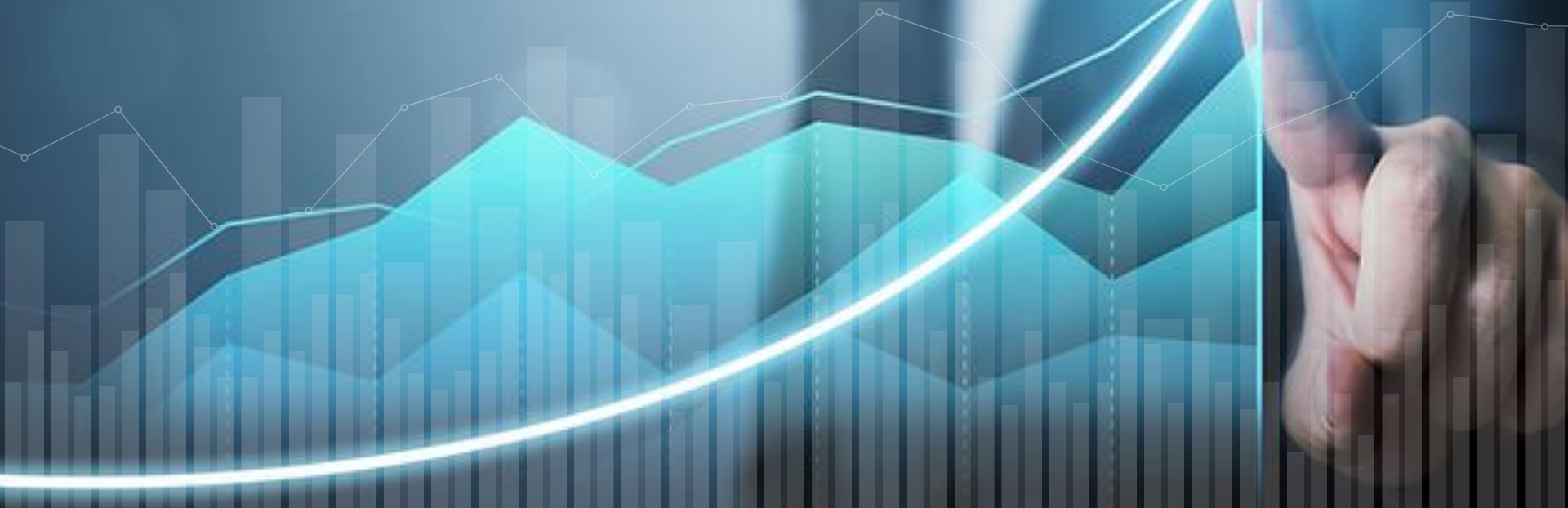


2022

# Обзор на пазара





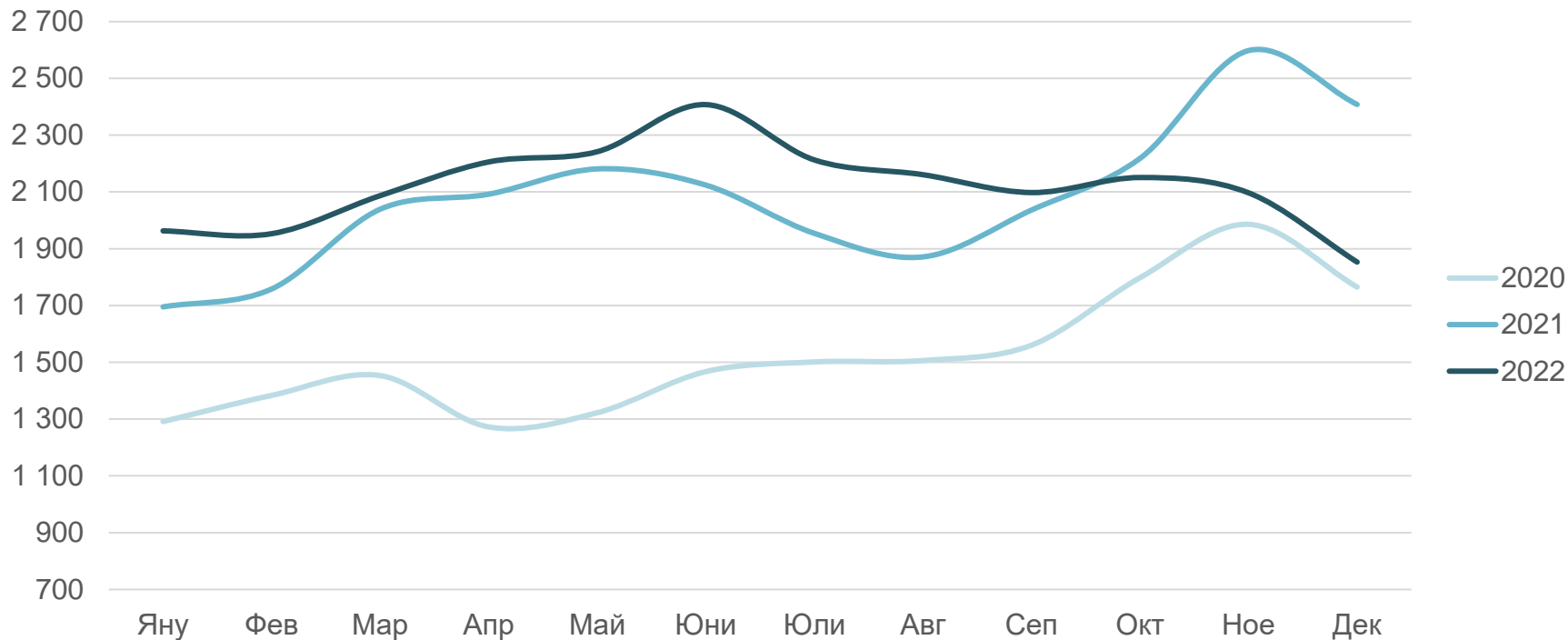
**01**    **Общ преглед на пазара**

**02**    **Преглед на ТОП 10 сектора**

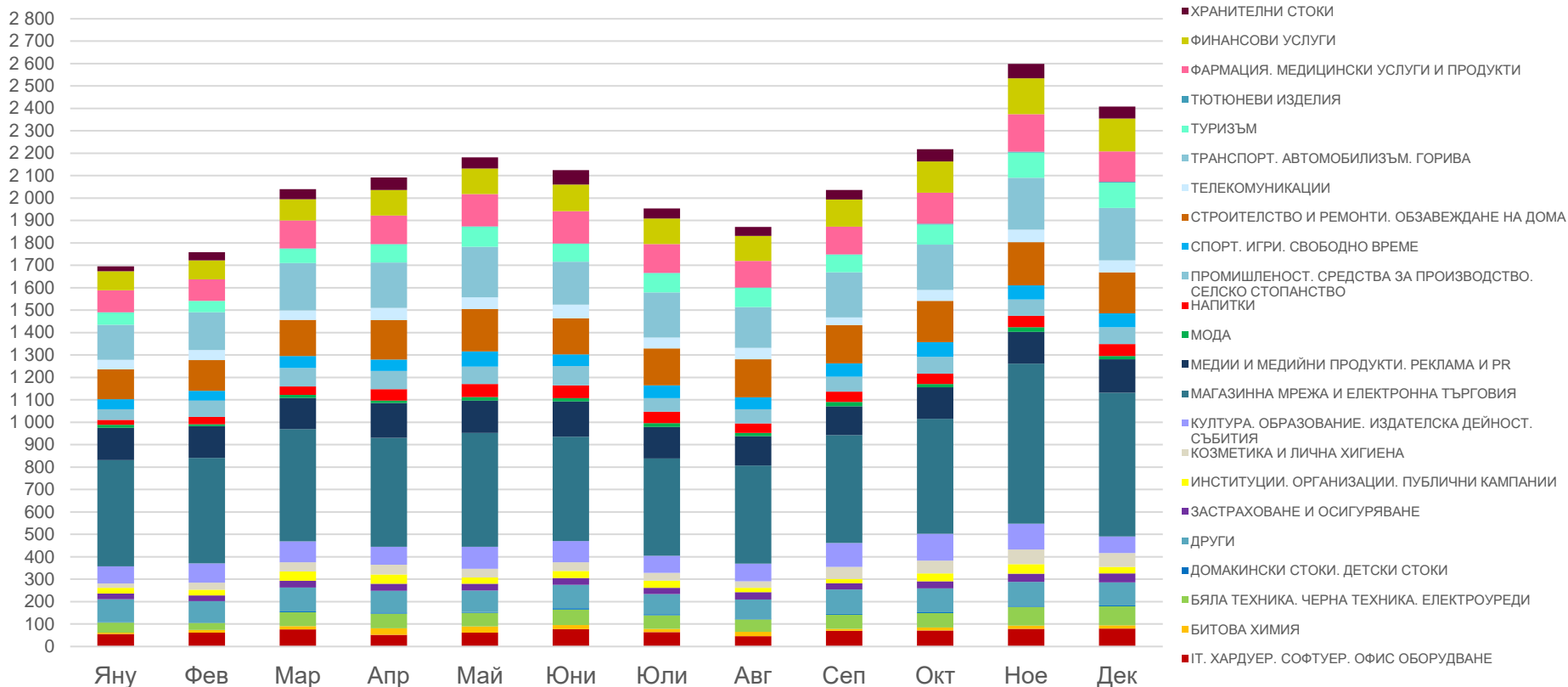
**03**    **Легенда**

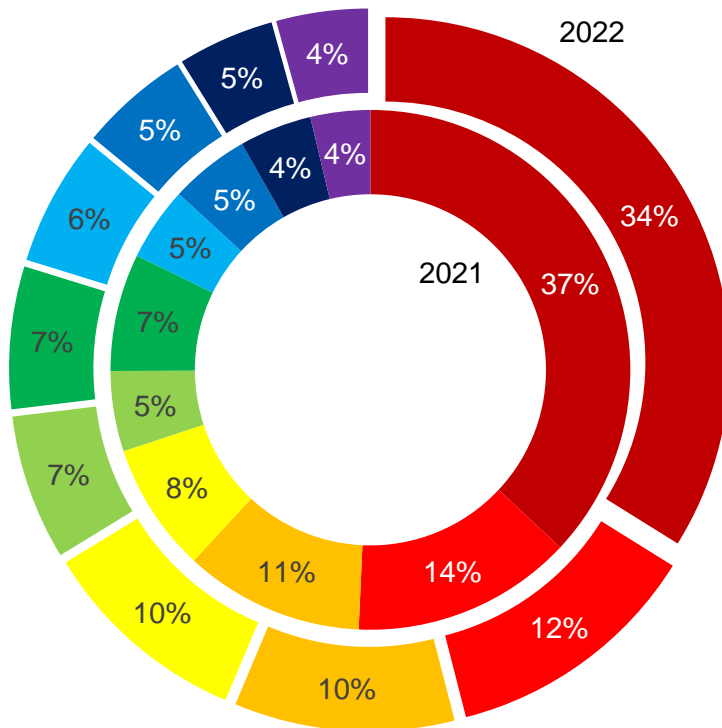


# 01 **Общ преглед на пазара**

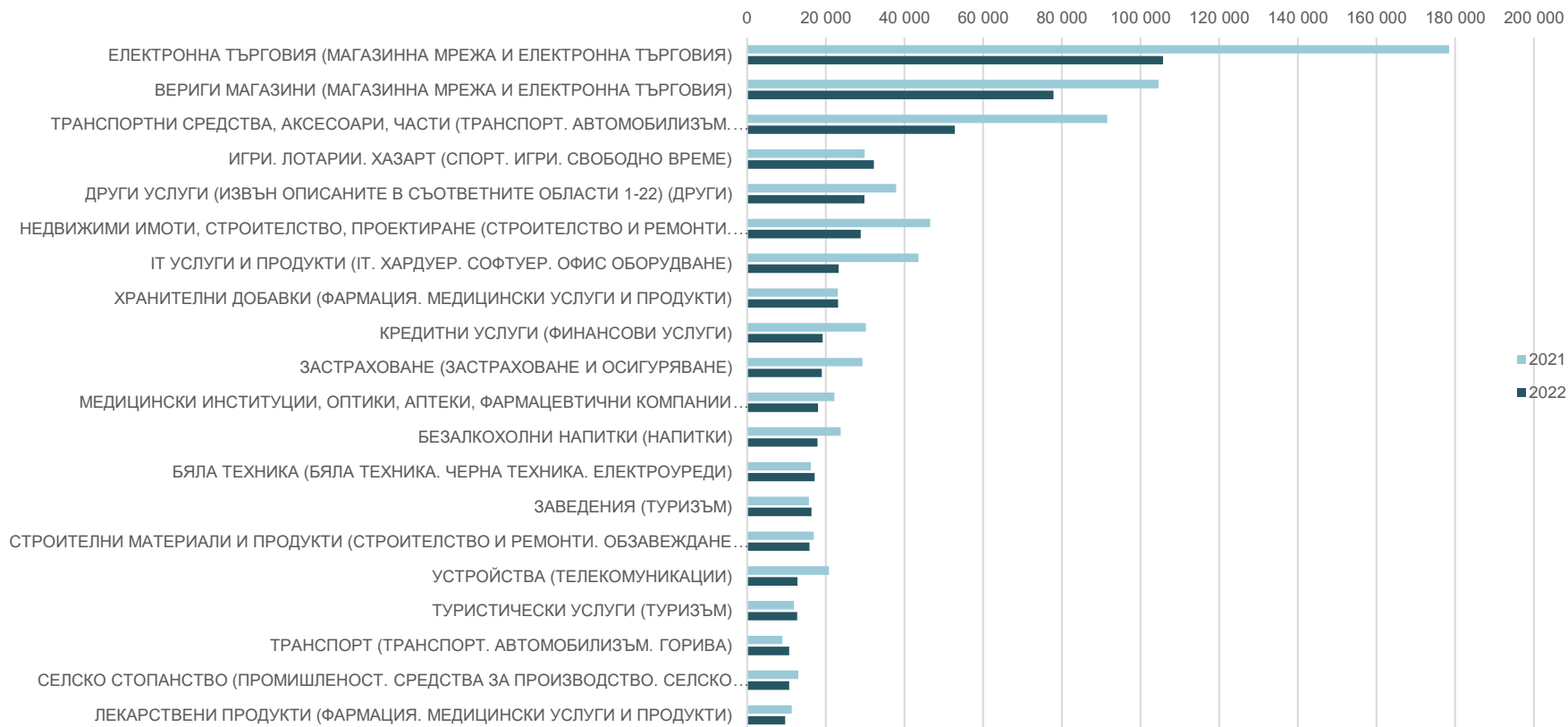




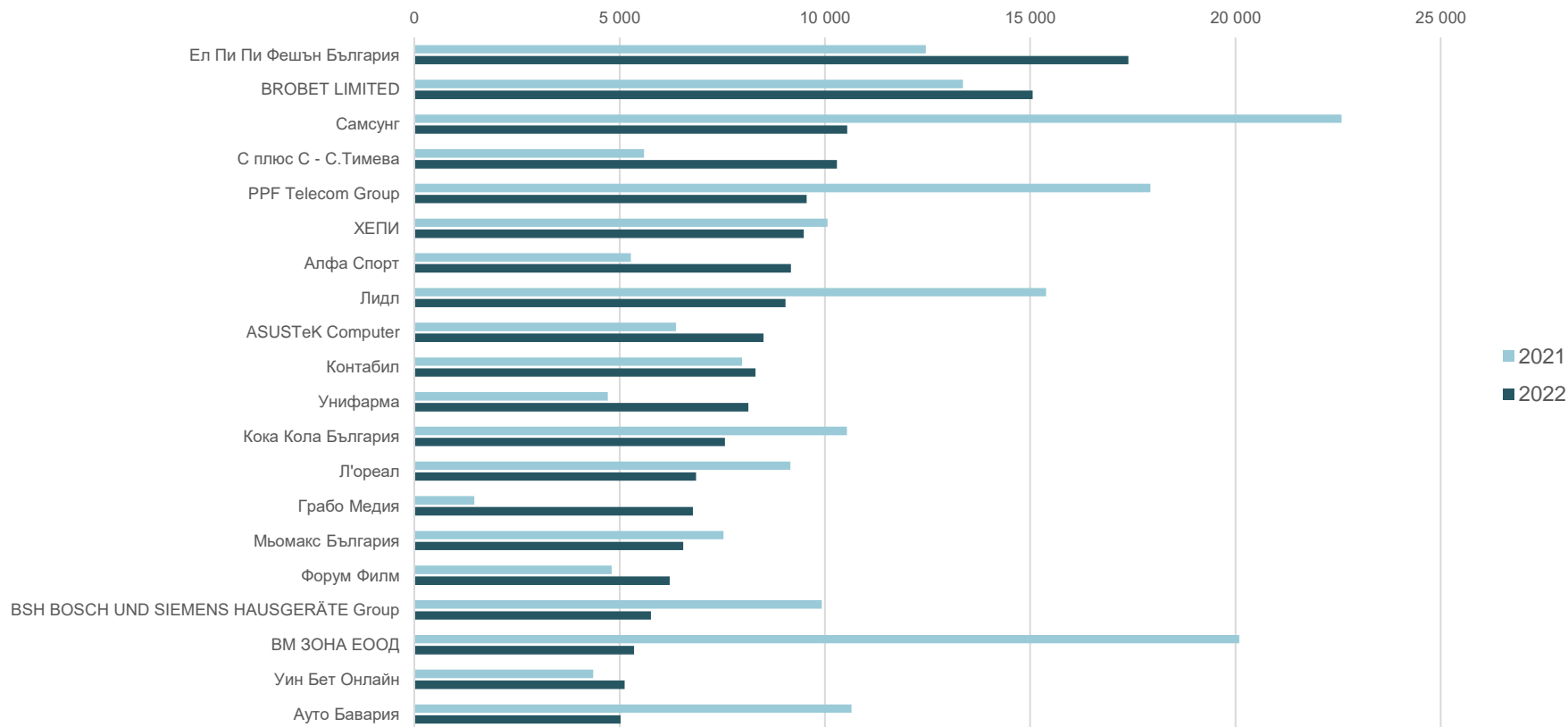


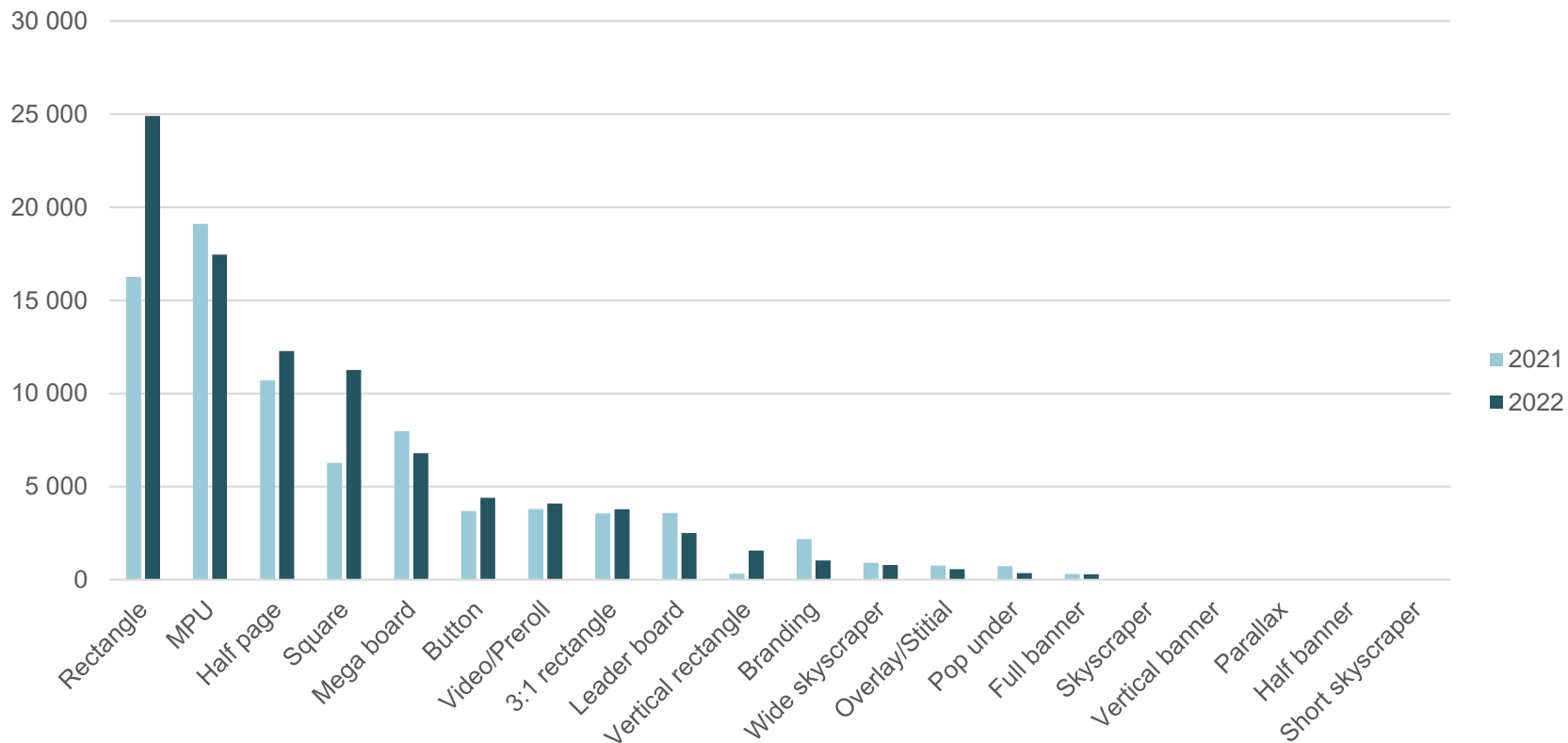


- МАГАЗИННА МРЕЖА И ЕЛЕКТРОННА ТЪРГОВИЯ
- ТРАНСПОРТ. АВТОМОБИЛИЗЪМ. ГОРИВА
- СТРОИТЕЛСТВО И РЕМОНТИ. ОБЗАВЕЖДАНЕ НА ДОМА
- ФАРМАЦИЯ. МЕДИЦИНСКИ УСЛУГИ И ПРОДУКТИ
- СПОРТ. ИГРИ. СВОБОДНО ВРЕМЕ
- ФИНАНСОВИ УСЛУГИ
- ТУРИЗЪМ
- БЯЛА ТЕХНИКА. ЧЕРНА ТЕХНИКА. ЕЛЕКТРОУРЕДИ
- НАПИТКИ
- КУЛТУРА. ОБРАЗОВАНИЕ. ИЗДАТЕЛСКА ДЕЙНОСТ. СЪБИТИЯ









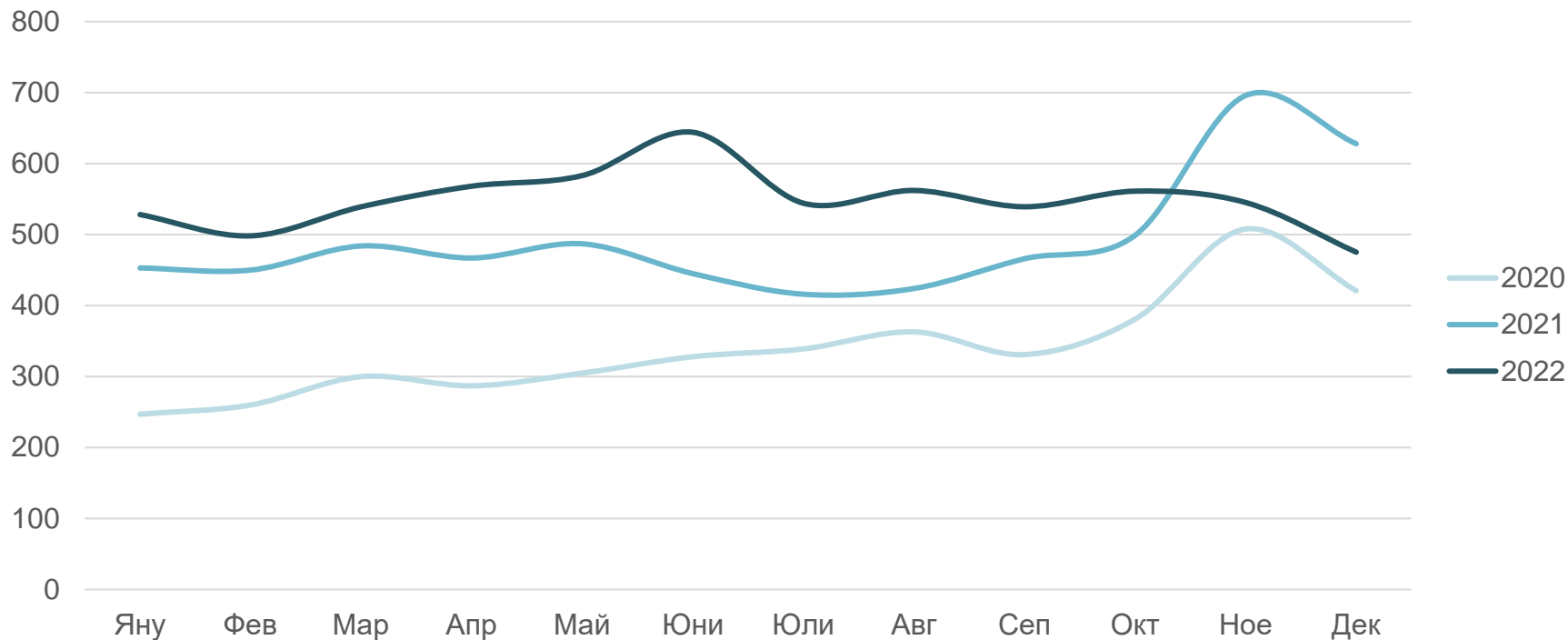


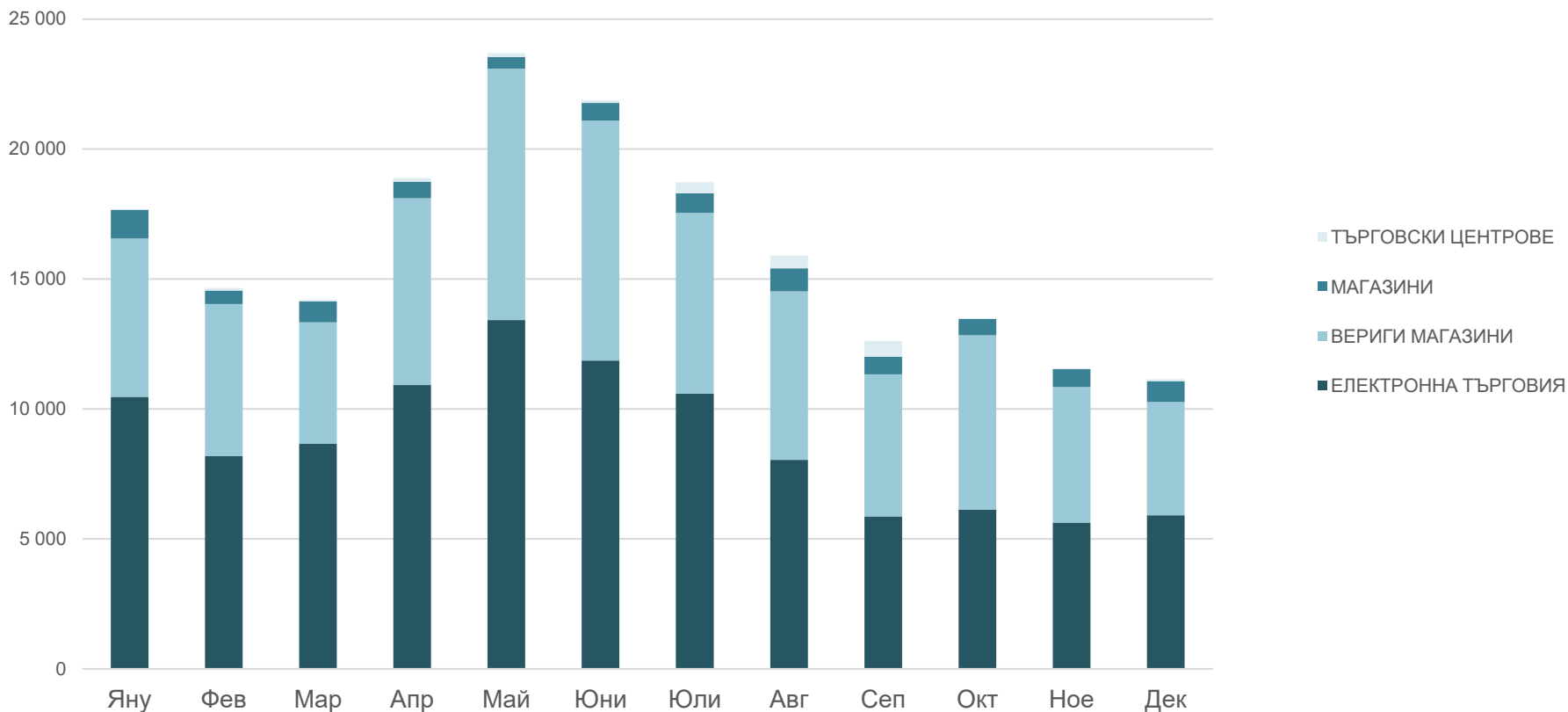
## 02 Преглед на ТОП 10 сектора

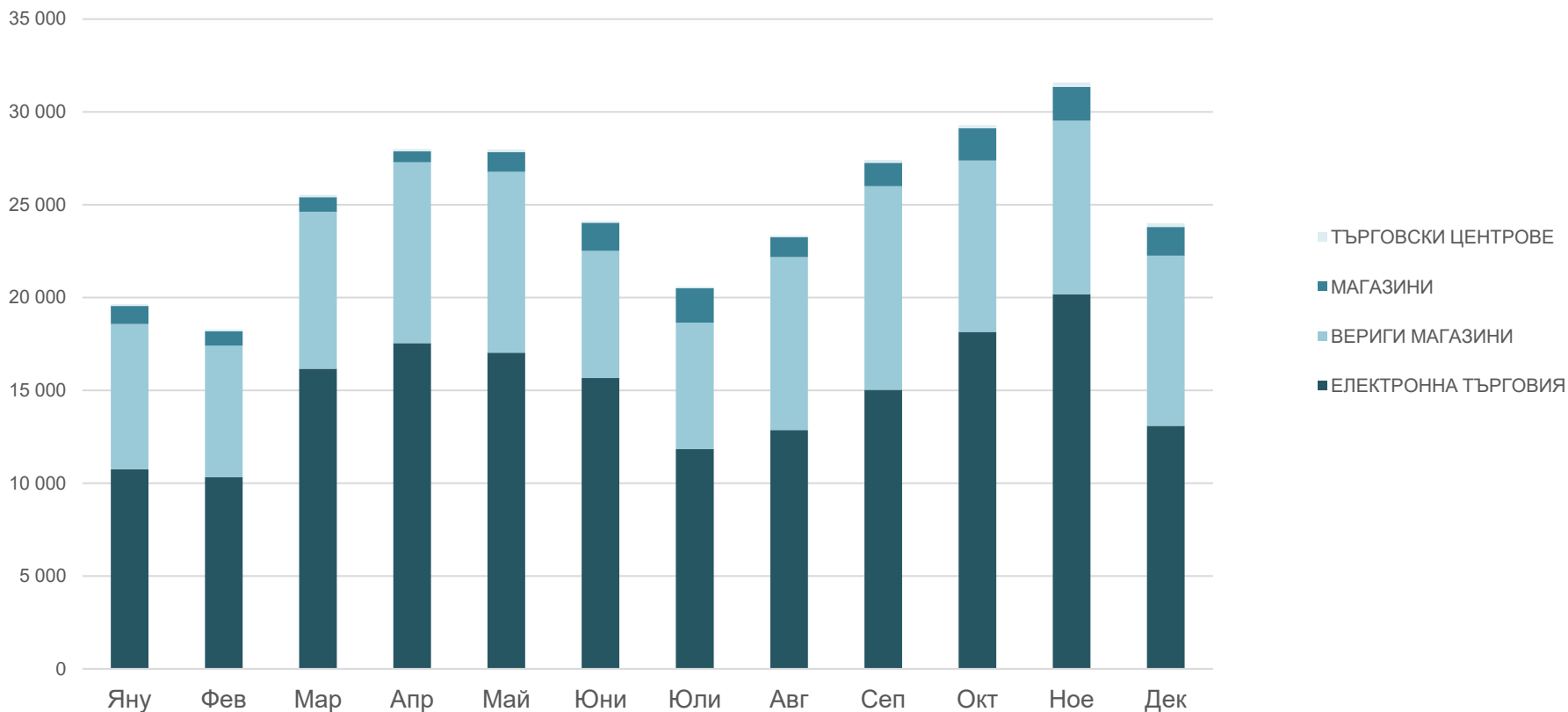
Сектор

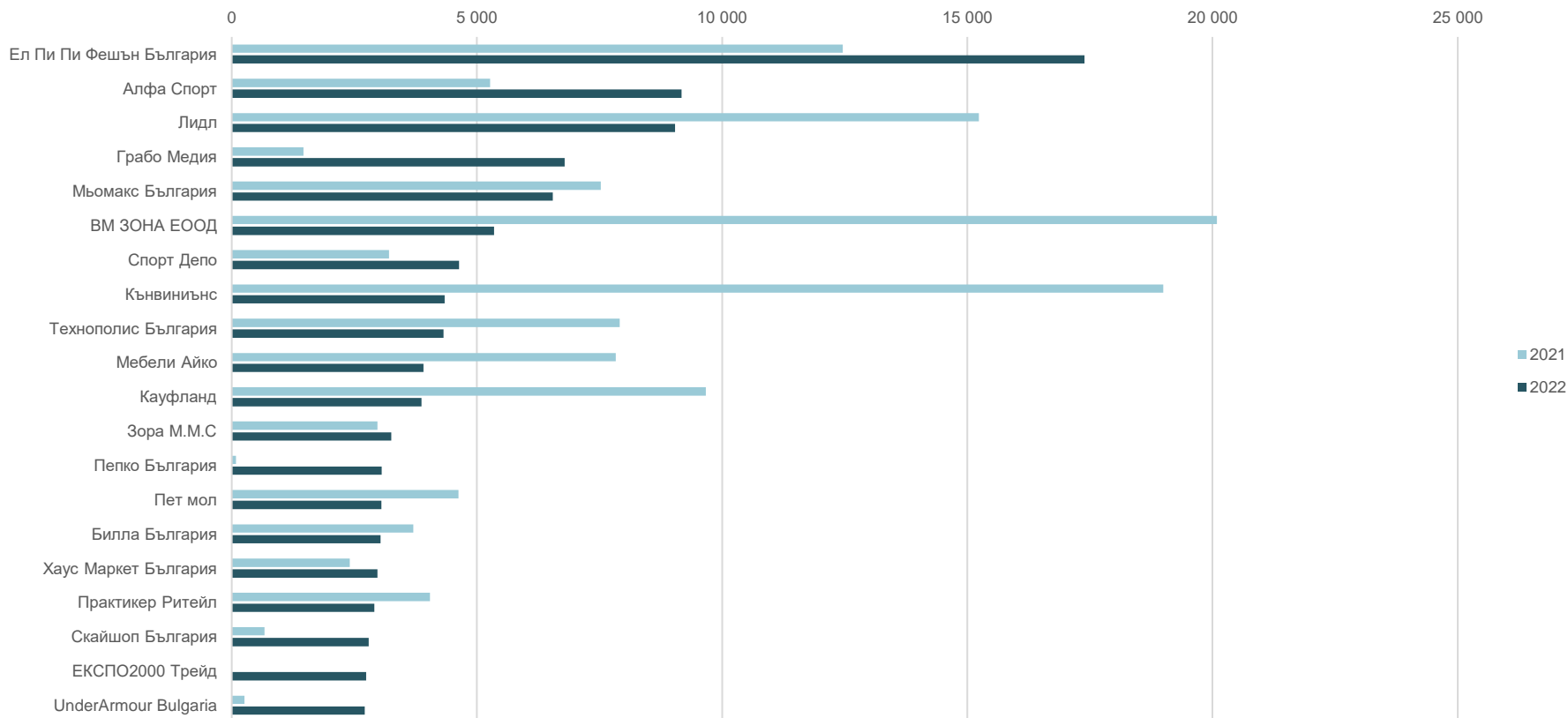
МАГАЗИННА МРЕЖА И  
ЕЛЕКТРОННА ТЪРГОВИЯ



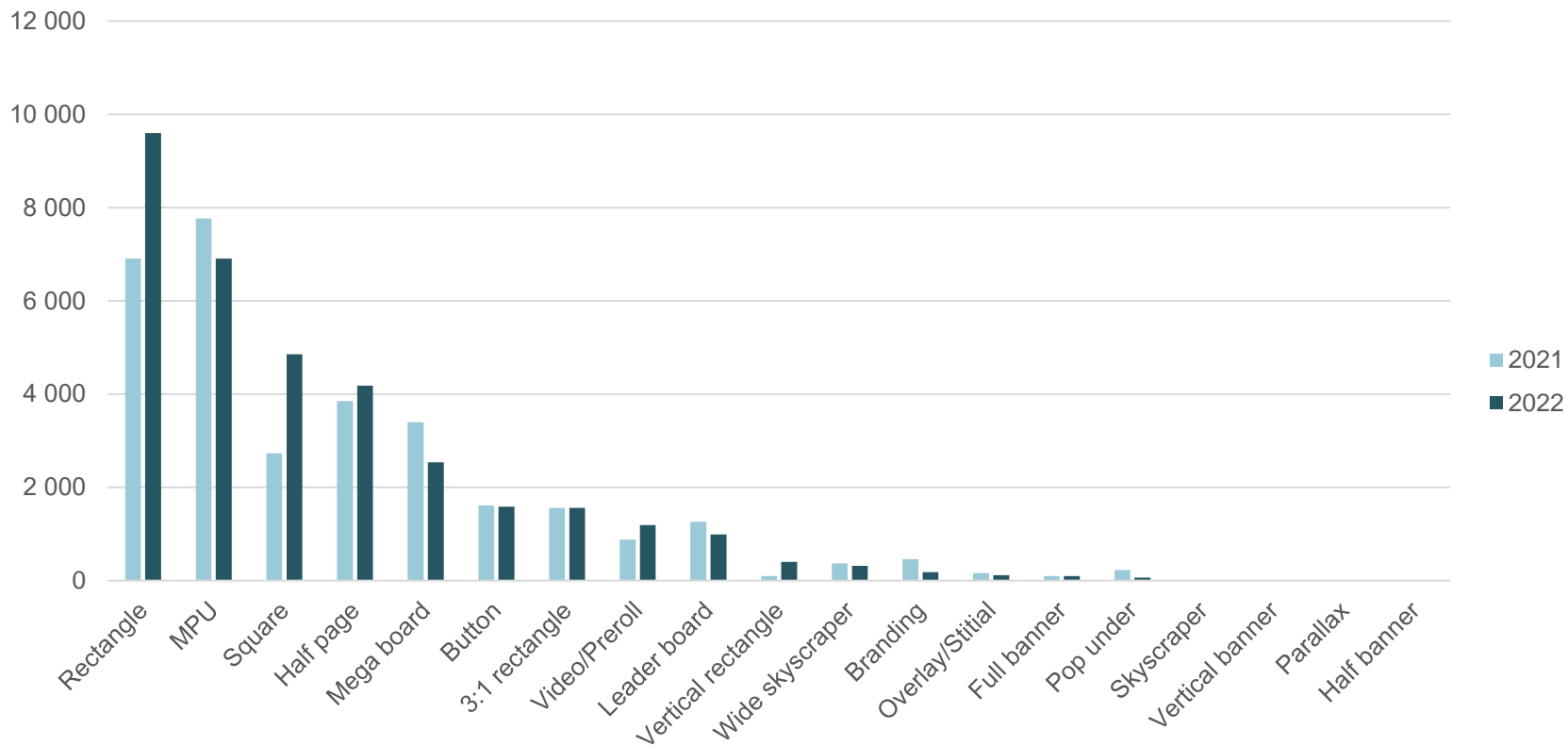


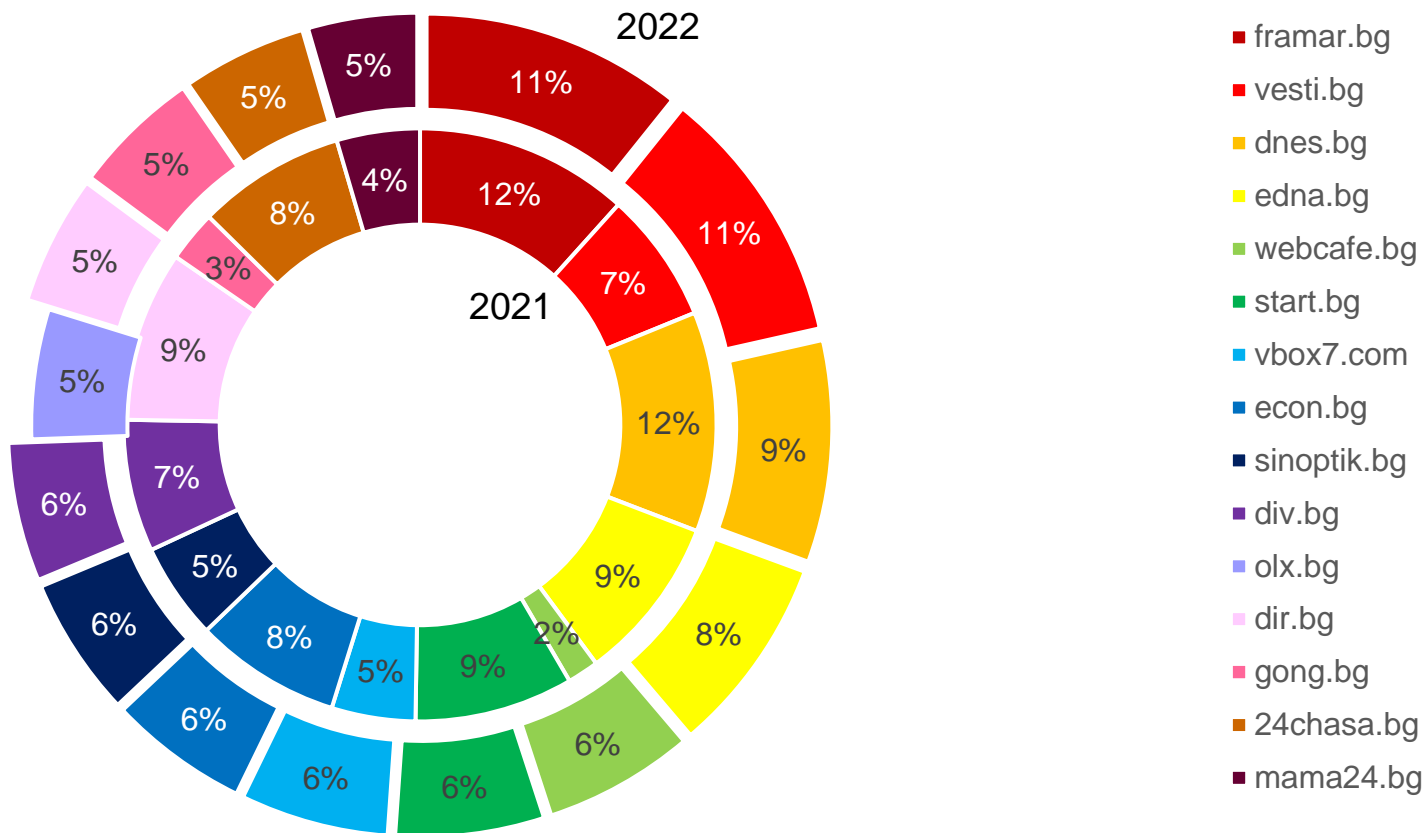








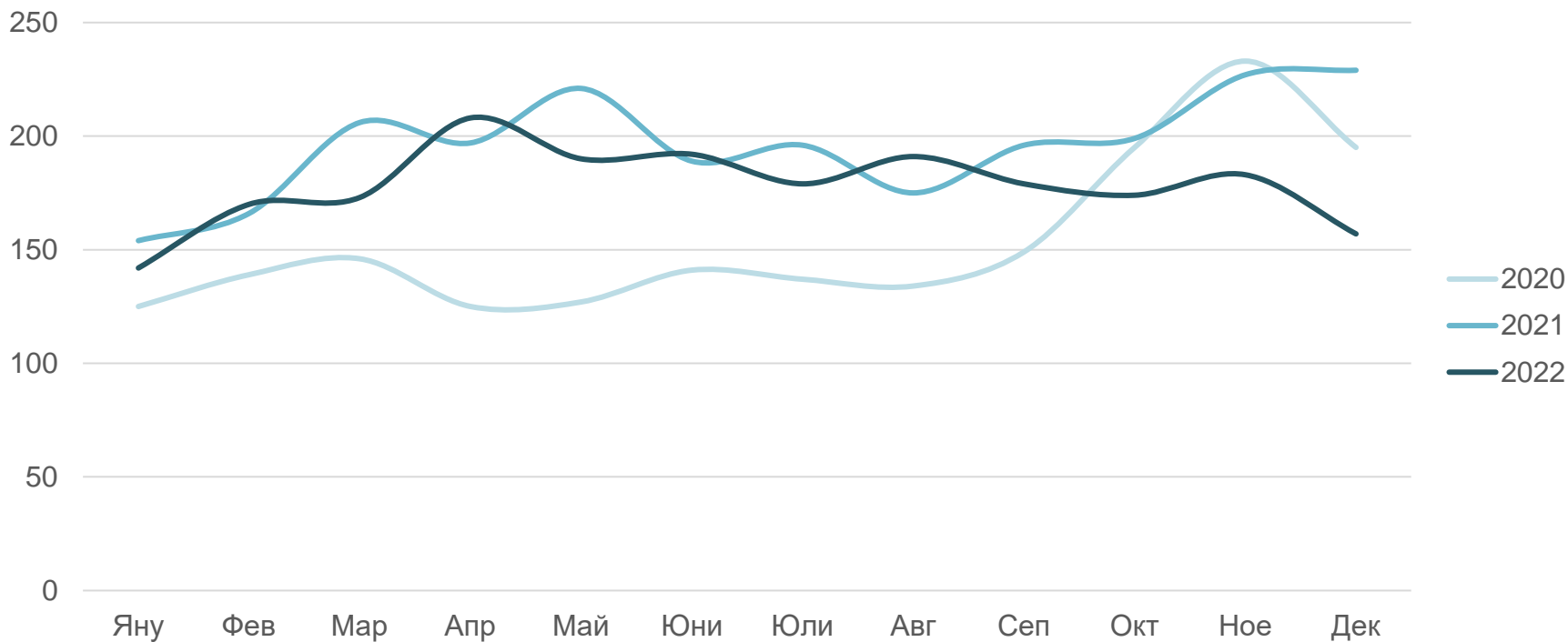


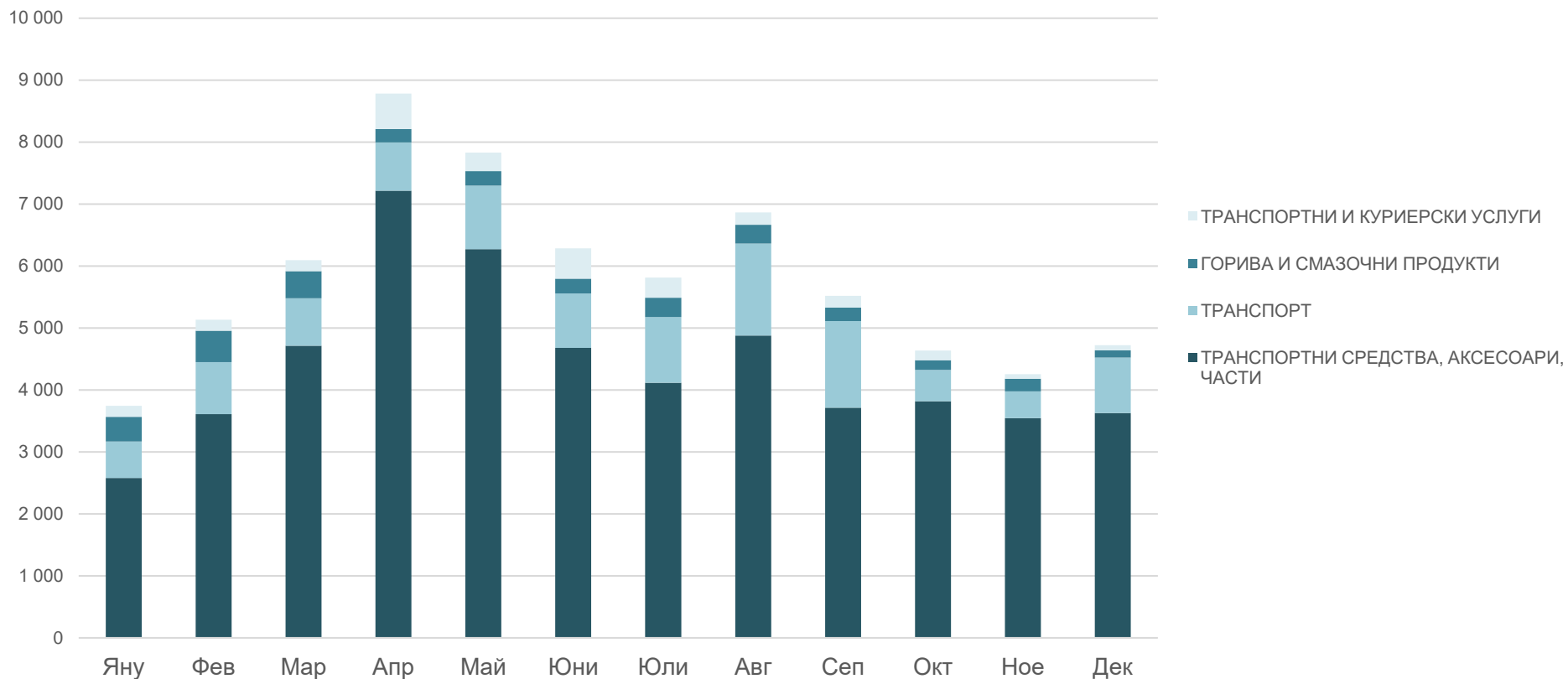


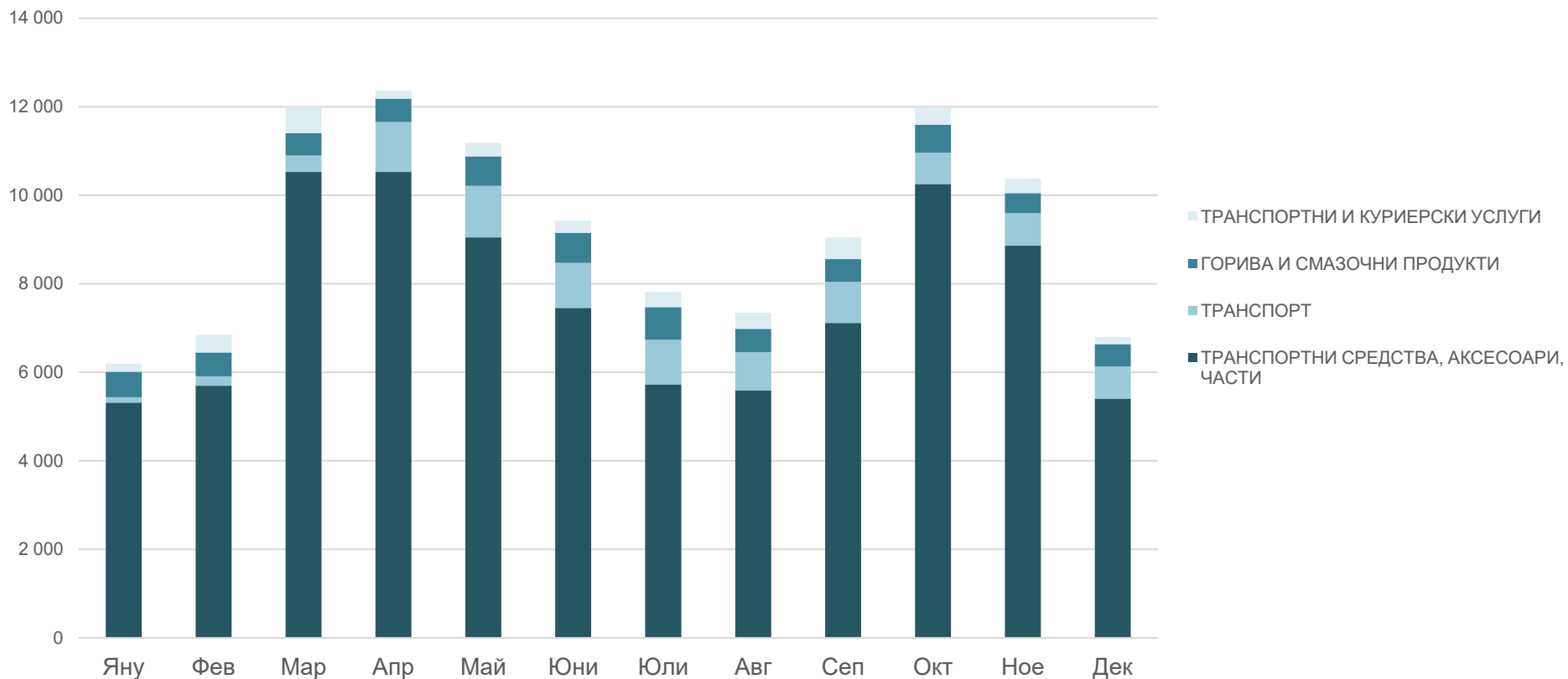
Сектор

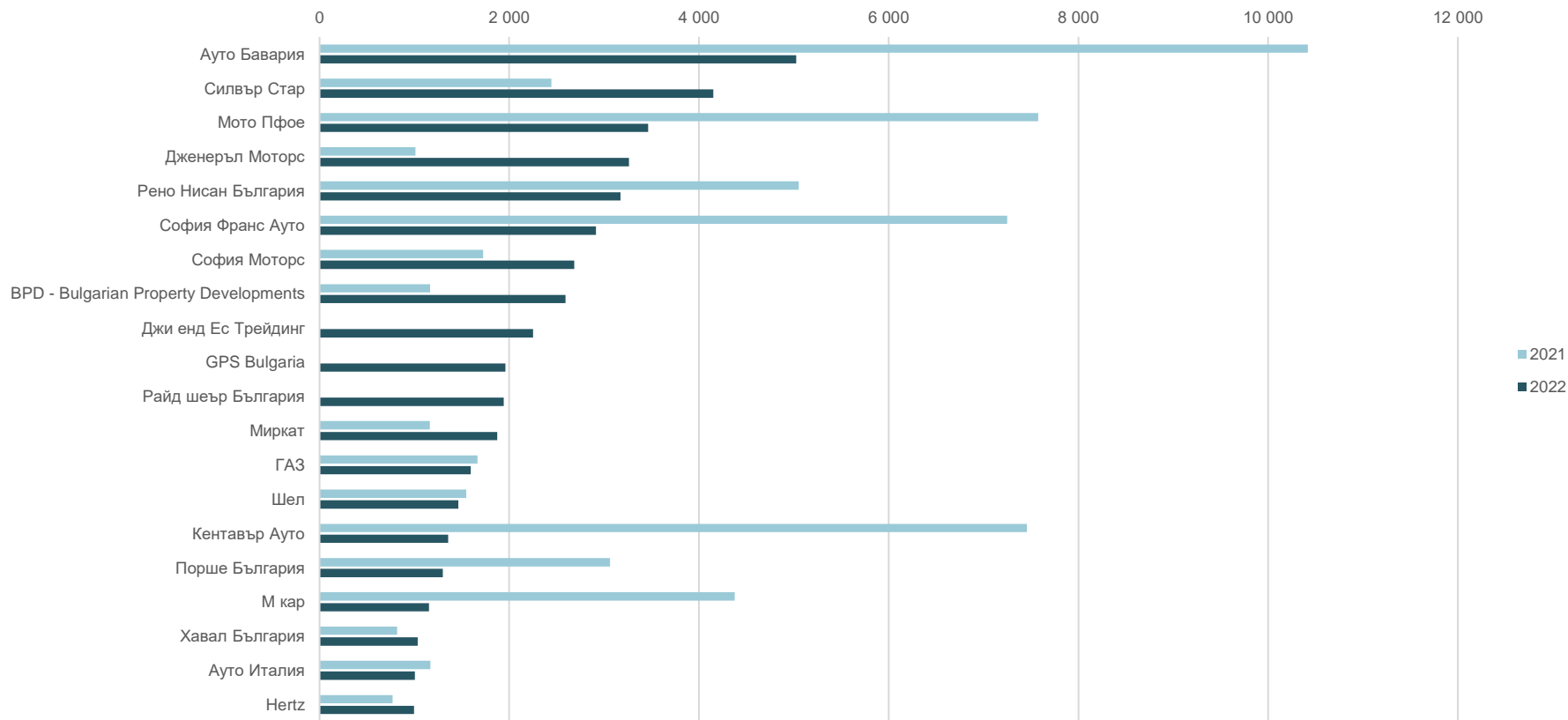
ТРАНСПОРТ.  
АВТОМОБИЛИЗЪМ.  
ГОРИВА

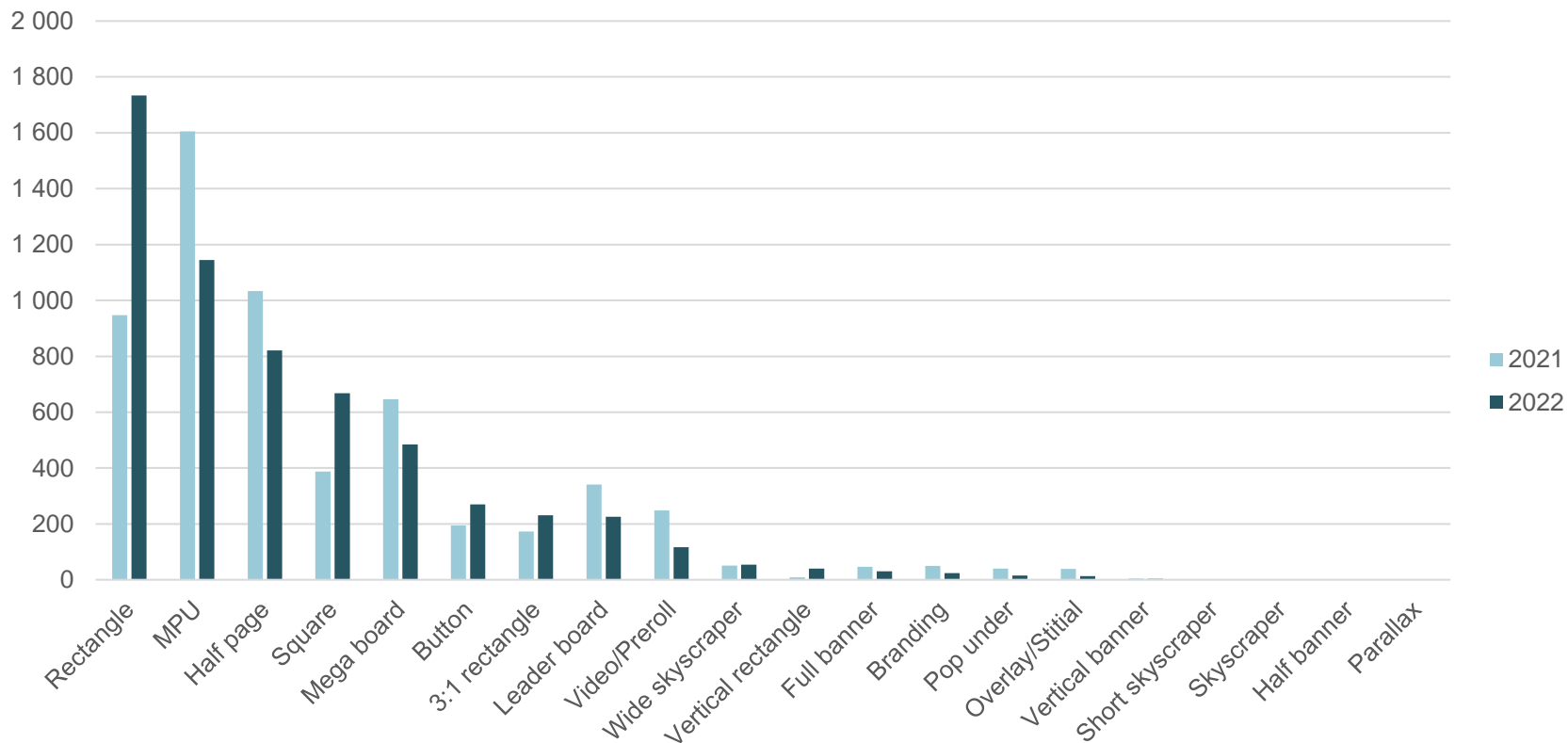




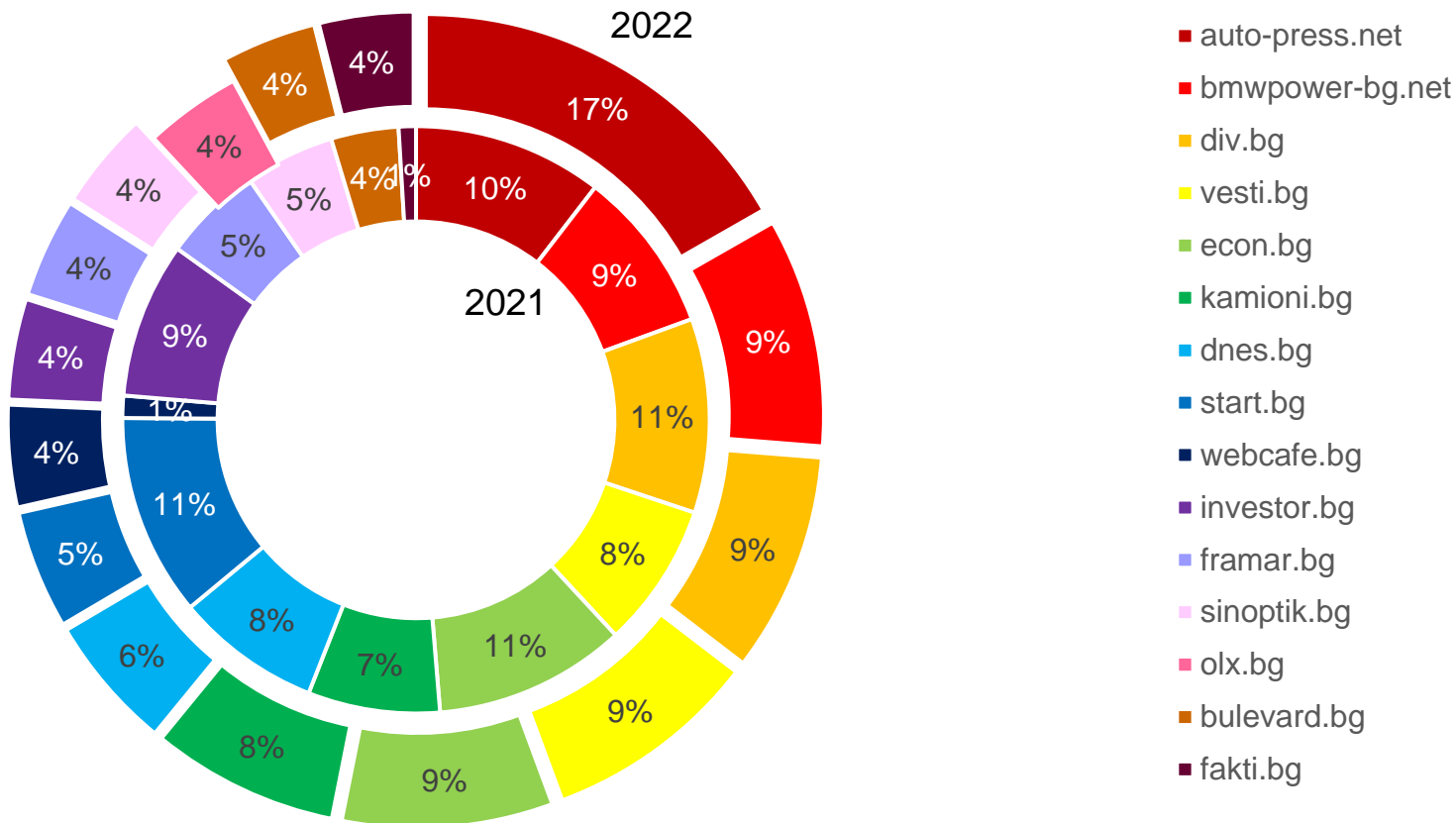








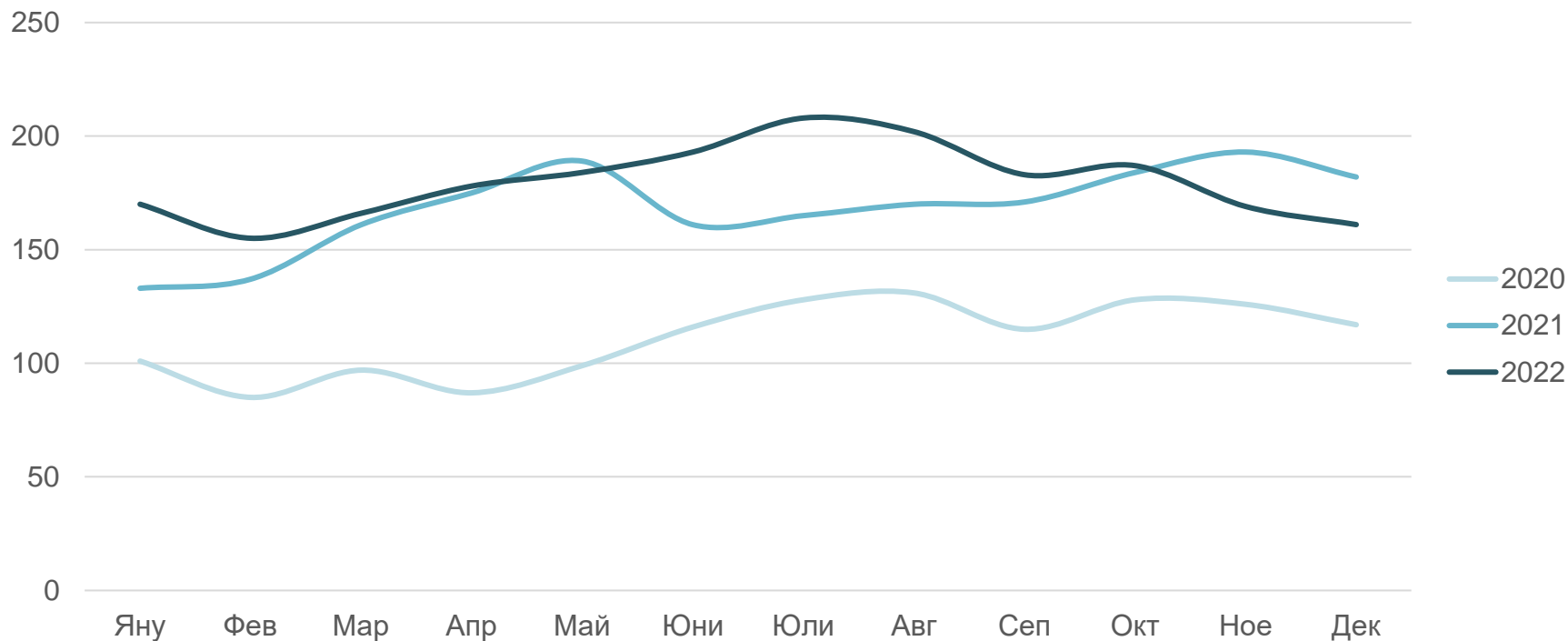




Сектор

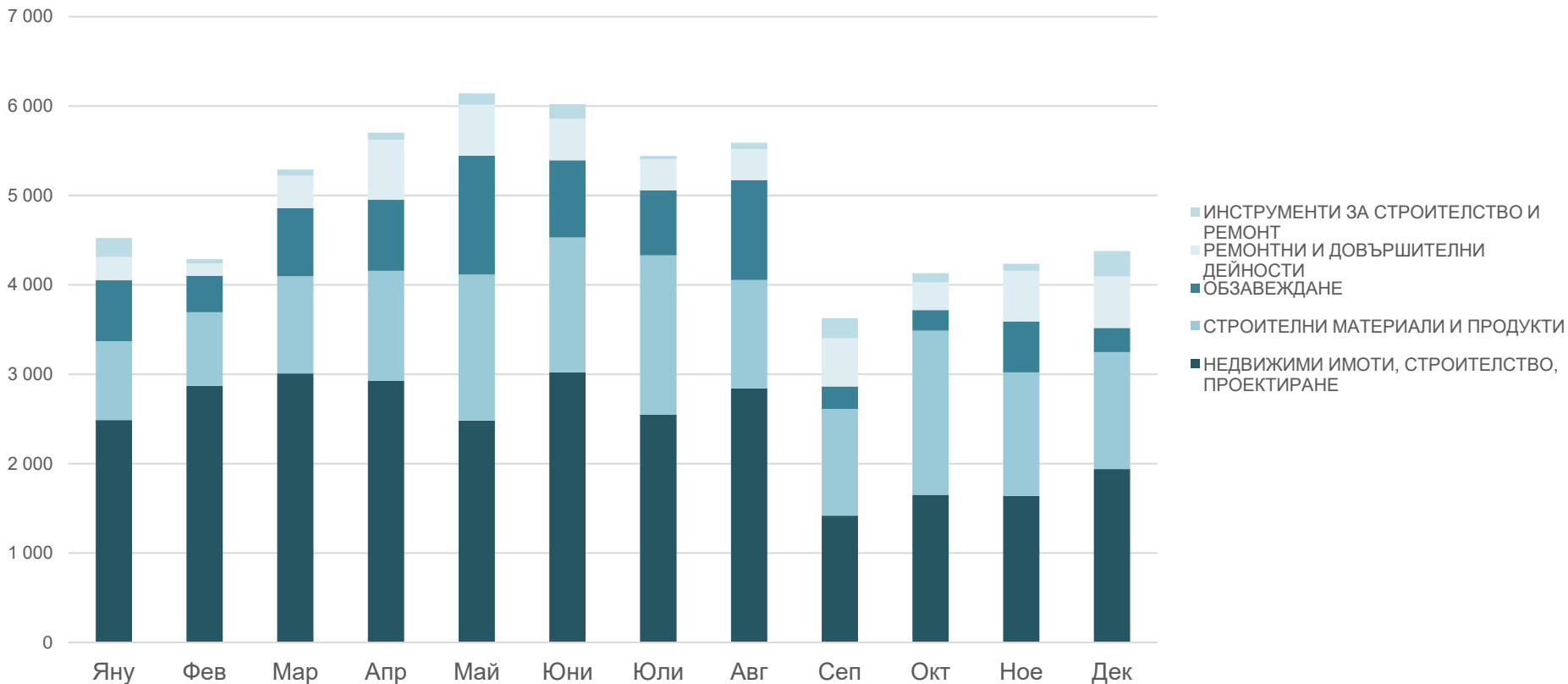
СТРОИТЕЛСТВО И  
РЕМОНТИ.  
ОБЗАВЕЖДАНЕ НА ДОМА





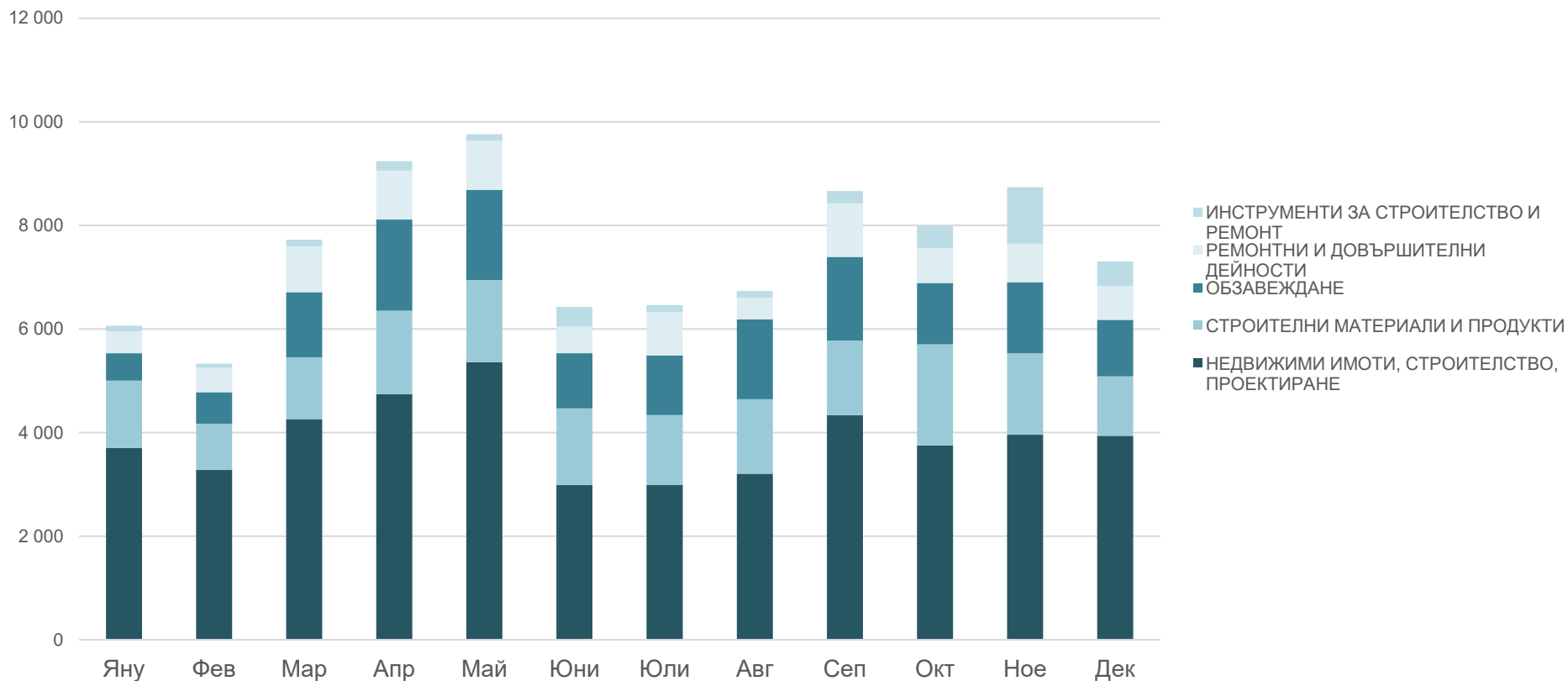
# СТРОИТЕЛСТВО И РЕМОНТИ. ОБЗАВЕЖДАНЕ НА ДОМА

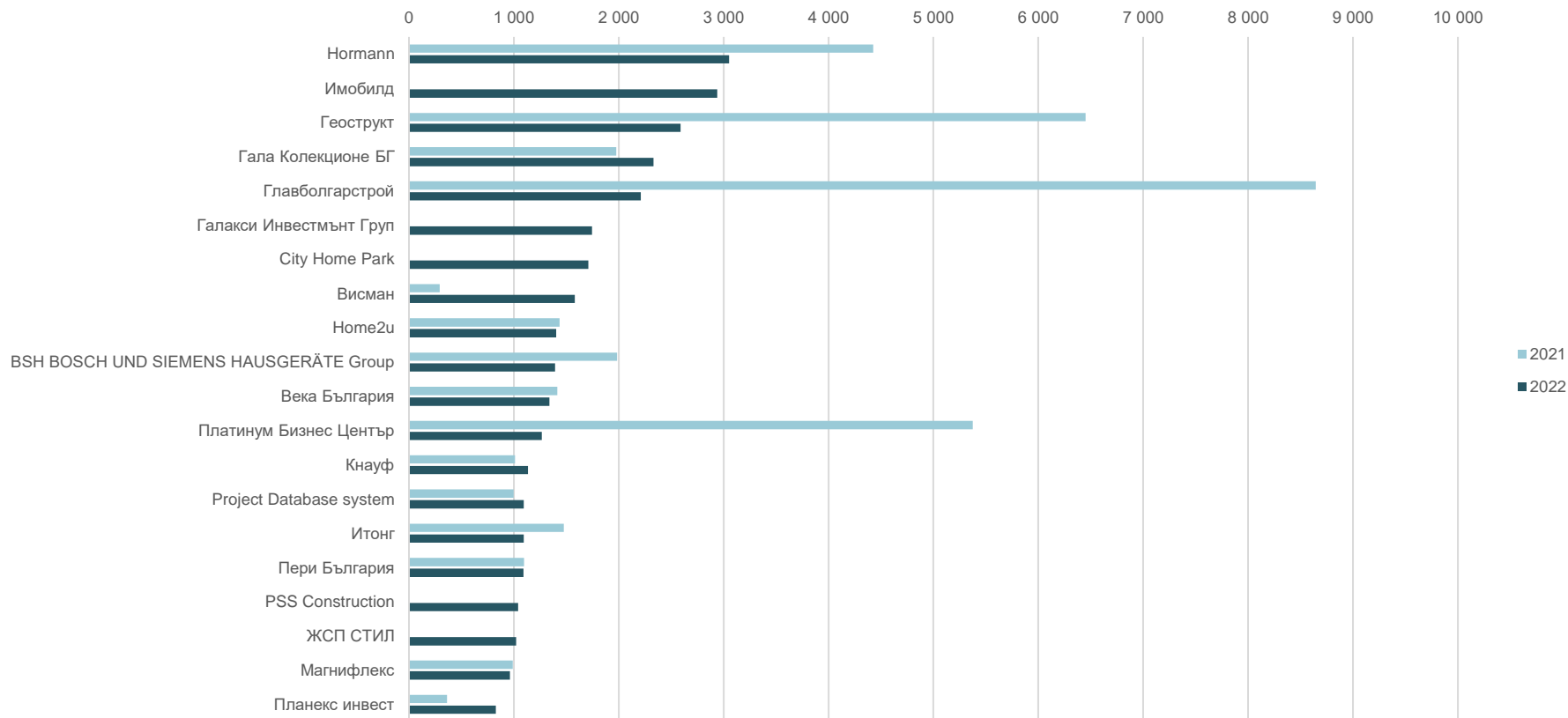
## ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2022

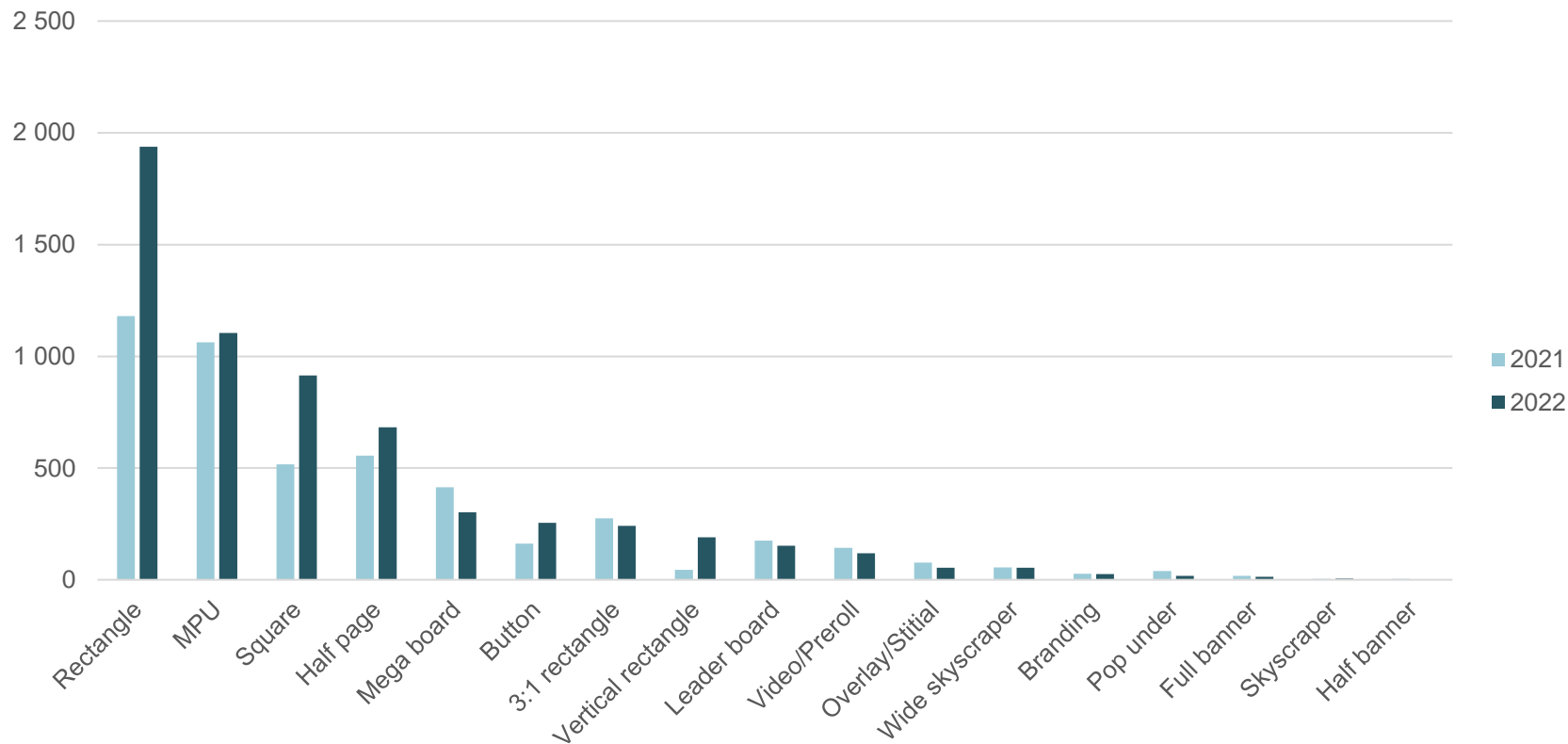


# СТРОИТЕЛСТВО И РЕМОНТИ. ОБЗАВЕЖДАНЕ НА ДОМА

## ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2021

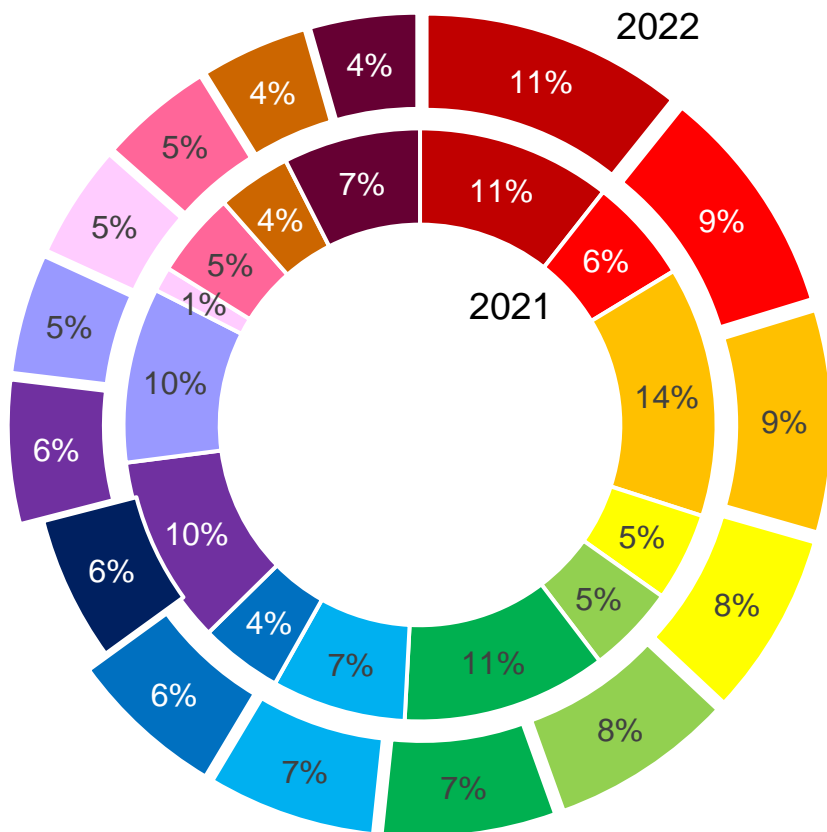






# СТРОИТЕЛСТВО И РЕМОНТИ. ОБЗАВЕЖДАНЕ НА ДОМА

## ТОП 15 САЙТА (сила на кампаниите) – 2021 & 2022



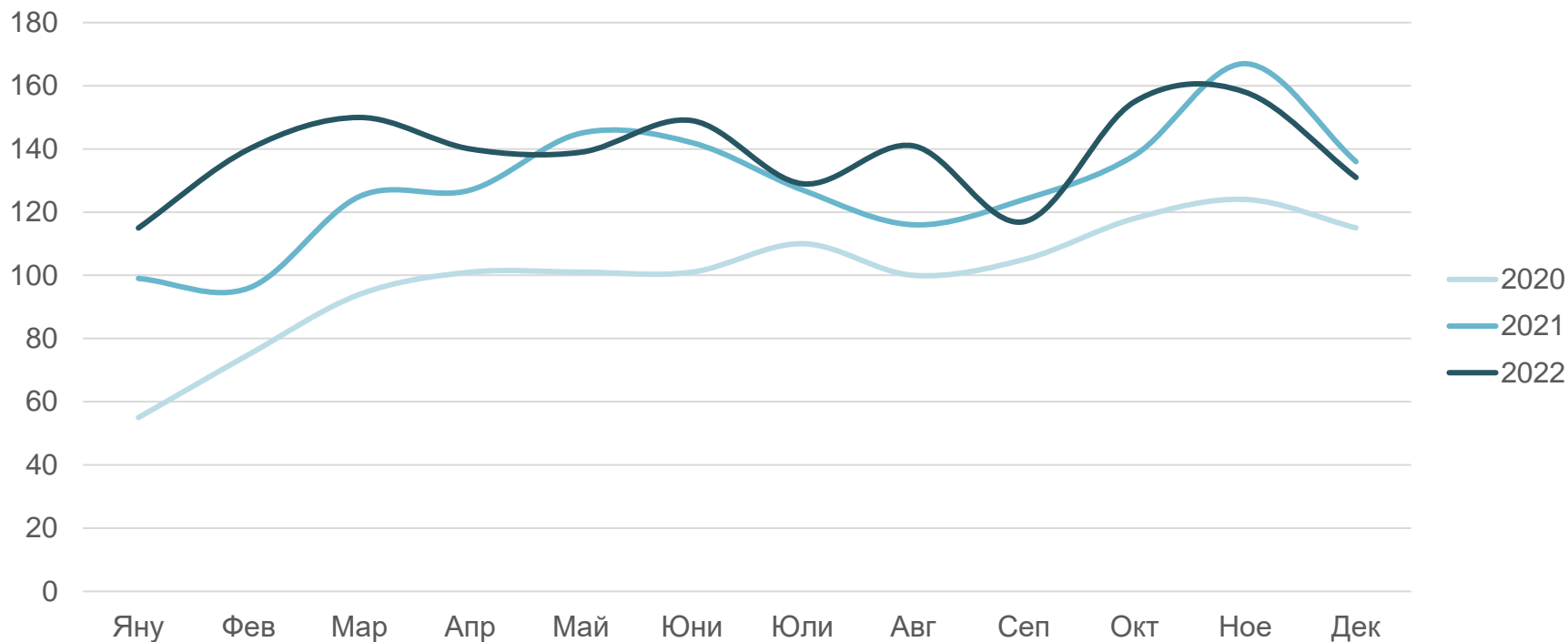
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- div.bg
- stroitelstvo.info
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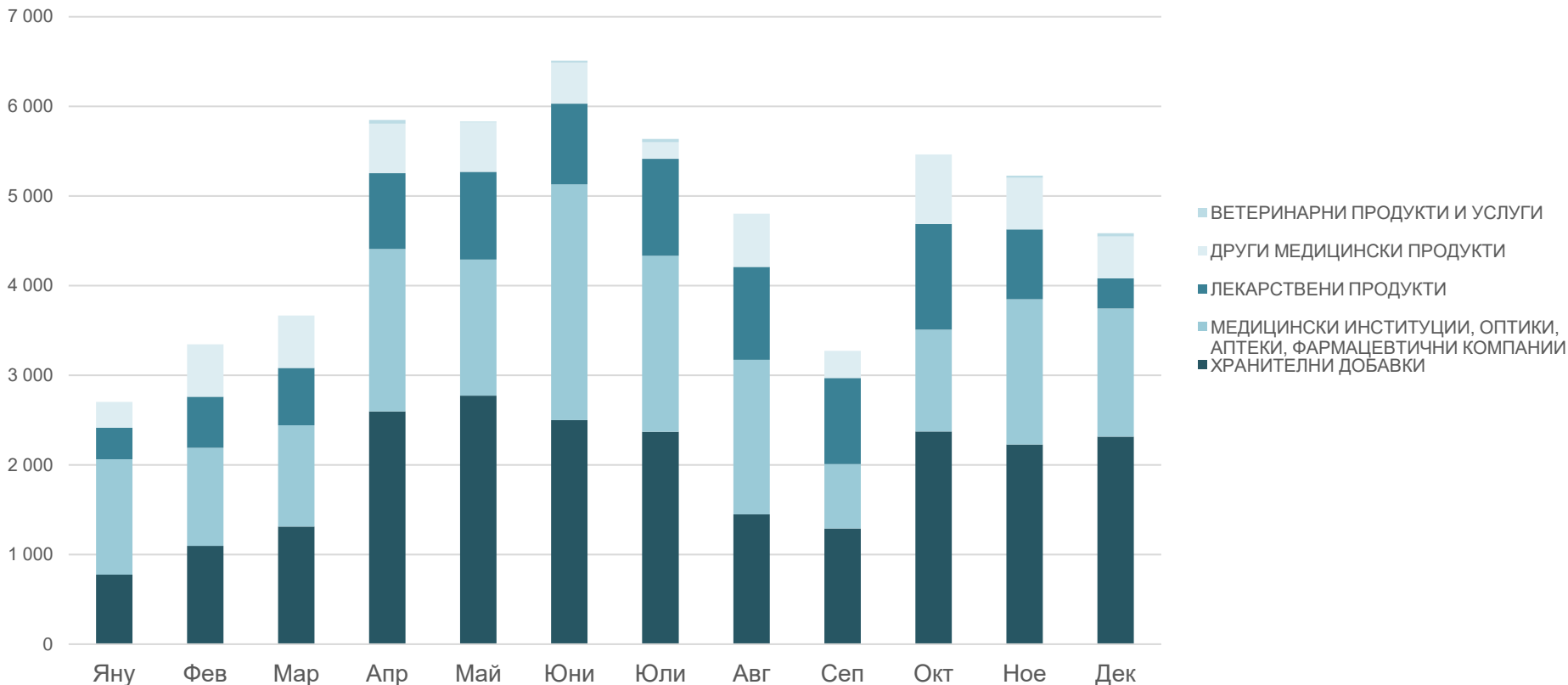


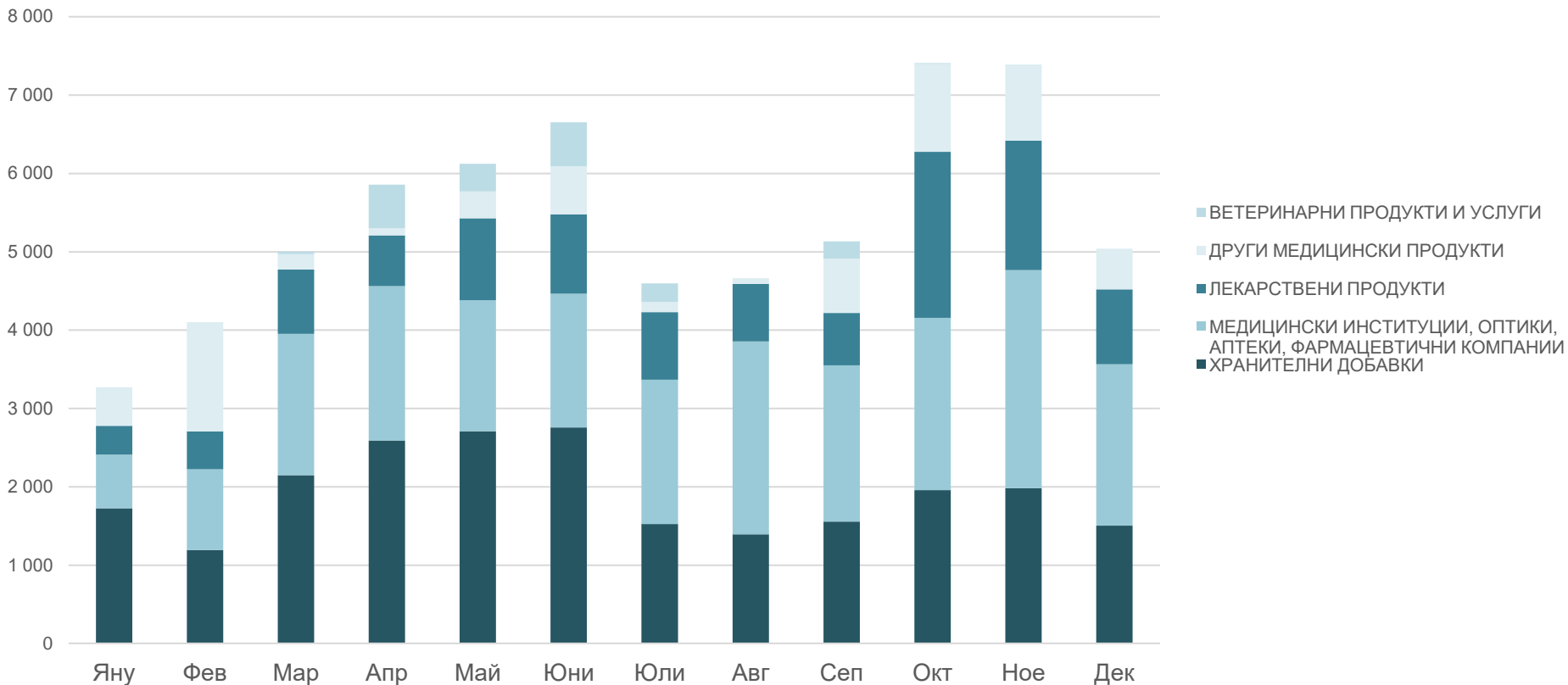
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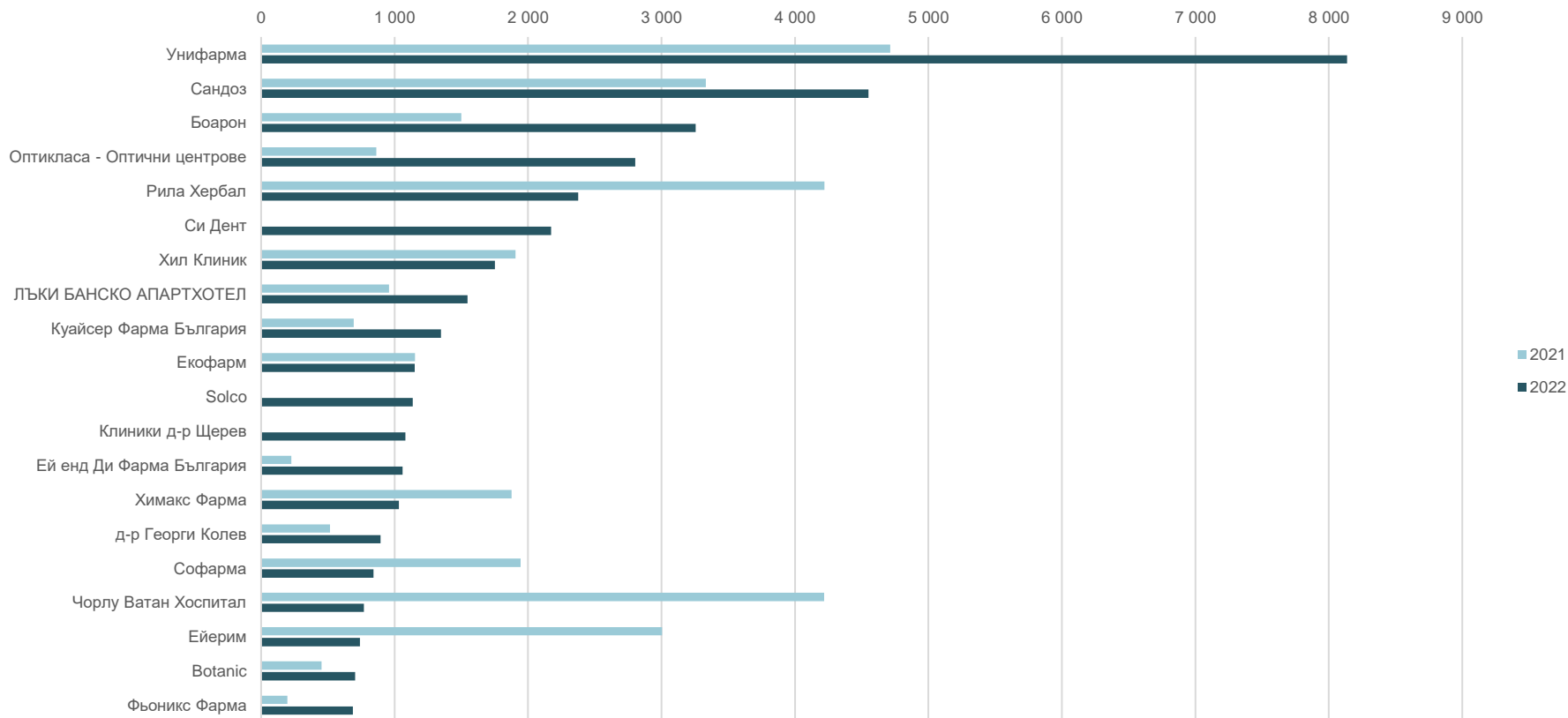
ФАРМАЦИЯ.  
МЕДИЦИНСКИ УСЛУГИ И  
ПРОДУКТИ

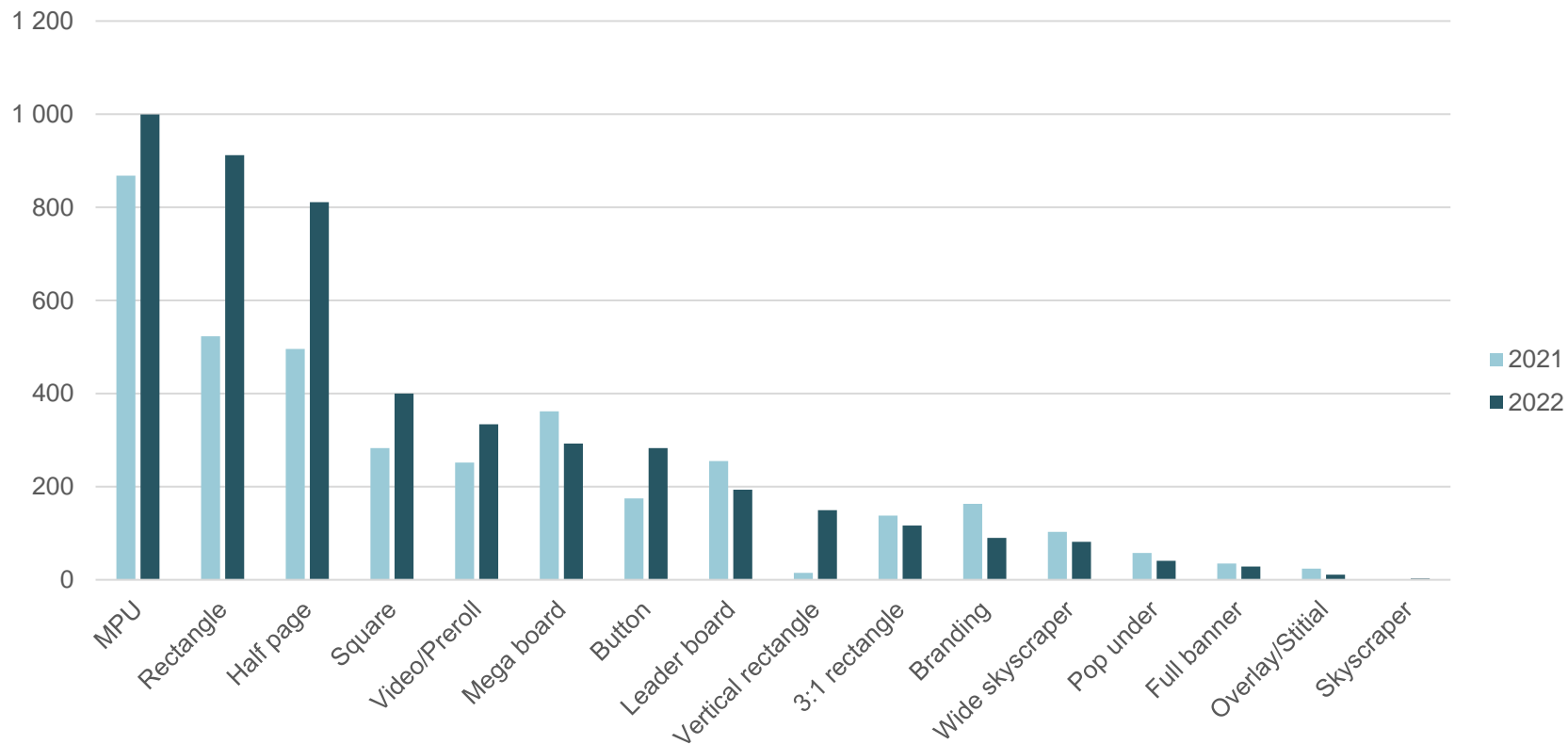


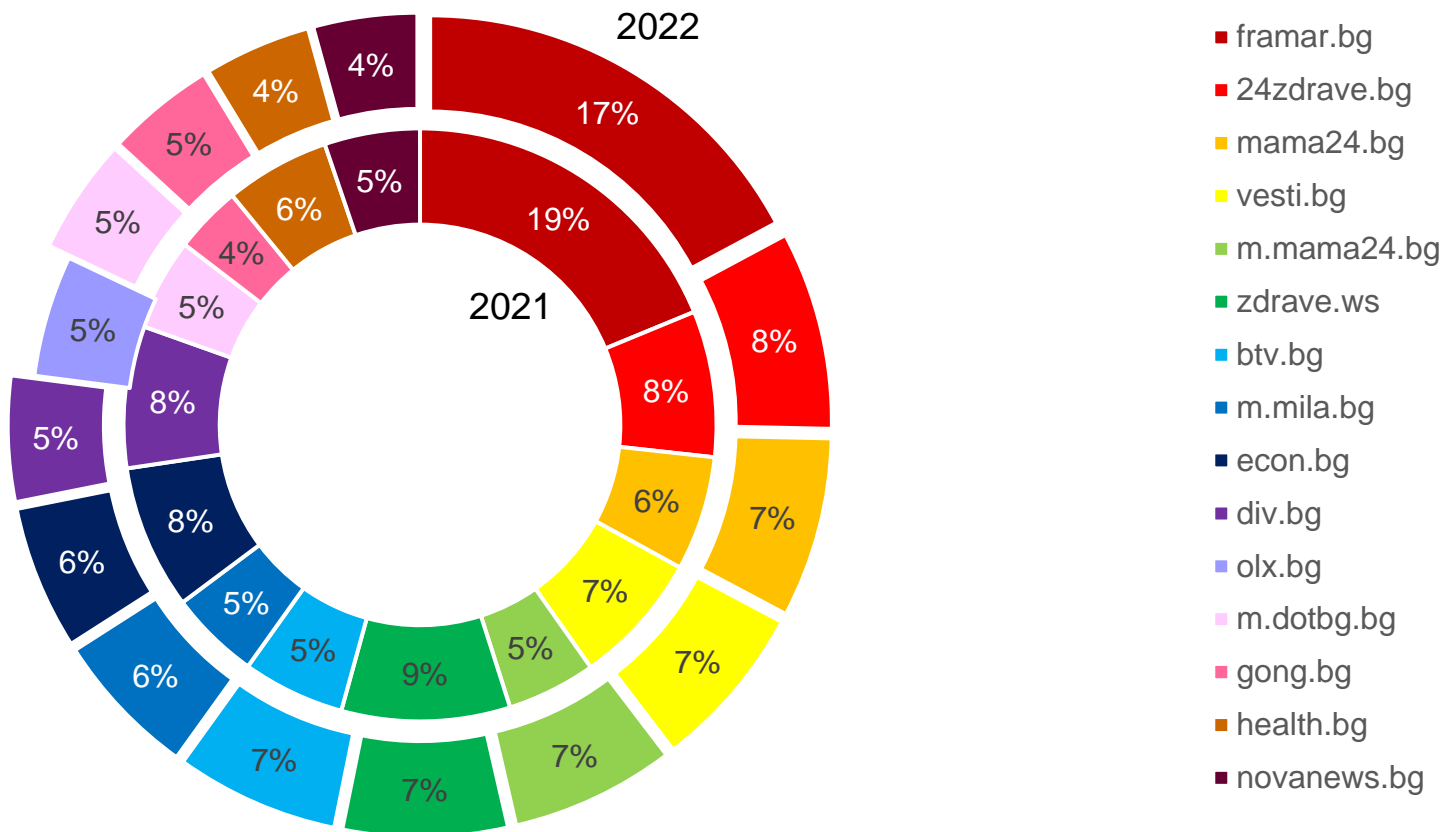










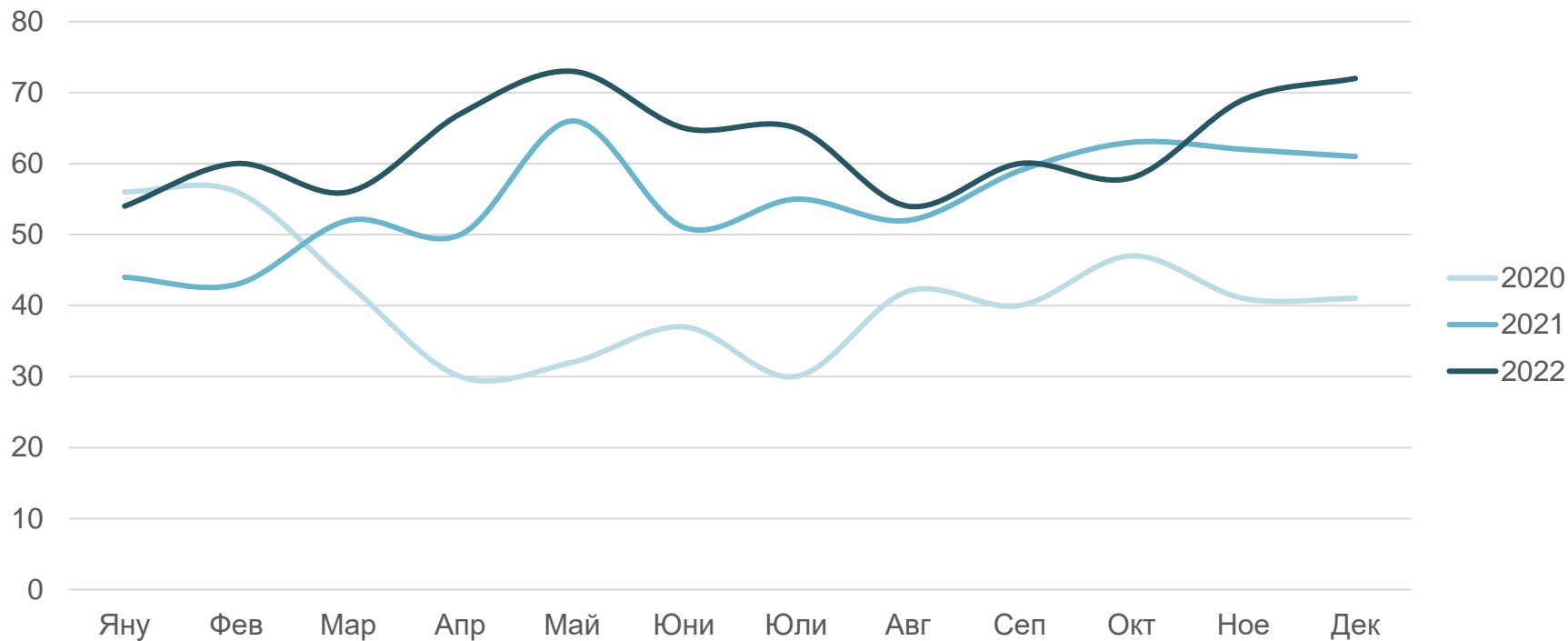


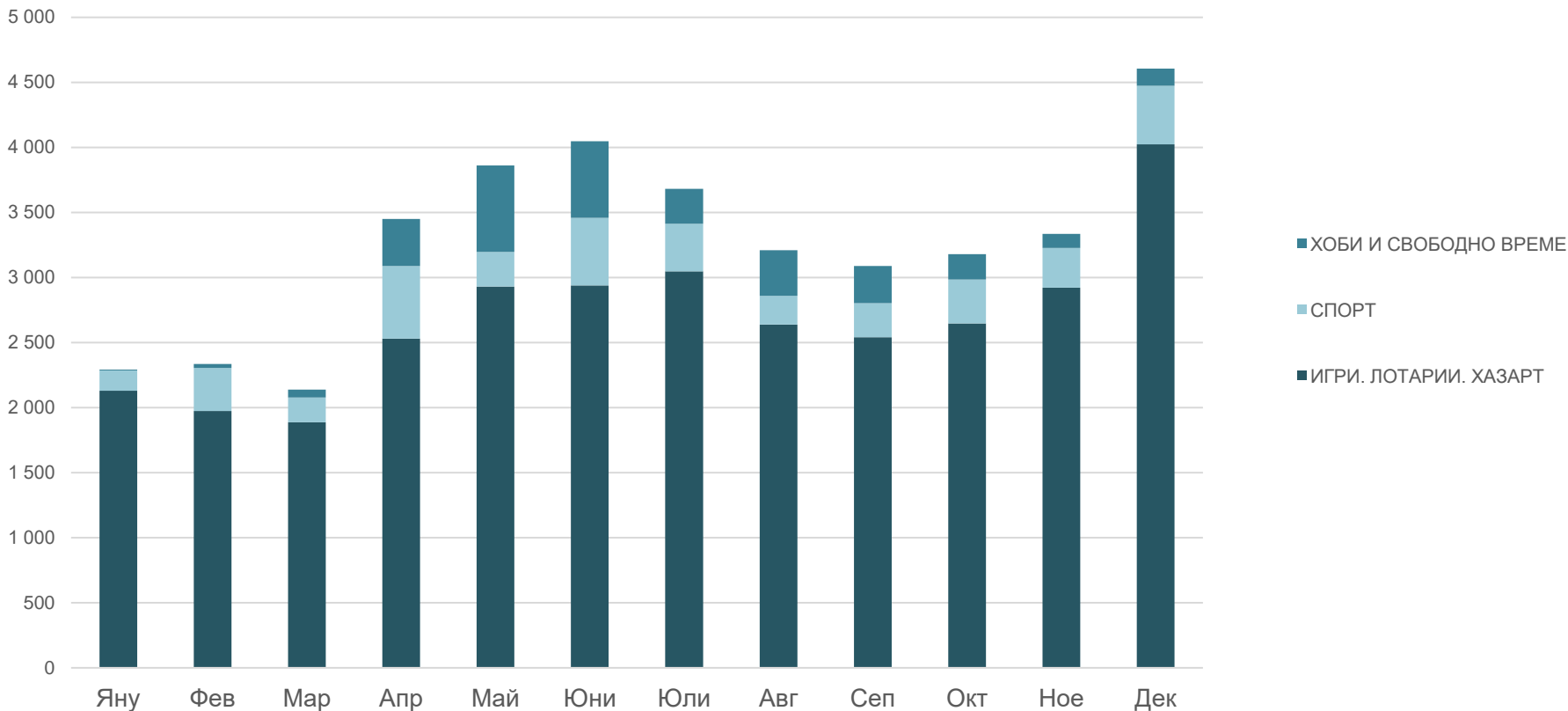
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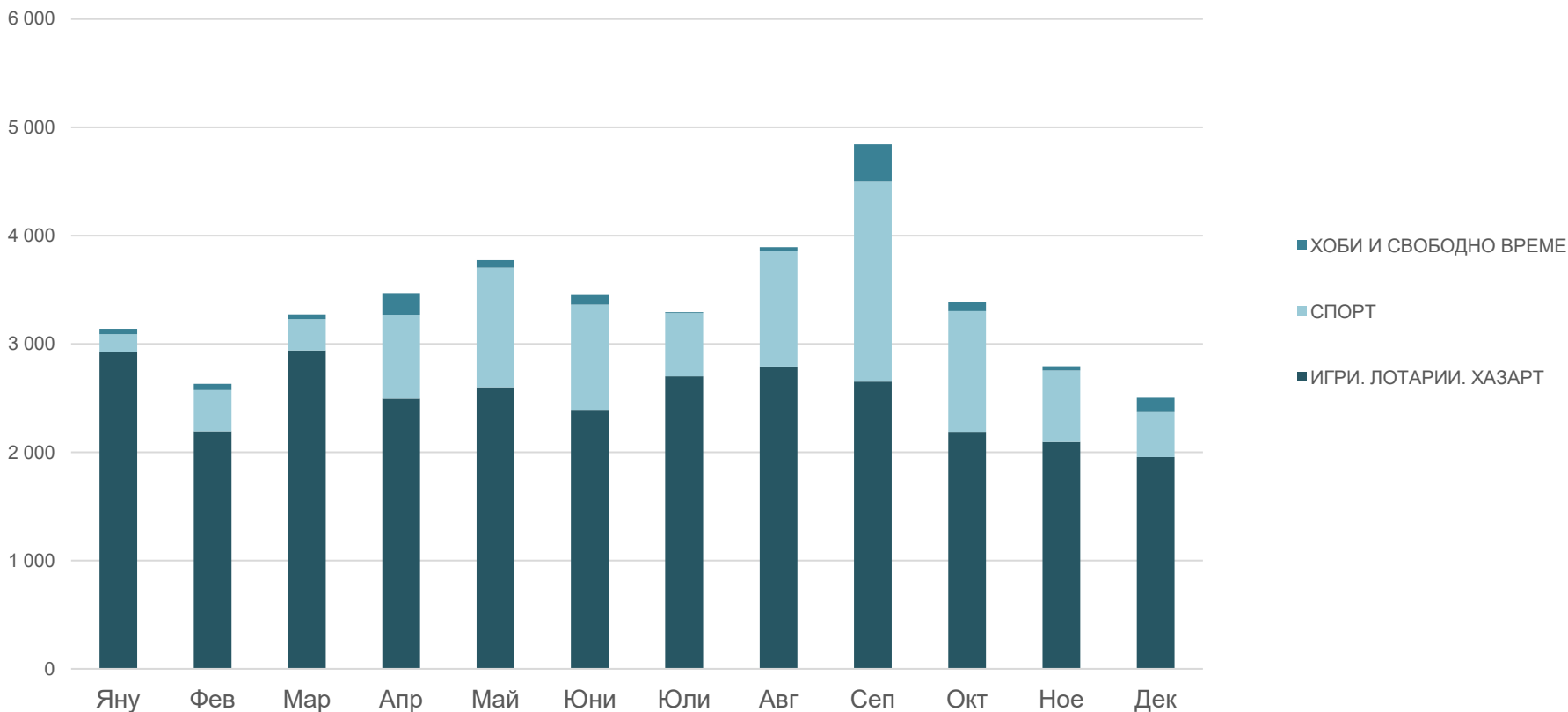
СПОРТ. ИГРИ.  
СВОБОДНО ВРЕМЕ

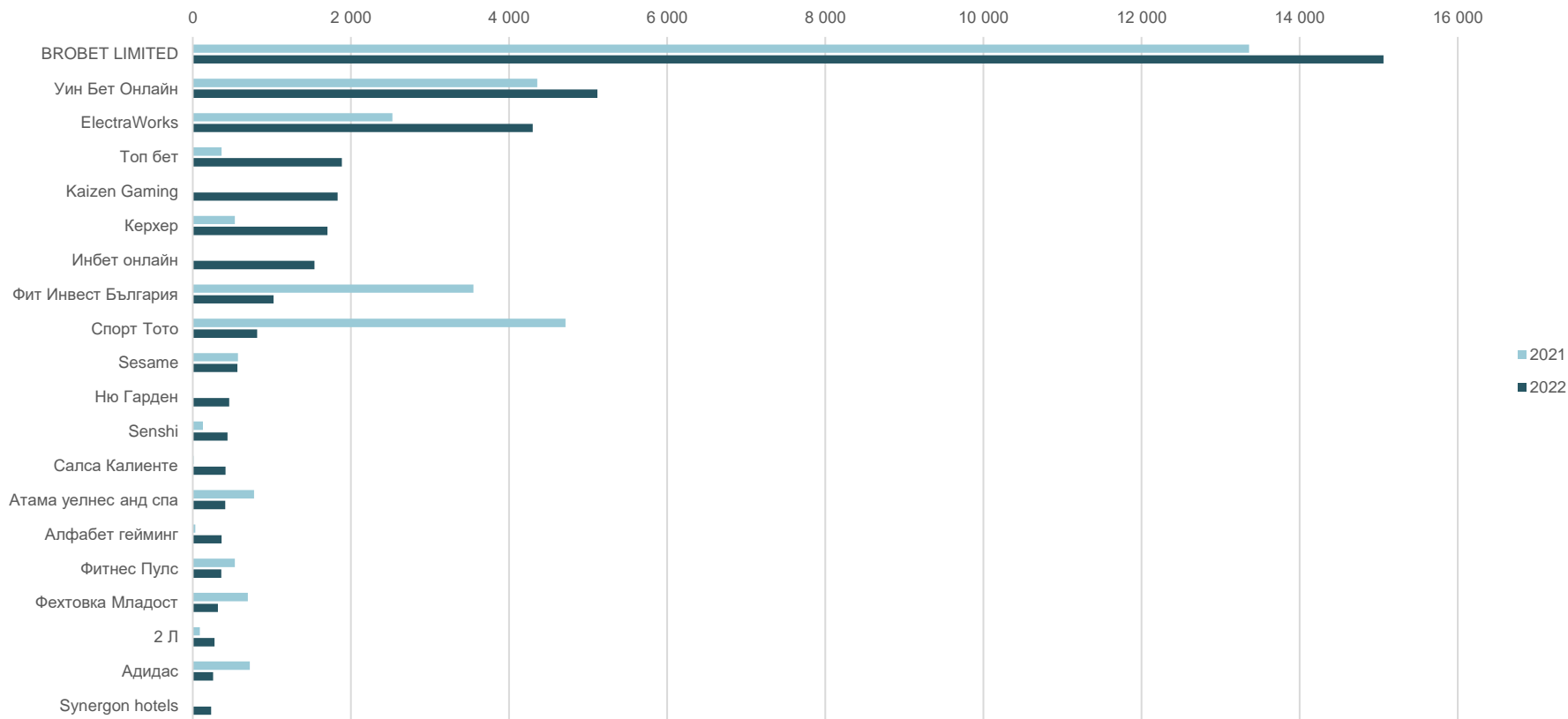


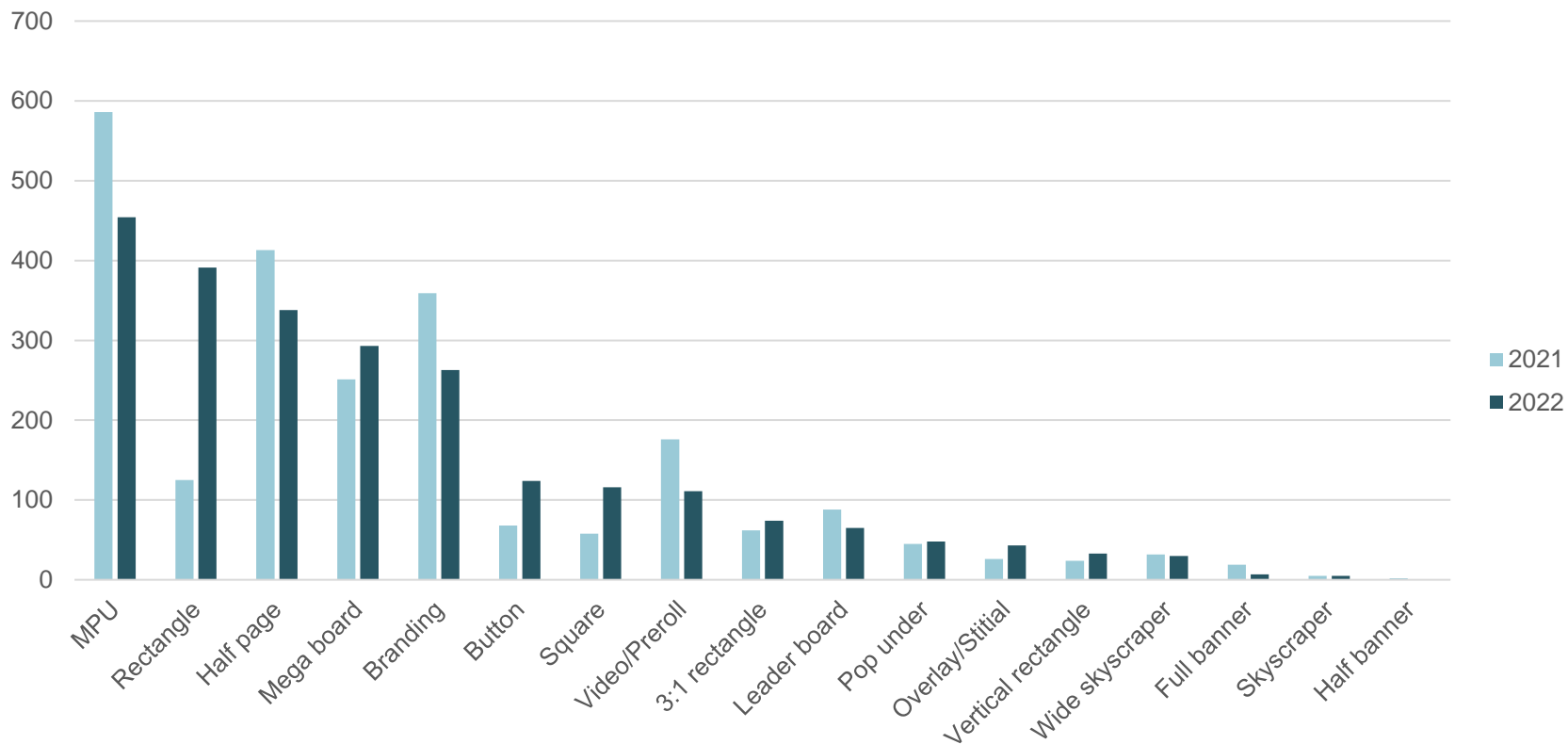


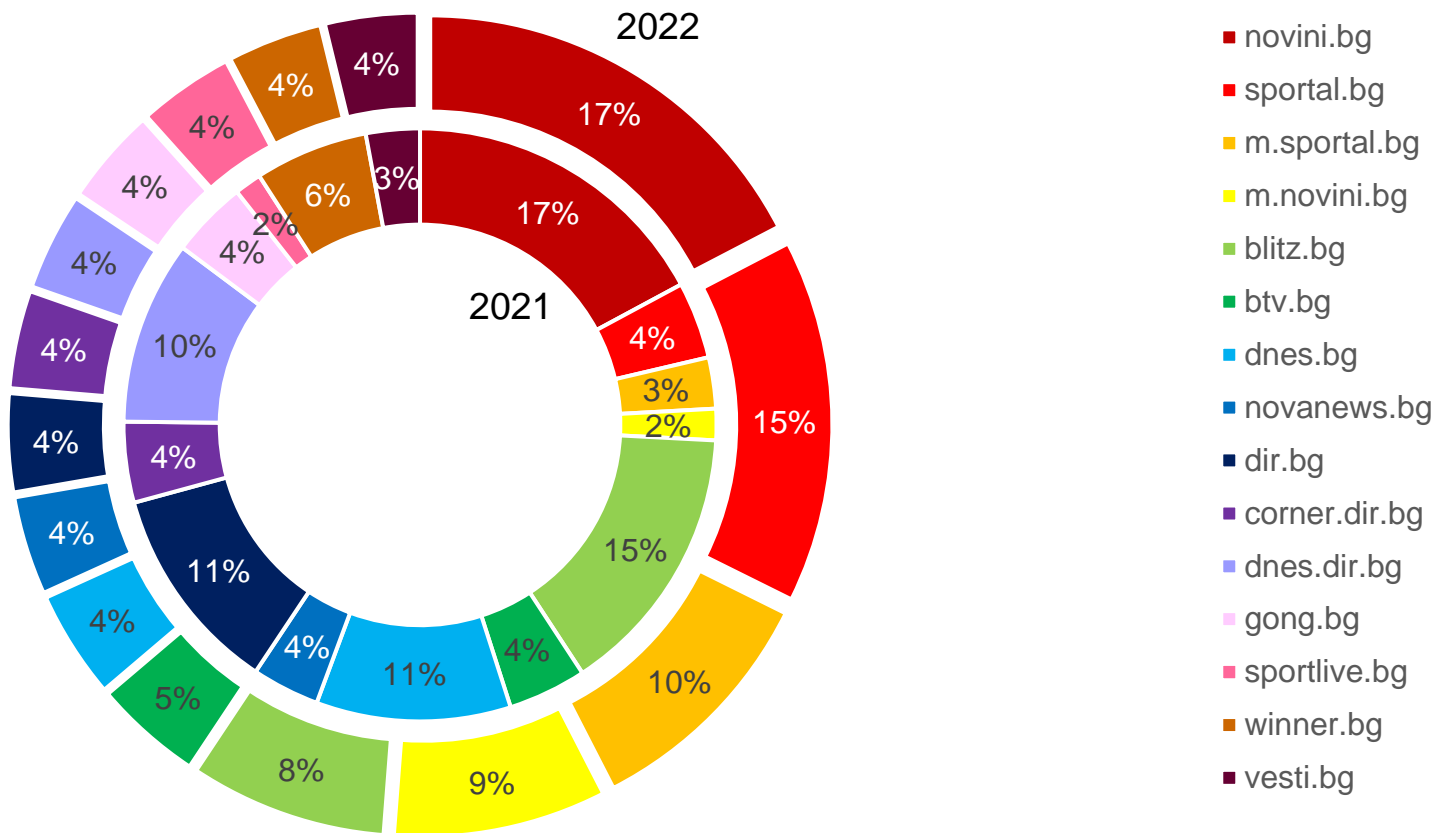








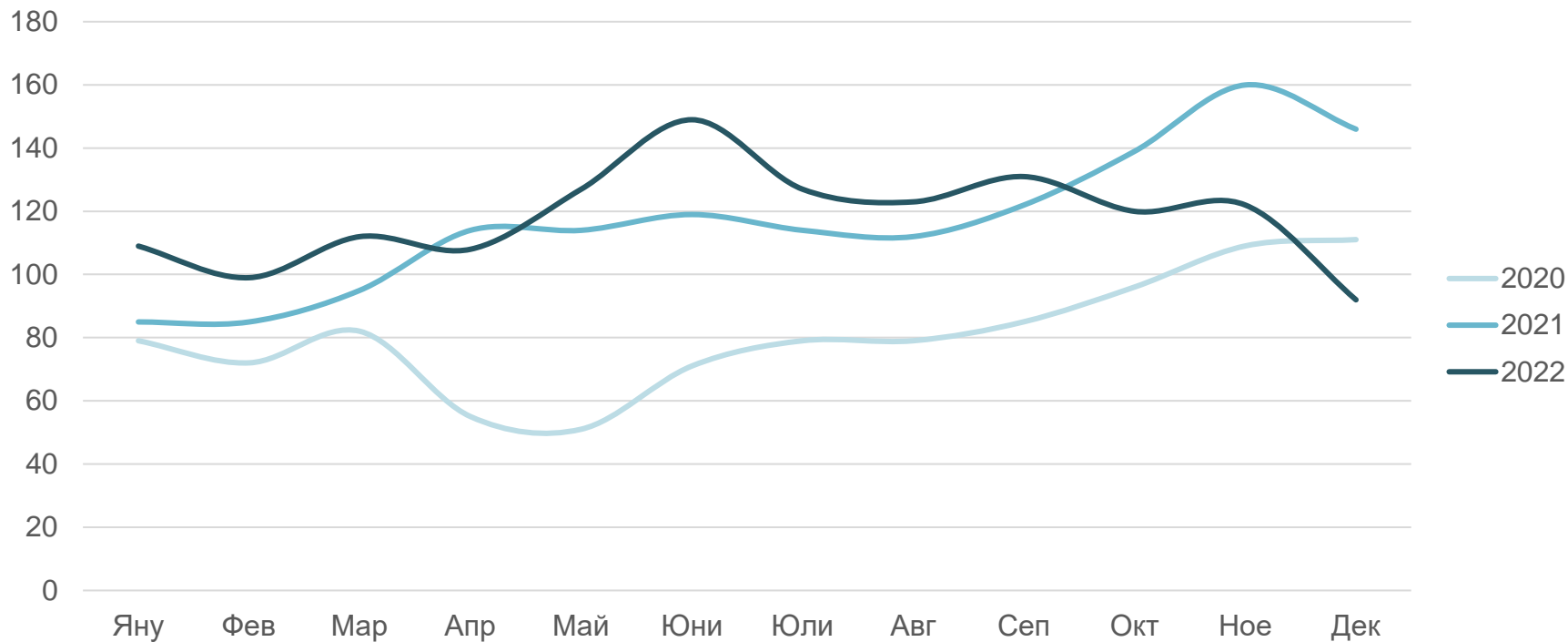




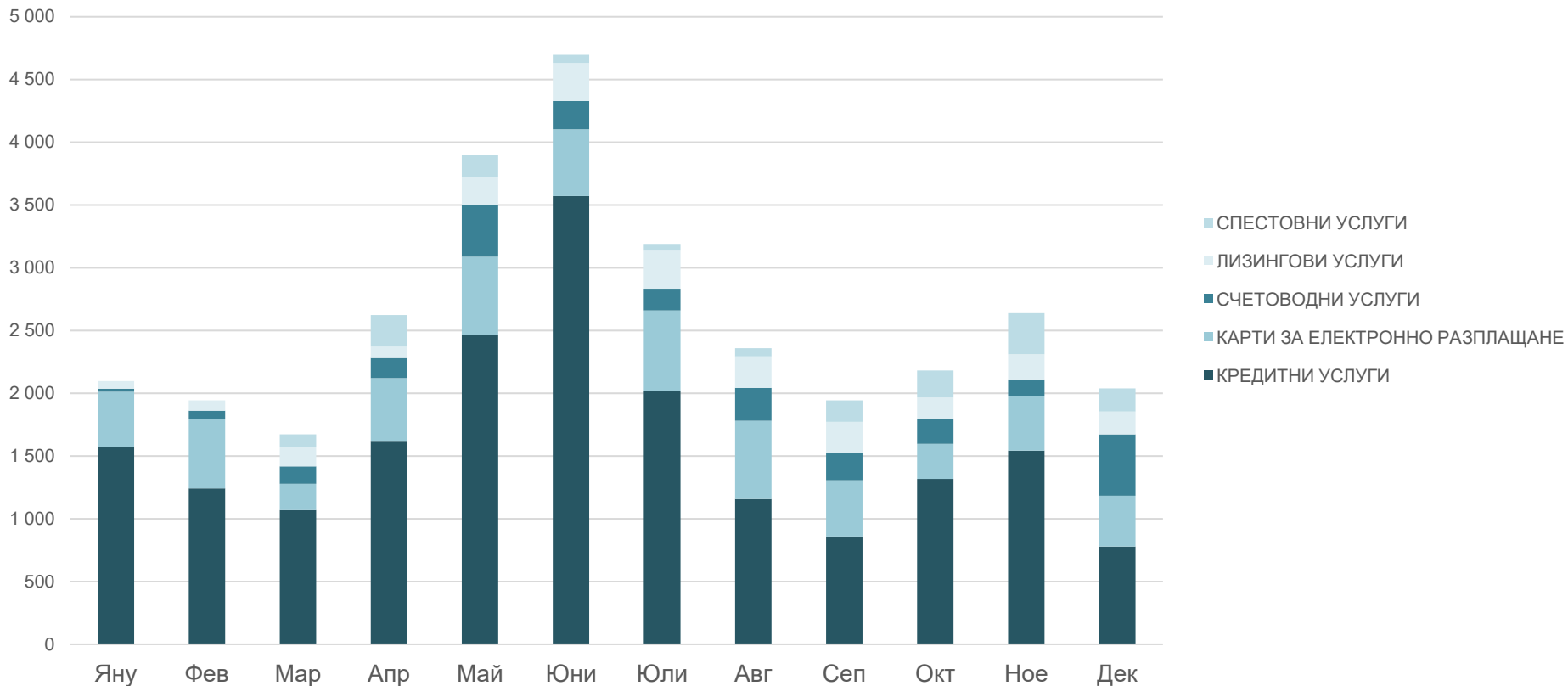
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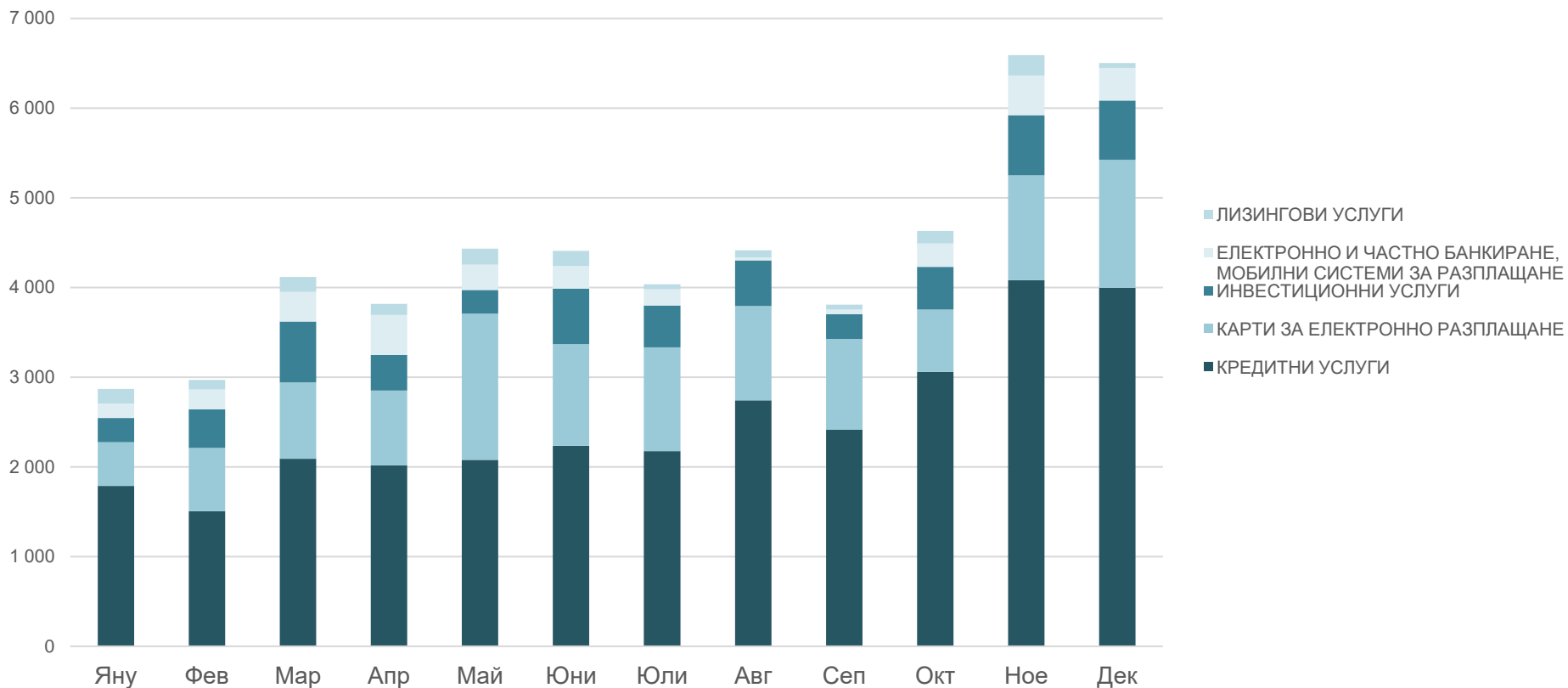
ФИНАНСОВИ УСЛУГИ





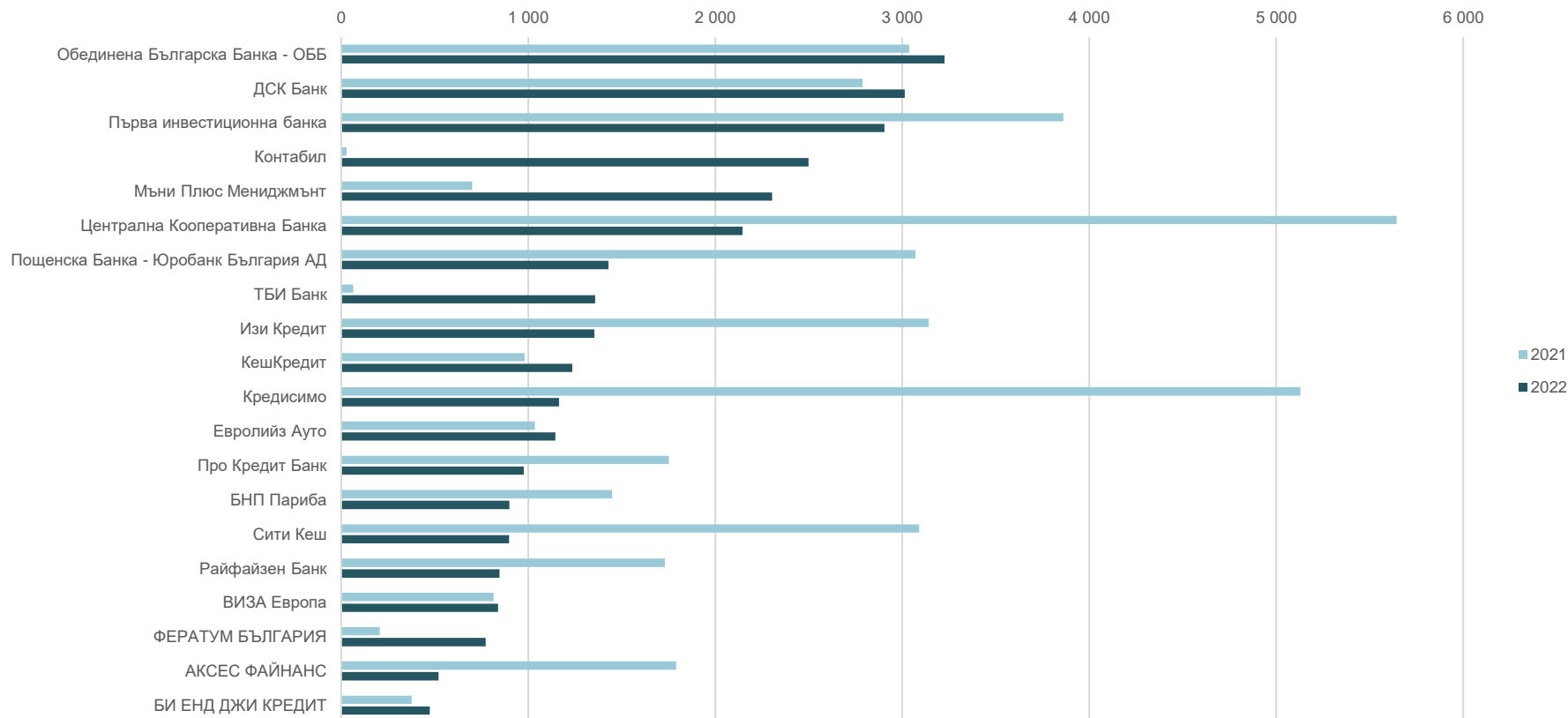


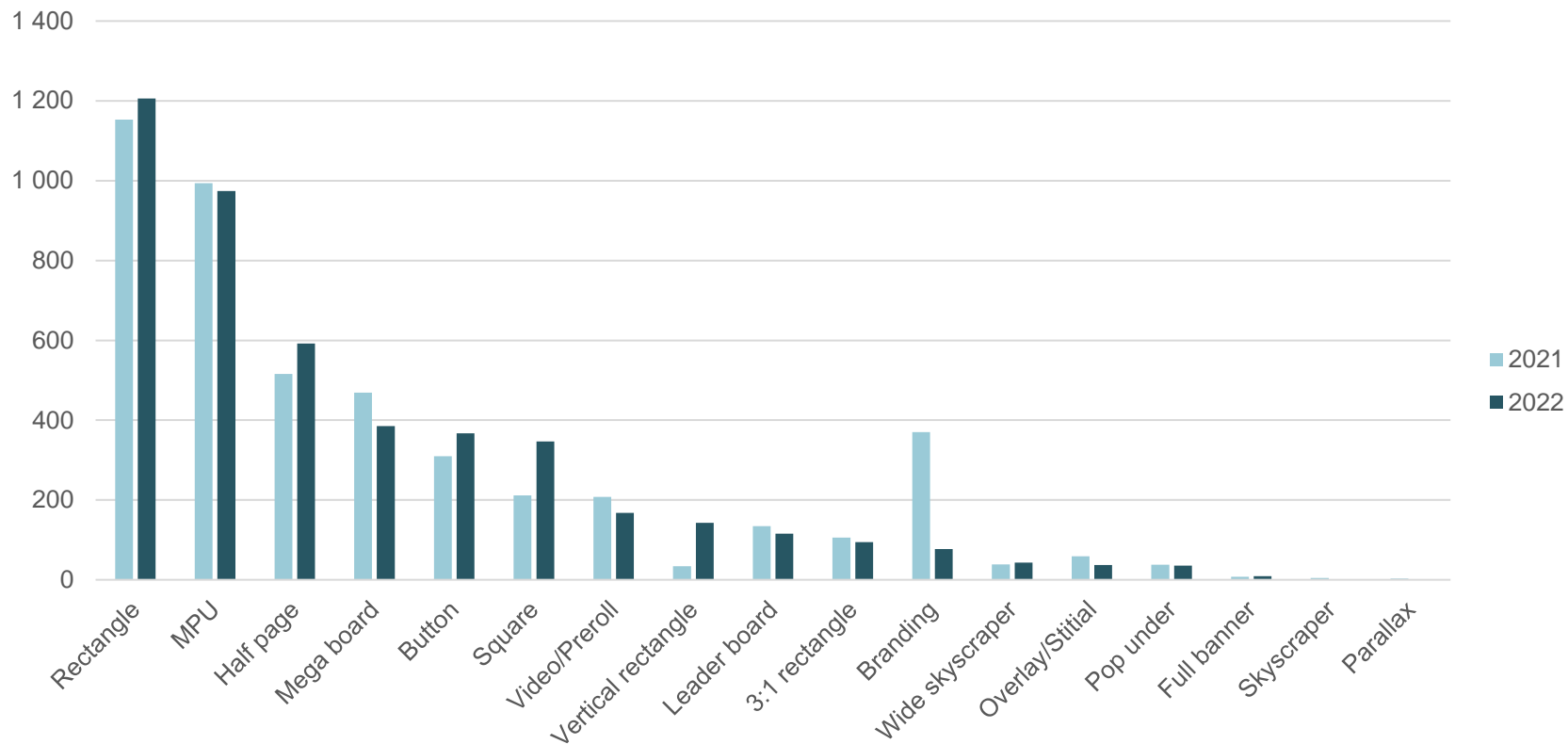


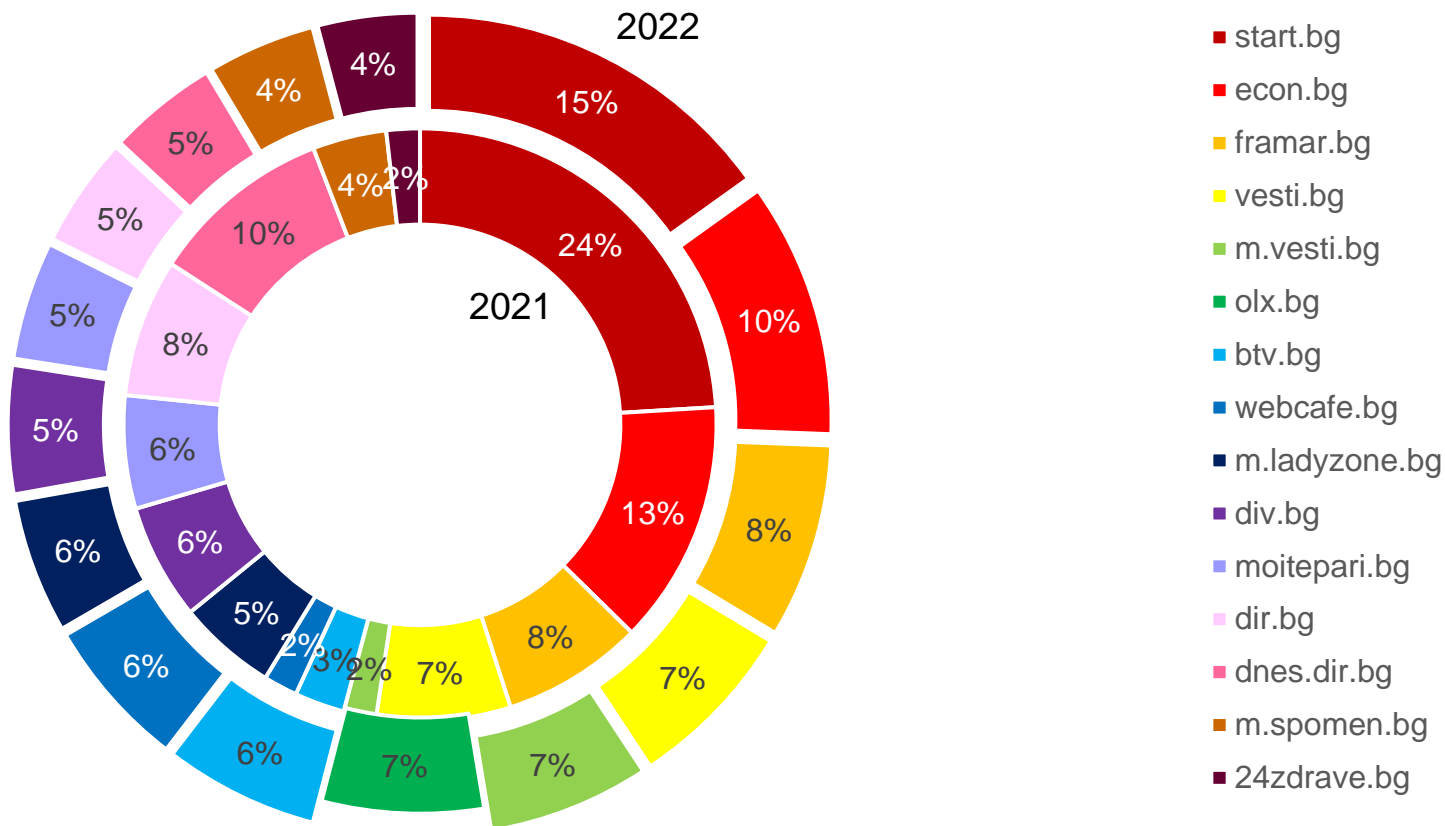




20 НАЙ-АКТИВНИ РЕКЛАМОДАТЕЛИ (сила на кампаниите) – 2021 & 2022



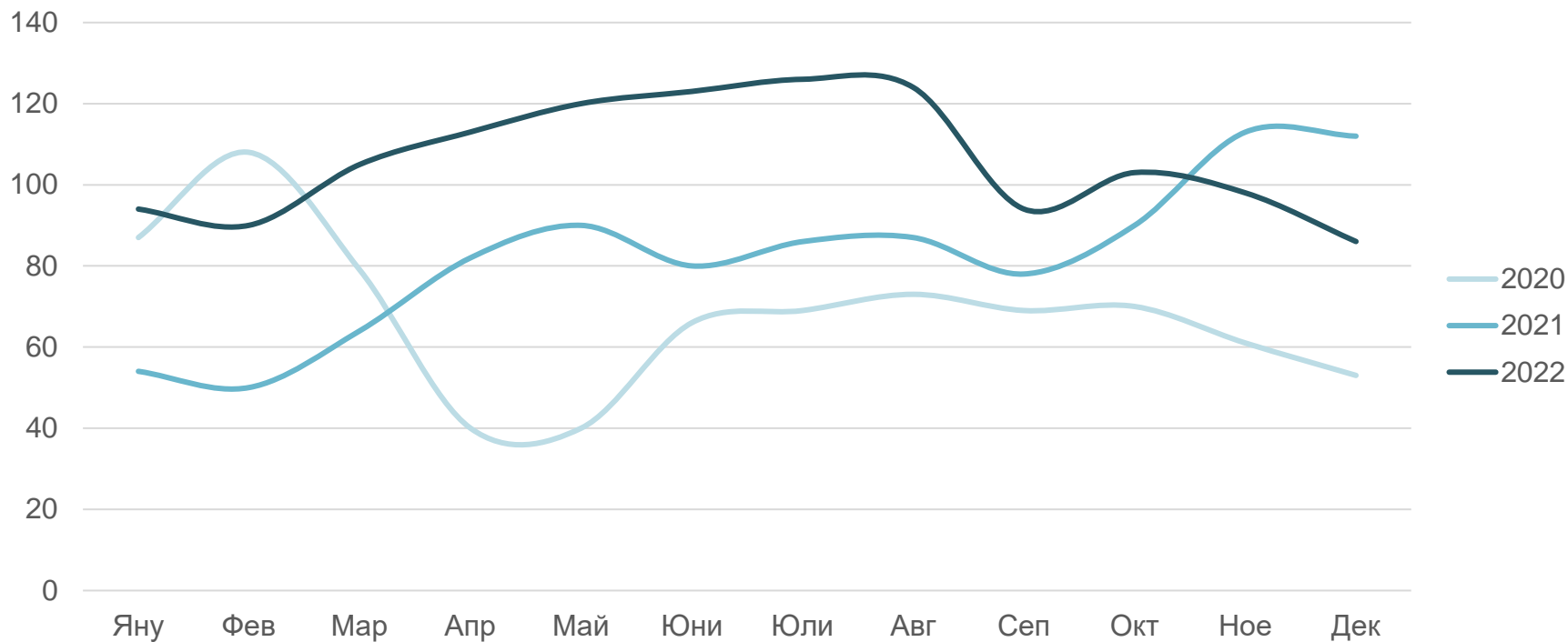




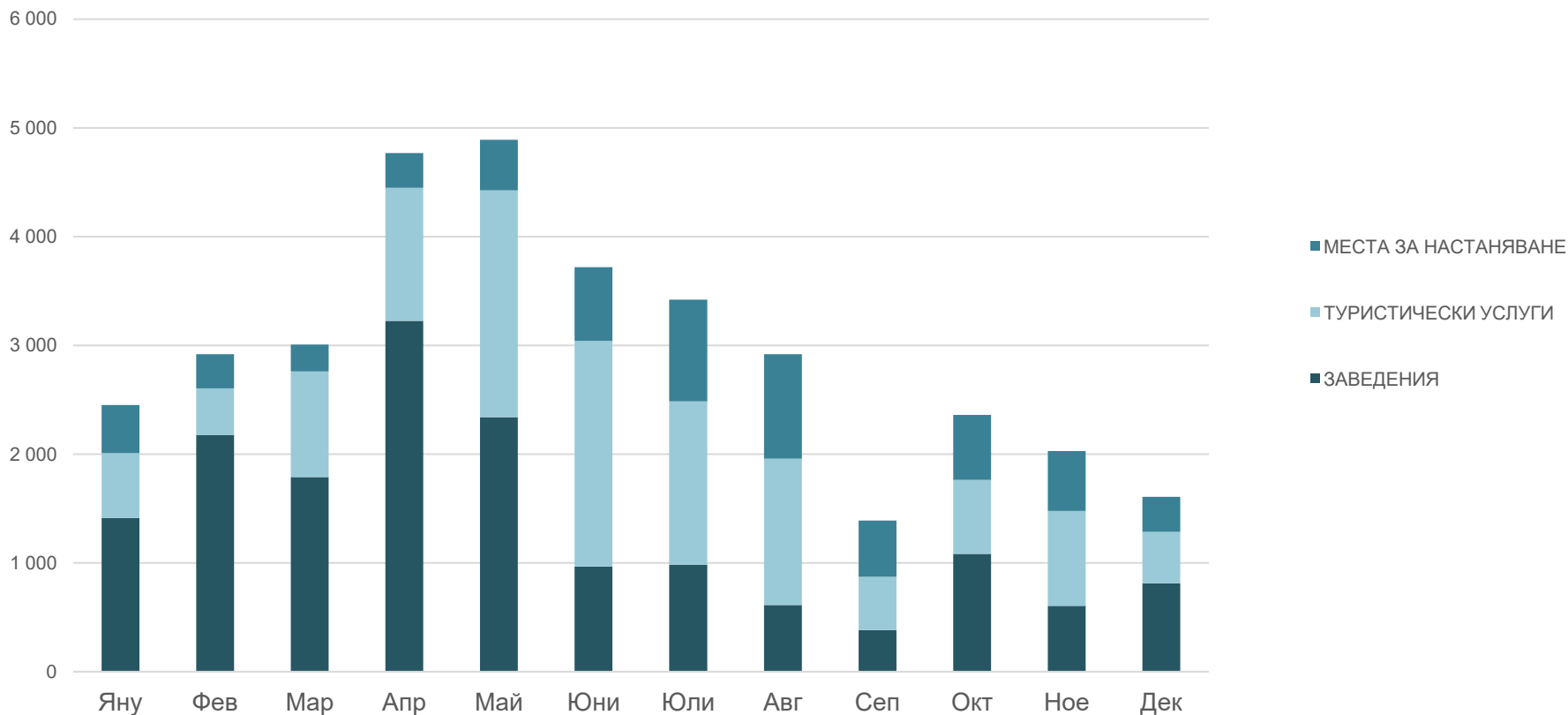
Сектор

ТУРИЗЪМ



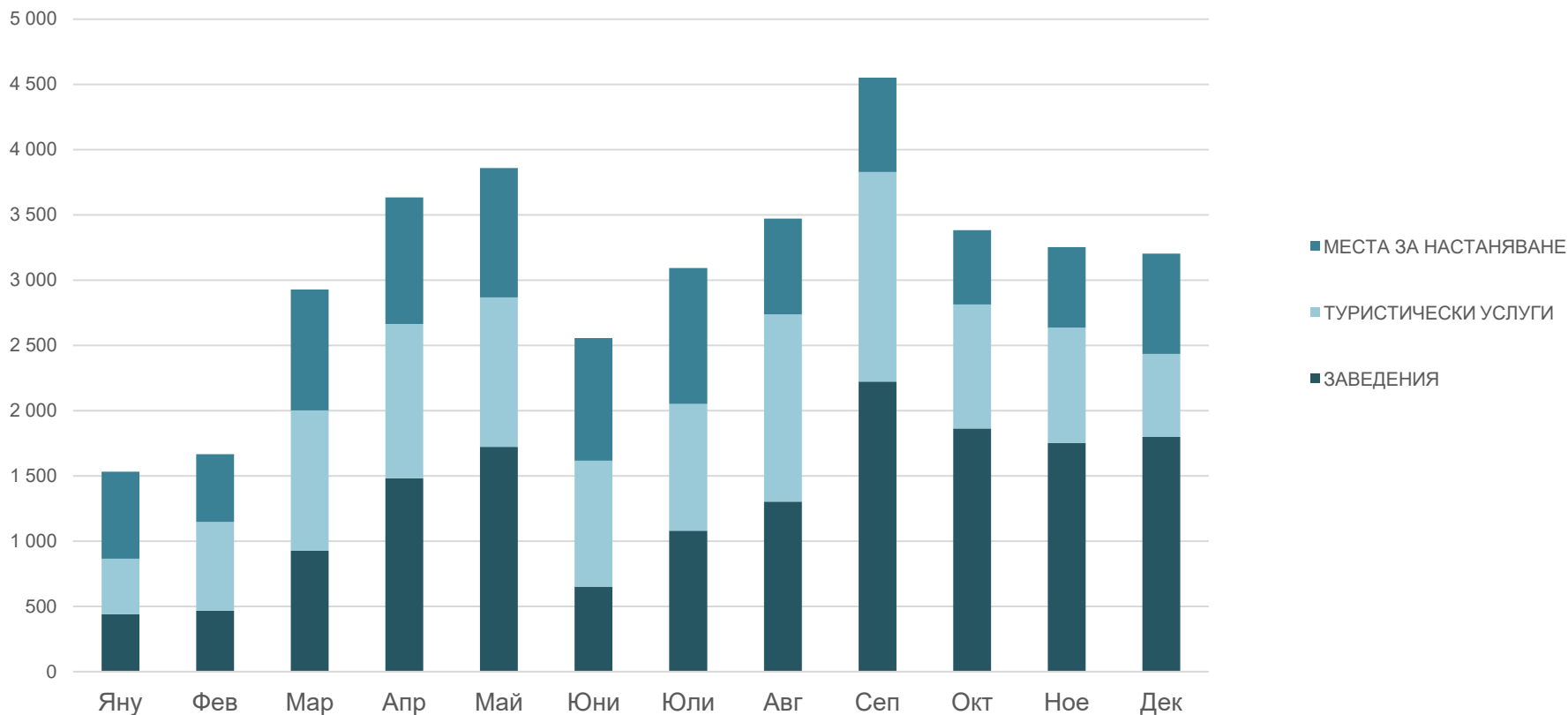


ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2022



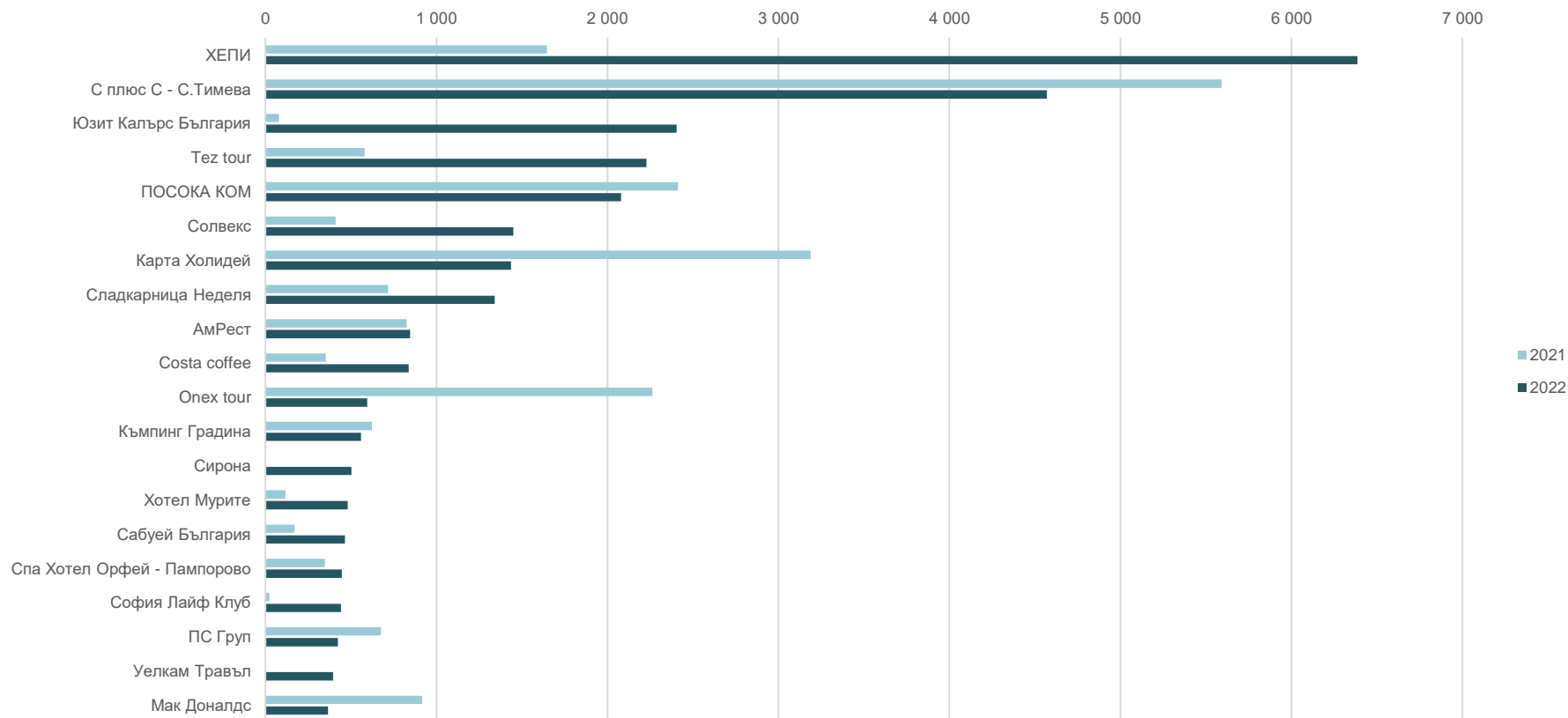


ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2021



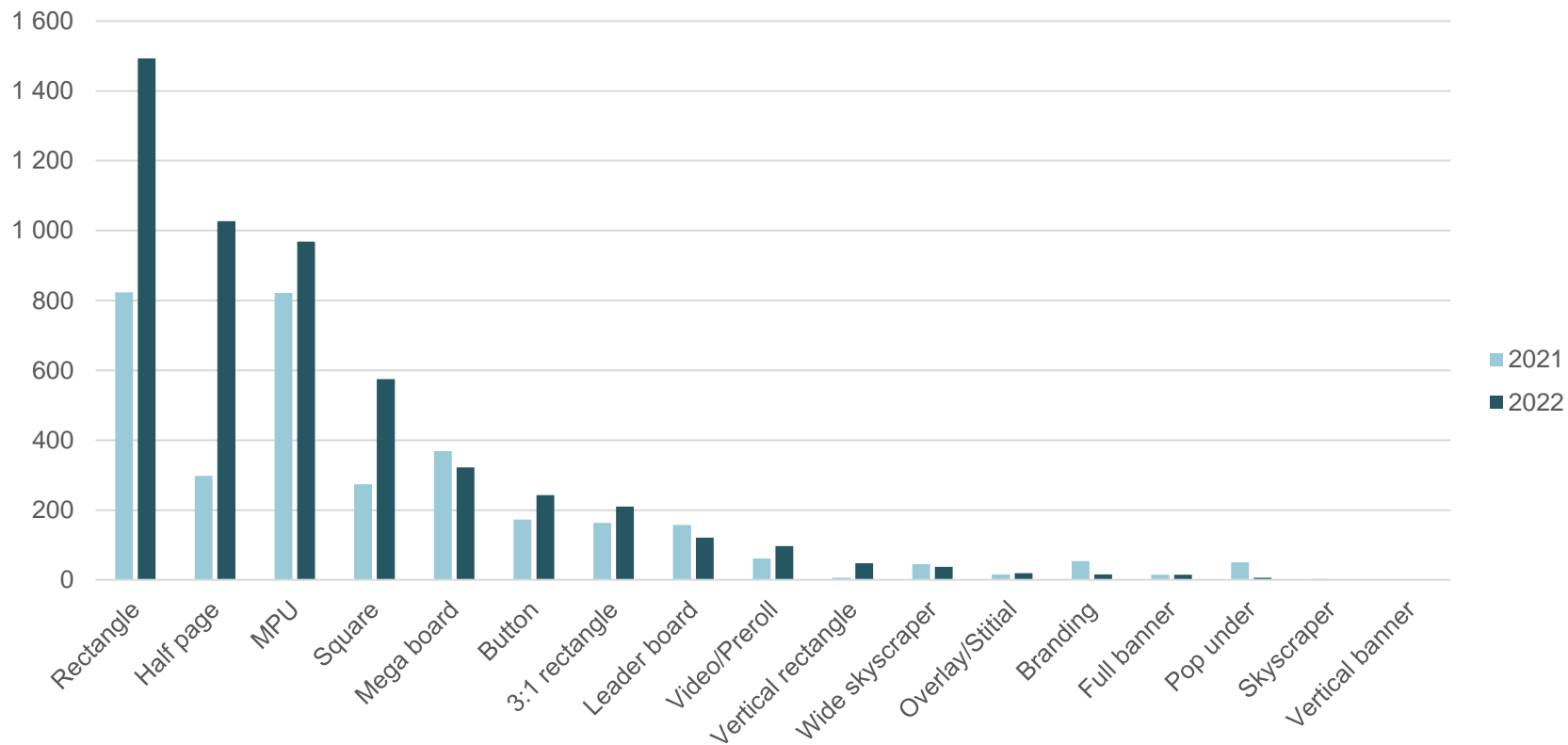


# 20 НАЙ-АКТИВНИ РЕКЛАМОДАТЕЛИ (сила на кампаниите) – 2021 & 2022

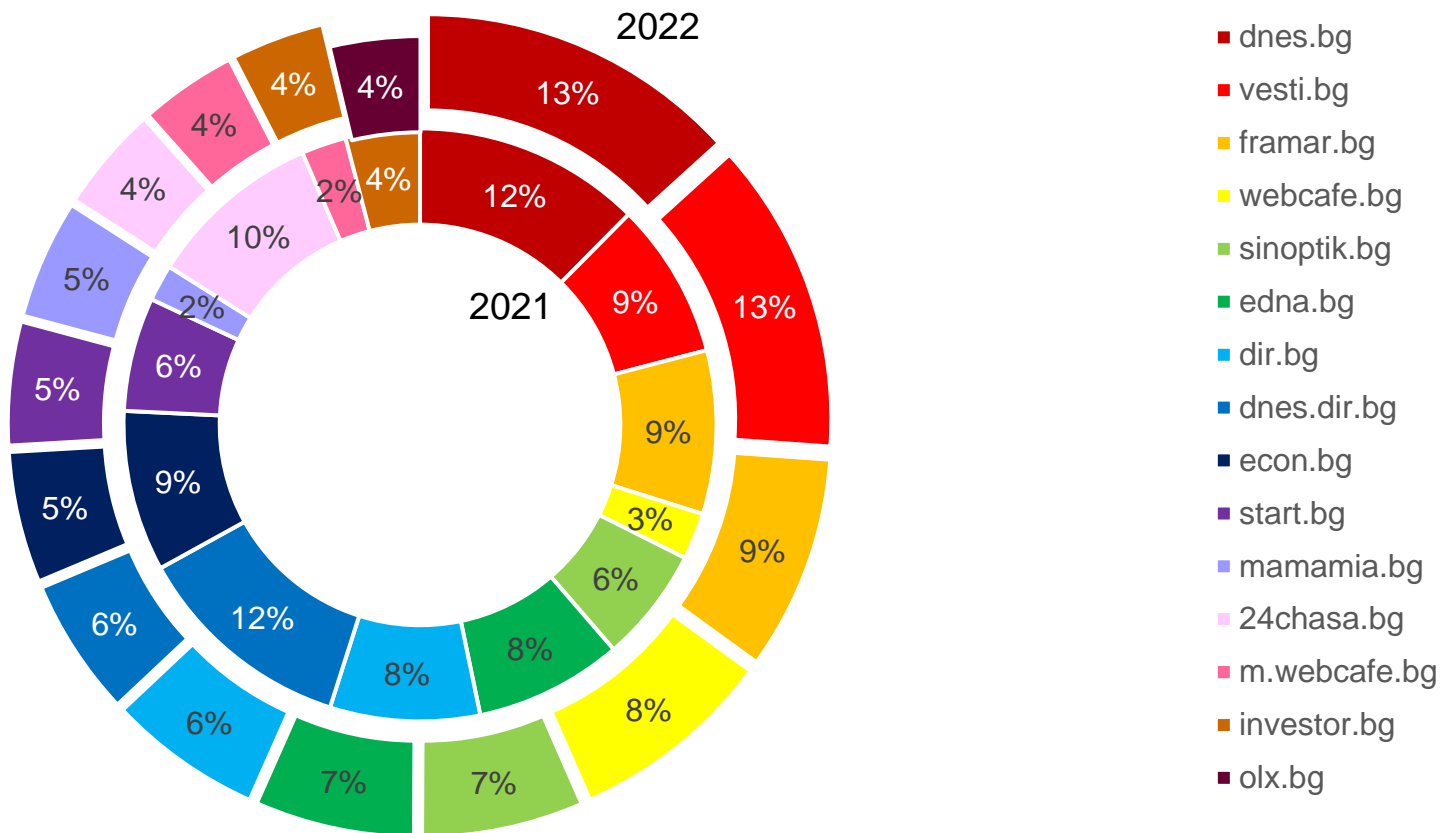




# ИЗПОЛЗВАНИ ФОРМАТИ (брой криейтиви) – 2021 & 2022

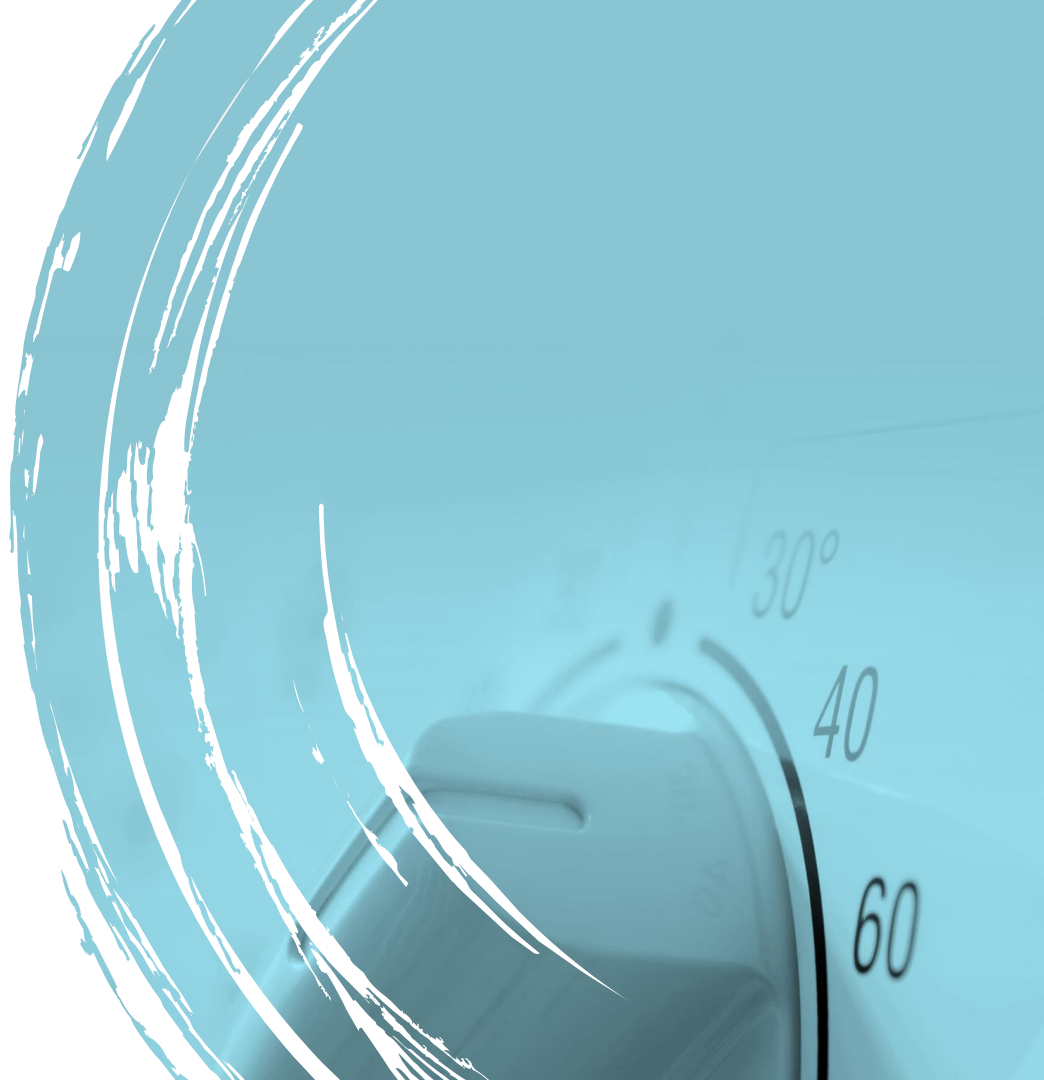


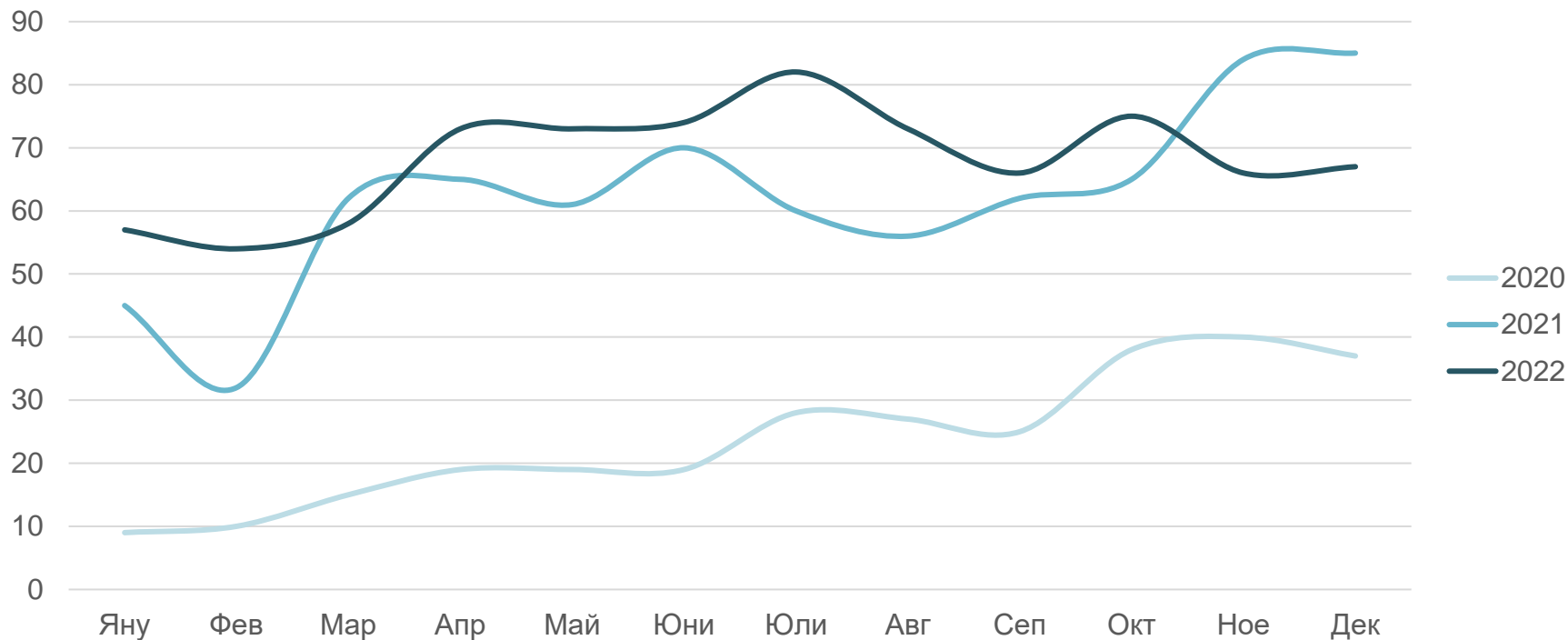
ТОП 15 САЙТА (сила на кампаниите) – 2021 & 2022

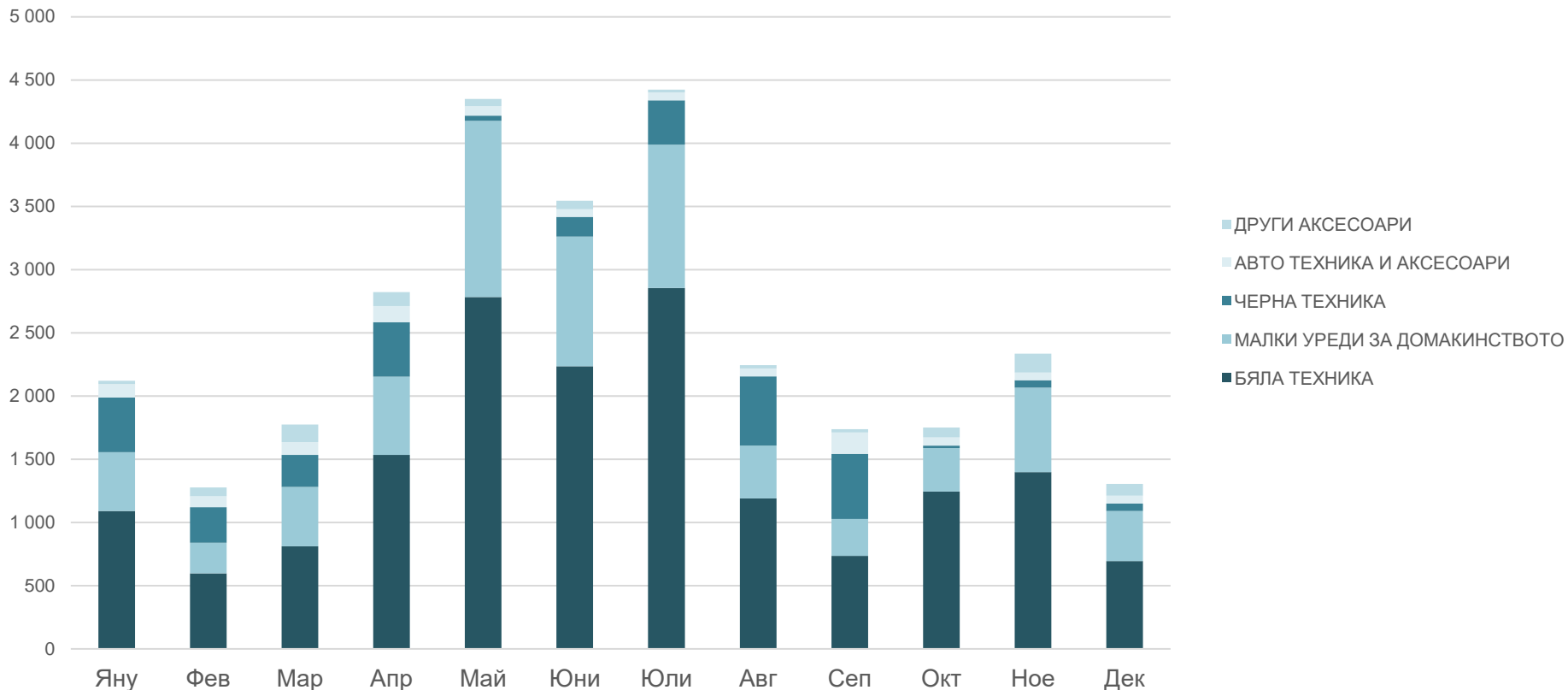


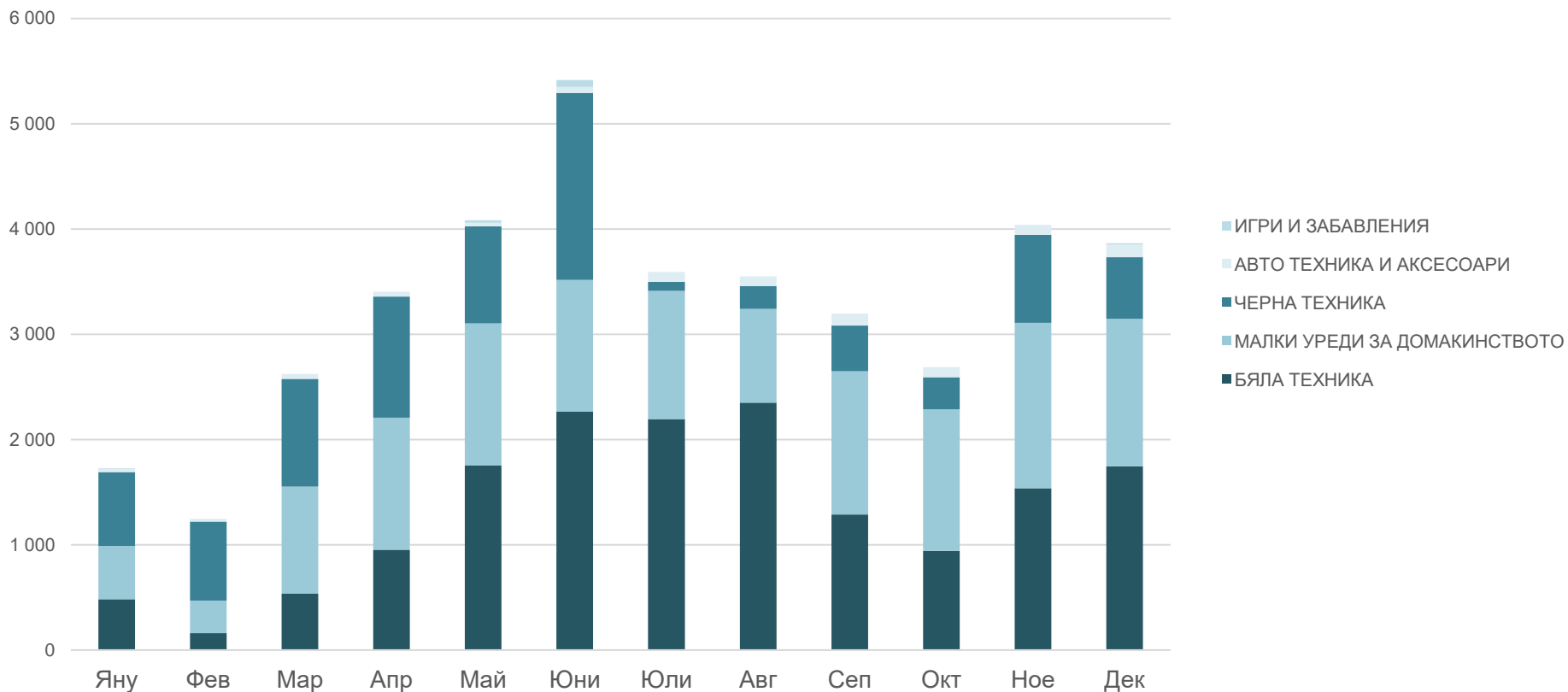
Сектор

БЯЛА ТЕХНИКА. ЧЕРНА  
ТЕХНИКА.  
ЕЛЕКТРОУРЕДИ.

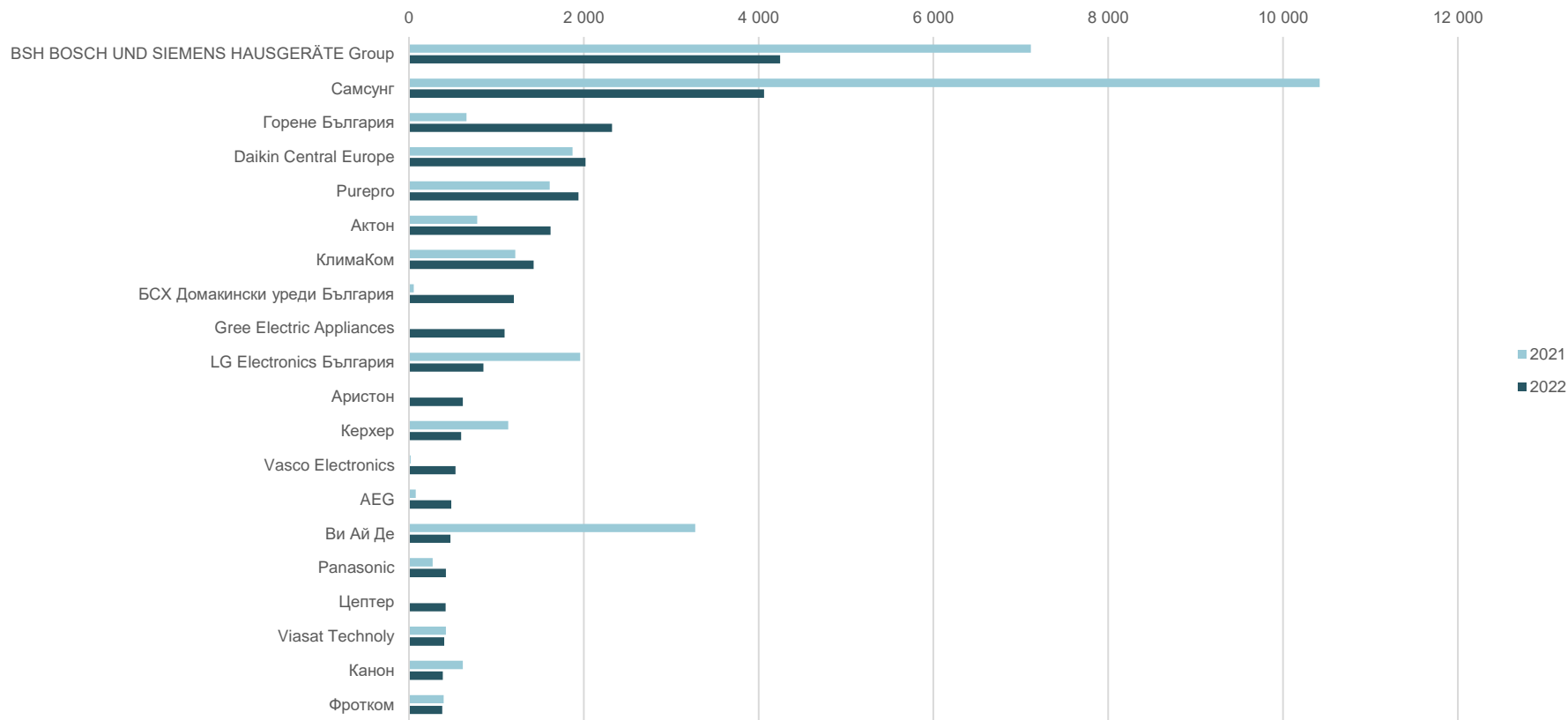


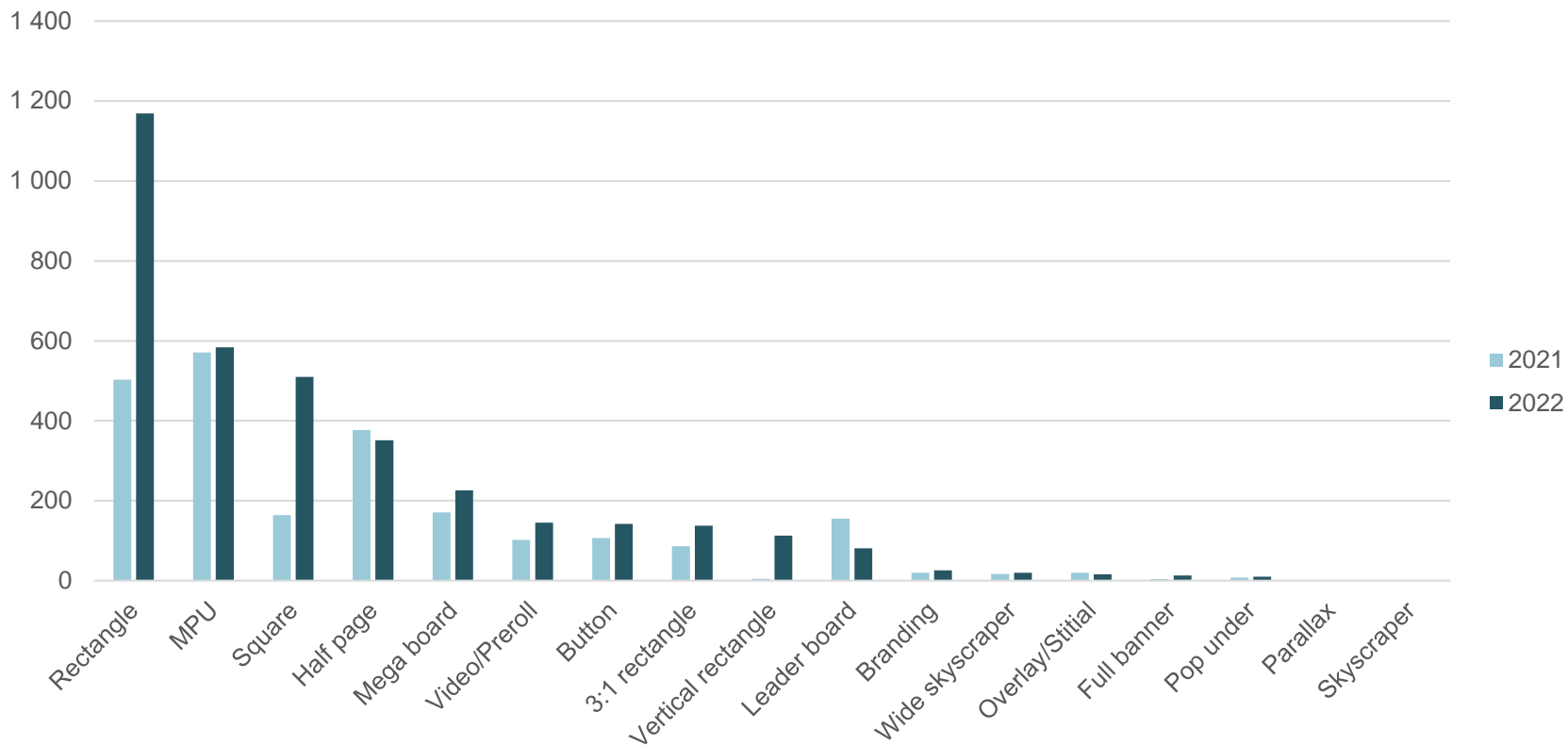


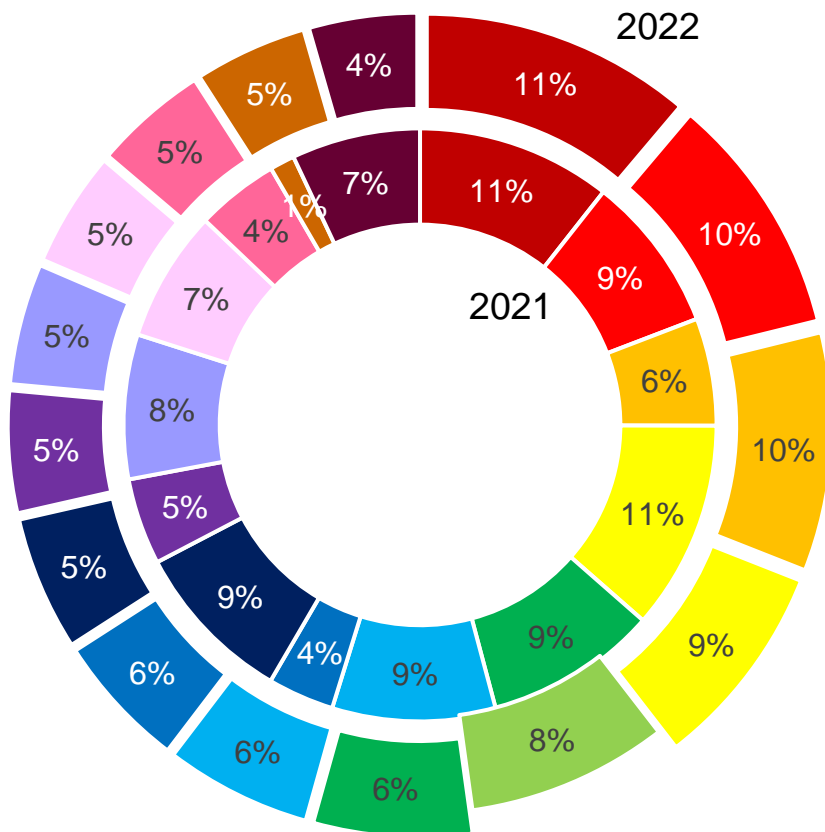










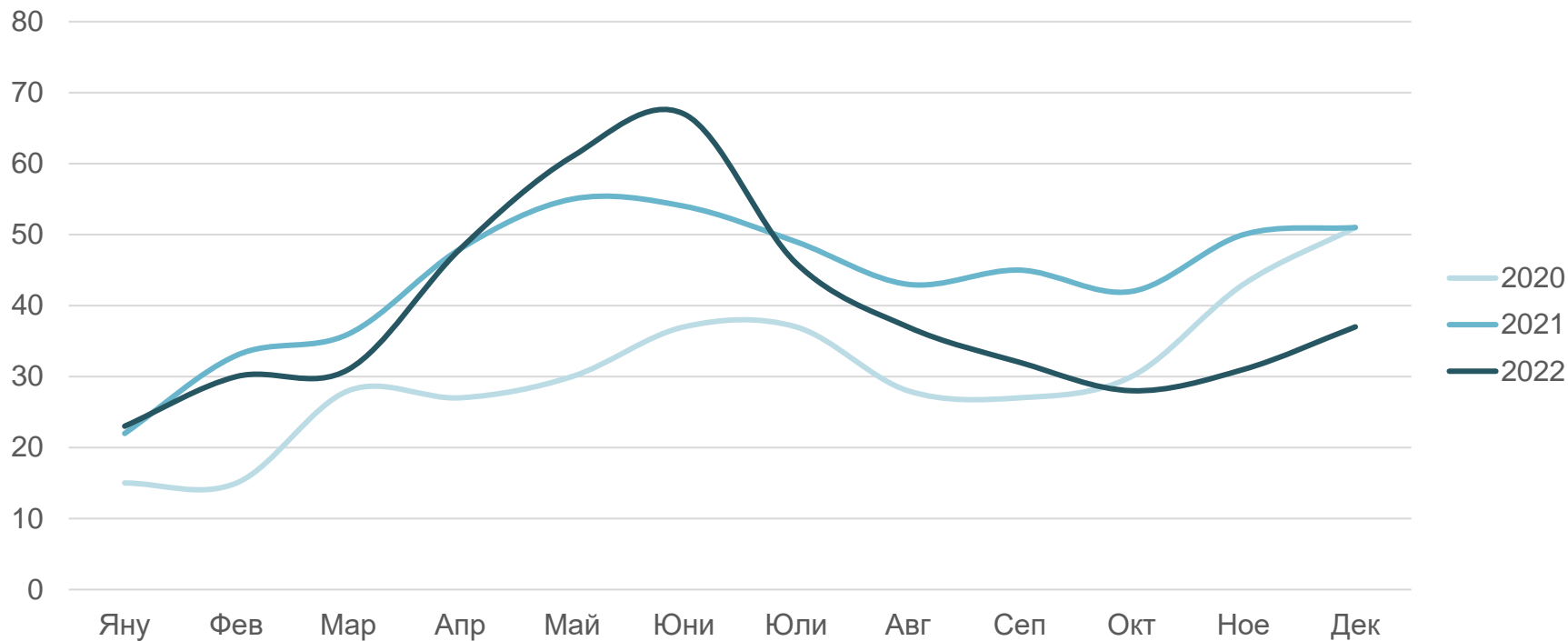


- vesti.bg
- framar.bg
- dnes.bg
- econ.bg
- olx.bg
- div.bg
- start.bg
- investor.bg
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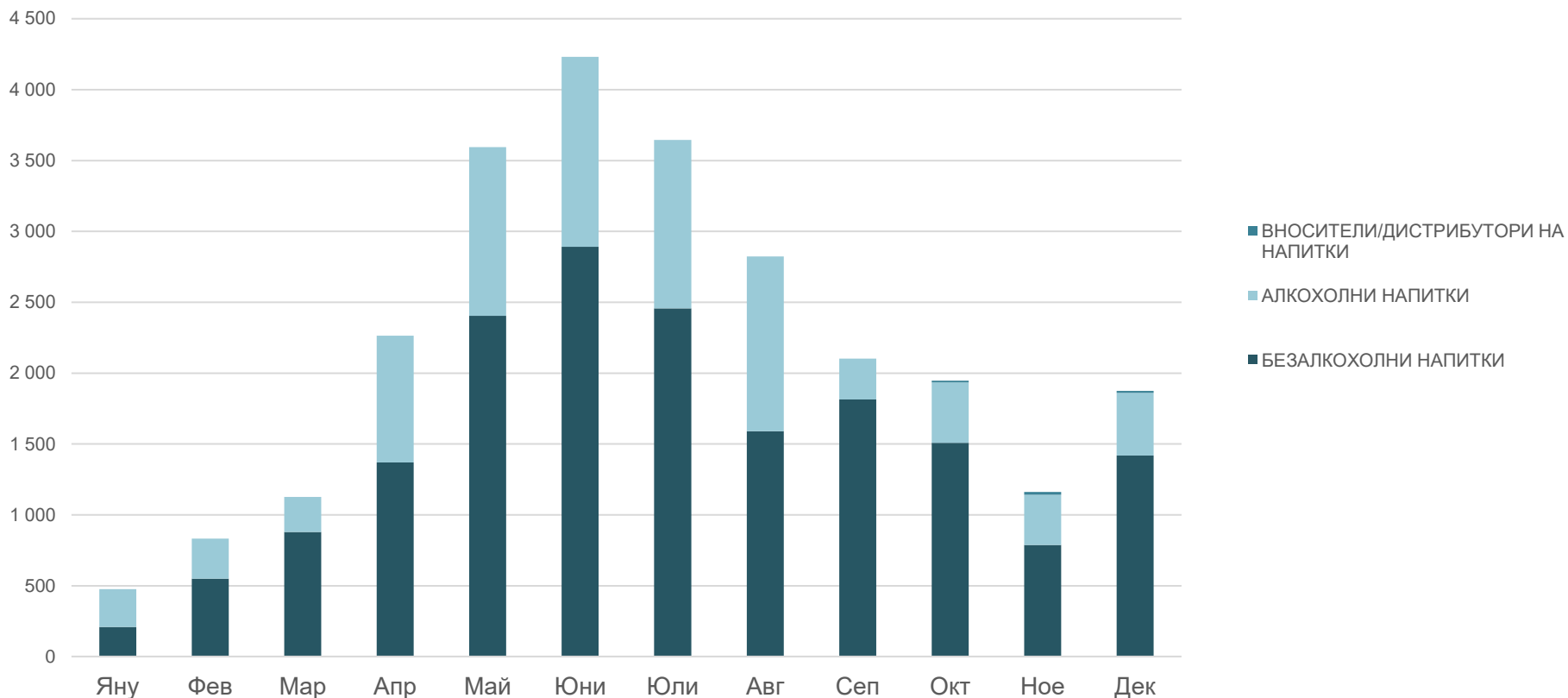
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НАПИТКИ

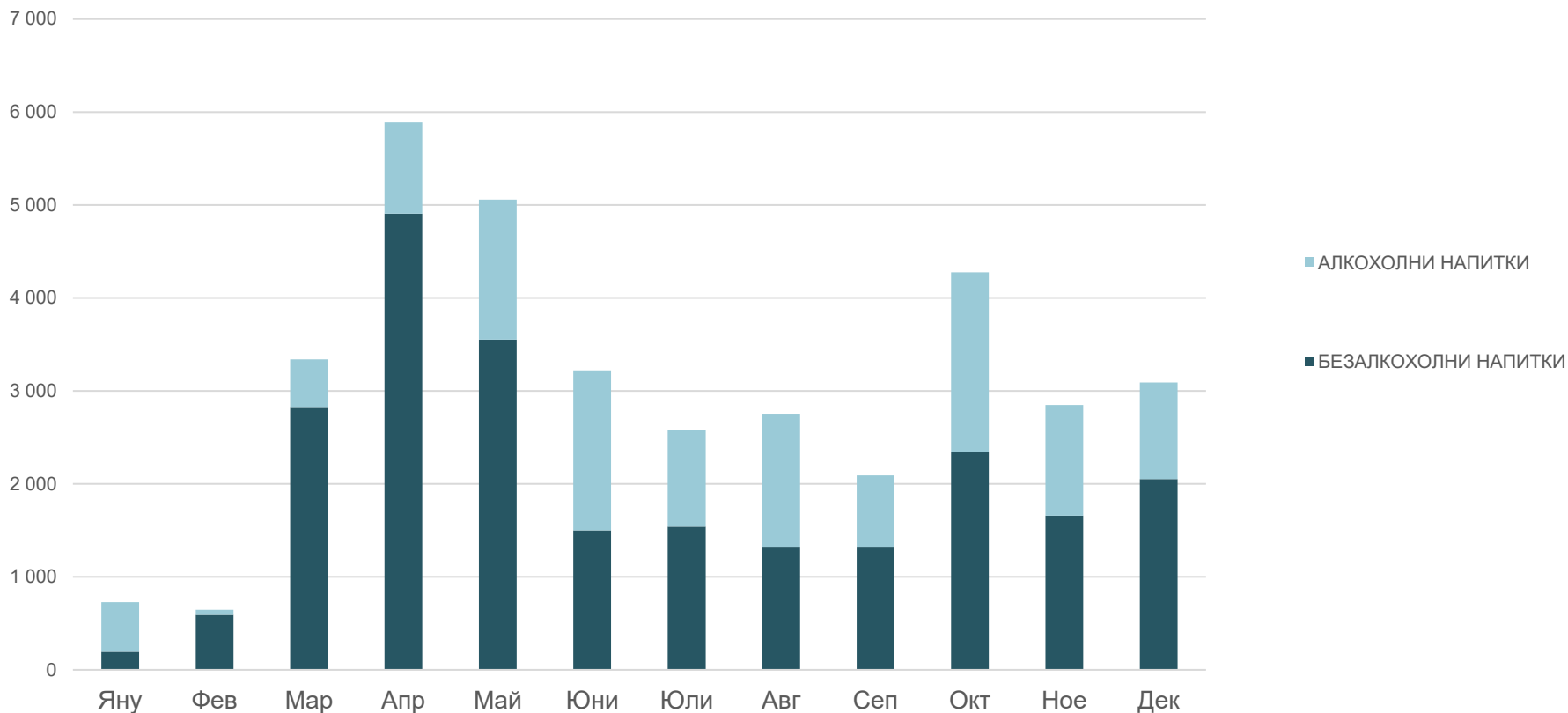




ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2022

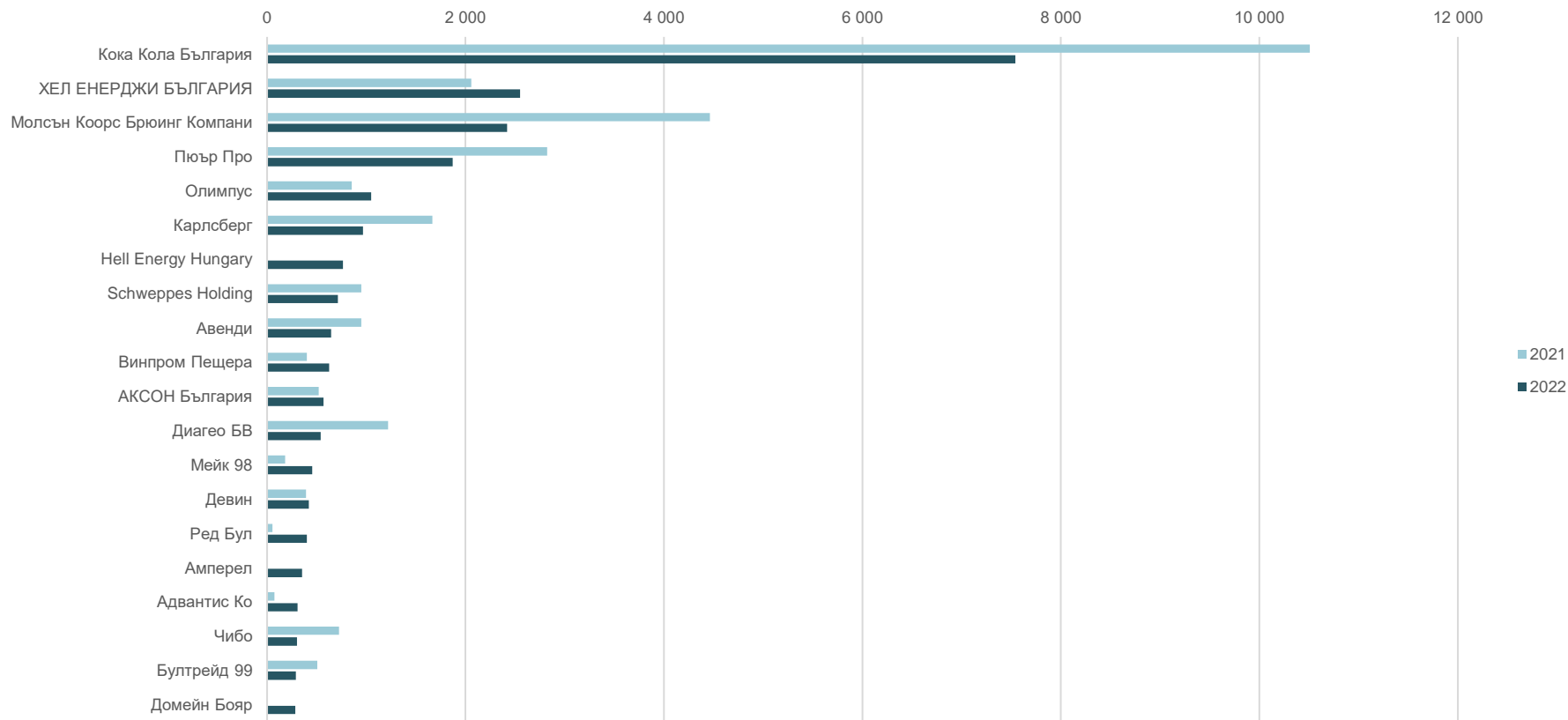


ТОП 5 КАТЕГОРИИ (сила на кампаниите) - Яну/Дек 2021



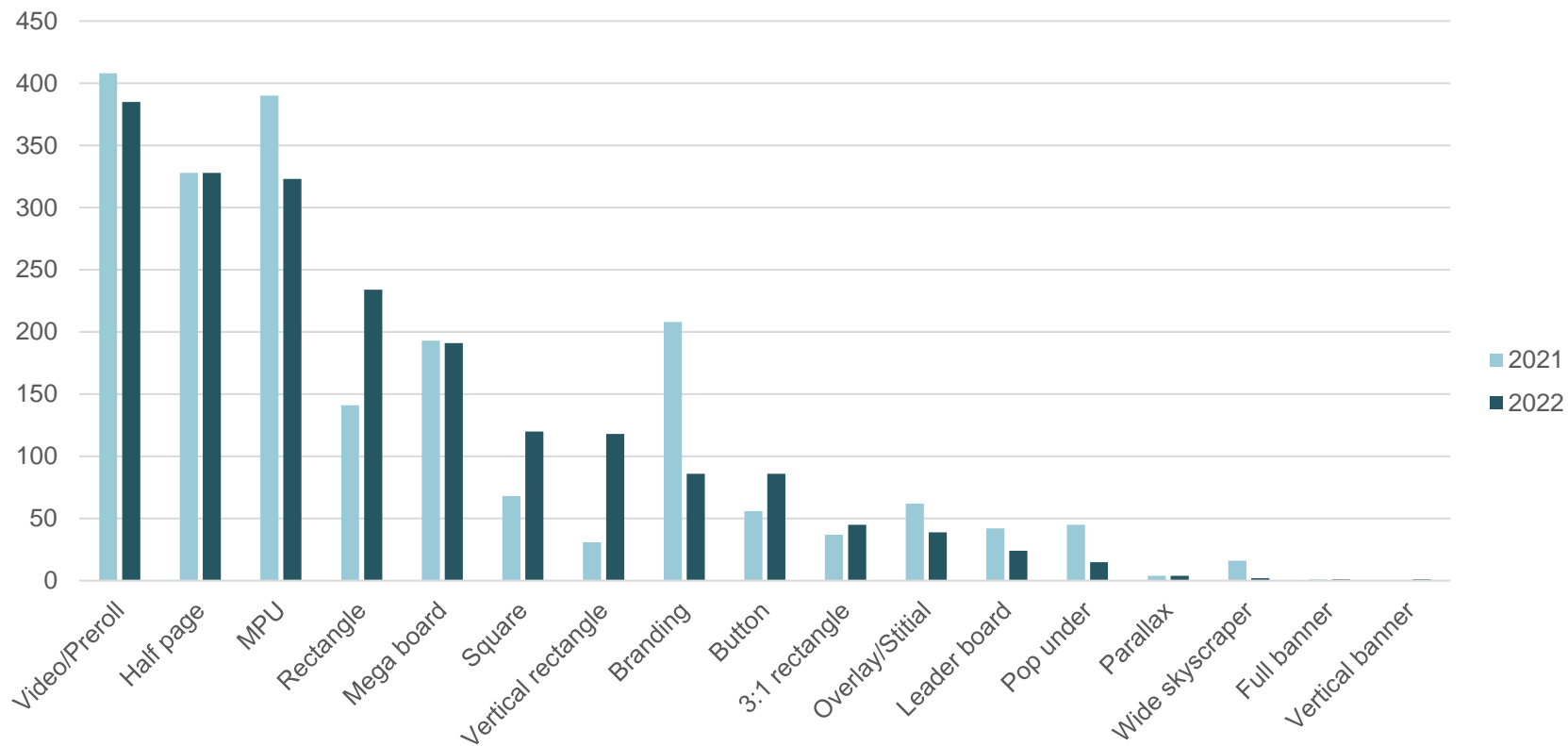


# 20 НАЙ-АКТИВНИ РЕКЛАМОДАТЕЛИ (сила на кампаниите) – 2021 & 2022

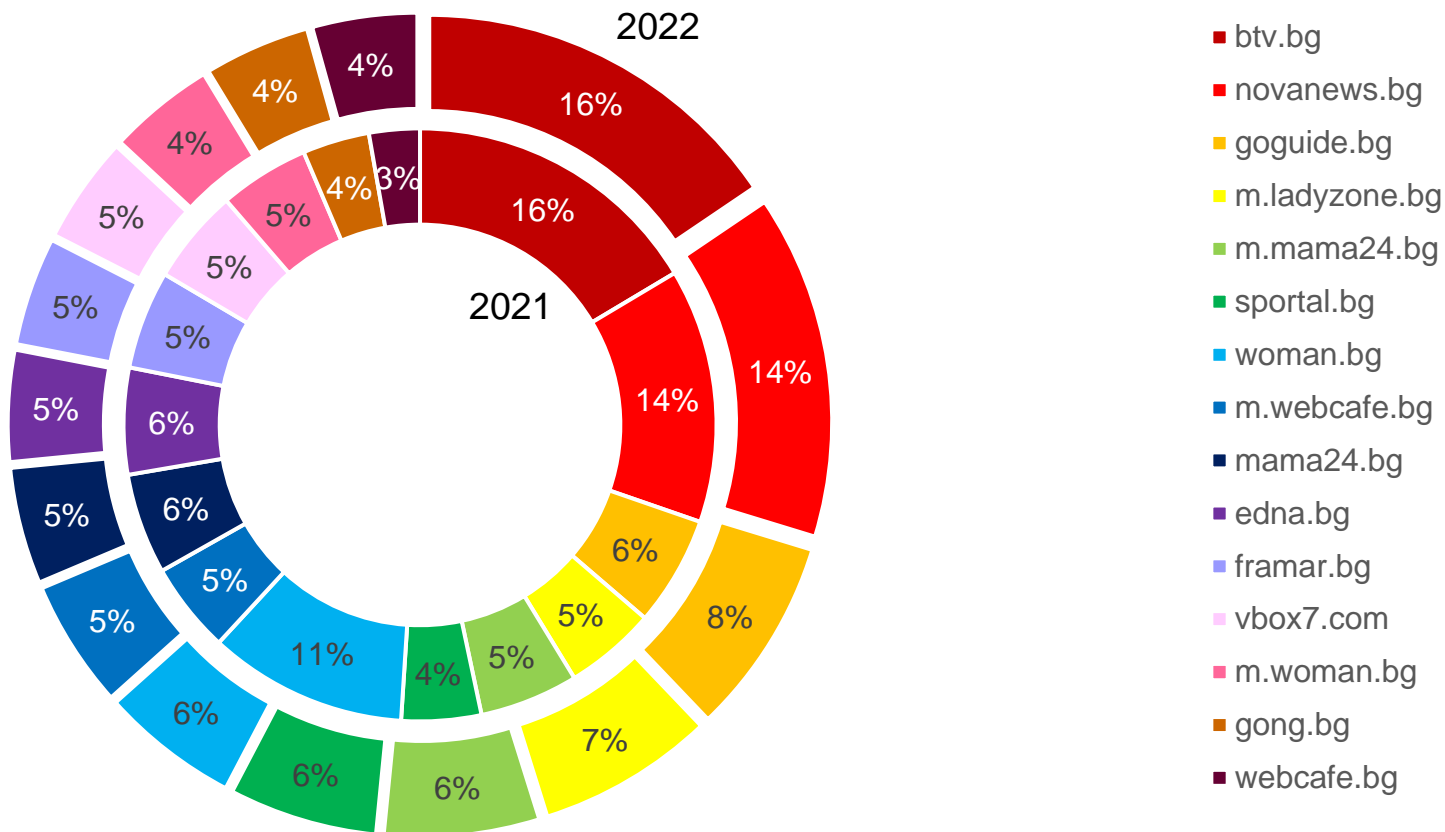




# ИЗПОЛЗВАНИ ФОРМАТИ (брой криейтиви) – 2021 & 2022



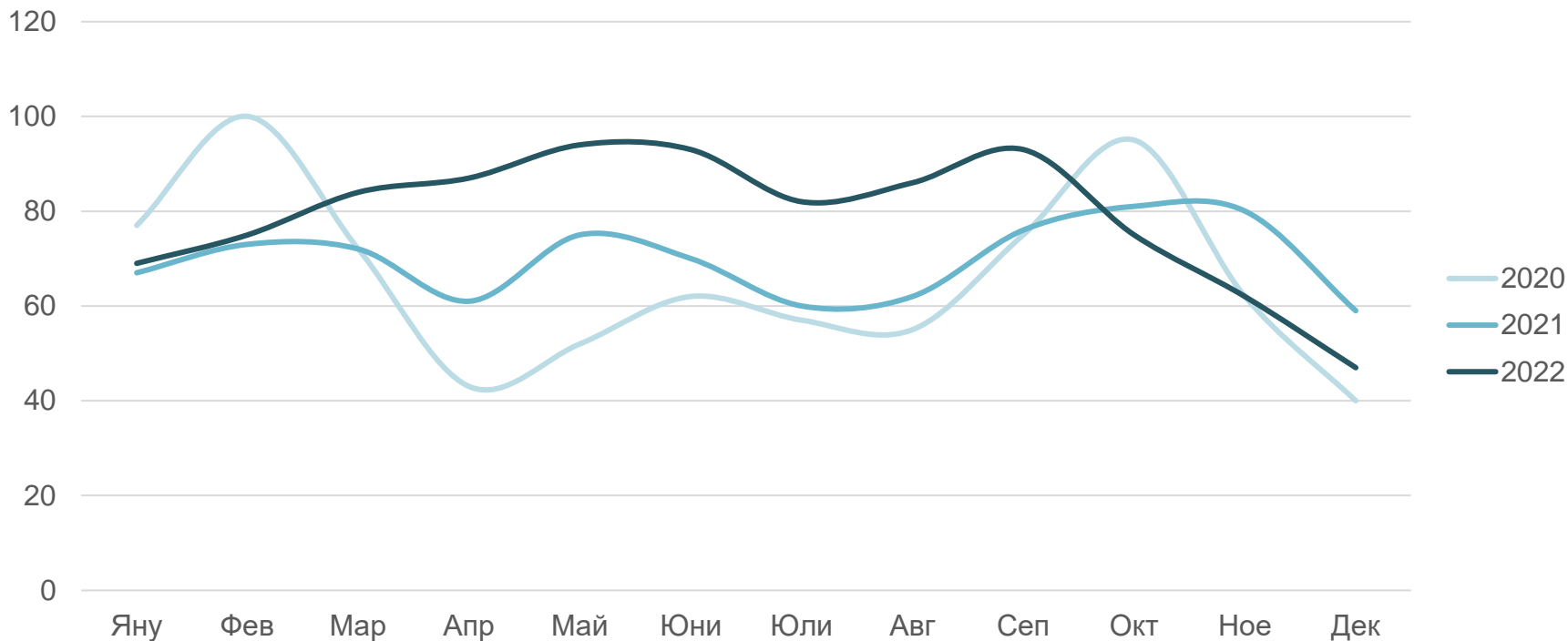
ТОП 15 САЙТА (сила на кампаниите) – 2021 & 2022

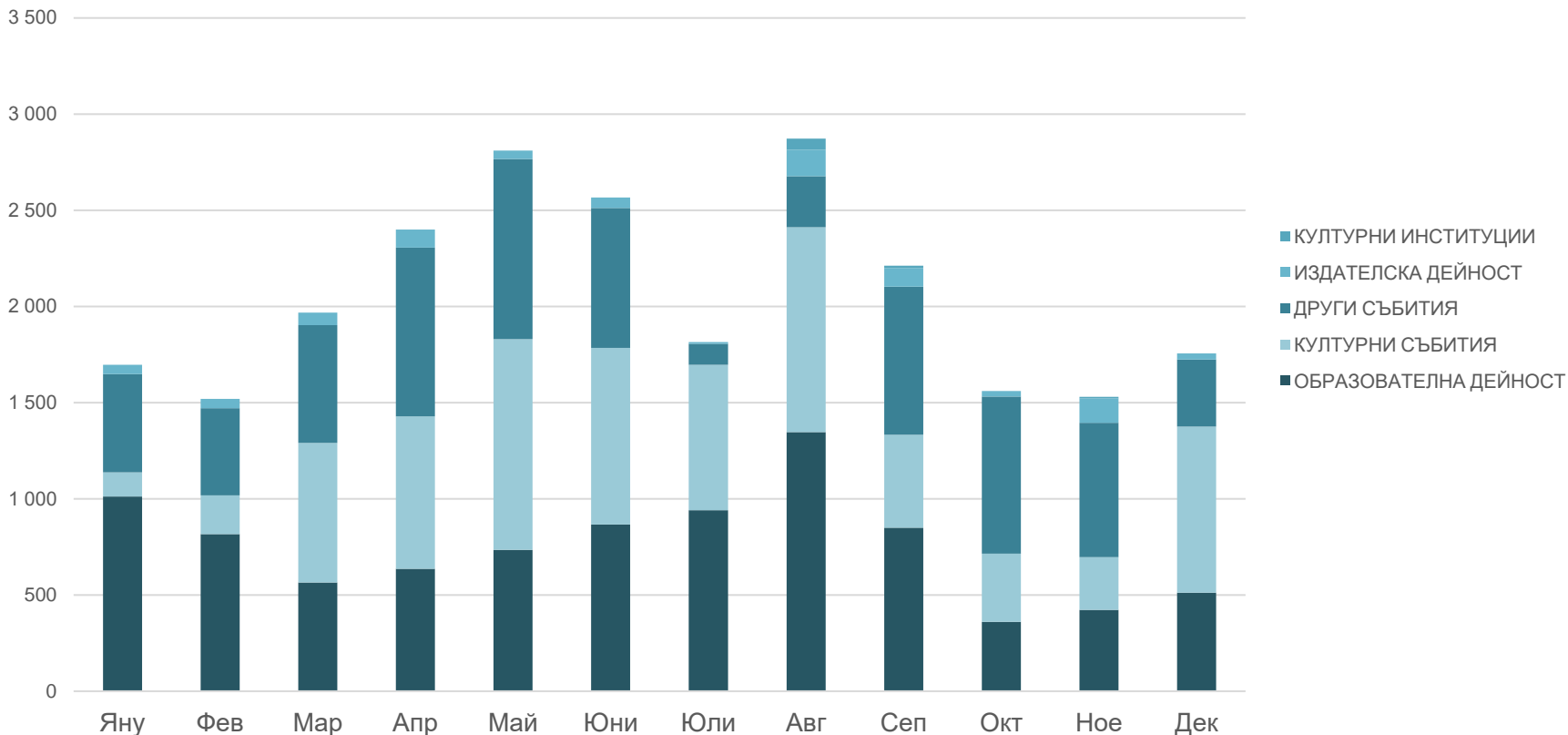


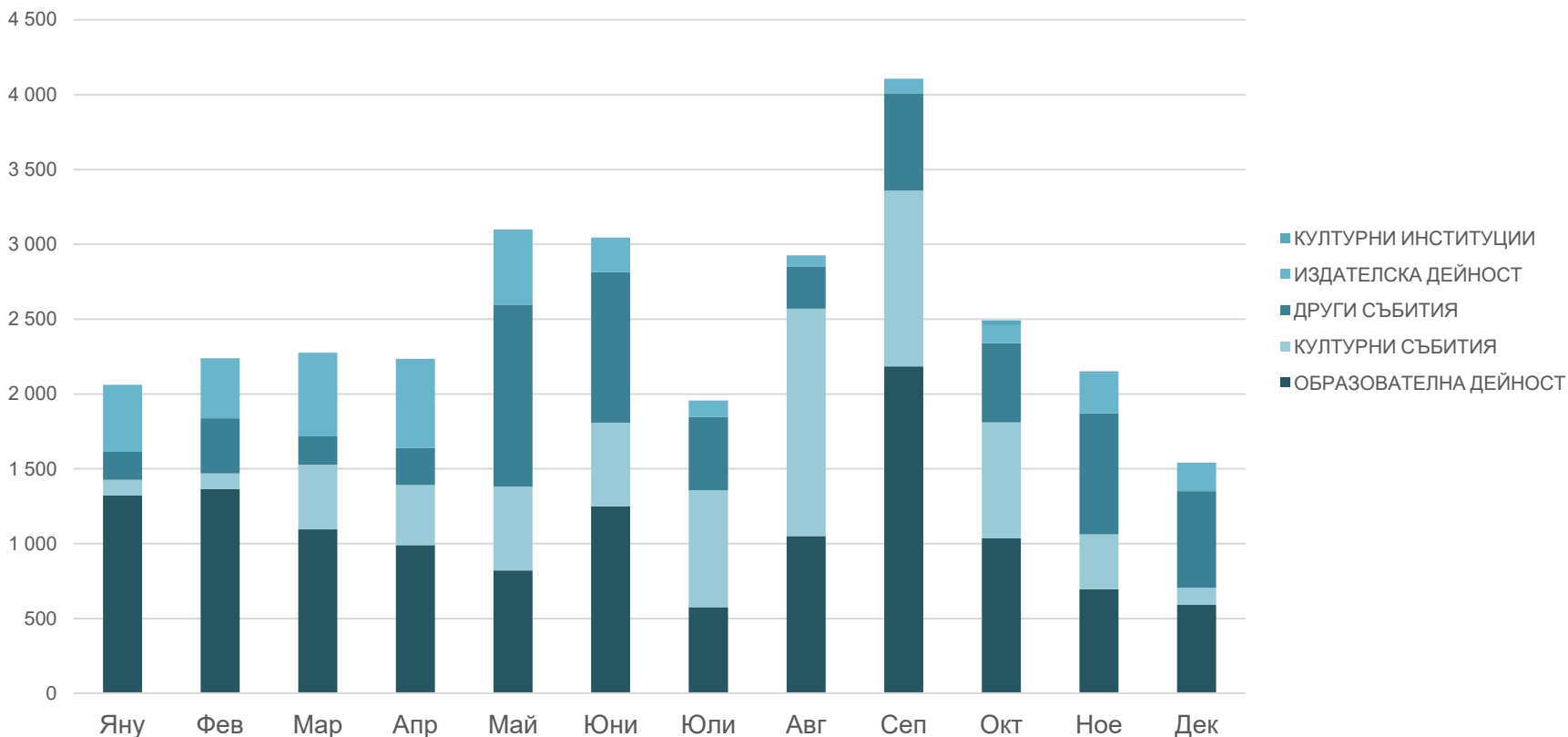
Сектор

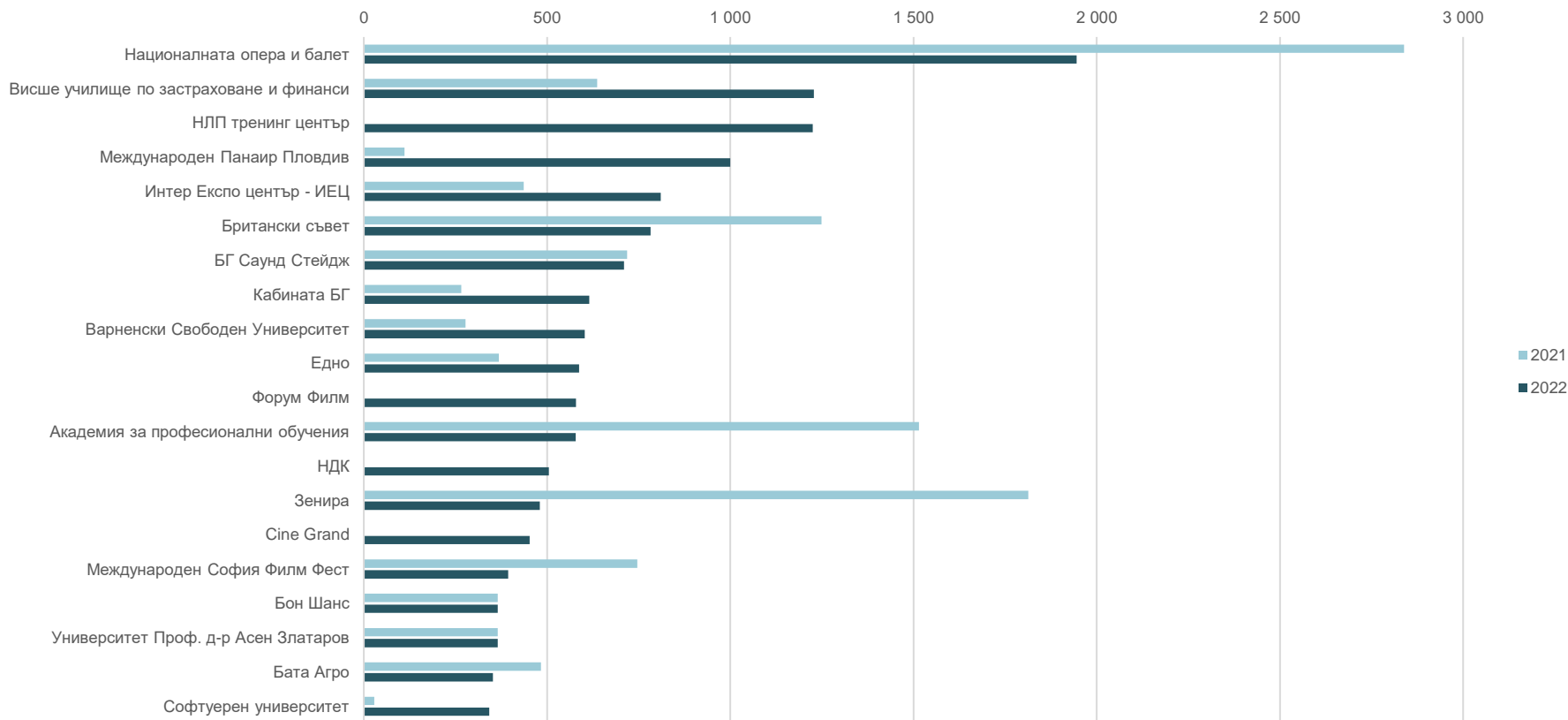
КУЛТУРА. ОБРАЗОВАНИЕ.  
ИЗДАТЕЛСКА ДЕЙНОСТ.  
СЪБИТИЯ.

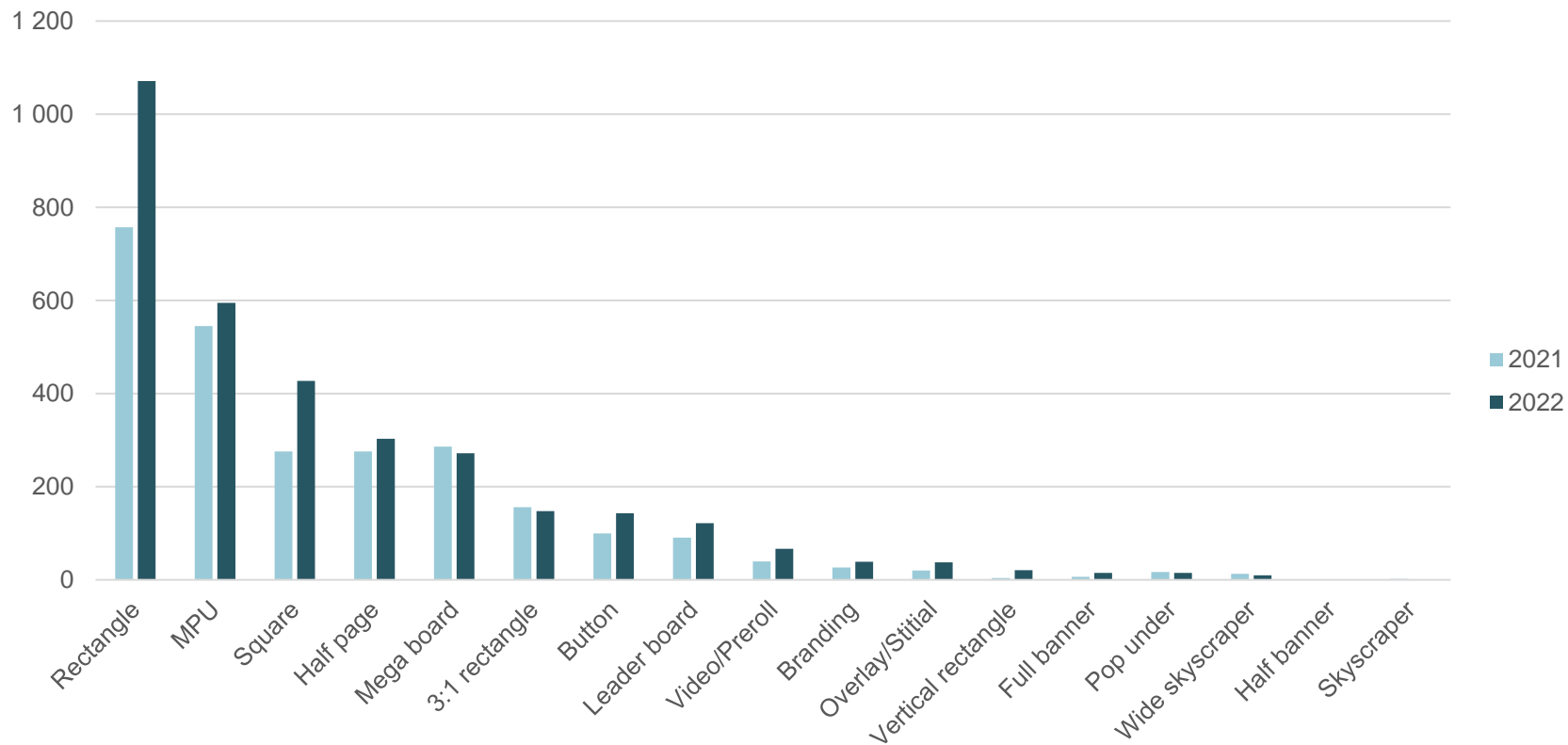




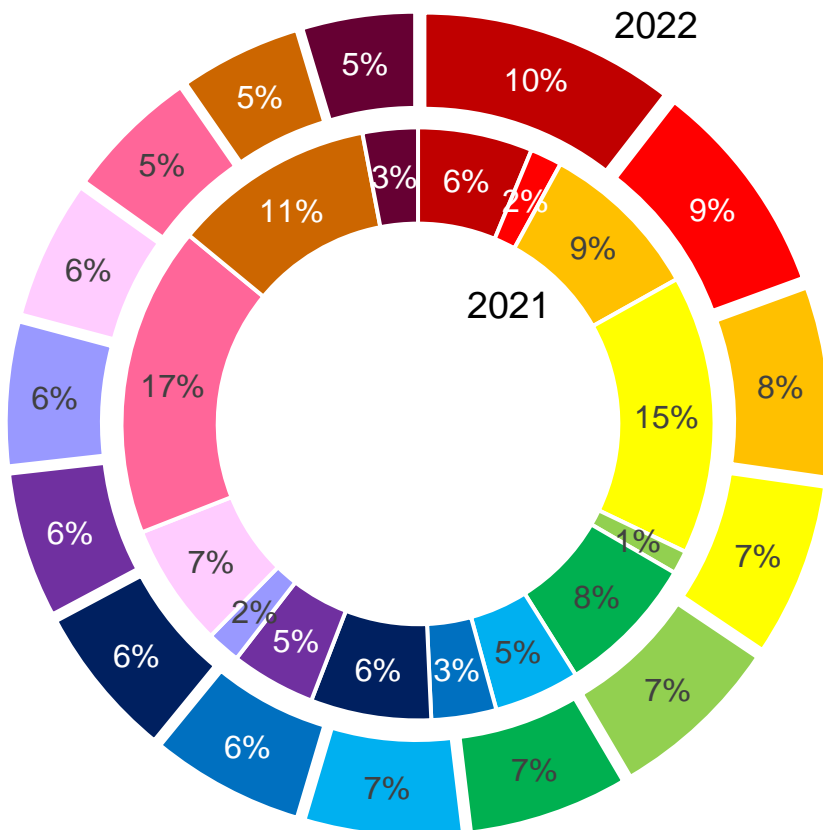












- actualno.com
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- chernomorie-bg.com
- dnes.bg
- cinefish.com
- framar.bg
- iwoman.bg
- expert.bg
- vesti.bg
- sofialive.bg
- mamamia.bg
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- edna.bg
- investor.bg
- sportlive.bg

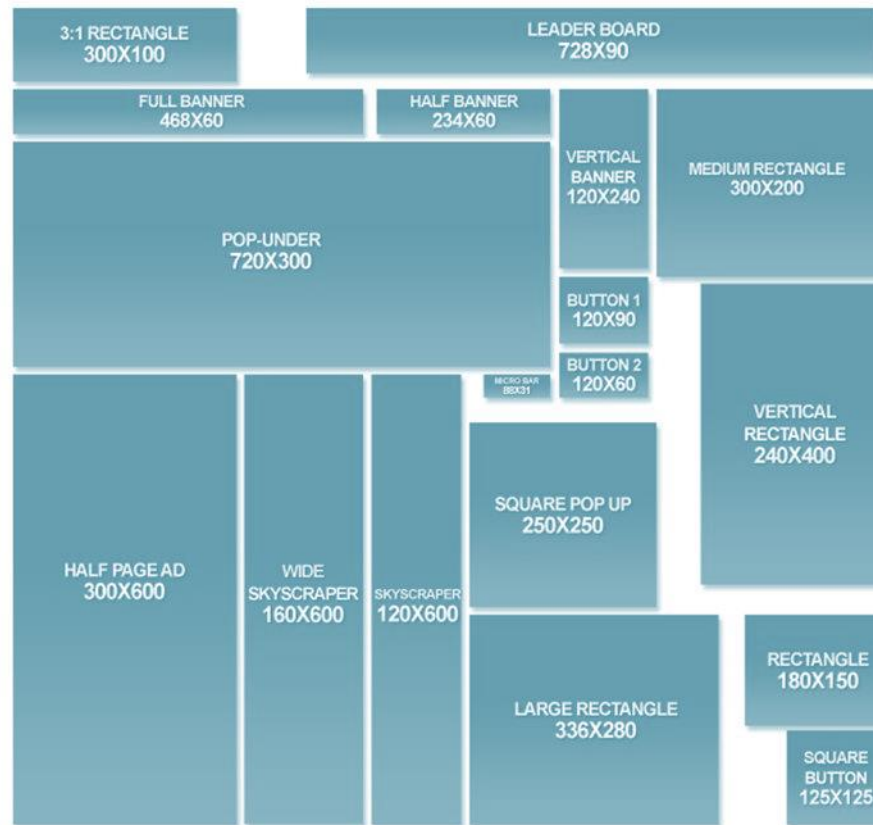


## 03 Легенда

1. Използвани формати – на базата на стандартите на IAB

- 300x250 = MPU
- Всички други размери са приравнени на най-близкия IAB формат (виж фигурата)

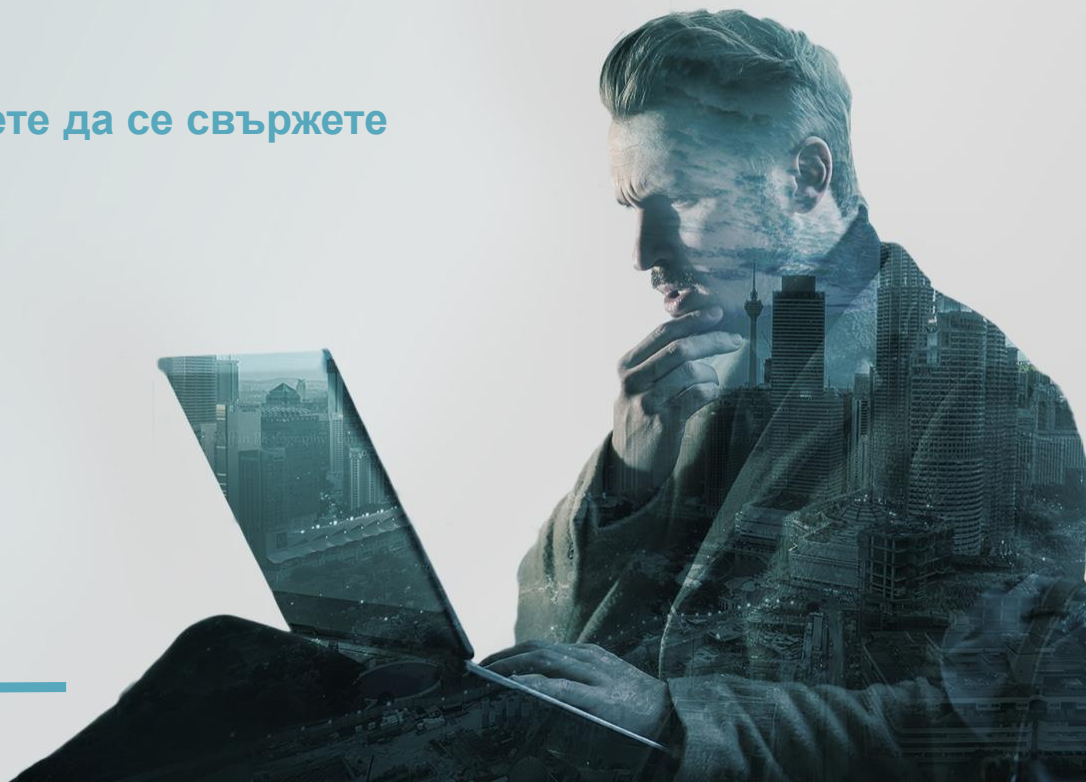
2. Сила на кампаниите – функция, която дава тегла на кампаниите на базата на използваните сайтове и активните дни



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+ 359 888 510027  
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**Стефан Стефанов**



**Благодаря!**