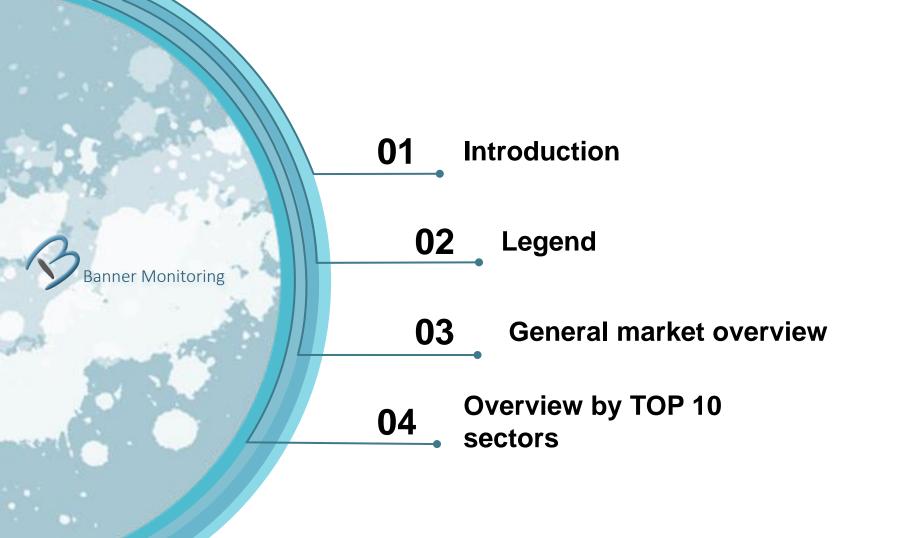
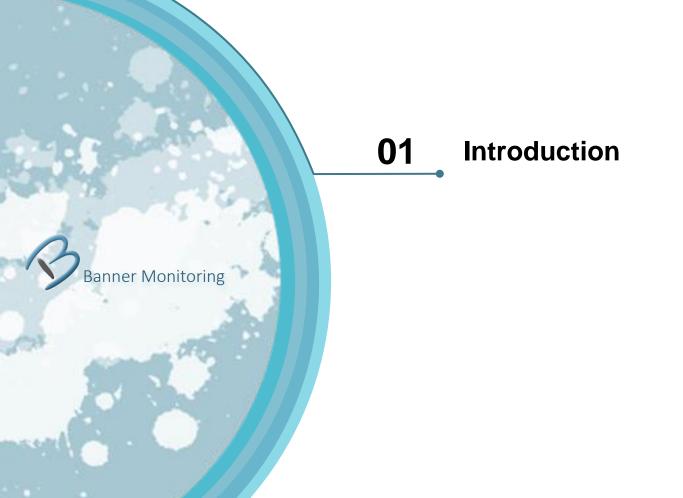
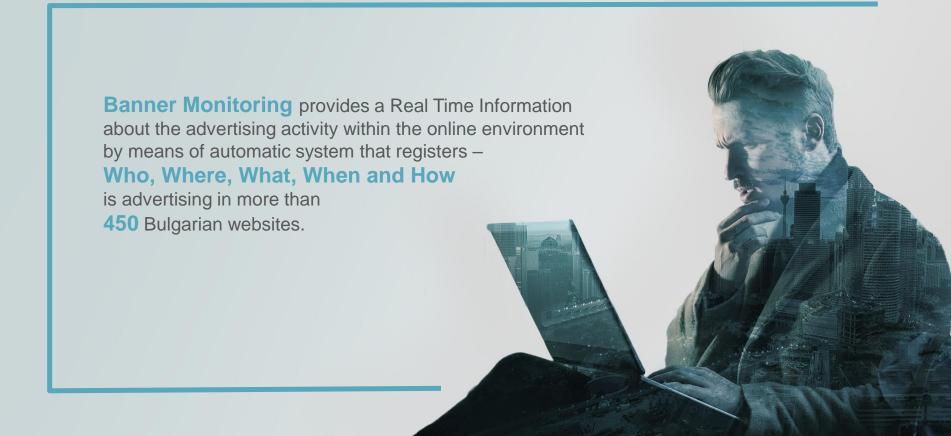


Market Review











The system starts to operate on the Bulgarian market in October 2013.

2014

Improving and upgrading every day, fully operated, officially was introduced on the market in April 2014.

2016

Added new websites and new formats.

The system starts operate in Bosnia and Herzegovina.

2019

Start to operate in Serbia.

New classifier – Nielsen Bulgaria.

2020

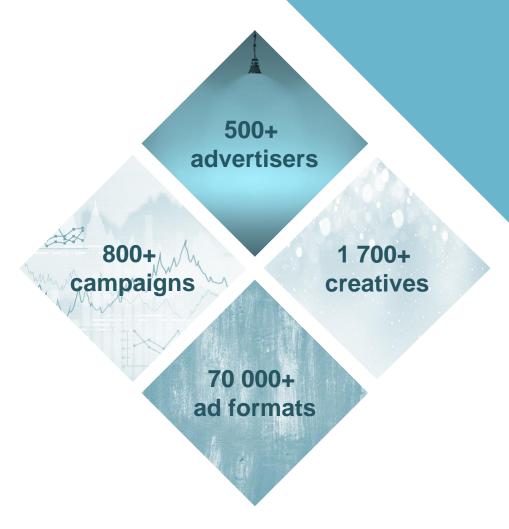
New formats, websites and advertising networks.

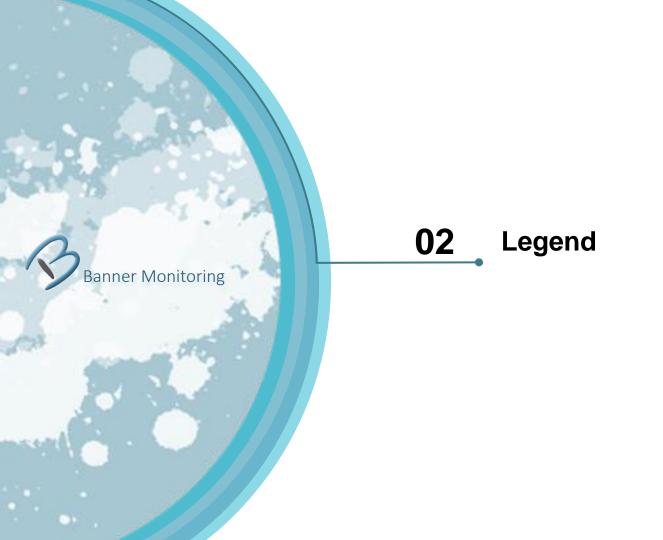
2021

Loading



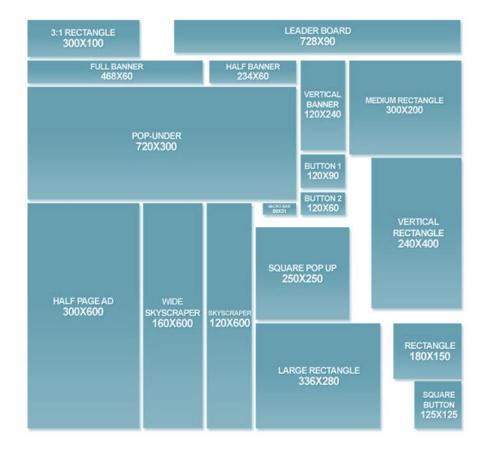
The system it is registering on a daily basis more than:

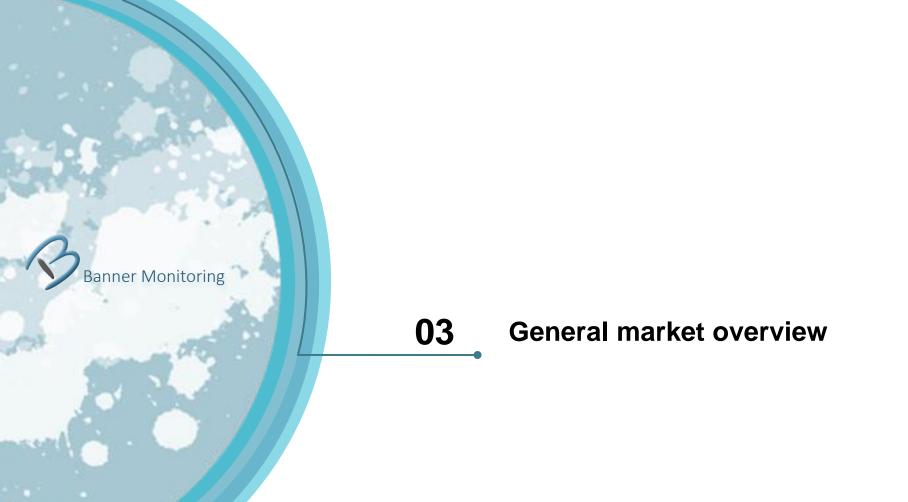




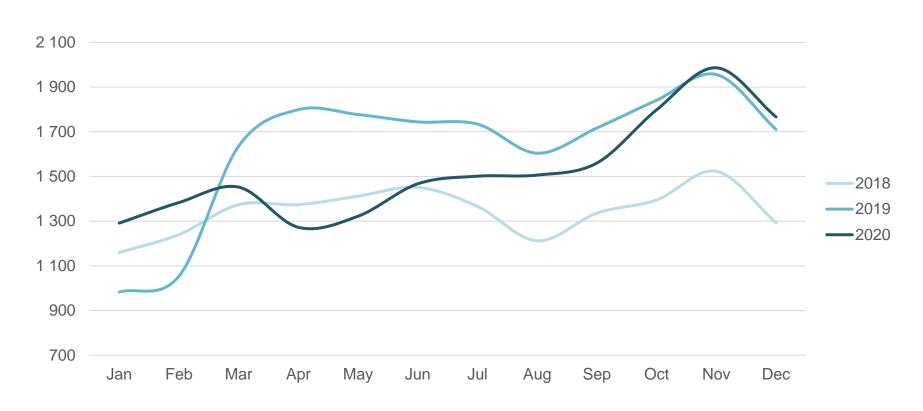


- 1. Used formats based on IAB standards (see the chart).
 - -300x250 = MPU
 - All other sizes are aligned to the closest IAB format
- 2. Campaigns strength function that weights campaigns by used sites and days of activity



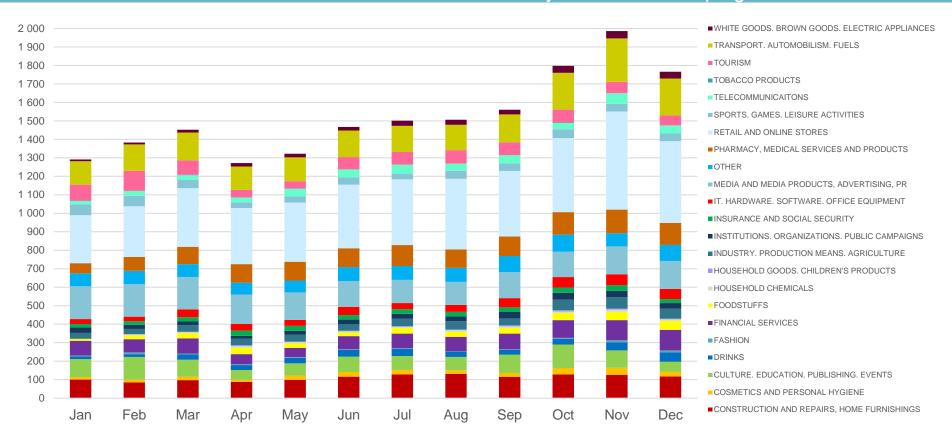


CAMPAIGN SEASONALITY by number of campaigns – 2018 - 2020



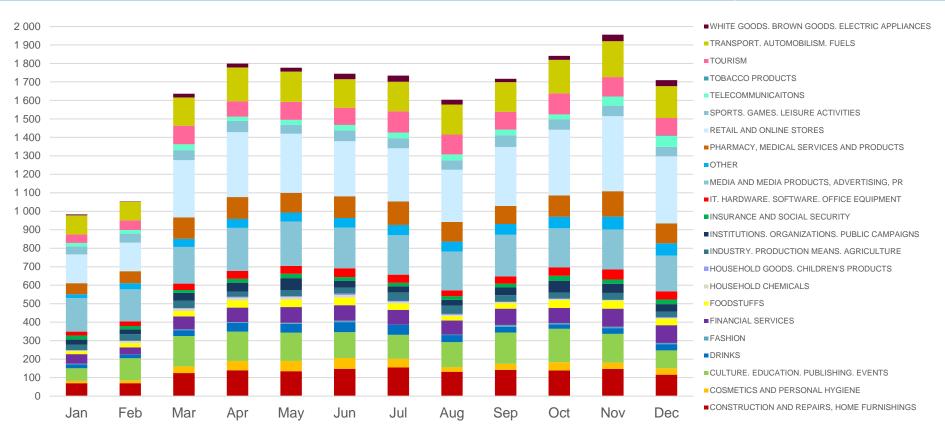


CAMPAIGN SEASONALITY by number of campaigns - Jan/Dec 2020



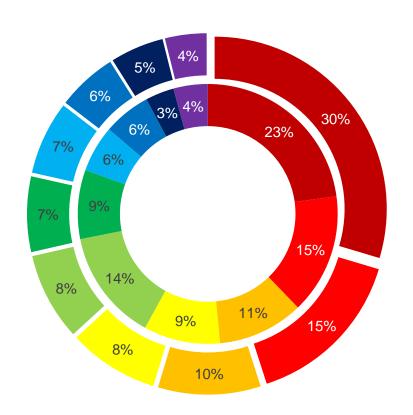


CAMPAIGN SEASONALITY by number of campaigns - Jan/Dec 2019





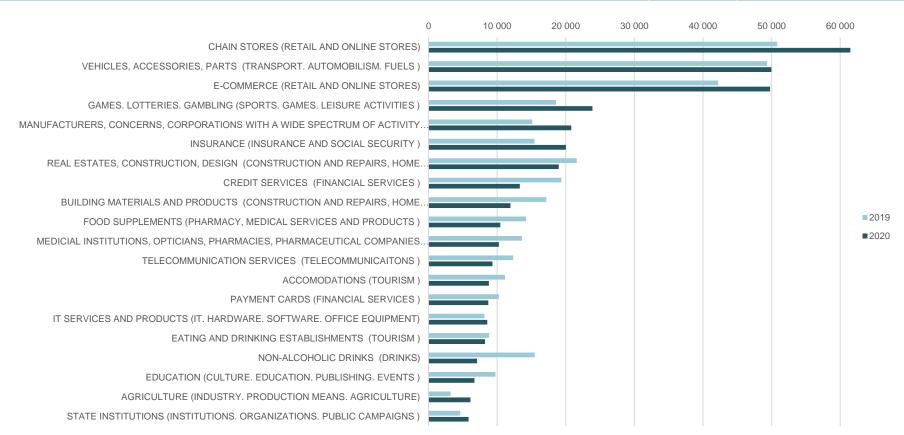
TOP 10 SECTORS by campaigns strength – 2019 & 2020



- RETAIL AND ONLINE STORES
- ■TRANSPORT. AUTOMOBILISM. FUELS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- FINANCIAL SERVICES
- CULTURE. EDUCATION. PUBLISHING. EVENTS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- SPORTS. GAMES. LEISURE ACTIVITIES
- TOURISM
- ■INSURANCE AND SOCIAL SECURITY
- TELECOMMUNICAITONS

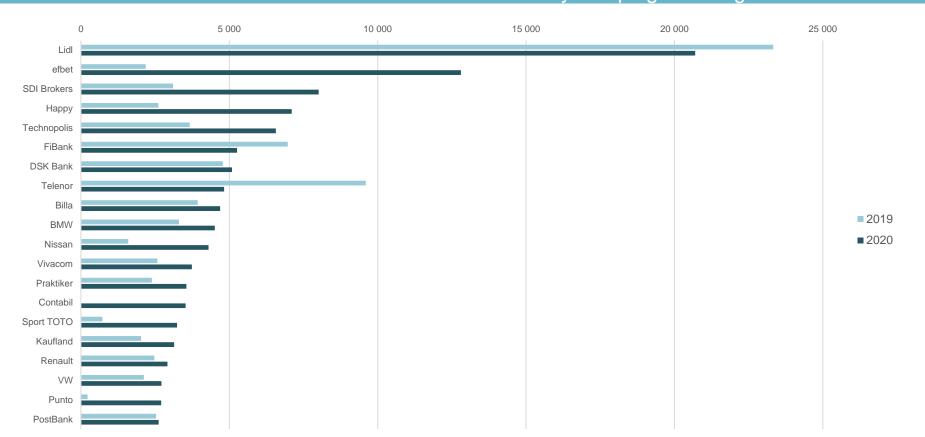


TOP 20 CATEGORY by campaigns strength – 2019 & 2020

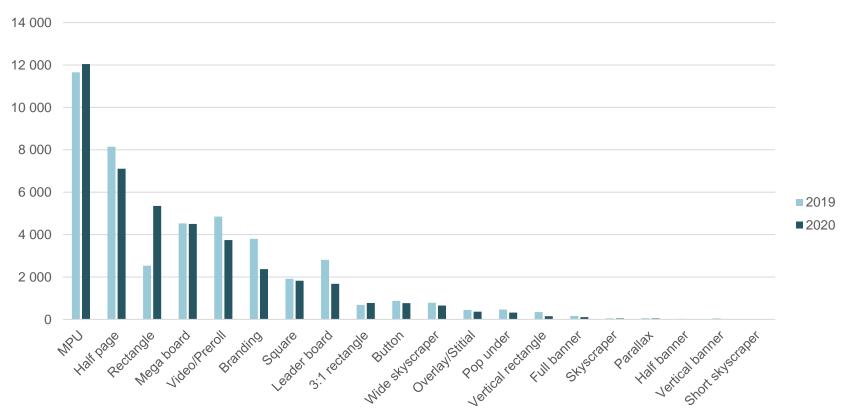


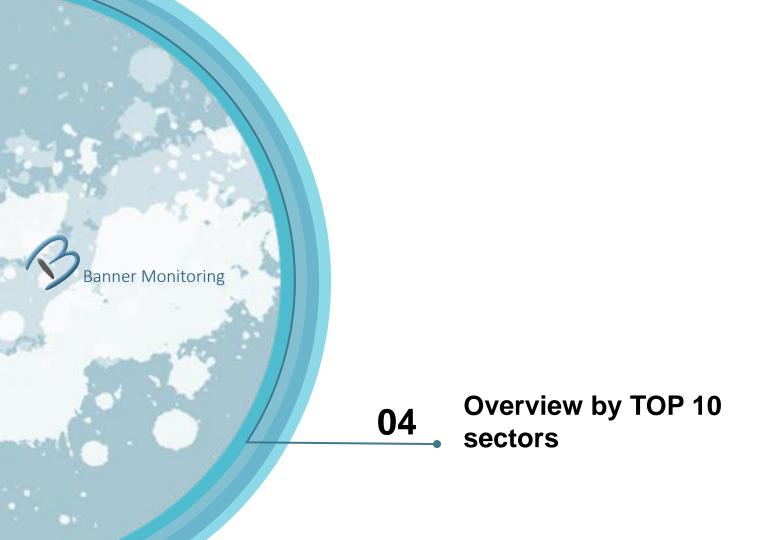


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



BANNER FORMATS by number of creatives – 2019 & 2020







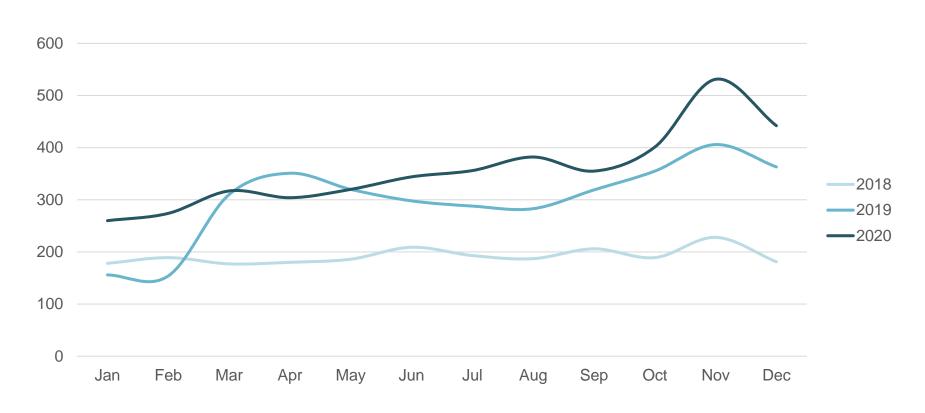
Sector

RETAIL AND ONLINE STORES



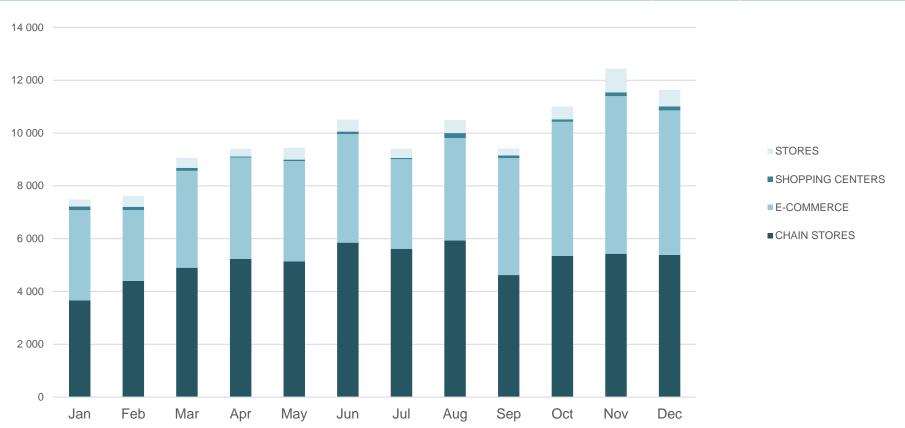


SEASONALITY by number of campaigns - 2018 - 2020



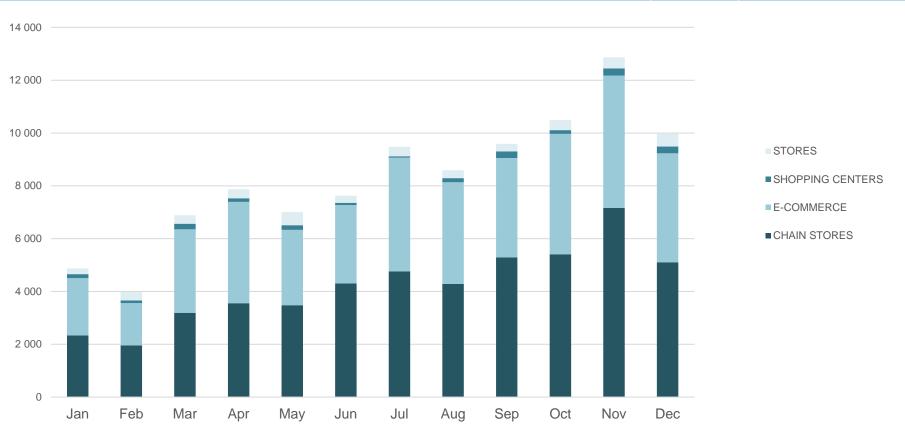


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



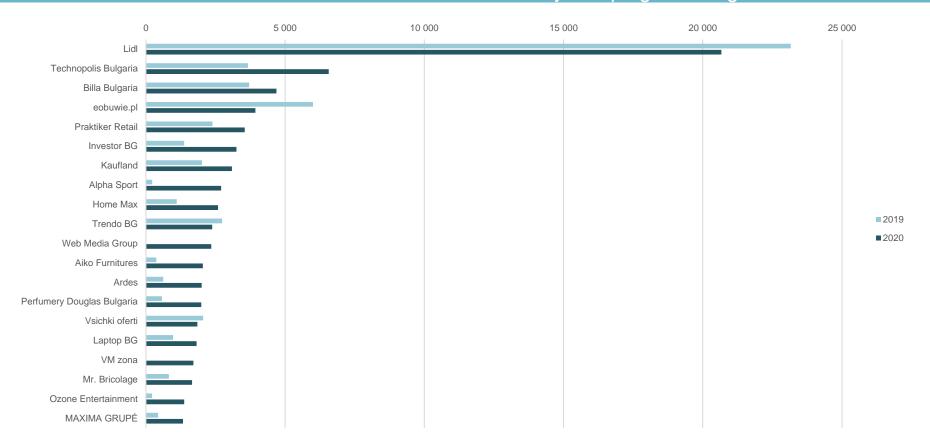


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



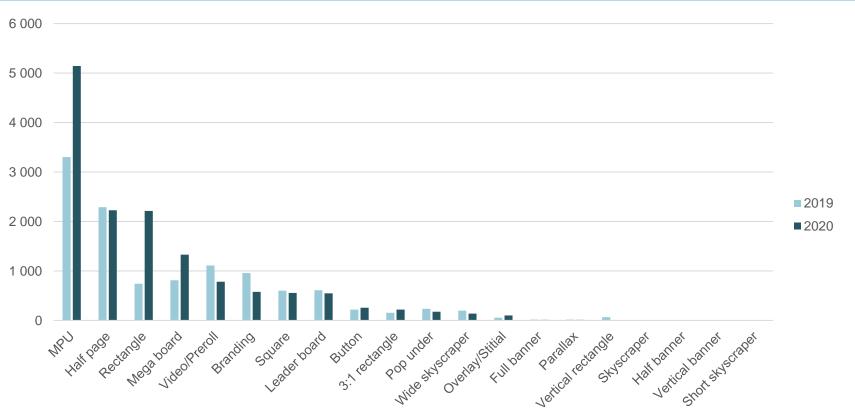
RETAIL AND ONLINE STORES

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



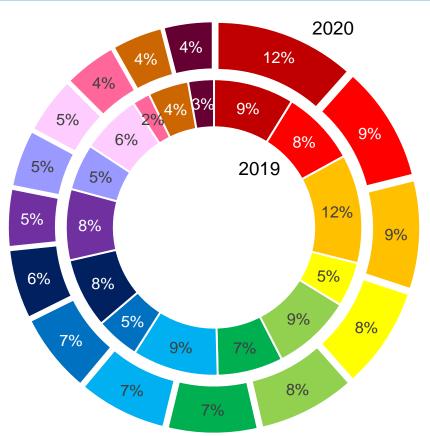


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- dnes.dir.bg
- econ.bg
- framar.bg
- start.bg
- dnes.bg
- life.dir.bg
- div.bg
- woman.hotnews.bg
- mobilebulgaria.com
- btv.bg
- technews.bg
- dir.bg
- investor.bg
- m.dnes.bg
- snimka.bg



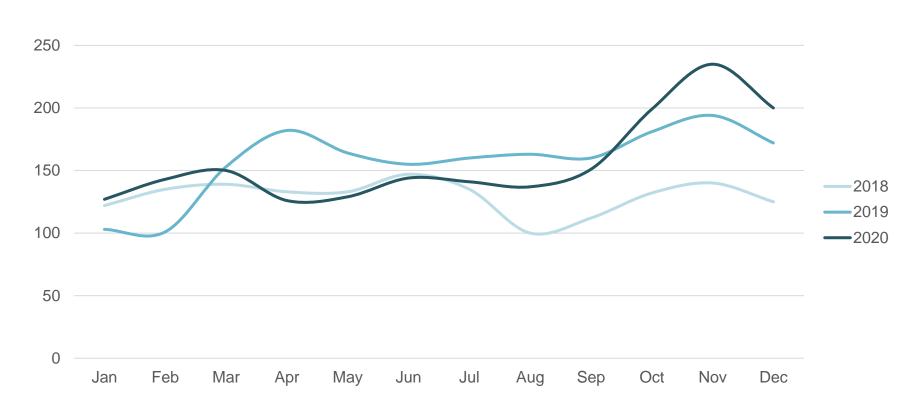
Sector

TRANSPORT.
AUTOMOBILISM. FUELS



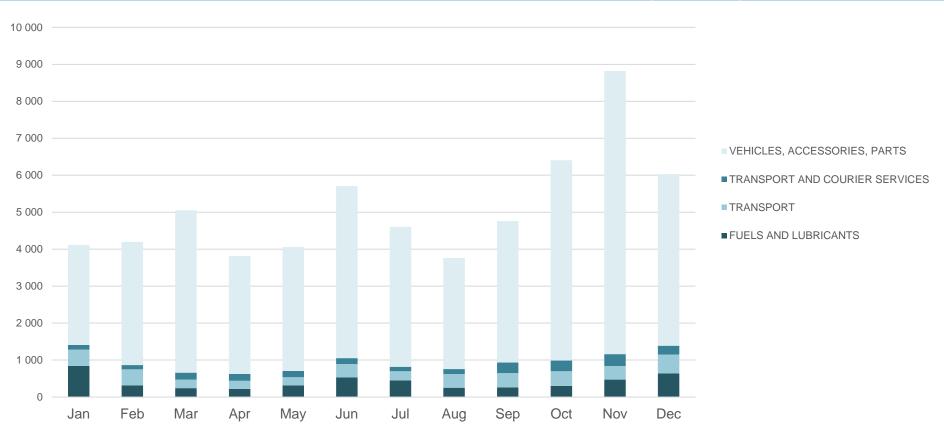


SEASONALITY by number of campaigns - 2018 - 2020



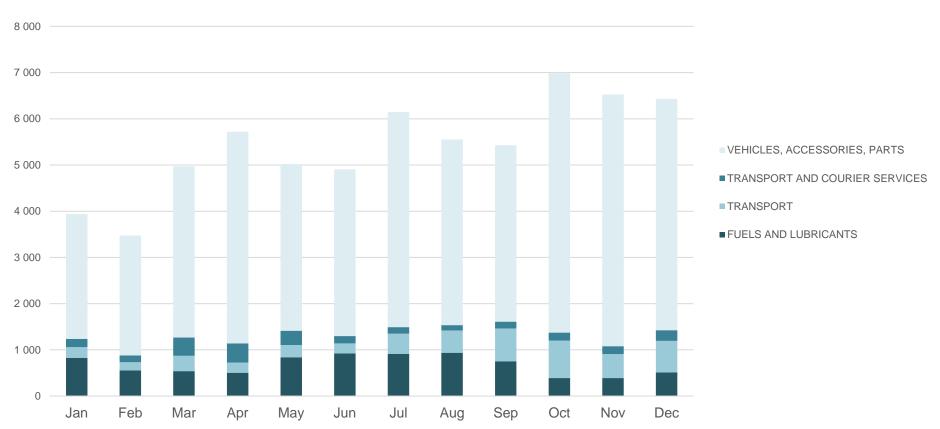


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



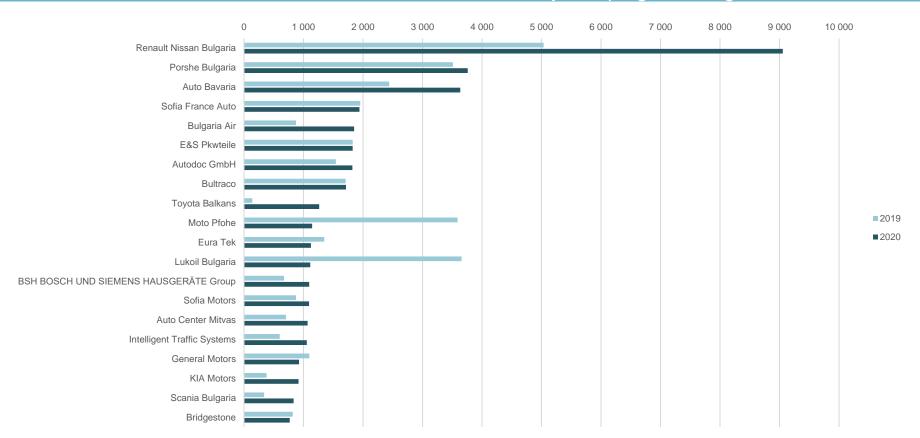


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



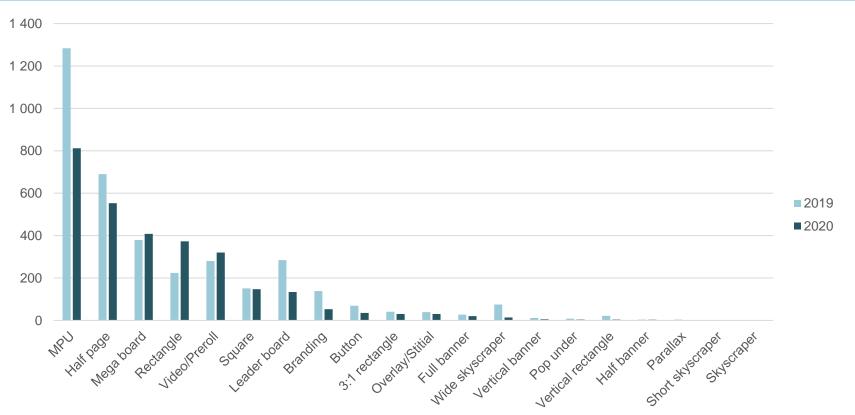
TRANSPORT. AUTOMOBILISM. FUELS

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



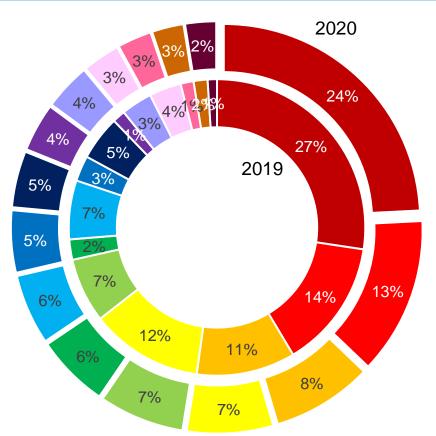


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- auto-press.net
- kamioni.bg
- bmwpower-bg.net
- autoclub.bg
- econ.bg
- investor.bg
- div.bg
- mobile.bg
- burgasnews.com
- start.bg
- dnes.dir.bg
- technews.bg
- dnevnik.bg
- dnes.bg
- m.investor.bg



Sector

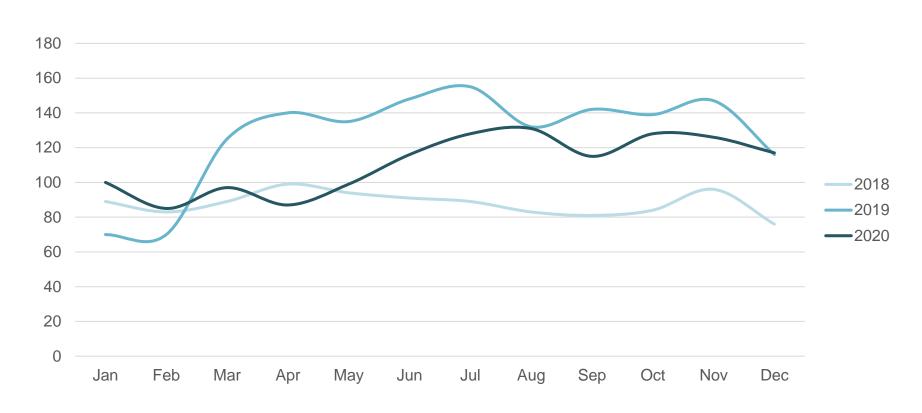
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS





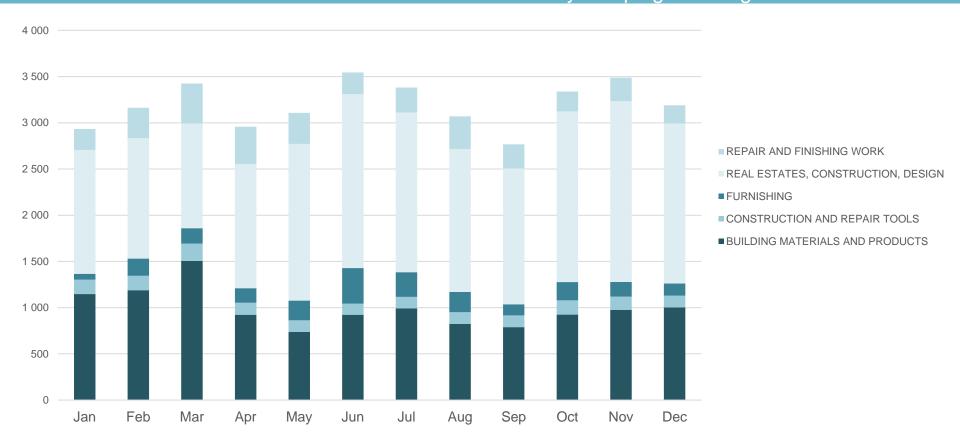
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

SEASONALITY by number of campaigns - 2018 - 2020



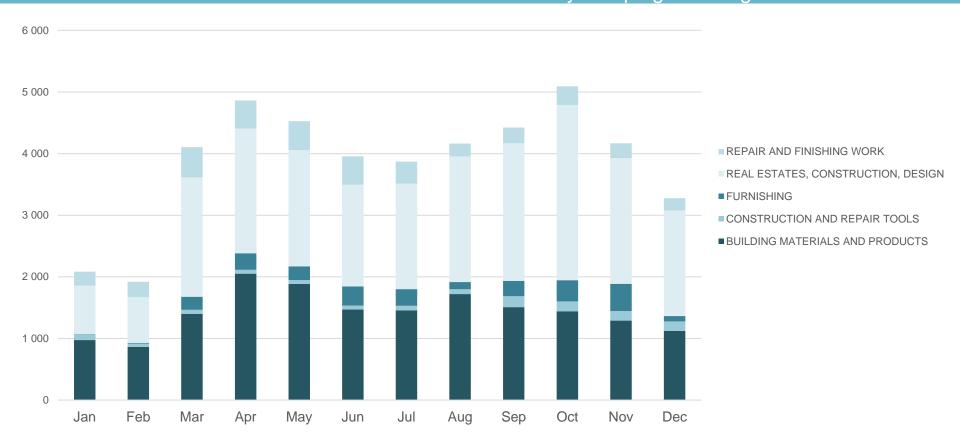


CONSTRUCTION AND REPAIRS, HOME FURNISHINGS TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





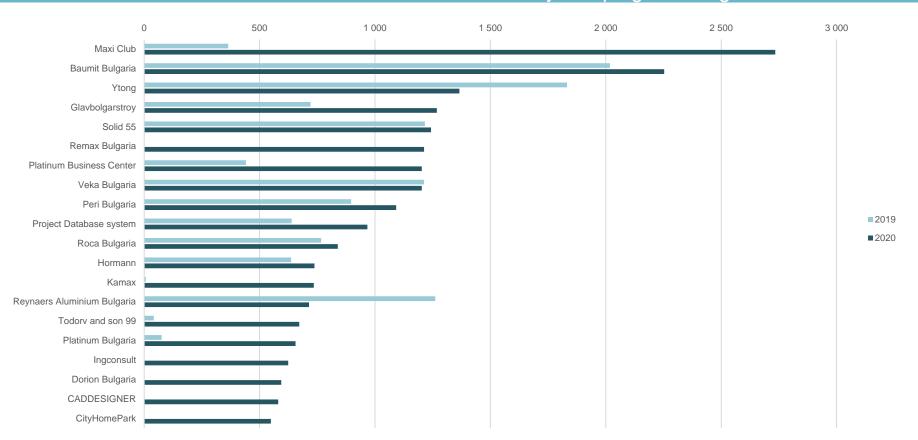
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

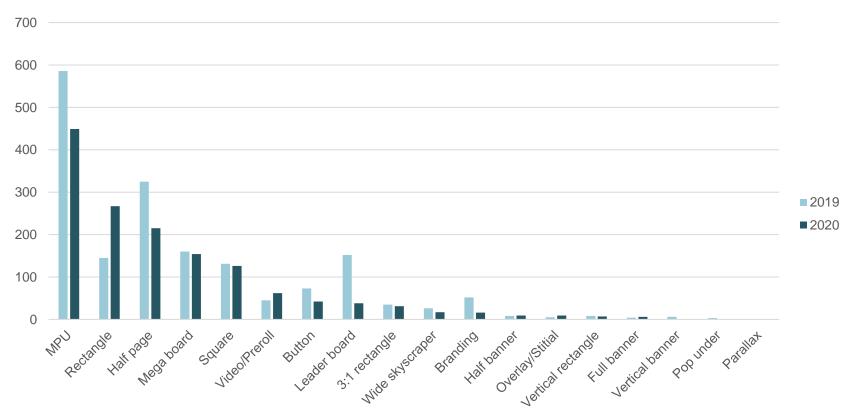
Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020





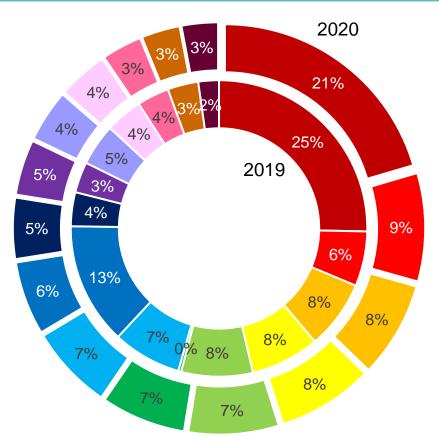
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2019 & 2020





CONSTRUCTION AND REPAIRS, HOME FURNISHINGS TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- citybuild.bg
- econ.bg
- gradat.bg
- infrastructure.bg
- imot.bg
- start.bg
- stroitelstvo.info
- marica.bg
- div.bg
- bageri.bg
- plovdiv24.bg
- dnes.dir.bg
- investor.bg
- dnesbg.com
- technews.bg

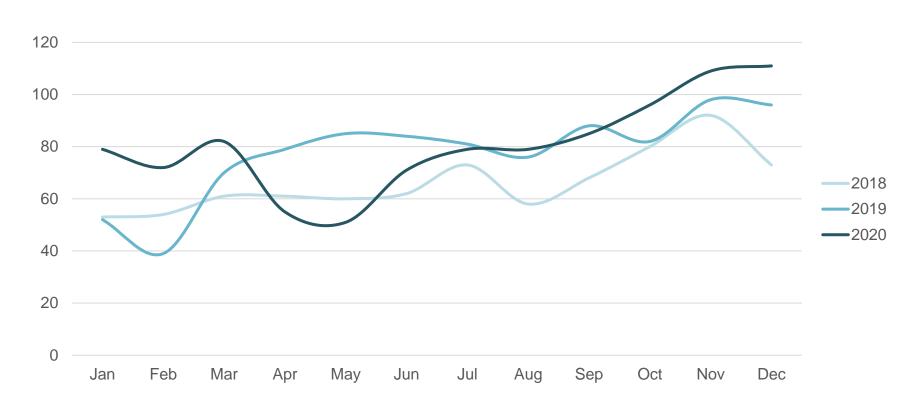


Sector

FINANCIAL SERVICES

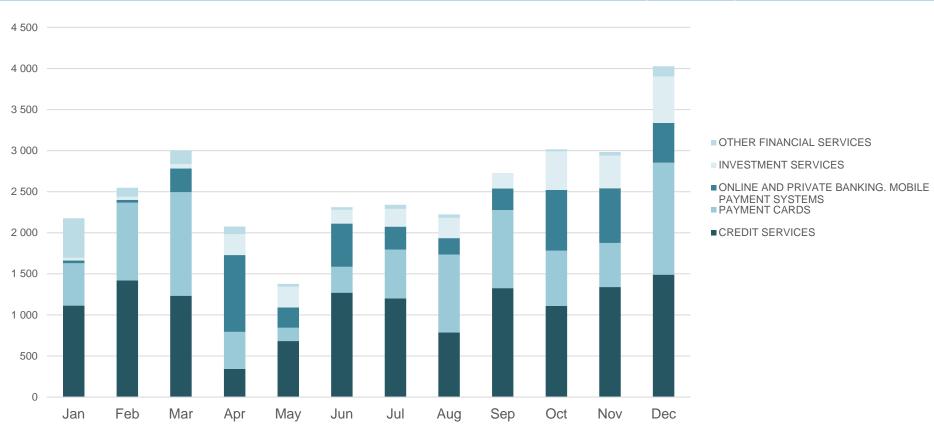


SEASONALITY by number of campaigns - 2018 - 2020



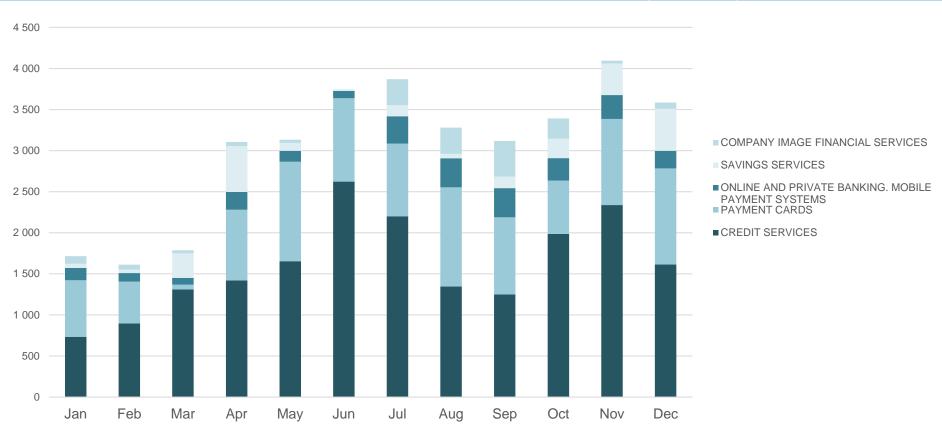


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





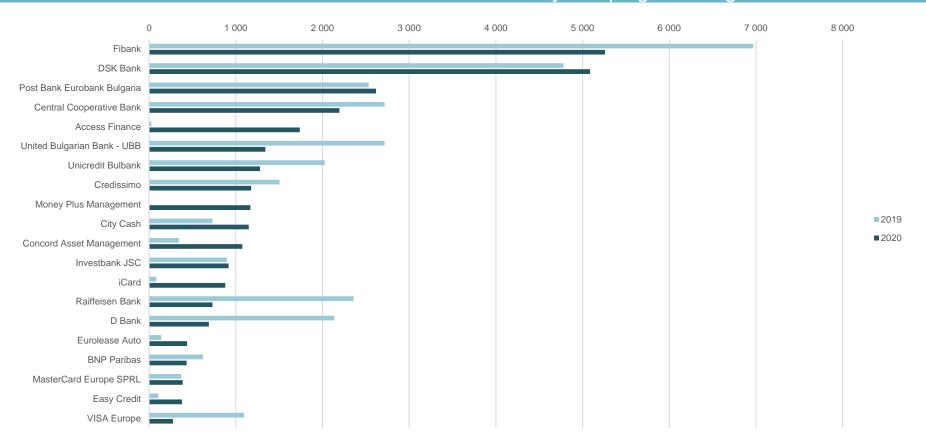
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

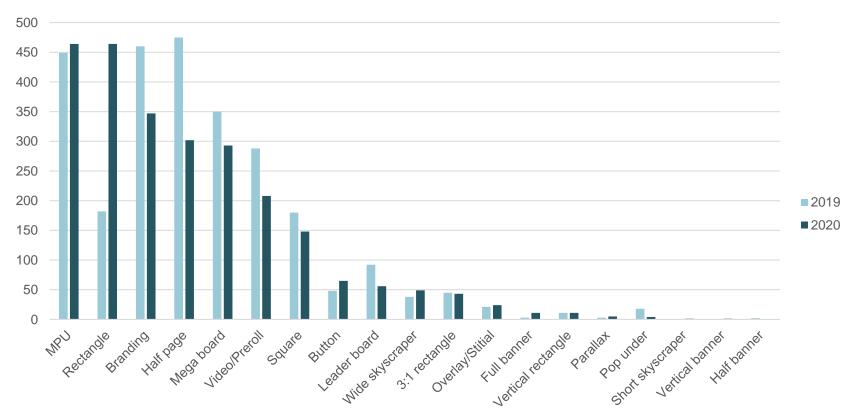
FINANCIAL SERVICES

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



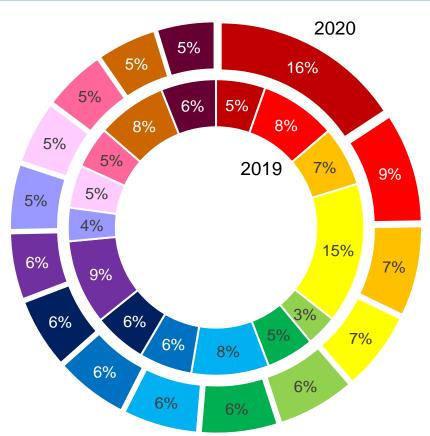


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- start.bg
- econ.bg
- bgonair.bg
- moitepari.bg
- dnes.dir.bg
- banker.bg
- investor.bg
- dnes.bg
- m.vesti.bg
- 24chasa.bg
- bta.bg
- woman.hotnews.bg
- framar.bg
- sportal.bg
- div.bg



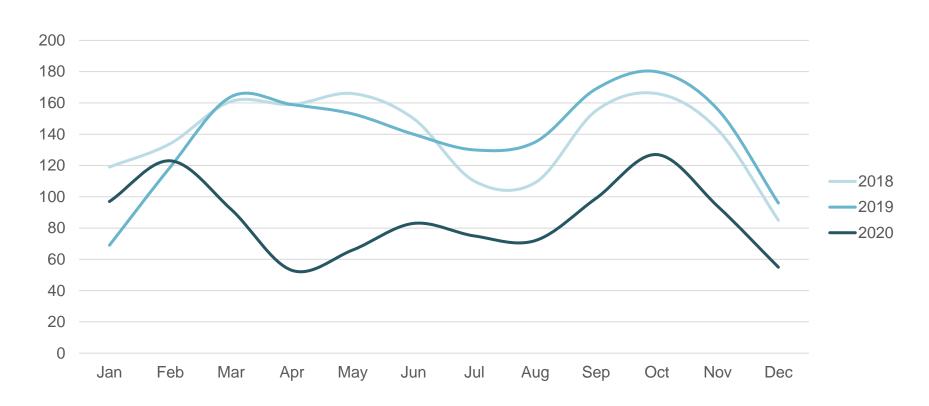
Sector

CULTURE. EDUCATION. PUBLISHING. EVENTS





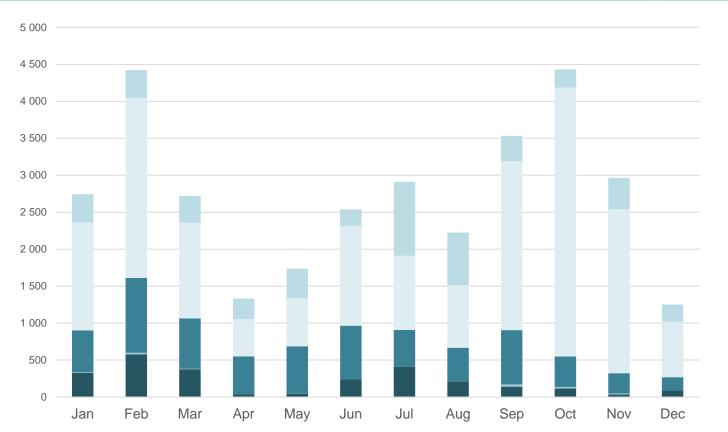
CULTURE. EDUCATION. PUBLISHING. EVENTS SEASONALITY by number of campaigns - 2018 - 2020





CULTURE. EDUCATION. PUBLISHING. EVENTS

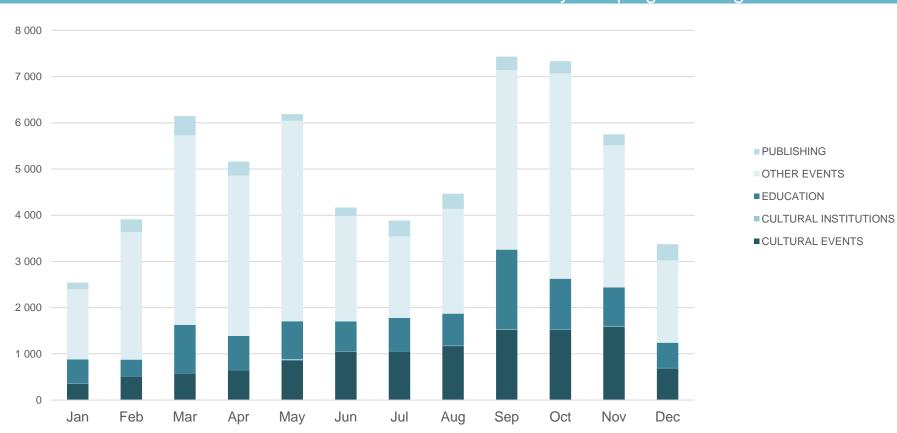




- PUBLISHING
- OTHER EVENTS
- **■** EDUCATION
- **CULTURAL INSTITUTIONS**
- **■**CULTURAL EVENTS



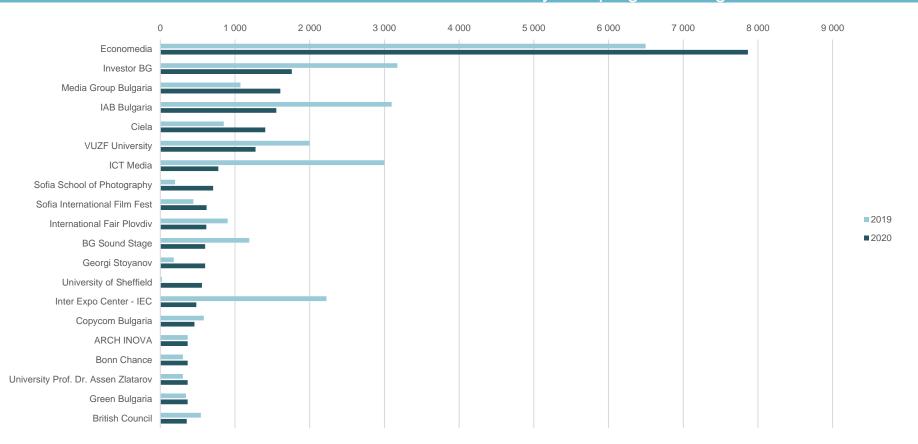
CULTURE. EDUCATION. PUBLISHING. EVENTS TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

CULTURE. EDUCATION. PUBLISHING. EVENTS

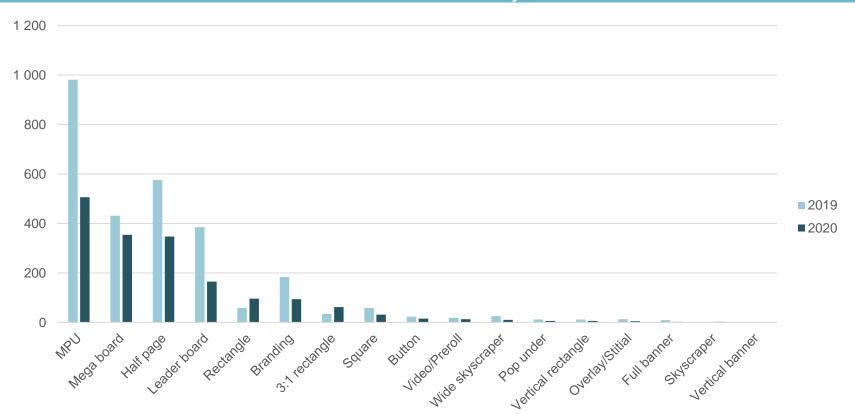
Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020





CULTURE. EDUCATION. PUBLISHING. EVENTS

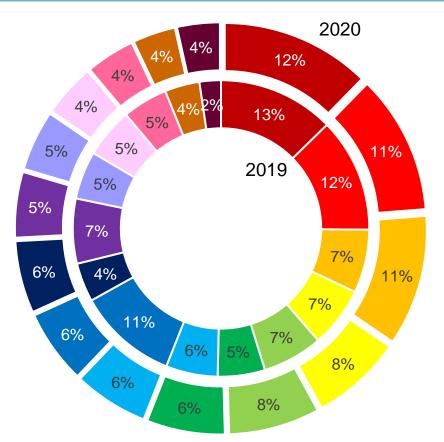
BANNER FORMATS by number of creatives – 2019 & 2020





CULTURE. EDUCATION. PUBLISHING. EVENTS

TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- dnevnik.bg
- capital.bg
- lex.bg
- gradat.bg
- infrastructure.bg
- stroitelstvo.info
- 24chasa.bg
- marica.bg
- chernomorie-bg.com
- m.dnevnik.bg
- m.capital.bg
- investor.bg
- computerworld.bg
- citybuild.bg
- start.bg



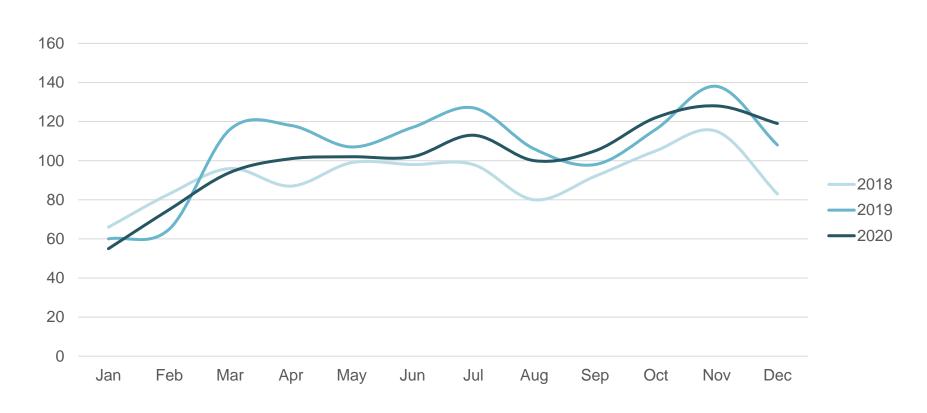
Sector

PHARMACY, MEDICAL SERVICES AND PRODUCTS



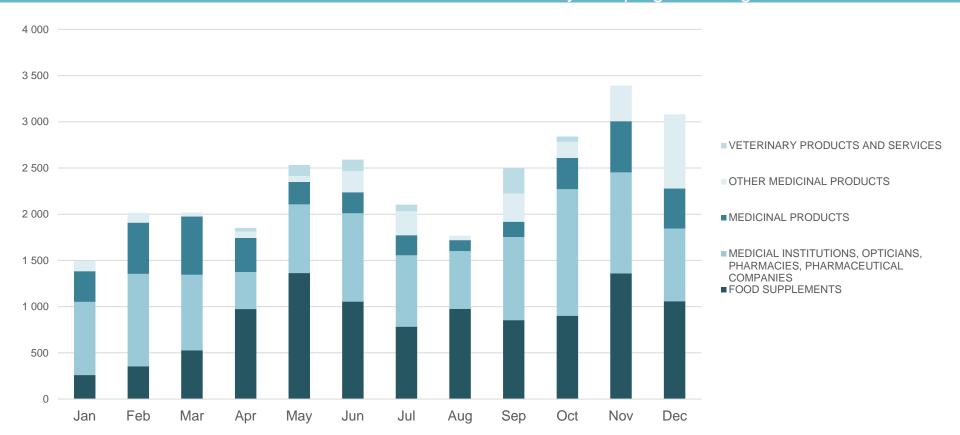


PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2018 - 2020





PHARMACY, MEDICAL SERVICES AND PRODUCTS TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





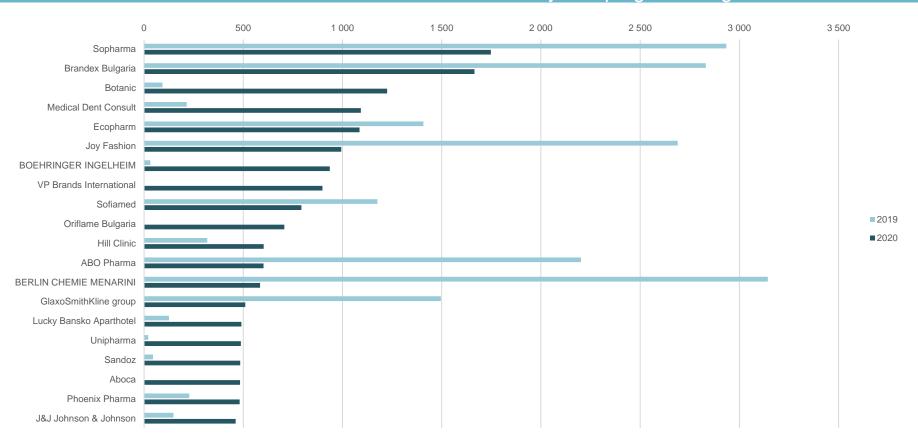
PHARMACY, MEDICAL SERVICES AND PRODUCTS TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

PHARMACY, MEDICAL SERVICES AND PRODUCTS

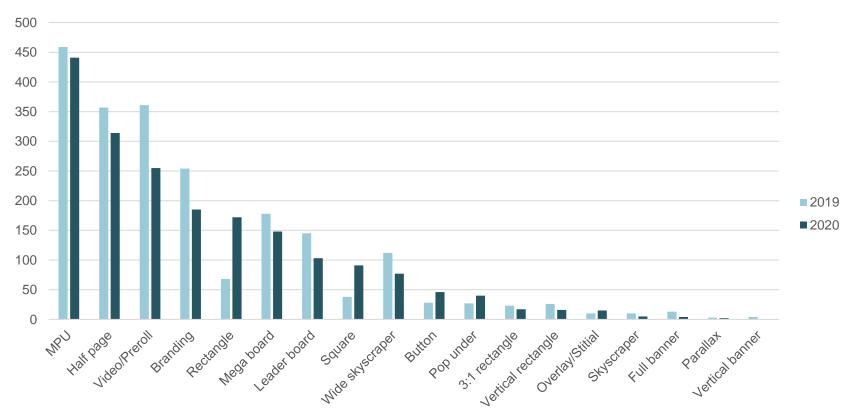
Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020





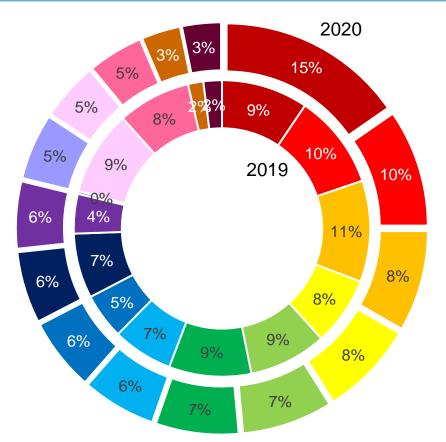
PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS by number of creatives – 2019 & 2020





PHARMACY, MEDICAL SERVICES AND PRODUCTS TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- woman.hotnews.bg
- btv.bg
- framar.bg
- lex.bg
- health.bg
- novanews.bg
- zajenata.bg
- 24chasa.bg
- sportal.bg
- m.woman.bg
- zdrave.ws
- marica.bg
- econ.bg
- zdrave.bg
- novini.bg



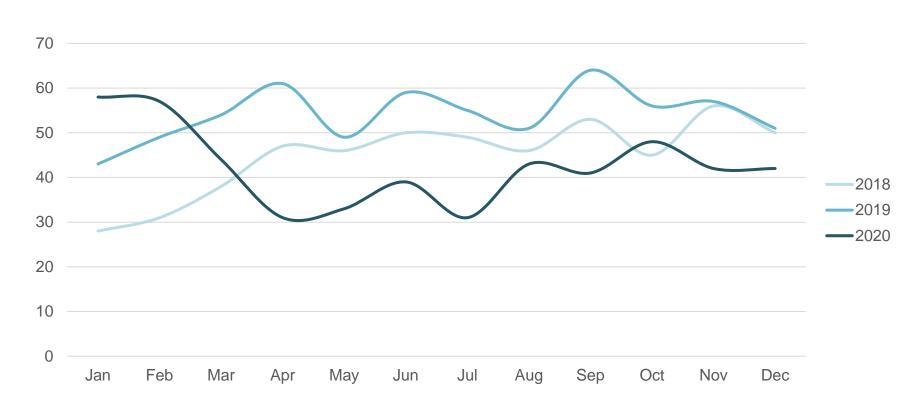
Sector

SPORTS. GAMES. LEISURE ACTIVITIES



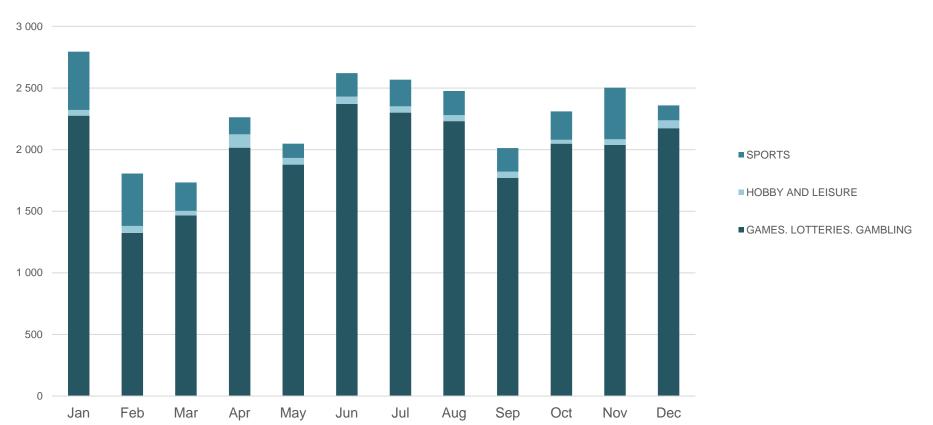


SEASONALITY by number of campaigns - 2018 - 2020



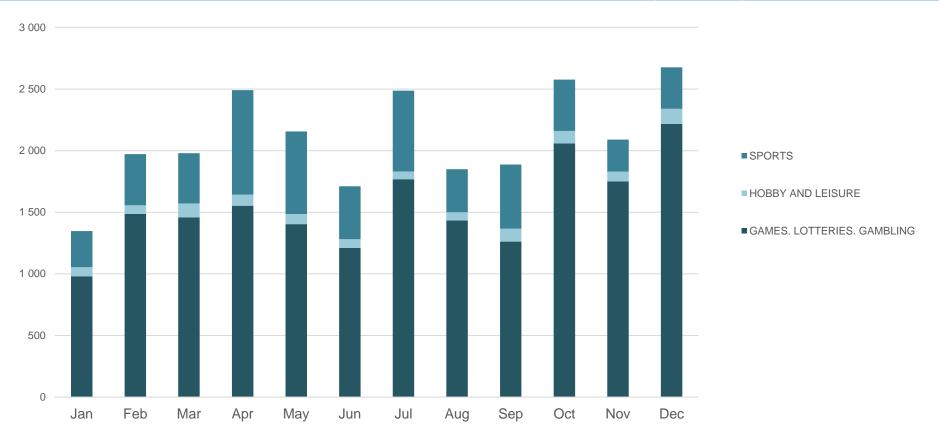


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





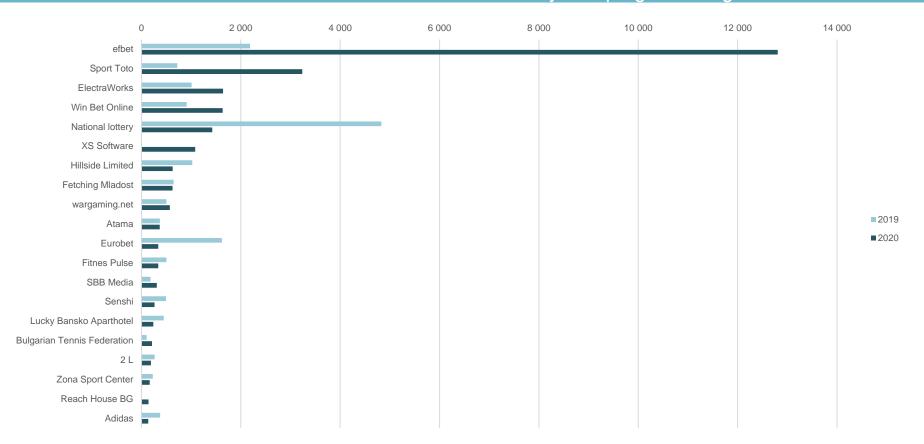
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

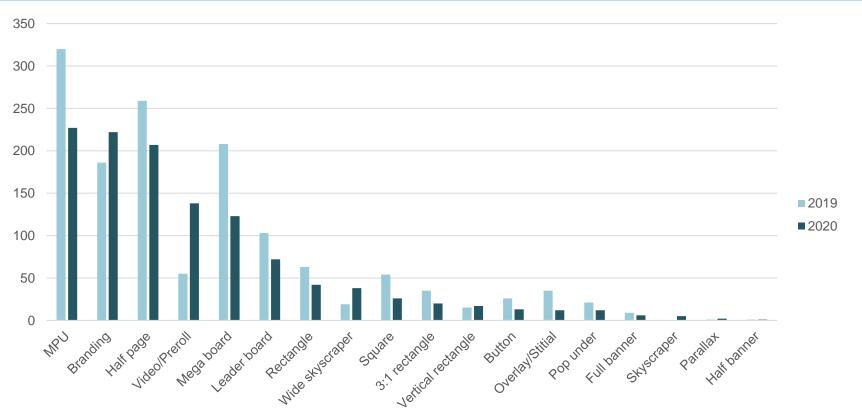
SPORTS. GAMES. LEISURE ACTIVITIES

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



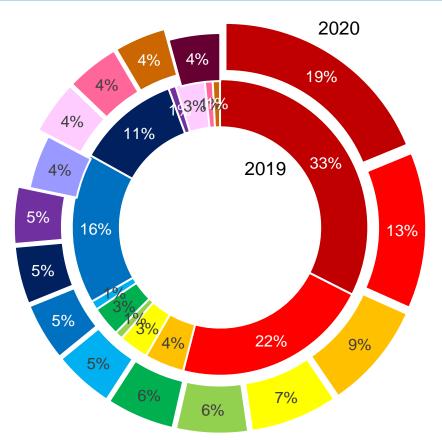


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- sportal.bg
- blitz.bg
- dnes.dir.bg
- dir.bg
- it.dir.bg
- novini.bg
- sofia.dir.bg
- winner.bg
- 24chasa.bg
- rousse.dir.bg
- tv.dir.bg
- life.dir.bg
- varna.dir.bg
- burgas.dir.bg
- kino.dir.bg



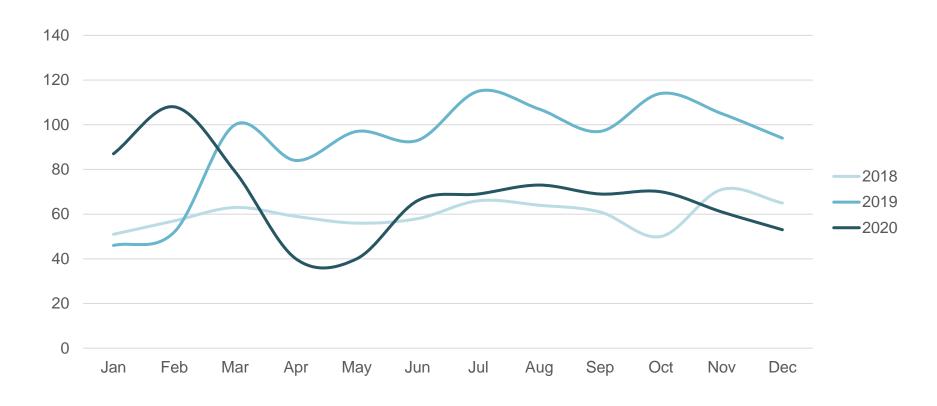
Sector

TOURISM



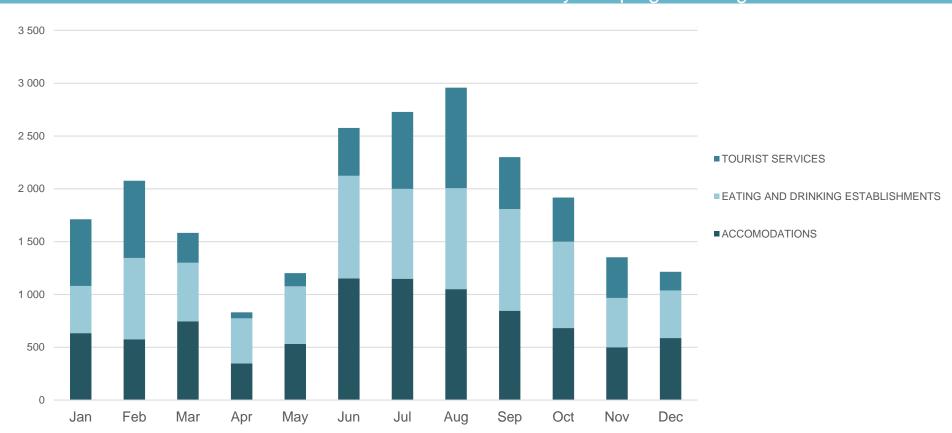






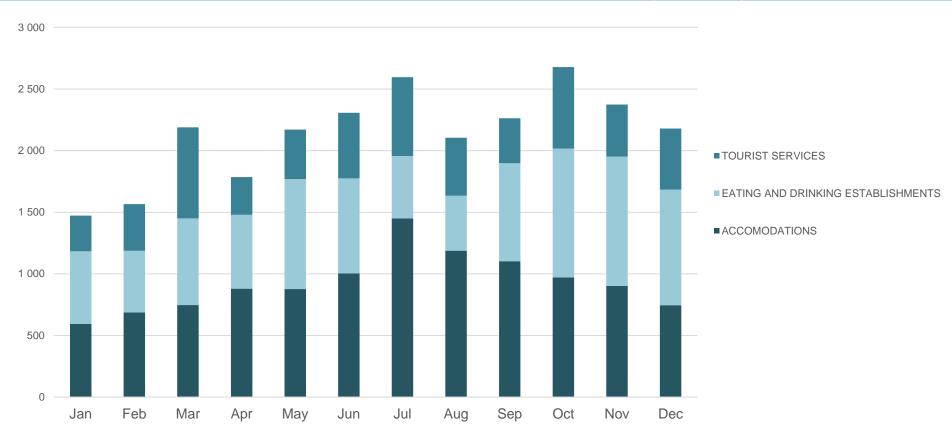


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



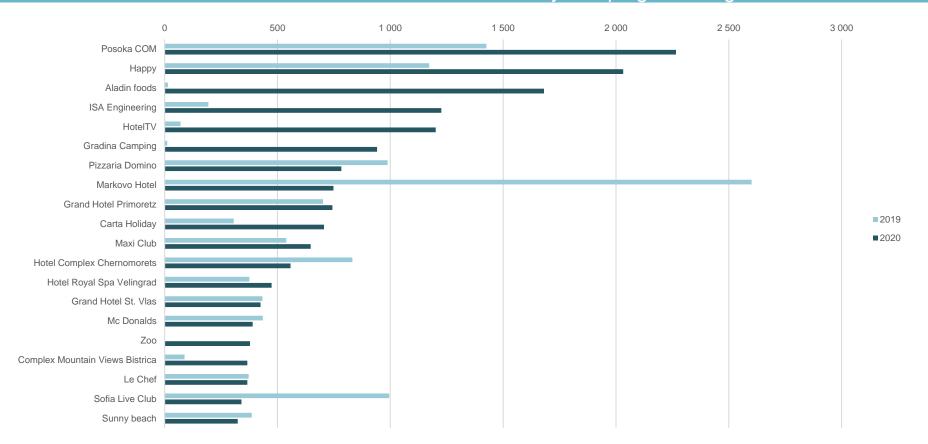


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



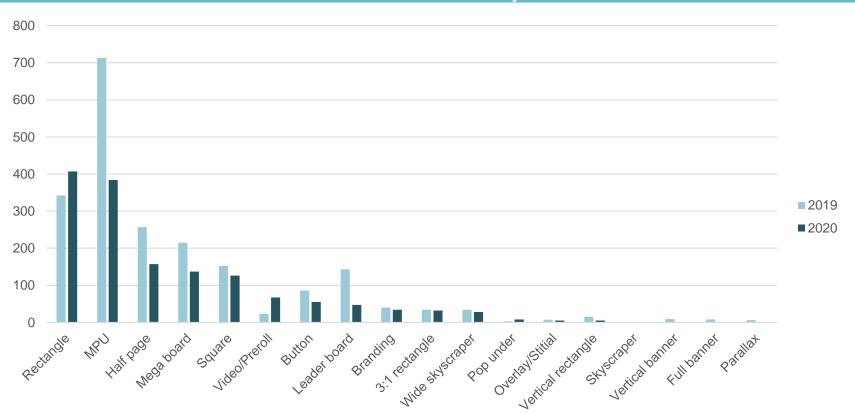


Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



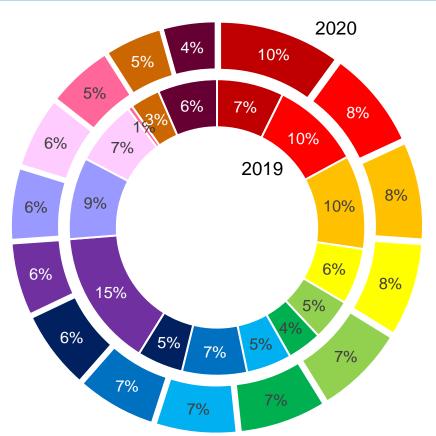


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- dnes.dir.bg
- burgasnews.com
- m.vesti.bg
- chernomorie-bg.com
- econ.bg
- div.bg
- life.dir.bg
- burgas24.bg
- framar.bg
- marica.bg
- 24chasa.bg
- blagoevgrad24.bg
- start.bg
- sportal.bg
- blitz.bg



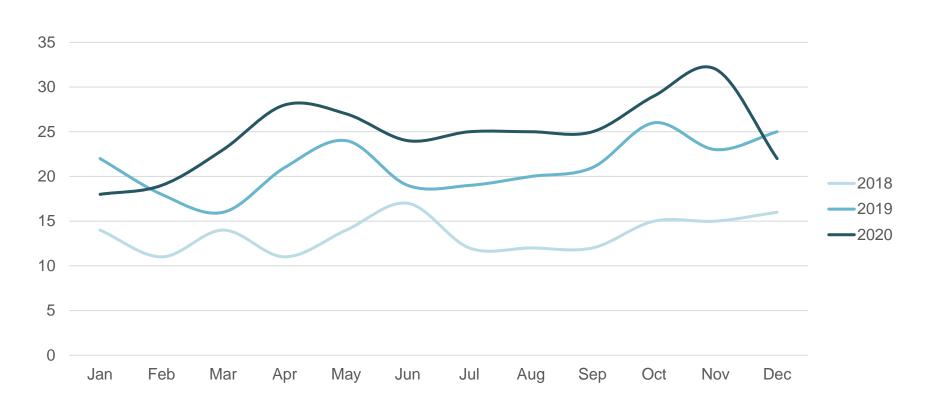
Sector

INSURANCE AND SOCIAL SECURITY



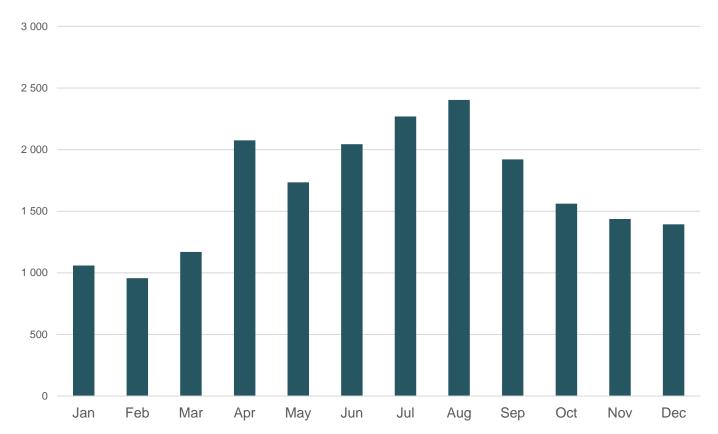


SEASONALITY by number of campaigns - 2018 - 2020





TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

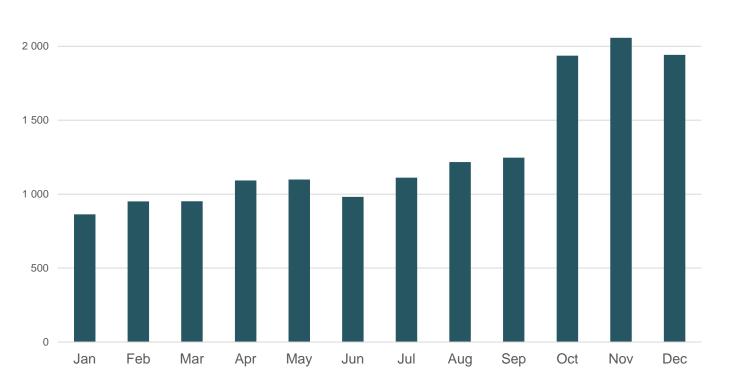


■ INSURANCE



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



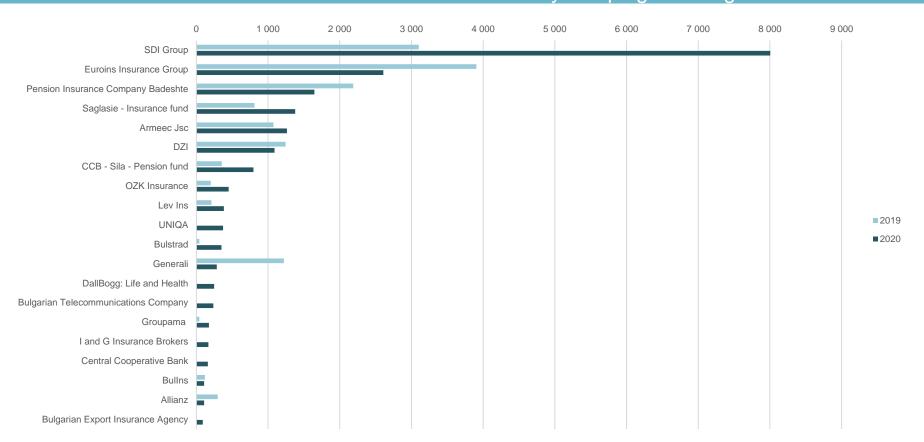


■ INSURANCE

3

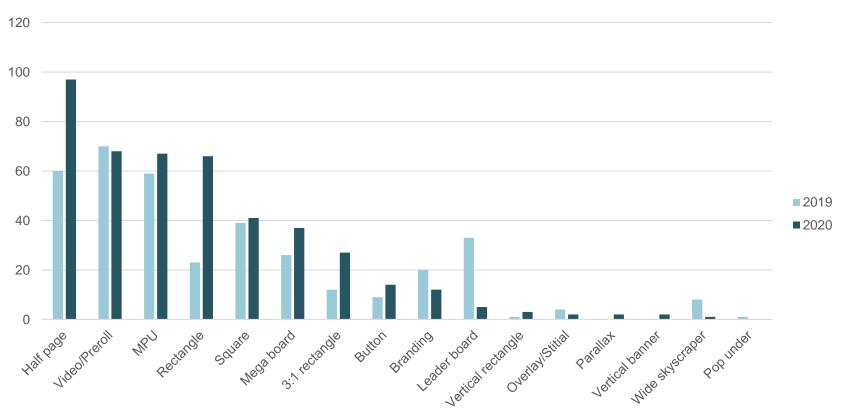
INSURANCE AND SOCIAL SECURITY

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



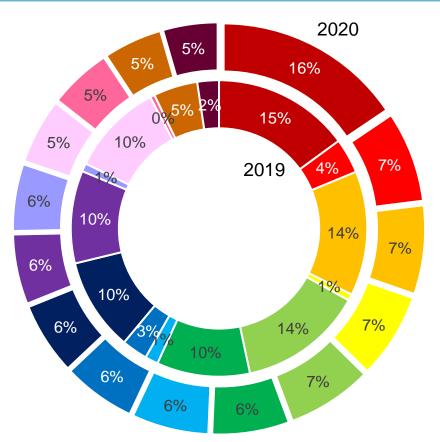


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- viasport.bg
- m.vesti.bg
- bgonair.bg
- m.profit.bg
- banker.bg
- tennis24.bg
- m.ladyzone.bg
- start.bg
- bgathletic.com
- bgvolleyball.com
- woman.hotnews.bg
- bgbasket.com
- m.woman.bg
- dnes.dir.bg
- snimka.bg

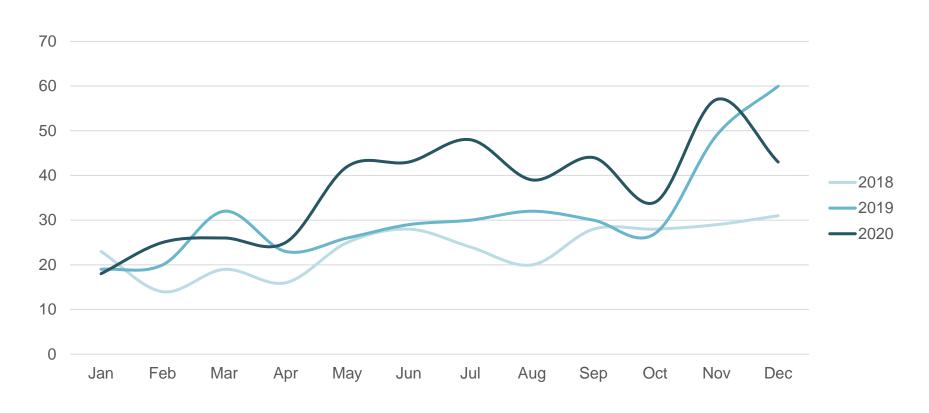


Sector

TELECOMMUNICAITONS

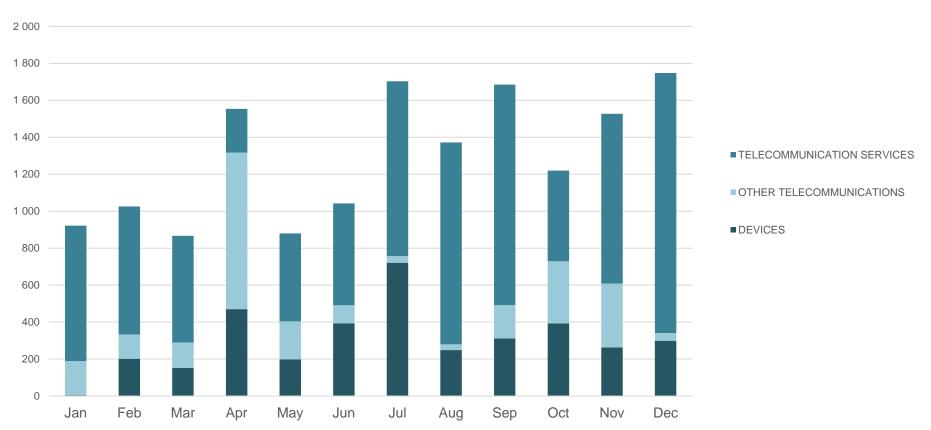


SEASONALITY by number of campaigns - 2018 - 2020



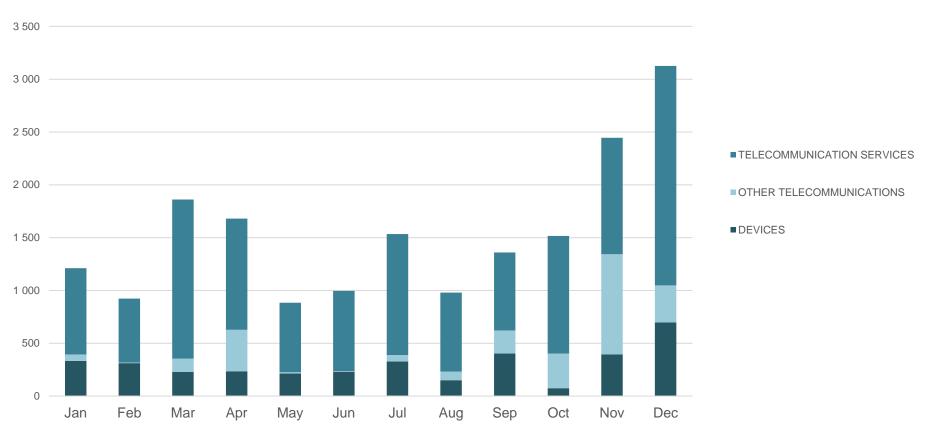


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





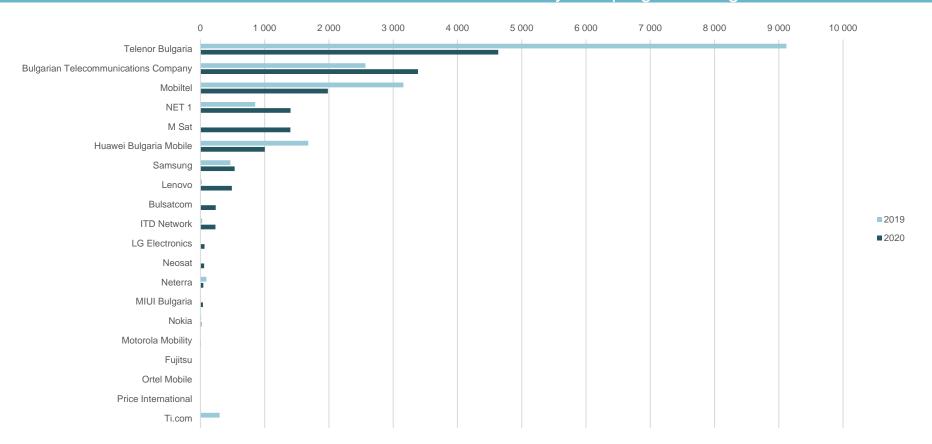
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



3

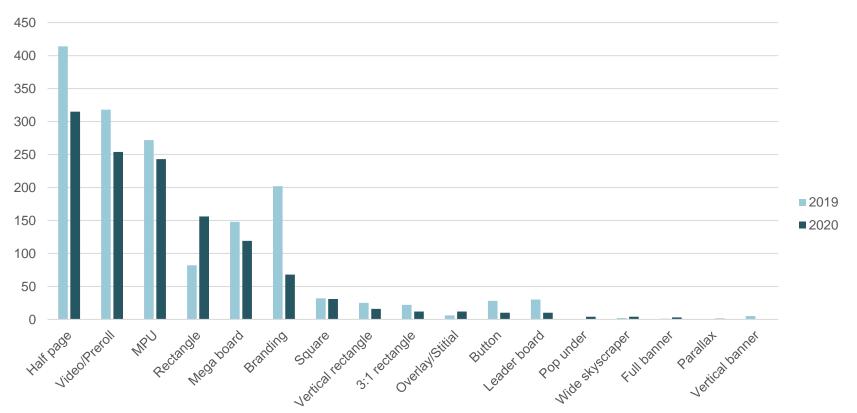
TELECOMMUNICAITONS

Banner Monitoring 20 MOST ACTIVE ADVERTISERS by campaigns strength - 2019 & 2020



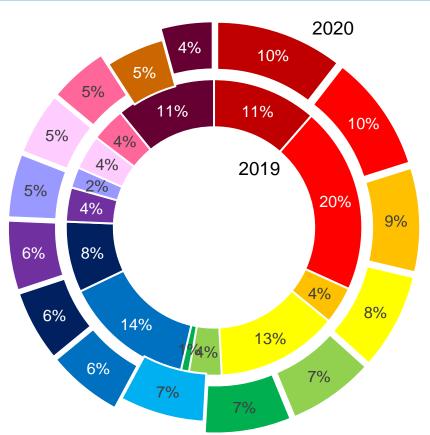


BANNER FORMATS by number of creatives – 2019 & 2020





TOP 15 WEBSITES by campaigns strength – 2019 & 2020



- 24chasa.bg
- btv.bg
- technews.bg
- novanews.bg
- econ.bg
- start.bg
- m.24chasa.bg
- trud.bg
- dnes.dir.bg
- div.bg
- m.dnevnik.bg
- dnevnik.bg
- egoist.bg
- varnautre.bg
- m.btvnovinite.bg





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