

# 2020

## Market Review



Banner Monitoring

**01** Introduction

**02** Legend

**03** General market overview

**04** Overview by TOP 10 sectors



Banner Monitoring

# 01 Introduction

**Banner Monitoring** provides 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.



**2013**



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.



**2018**

The system starts operate in Bosnia and Herzegovina.

**2019**

Start to operate in Serbia.  
New classifier – Nielsen Bulgaria.

**2020**

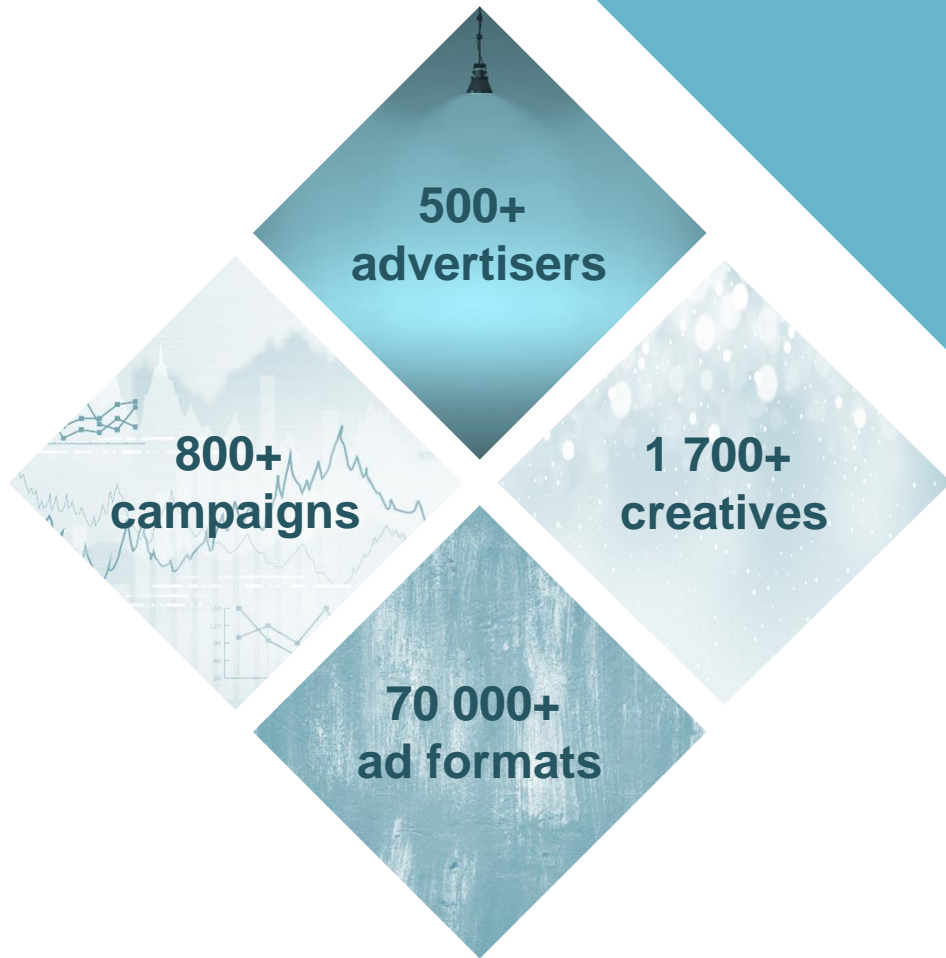
New formats, websites and advertising networks.

**2021**

Loading ....



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





Banner Monitoring

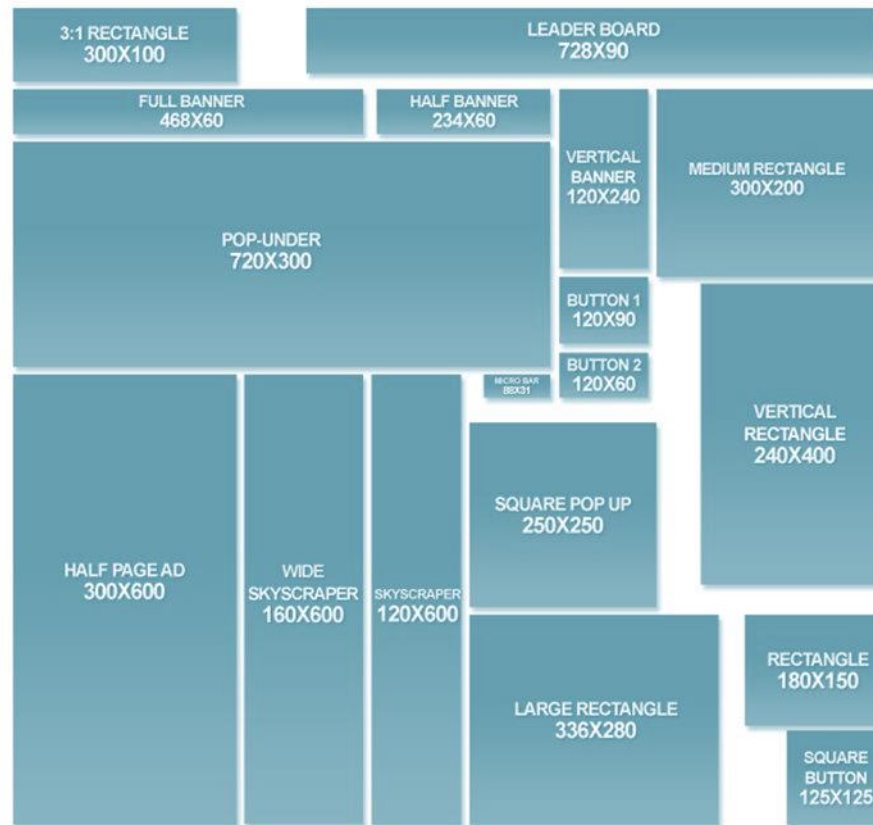
## 02 Legend



1. Used formats – based on IAB standards (see the chart).

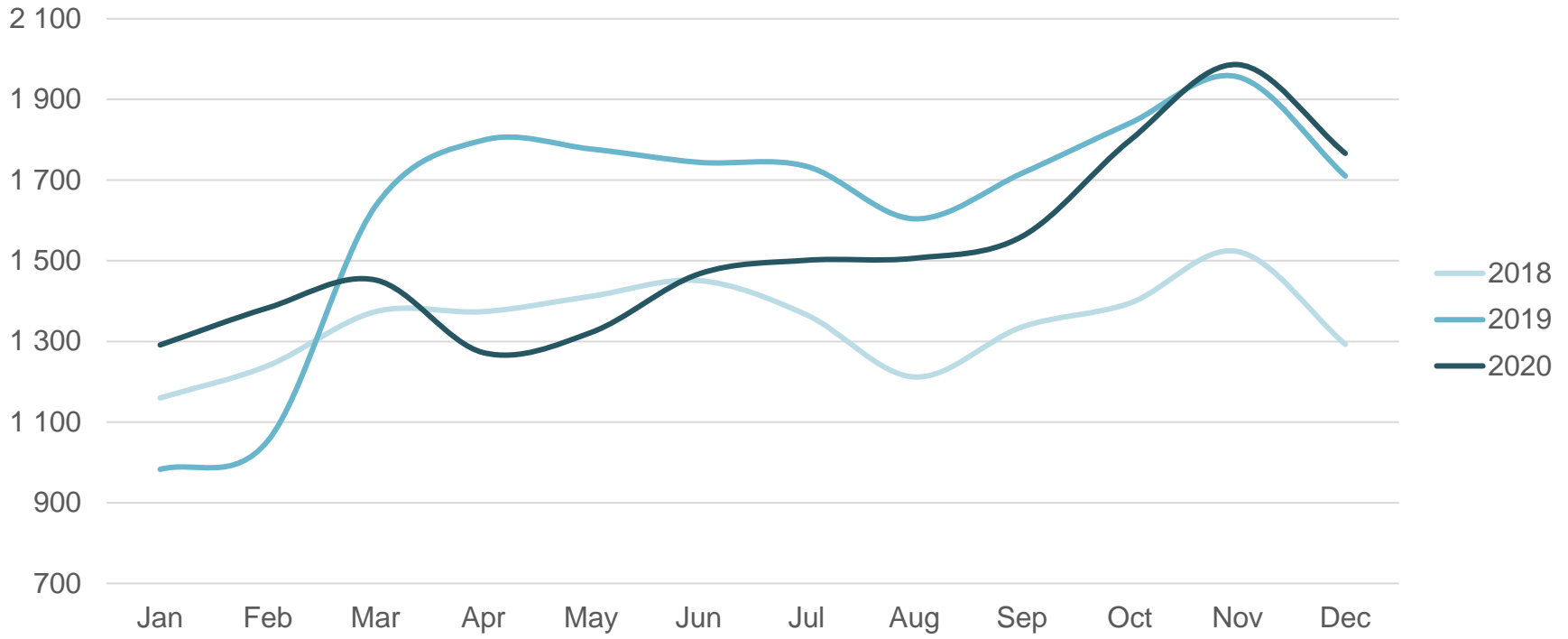
- 300x250 = MPU
- All other sizes are aligned to the closest IAB format

2. Campaigns strength – function that weights campaigns by used sites and days of activity



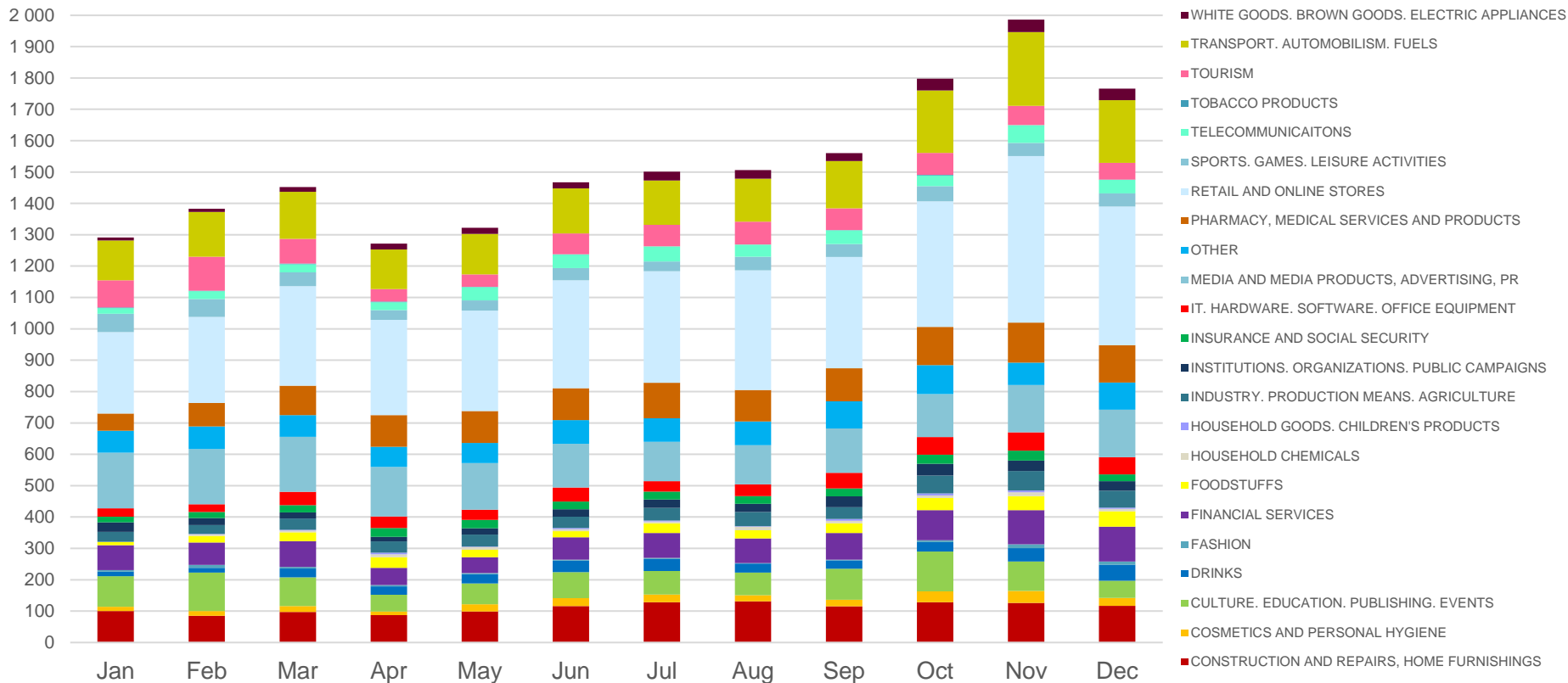


## **03**    **General market overview**

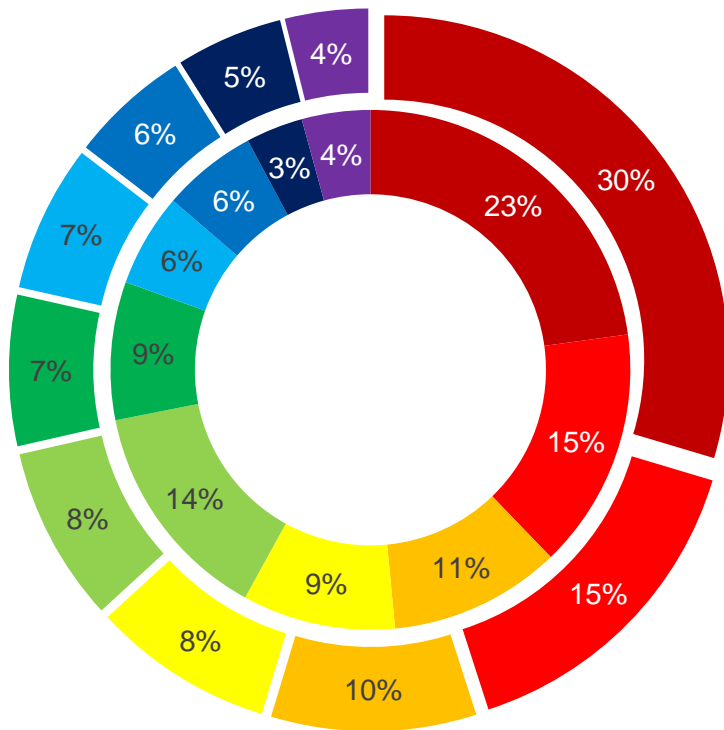


# CAMPAIGN SEASONALITY

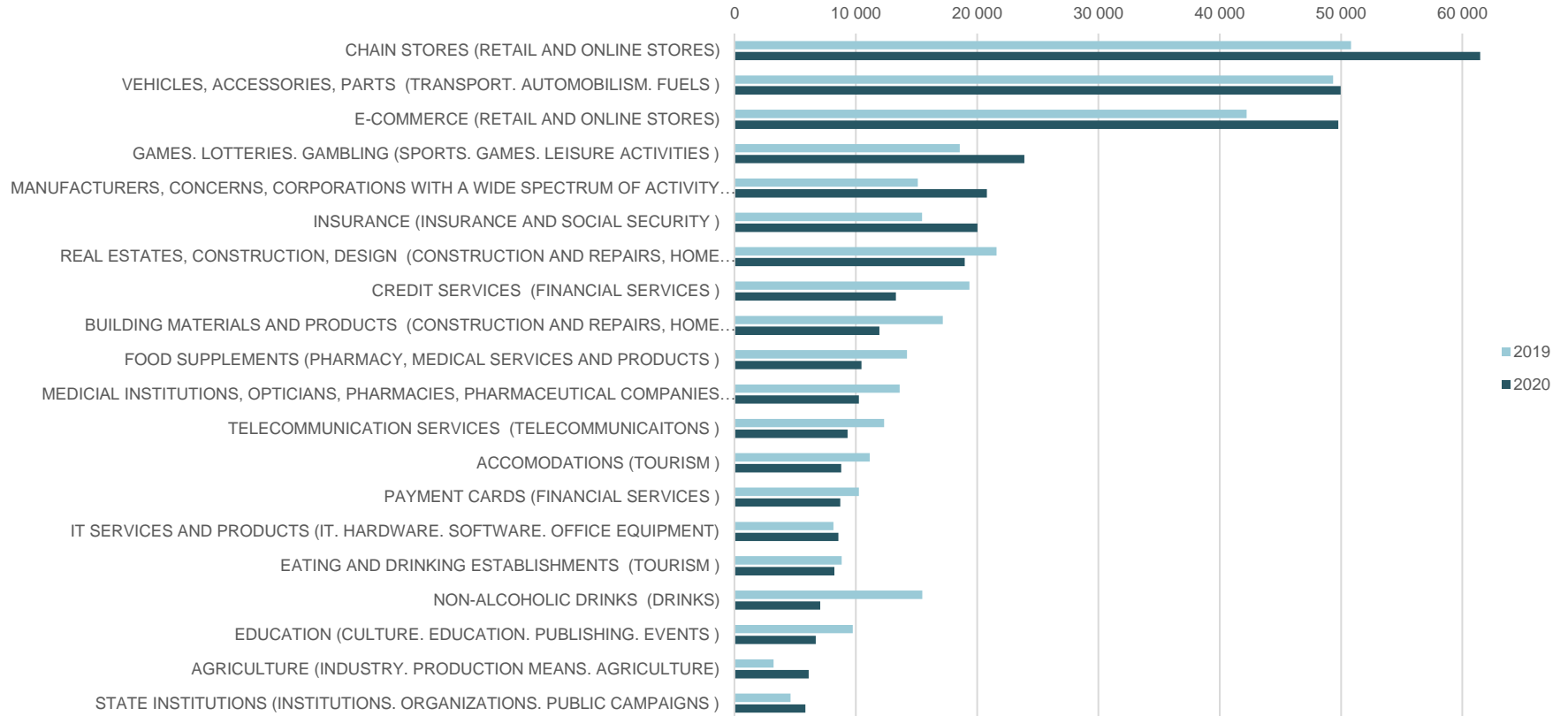
## by number of campaigns - Jan/Dec 2020

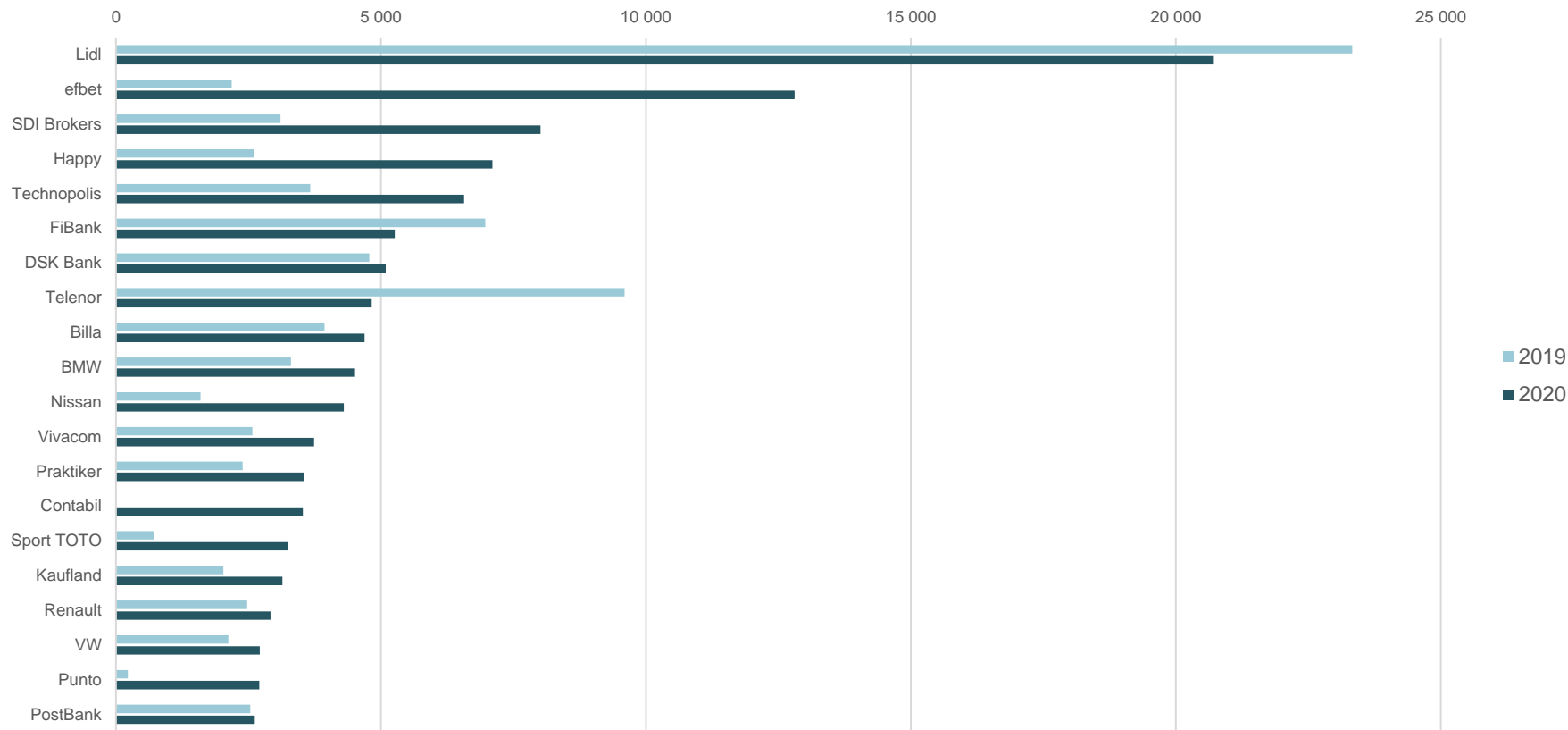




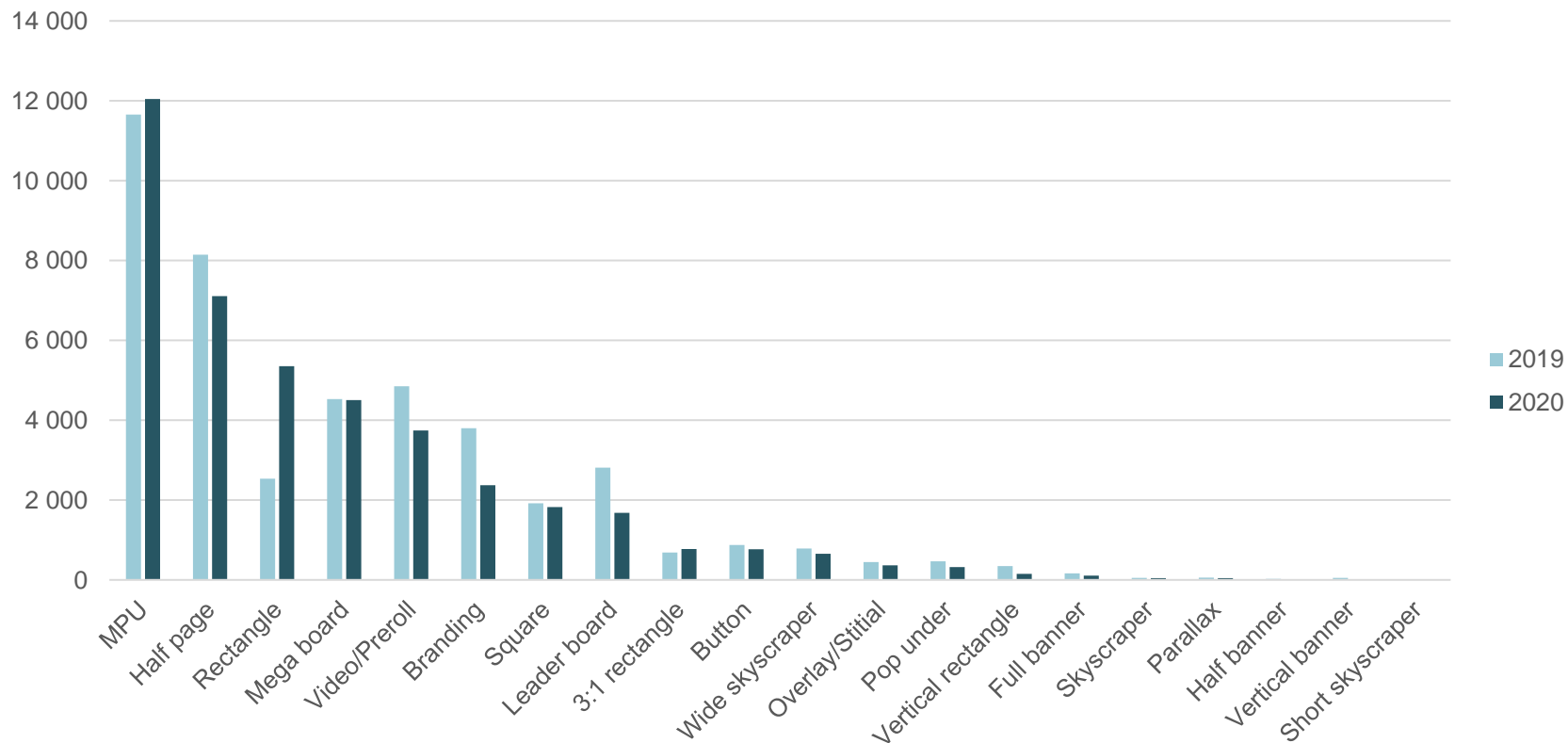


- RETAIL AND ONLINE STORES
- TRANSPORT. AUTOMOBILISM. FUELS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- FINANCIAL SERVICES
- CULTURE. EDUCATION. PUBLISHING. EVENTS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- SPORTS. GAMES. LEISURE ACTIVITIES
- TOURISM
- INSURANCE AND SOCIAL SECURITY
- TELECOMMUNICAITONS











Banner Monitoring

**04**

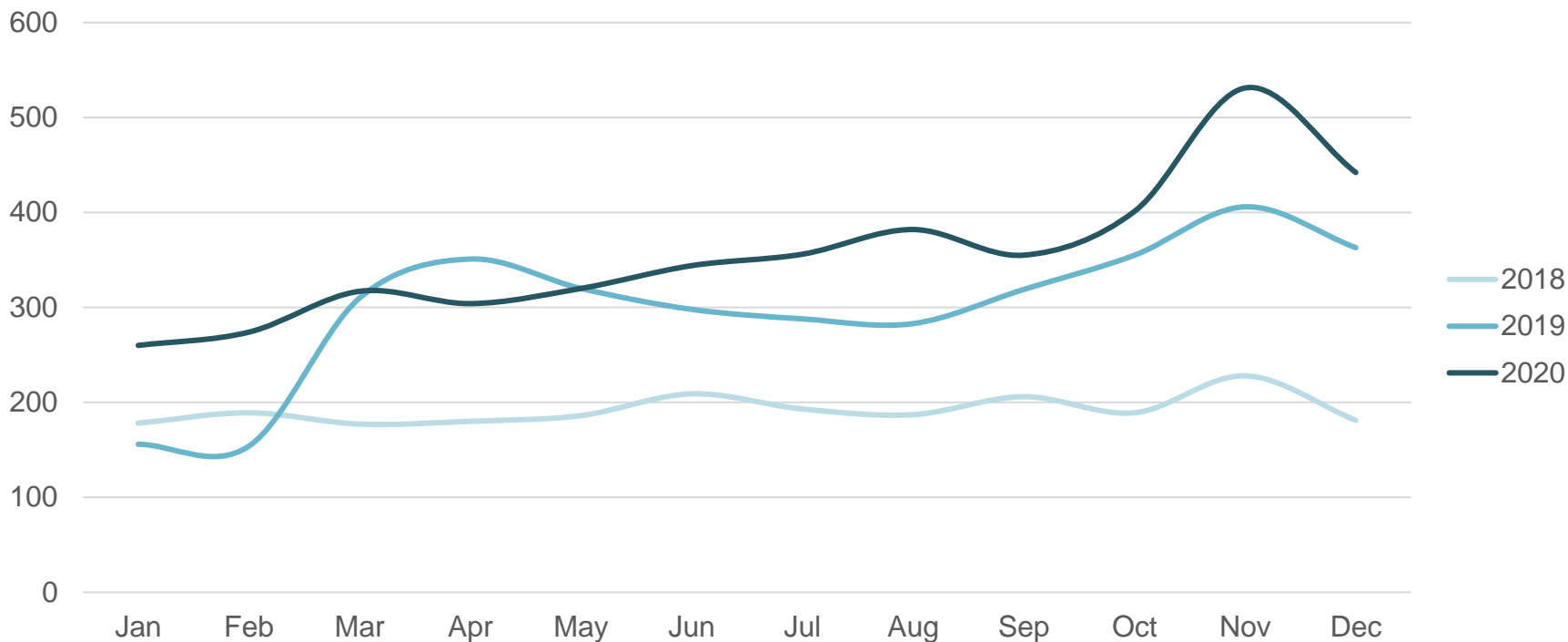
**Overview by TOP 10  
sectors**

Sector

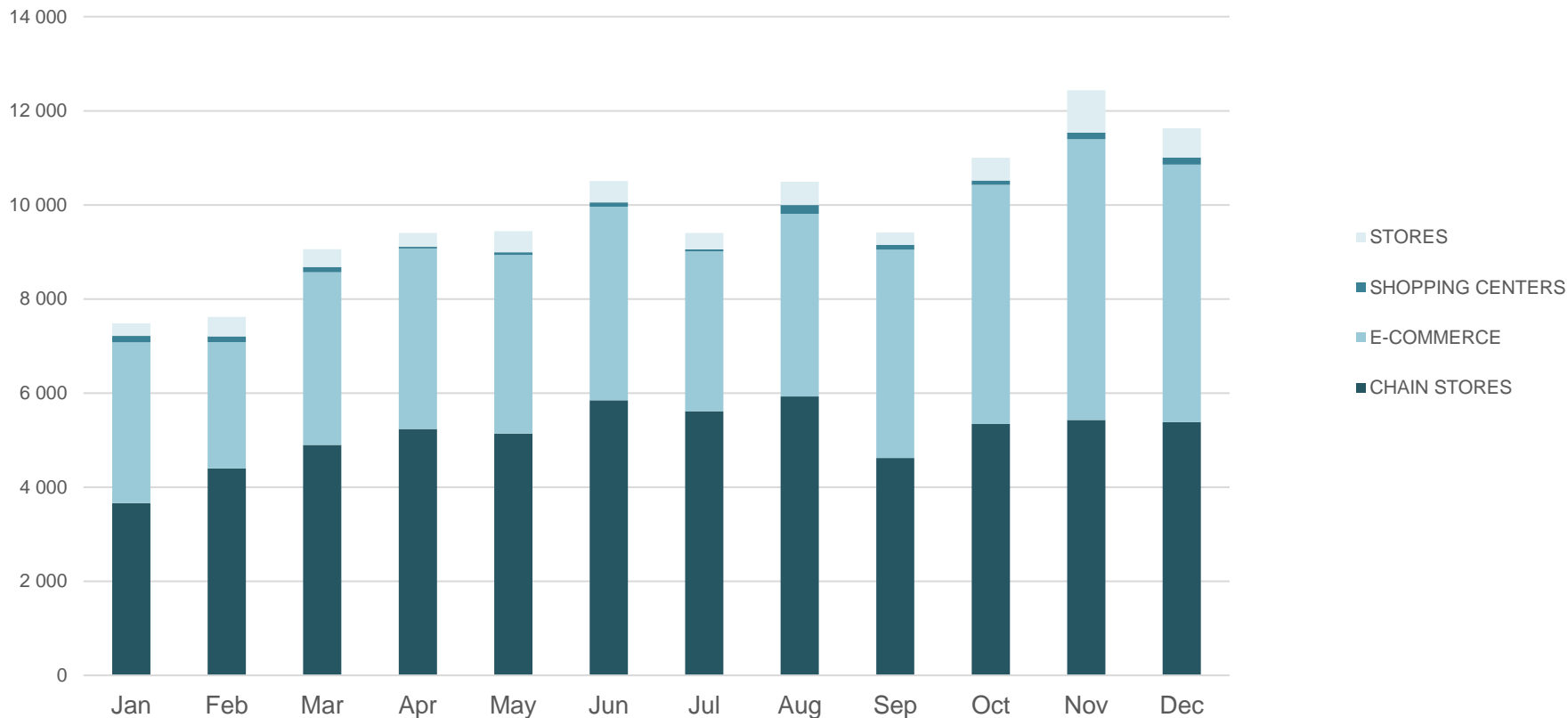
RETAIL AND ONLINE  
STORES



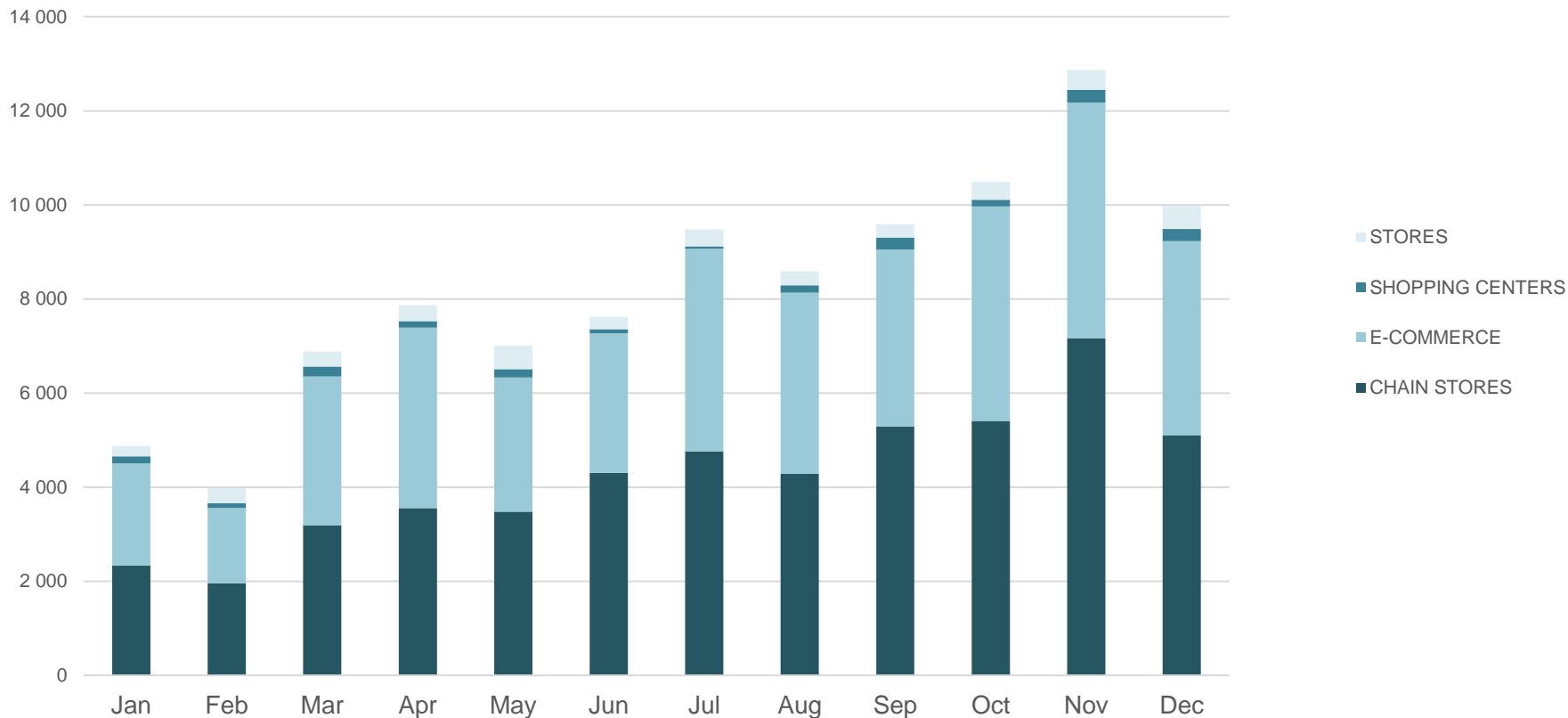
## SEASONALITY by number of campaigns - 2018 - 2020



## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

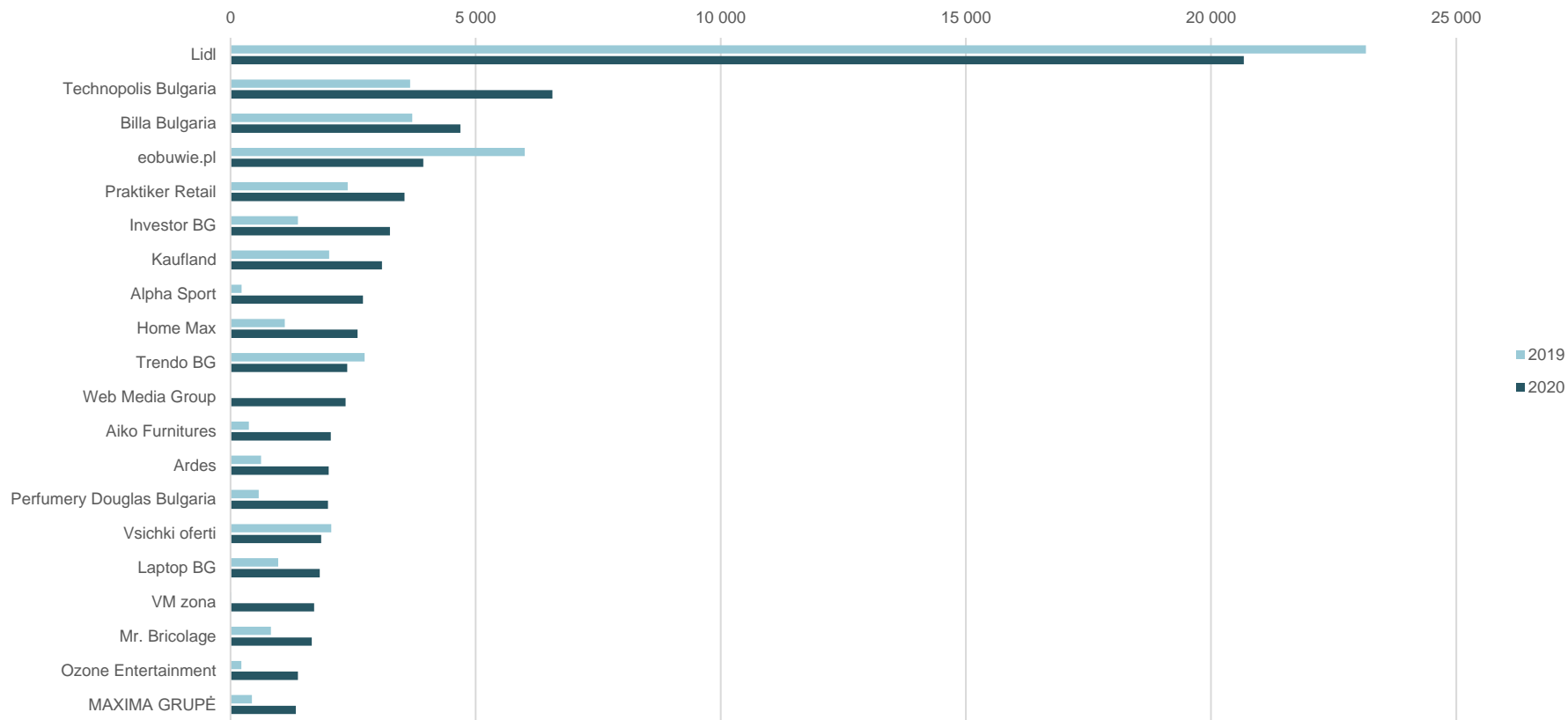


## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019

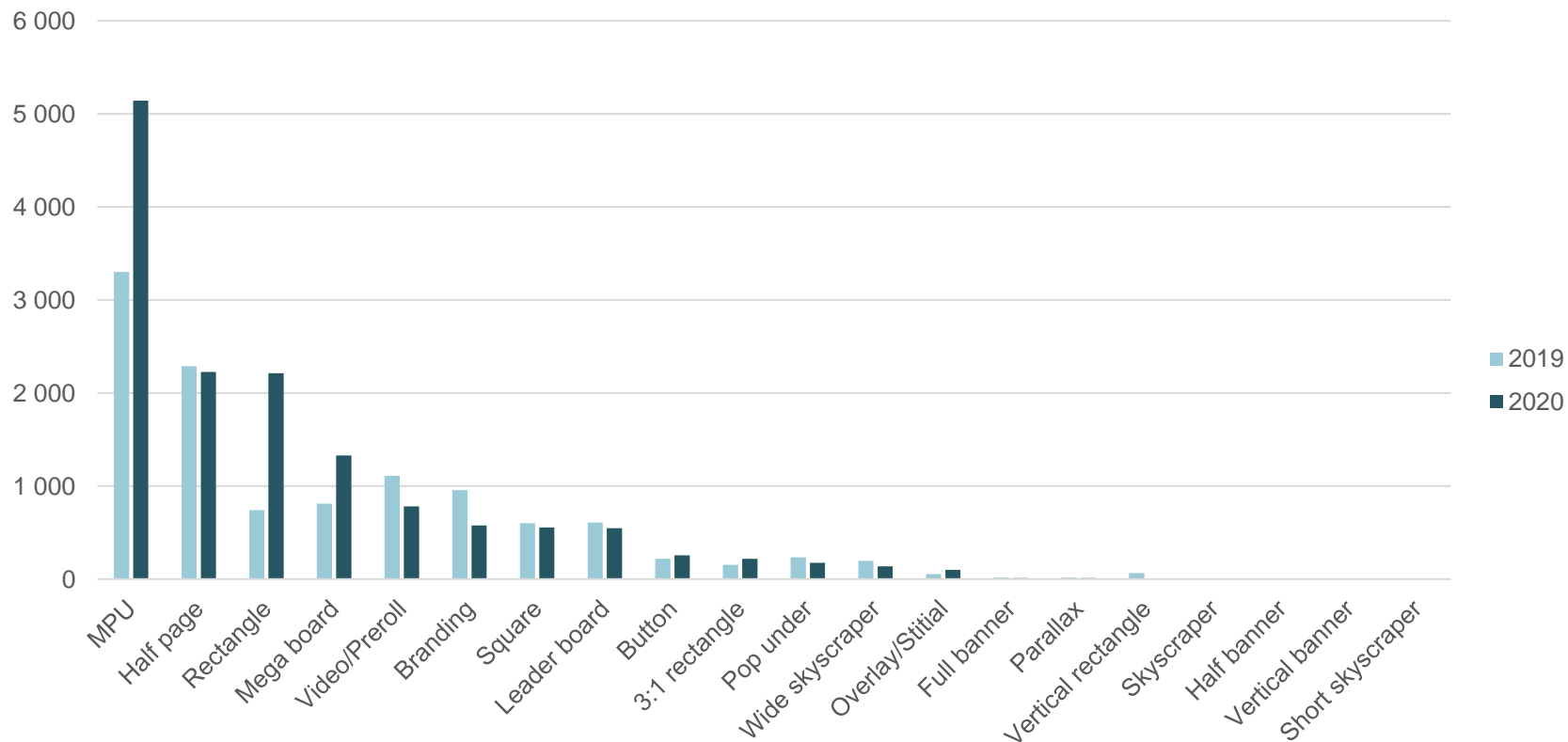




## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020

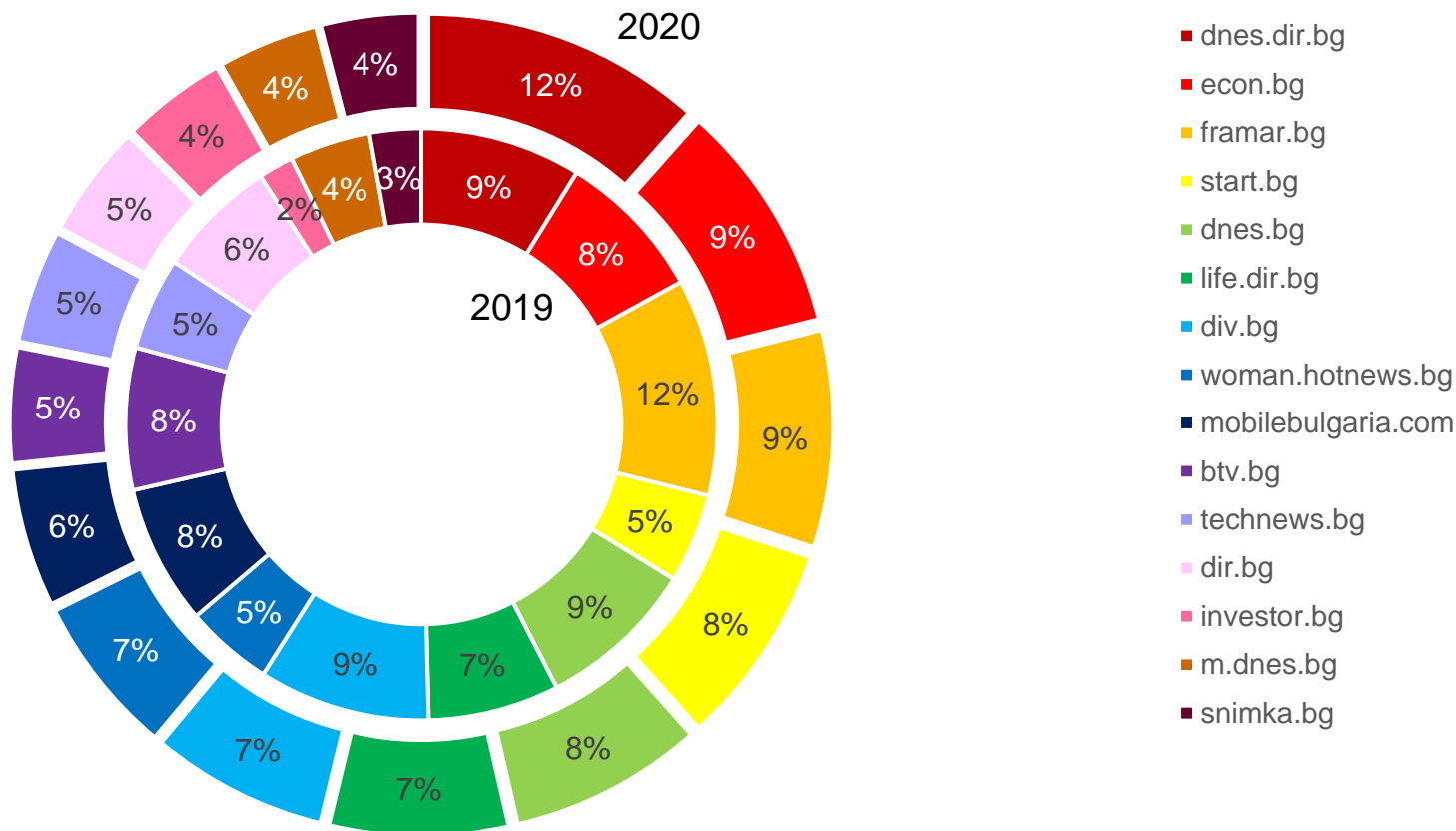


## BANNER FORMATS by number of creatives – 2019 & 2020





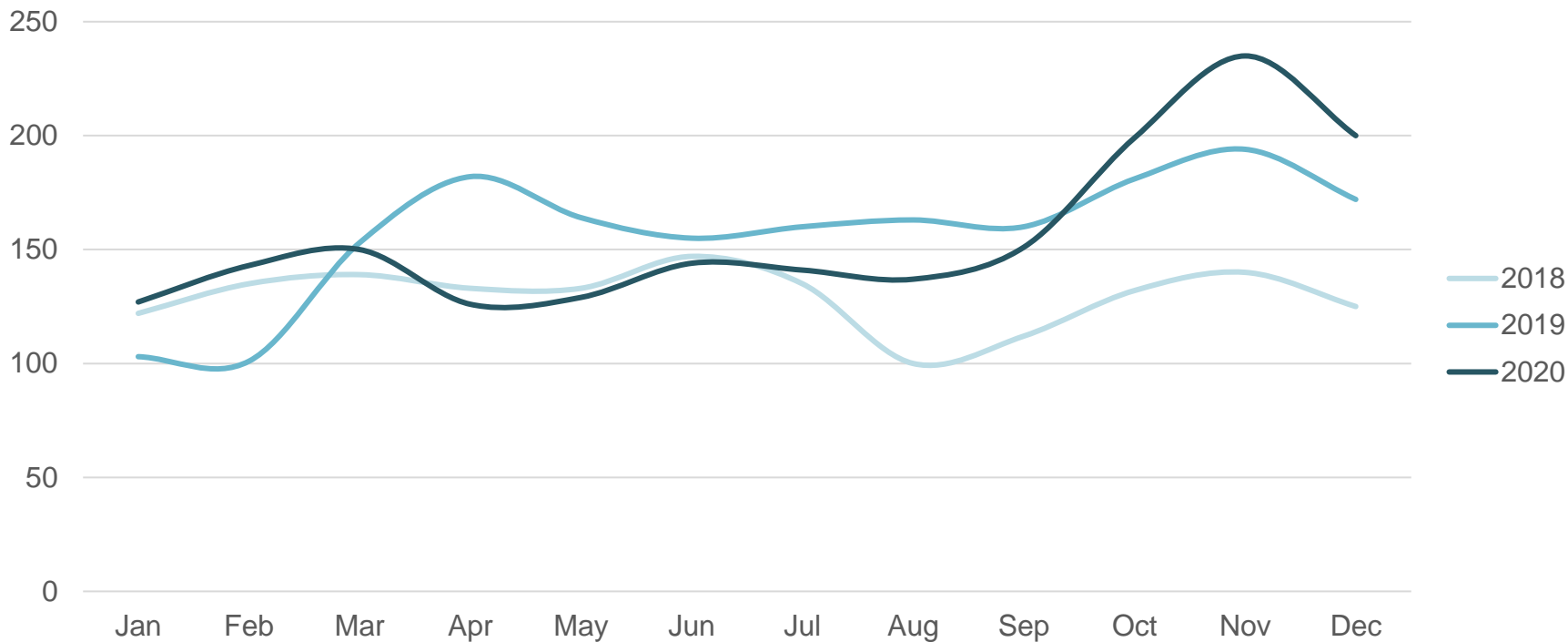
TOP 15 WEBSITES by campaigns strength – 2019 & 2020

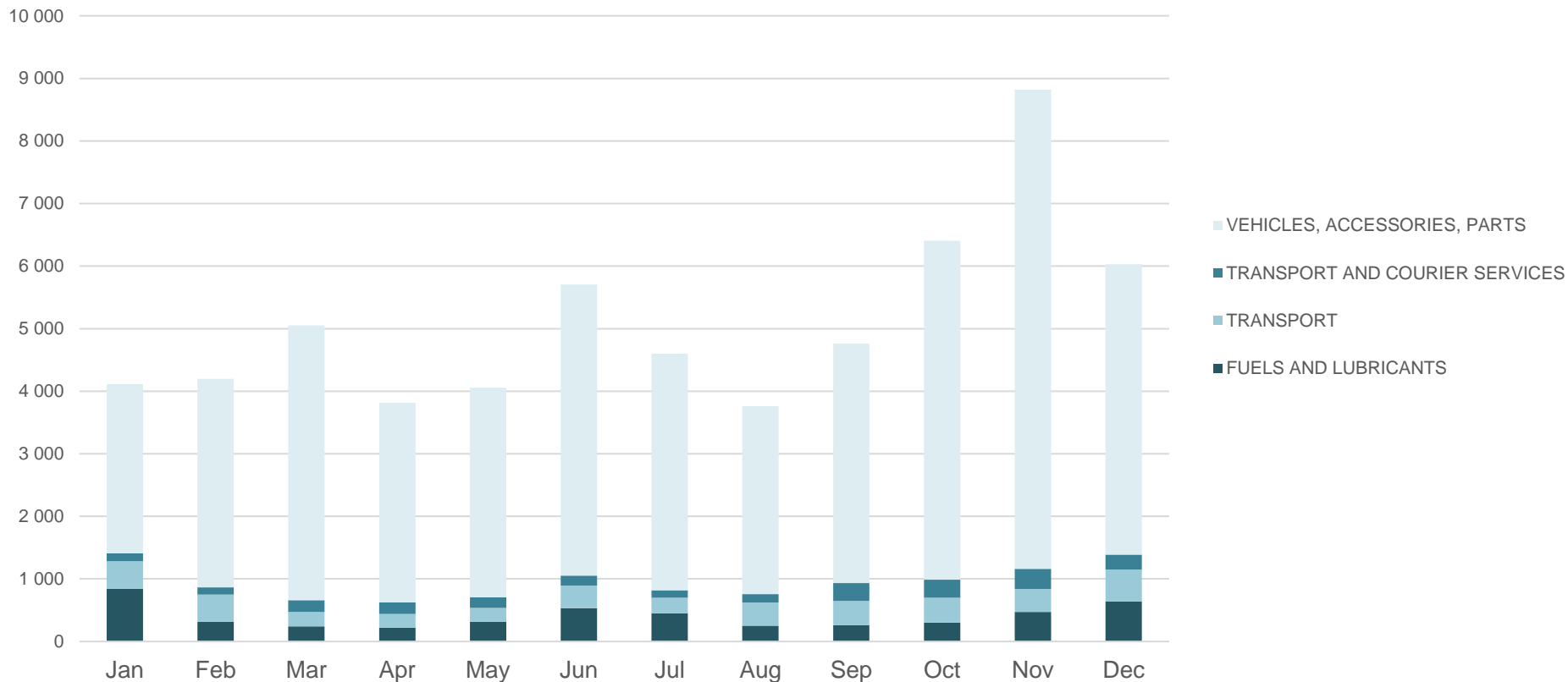


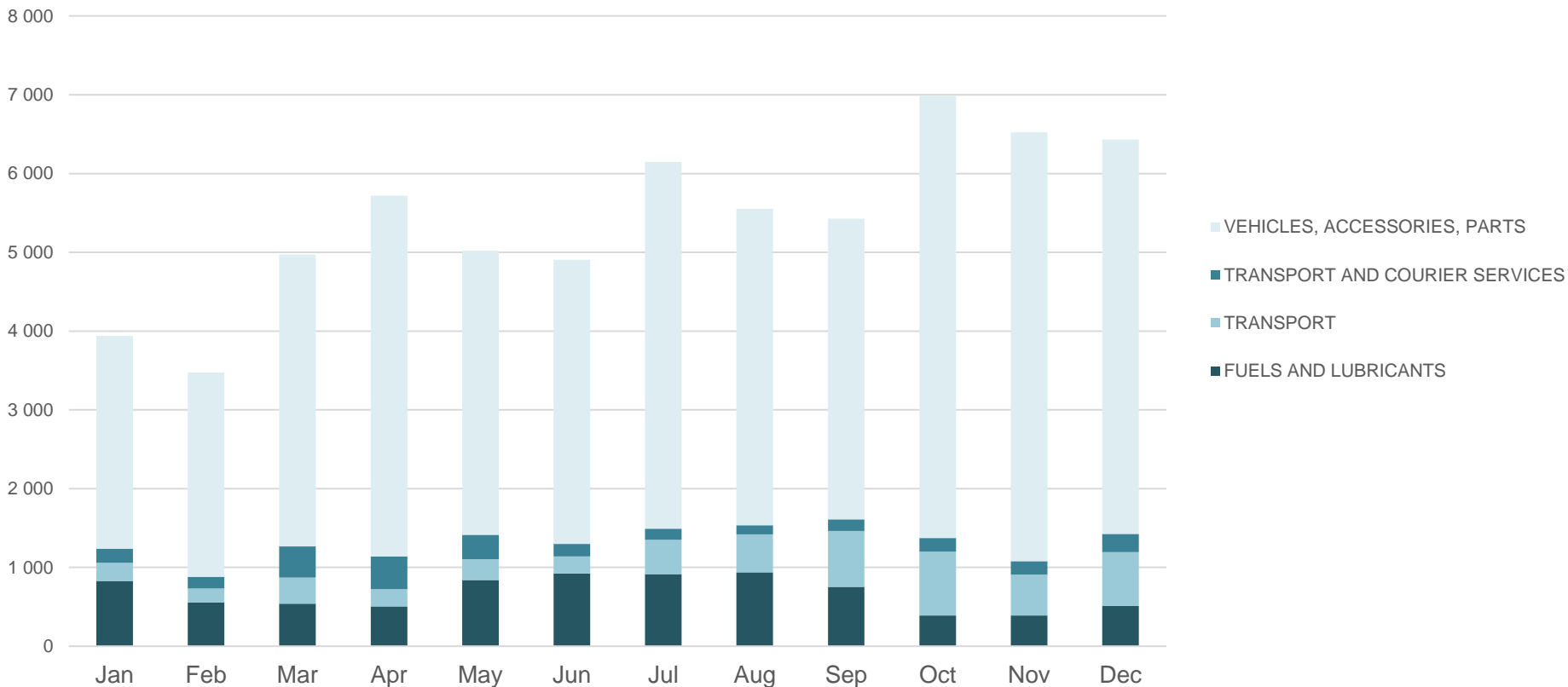
Sector

TRANSPORT.  
AUTOMOBILISM. FUELS



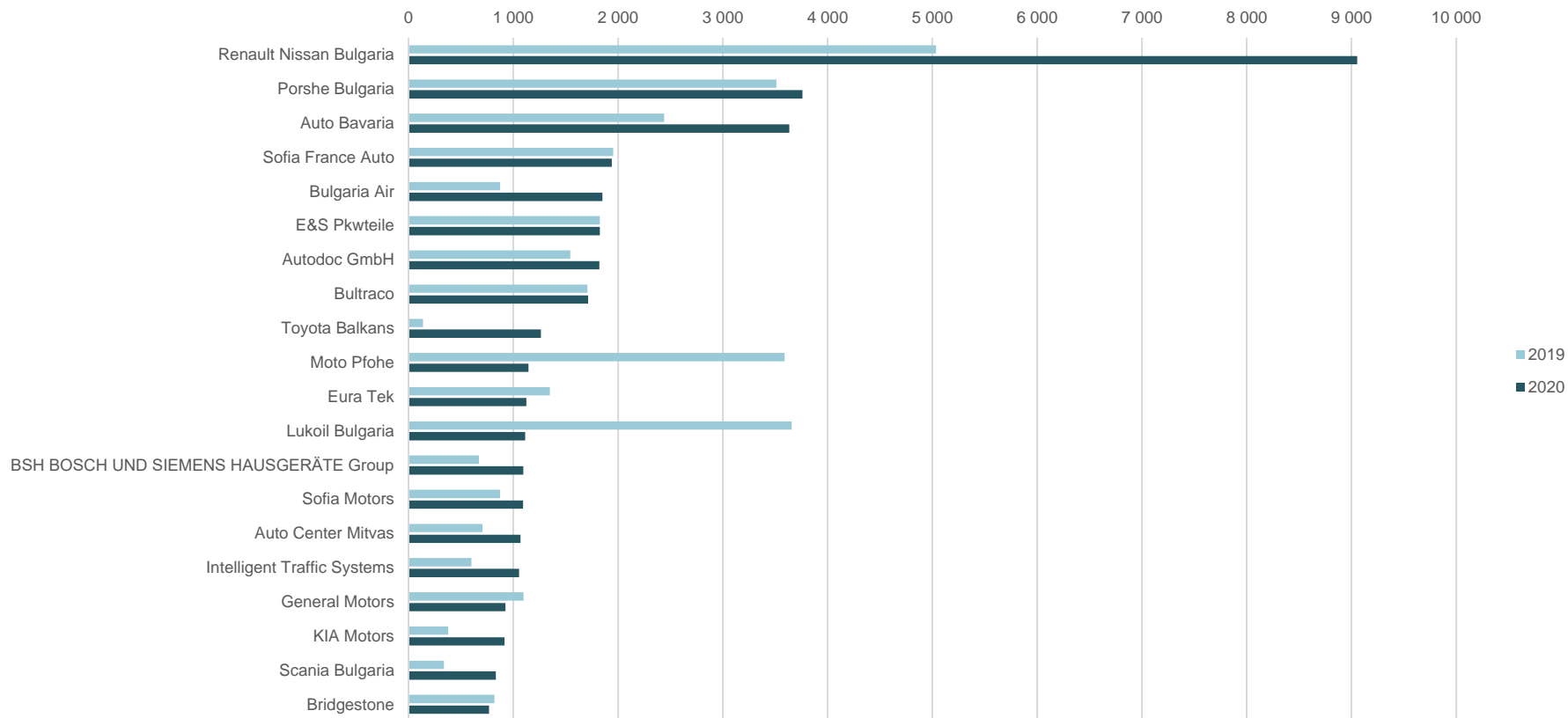




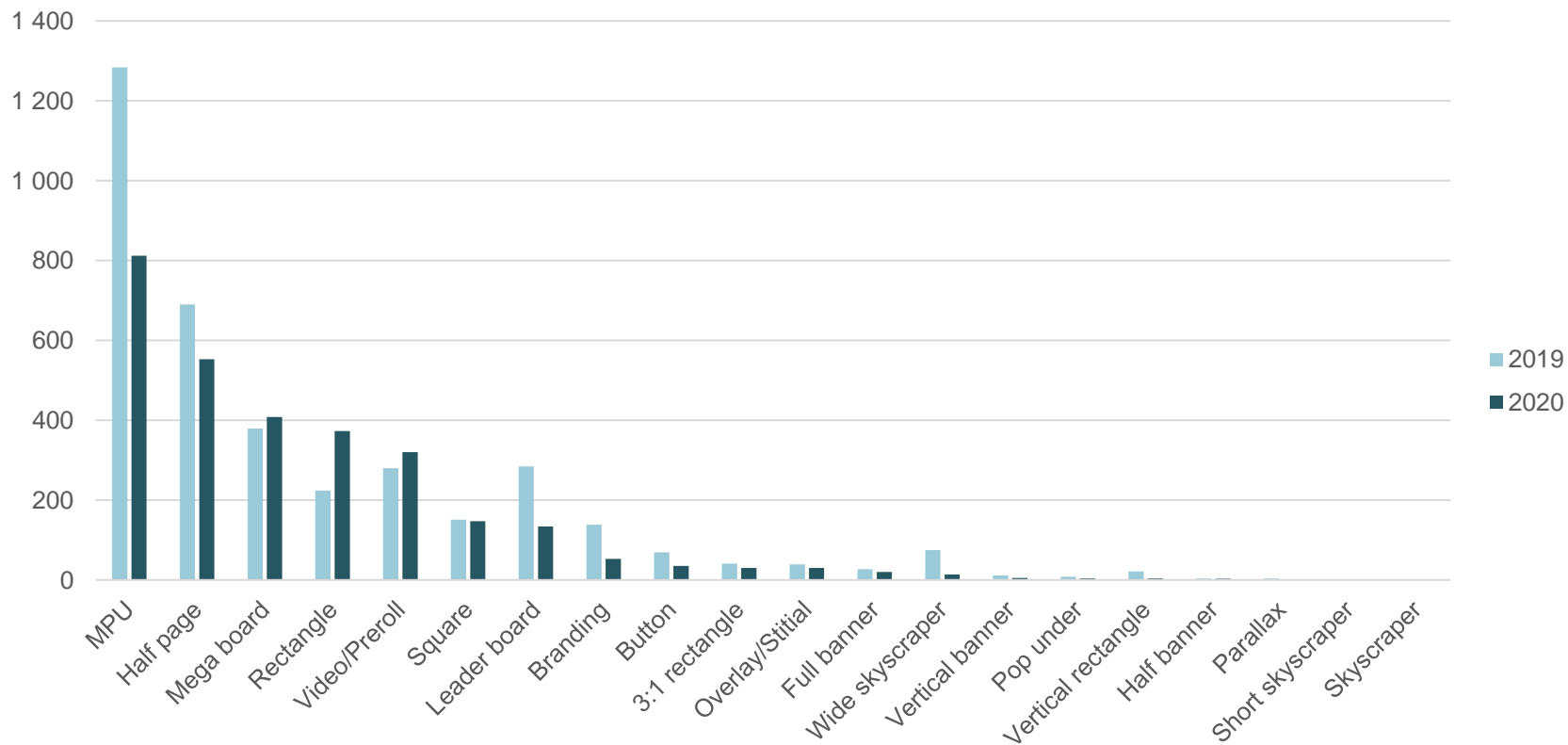




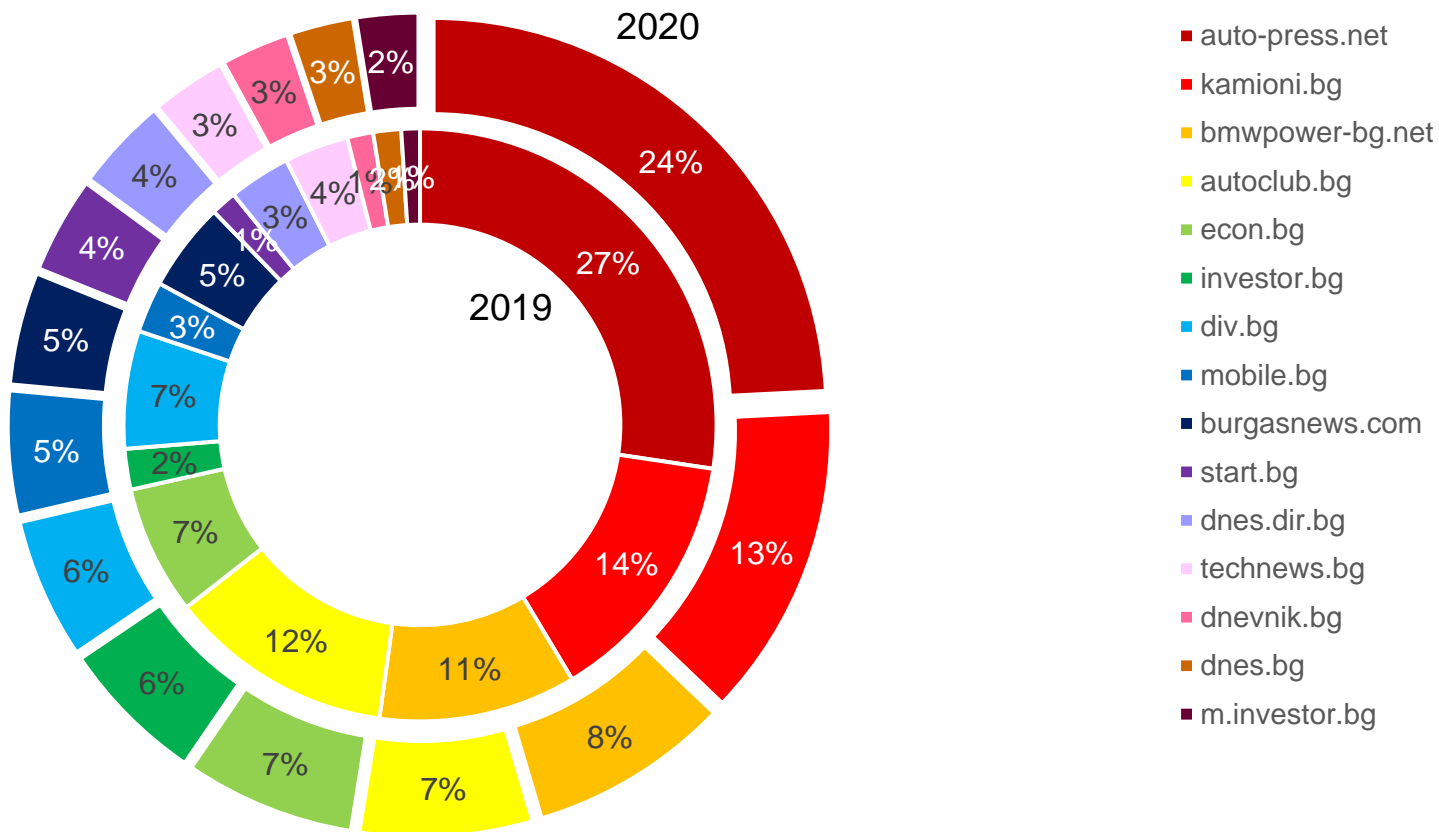
## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



BANNER FORMATS by number of creatives – 2019 & 2020



TOP 15 WEBSITES by campaigns strength – 2019 & 2020





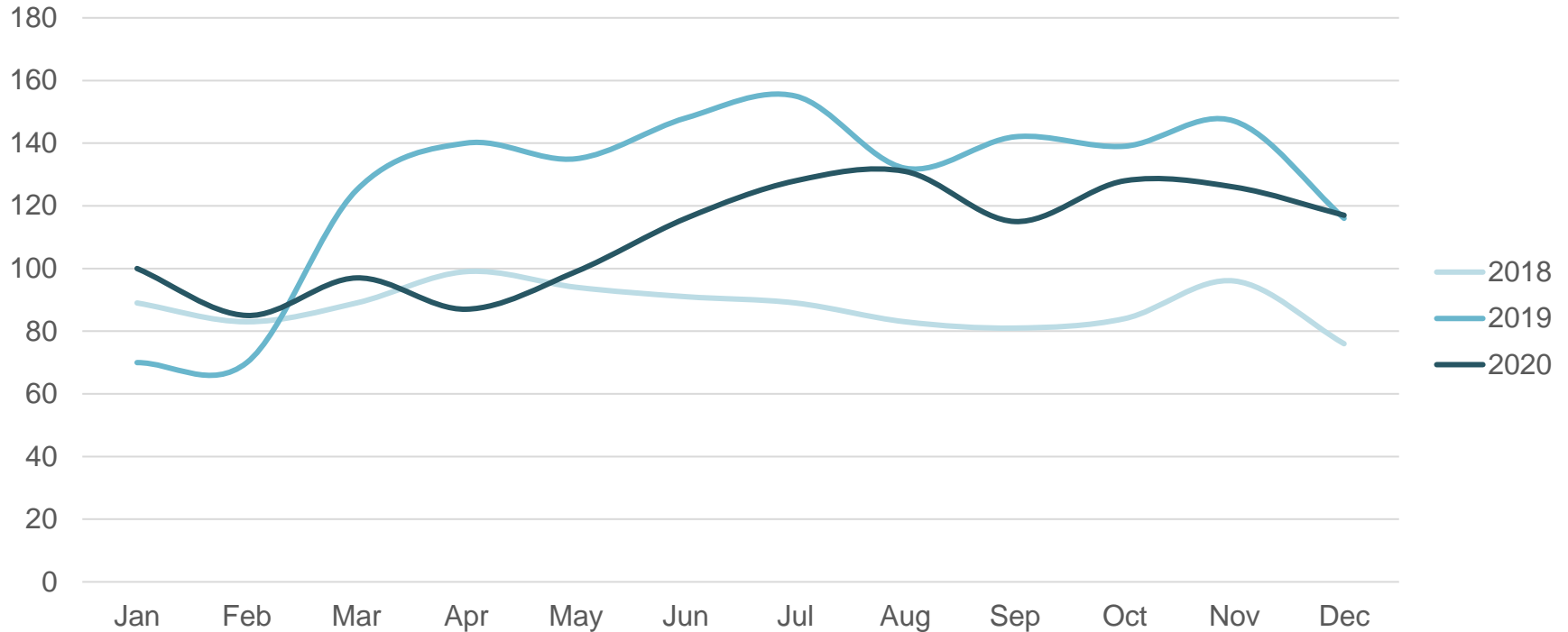
Sector

CONSTRUCTION AND  
REPAIRS, HOME  
FURNISHINGS



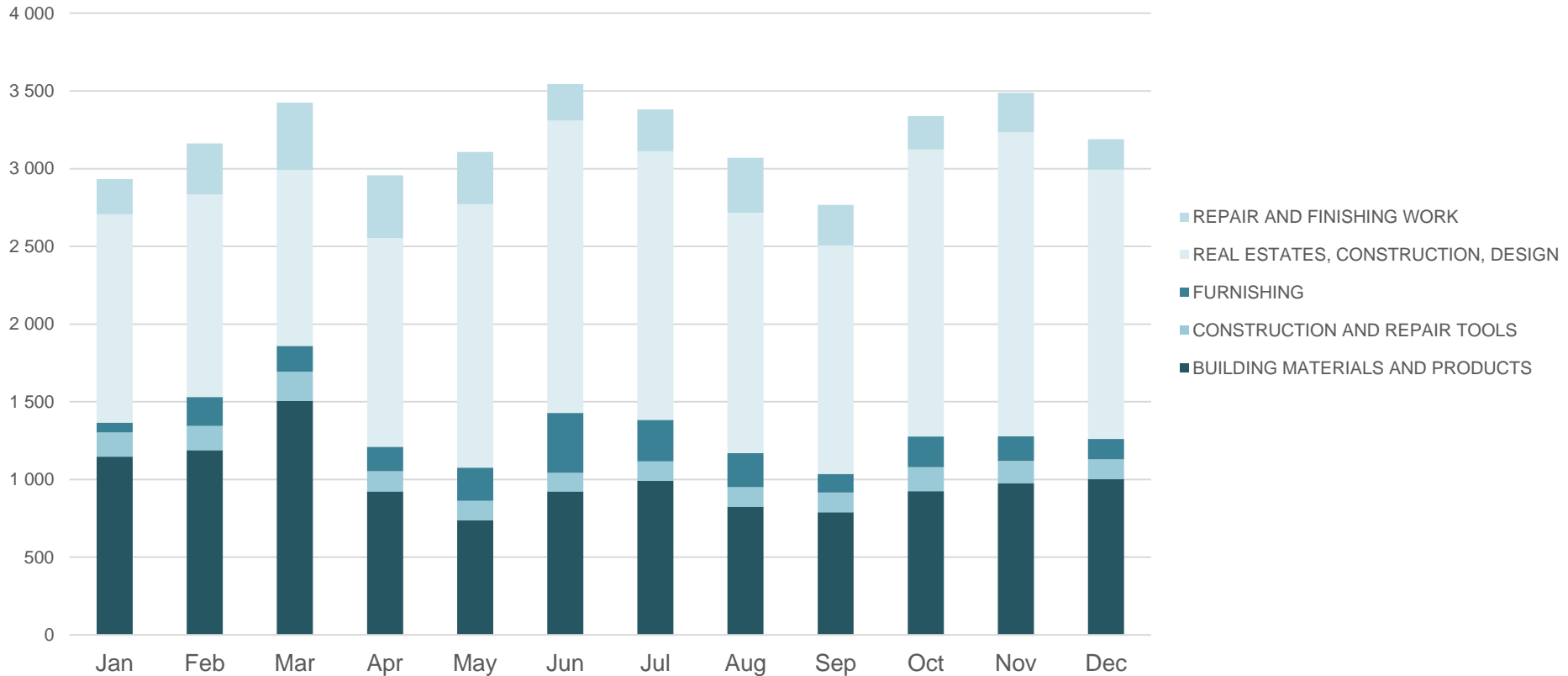
# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

## SEASONALITY by number of campaigns - 2018 - 2020



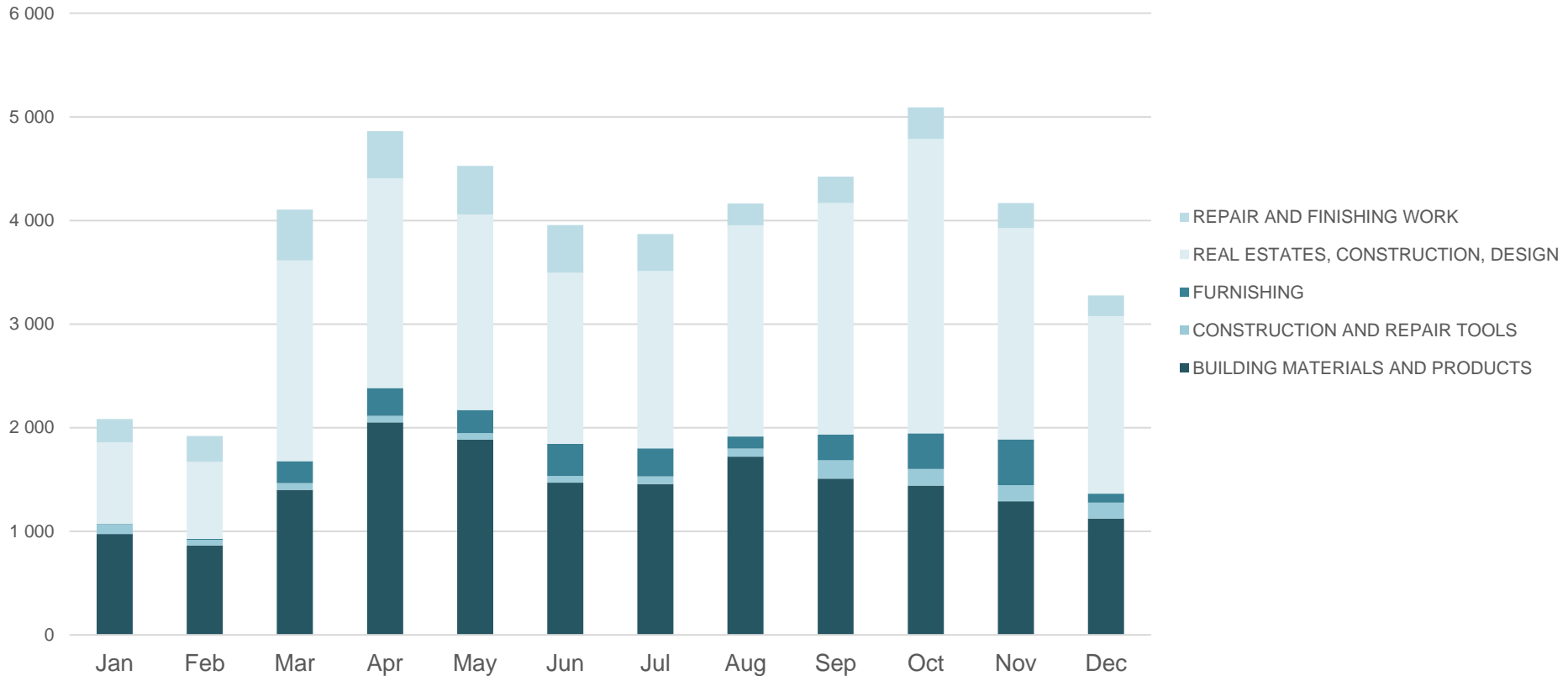
# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

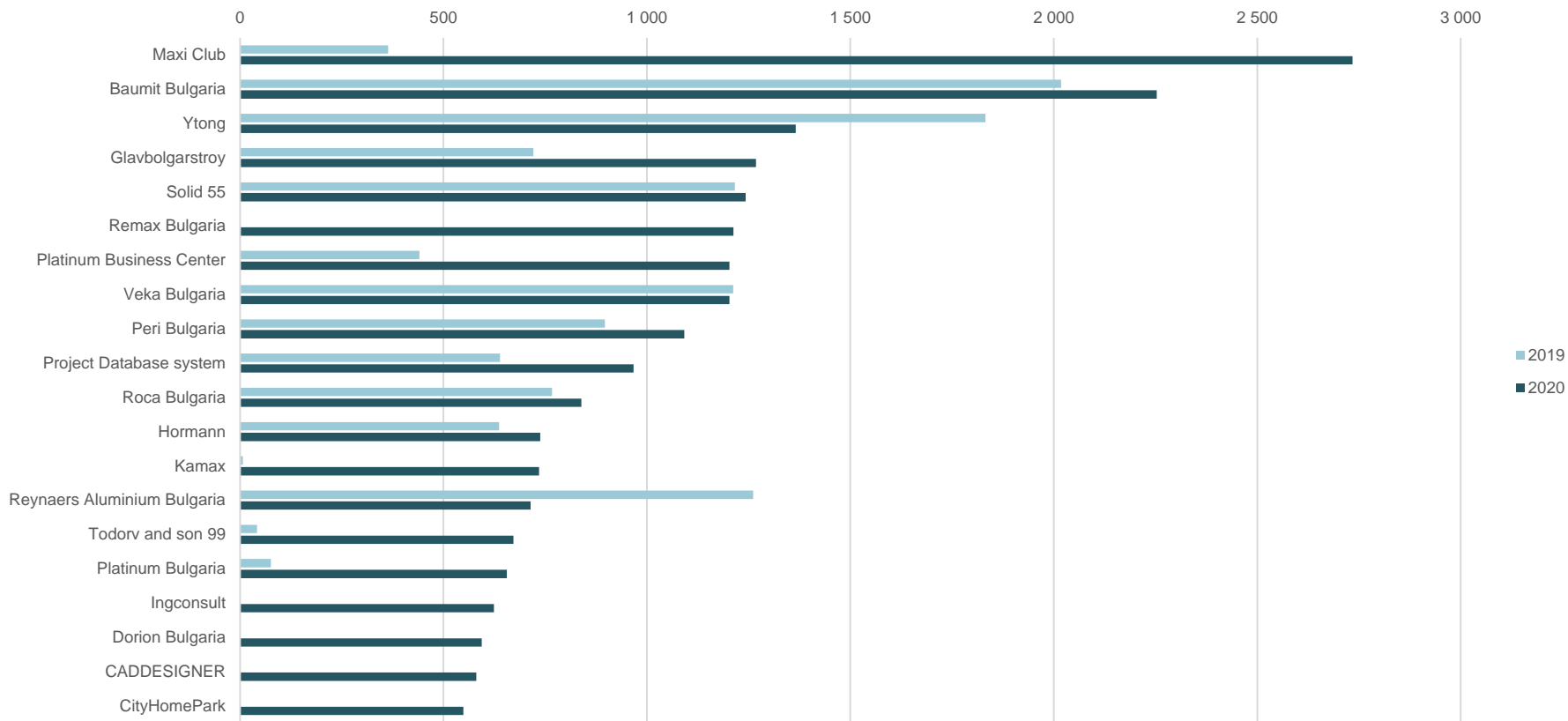
## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019





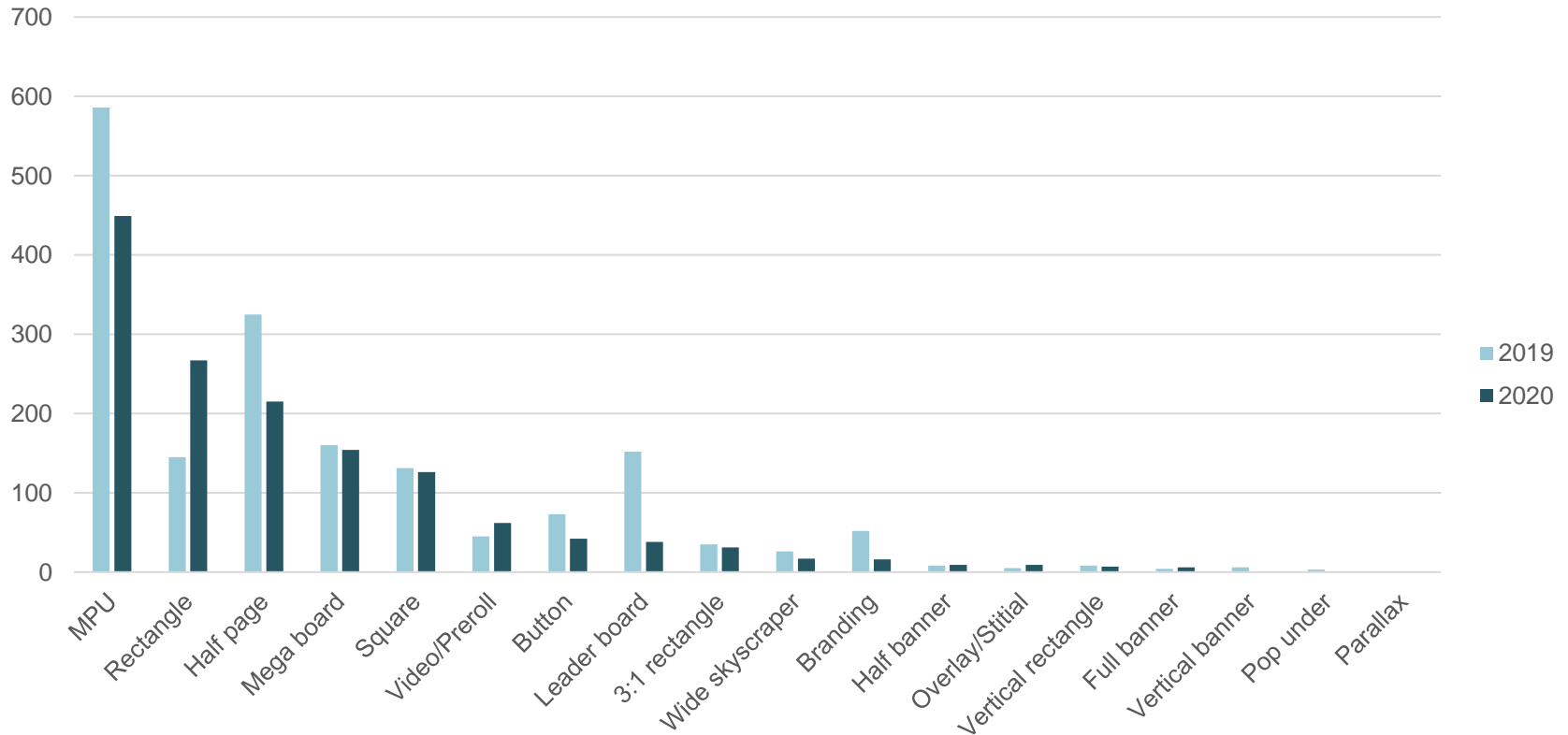
# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



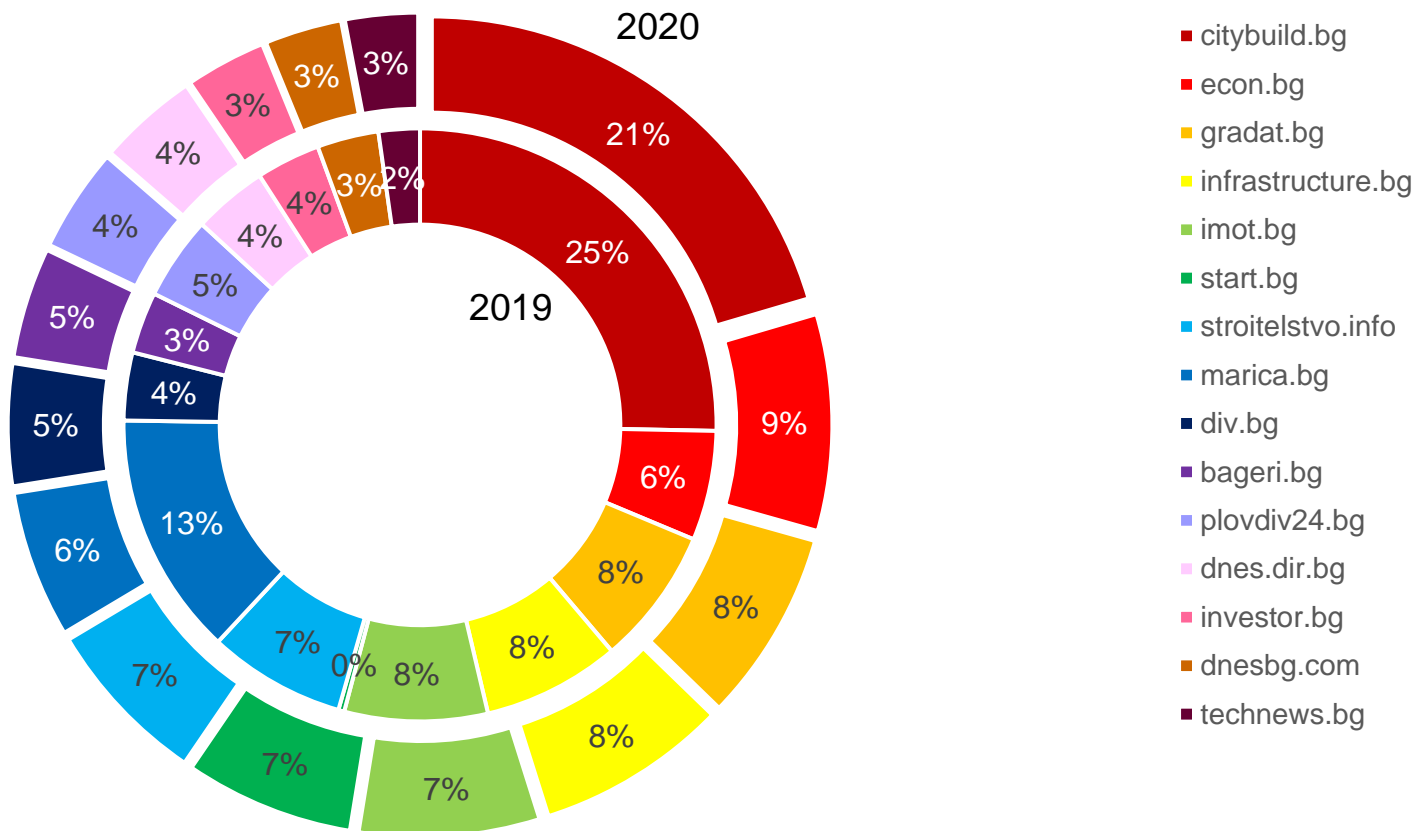
# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

## BANNER FORMATS by number of creatives – 2019 & 2020



# CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

## TOP 15 WEBSITES by campaigns strength – 2019 & 2020





Banner Monitoring

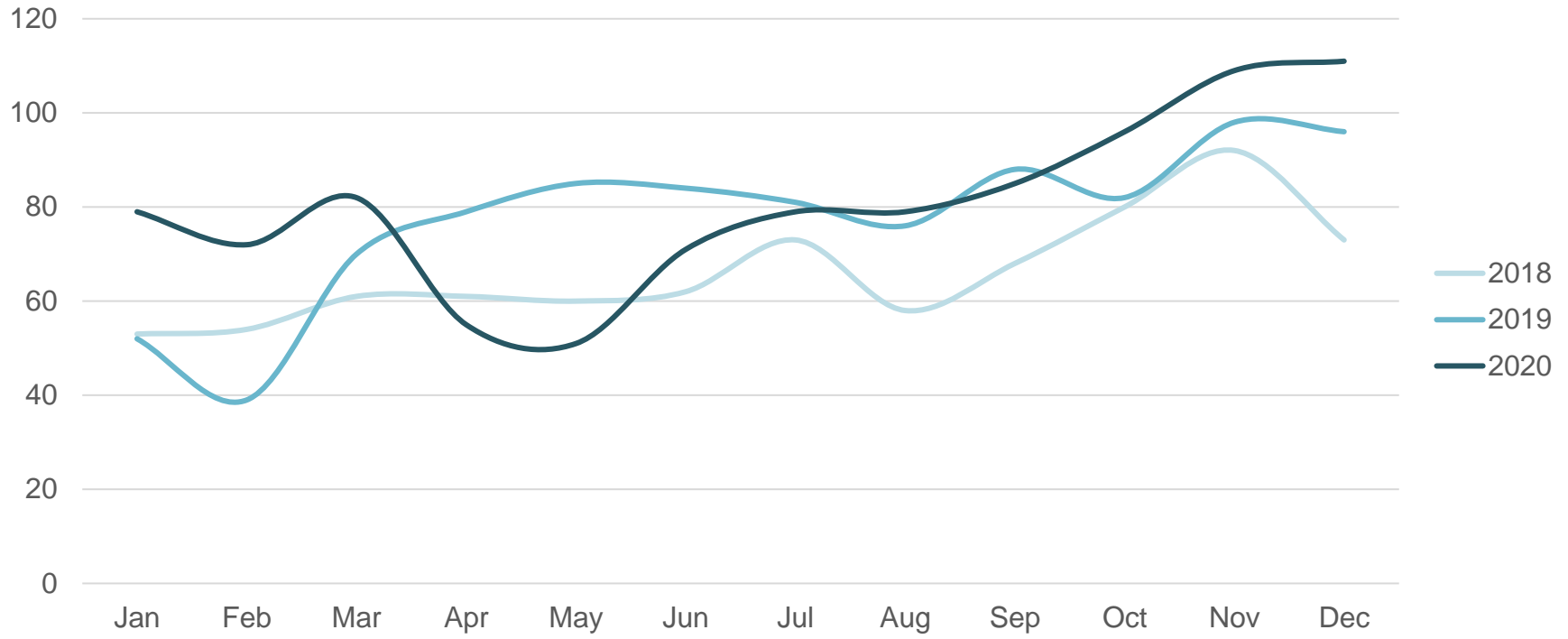
Sector

FINANCIAL SERVICES

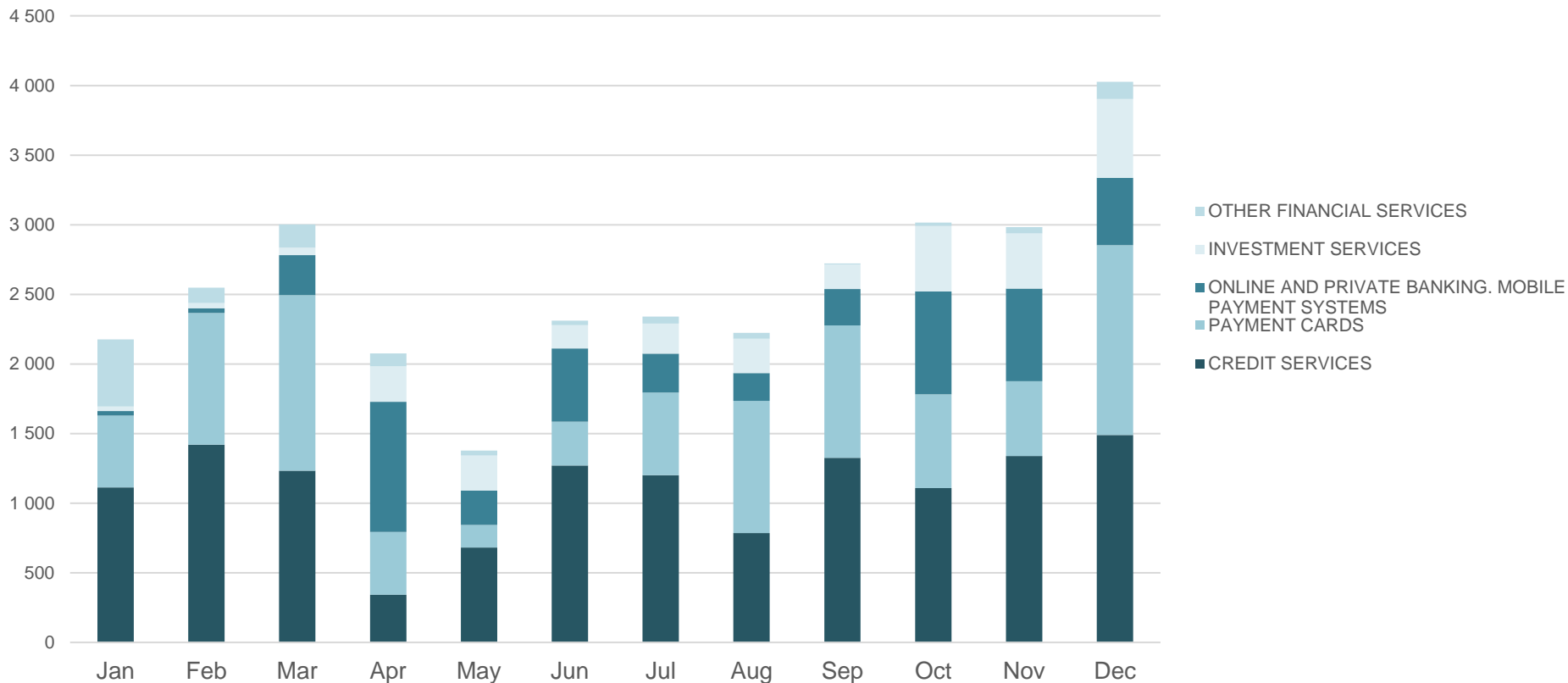




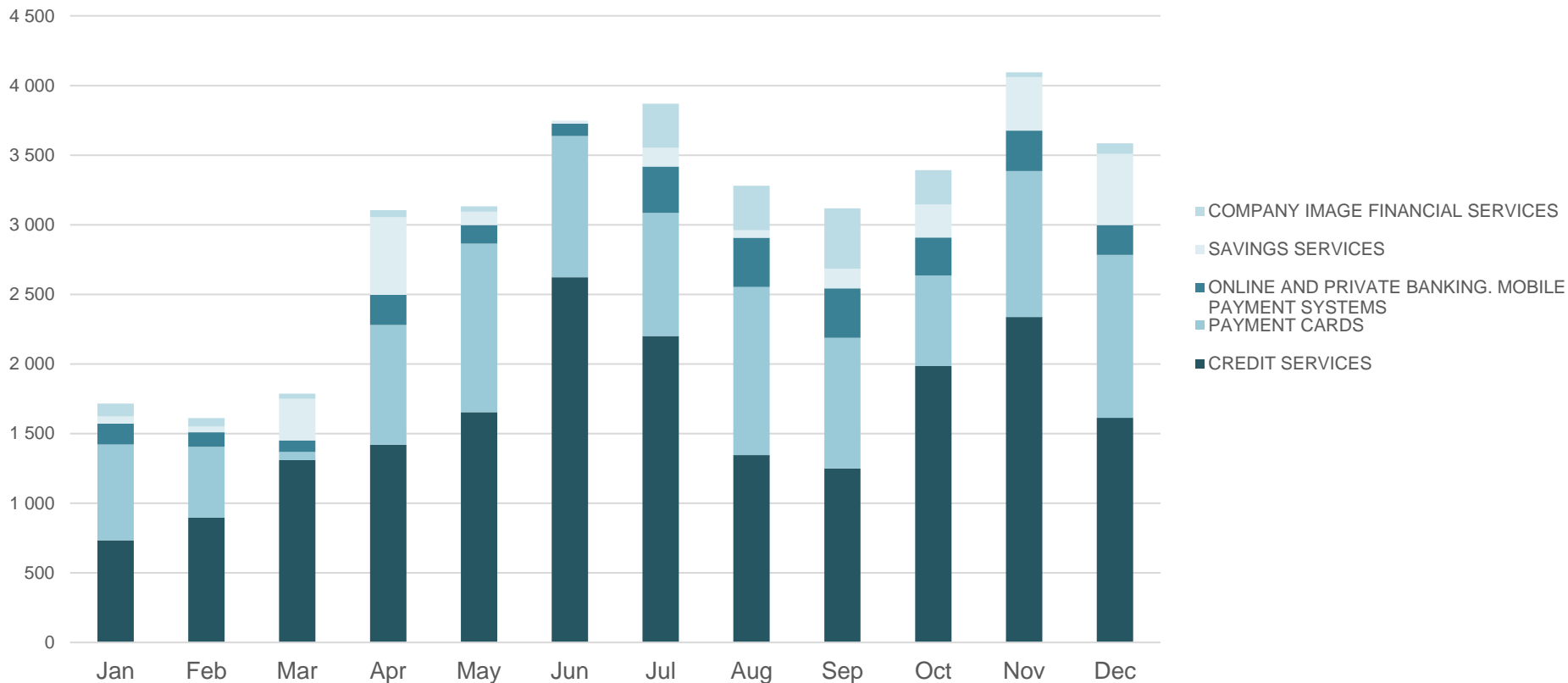
**SEASONALITY** by number of campaigns - 2018 - 2020



## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

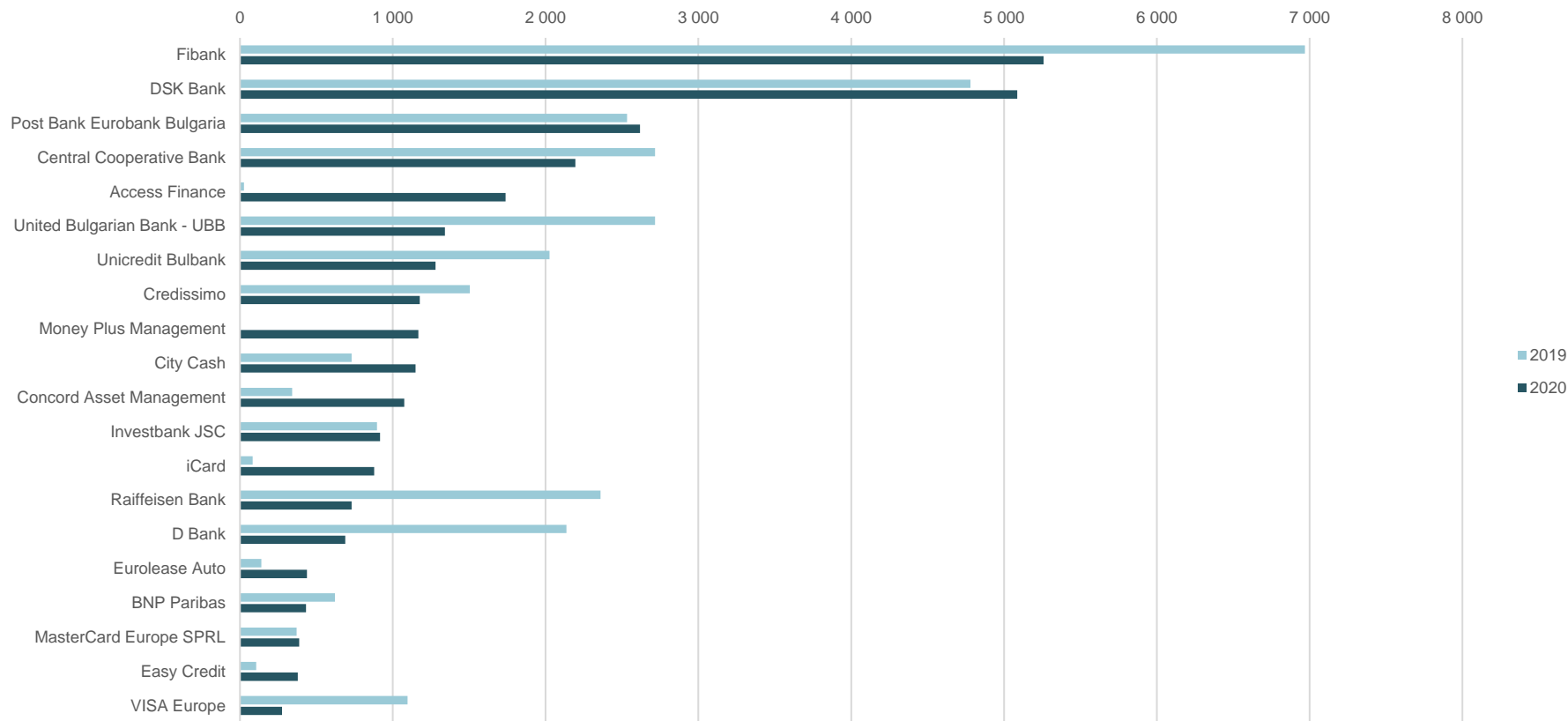


## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019

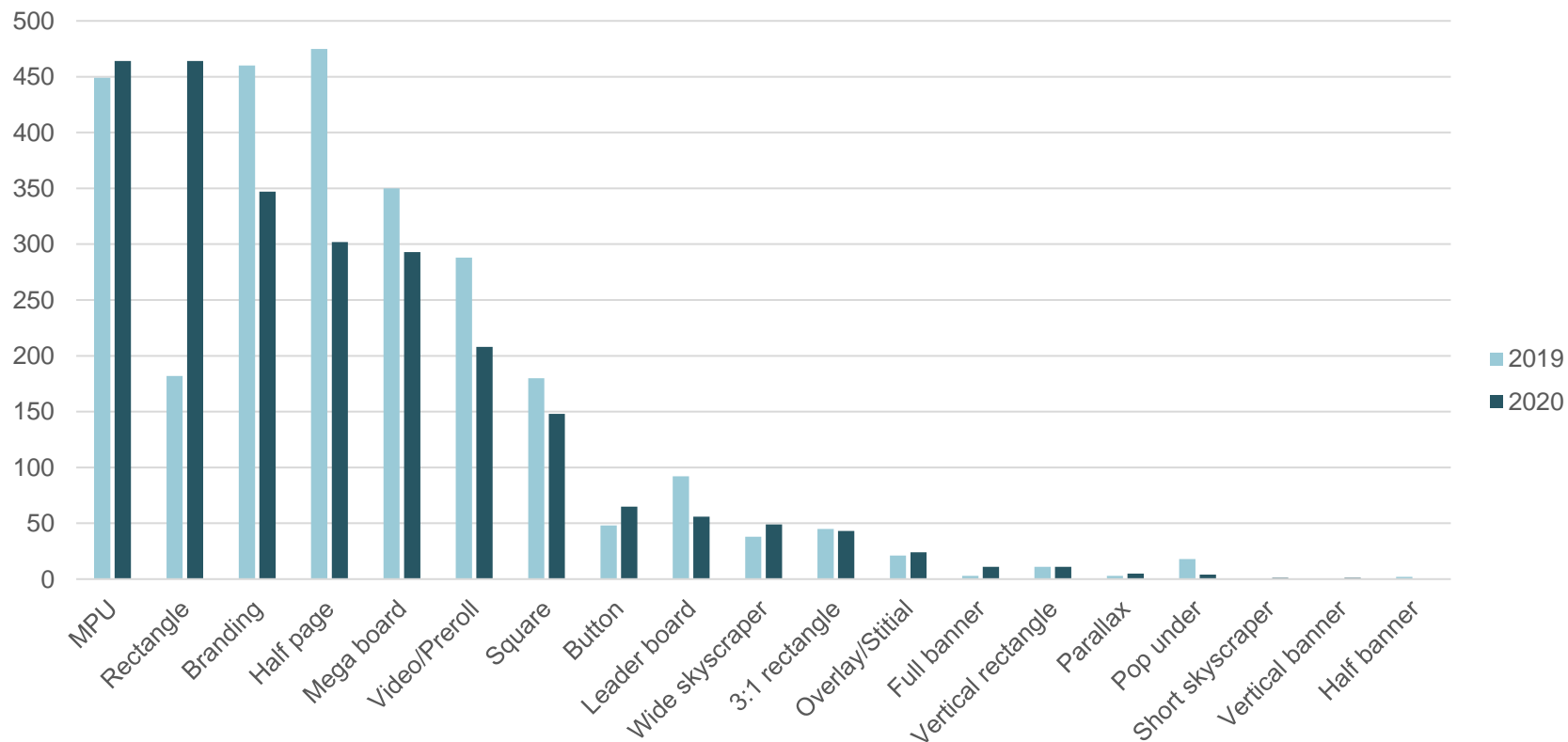




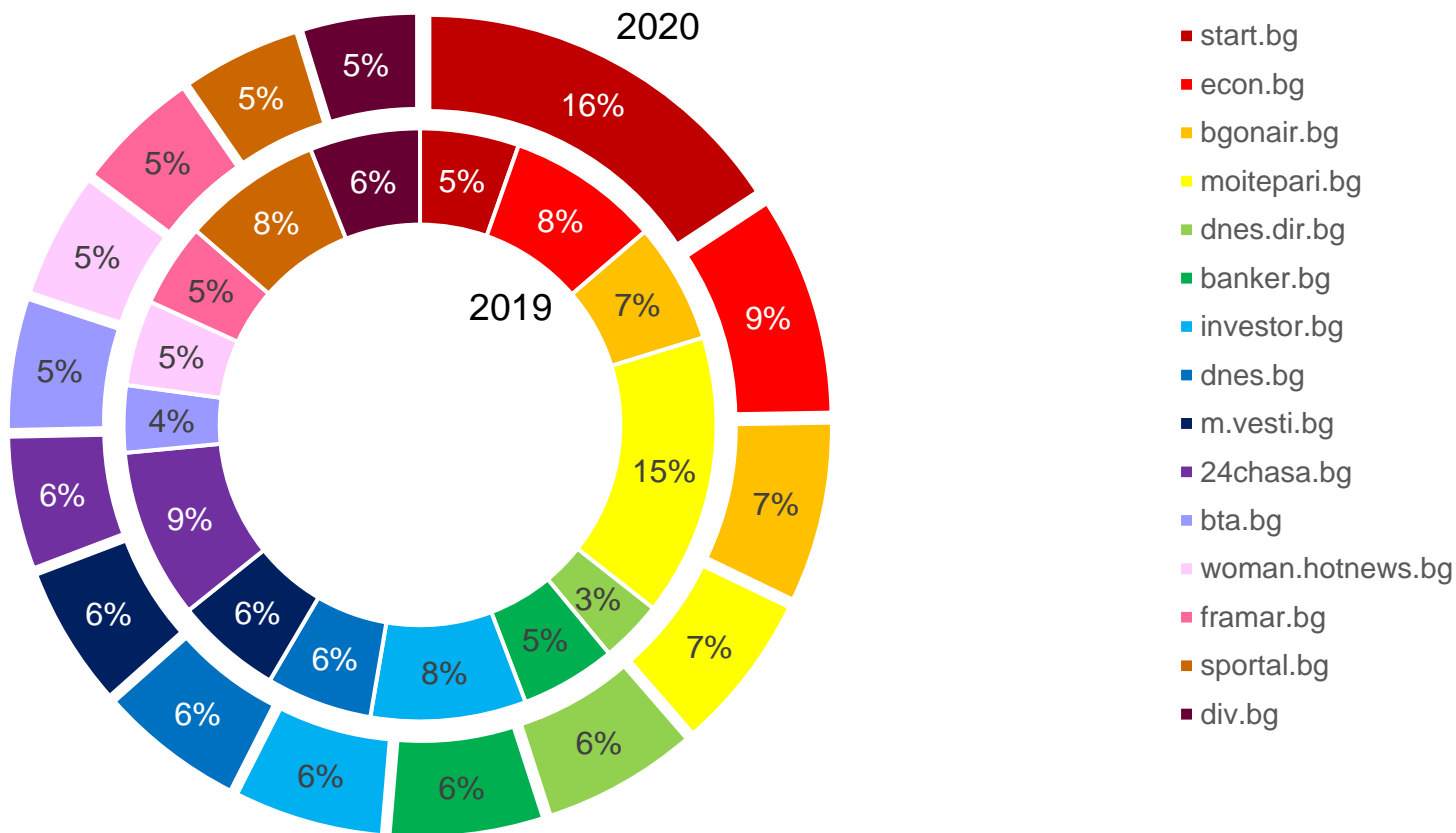
# 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



BANNER FORMATS by number of creatives – 2019 & 2020



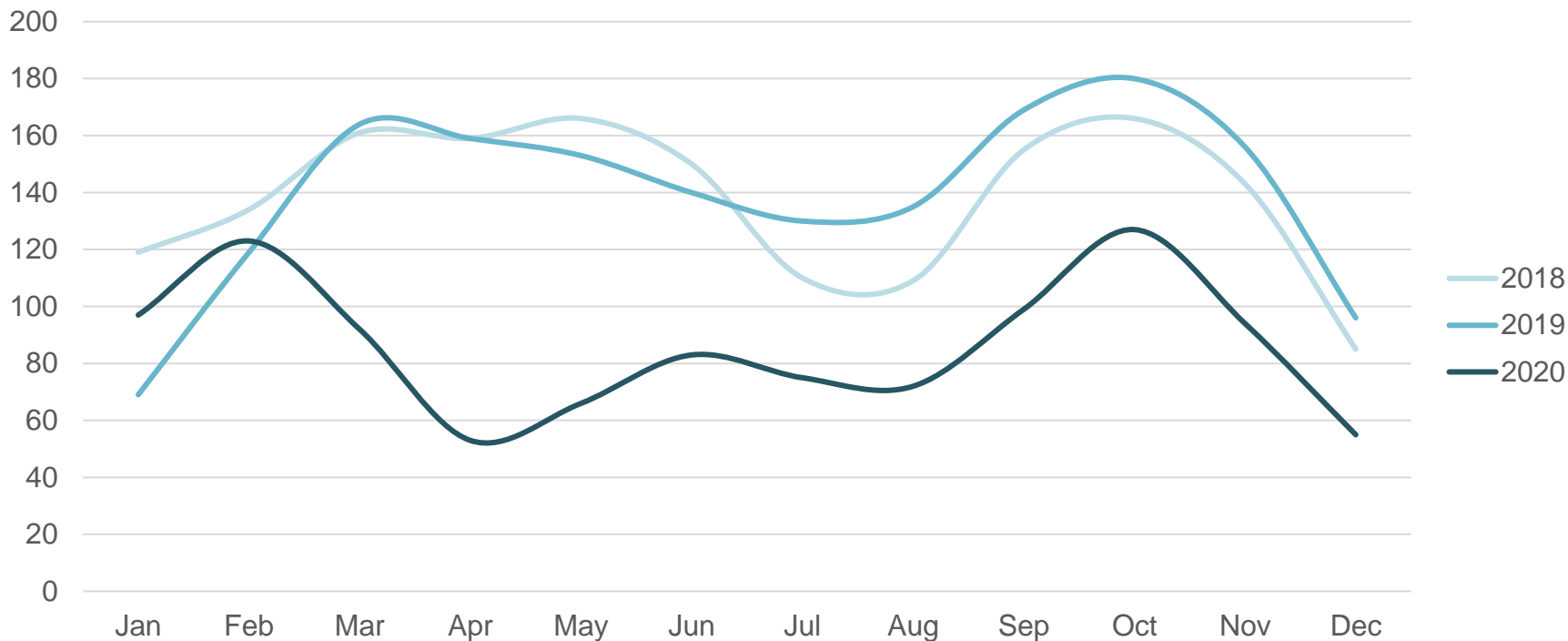
TOP 15 WEBSITES by campaigns strength – 2019 & 2020



Sector

CULTURE. EDUCATION.  
PUBLISHING. EVENTS

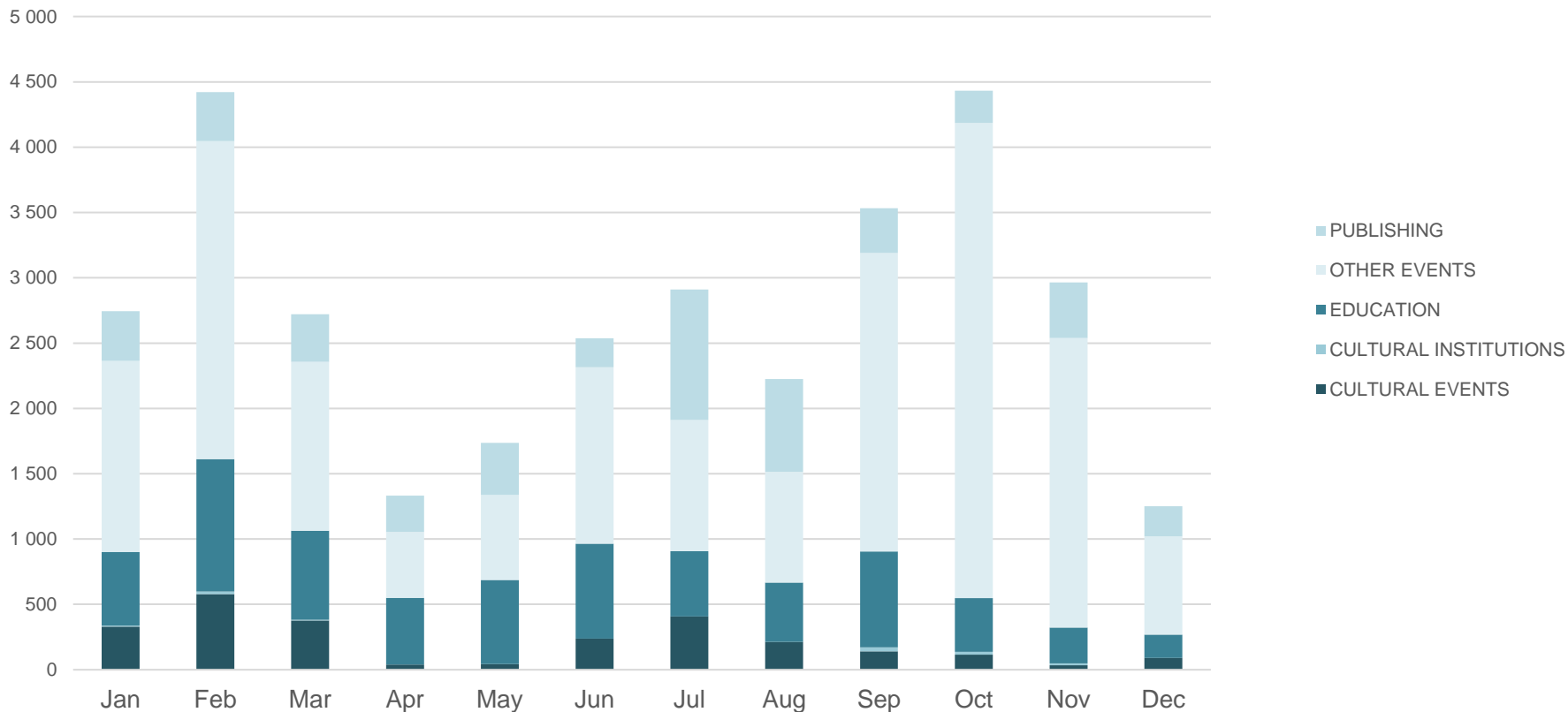






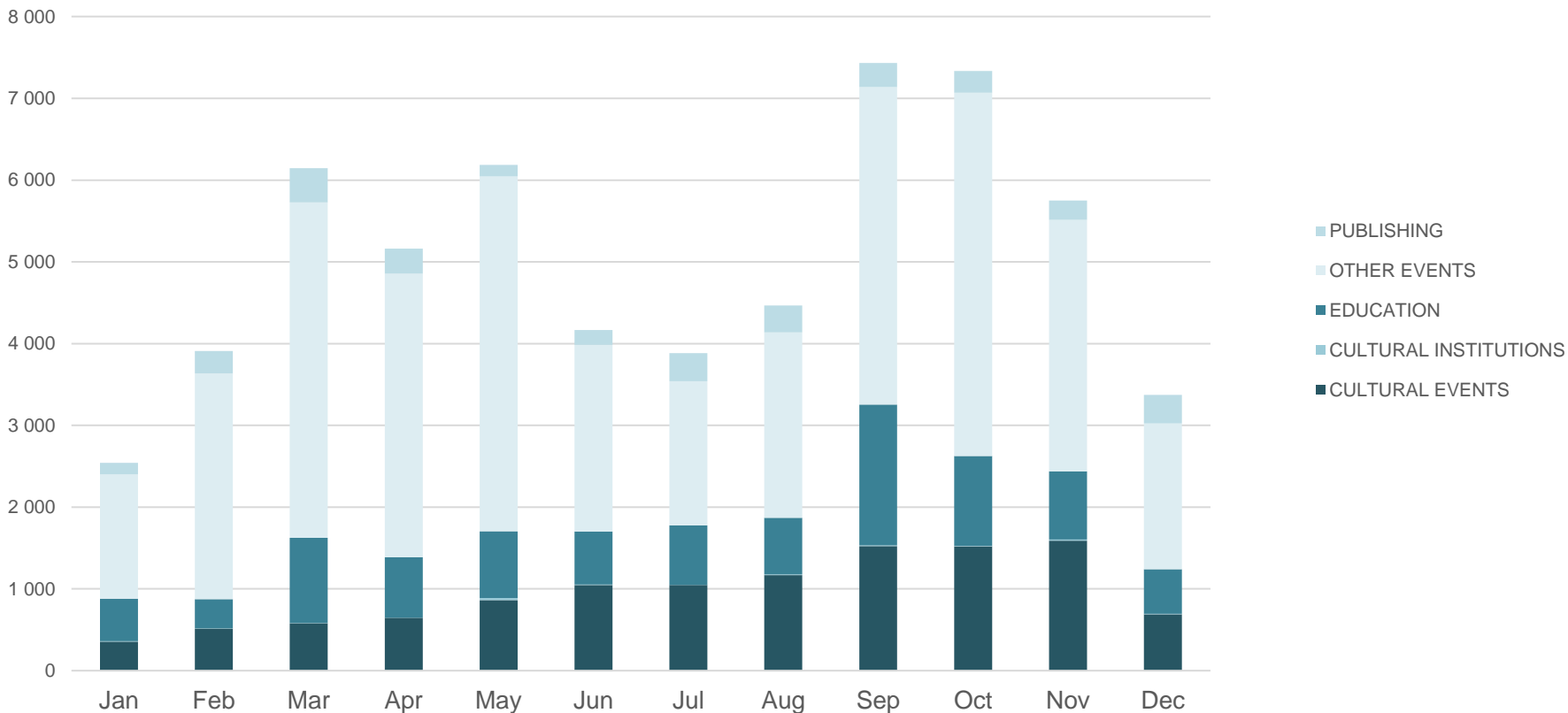
# CULTURE. EDUCATION. PUBLISHING. EVENTS

## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

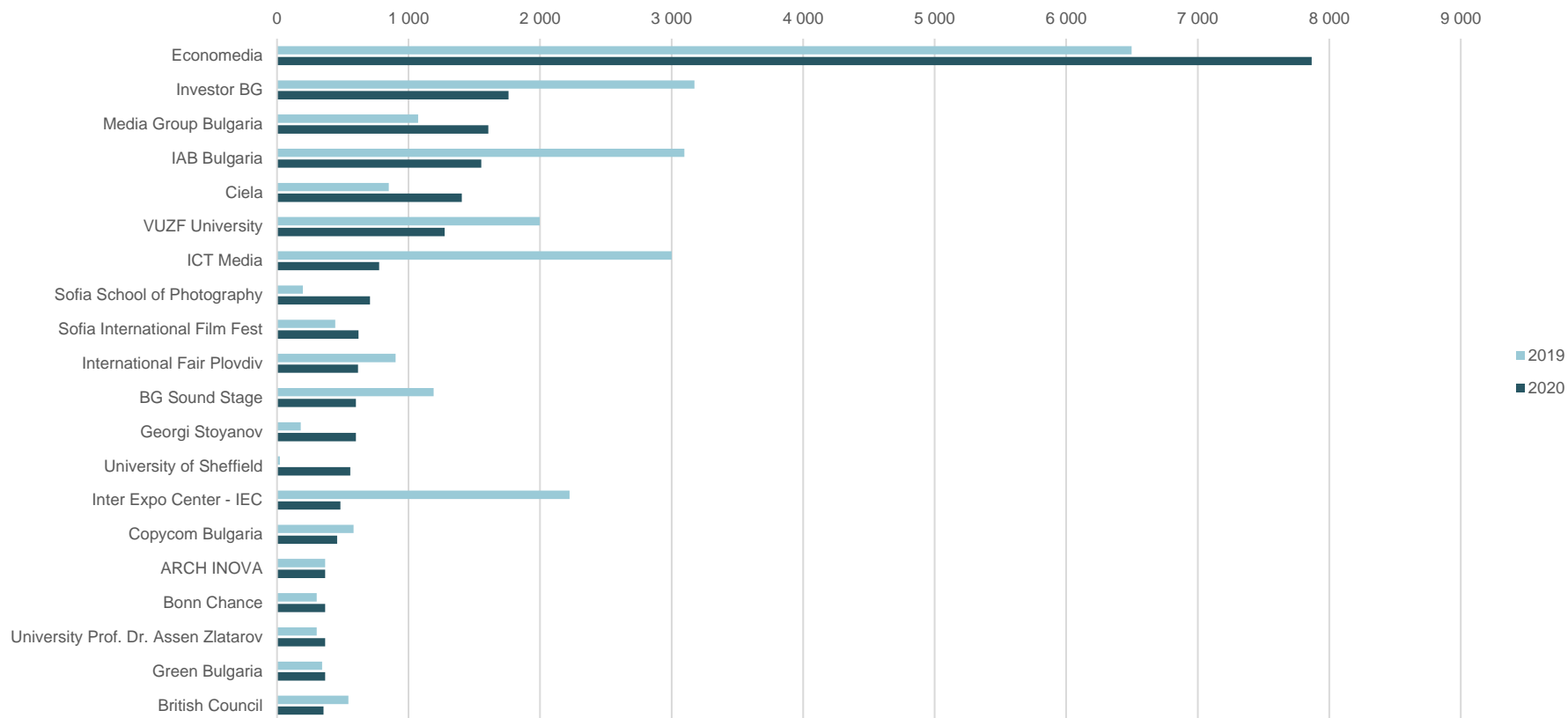


# CULTURE. EDUCATION. PUBLISHING. EVENTS

## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019

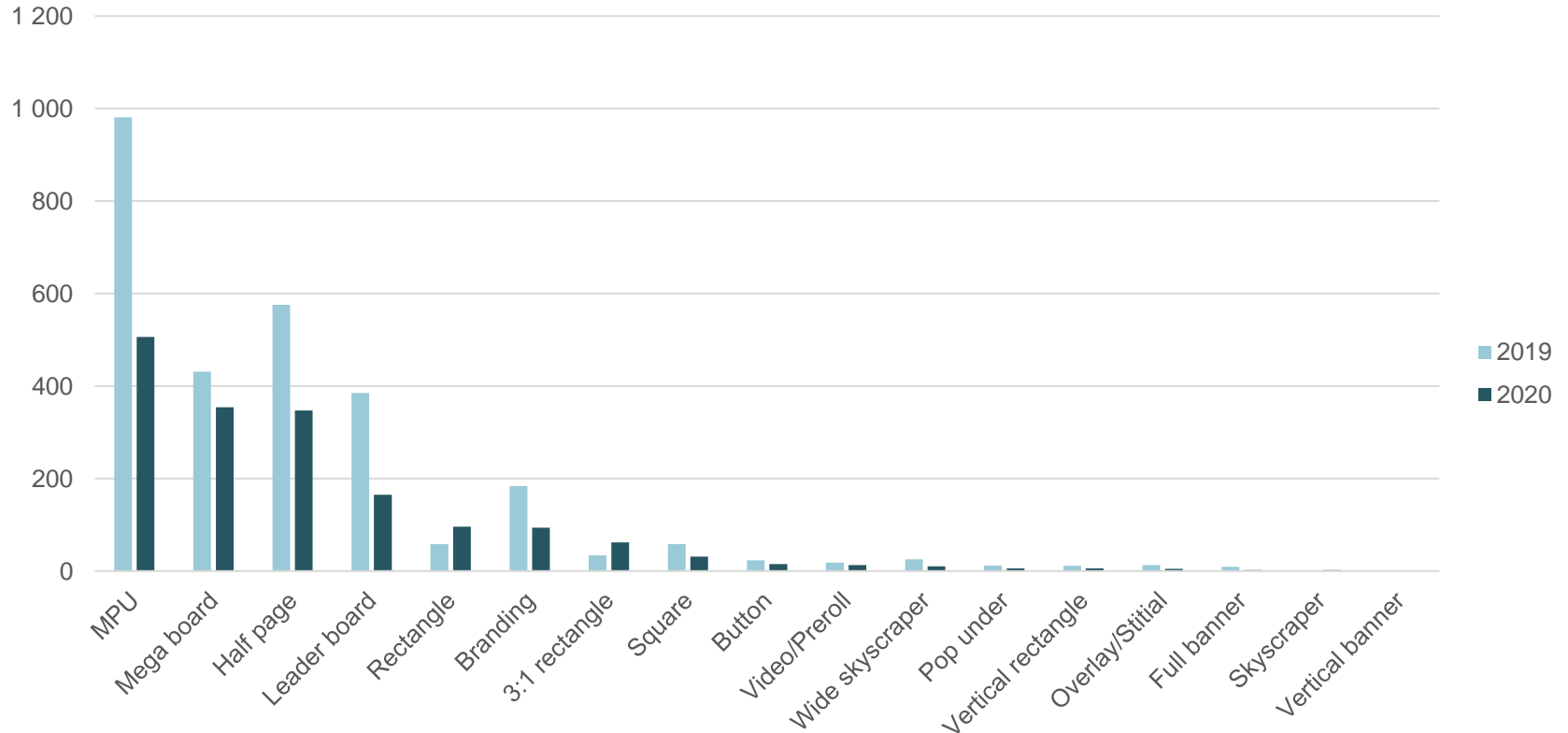


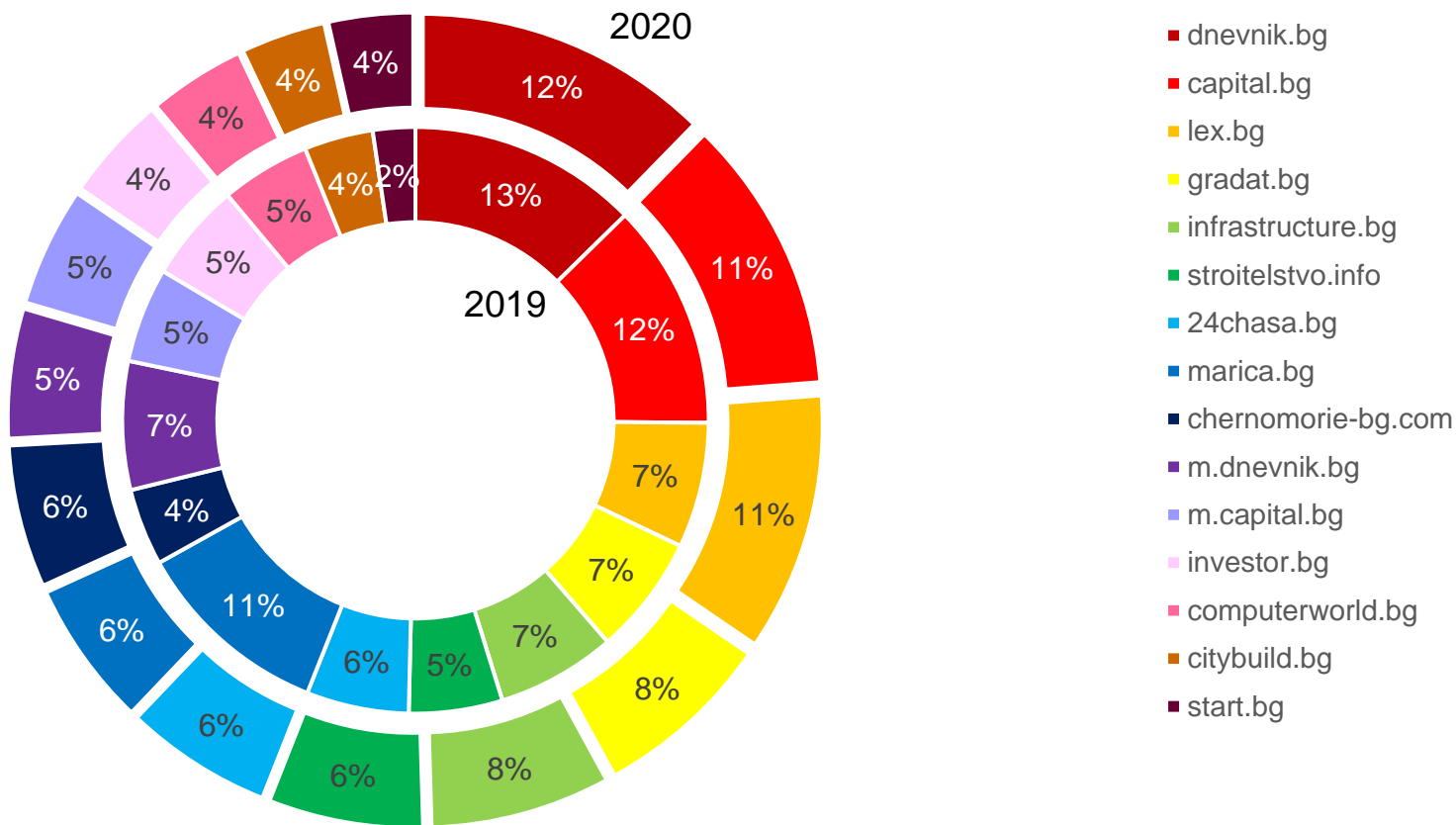
## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020





BANNER FORMATS by number of creatives – 2019 & 2020



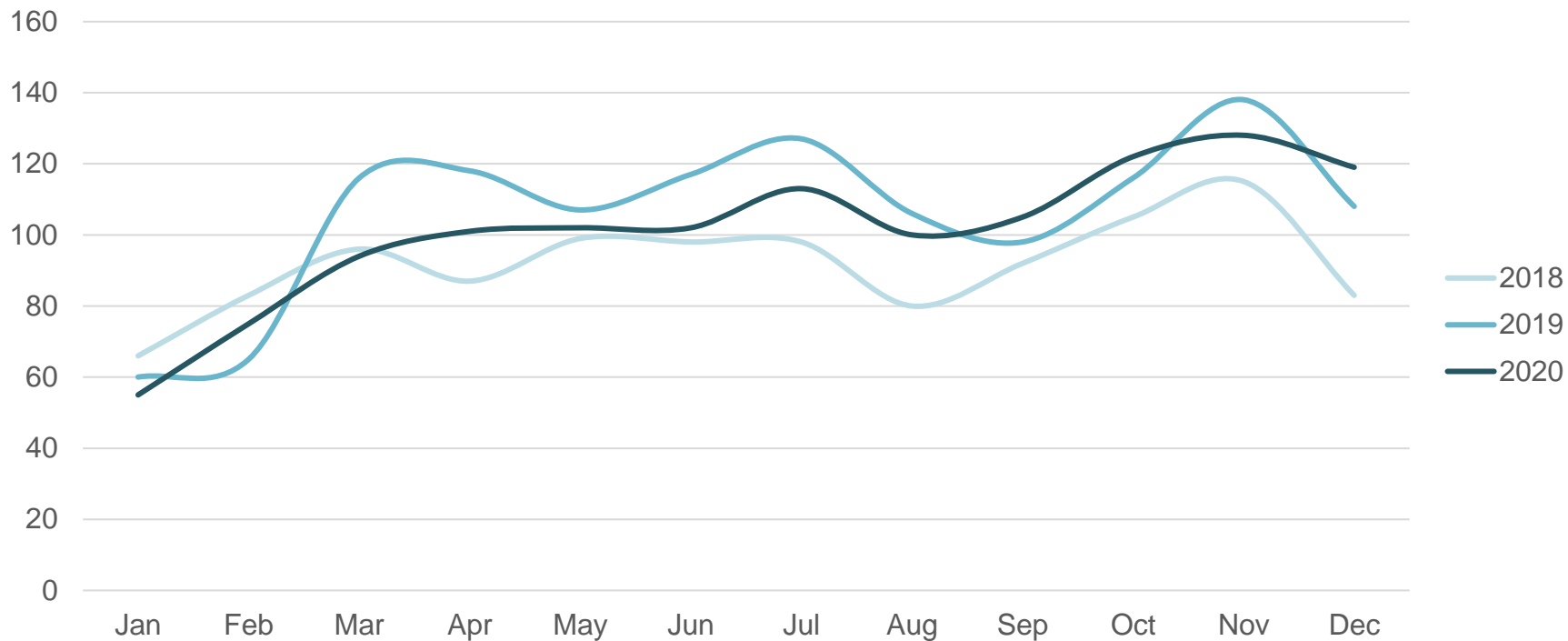


Sector

PHARMACY, MEDICAL  
SERVICES AND  
PRODUCTS

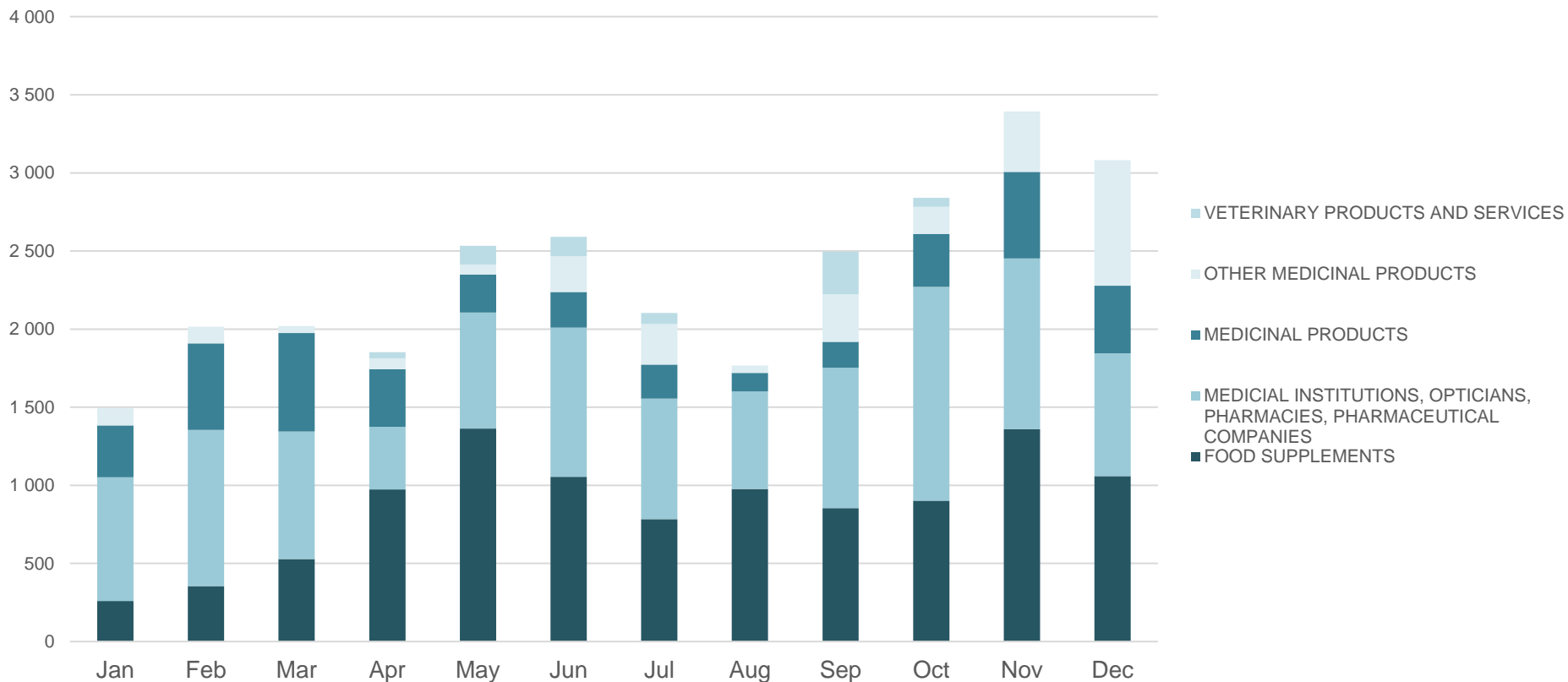


# PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2018 - 2020



# PHARMACY, MEDICAL SERVICES AND PRODUCTS

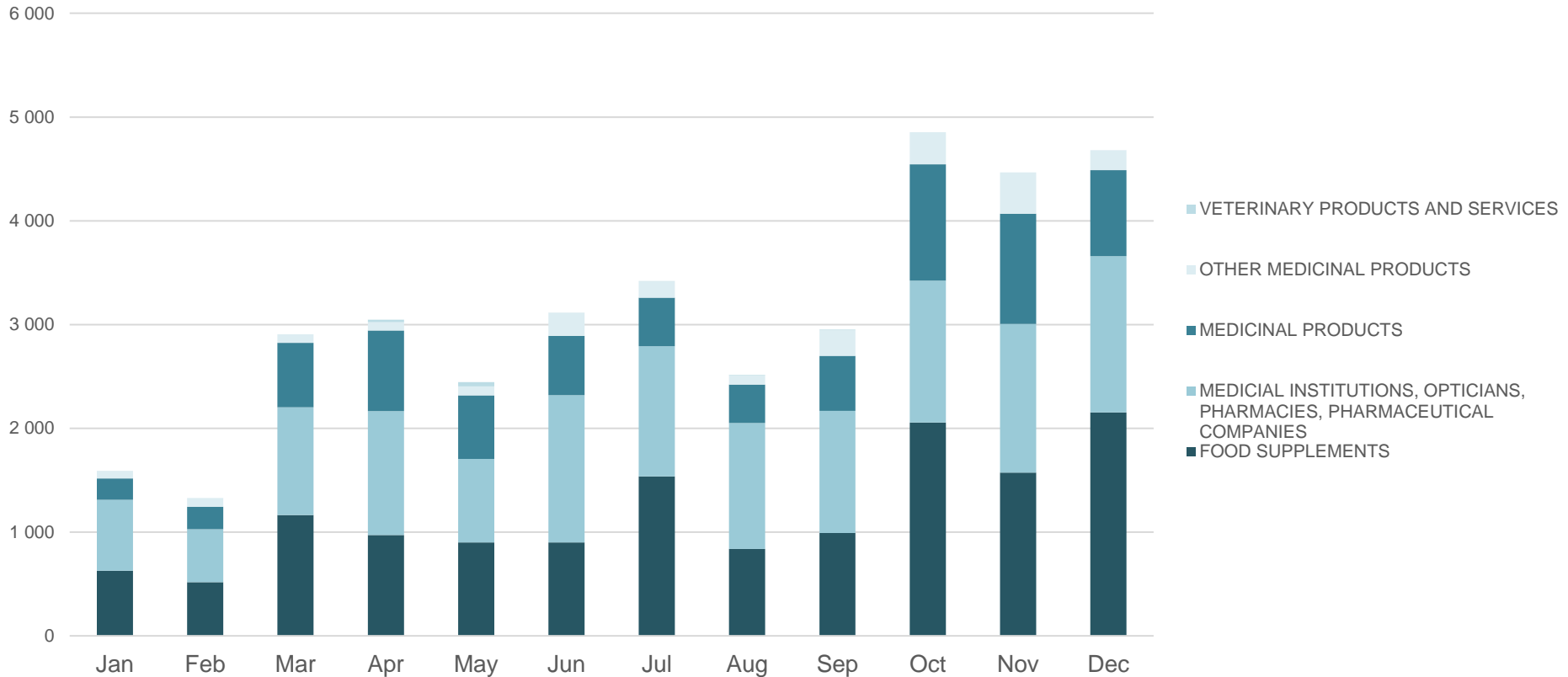
## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020





# PHARMACY, MEDICAL SERVICES AND PRODUCTS

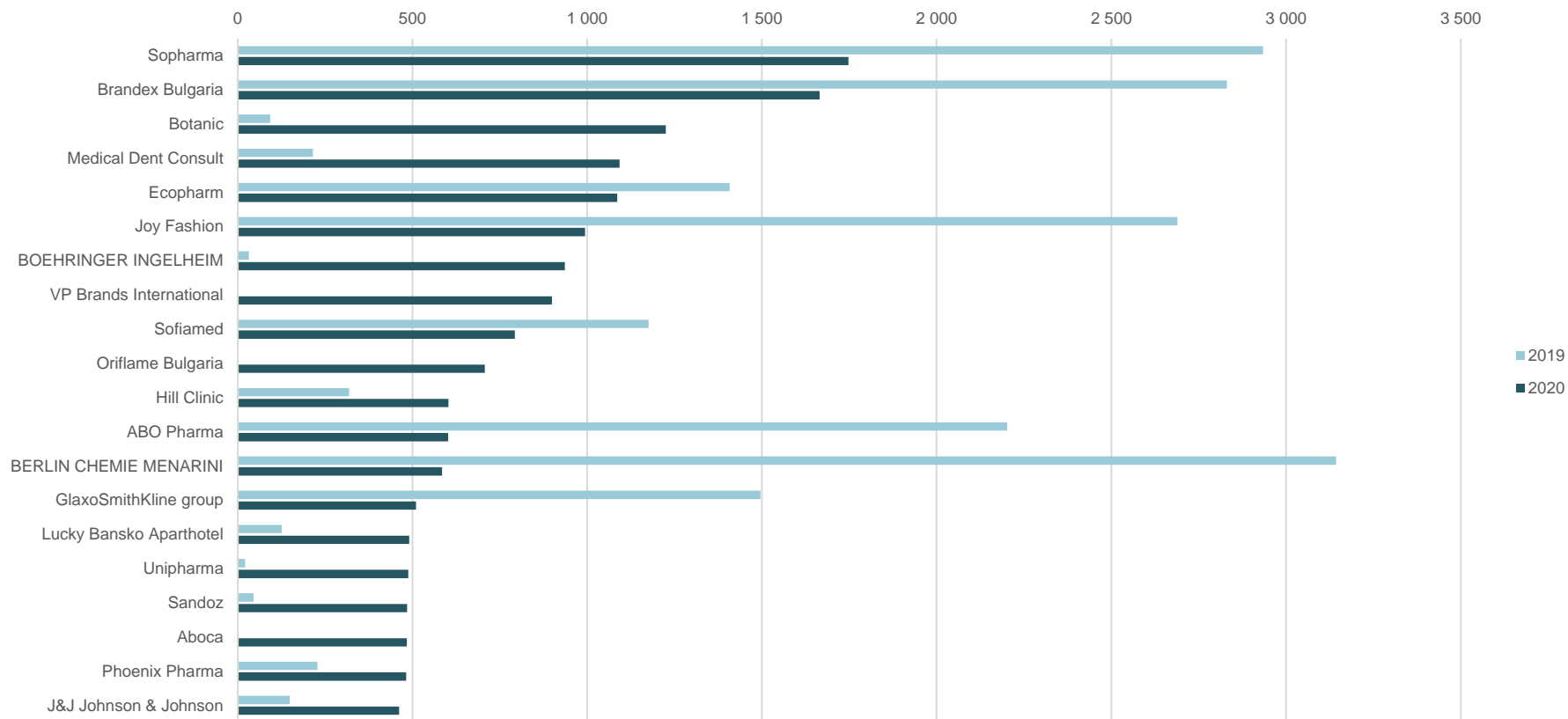
## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019





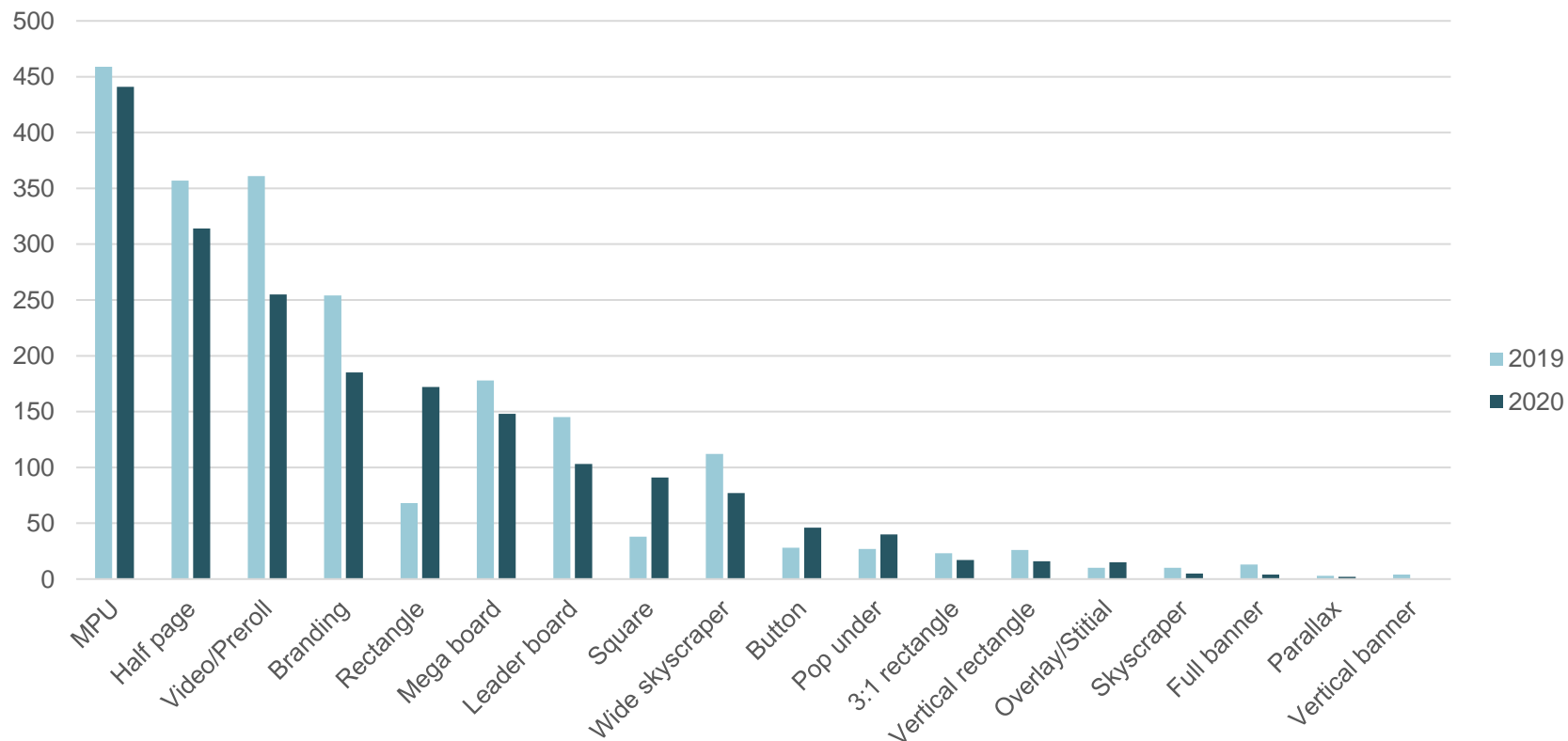
# PHARMACY, MEDICAL SERVICES AND PRODUCTS

## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



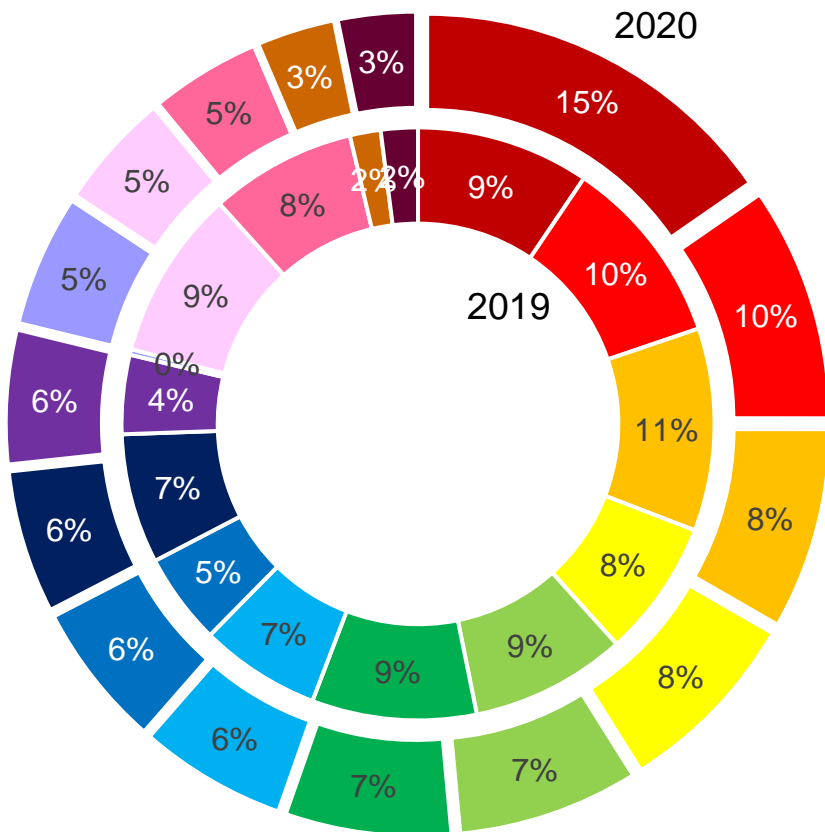
# PHARMACY, MEDICAL SERVICES AND PRODUCTS

## BANNER FORMATS by number of creatives – 2019 & 2020



# PHARMACY, MEDICAL SERVICES AND PRODUCTS

## TOP 15 WEBSITES by campaigns strength – 2019 & 2020

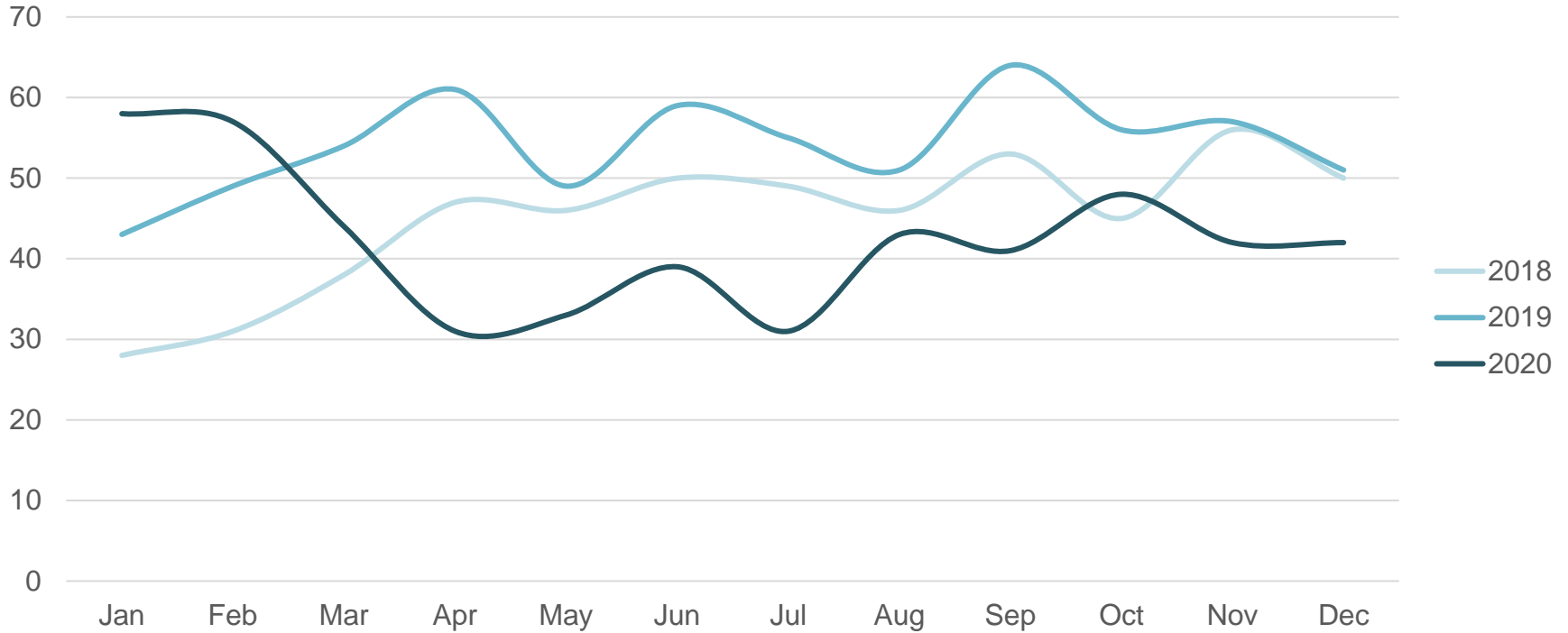


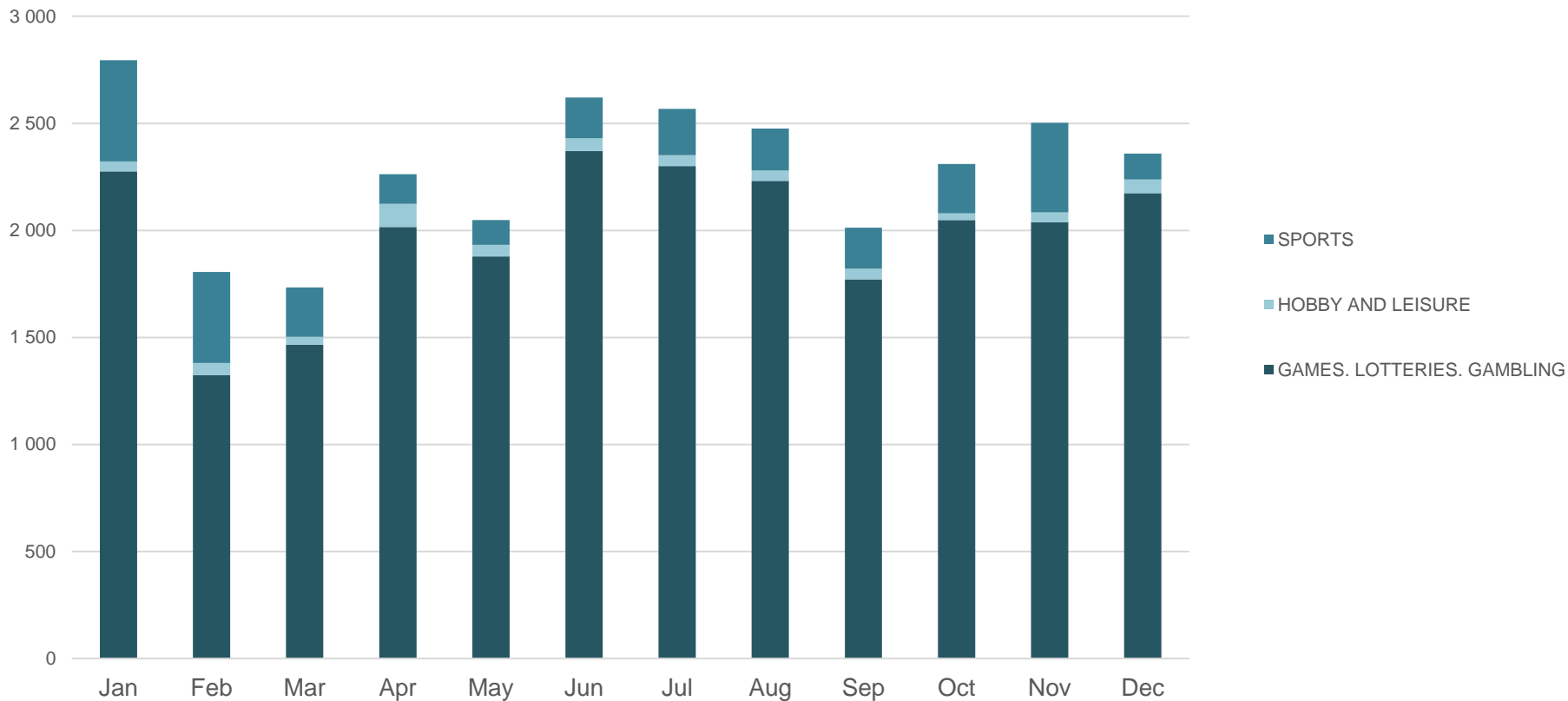
- woman.hotnews.bg
- btv.bg
- framar.bg
- lex.bg
- health.bg
- novanews.bg
- zajenata.bg
- 24chasa.bg
- sportal.bg
- m.woman.bg
- zdrave.ws
- marica.bg
- econ.bg
- zdrave.bg
- novini.bg

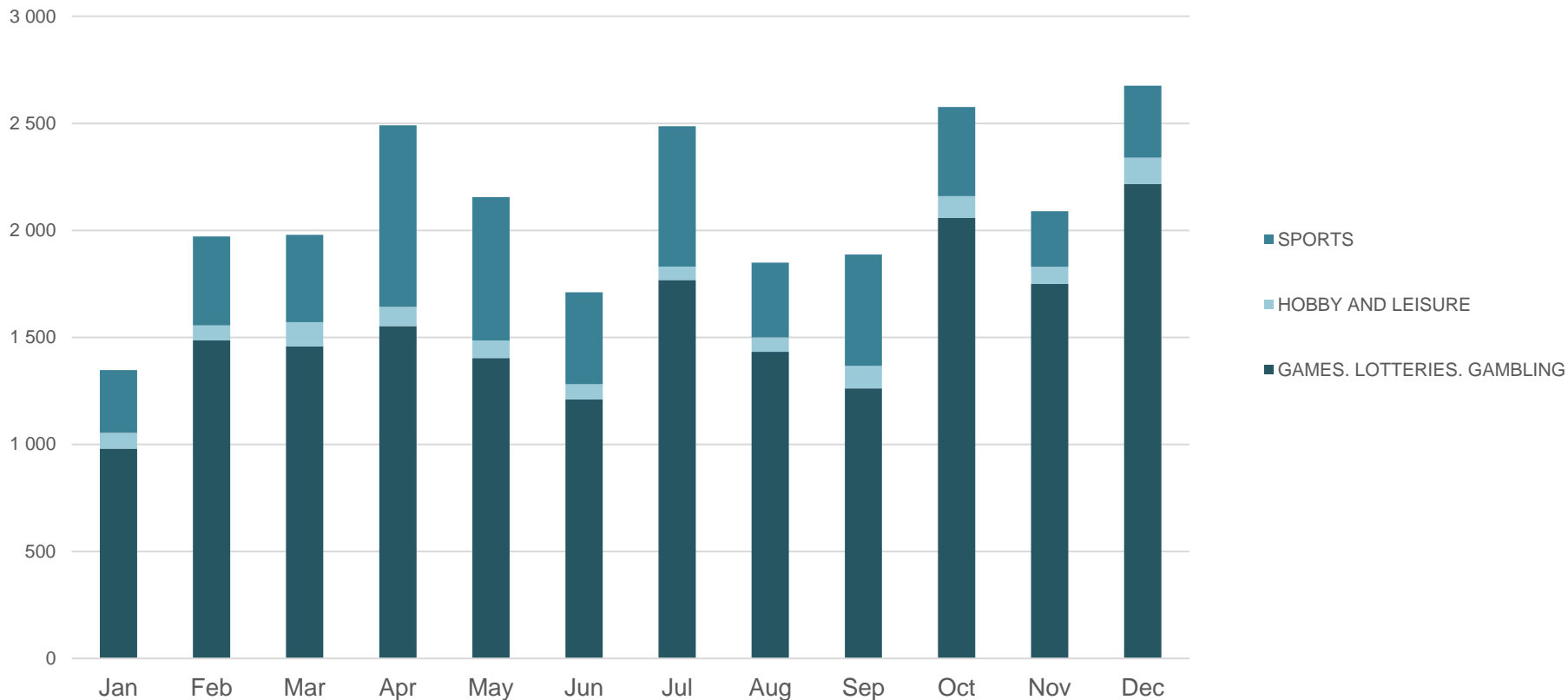
Sector

SPORTS. GAMES.  
LEISURE ACTIVITIES





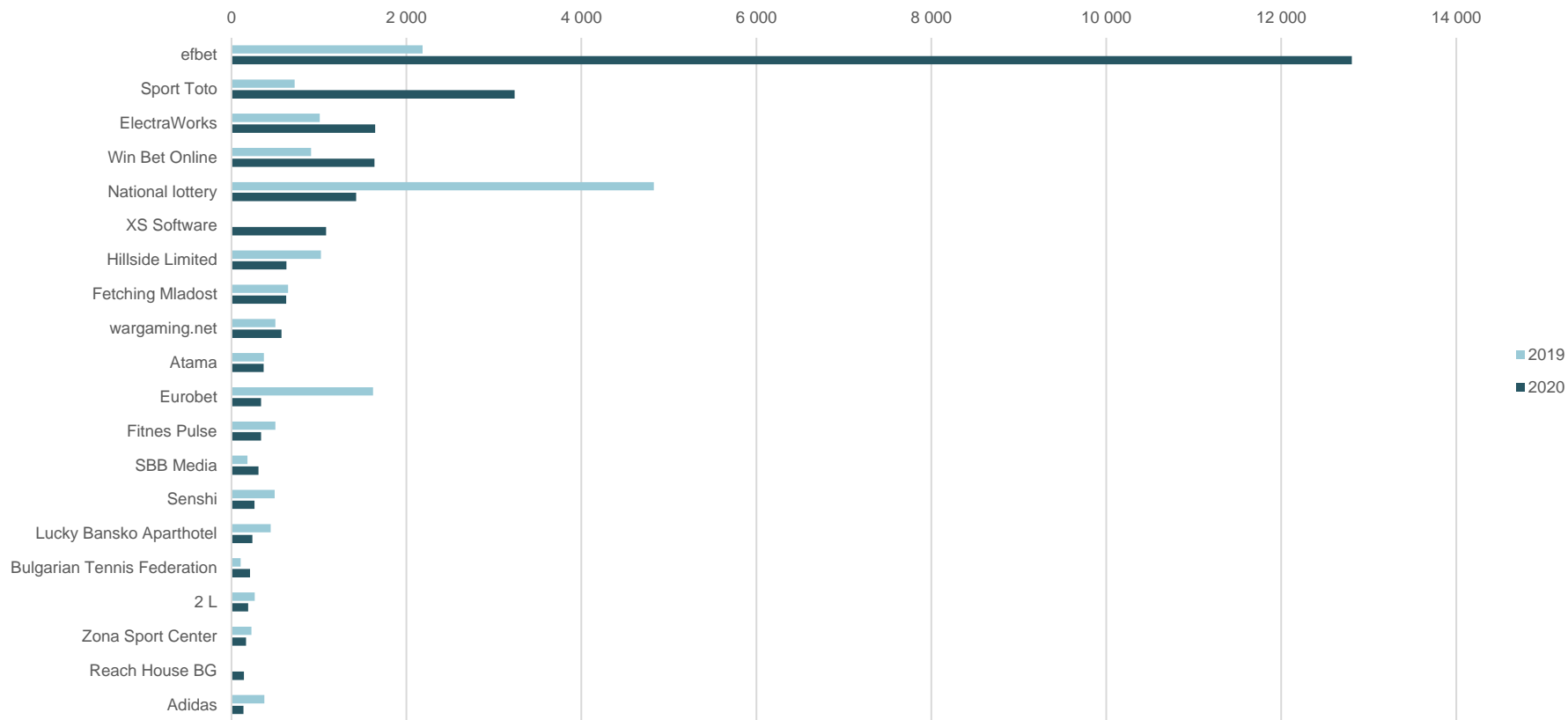


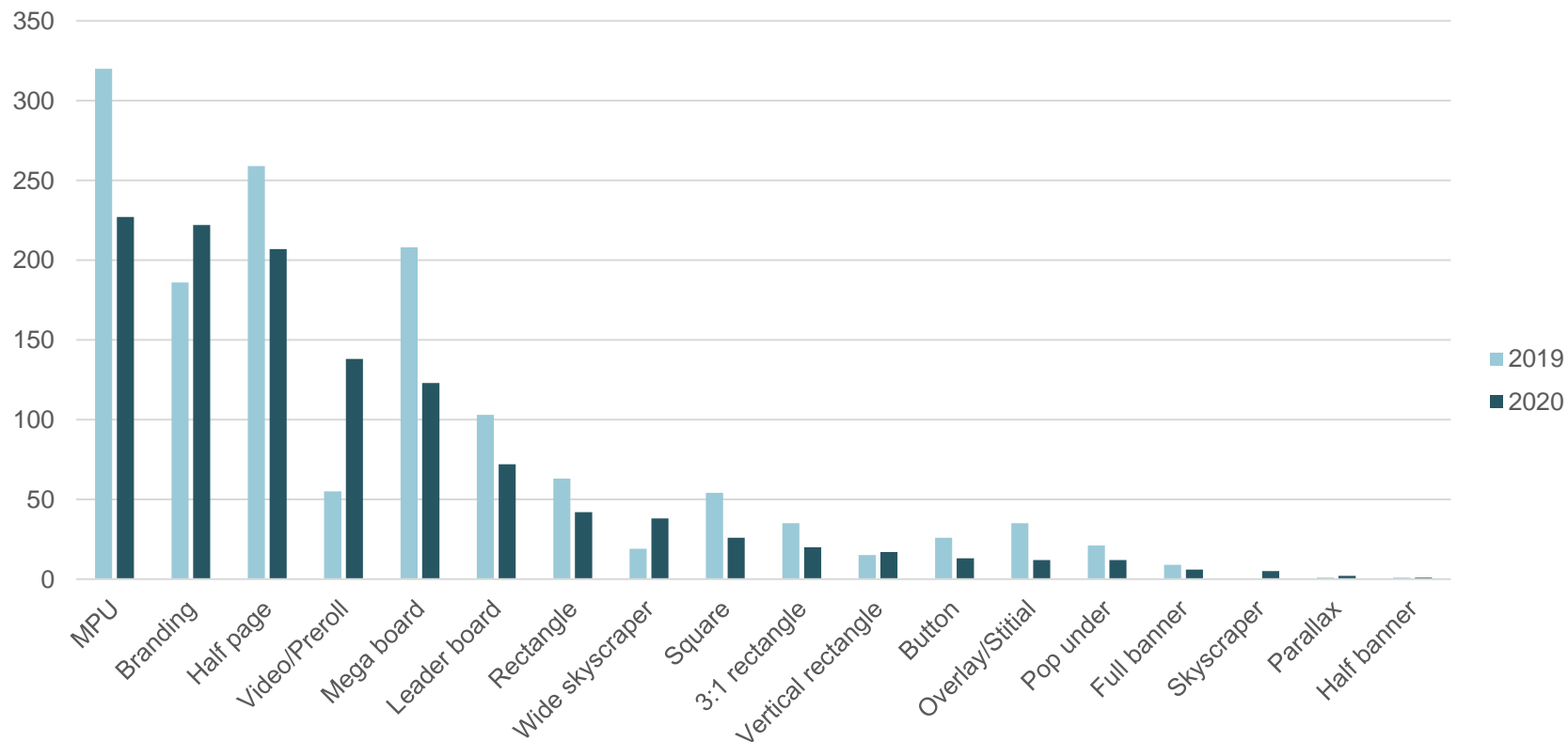


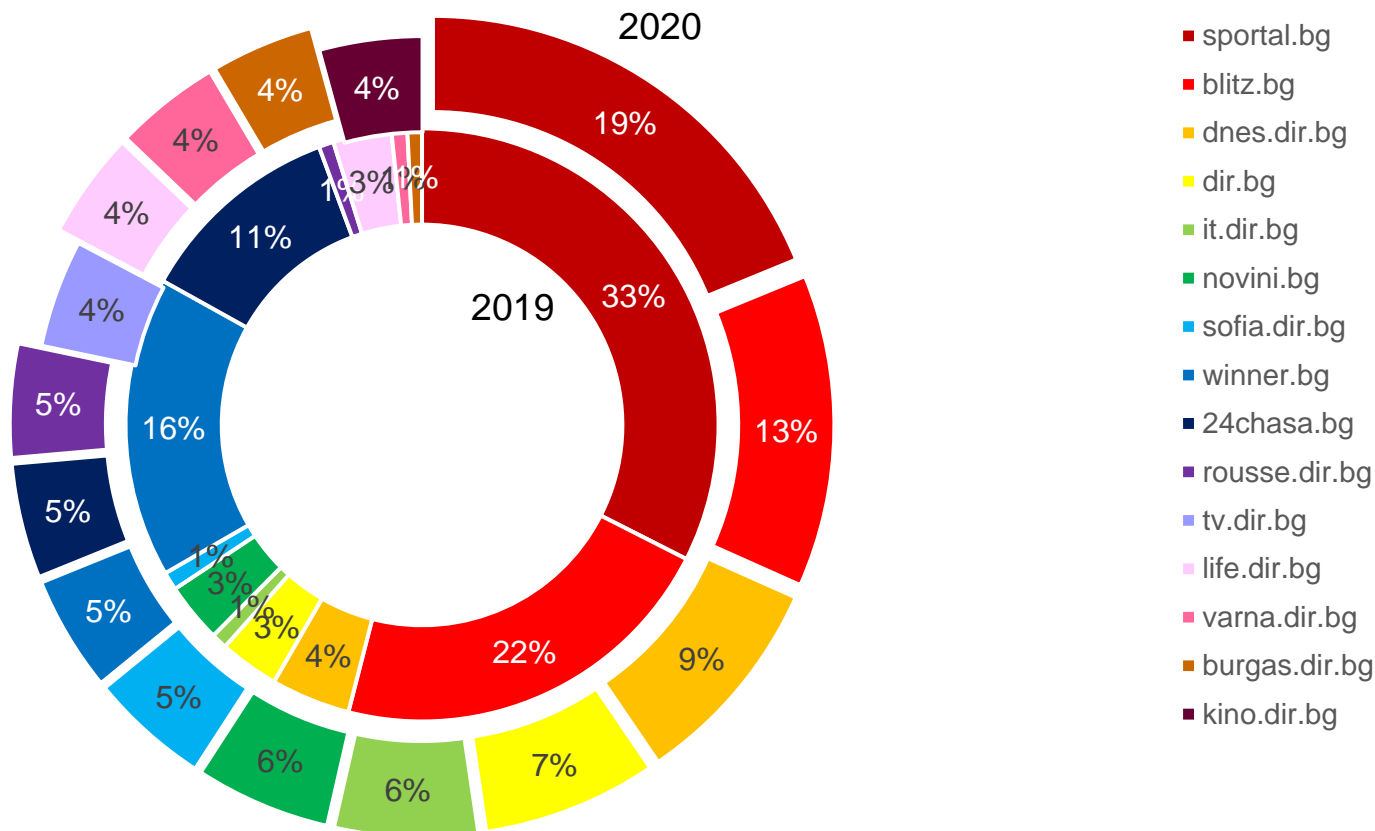




## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020





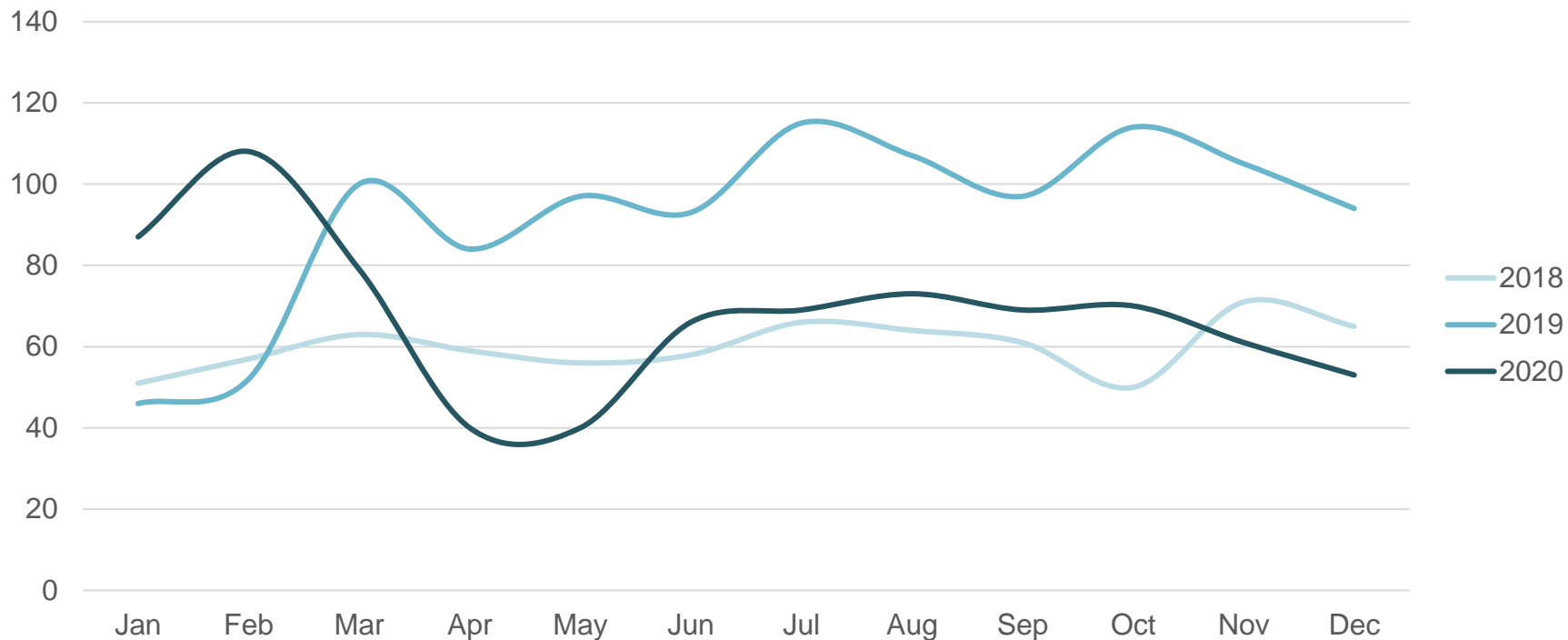


Sector

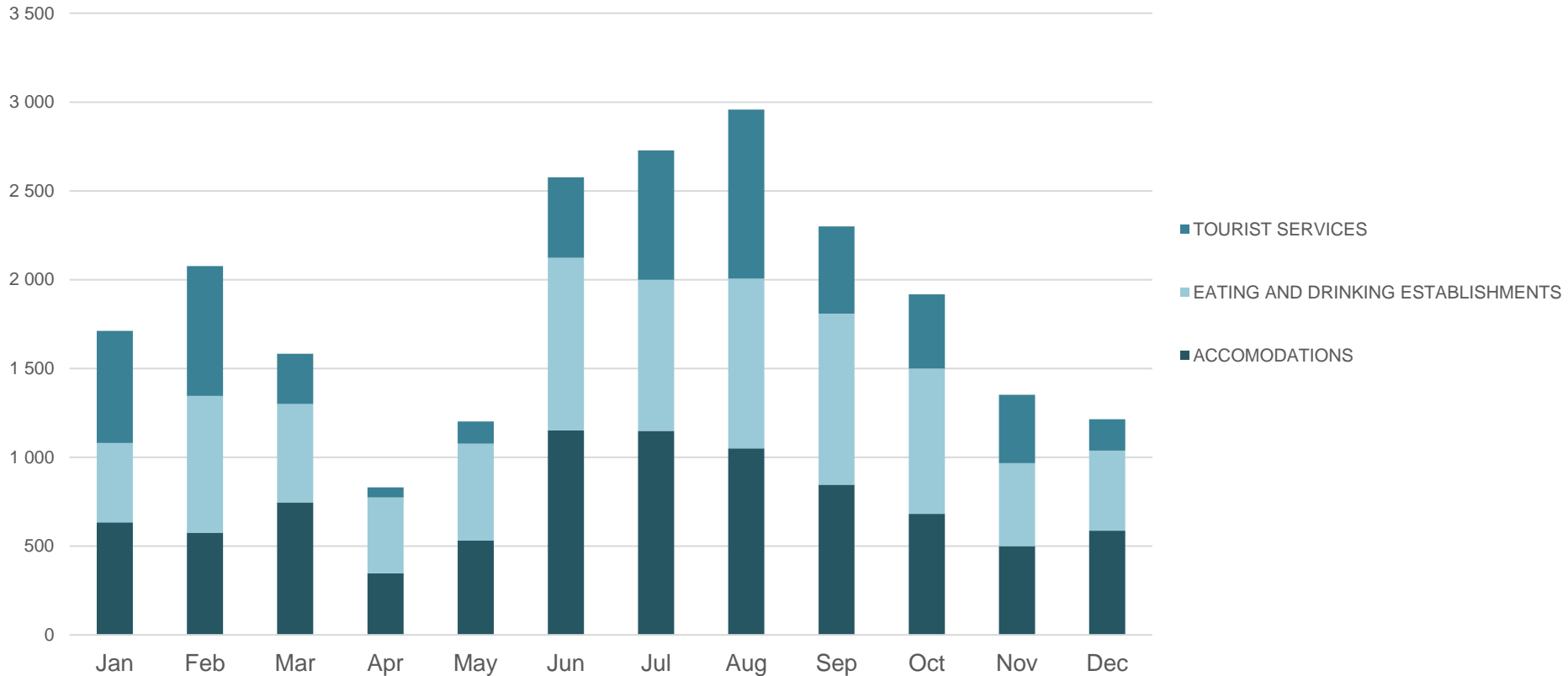
TOURISM



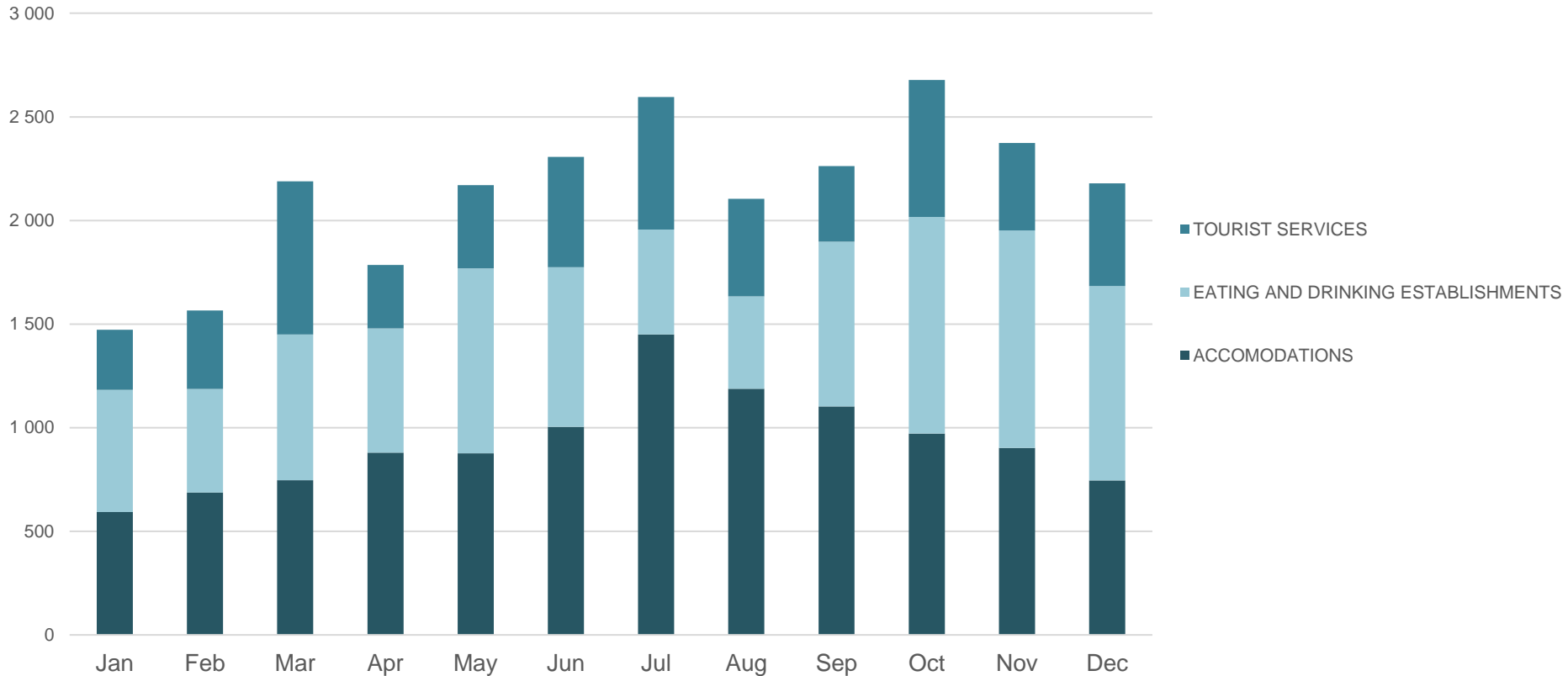
SEASONALITY by number of campaigns - 2018 - 2020



## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

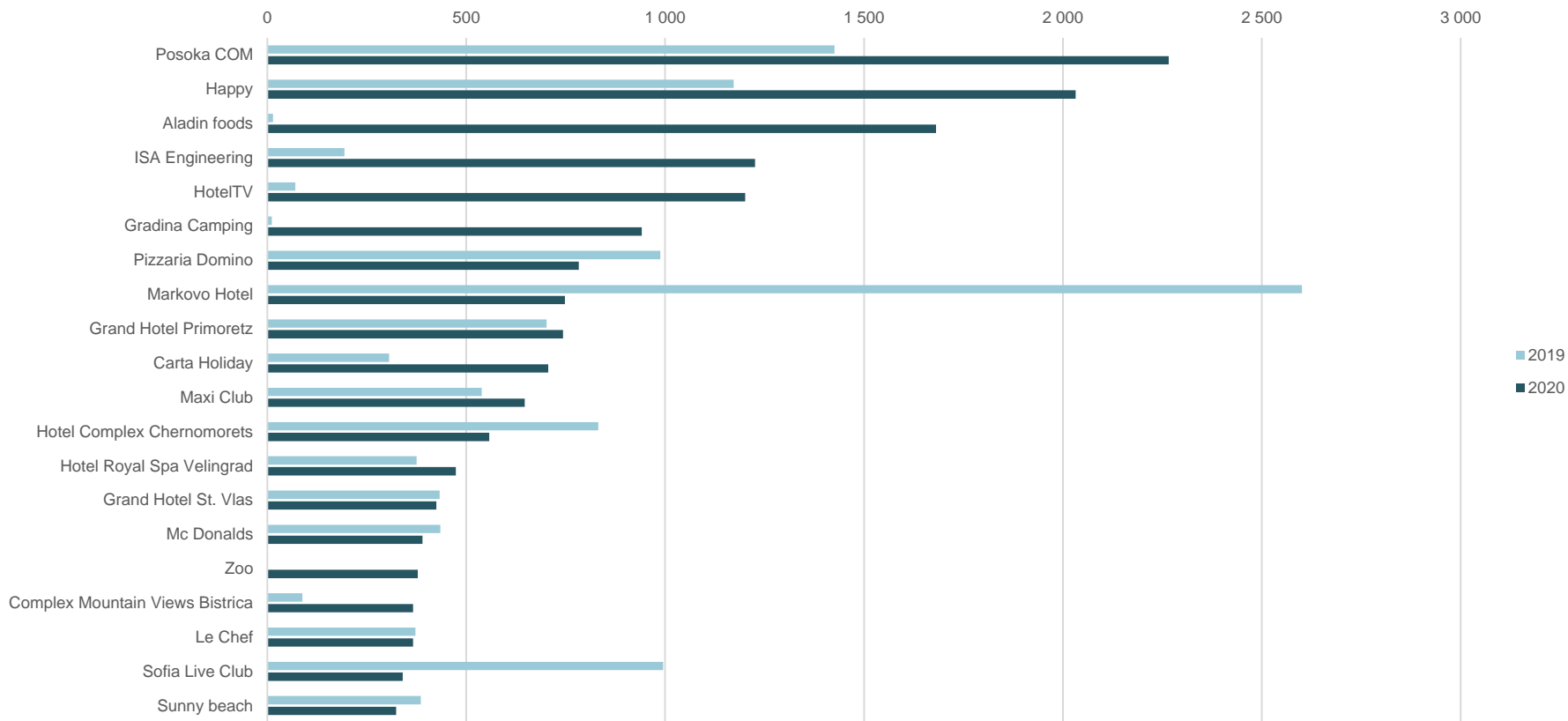


# TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019





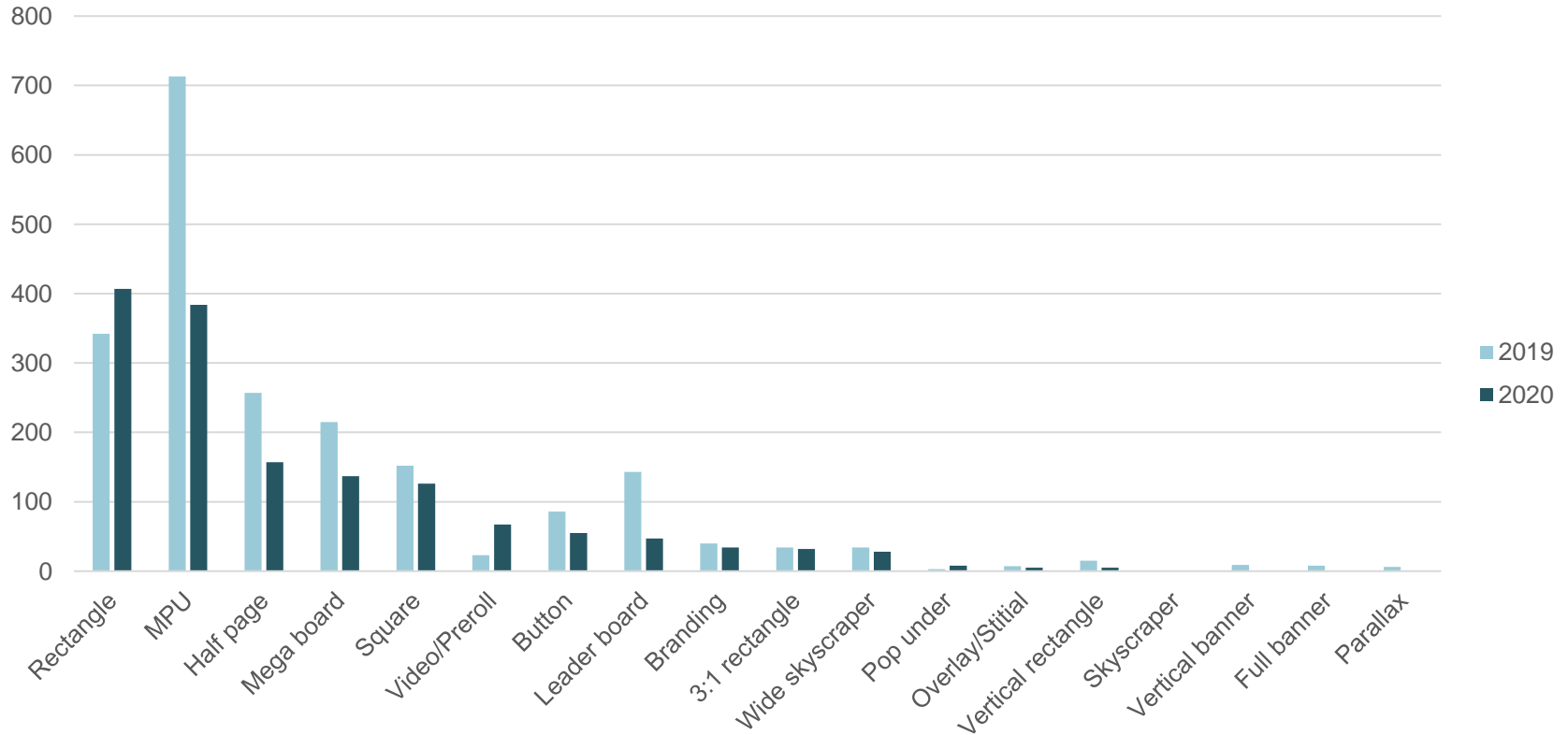
# 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



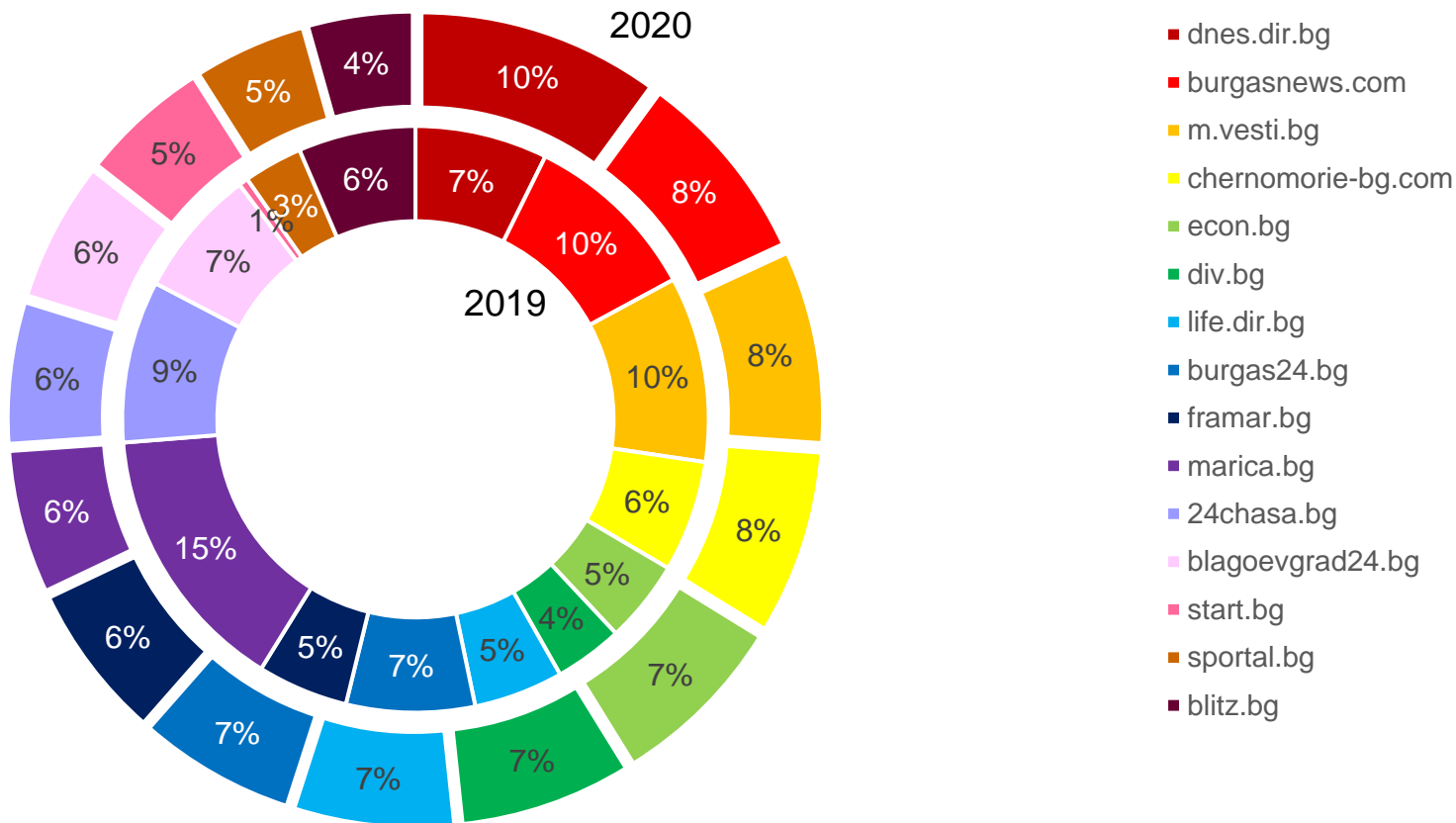




# BANNER FORMATS by number of creatives – 2019 & 2020



TOP 15 WEBSITES by campaigns strength – 2019 & 2020



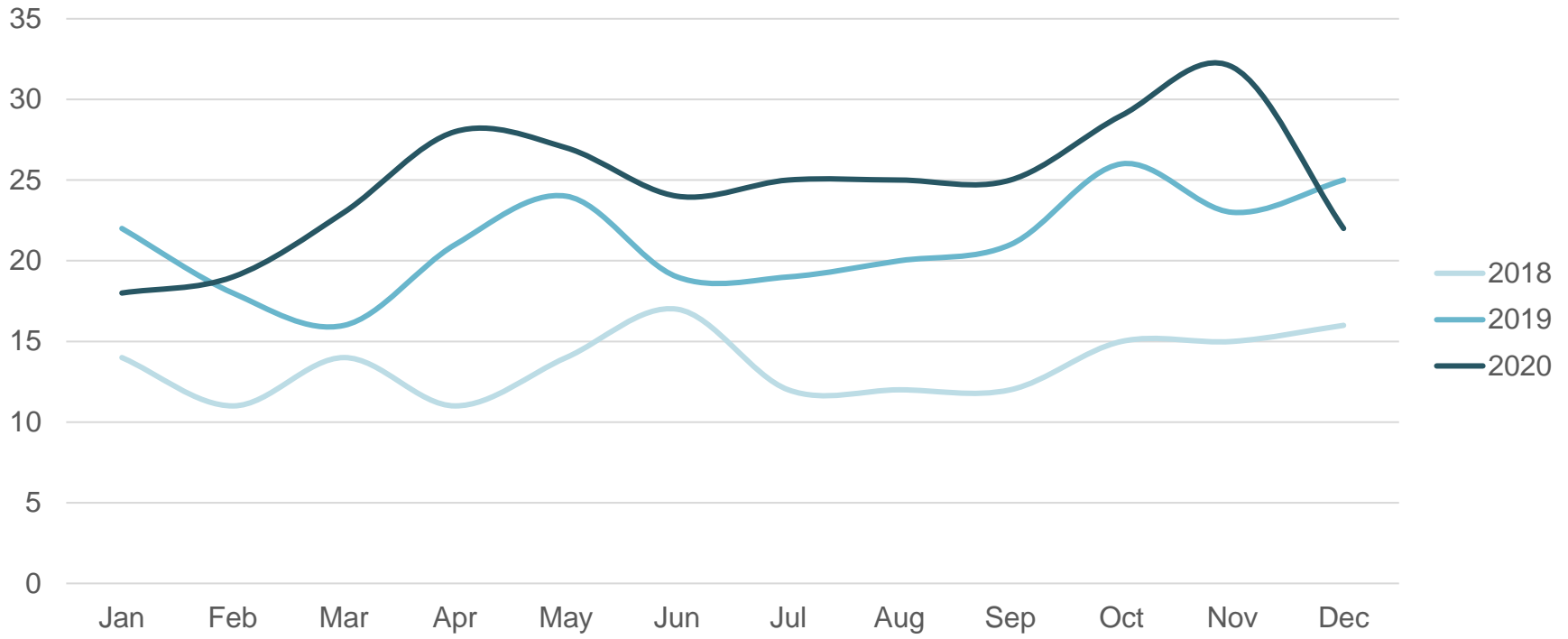
Sector

INSURANCE AND  
SOCIAL SECURITY

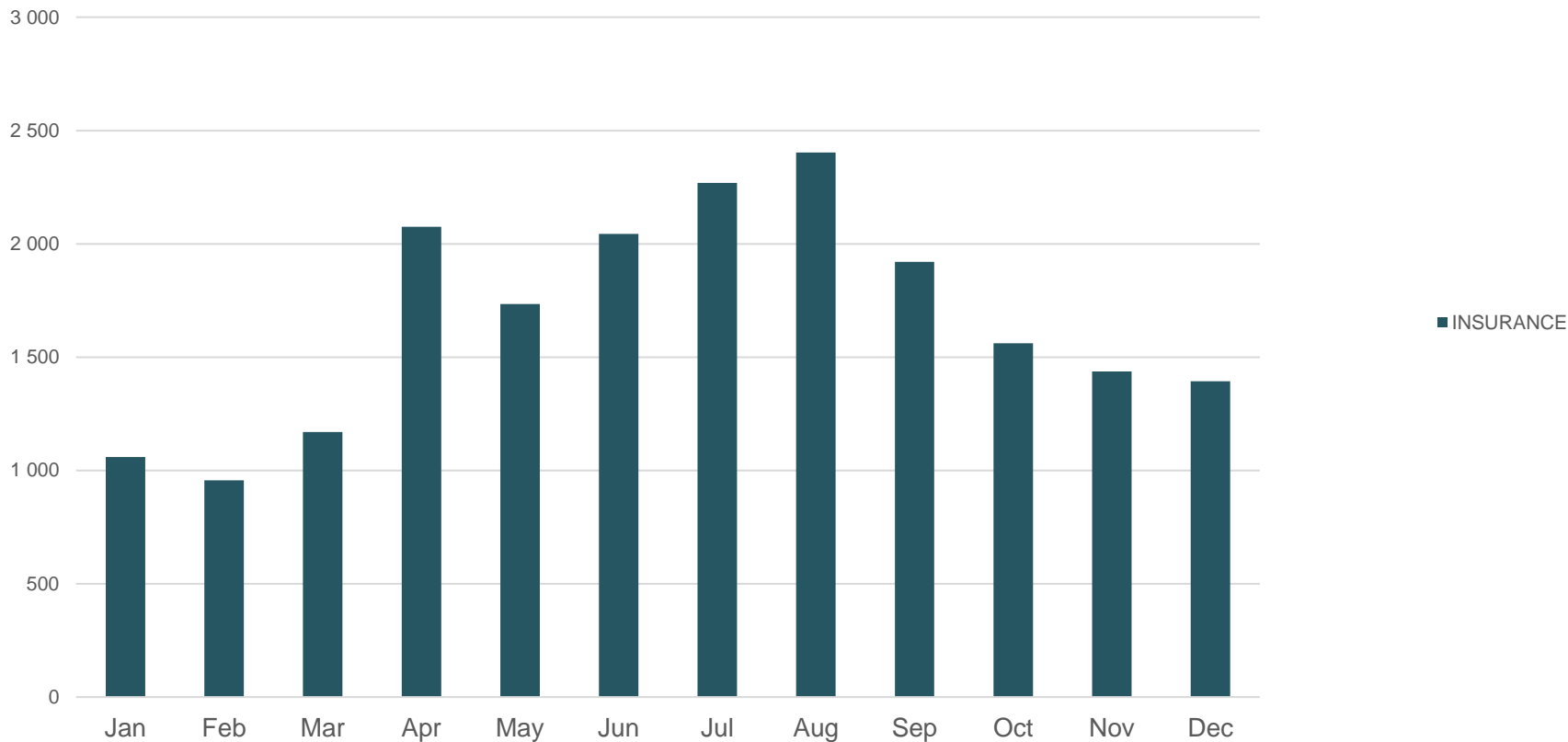


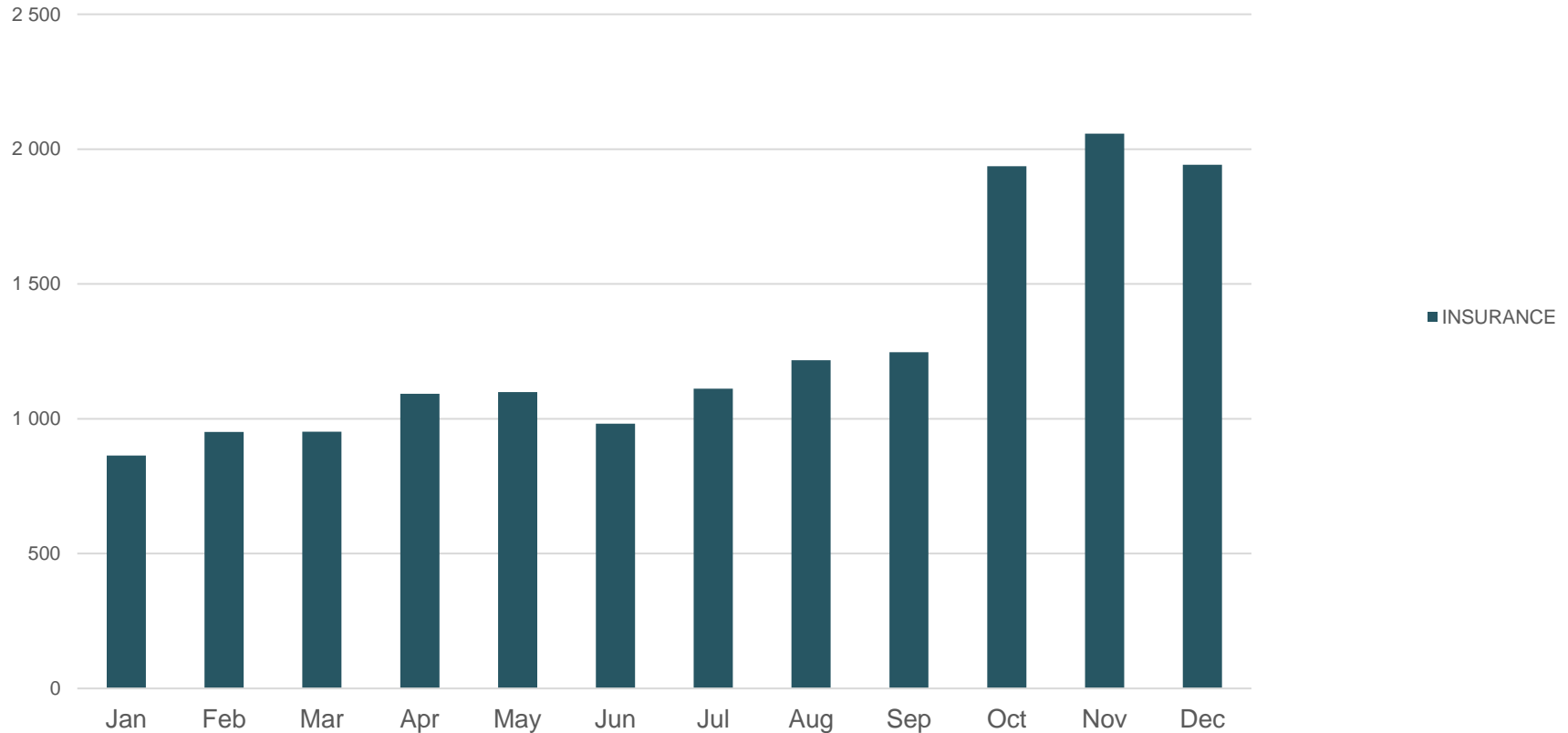
# INSURANCE AND SOCIAL SECURITY

## SEASONALITY by number of campaigns - 2018 - 2020

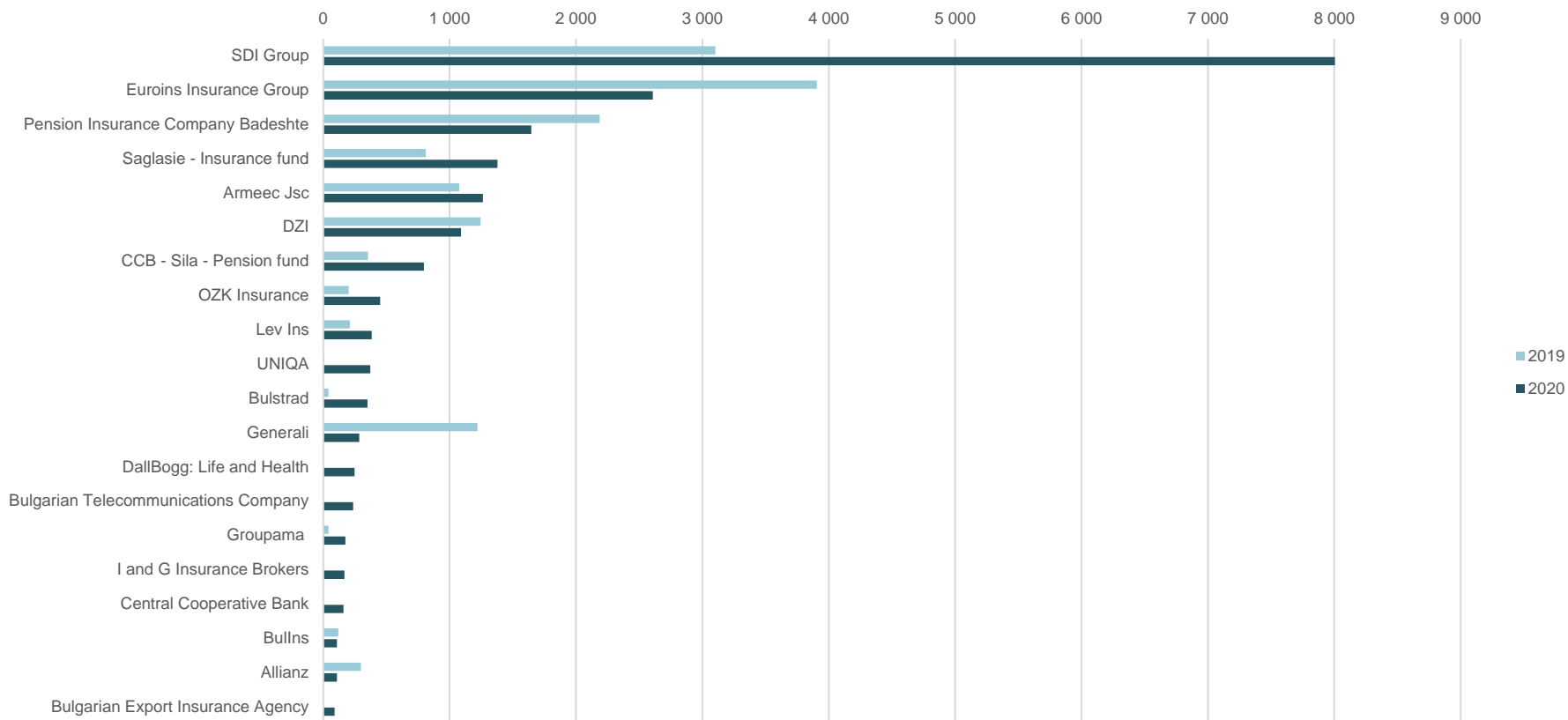


## TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



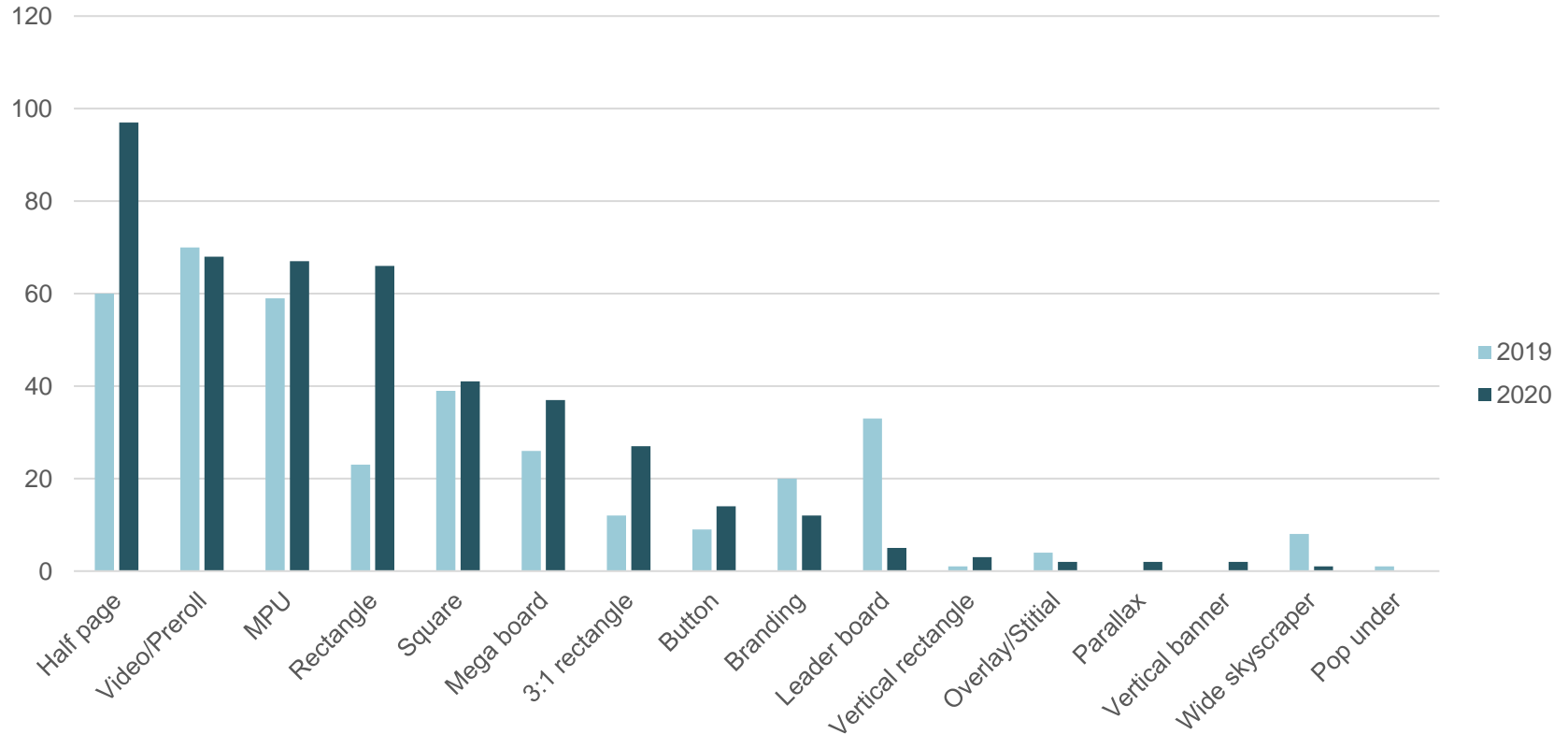


## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



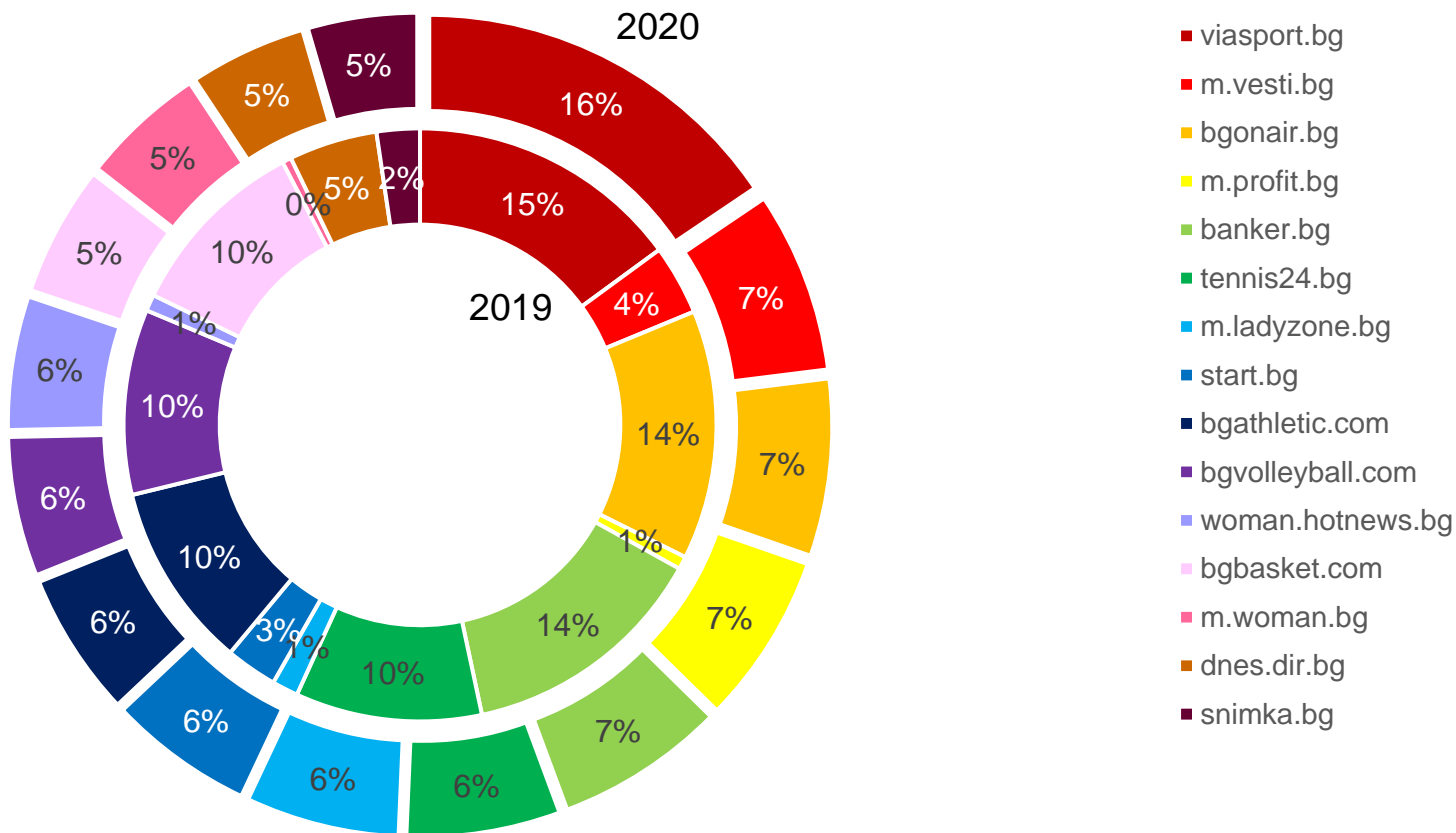


## BANNER FORMATS by number of creatives – 2019 & 2020





## TOP 15 WEBSITES by campaigns strength – 2019 & 2020

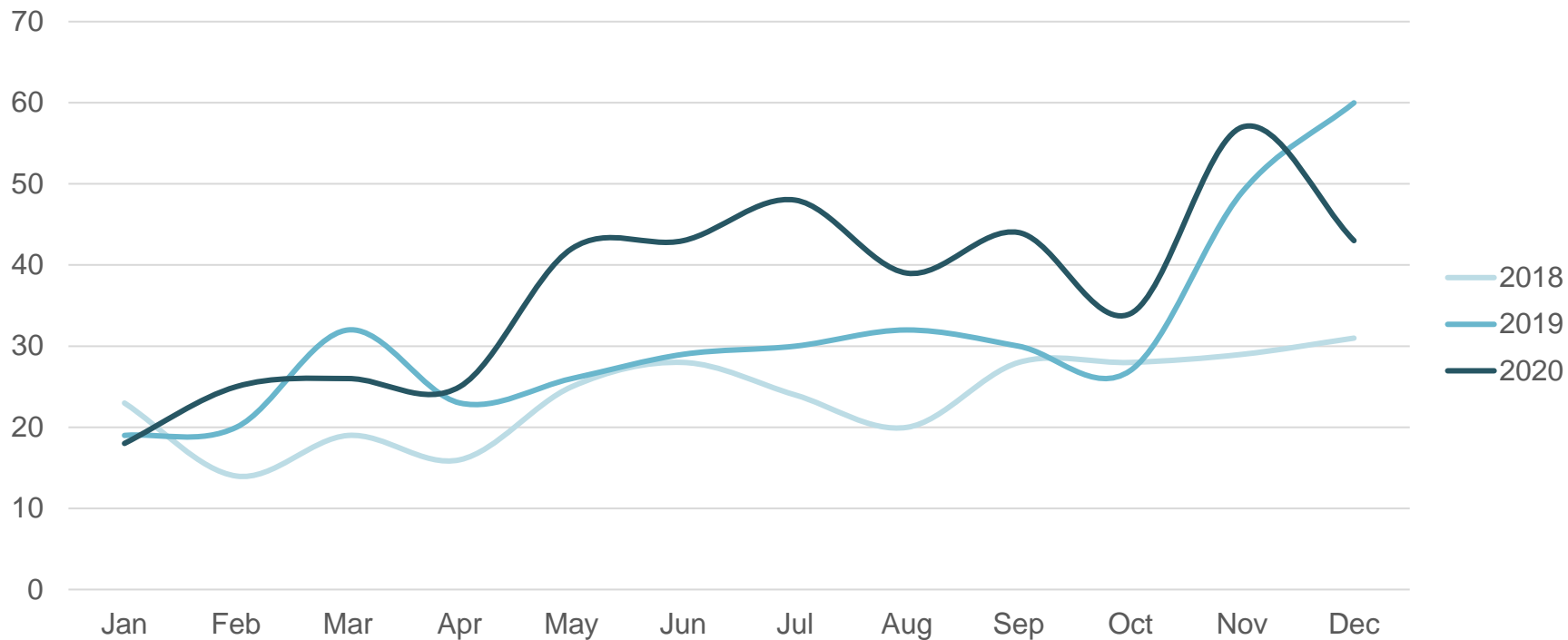


Sector

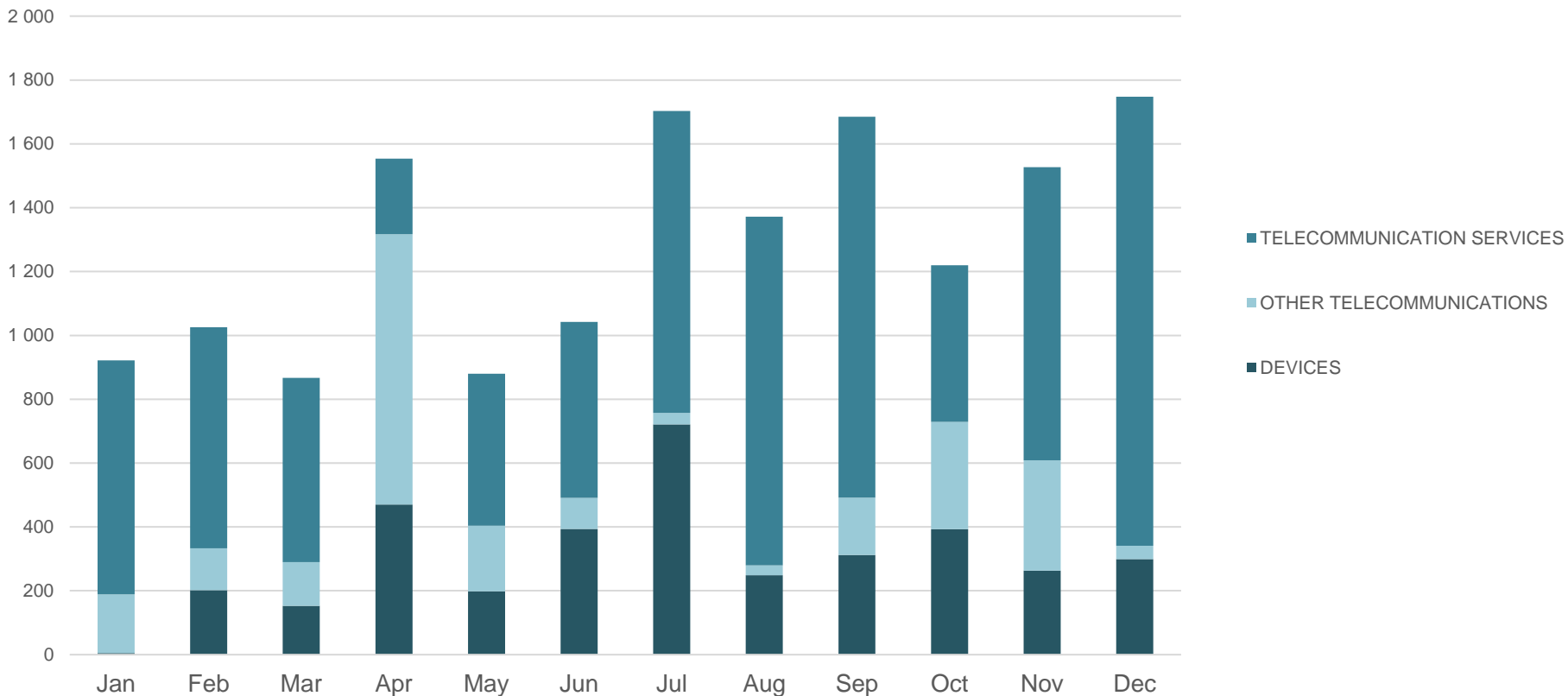
TELECOMMUNICAITONS



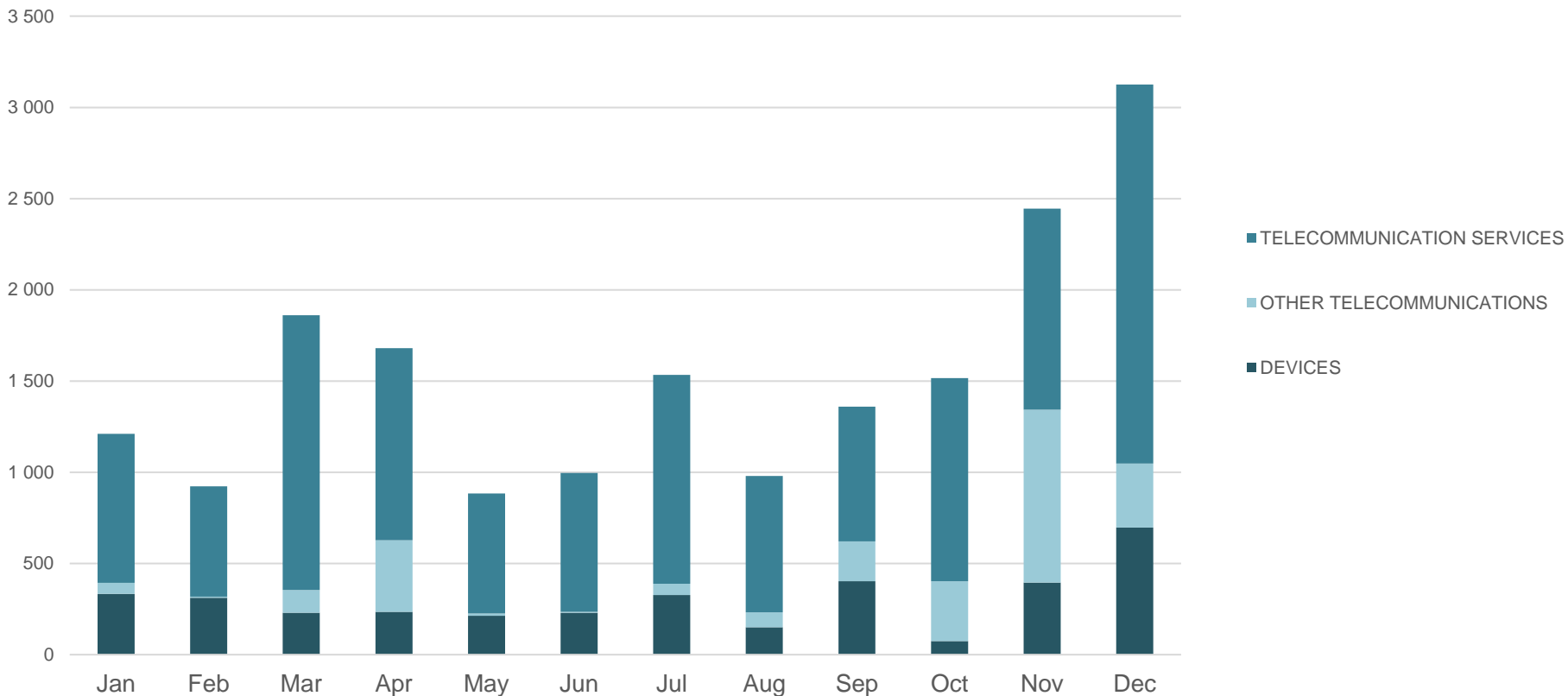
SEASONALITY by number of campaigns - 2018 - 2020



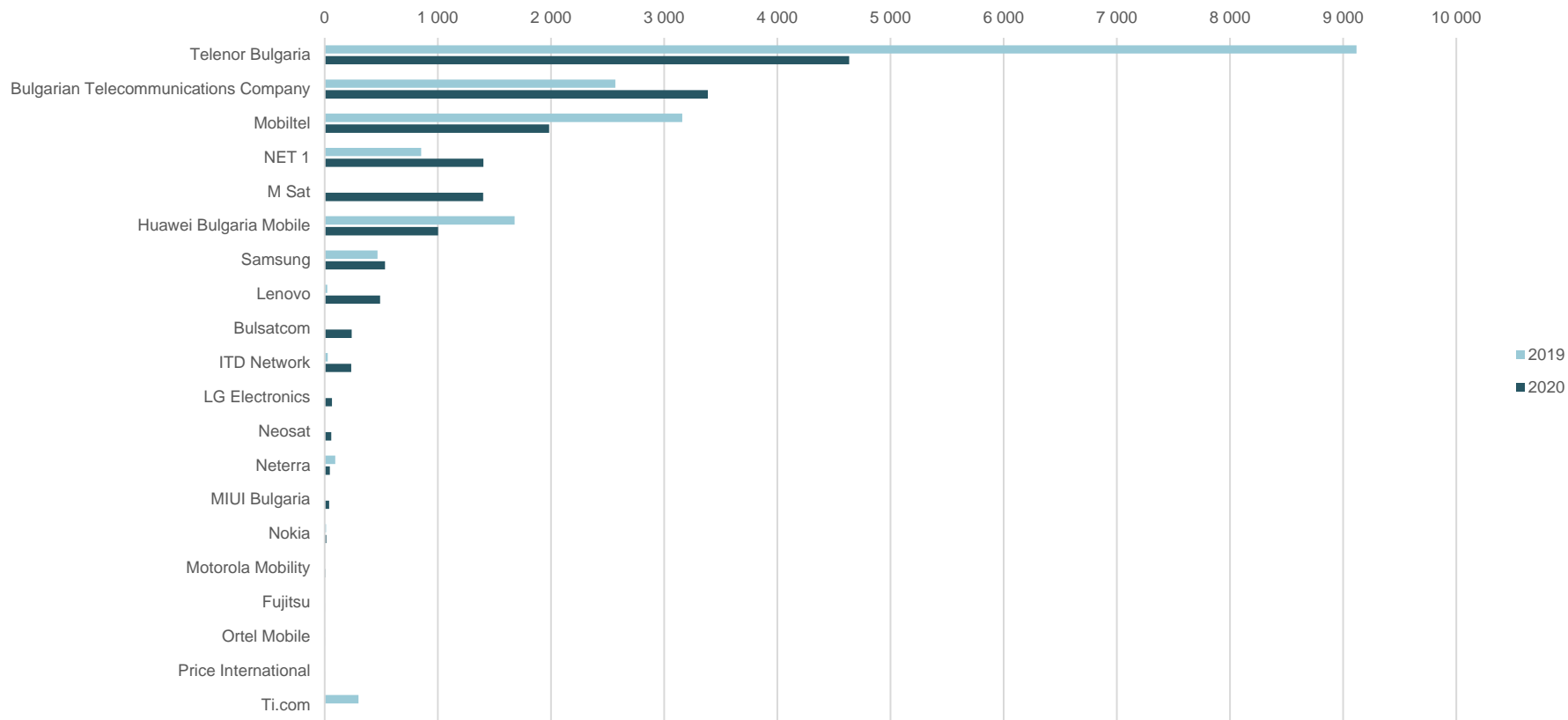
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



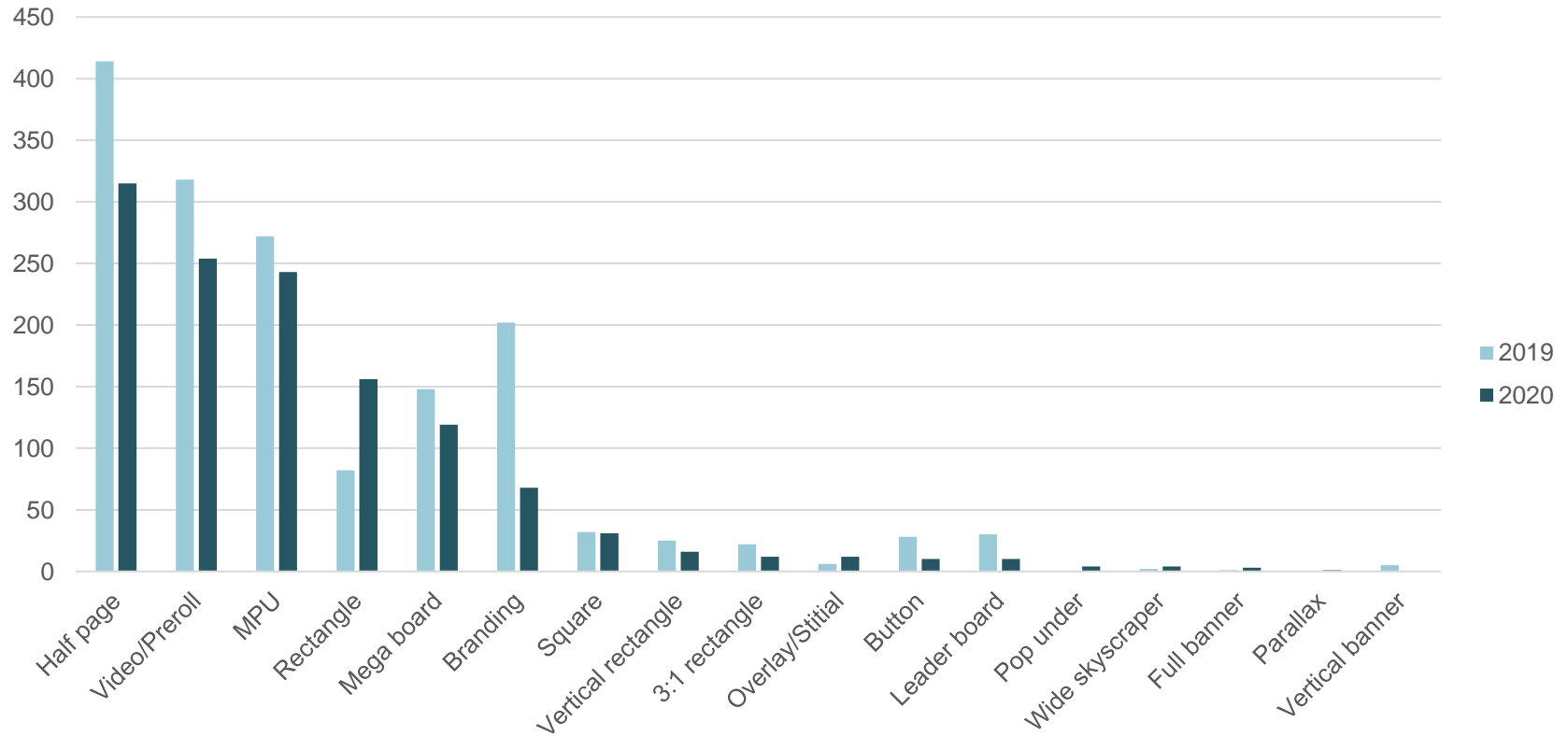
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2019



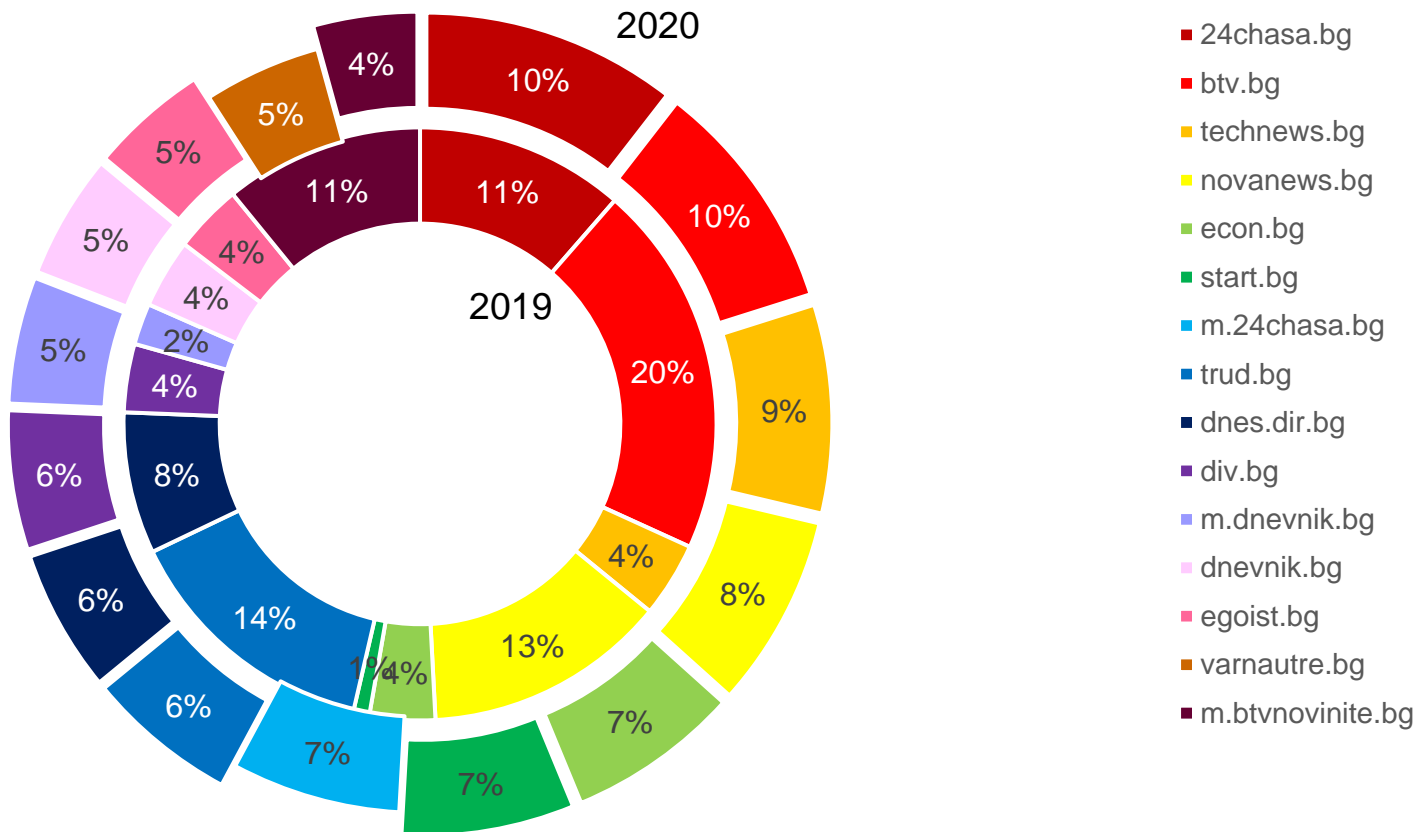
## 20 MOST ACTIVE ADVERTISERS by campaigns strength – 2019 & 2020



BANNER FORMATS by number of creatives – 2019 & 2020



TOP 15 WEBSITES by campaigns strength – 2019 & 2020





**For more data you can contact us on:**

**stefan@webnewsagent.com**

**+ 359 888 510027**

**bannermonitoring.com**

**Stefan Stefanov**





**Thank you!**