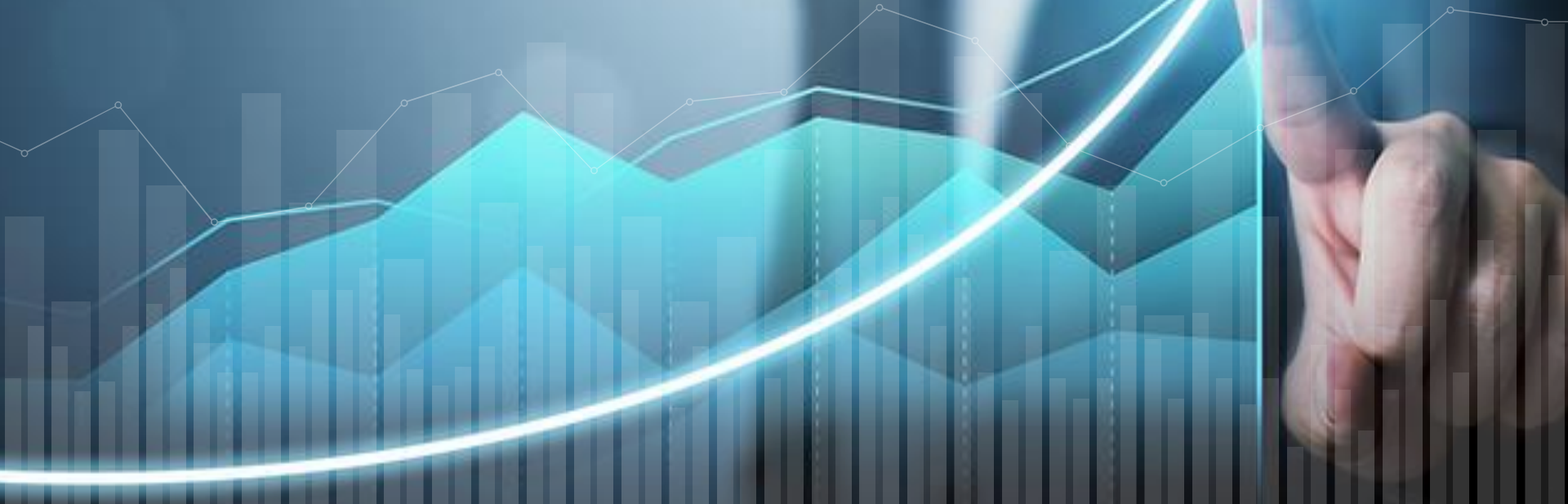




Banner Monitoring

Market Review

2021





01 Introduction

02 Legend

03 General market overview

04 Overview by TOP 10 sectors



Banner Monitoring

01

Introduction



Banner Monitoring - real-time information about advertising activities on the Internet.

Automatic system – **Who, Where, What, When and How** is advertising

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



New classifier – Nielsen Bulgaria.

2021



New formats, websites and advertising networks.

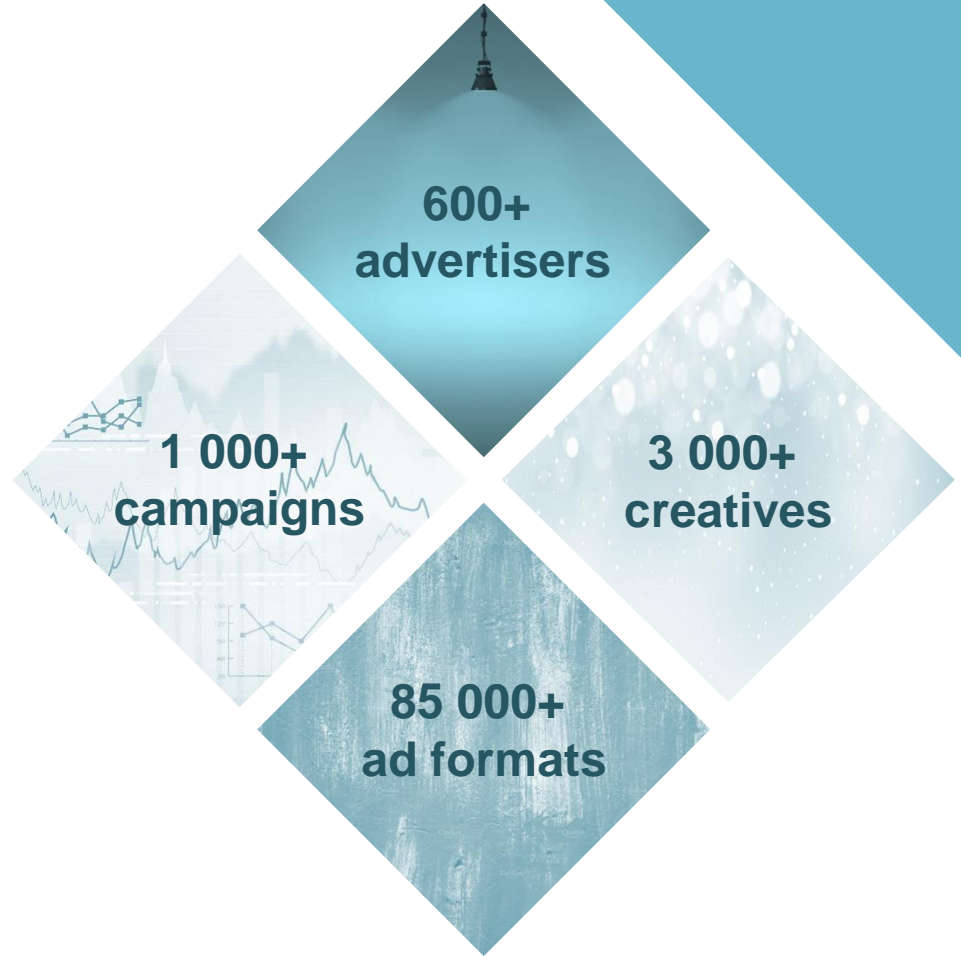
2022





Banner Monitoring

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





Banner Monitoring

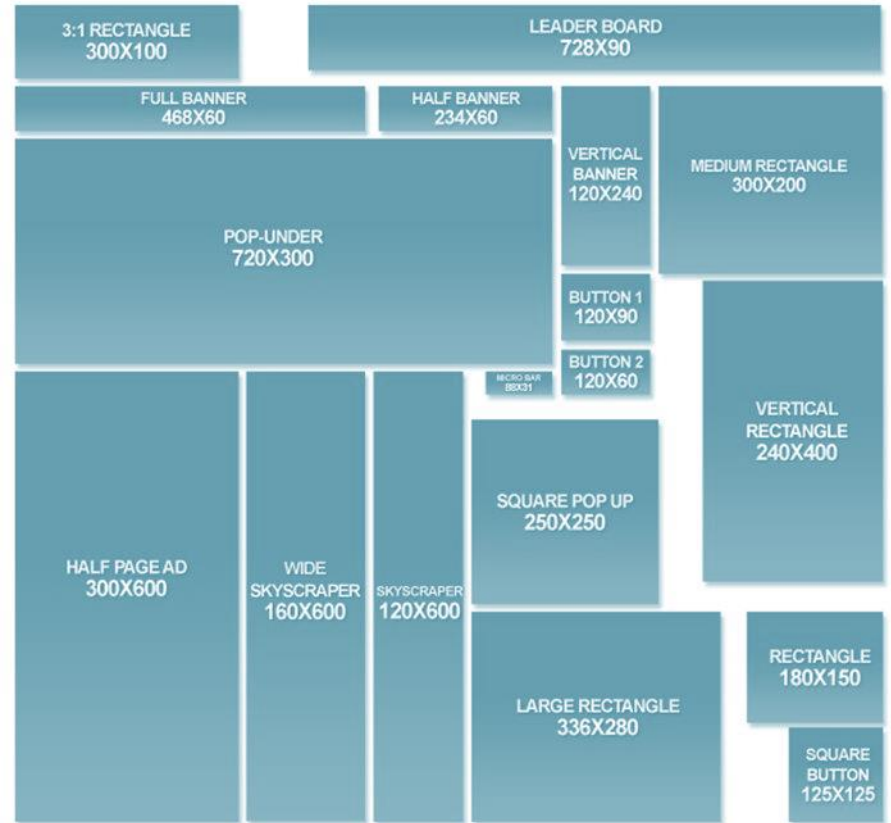
02 Legend



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

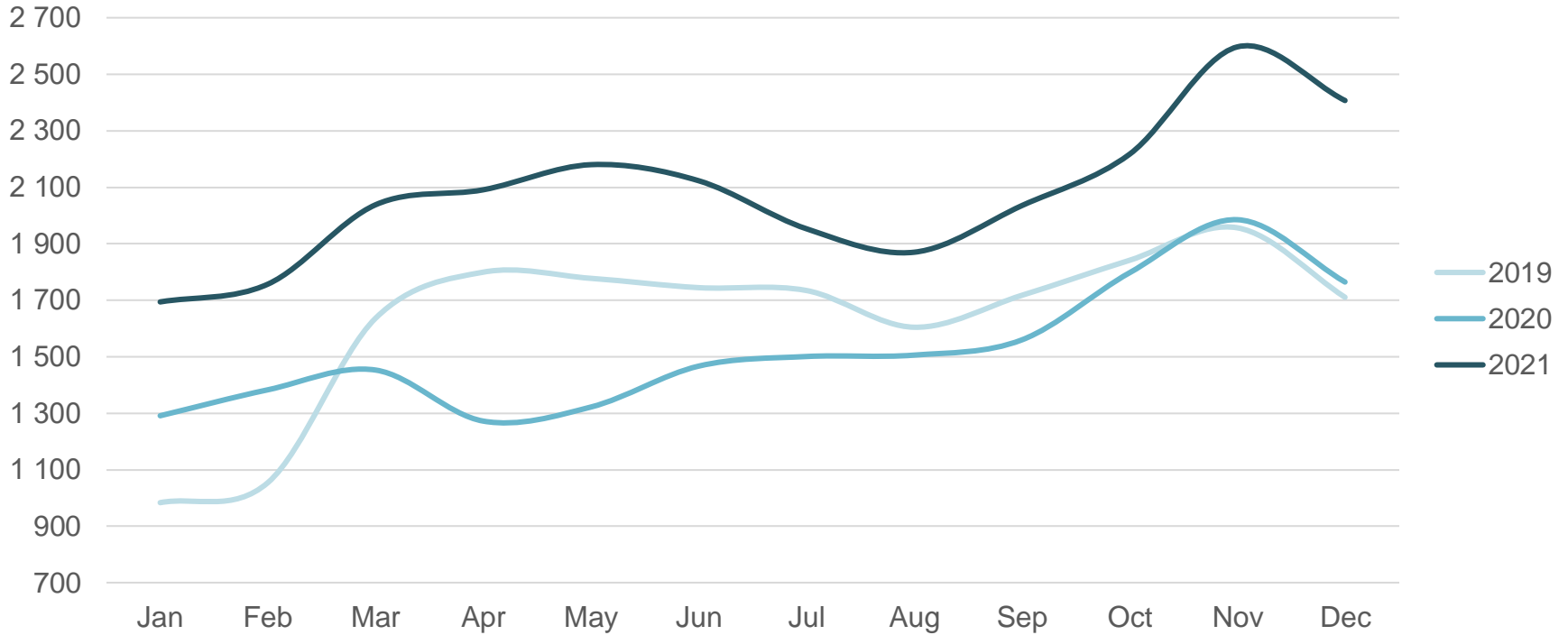




Banner Monitoring

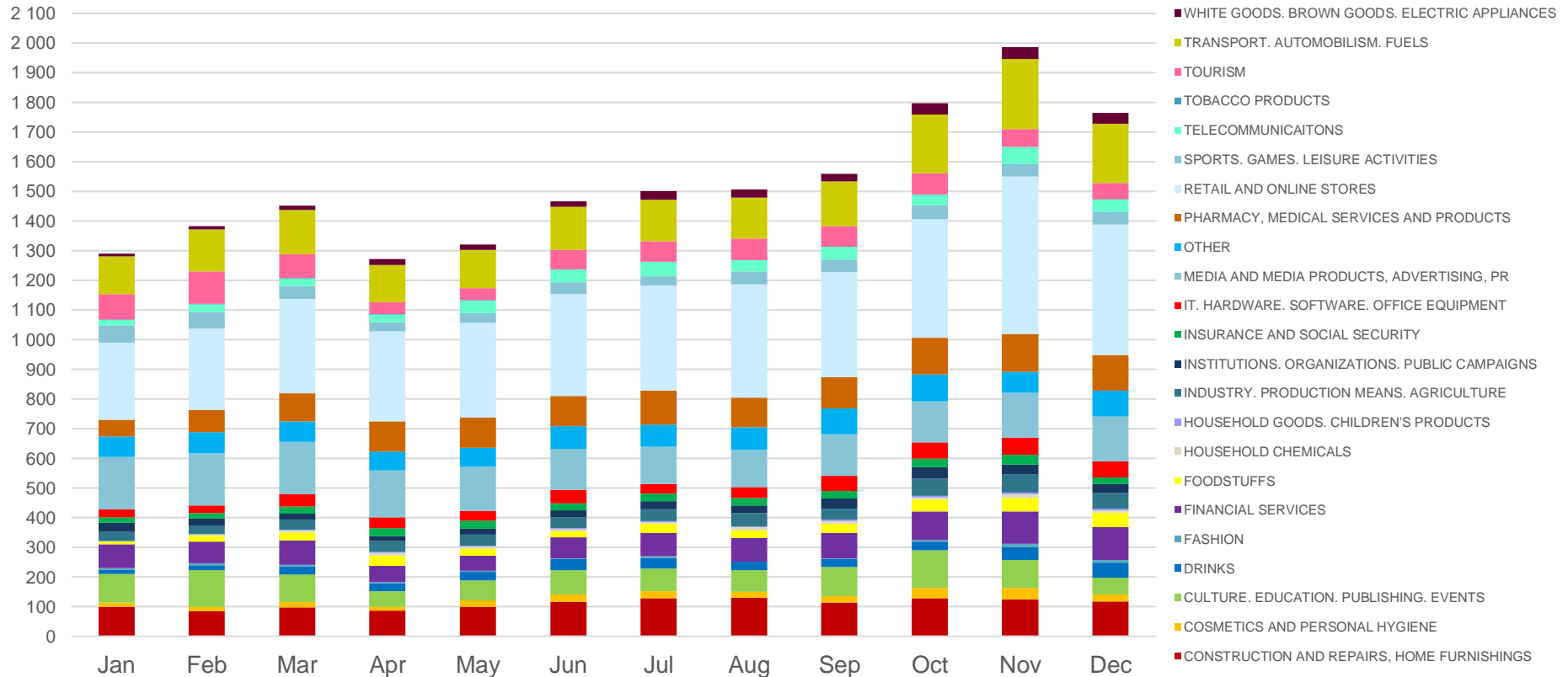
03

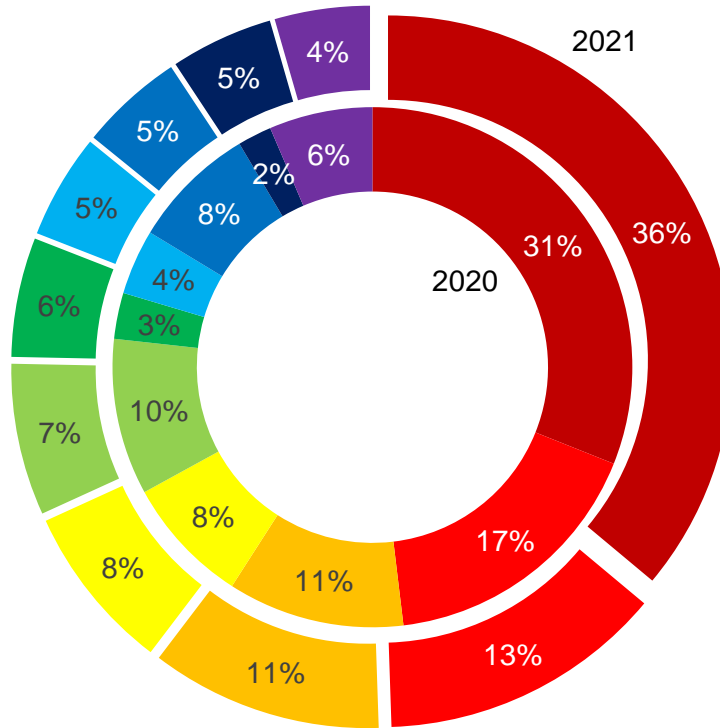
General market overview



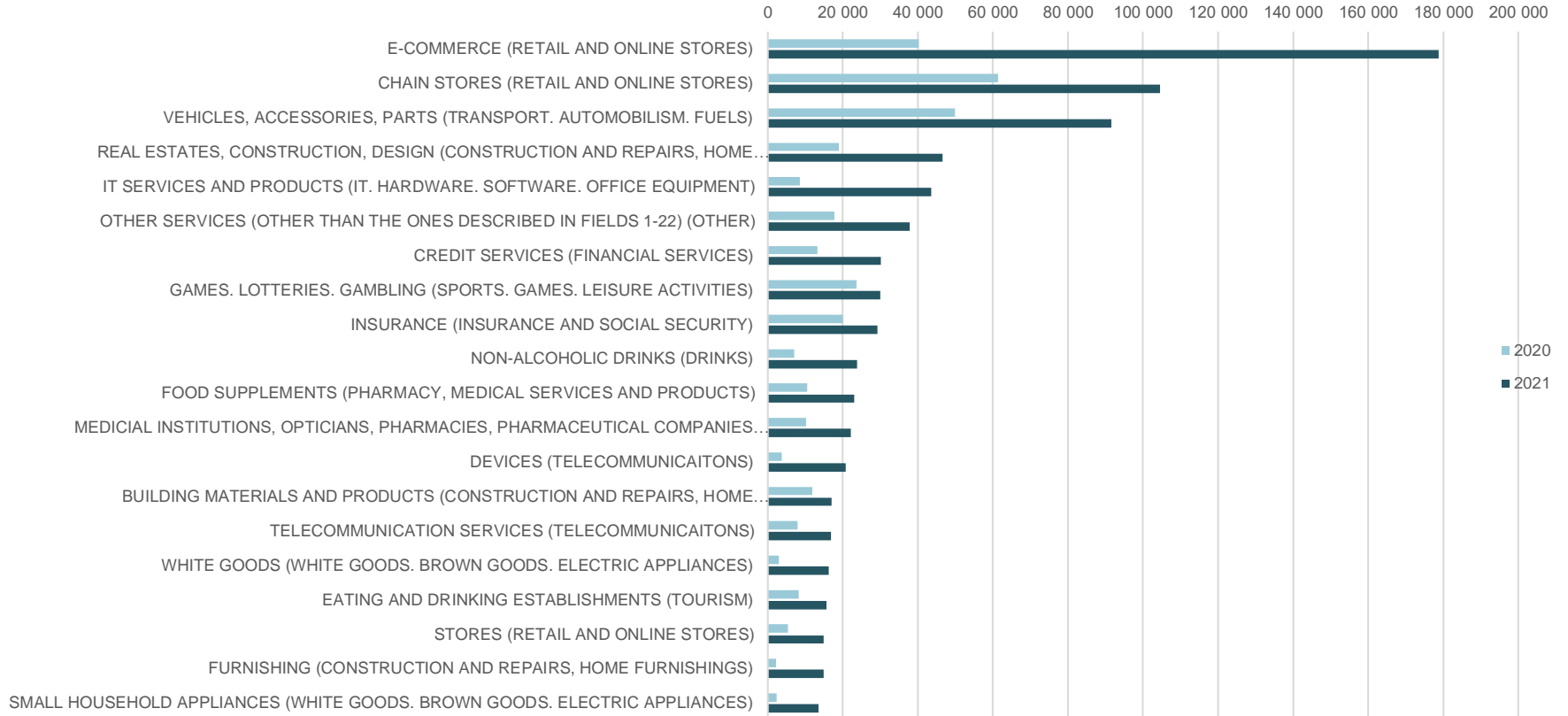
CAMPAIGN SEASONALITY

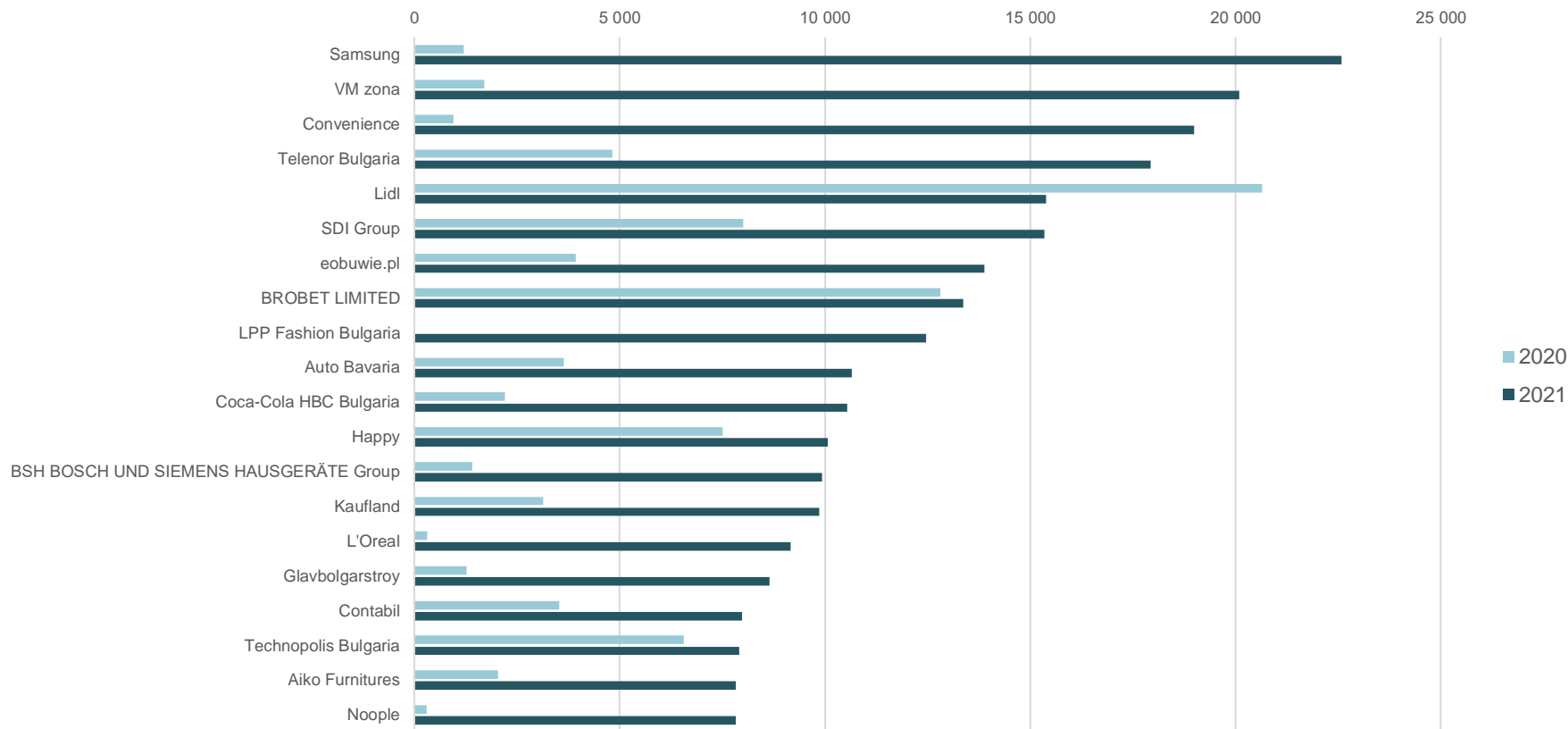
by number of campaigns - Jan/Dec 2020

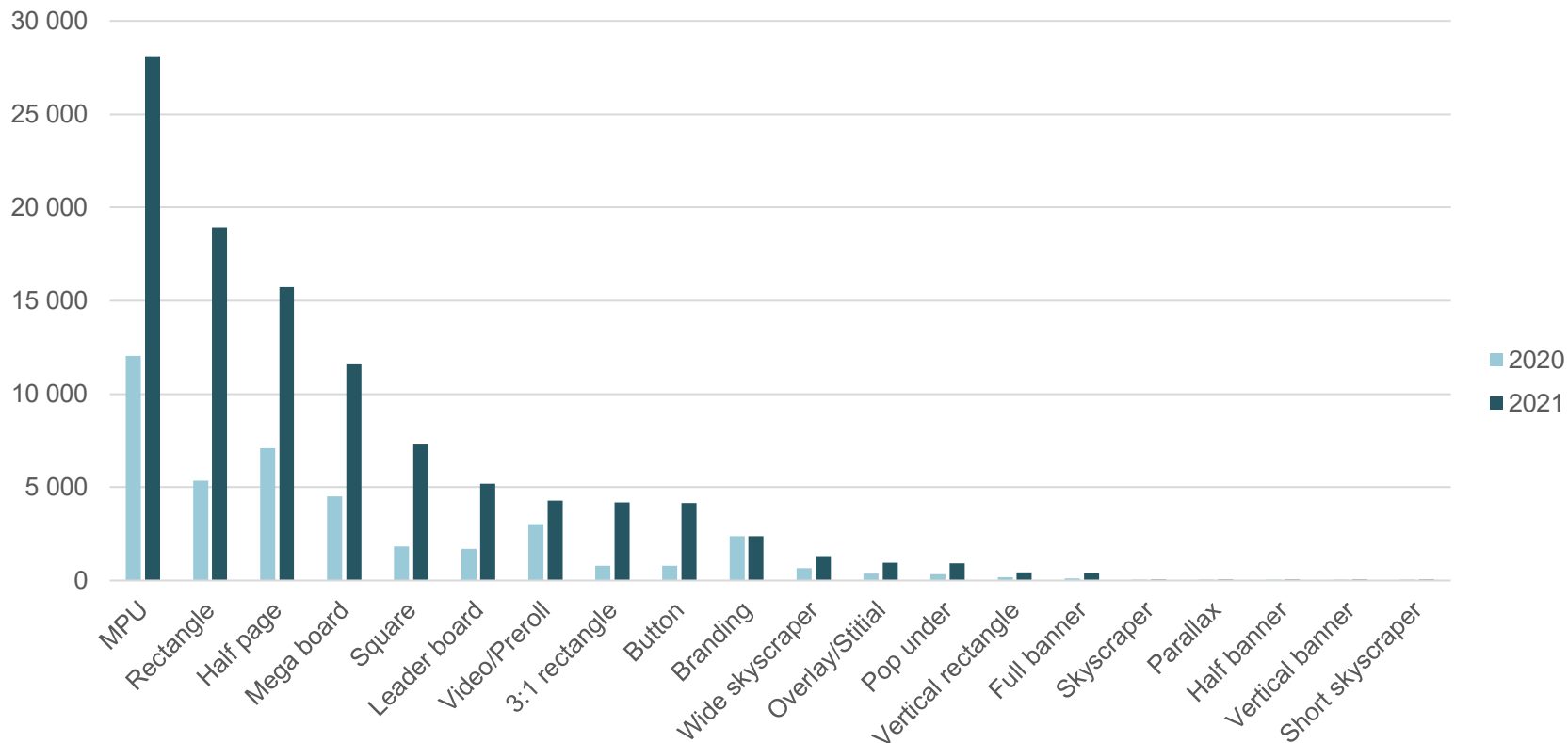




- RETAIL AND ONLINE STORES
- TRANSPORT. AUTOMOBILISM. FUELS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- FINANCIAL SERVICES
- IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT
- TELECOMMUNICAITONS
- SPORTS. GAMES. LEISURE ACTIVITIES
- WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES
- TOURISM









Banner Monitoring

04

**Overview by TOP 10
sectors**



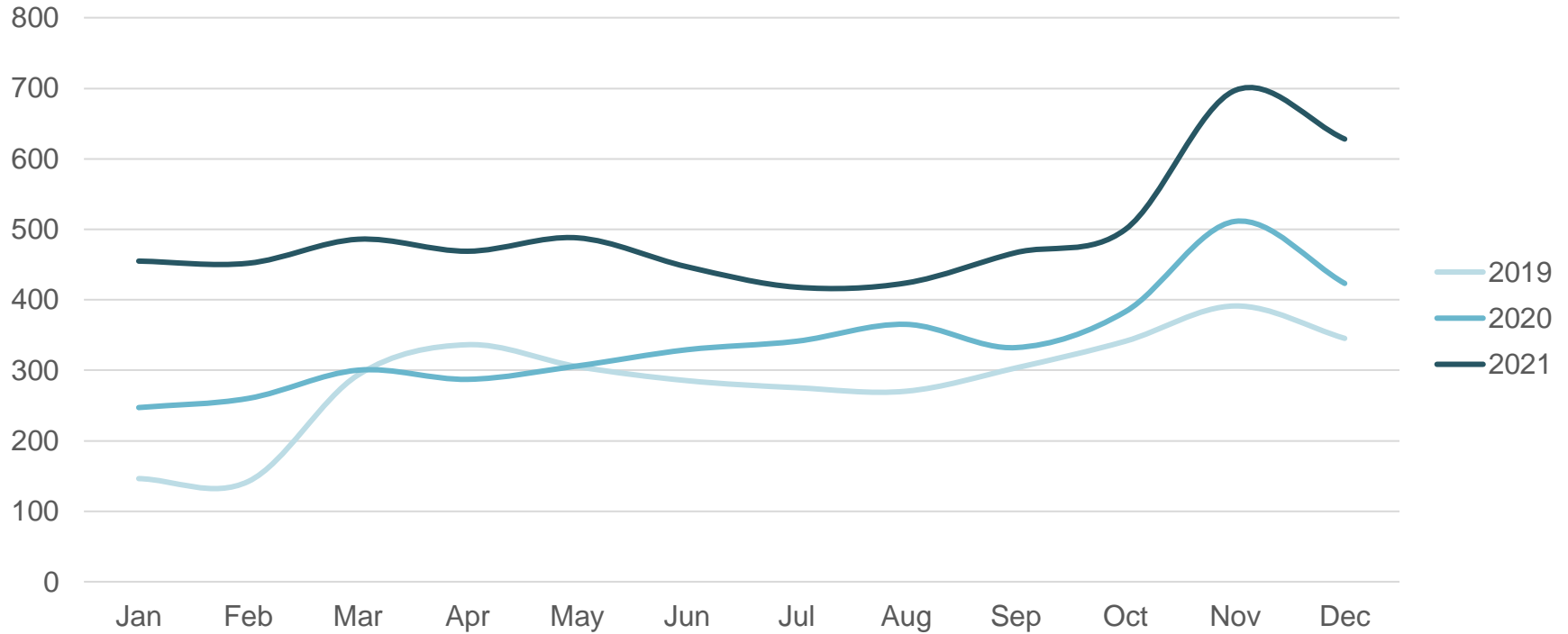
Banner Monitoring

Sector

RETAIL AND ONLINE
STORES

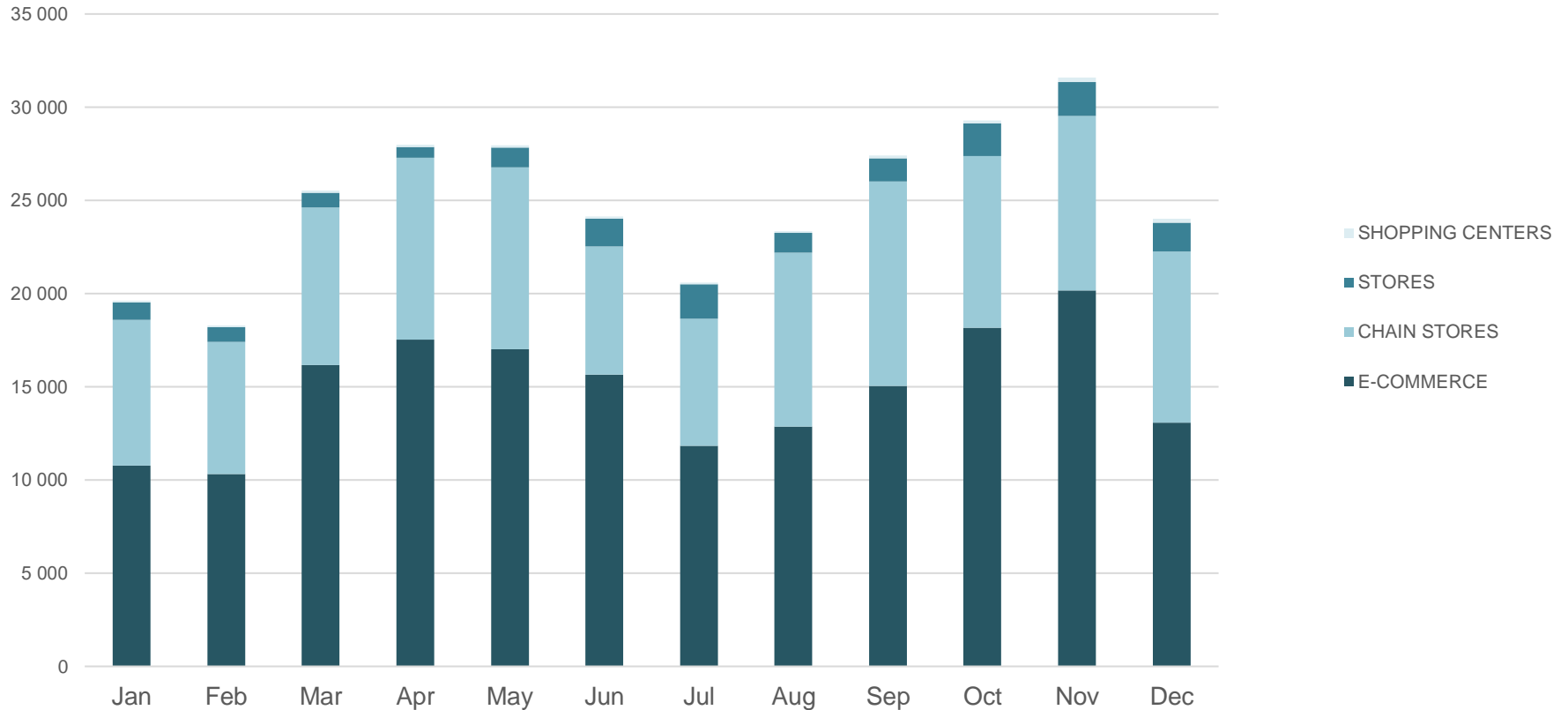


SEASONALITY by number of campaigns - 2019 - 2021



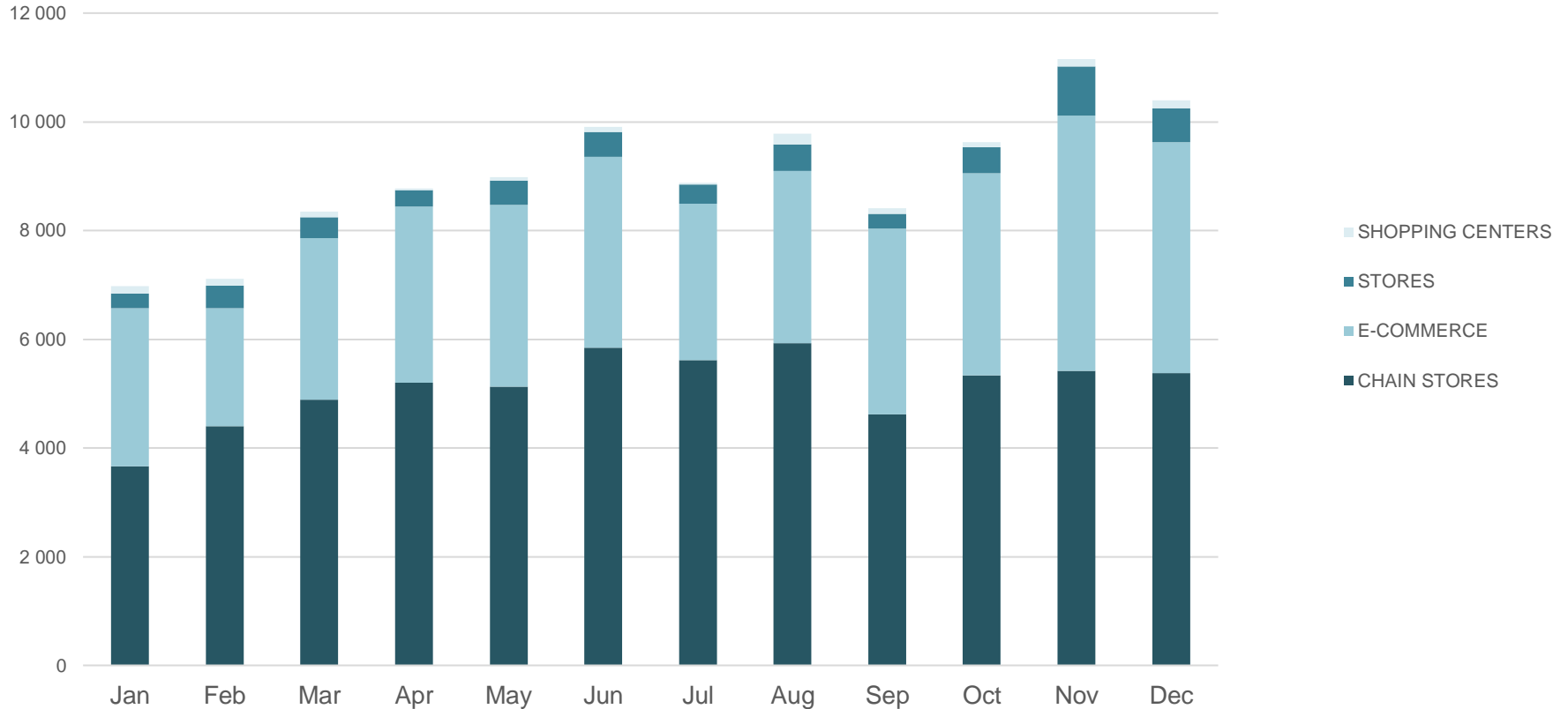


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021



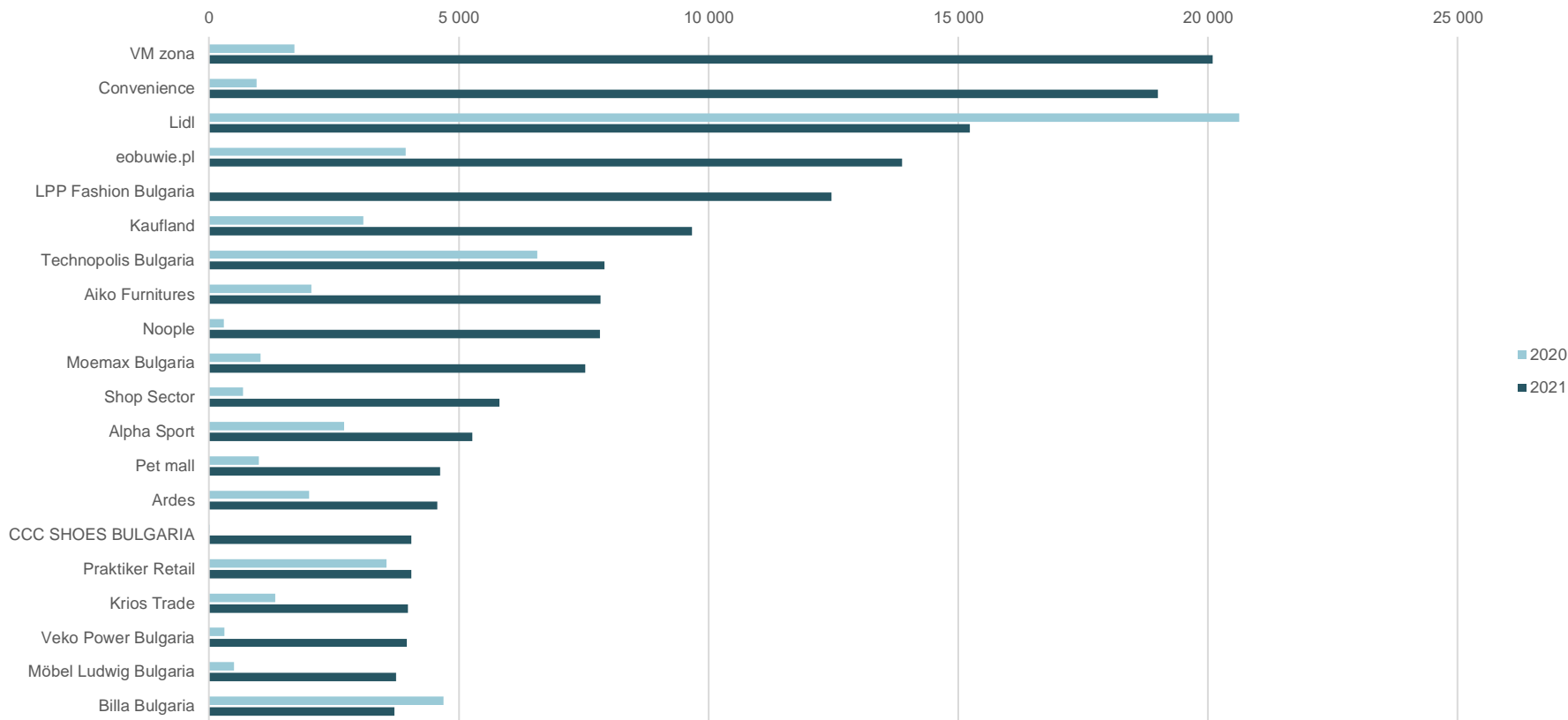


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



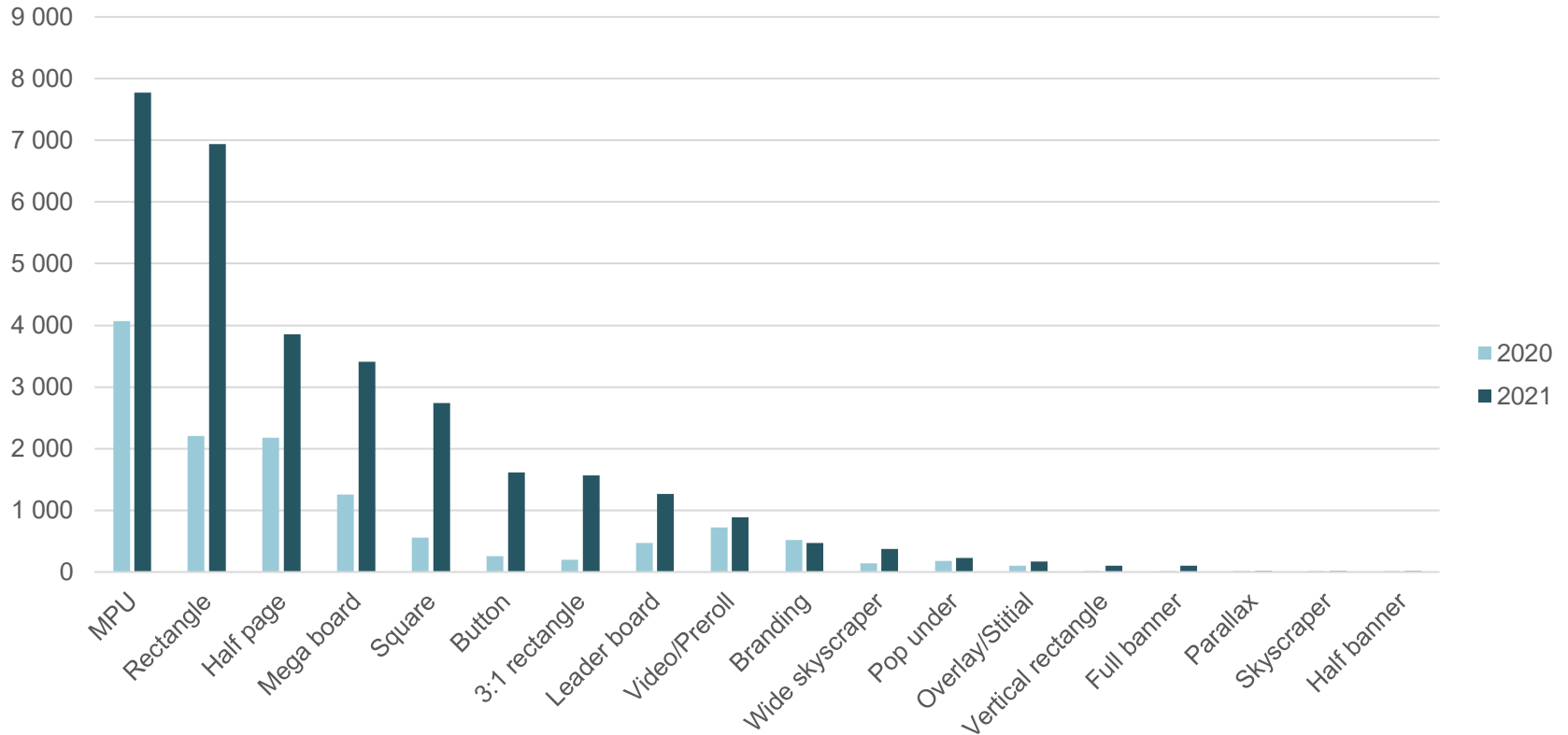


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021

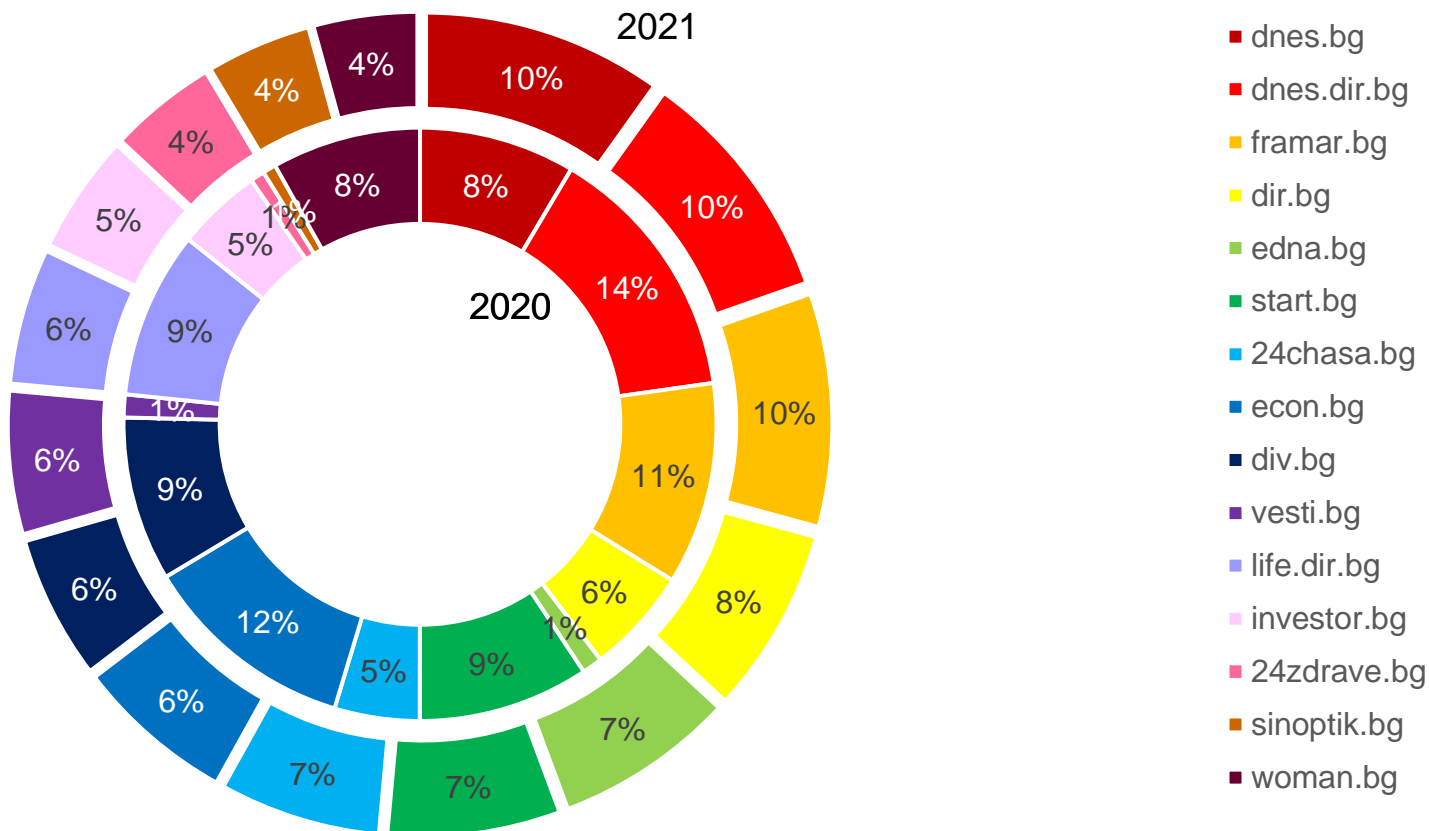




BANNER FORMATS by number of creatives – 2020 & 2021



TOP 15 WEBSITES by campaigns strength – 2020 & 2021



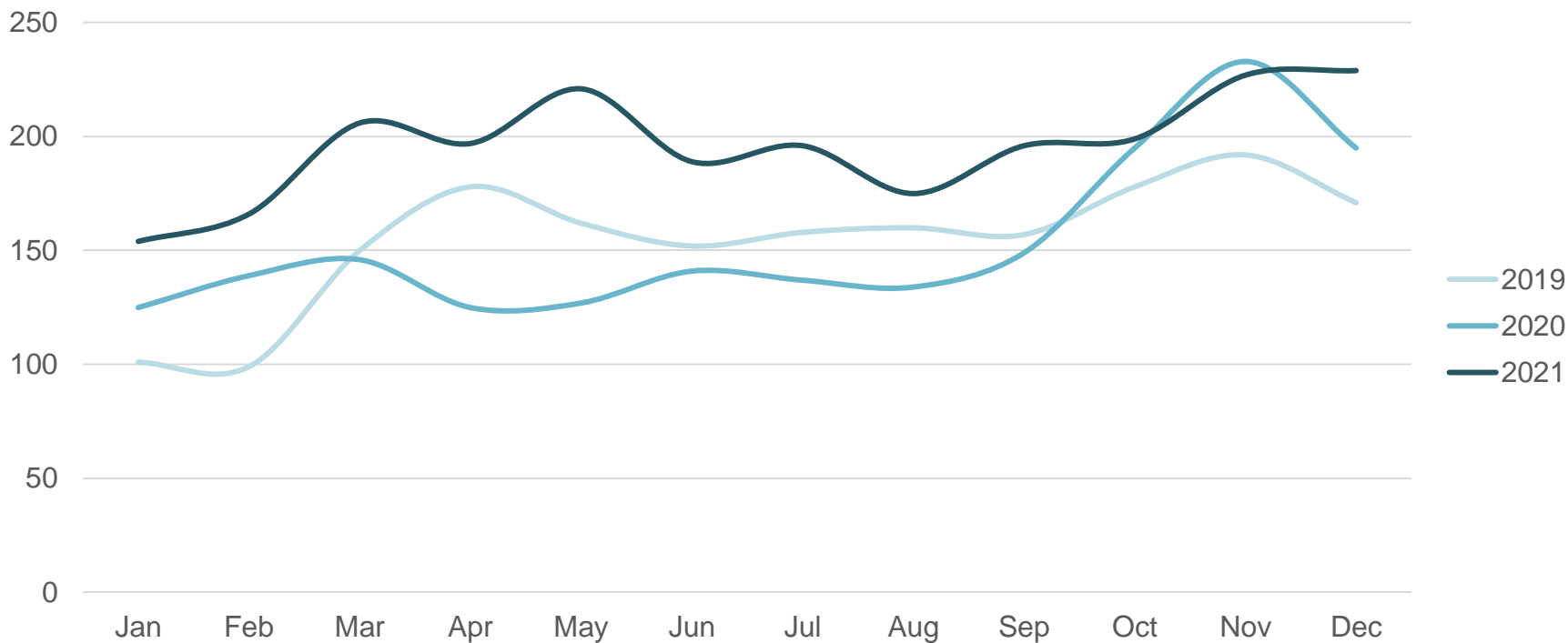


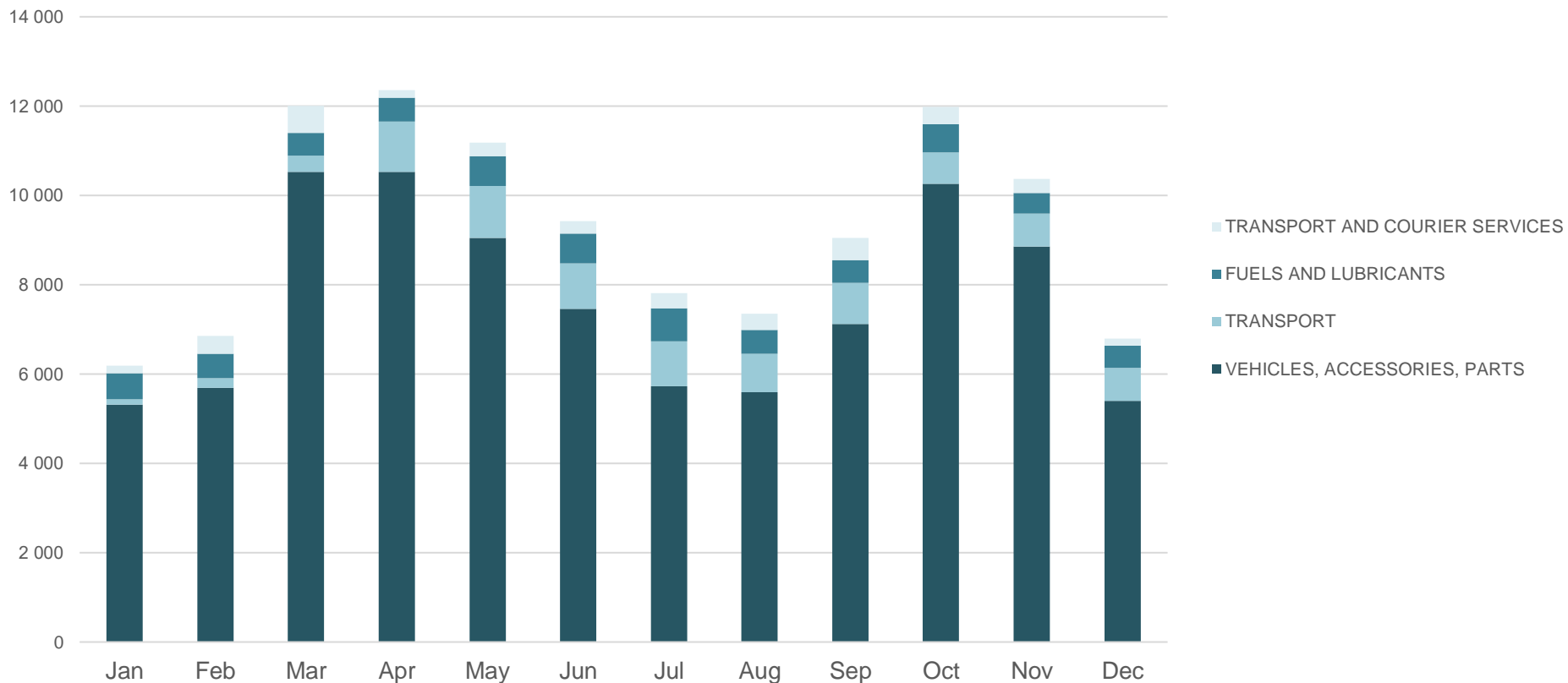
Banner Monitoring

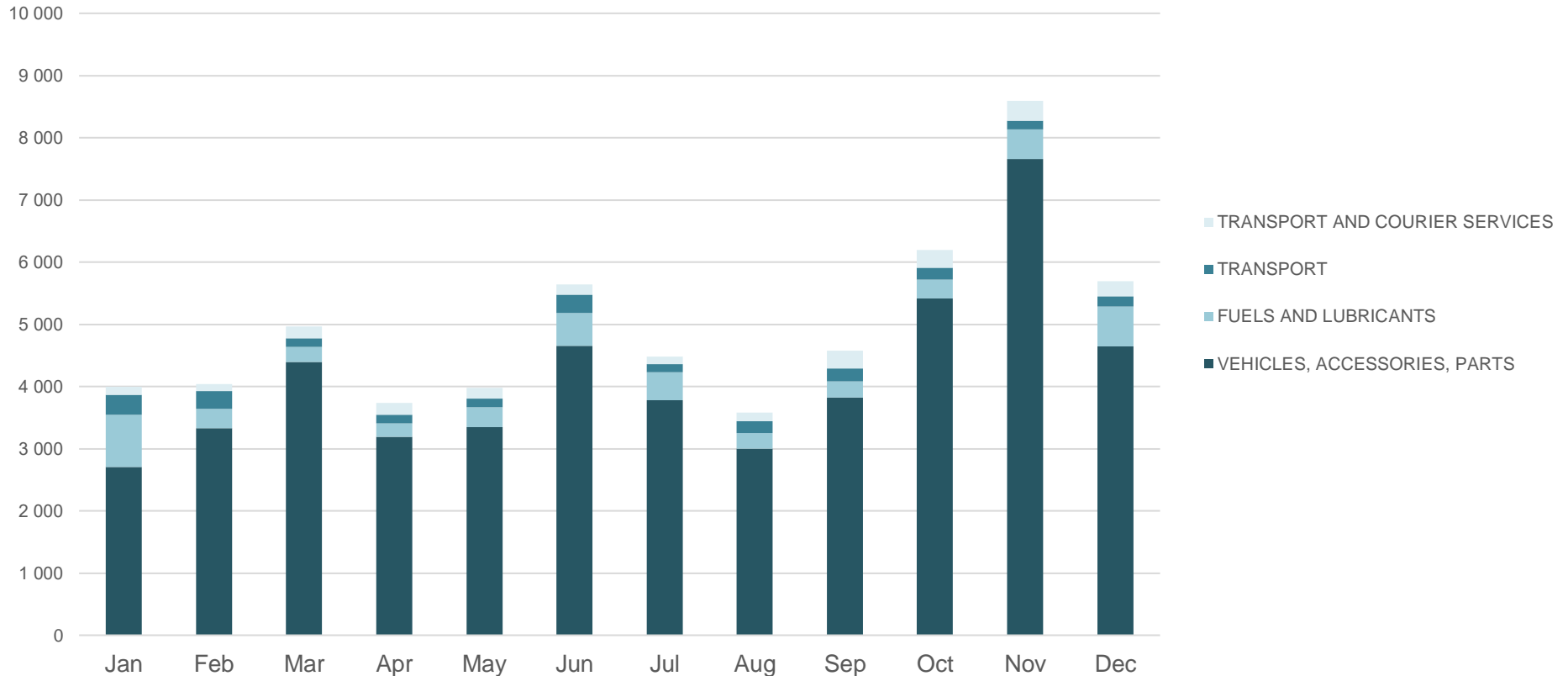
Sector

TRANSPORT.
AUTOMOBILISM. FUELS







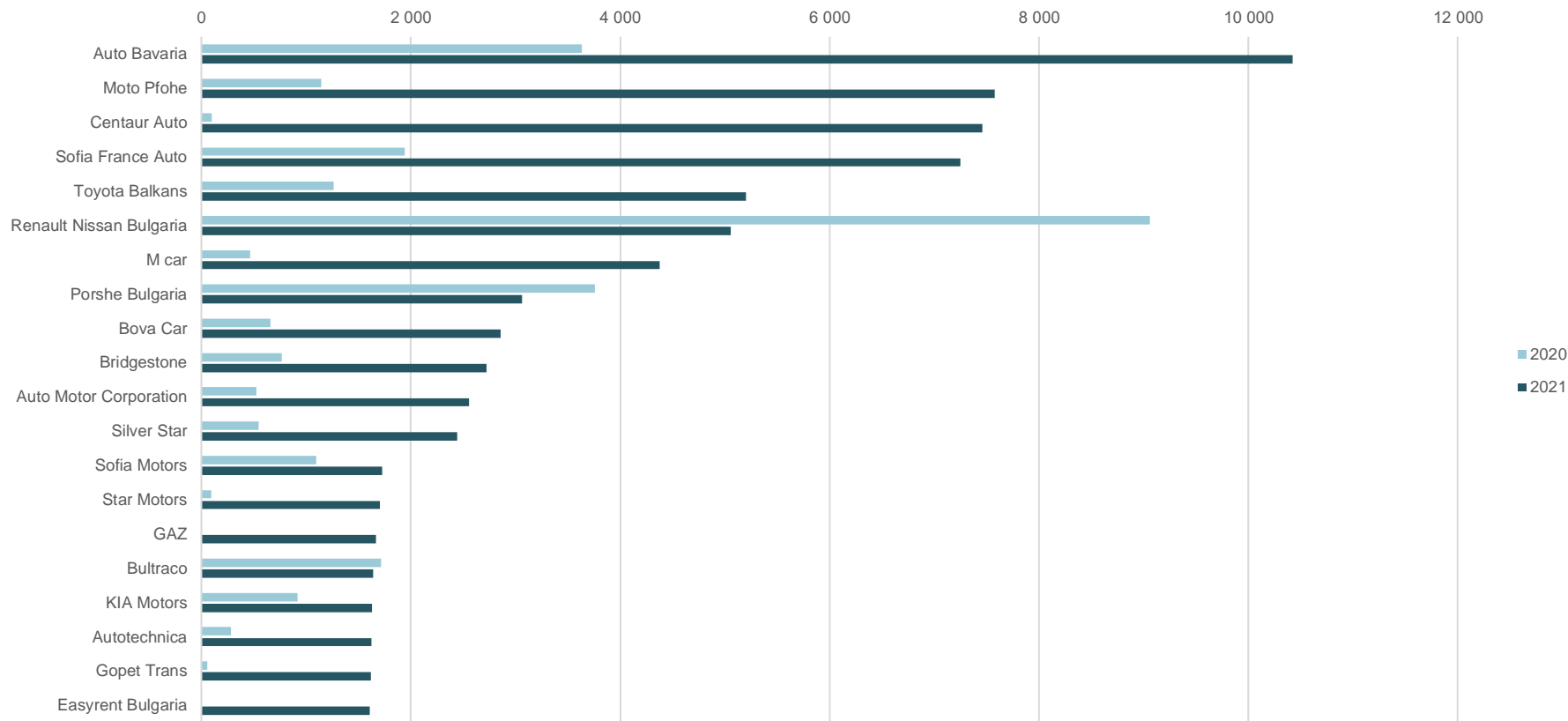




Banner Monitoring

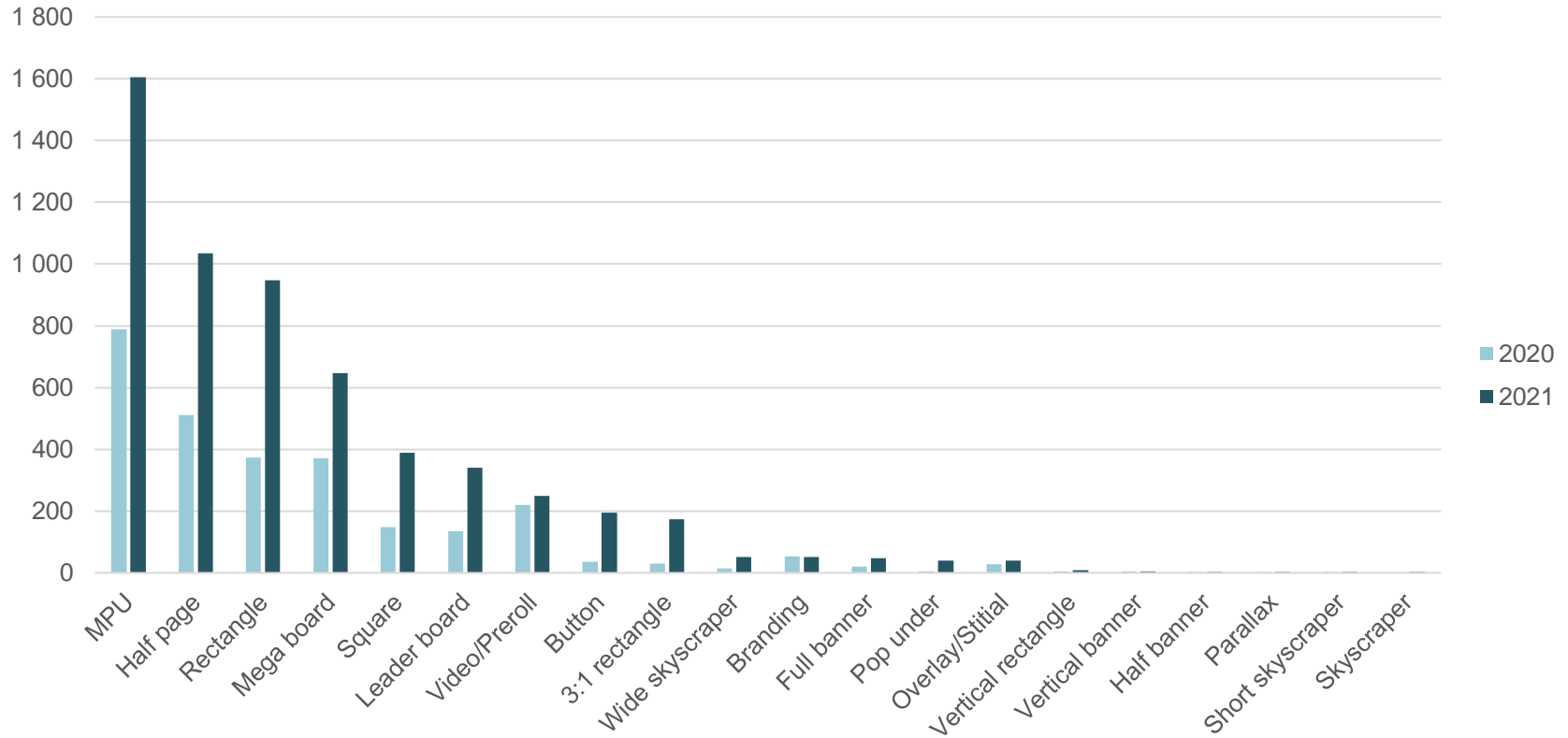
TRANSPORT. AUTOMOBILISM. FUELS

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021

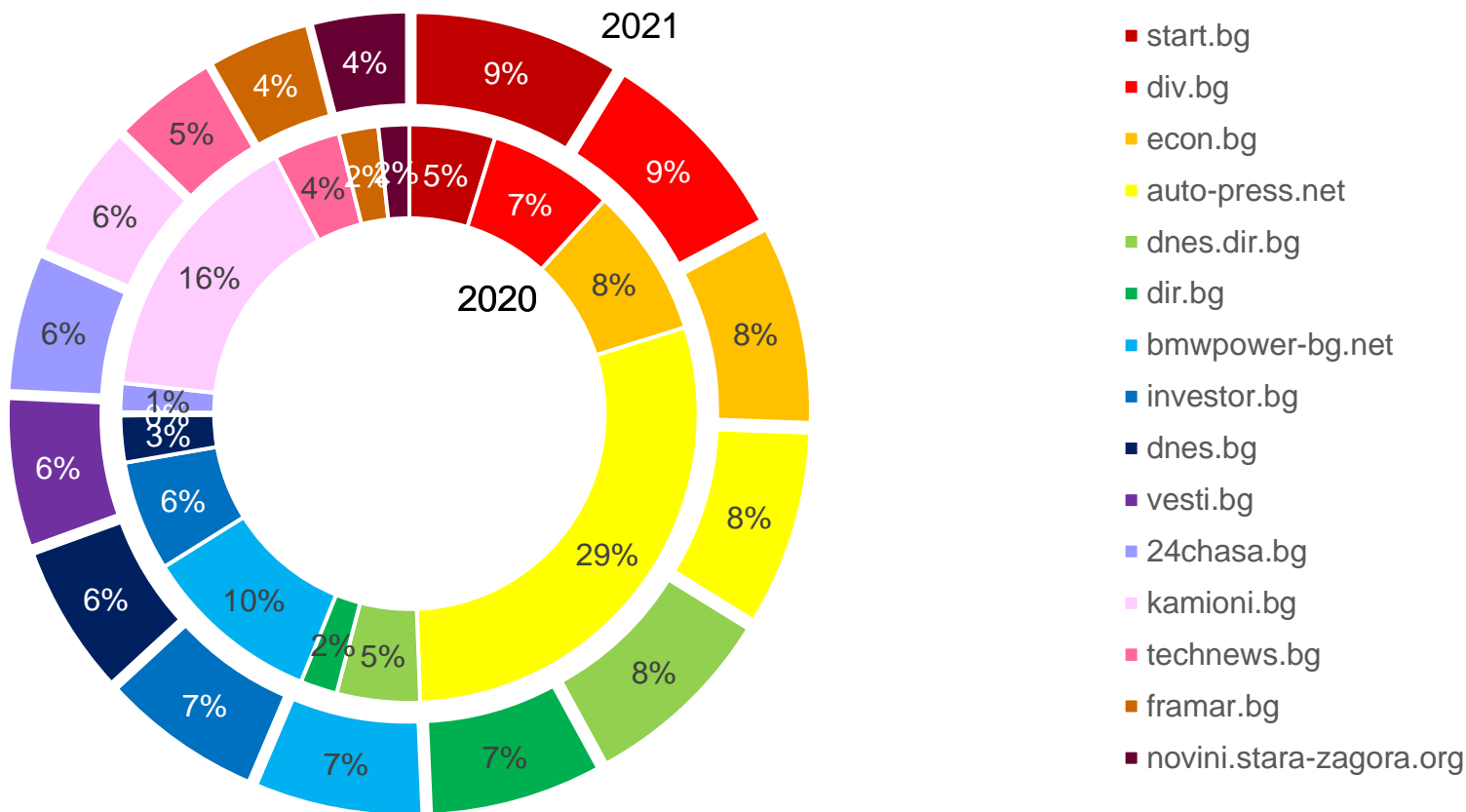




BANNER FORMATS by number of creatives – 2020 & 2021



TOP 15 WEBSITES by campaigns strength – 2020 & 2021



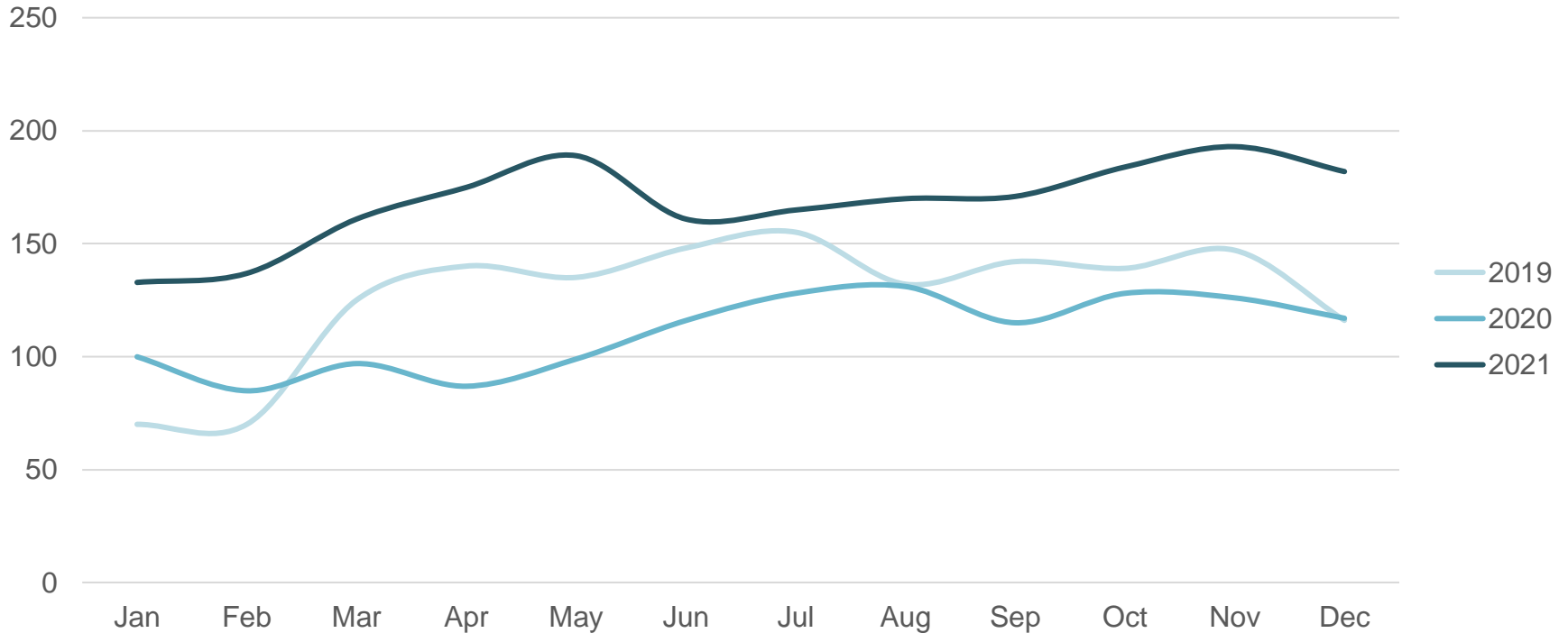
Sector

CONSTRUCTION AND
REPAIRS, HOME
FURNISHINGS



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

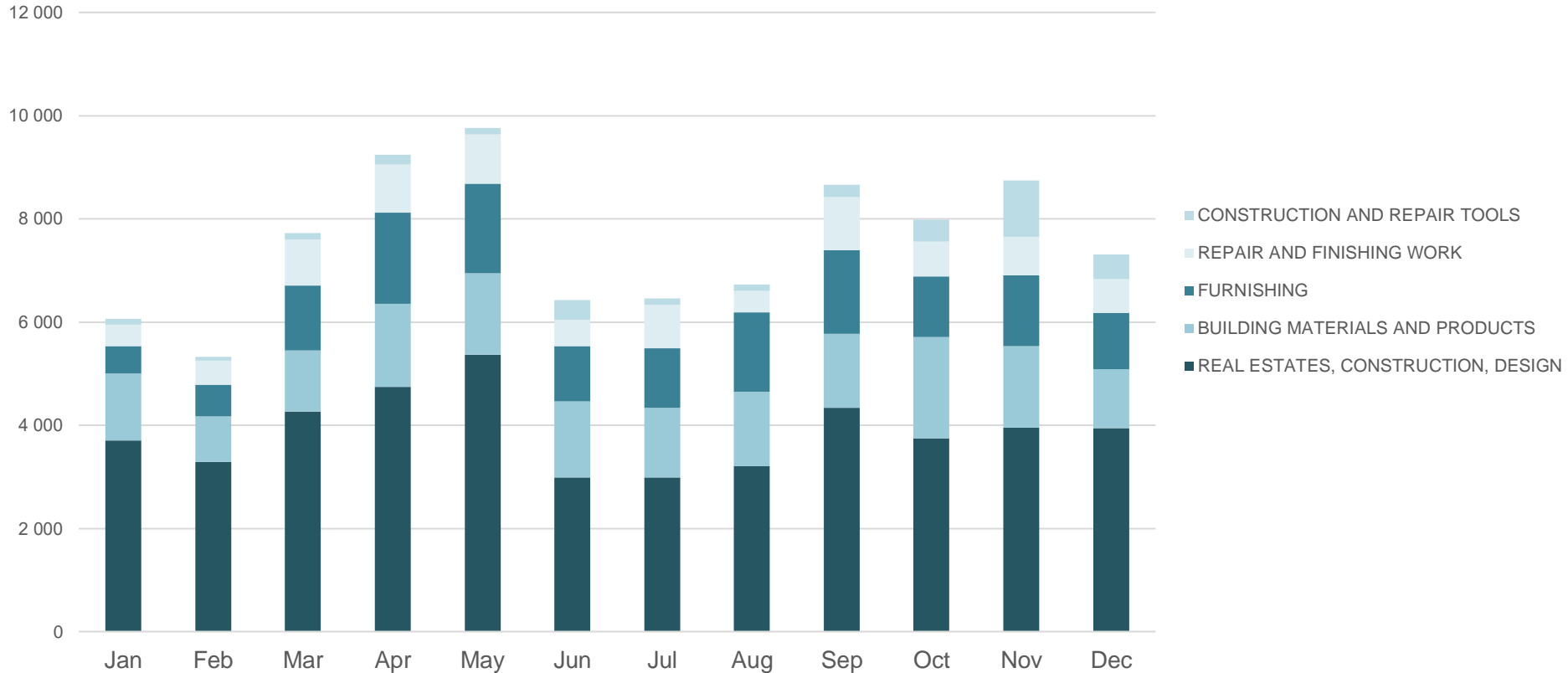
SEASONALITY by number of campaigns - 2019 - 2021





CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

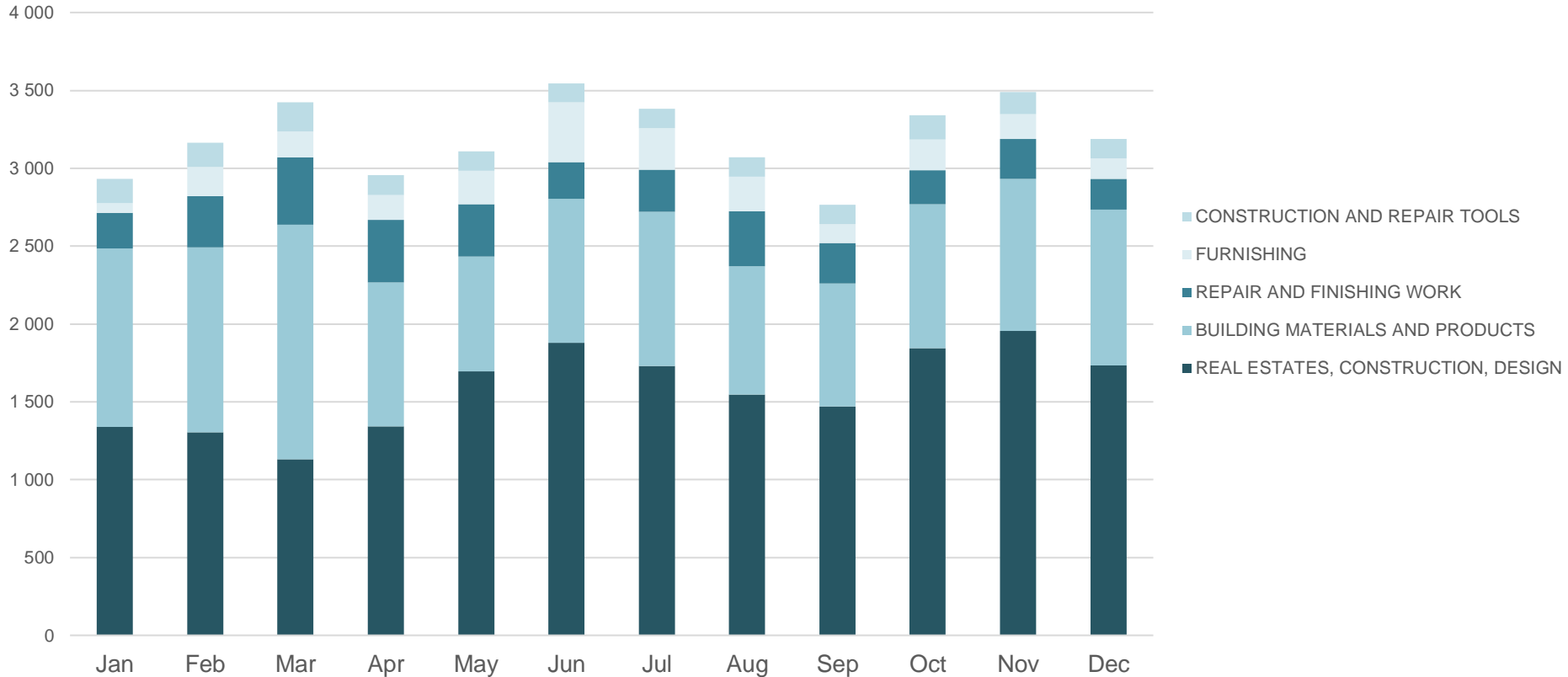
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021





CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

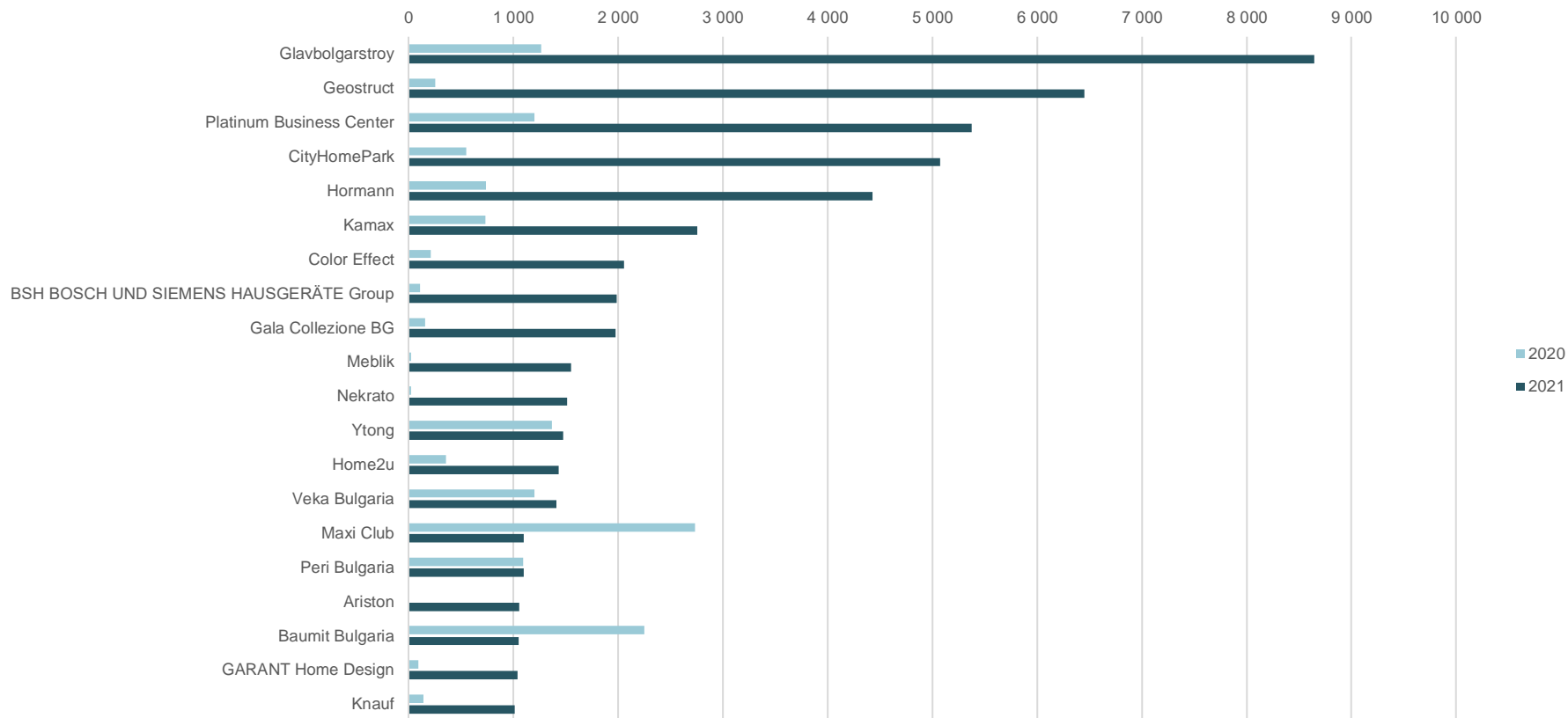




Banner Monitoring

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

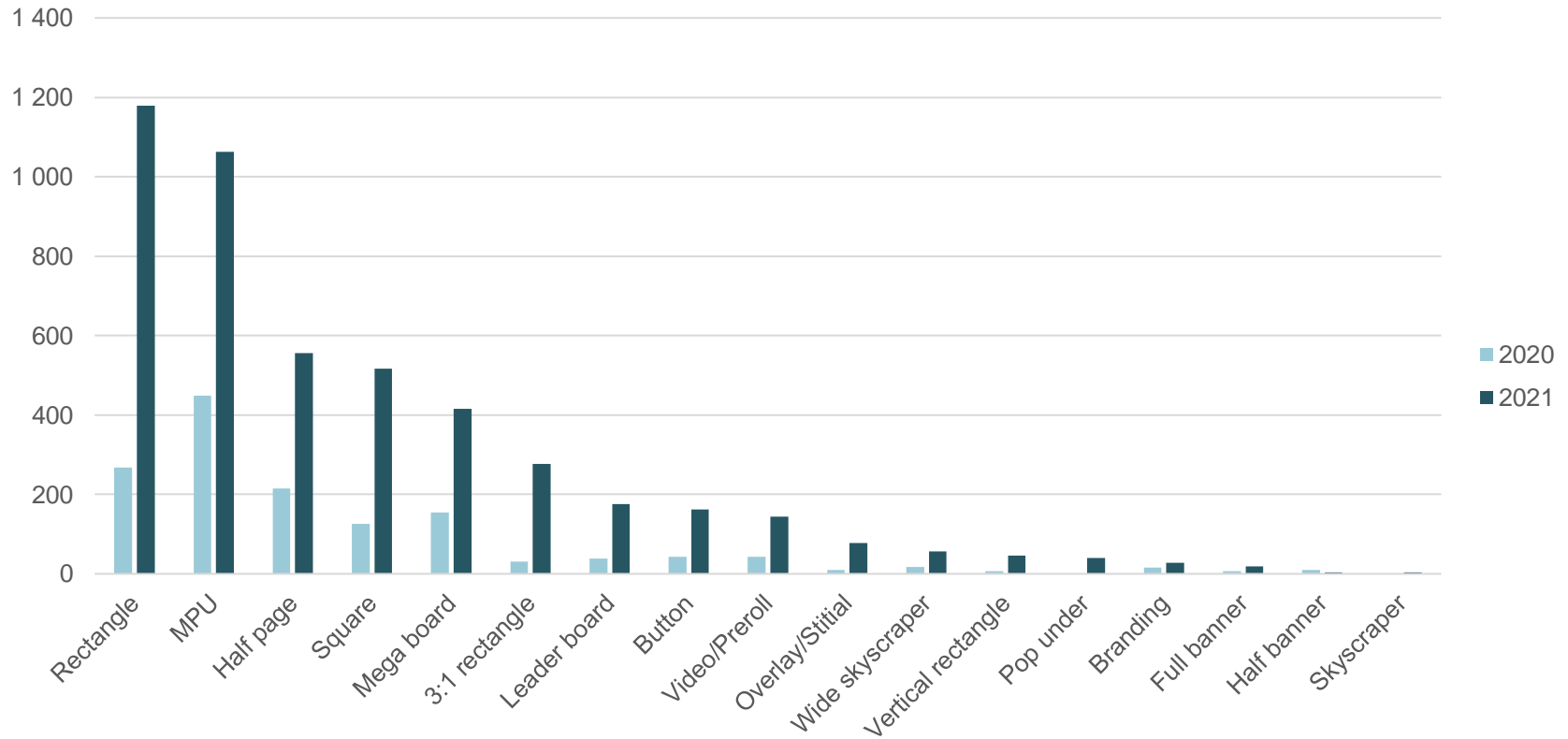
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021





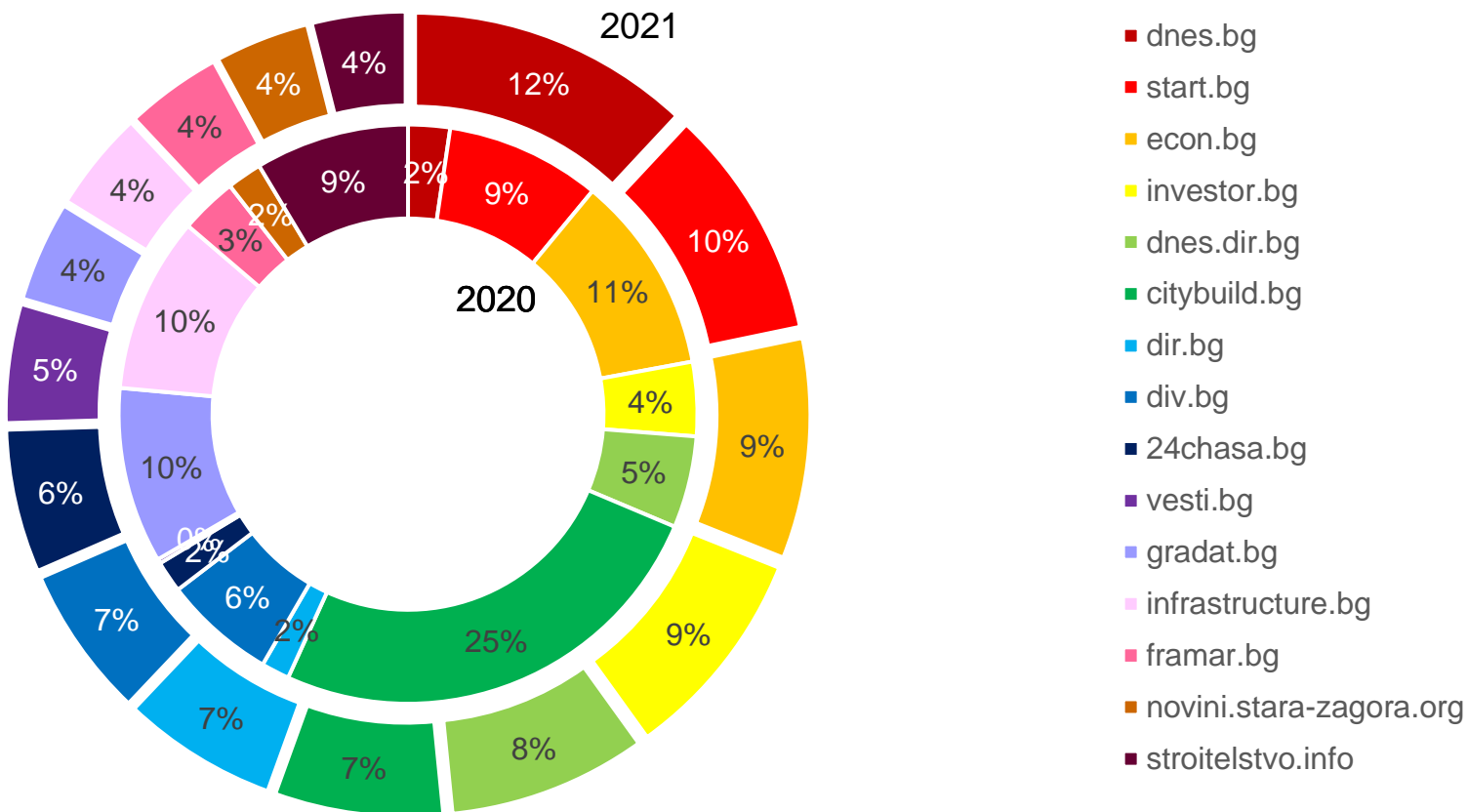
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2020 & 2021



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES by campaigns strength – 2020 & 2021





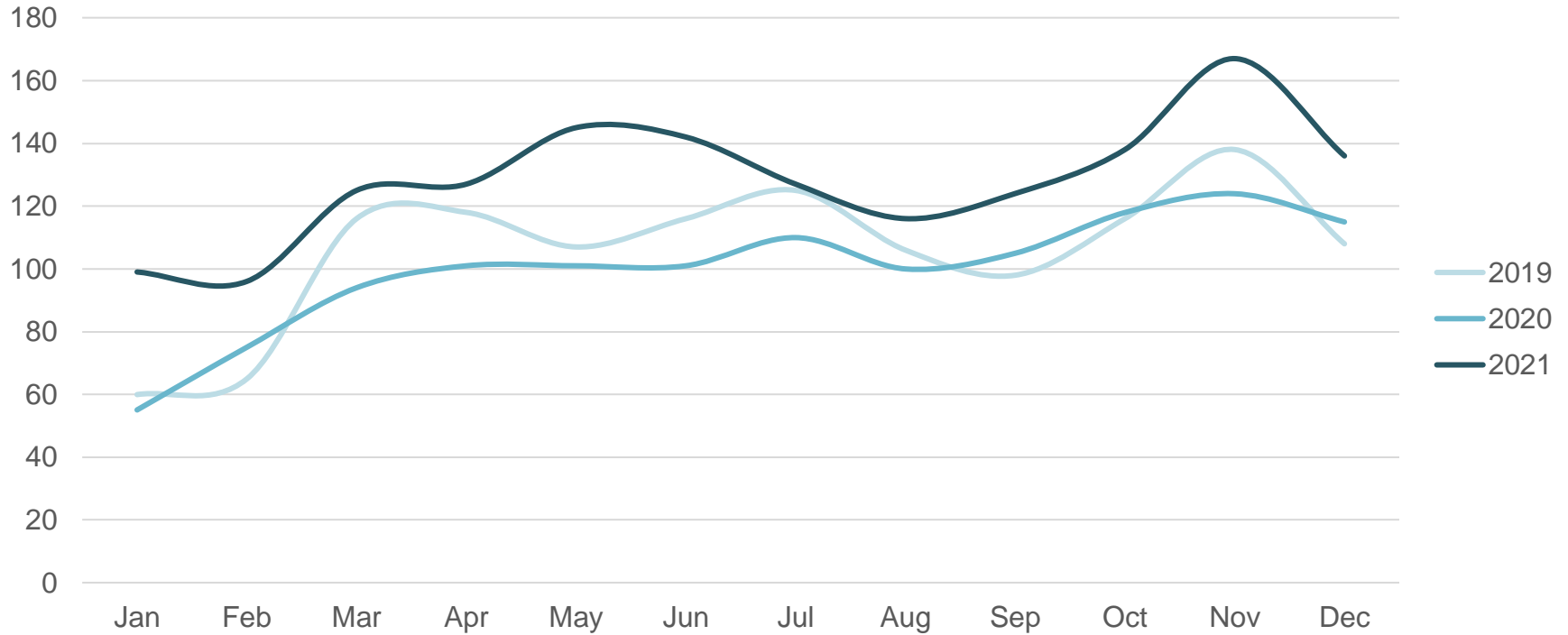
Banner Monitoring

Sector

PHARMACY, MEDICAL
SERVICES AND
PRODUCTS



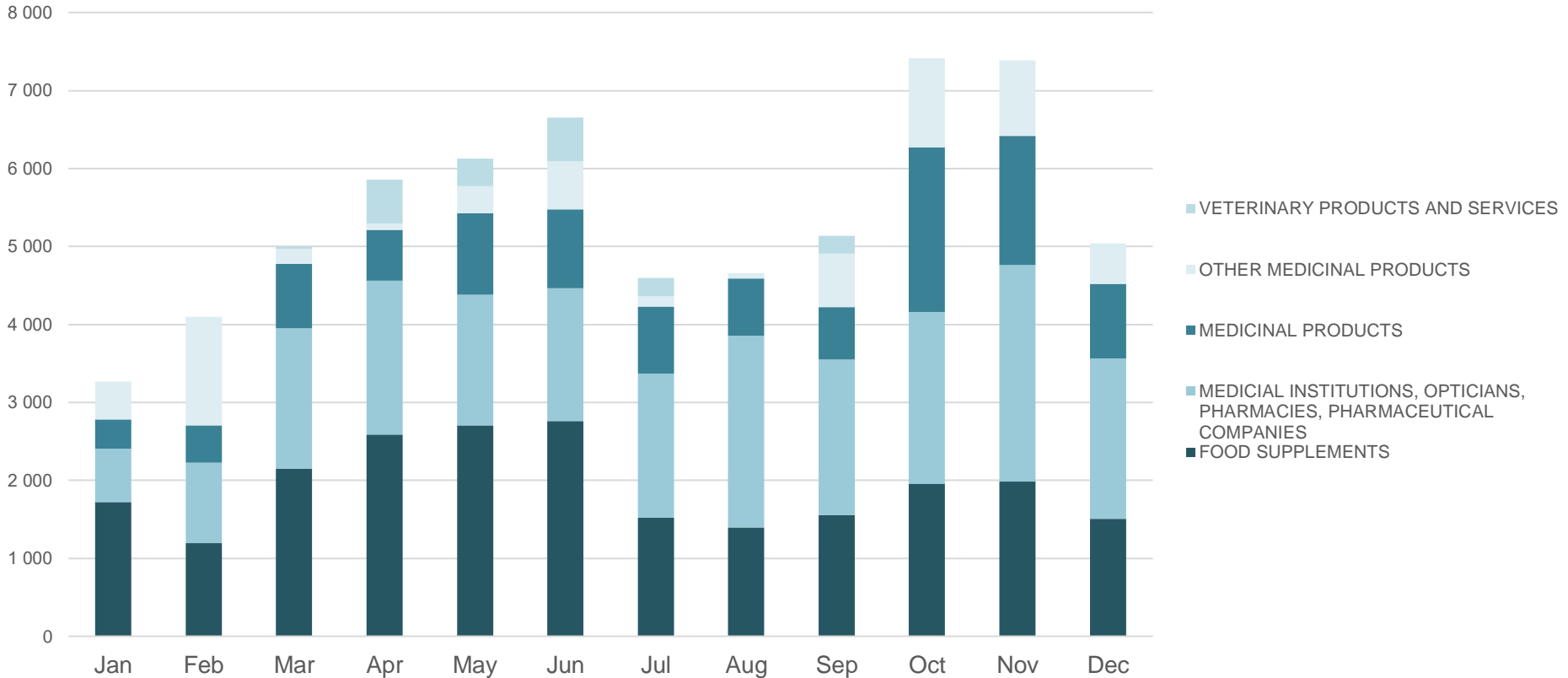
PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2019 - 2021





PHARMACY, MEDICAL SERVICES AND PRODUCTS

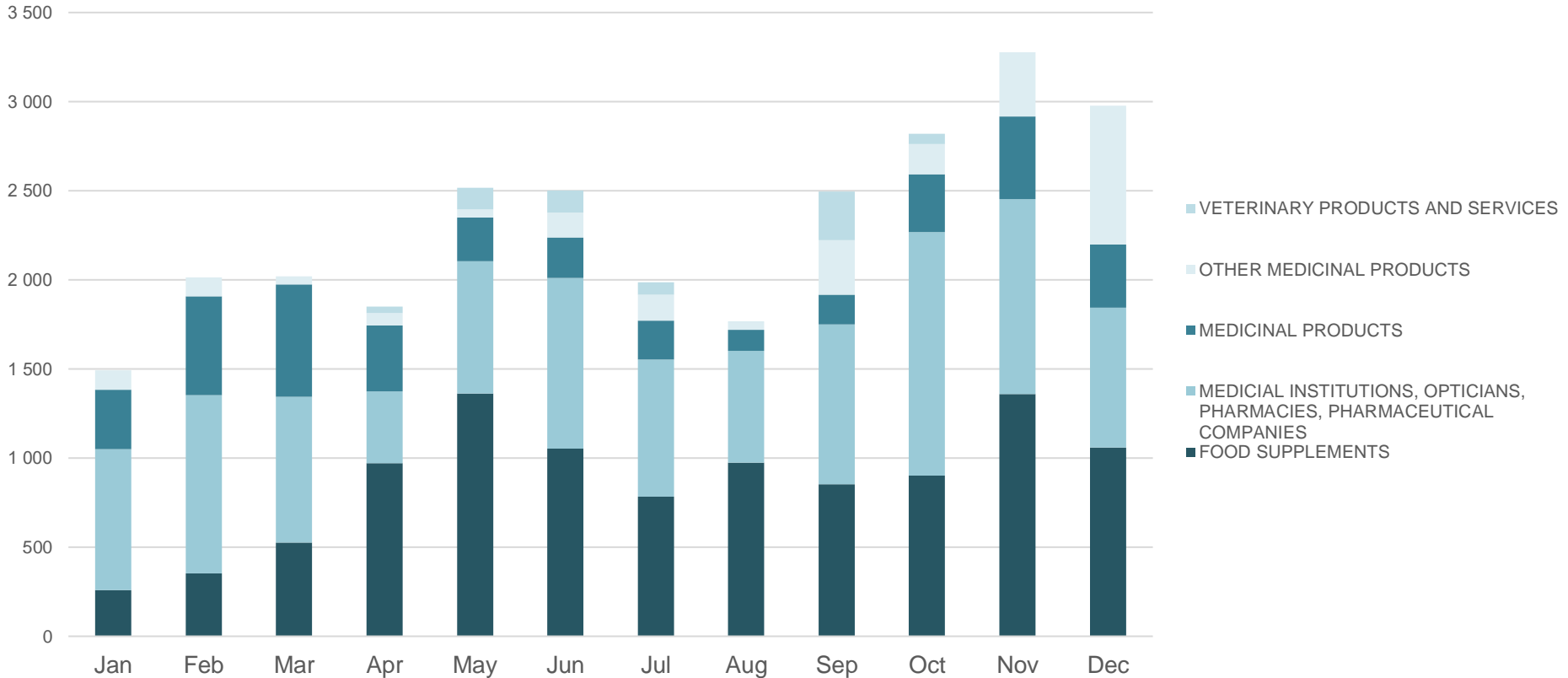
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021





PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

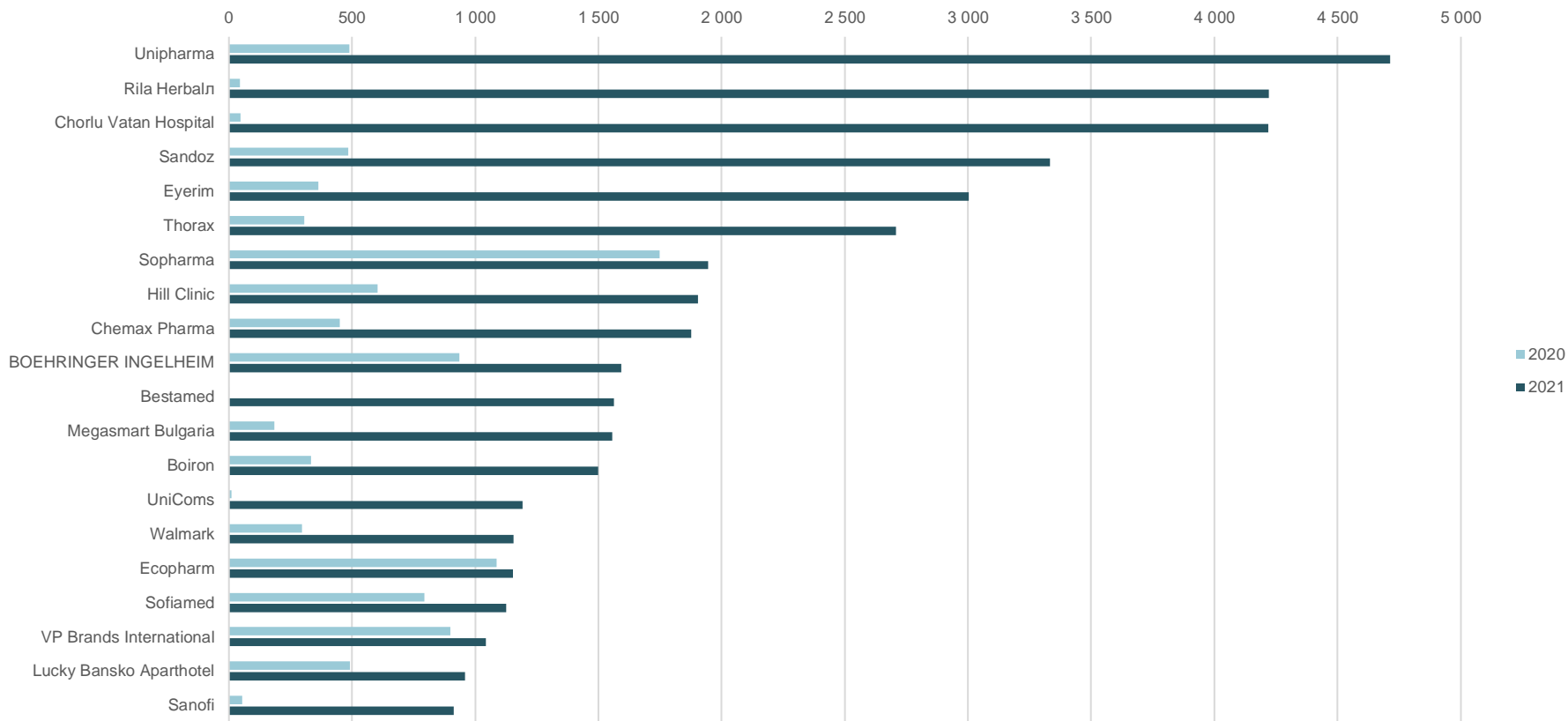




Banner Monitoring

PHARMACY, MEDICAL SERVICES AND PRODUCTS

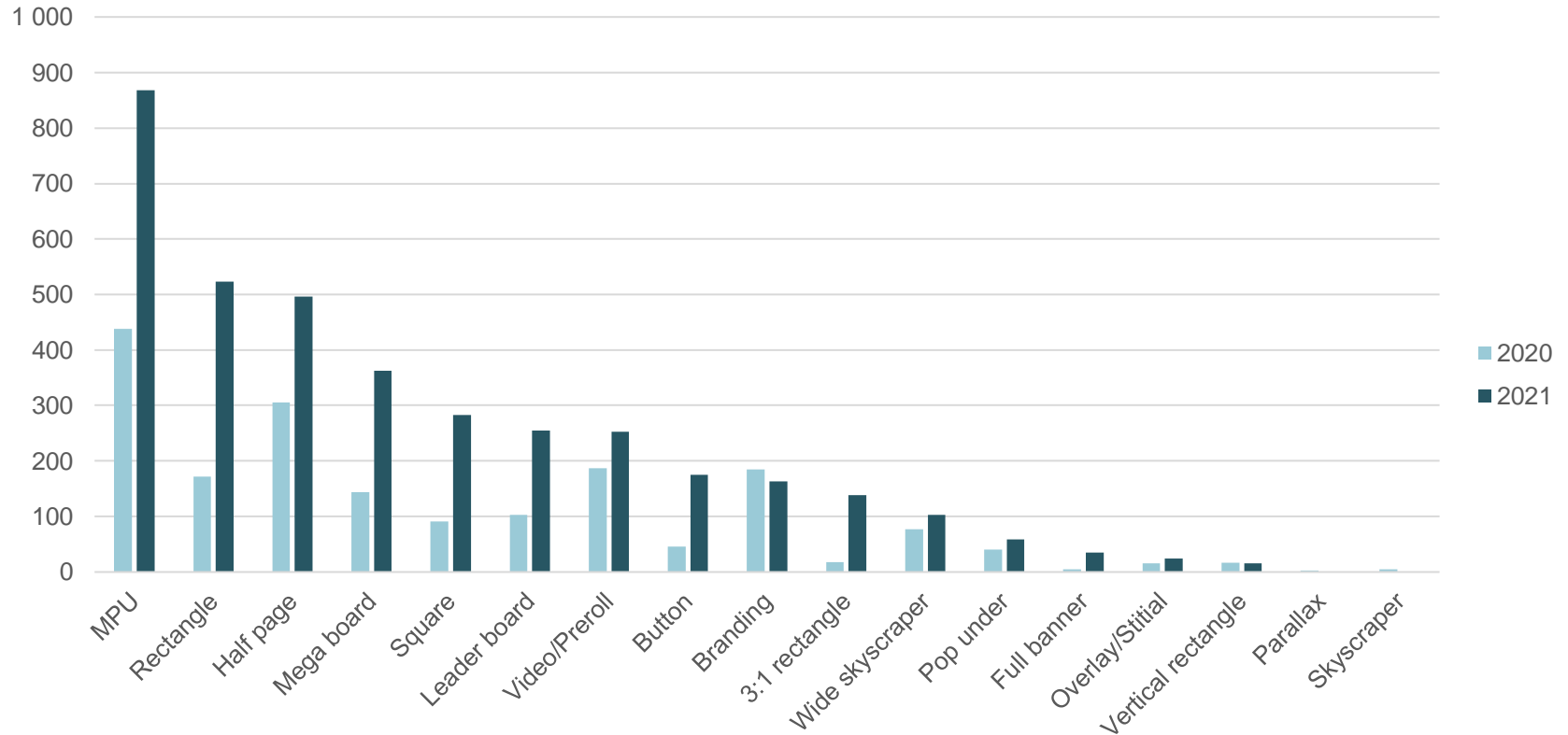
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021





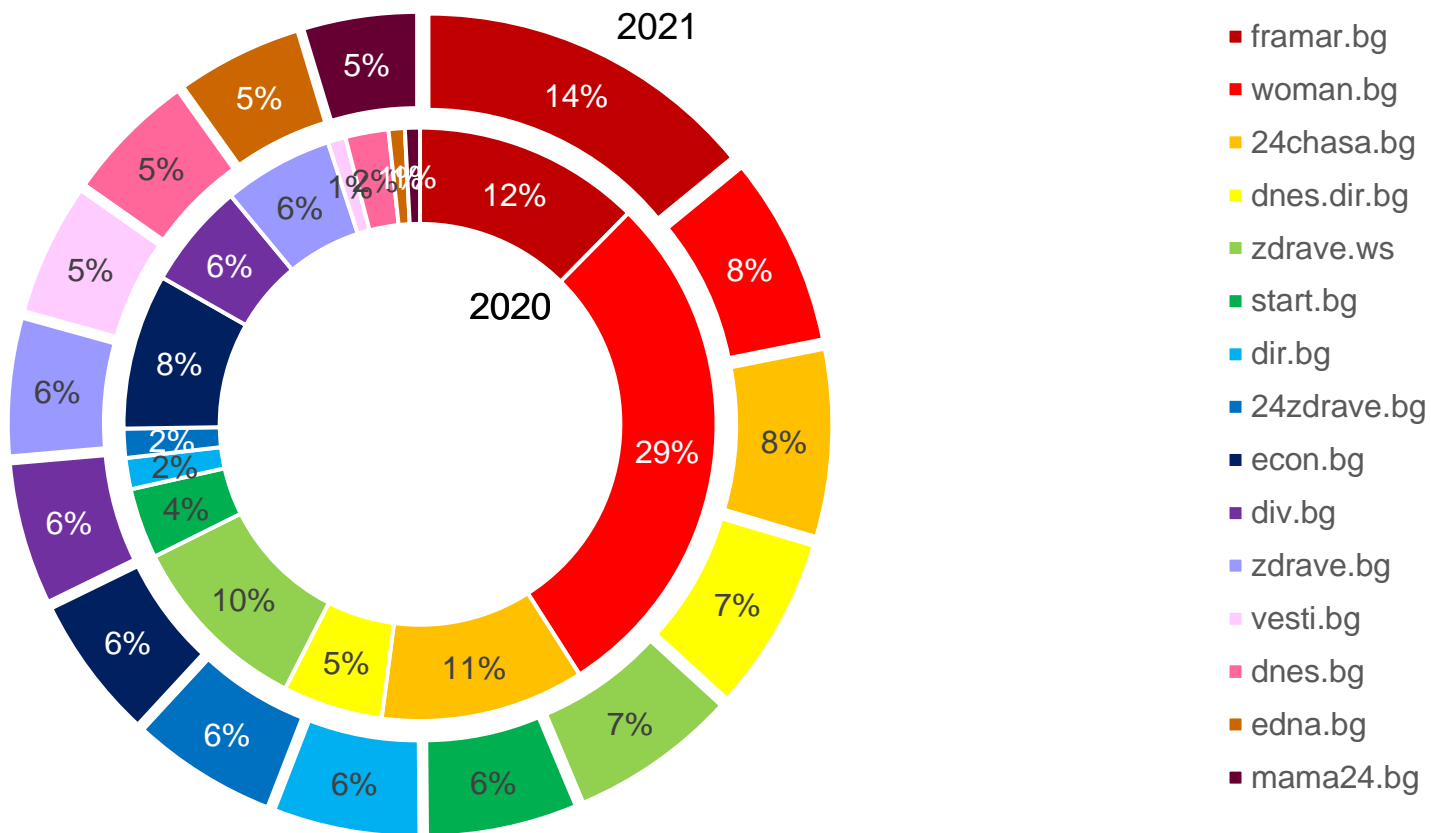
PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS by number of creatives – 2020 & 2021



PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES by campaigns strength – 2020 & 2021





Banner Monitoring

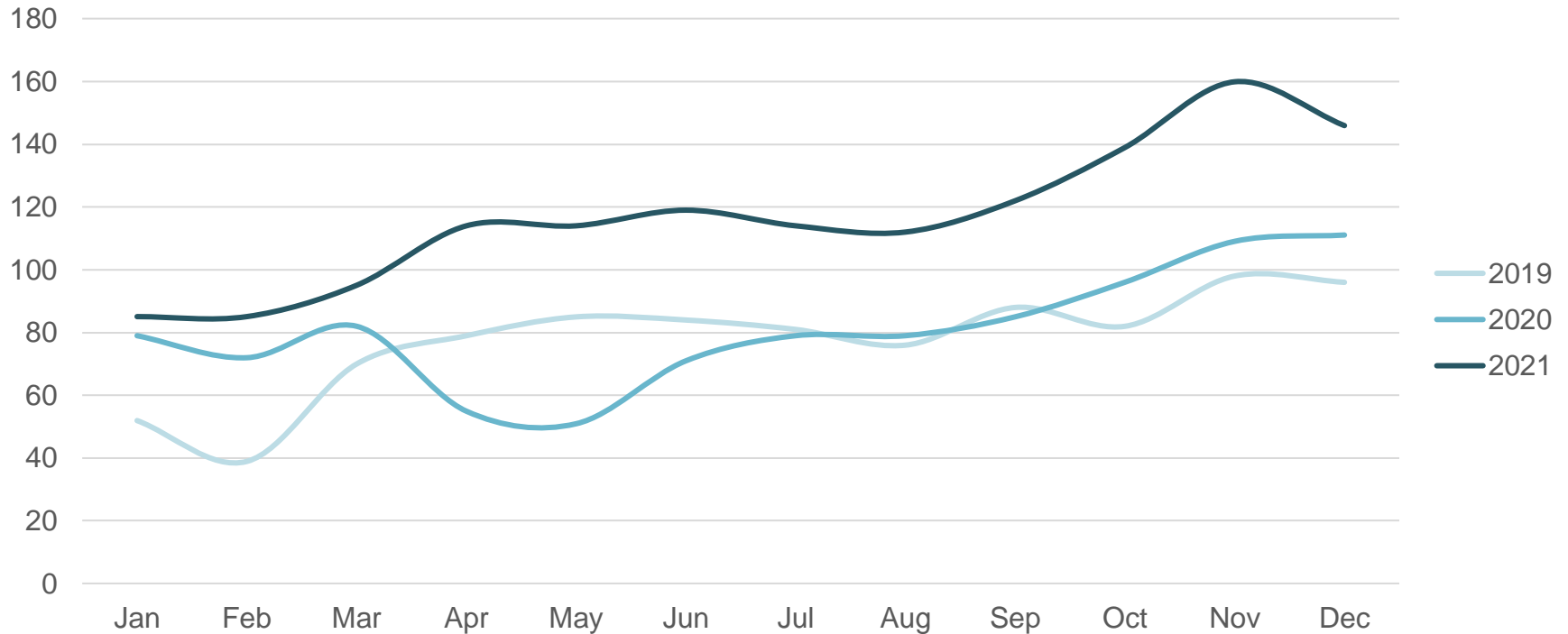
Sector

FINANCIAL SERVICES



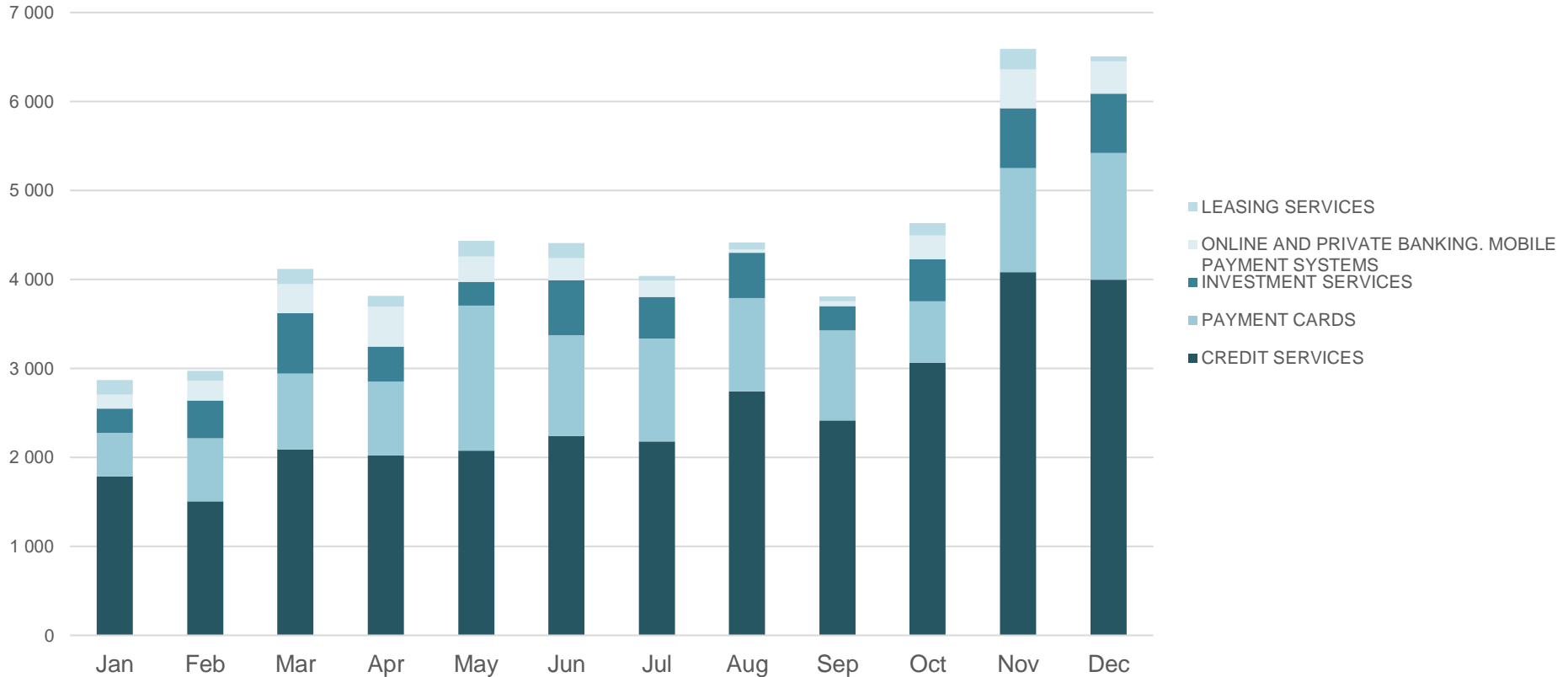


SEASONALITY by number of campaigns - 2019 - 2021



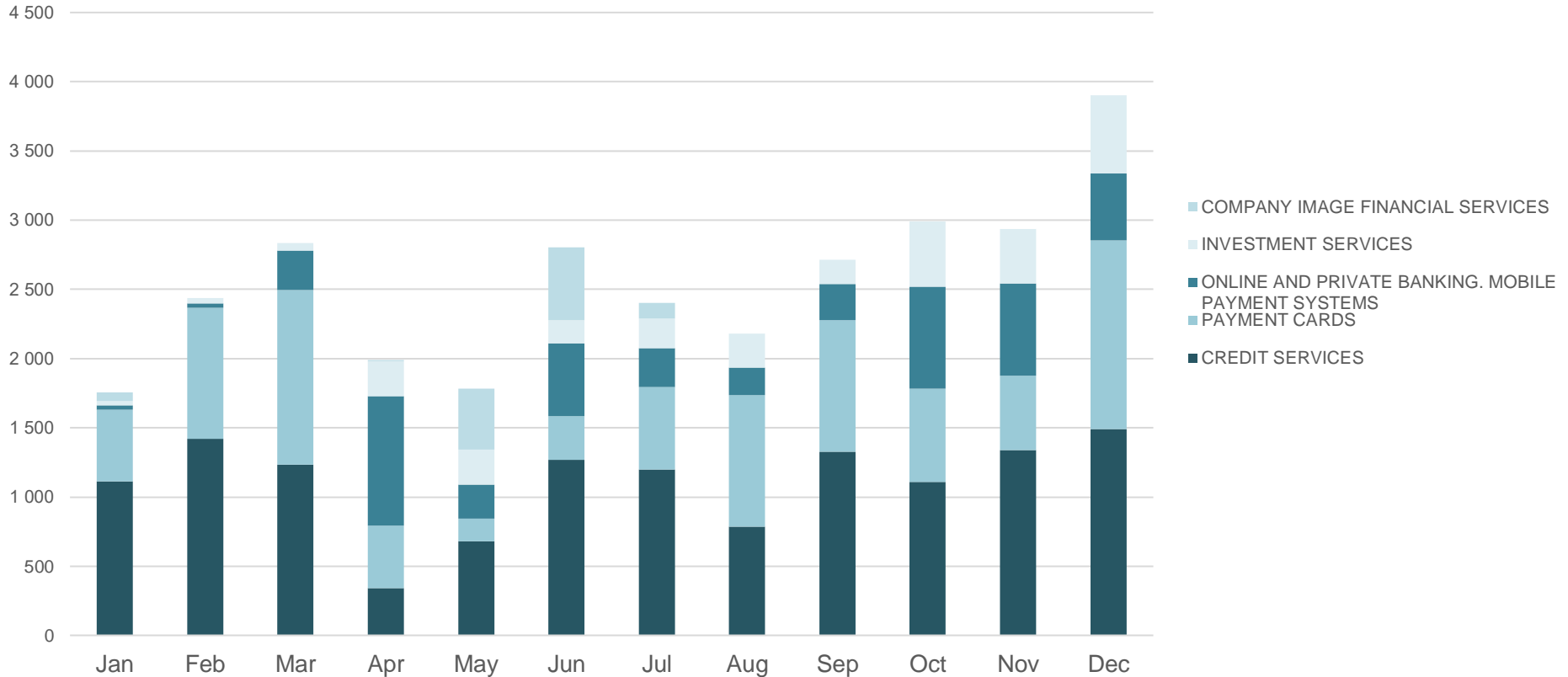


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021



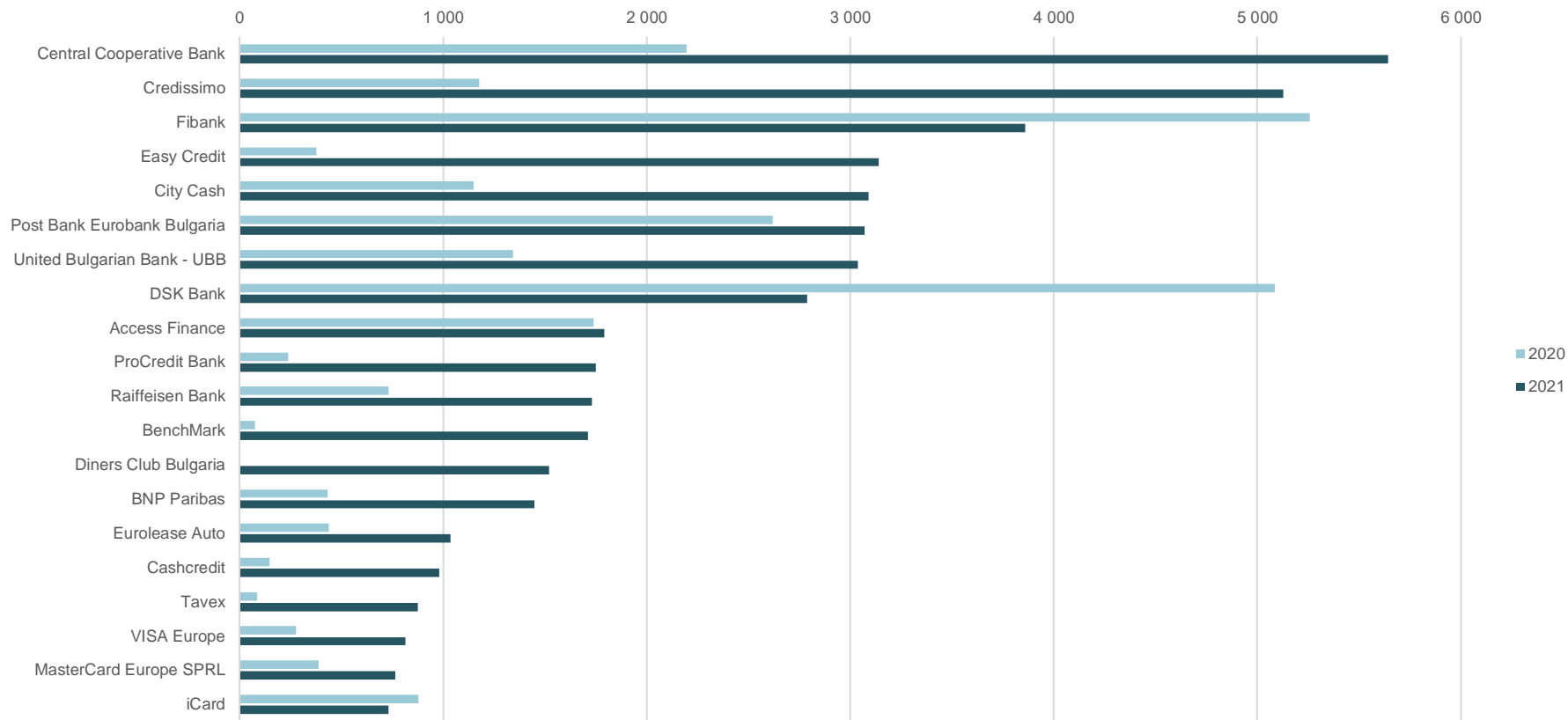


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



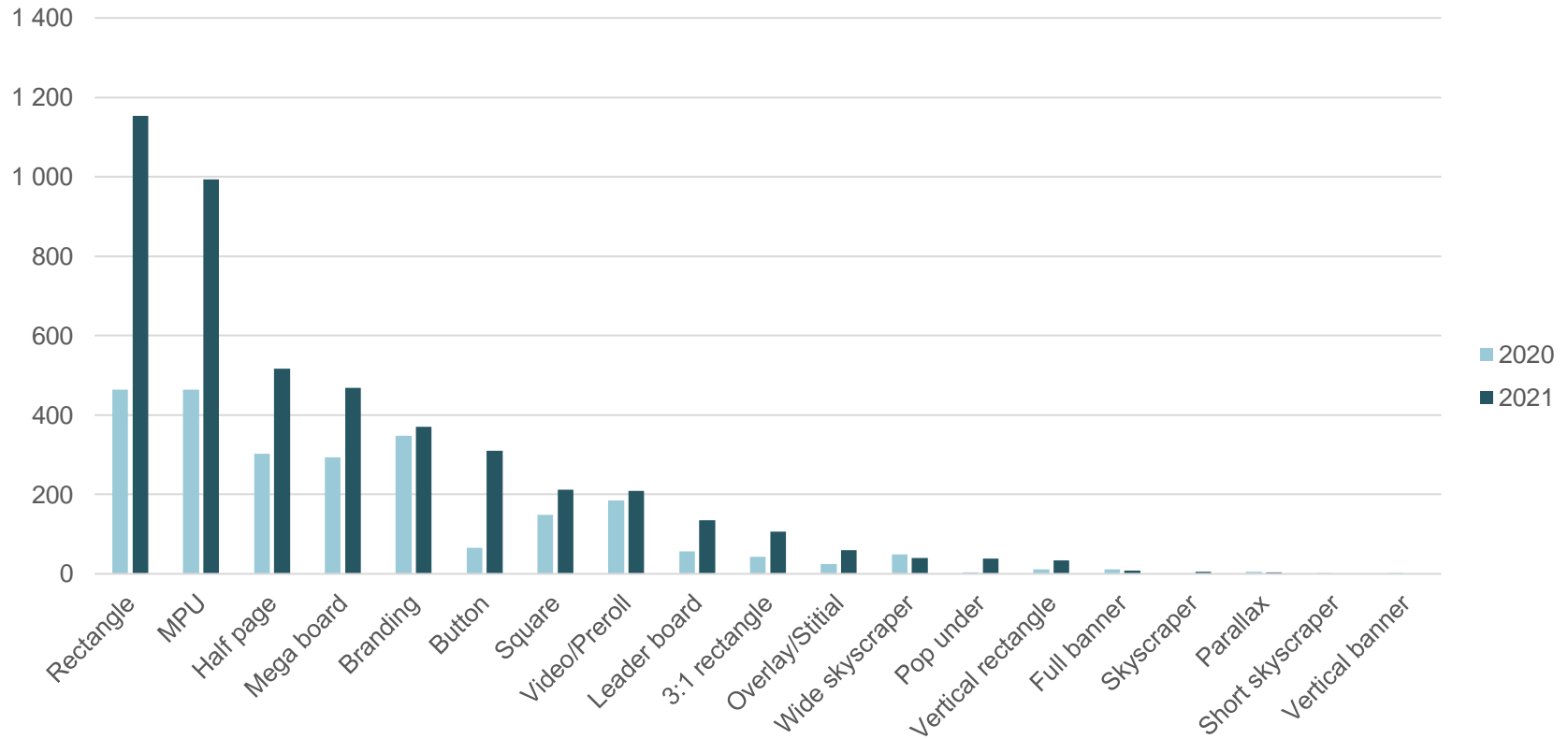


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



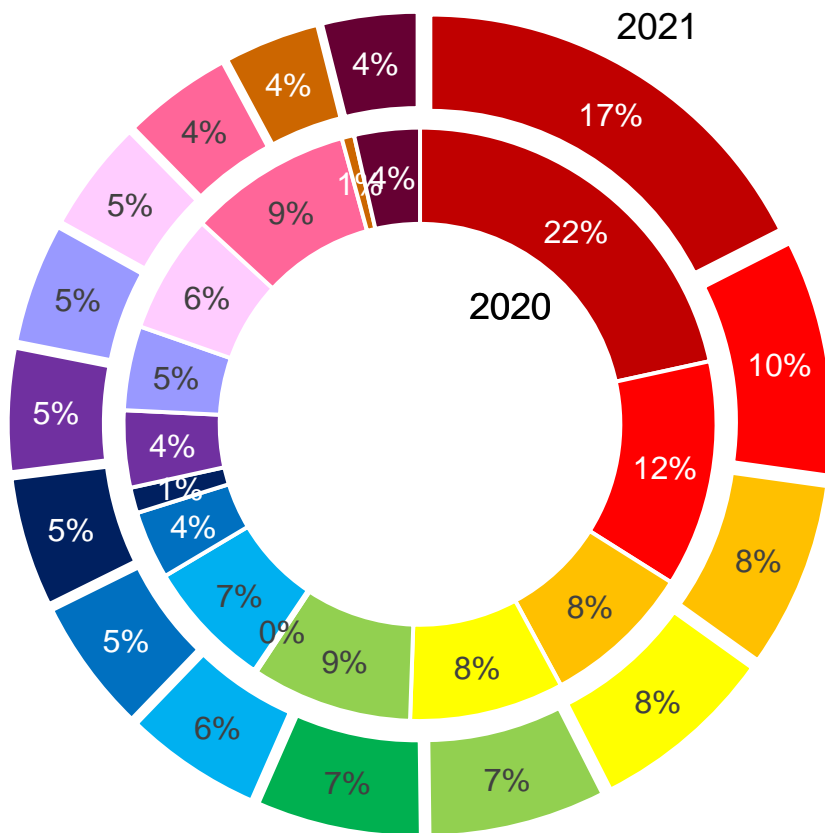


BANNER FORMATS by number of creatives – 2020 & 2021





TOP 15 WEBSITES by campaigns strength – 2020 & 2021



- start.bg
- econ.bg
- dnnes.bg
- investor.bg
- dnnes.dir.bg
- m.dotbg.bg
- framar.bg
- dir.bg
- vesti.bg
- m.investor.bg
- m.dnes.bg
- div.bg
- moitepari.bg
- edna.bg
- m.ladyzone.bg



Banner Monitoring

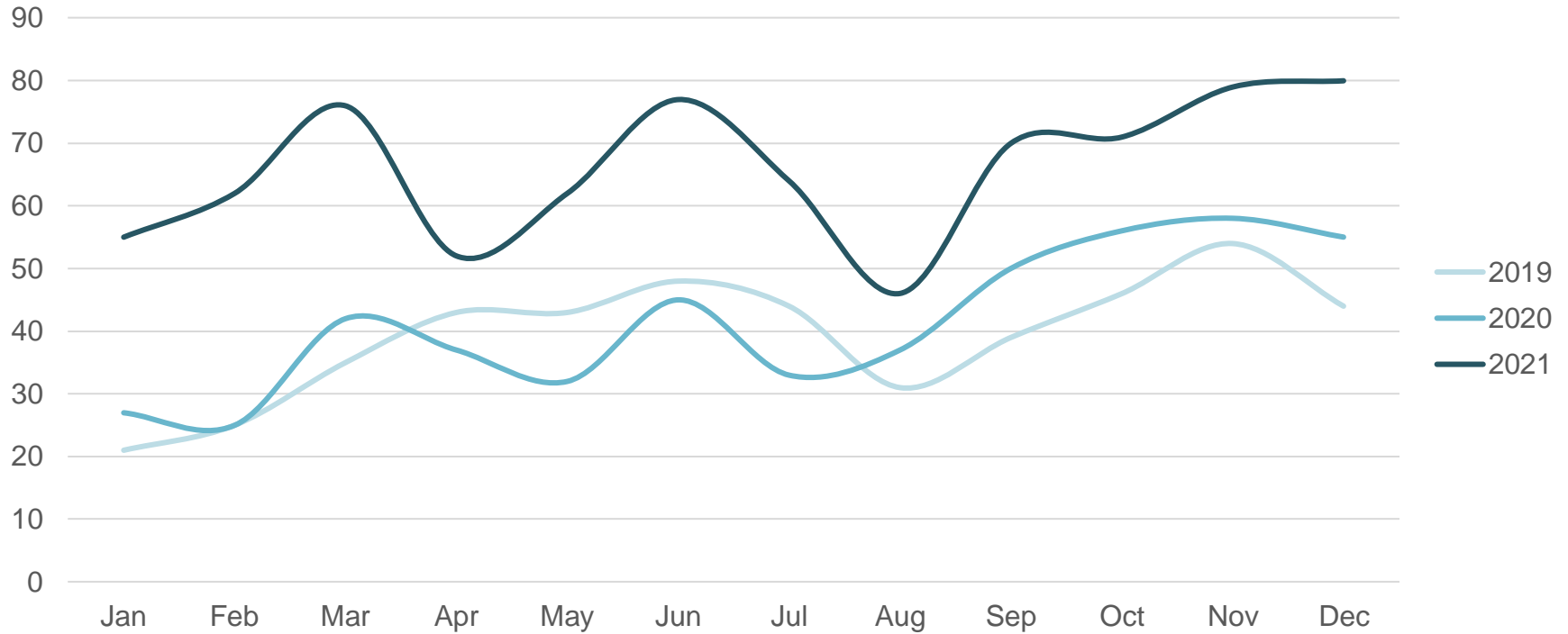
Sector

IT. HARDWARE.
SOFTWARE. OFFICE
EQUIPMENT.





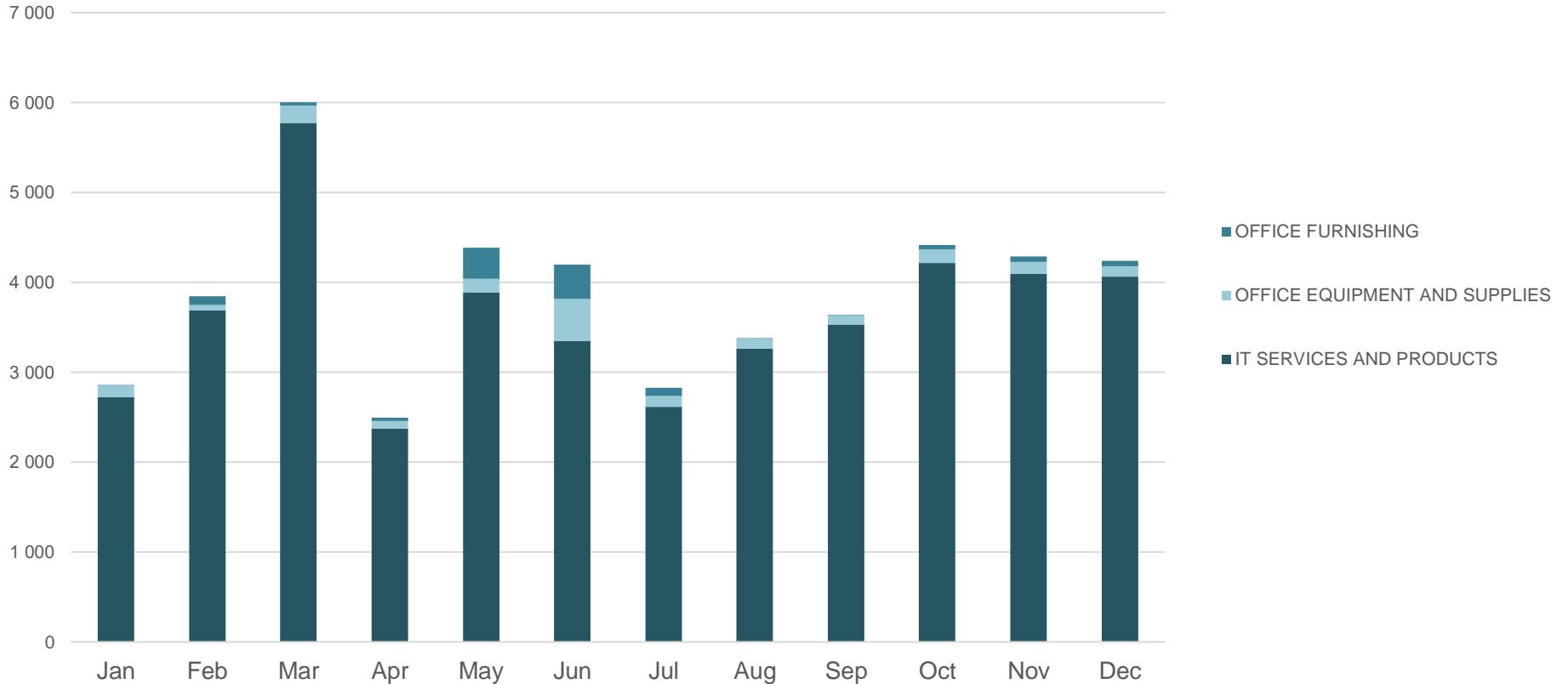
IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT. SEASONALITY by number of campaigns - 2019 - 2021





IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT.

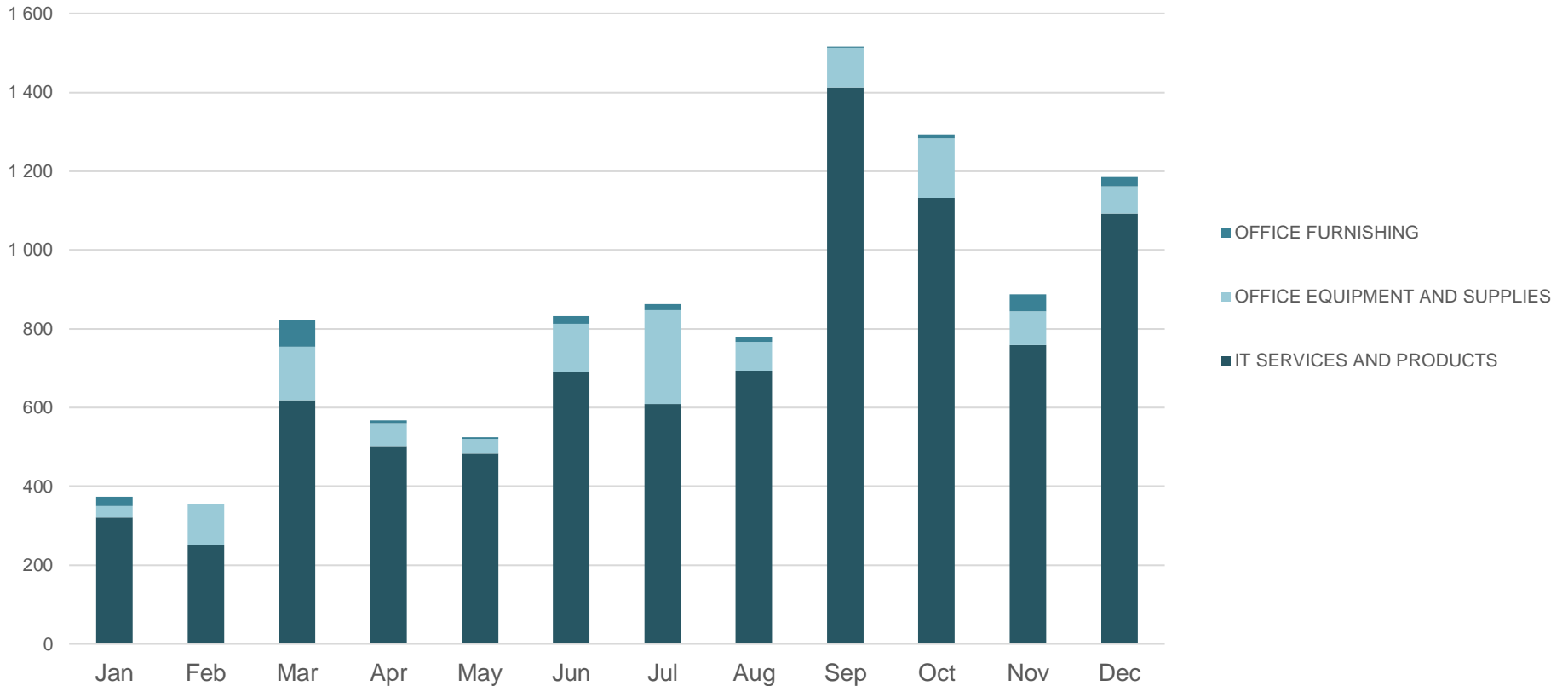
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021





IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

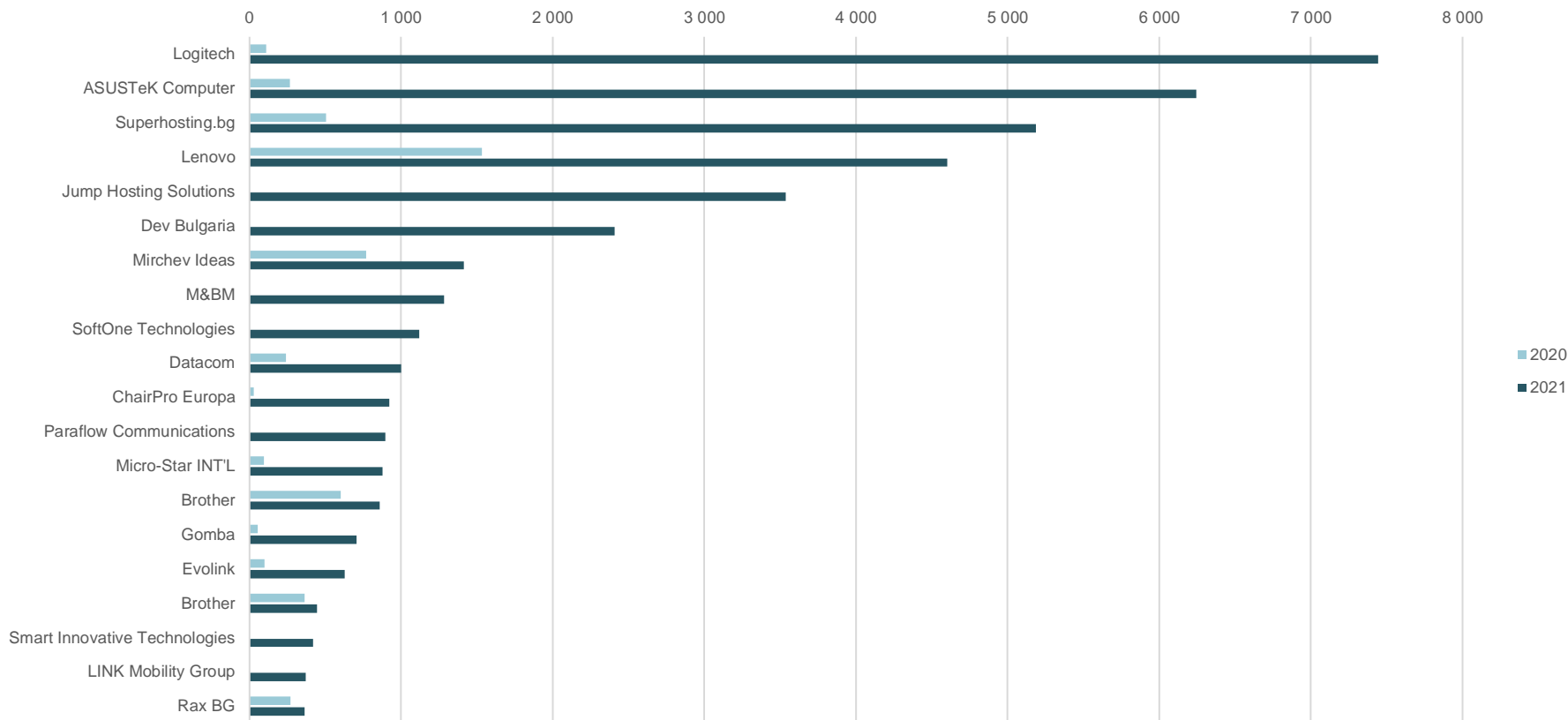




Banner Monitoring

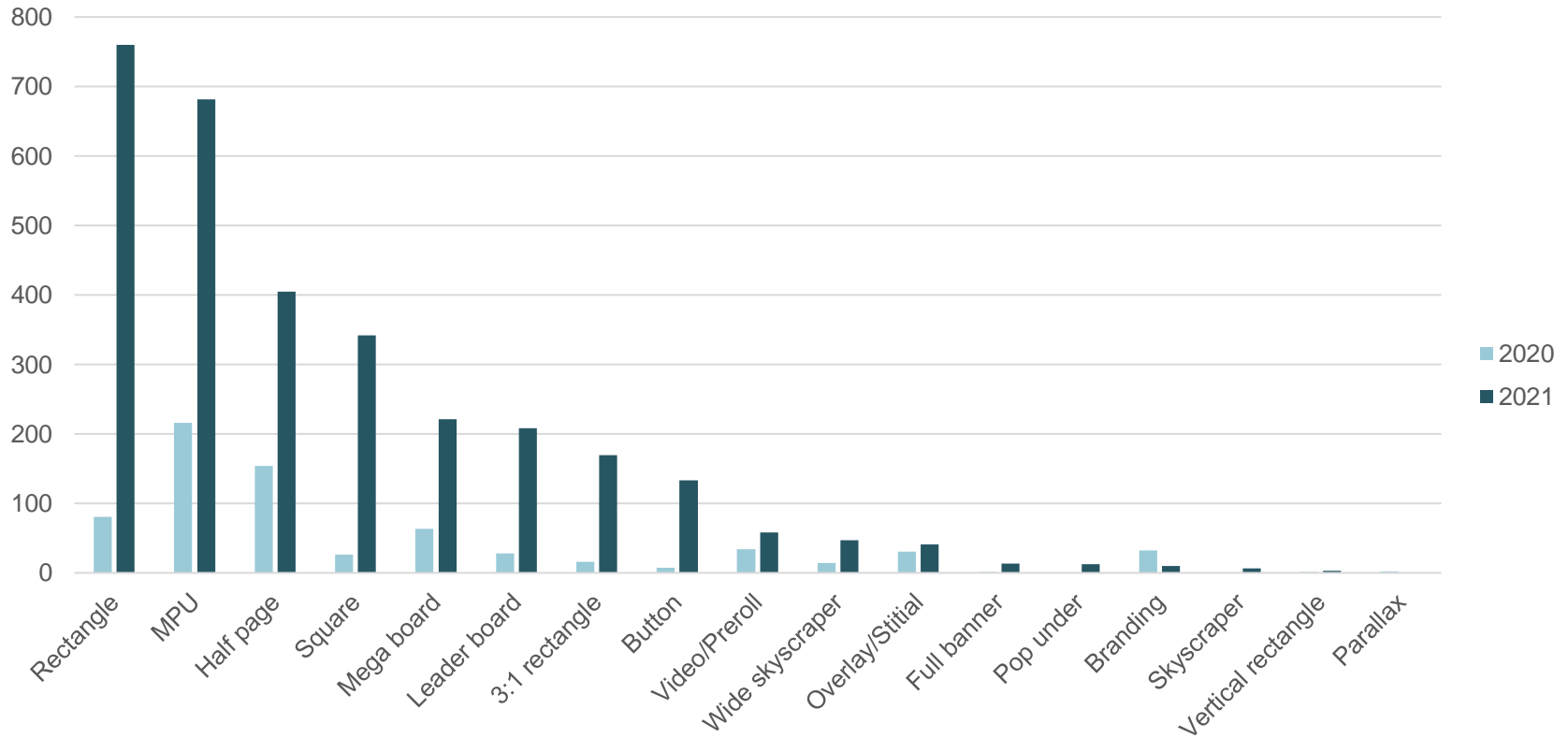
IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT.

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



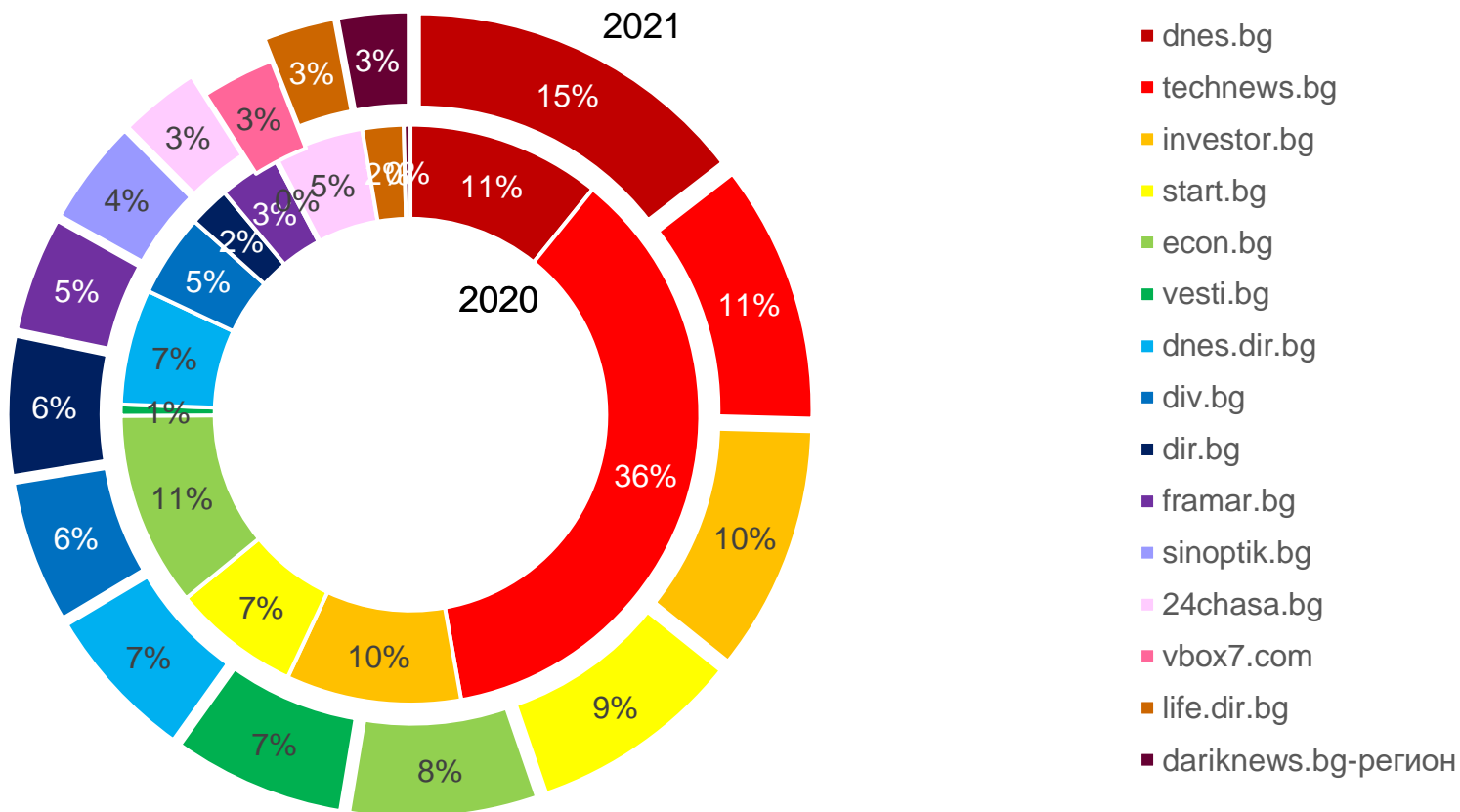
IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT.

BANNER FORMATS by number of creatives – 2020 & 2021



IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT.

TOP 15 WEBSITES by campaigns strength – 2020 & 2021





Banner Monitoring

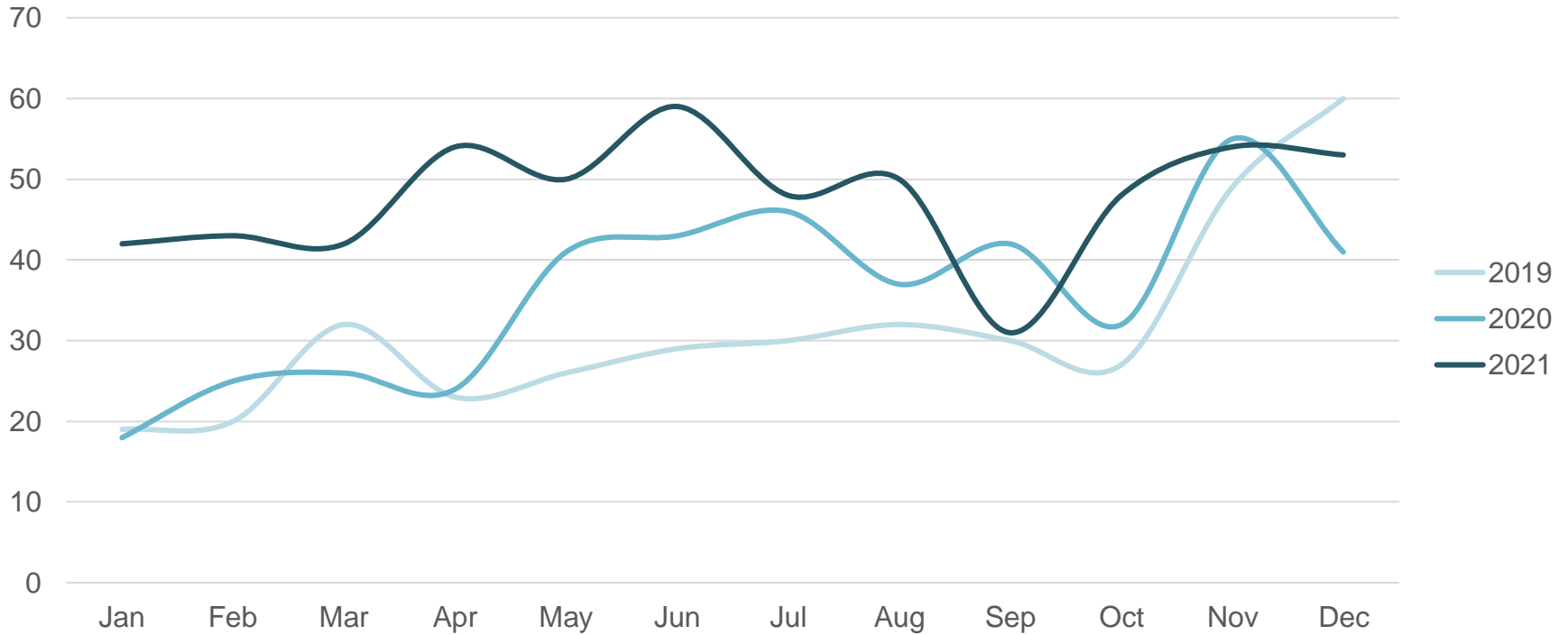
Sector

TELECOMMUNICAITONS



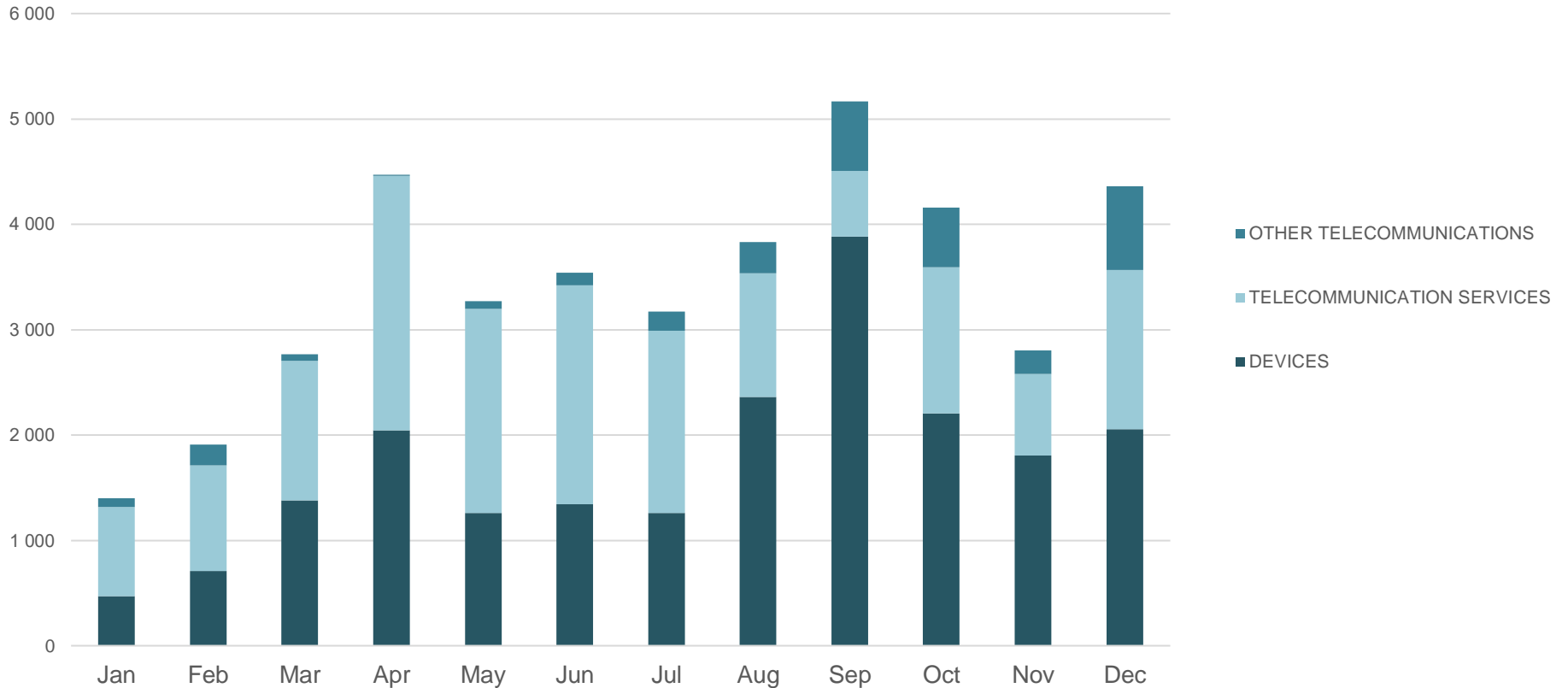


SEASONALITY by number of campaigns - 2019 - 2021



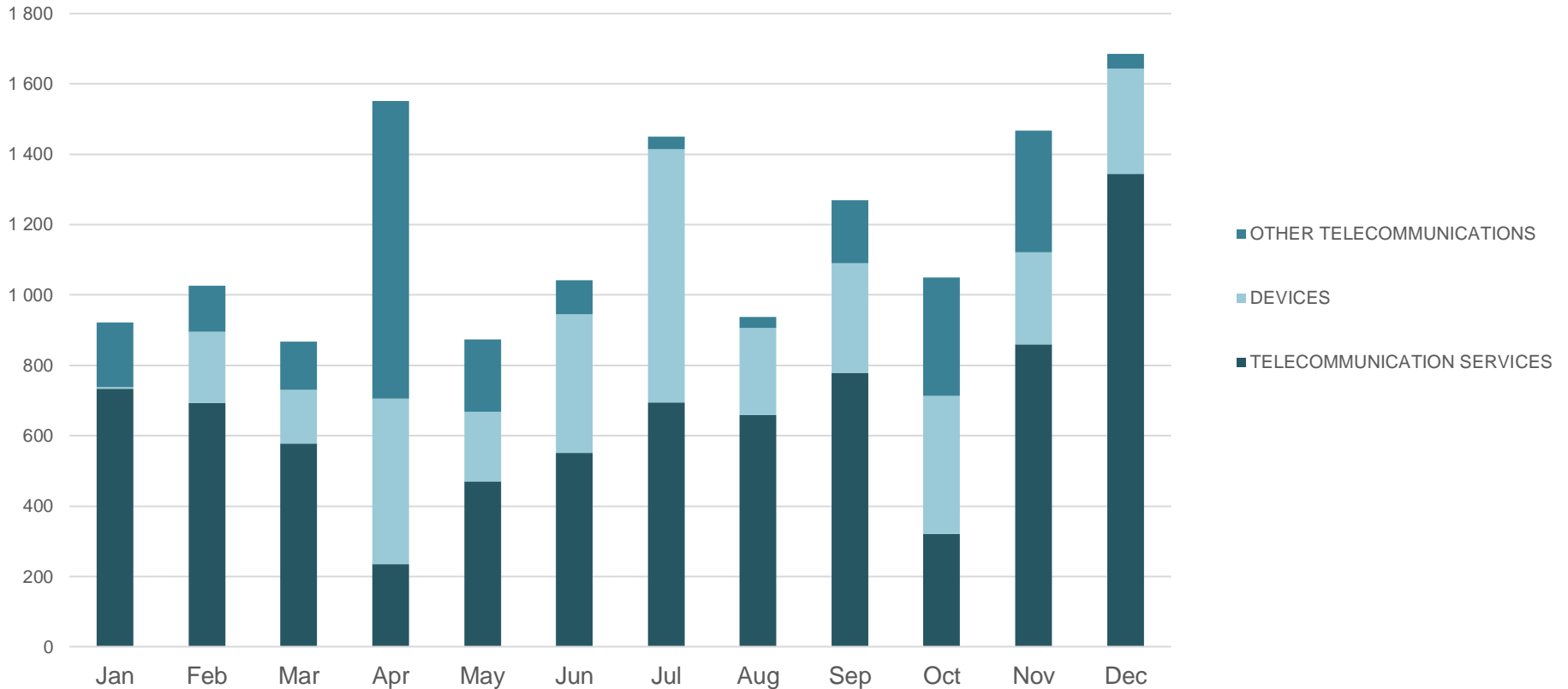


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021



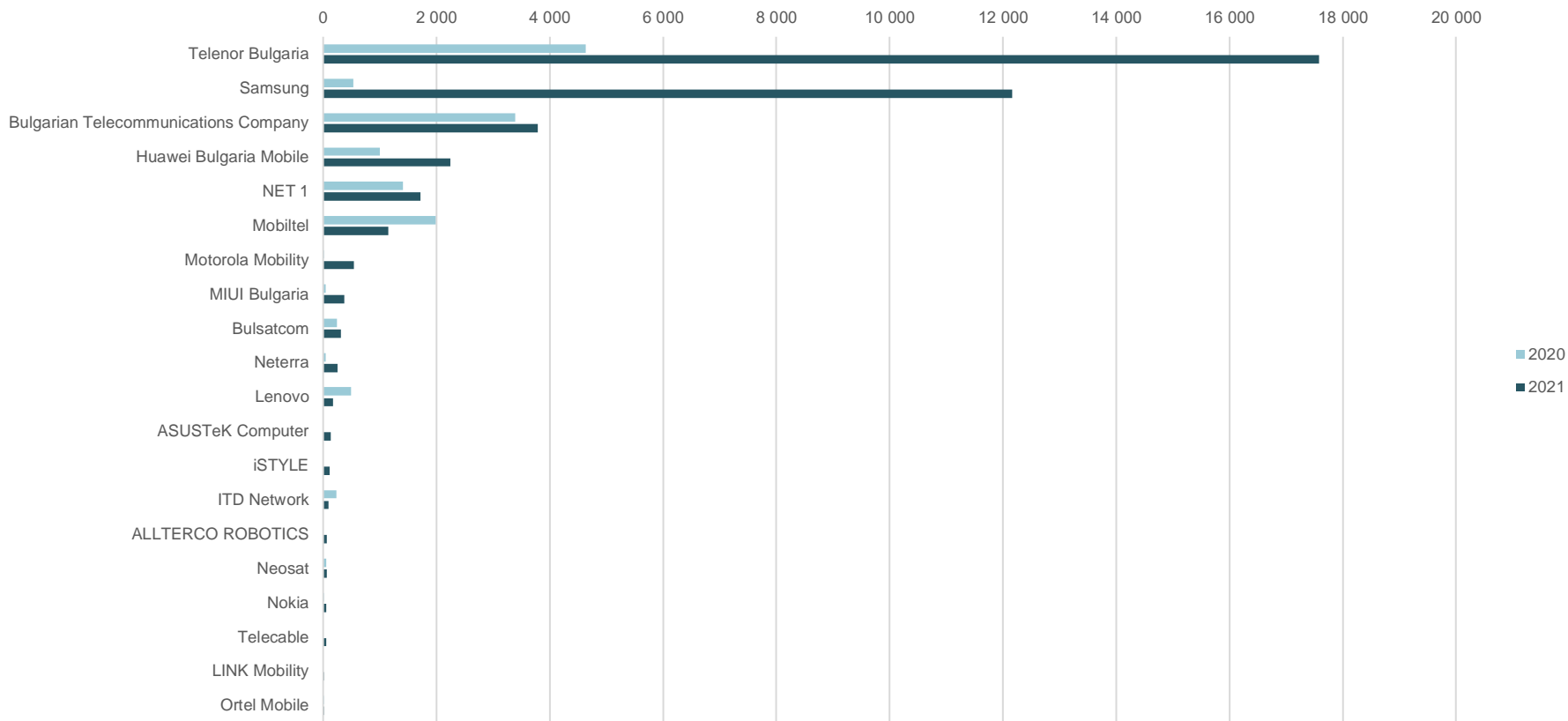


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



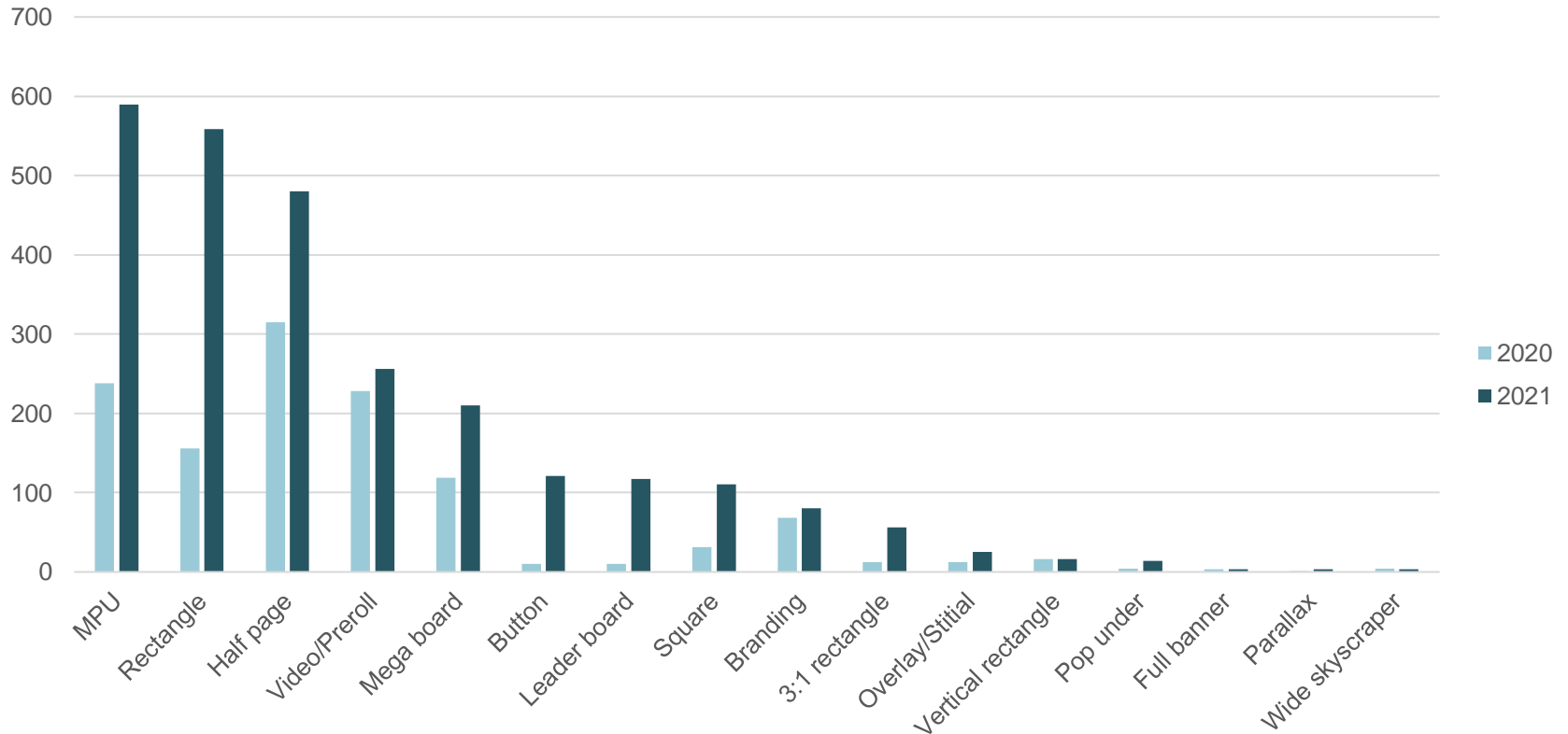


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



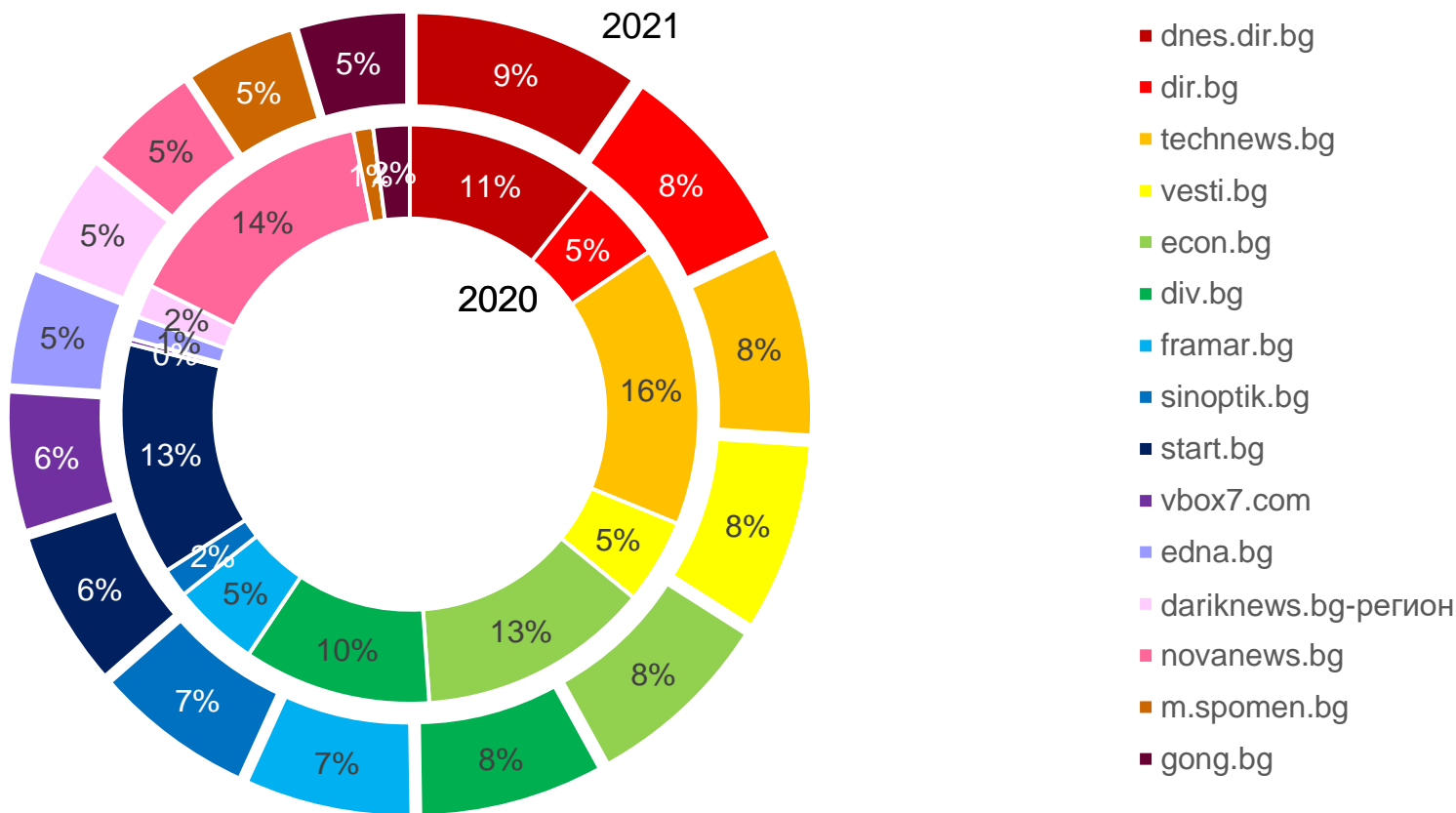


BANNER FORMATS by number of creatives – 2020 & 2021





TOP 15 WEBSITES by campaigns strength – 2020 & 2021



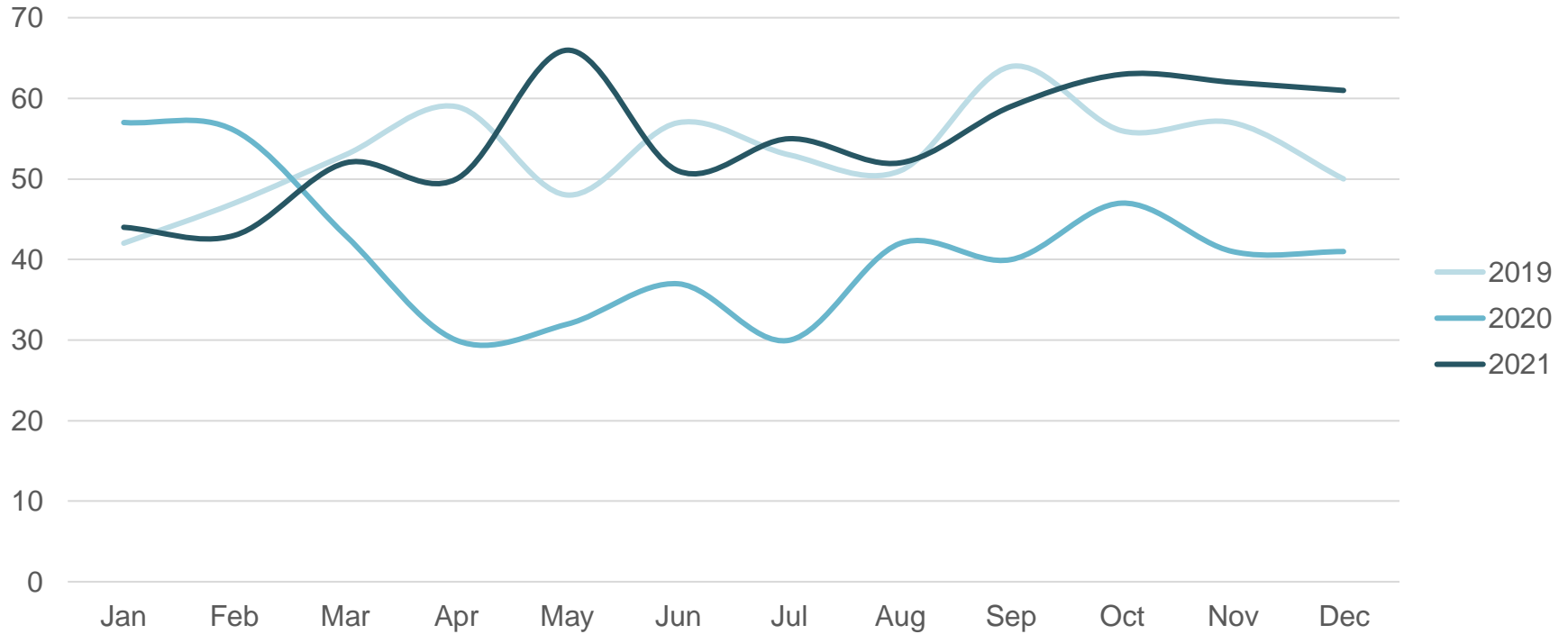


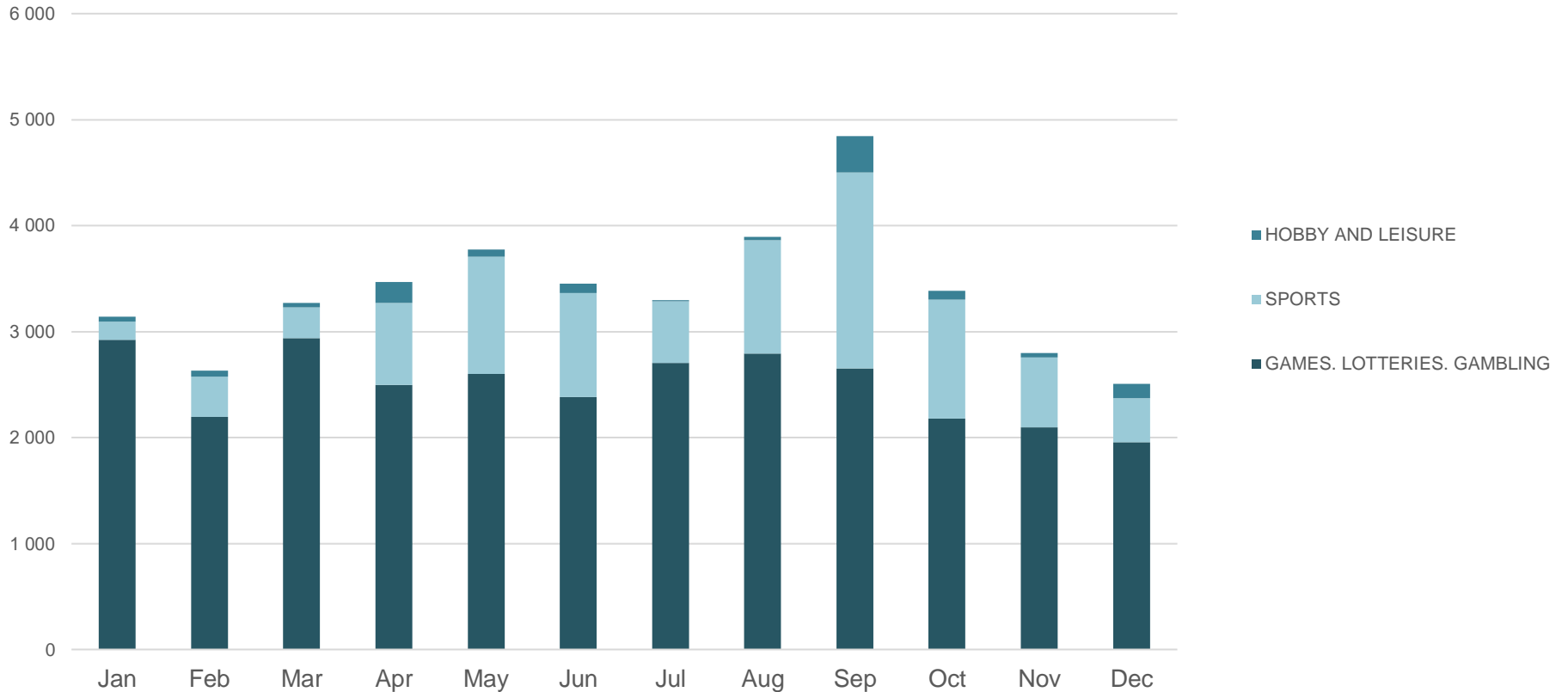
Banner Monitoring

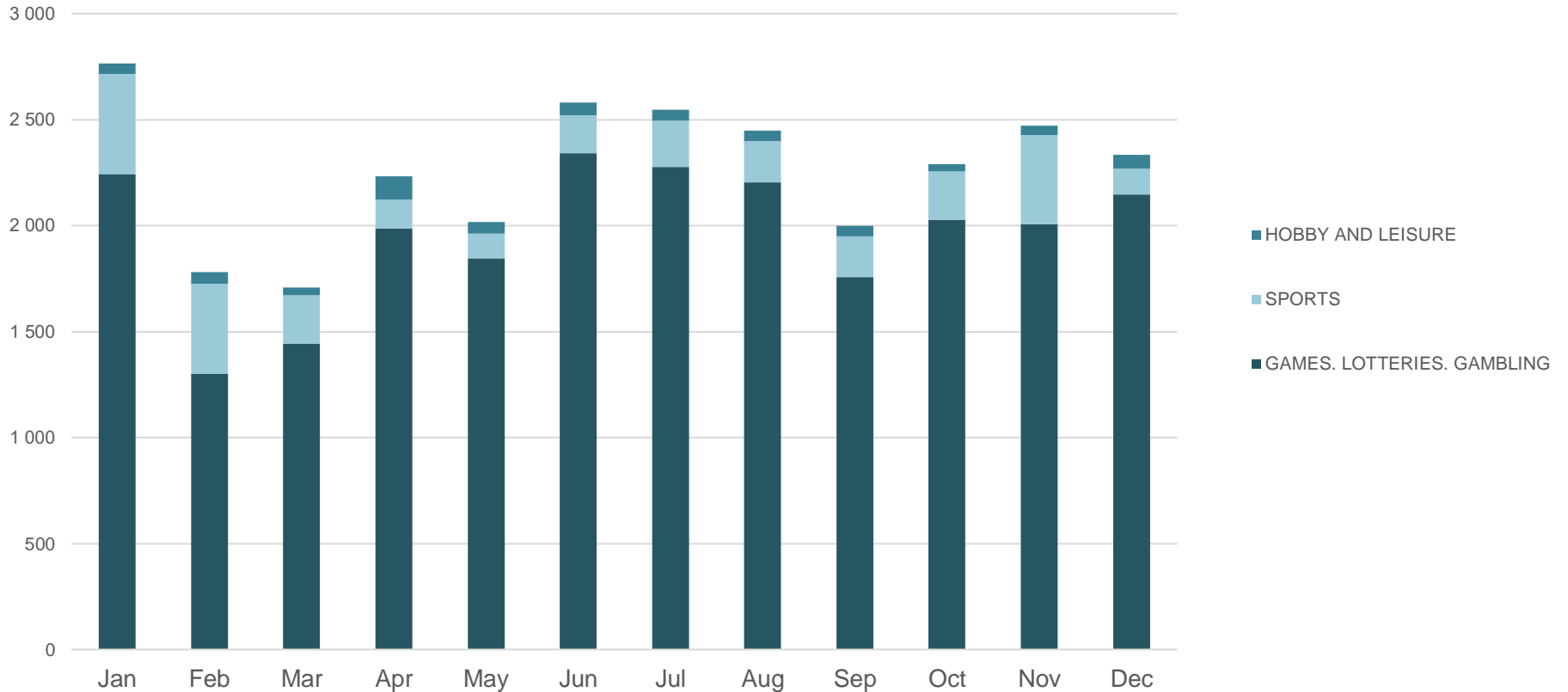
Sector

SPORTS. GAMES.
LEISURE ACTIVITIES







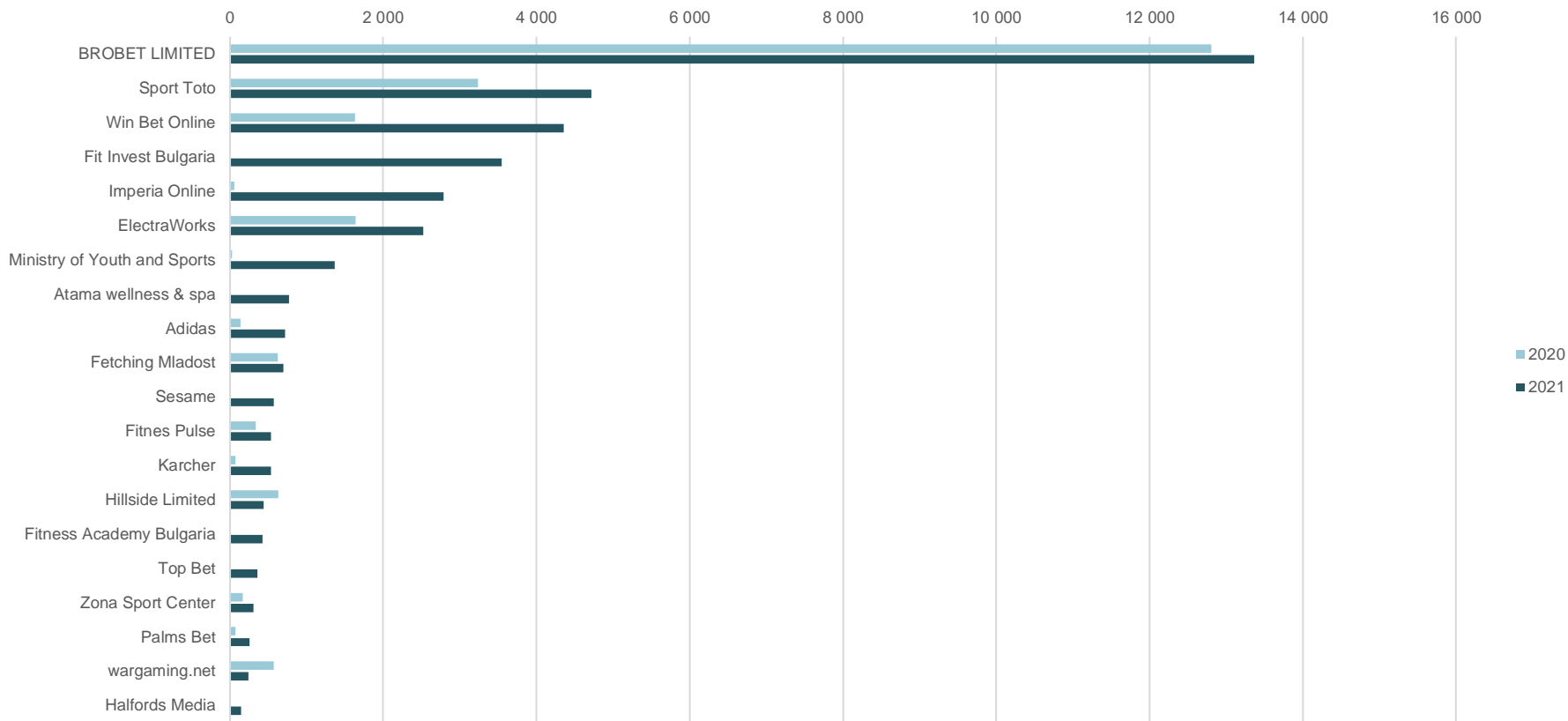




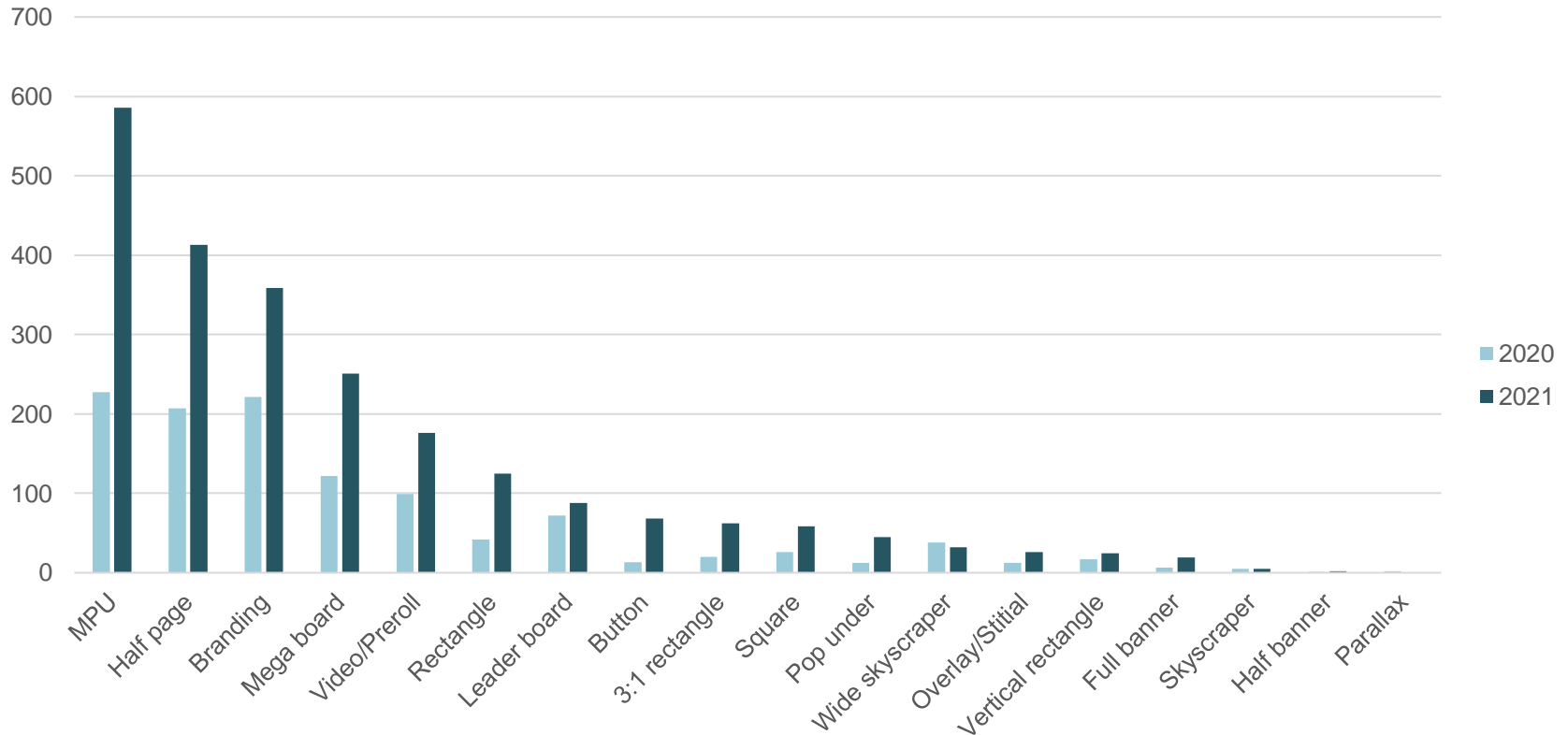
Banner Monitoring

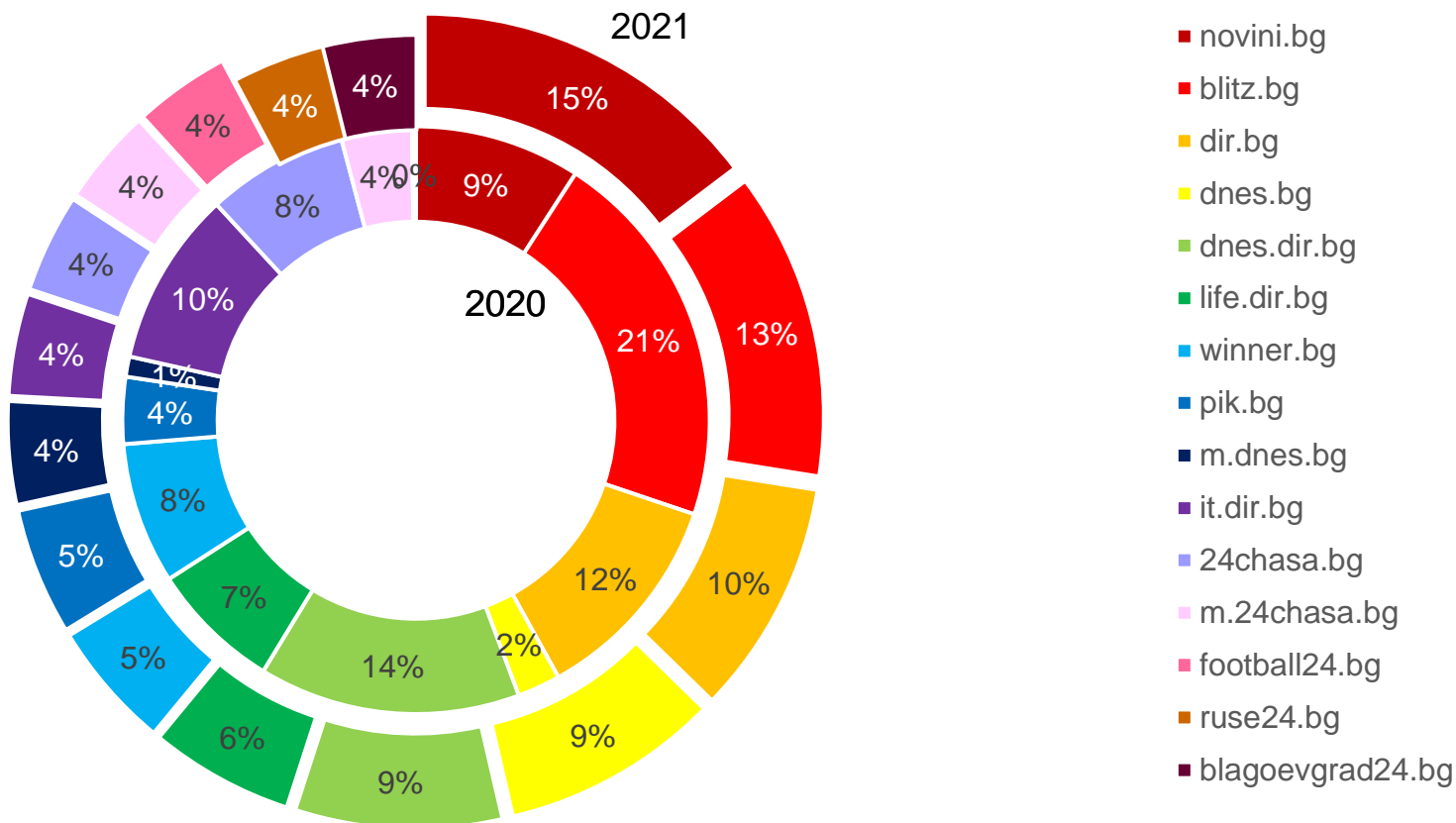
SPORTS. GAMES. LEISURE ACTIVITIES

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



BANNER FORMATS by number of creatives – 2020 & 2021



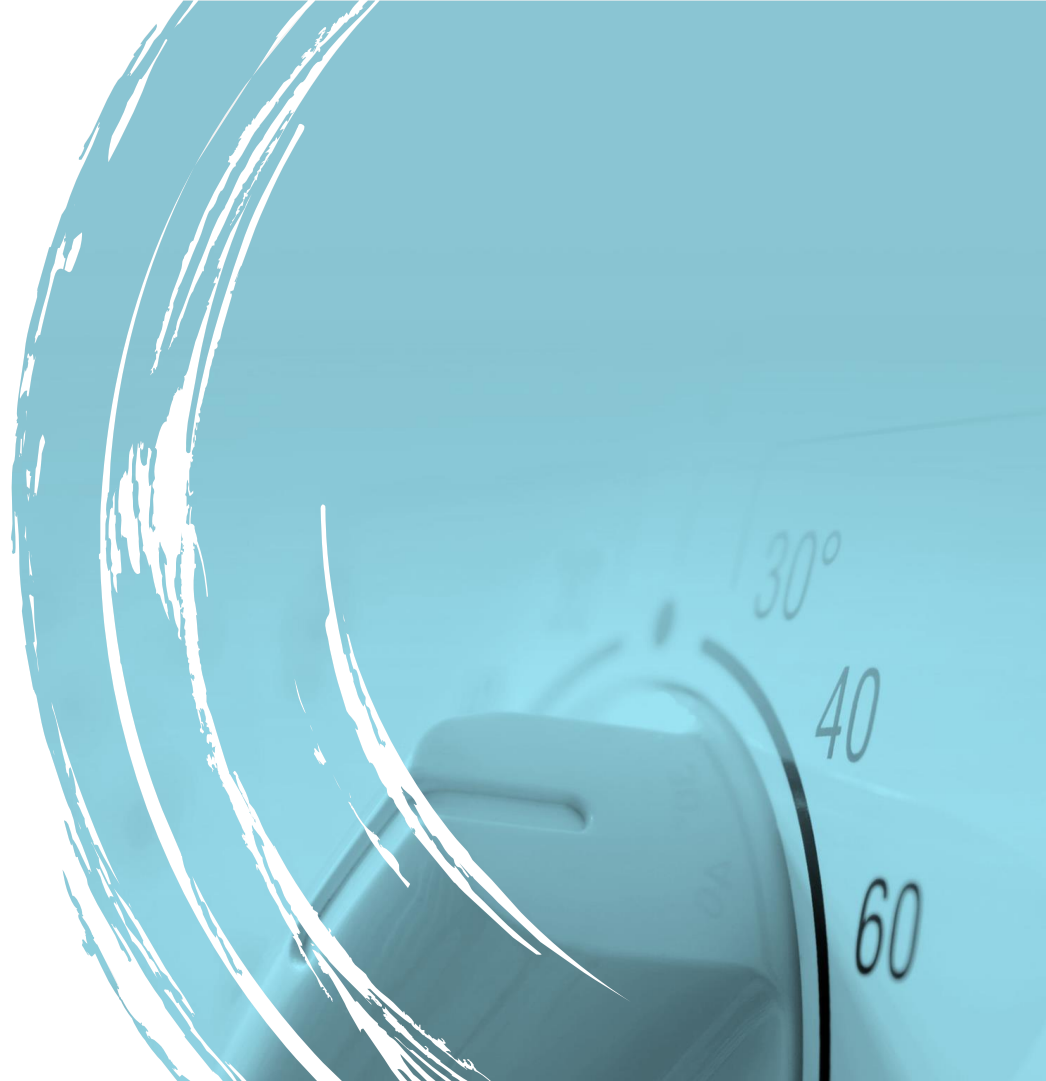




Banner Monitoring

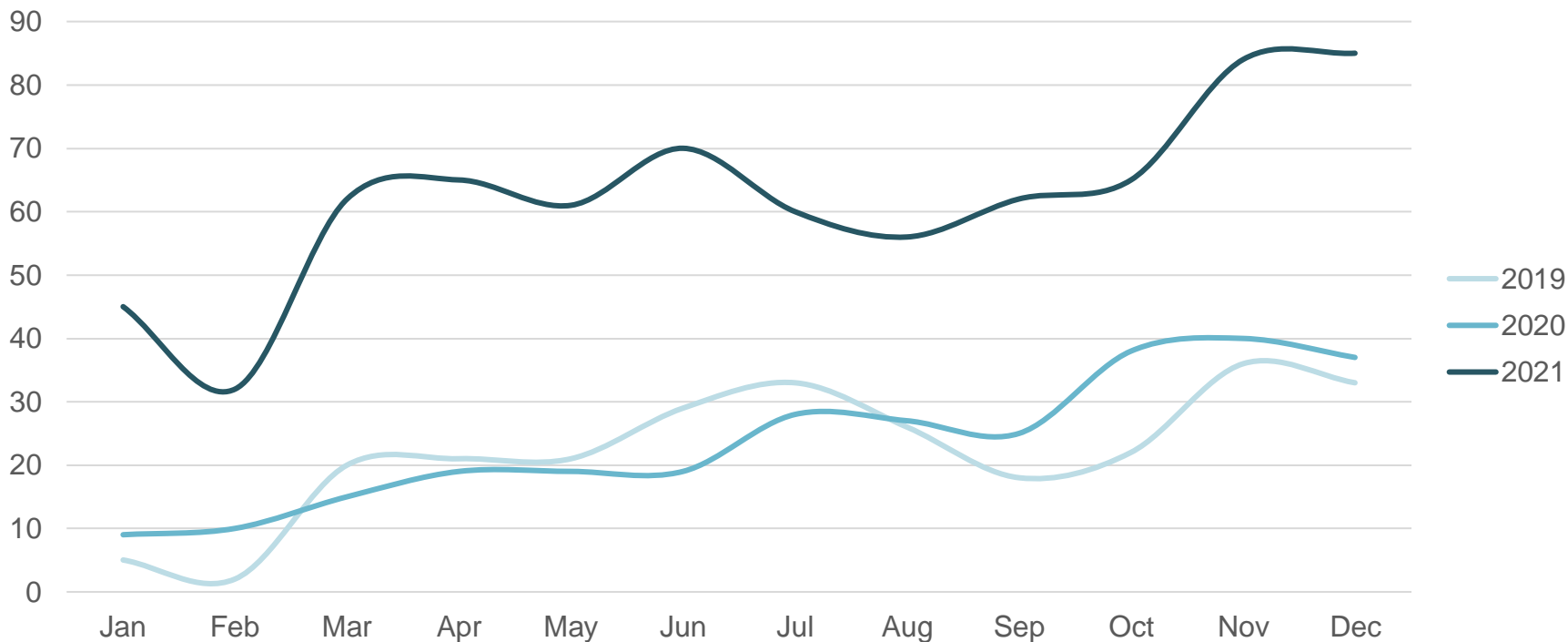
Sector

WHITE GOODS. BROWN
GOODS. ELECTRIC
APPLIANCES.



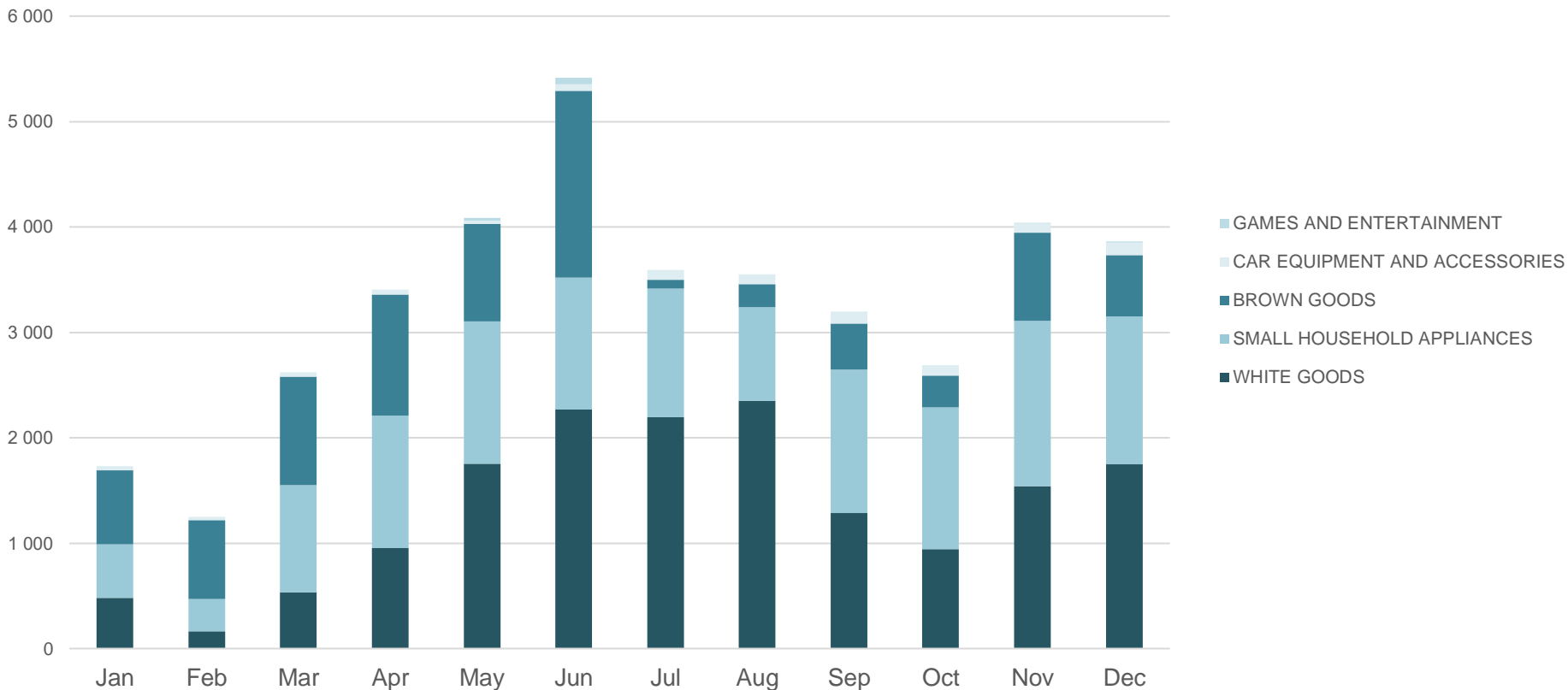
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

SEASONALITY by number of campaigns - 2019 - 2021



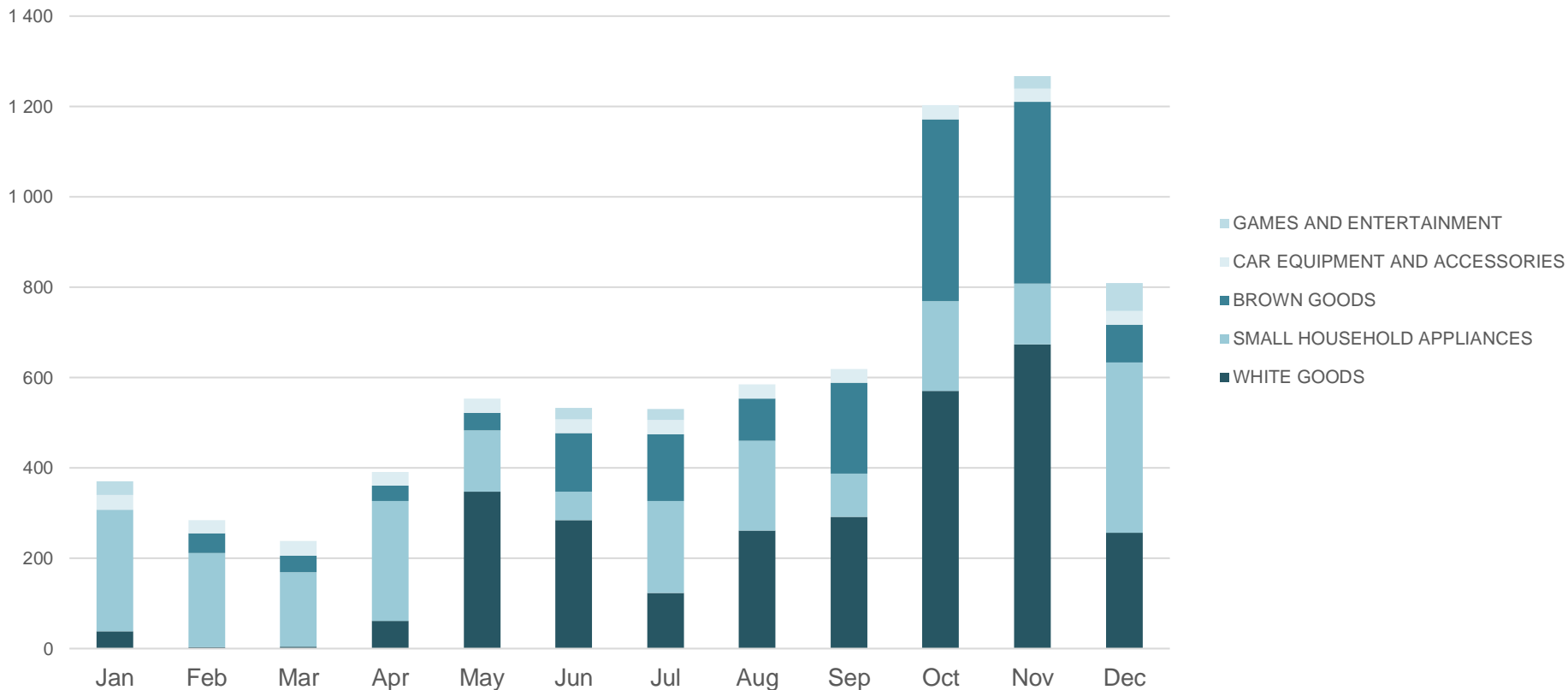
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021



WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020

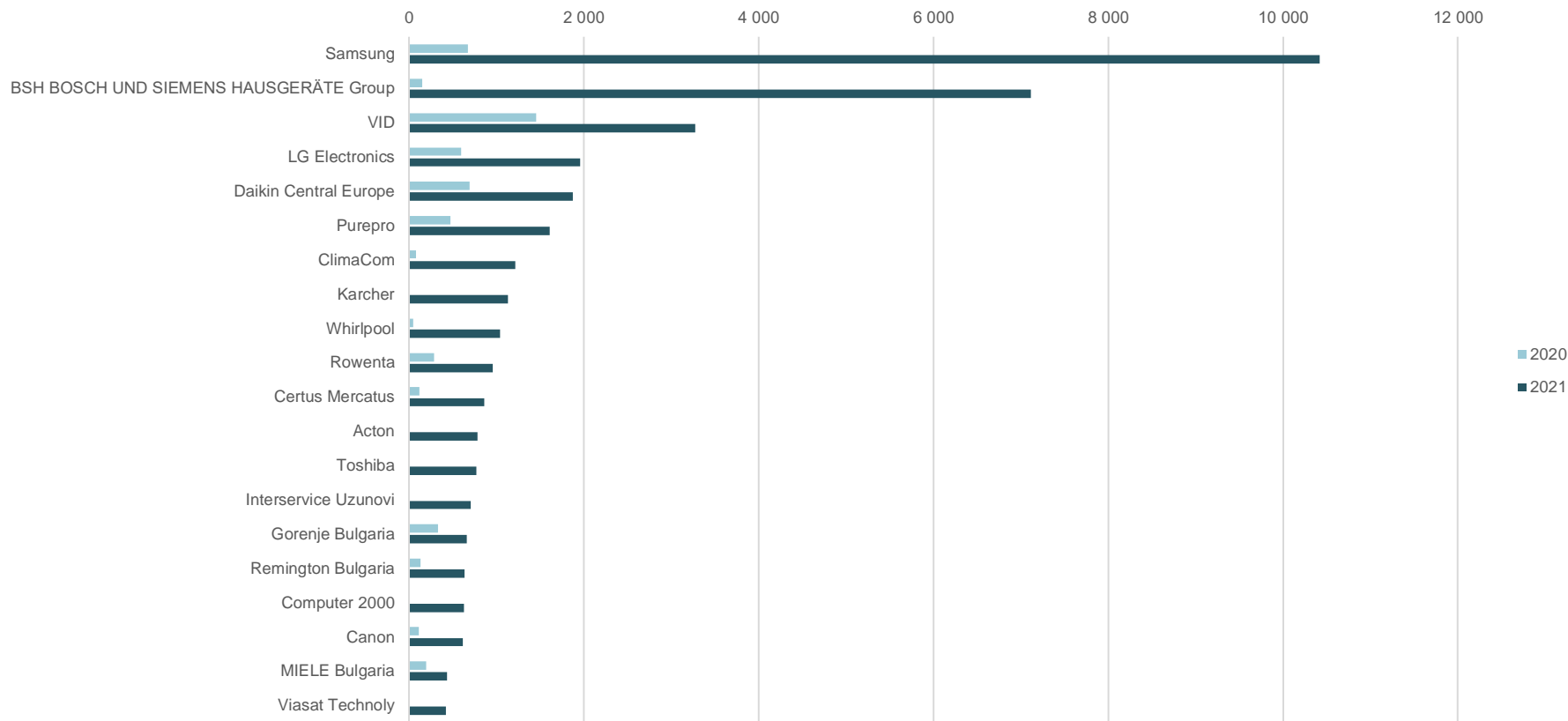




Banner Monitoring

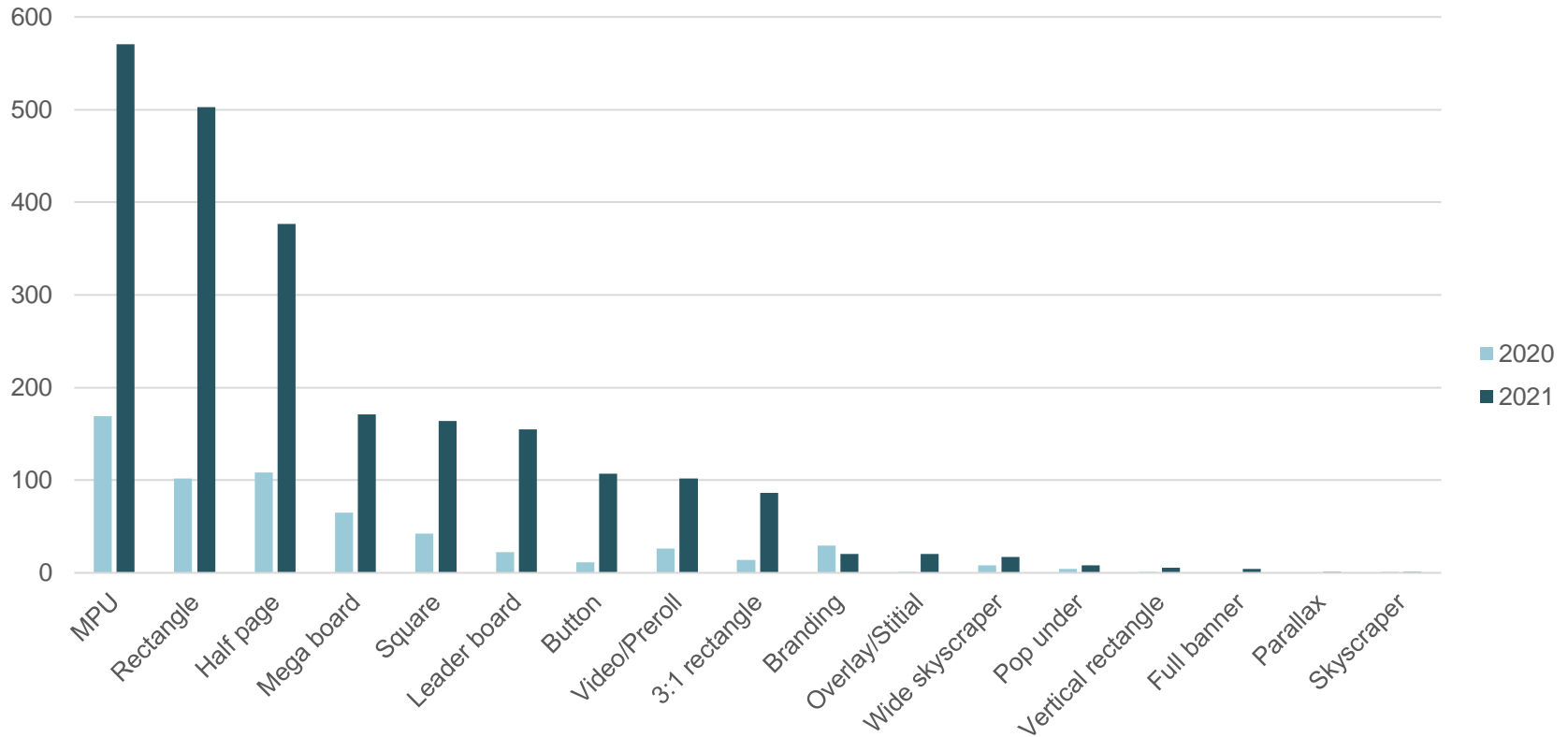
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



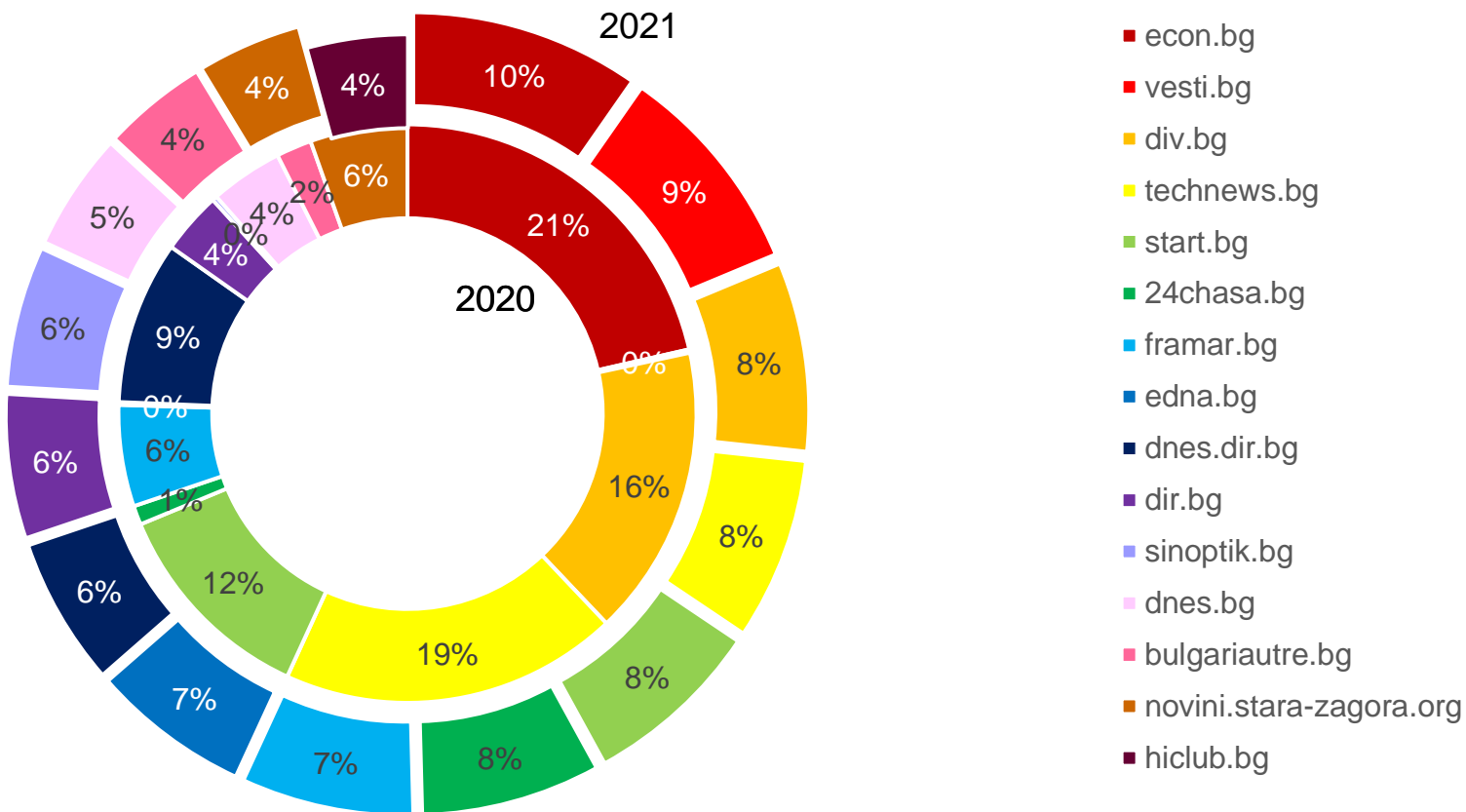
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

BANNER FORMATS by number of creatives – 2020 & 2021



WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

TOP 15 WEBSITES by campaigns strength – 2020 & 2021



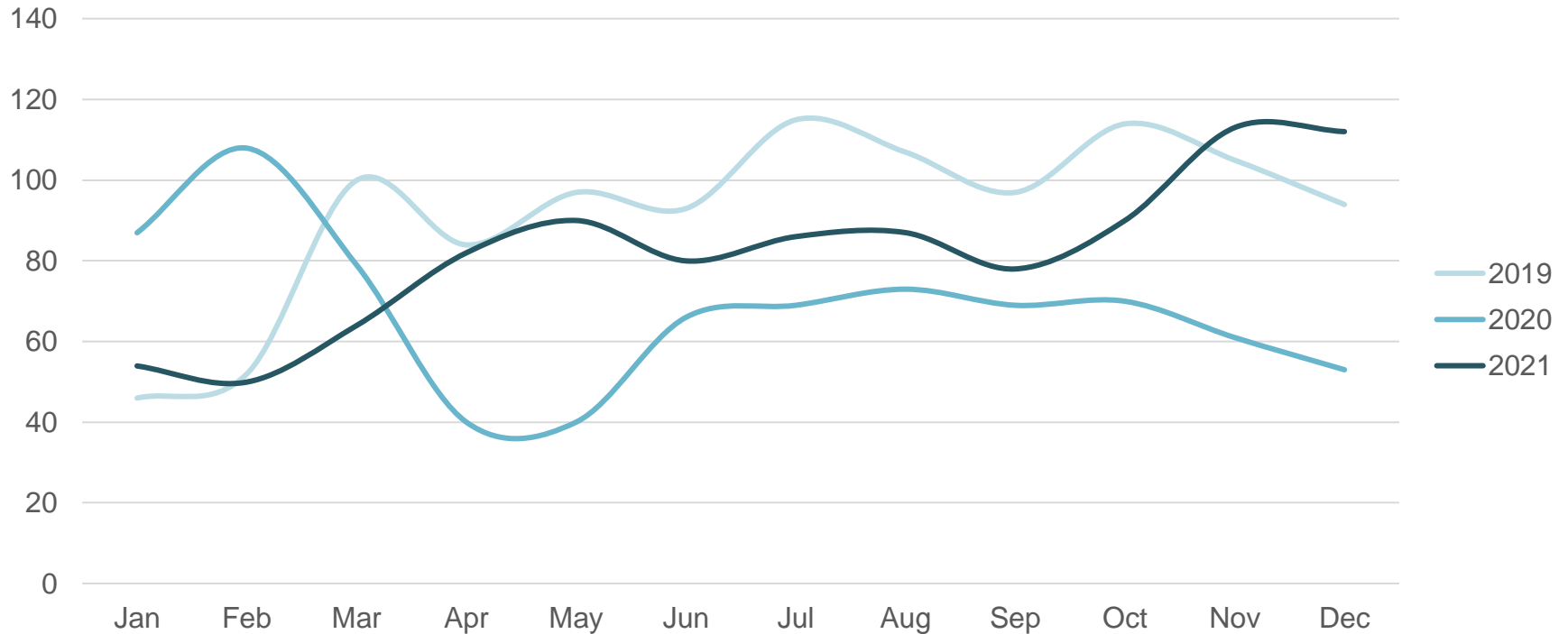
Sector

TOURISM



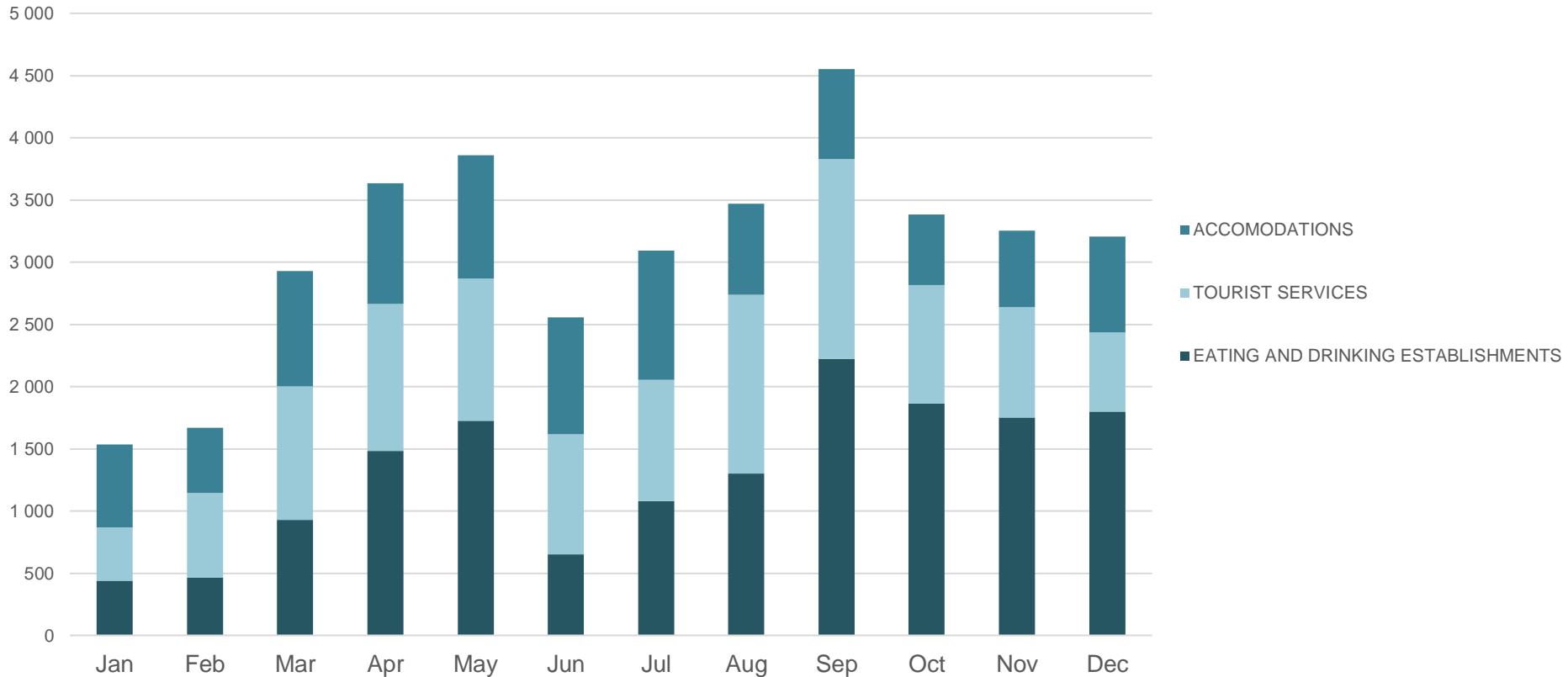


SEASONALITY by number of campaigns - 2019 - 2021



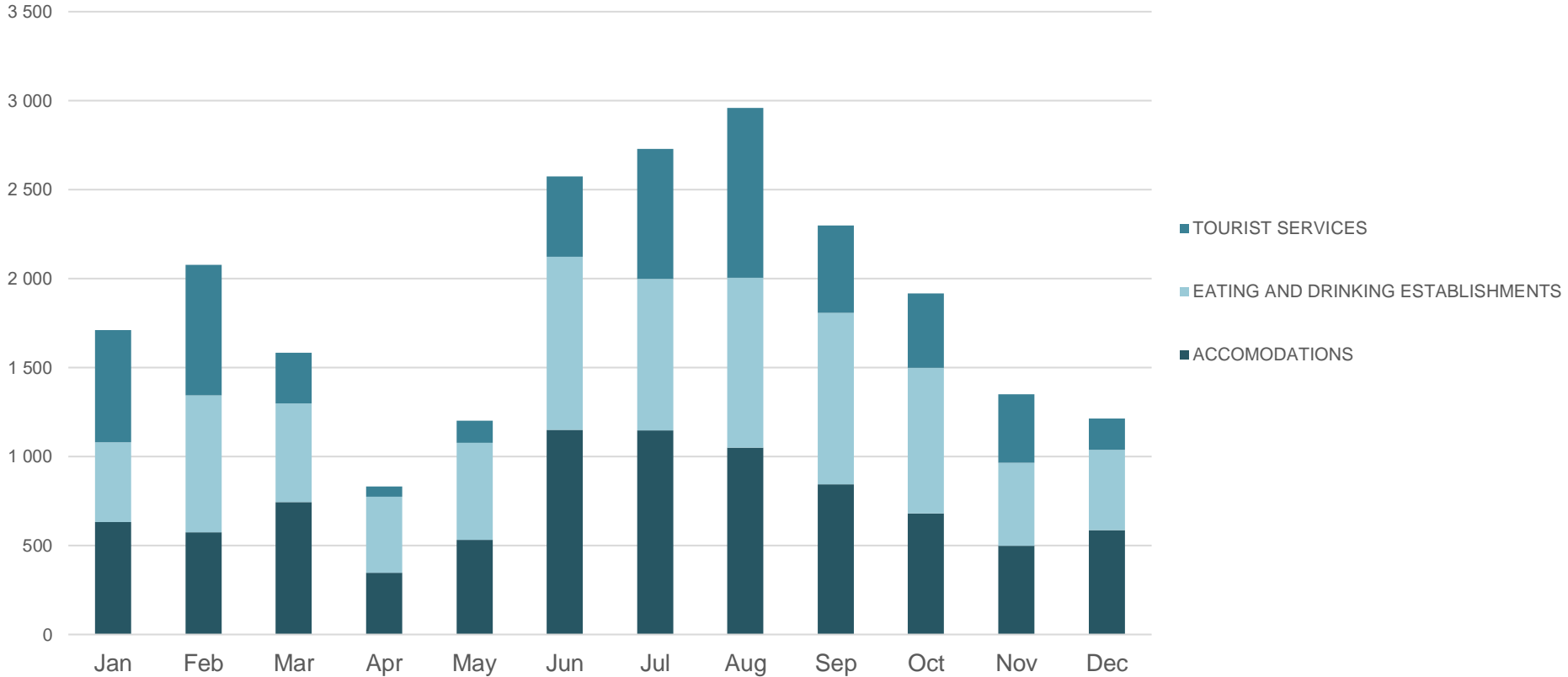


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021



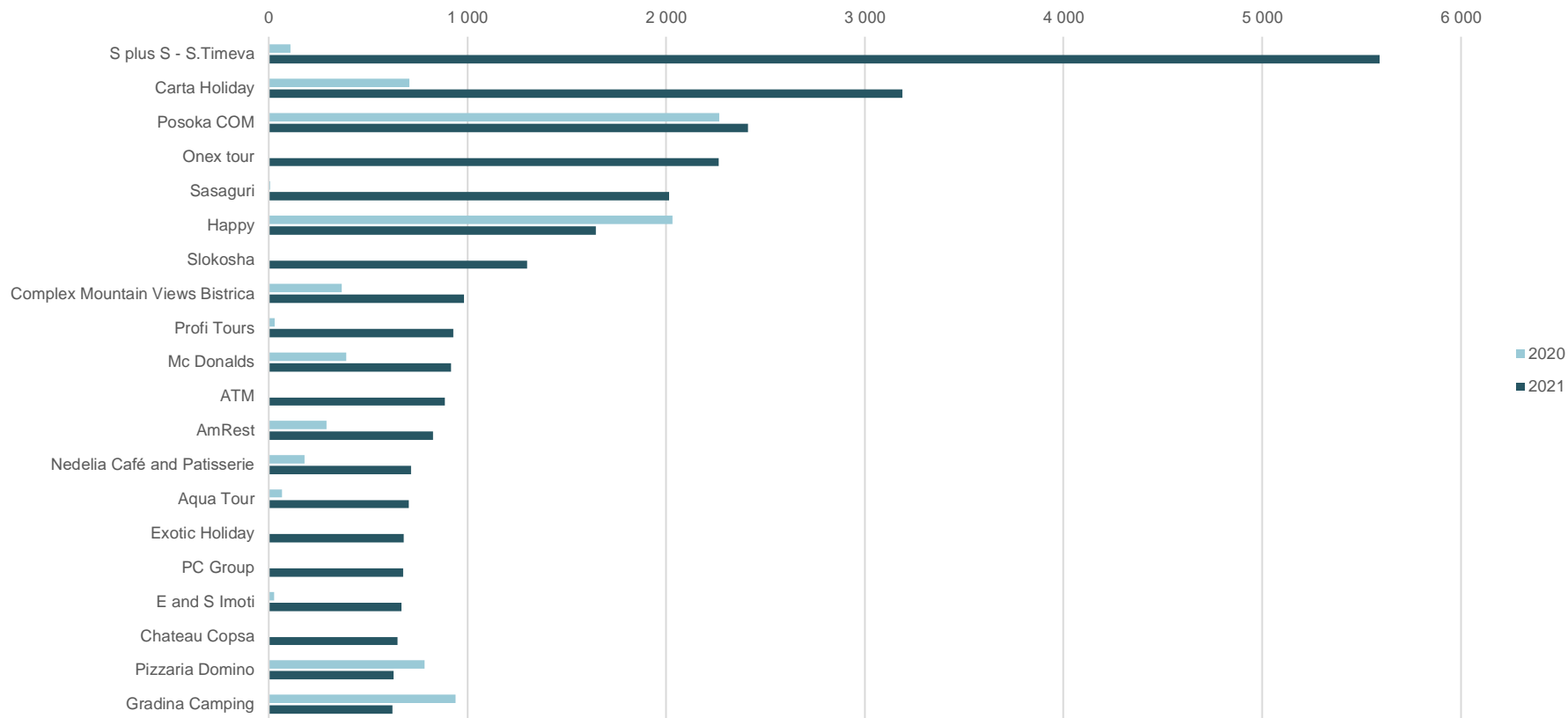


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2020



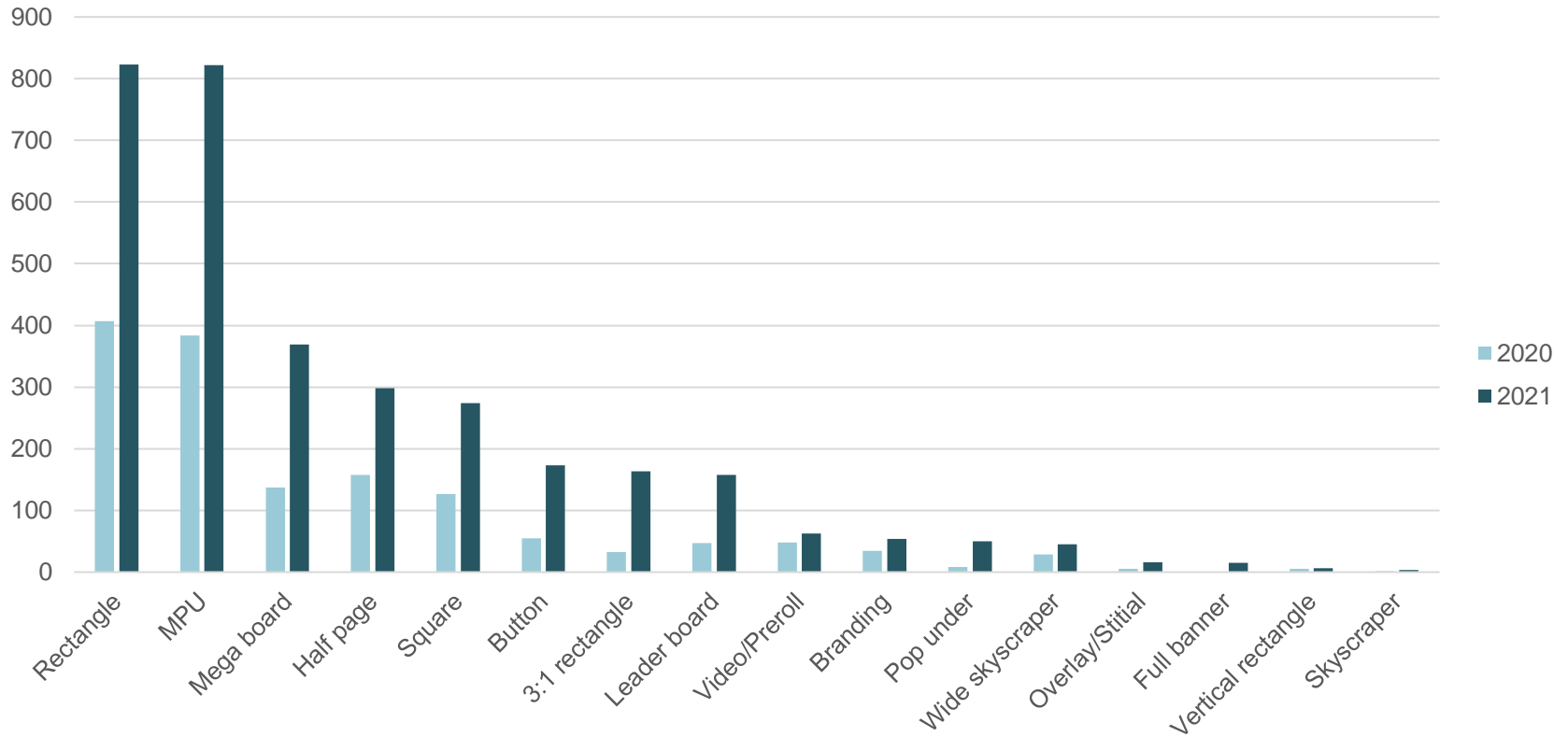


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2020 & 2021



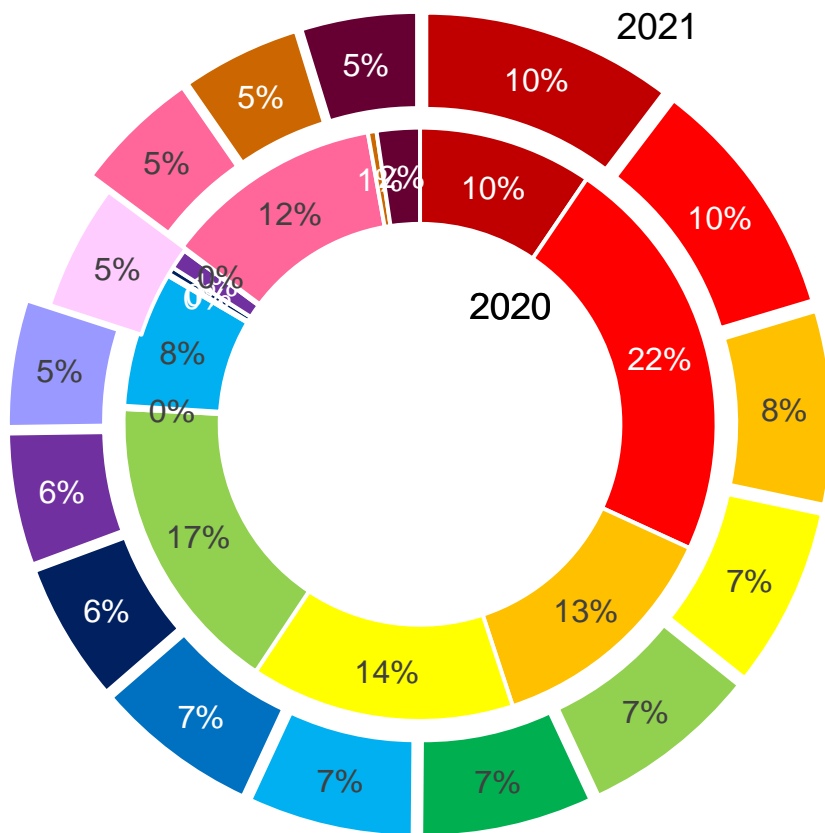


BANNER FORMATS by number of creatives – 2020 & 2021





TOP 15 WEBSITES by campaigns strength – 2020 & 2021



- dnes.bg
- dnes.dir.bg
- 24chasa.bg
- framar.bg
- econ.bg
- vesti.bg
- dir.bg
- edna.bg
- m.dotbg.bg
- m.168chasa.bg
- sinoptik.bg
- m.mila.bg
- start.bg
- m.hiclub.bg
- m.spomen.bg



Banner Monitoring

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Banner Monitoring

The background features a light blue gradient. Overlaid on this are several data visualization elements: a white line graph with small circular markers at each data point, and a series of vertical bars of varying heights in a lighter shade of blue. At the bottom of the image, there is a decorative splash of white and light blue particles, resembling a fountain or a burst of energy.

Thank you!