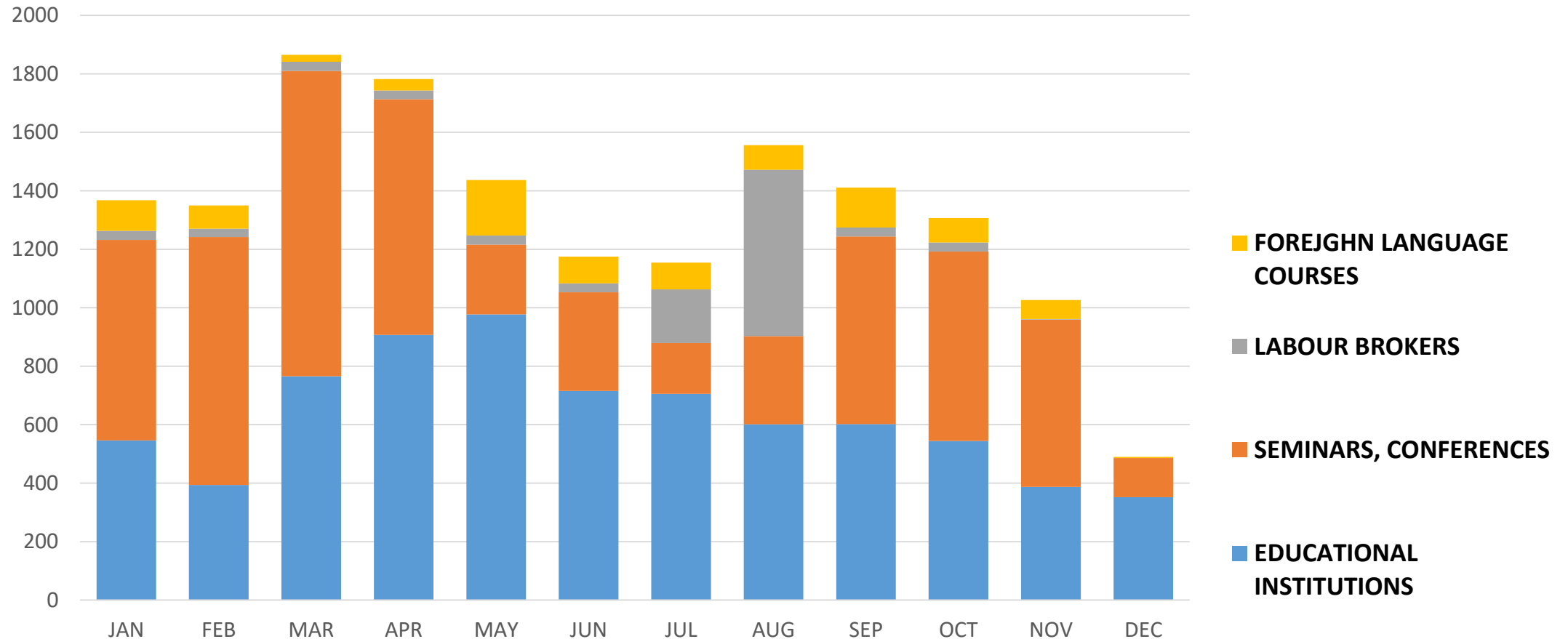




TOP 10 sectors - Market overview

EDUCATION, JOBS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

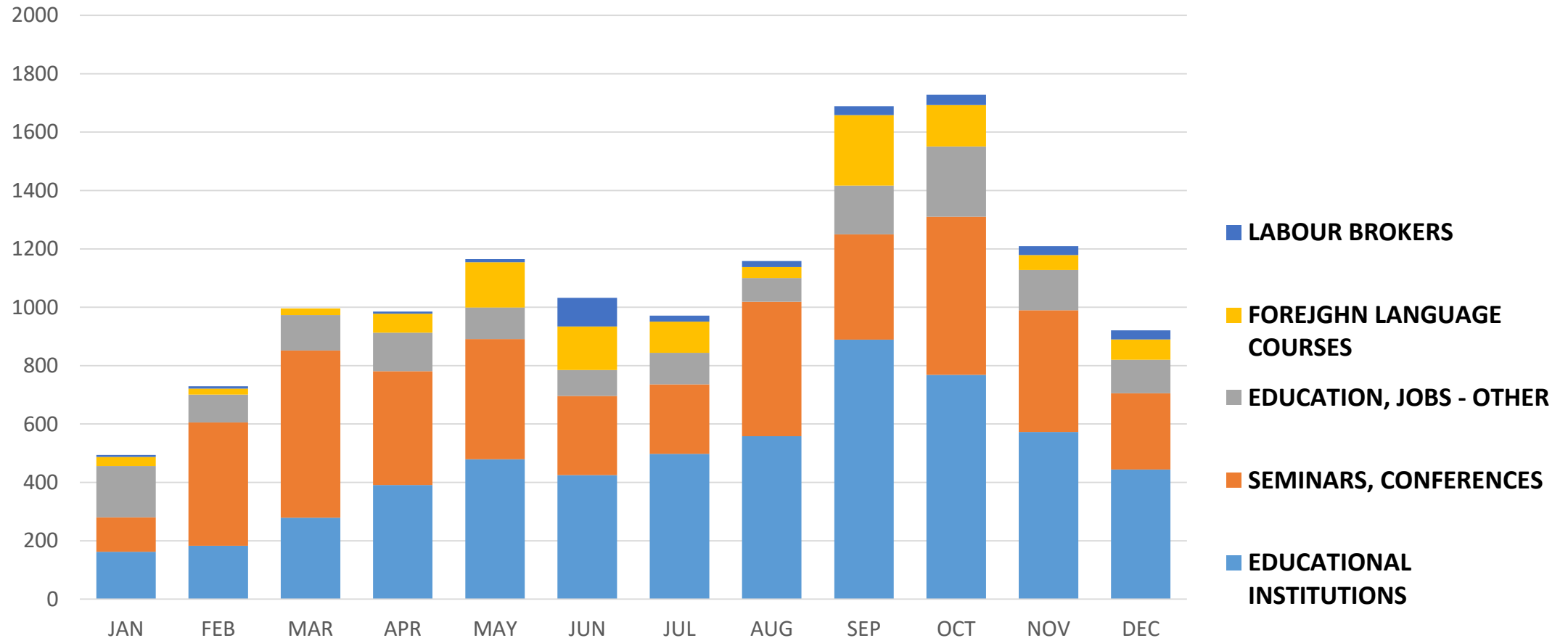




TOP 10 sectors - Market overview

EDUCATION, JOBS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

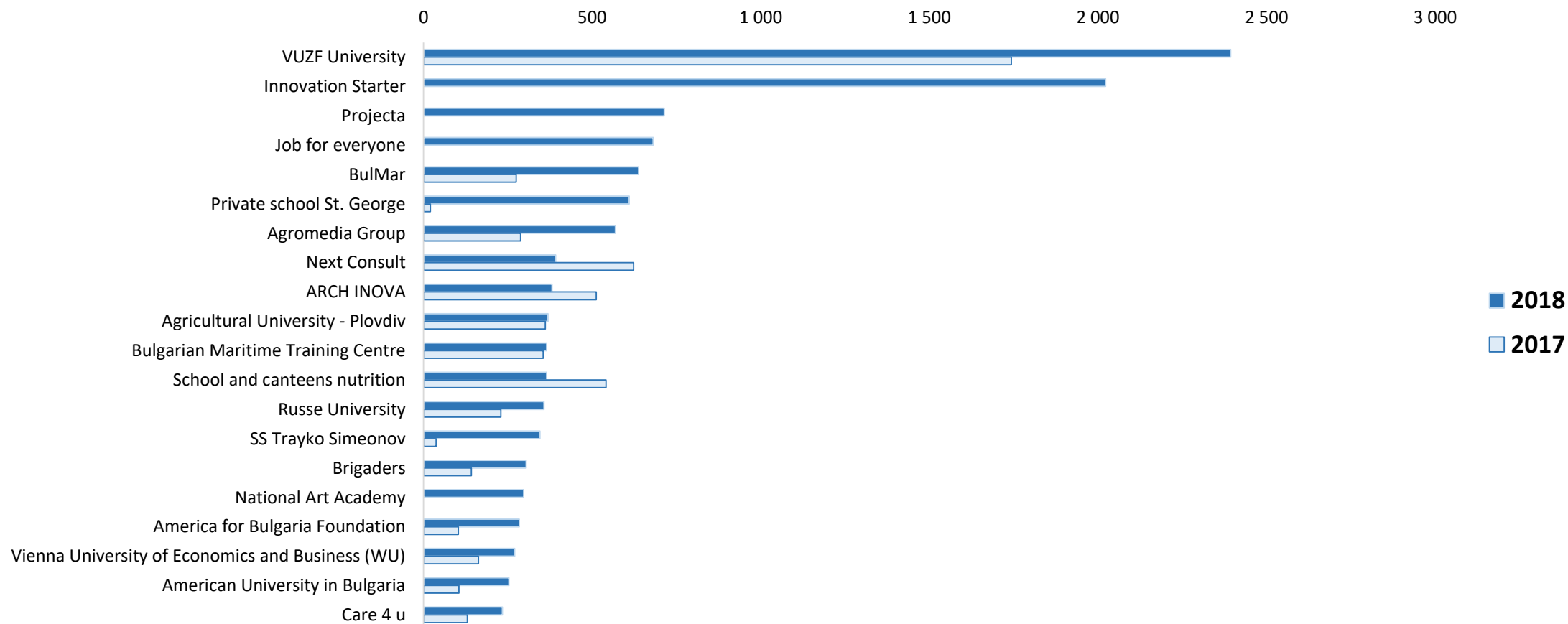




TOP 10 sectors - Market overview

EDUCATION, JOBS – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

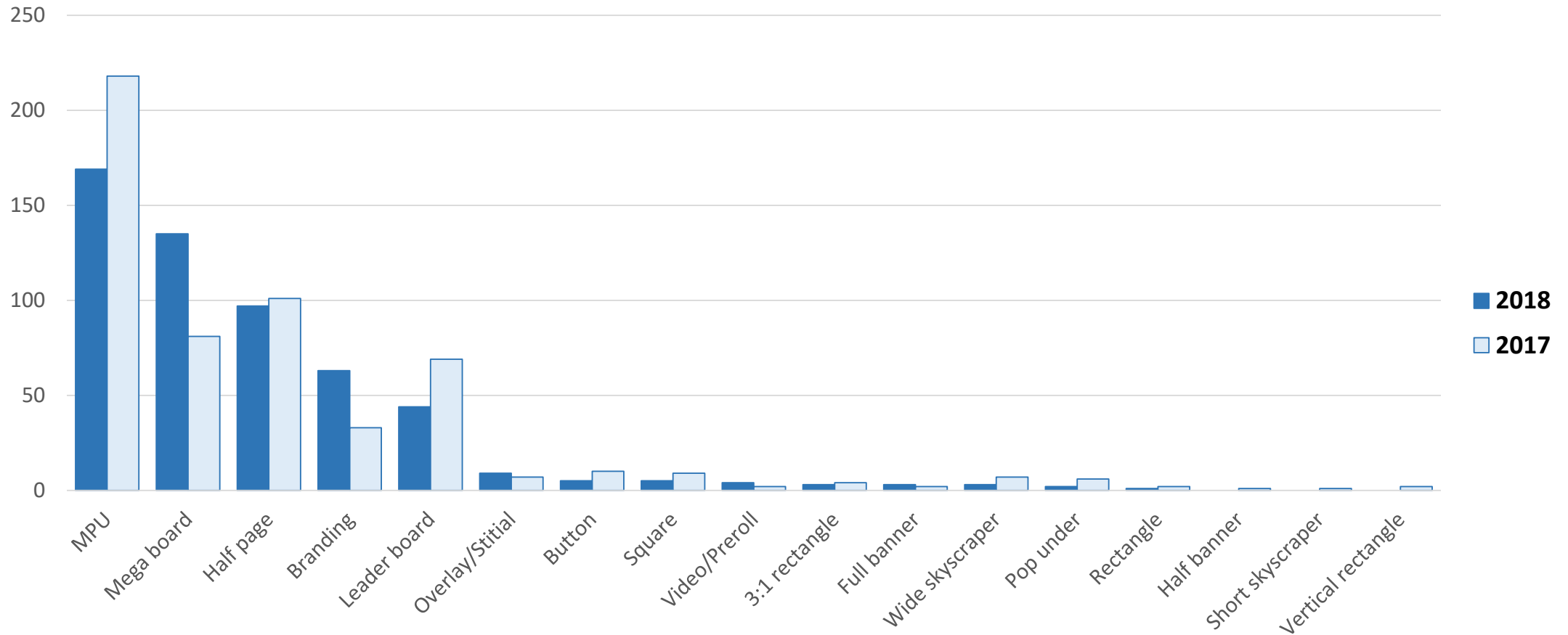




TOP 10 sectors - Market overview

EDUCATION, JOBS – BANNER FORMATS

by number of creatives – 2017 & 2018

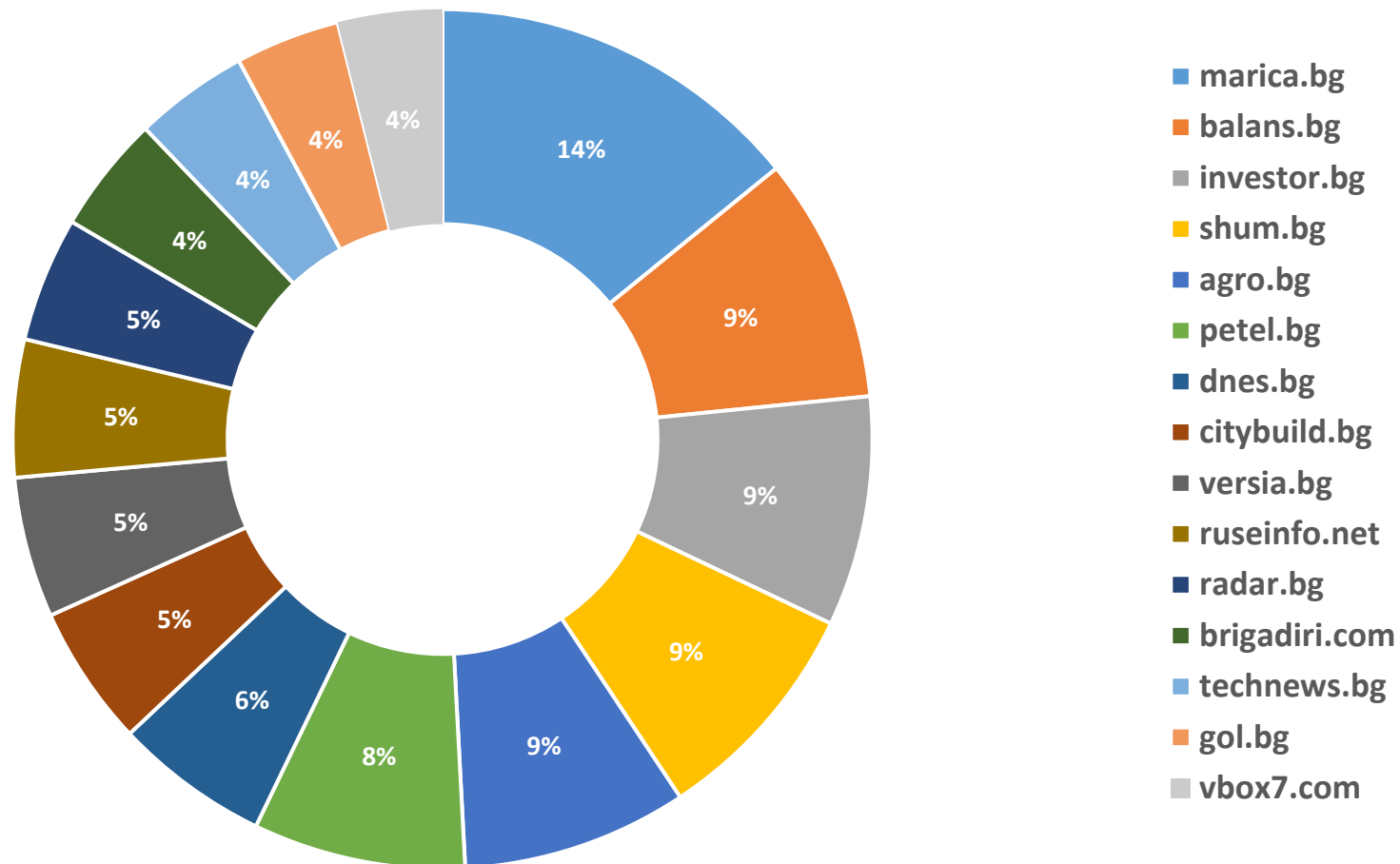




TOP 10 sectors - Market overview

EDUCATION, JOBS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

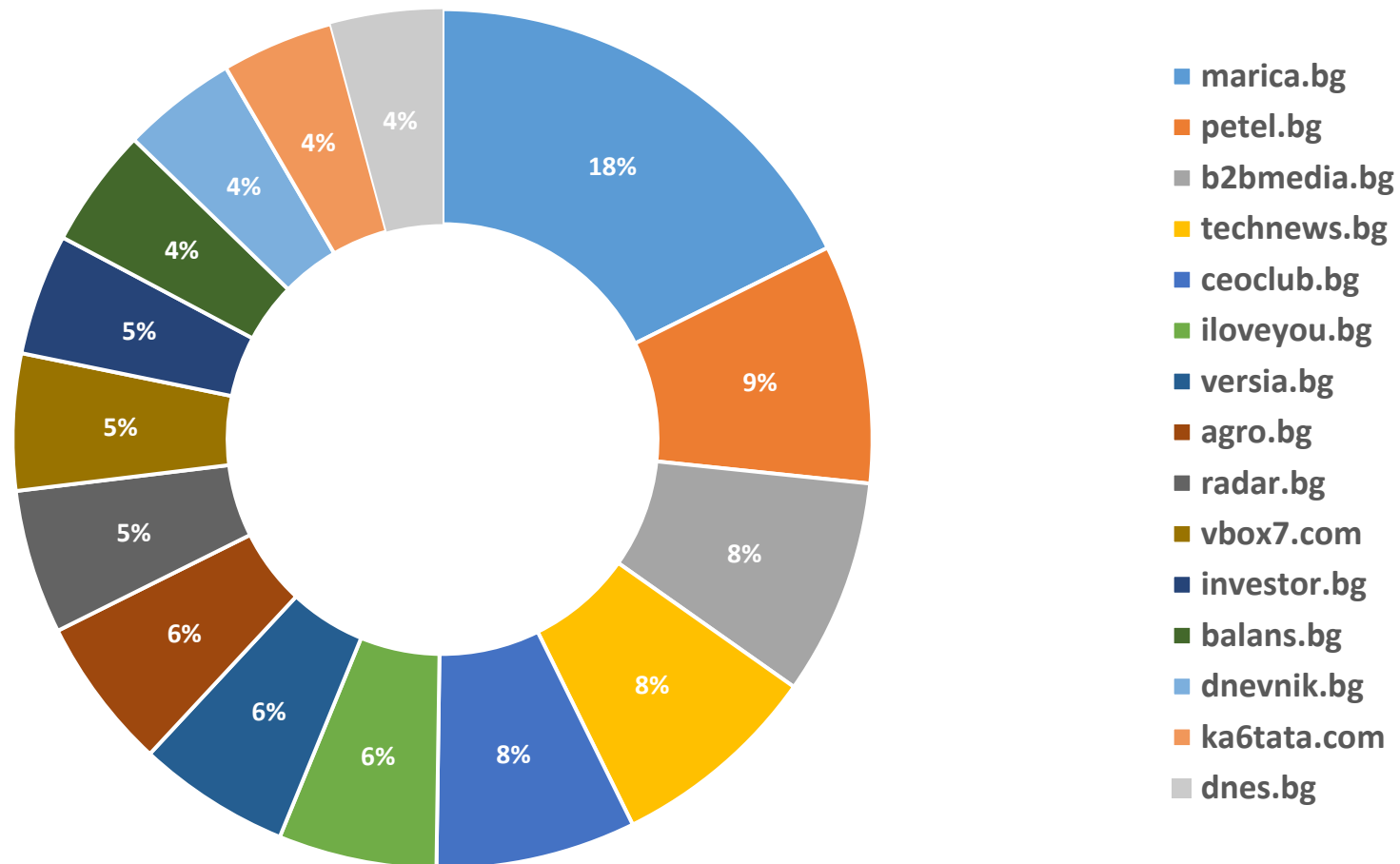




TOP 10 sectors - Market overview

EDUCATION, JOBS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017



B

SECTOR **DRINKS**

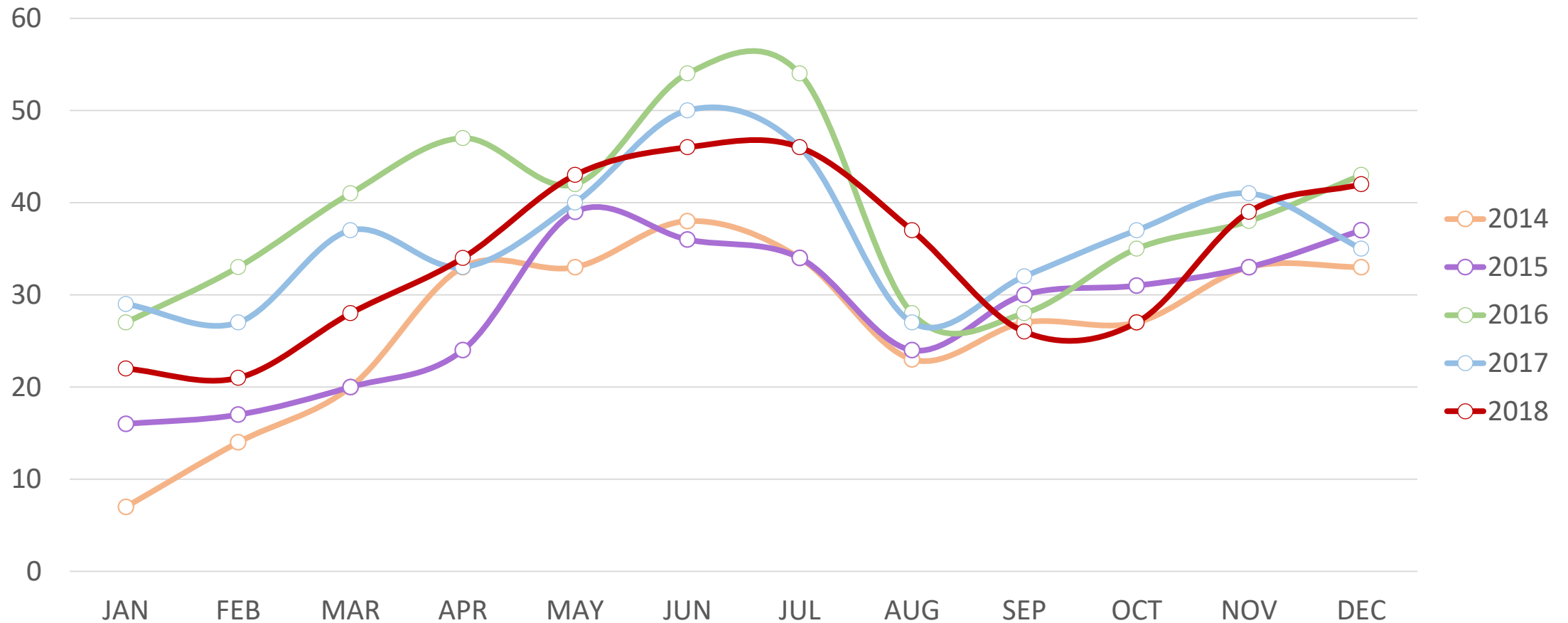




TOP 10 sectors - Market overview

DRINKS – SEASONALITY

by number of campaigns – 2014 - 2018

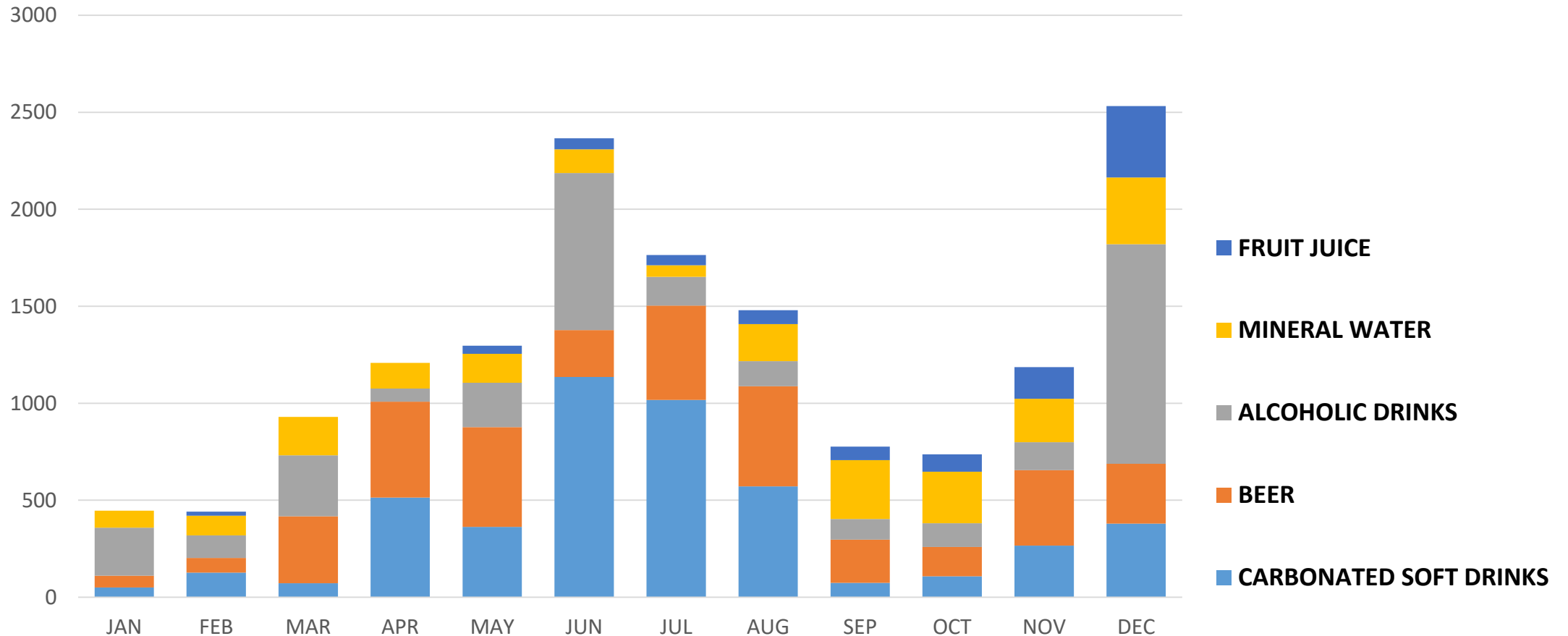




TOP 10 sectors - Market overview

DRINKS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2018

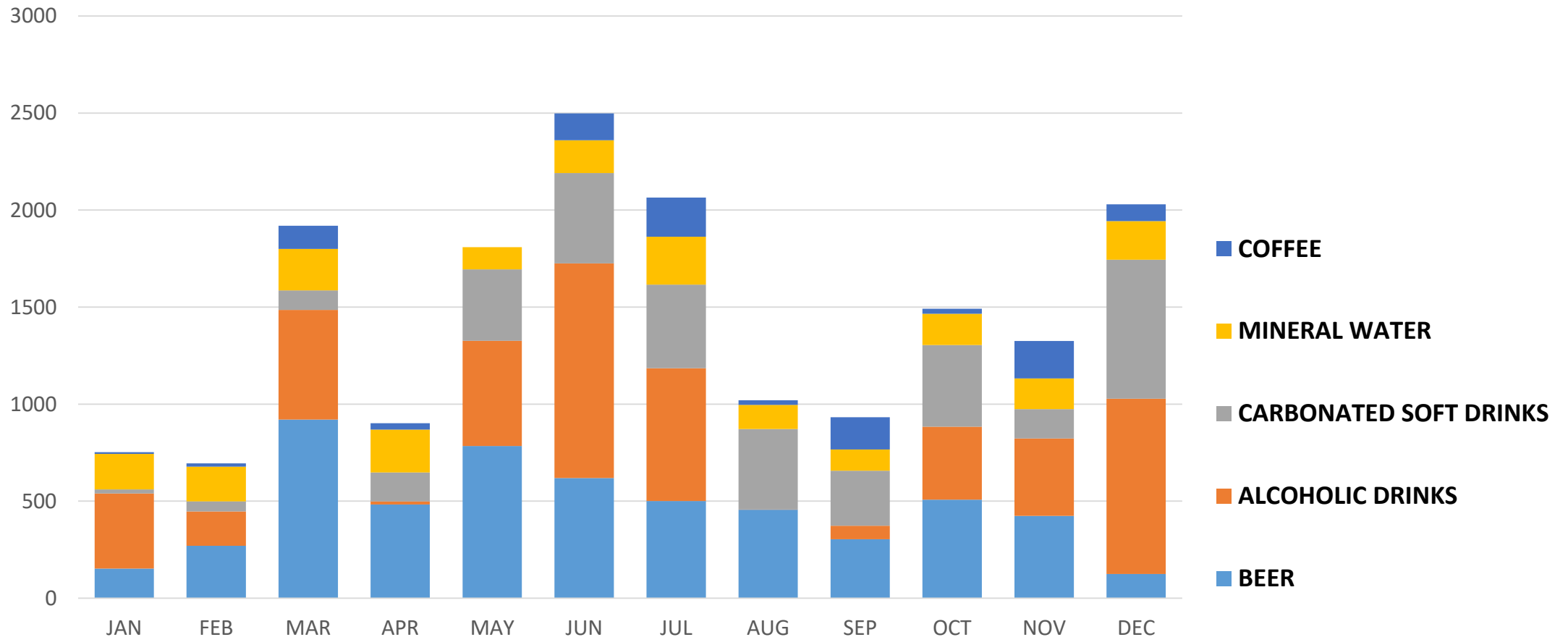




TOP 10 sectors - Market overview

DRINKS – TOP 5 CATEGORIES

by campaigns strength - Jan/Dec 2017

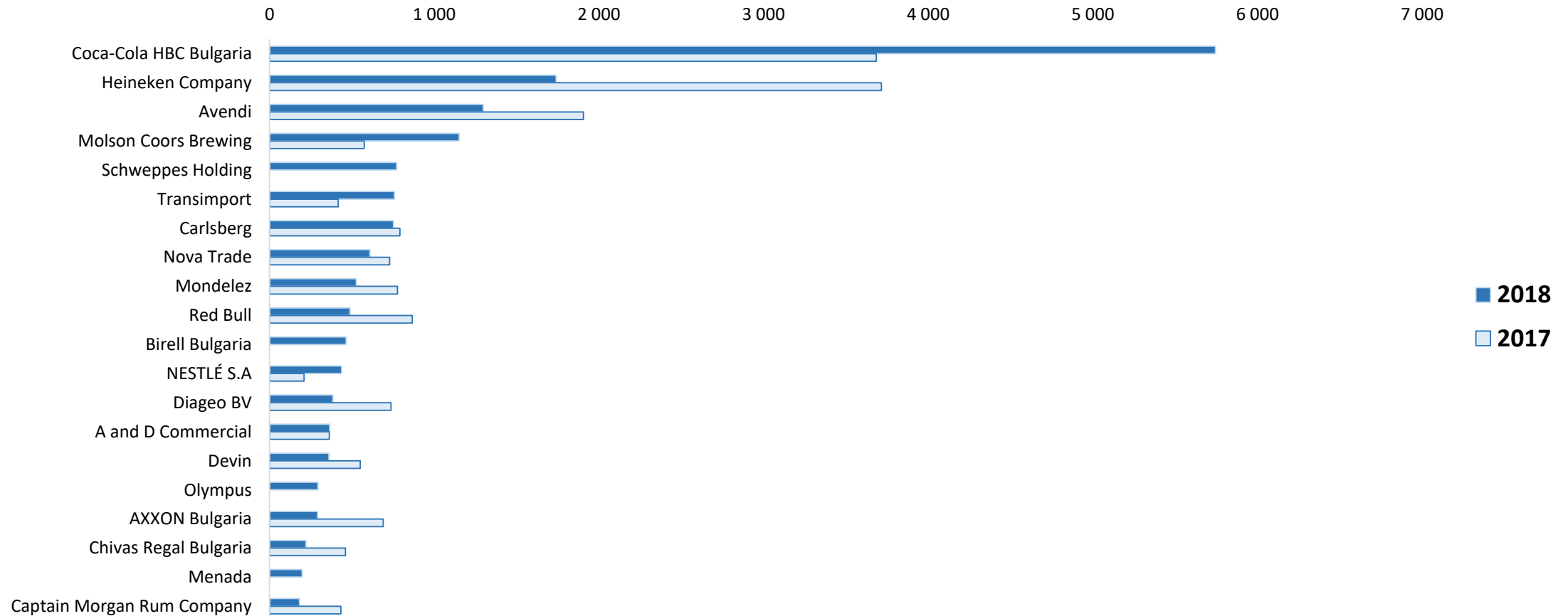




TOP 10 sectors - Market overview

DRINKS – 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2017 & 2018

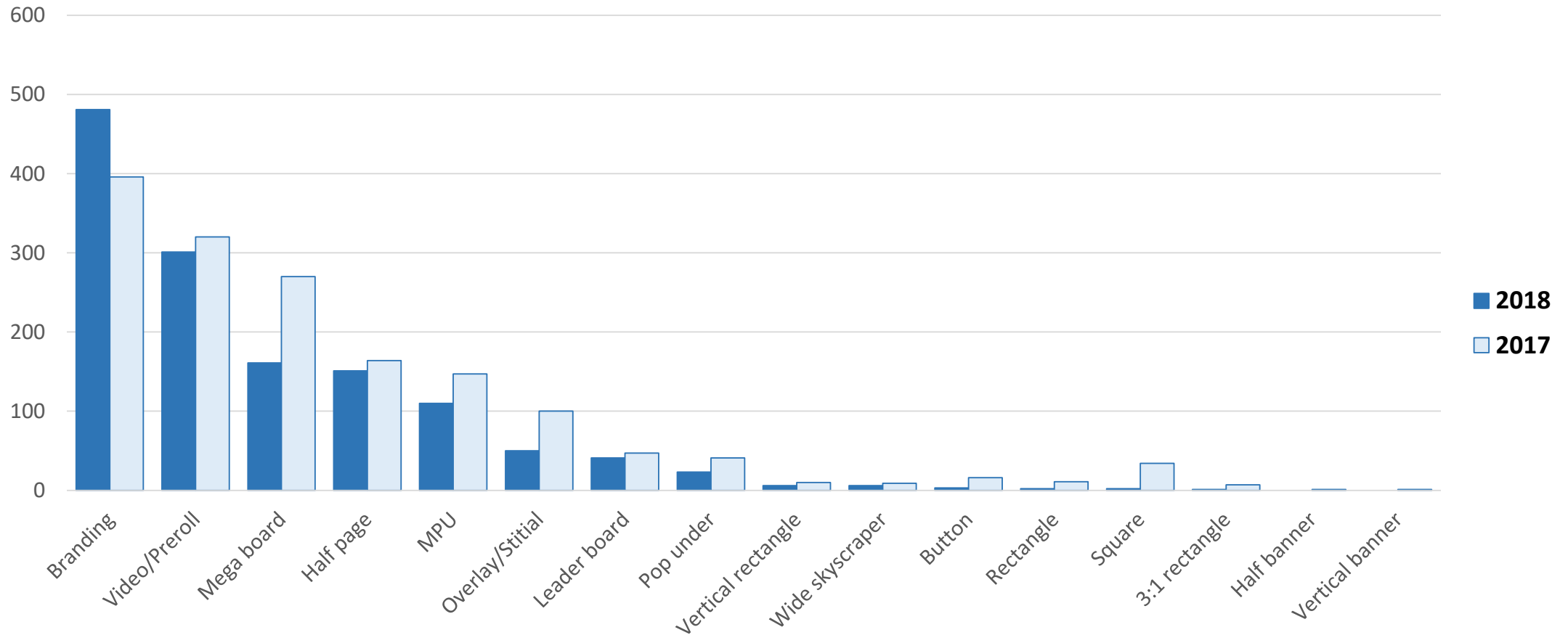




TOP 10 sectors - Market overview

DRINKS – BANNER FORMATS

by number of creatives – 2017 & 2018

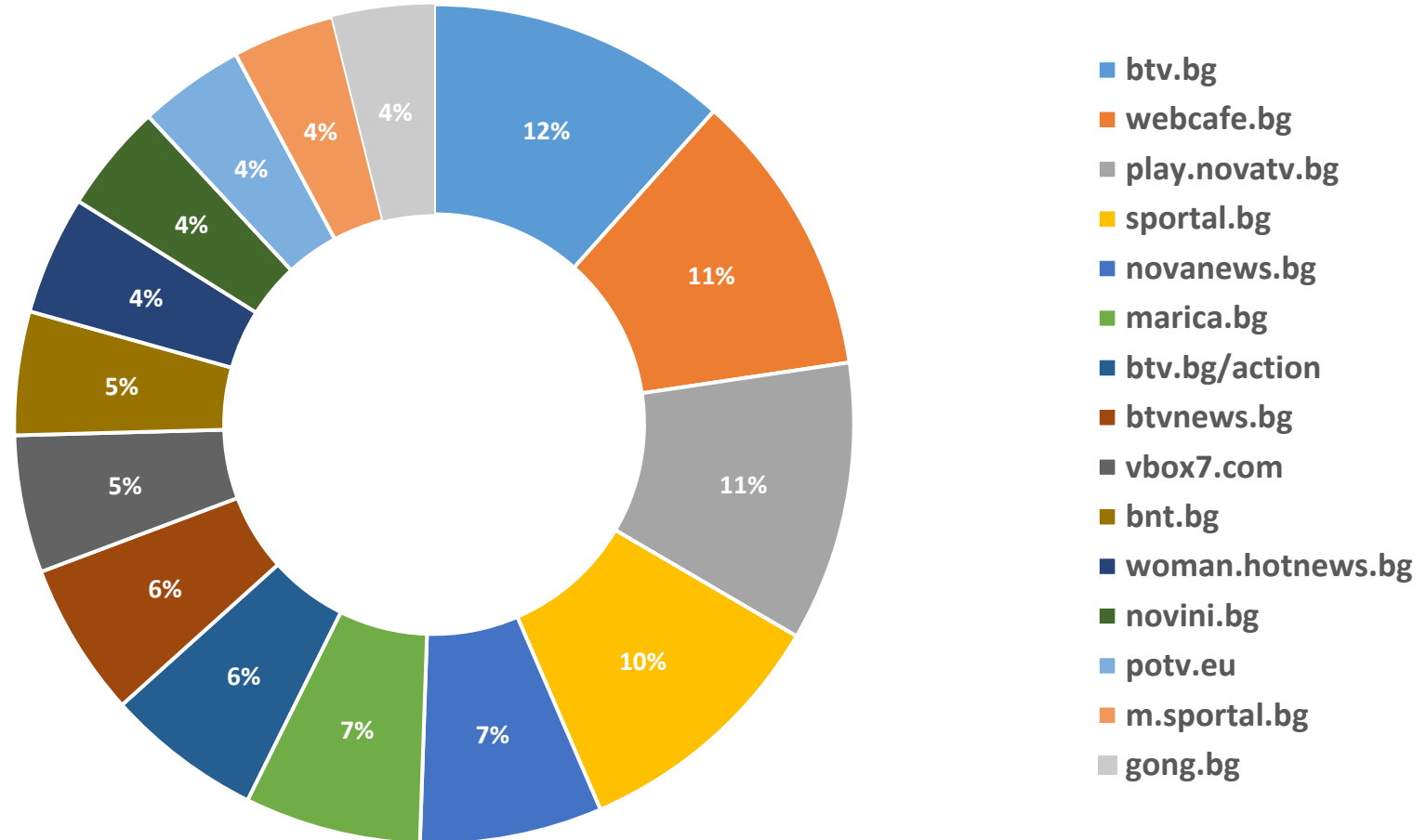




TOP 10 sectors - Market overview

DRINKS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2018

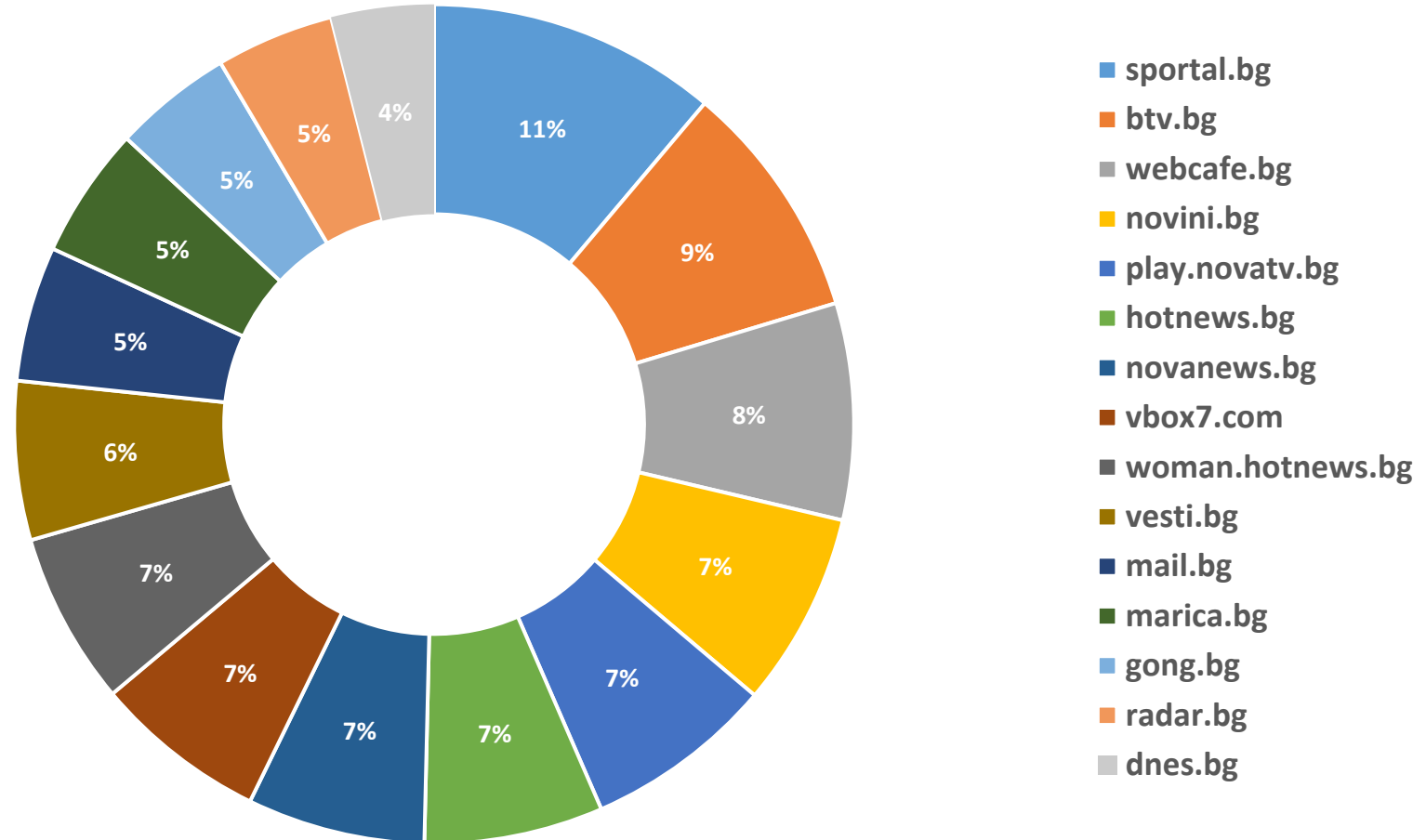




TOP 10 sectors - Market overview

DRINKS – TOP 15 WEBSITES

by campaigns strength - Jan/Dec 2017





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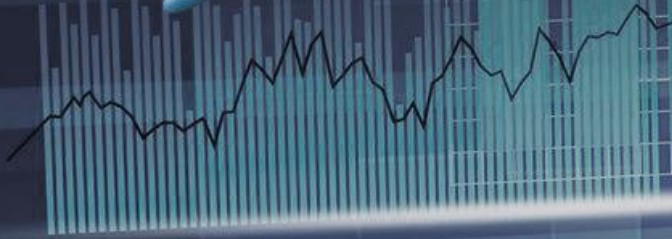
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Thank You!

