



Banner Monitoring

2022

Market Review





Banner Monitoring

01 General market overview

02 Overview by TOP 10 sectors

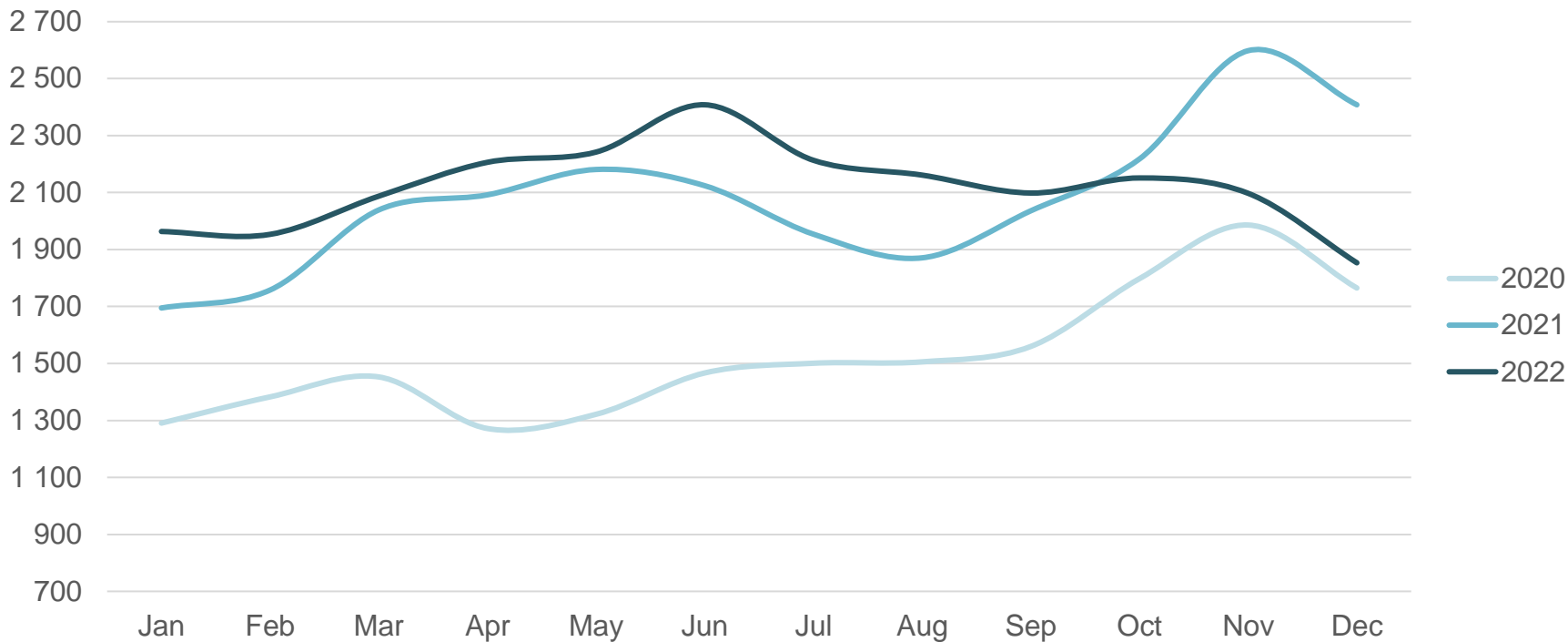
03 Legend



Banner Monitoring

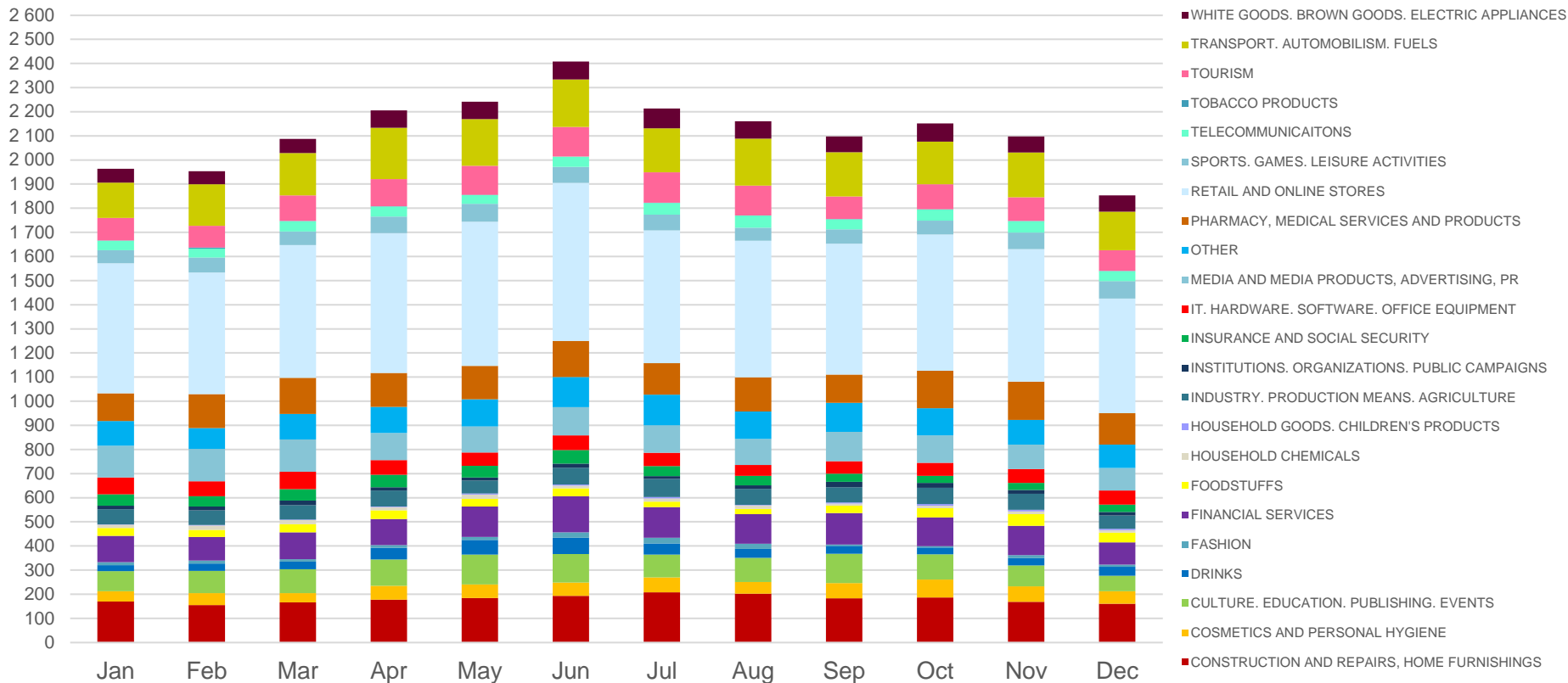
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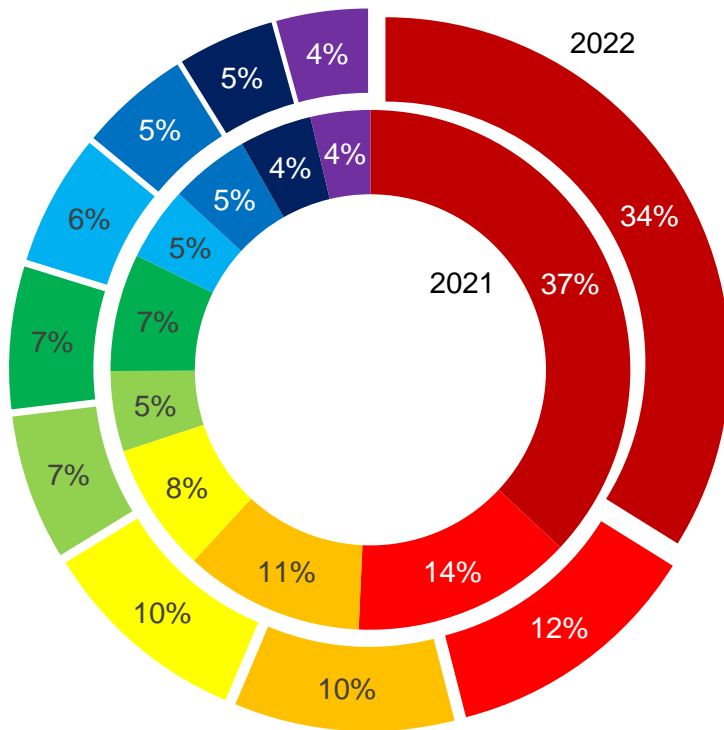
General market overview



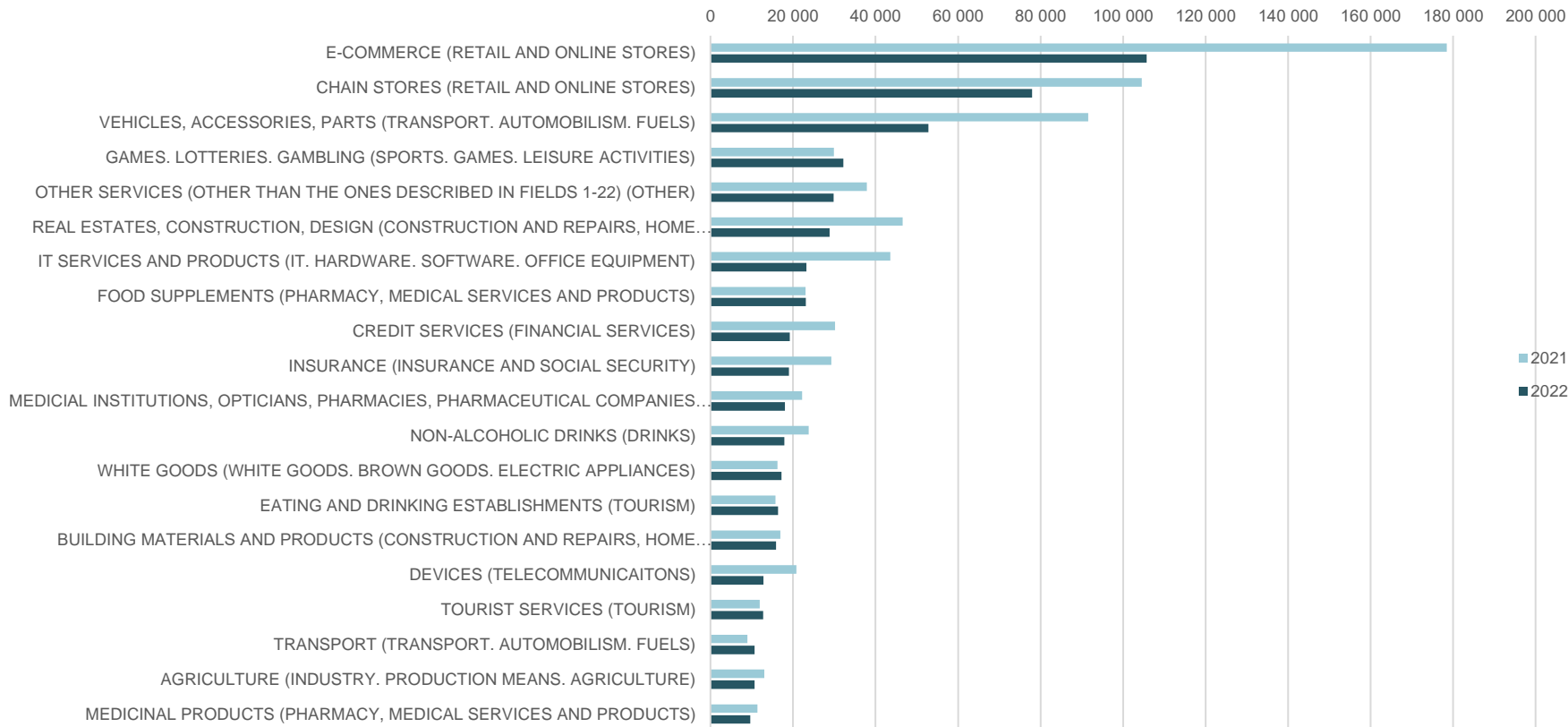
CAMPAIGN SEASONALITY

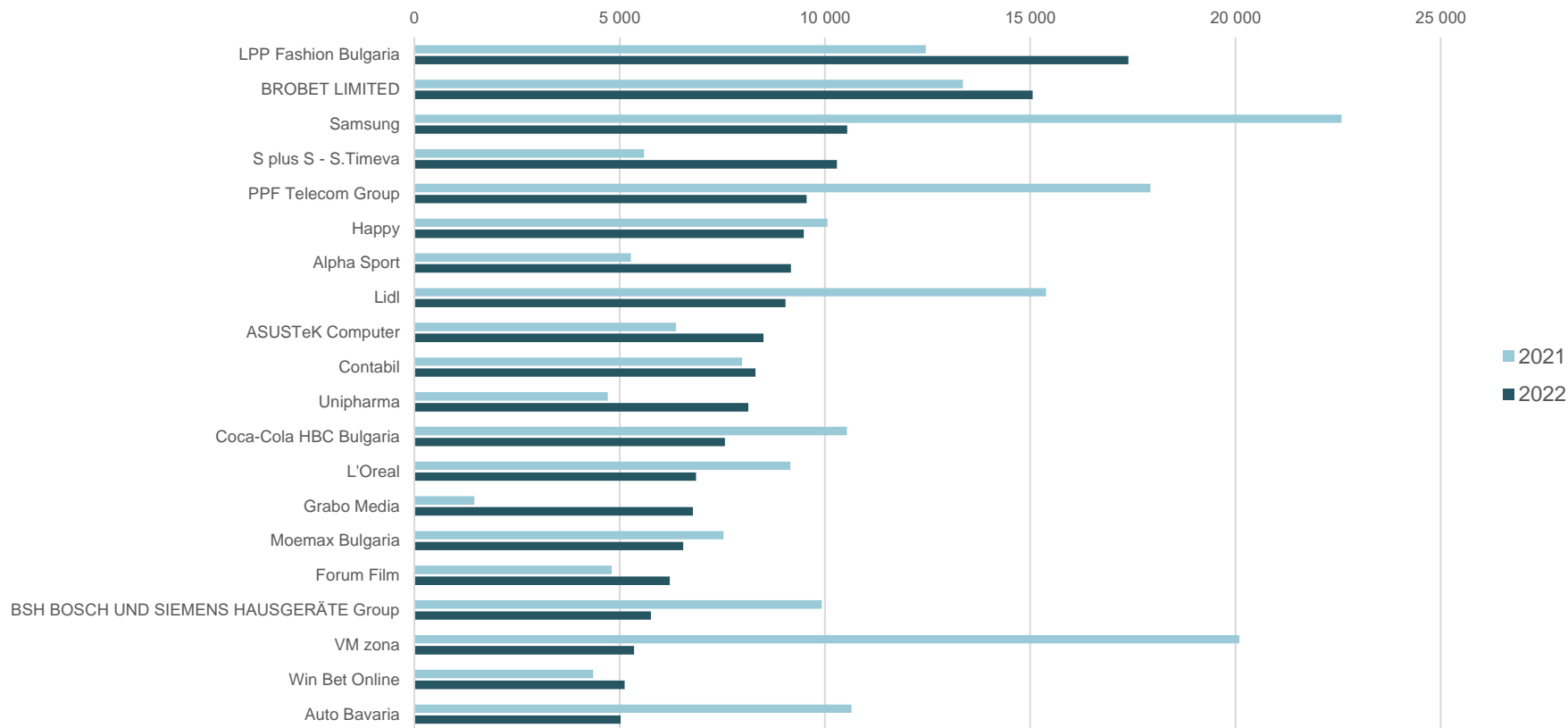
by number of campaigns - Jan/Dec 2022

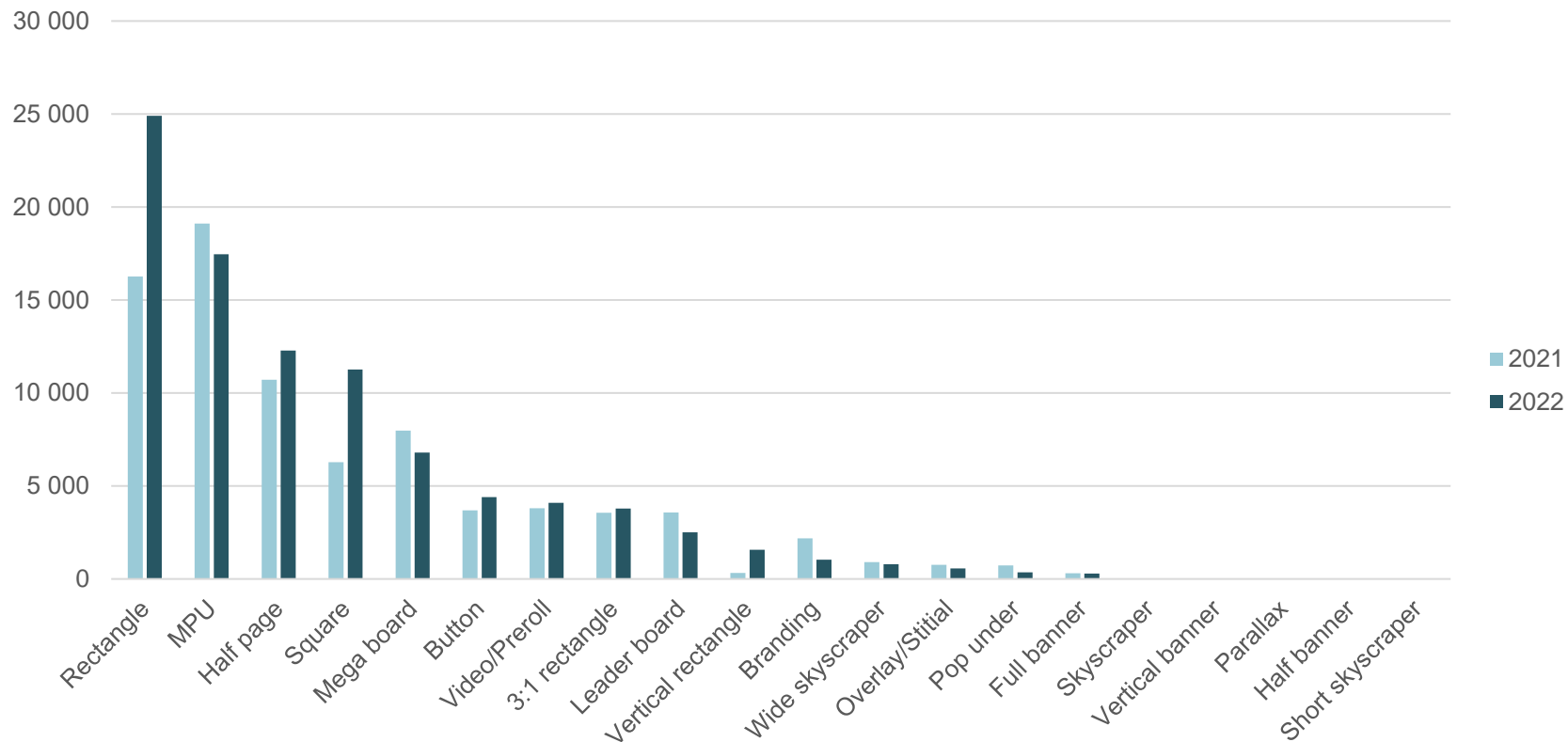




- RETAIL AND ONLINE STORES
- TRANSPORT. AUTOMOBILISM. FUELS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- SPORTS. GAMES. LEISURE ACTIVITIES
- FINANCIAL SERVICES
- TOURISM
- WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES
- DRINKS
- CULTURE. EDUCATION. PUBLISHING. EVENTS









Banner Monitoring

02

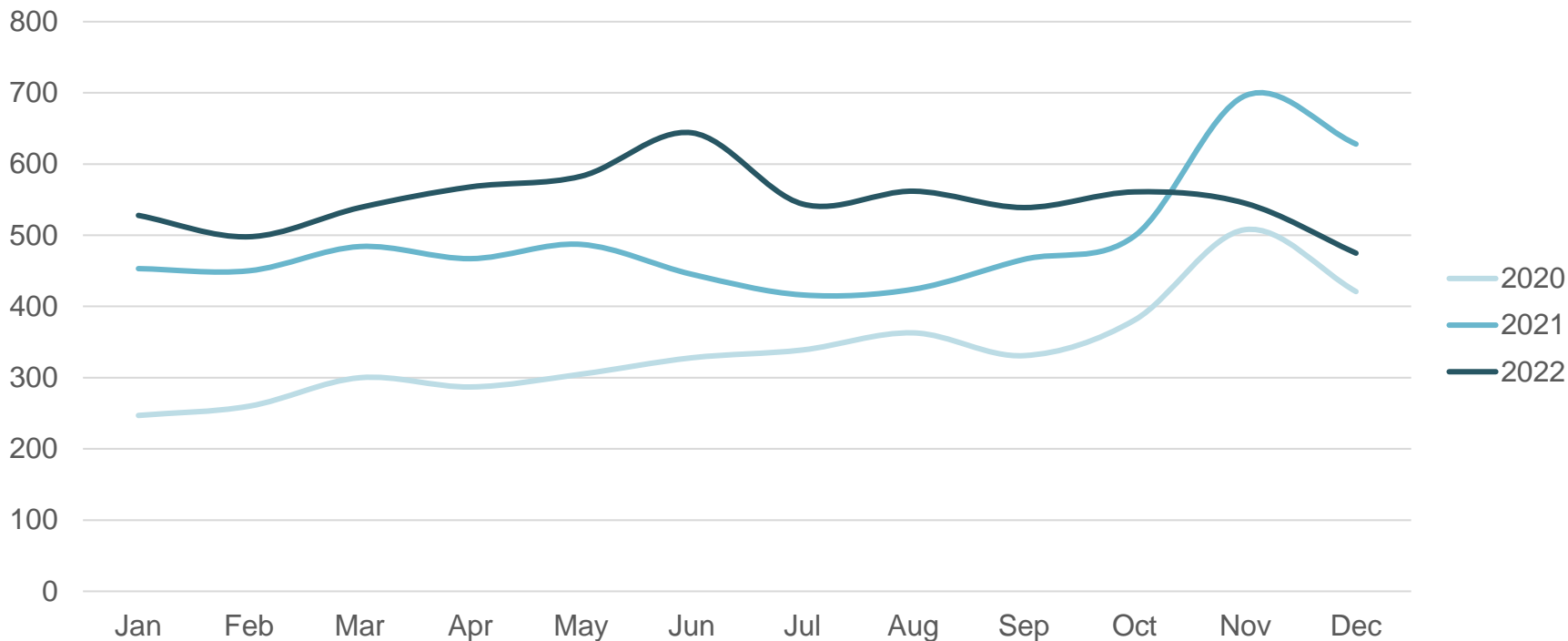
**Overview by TOP 10
sectors**

Sector

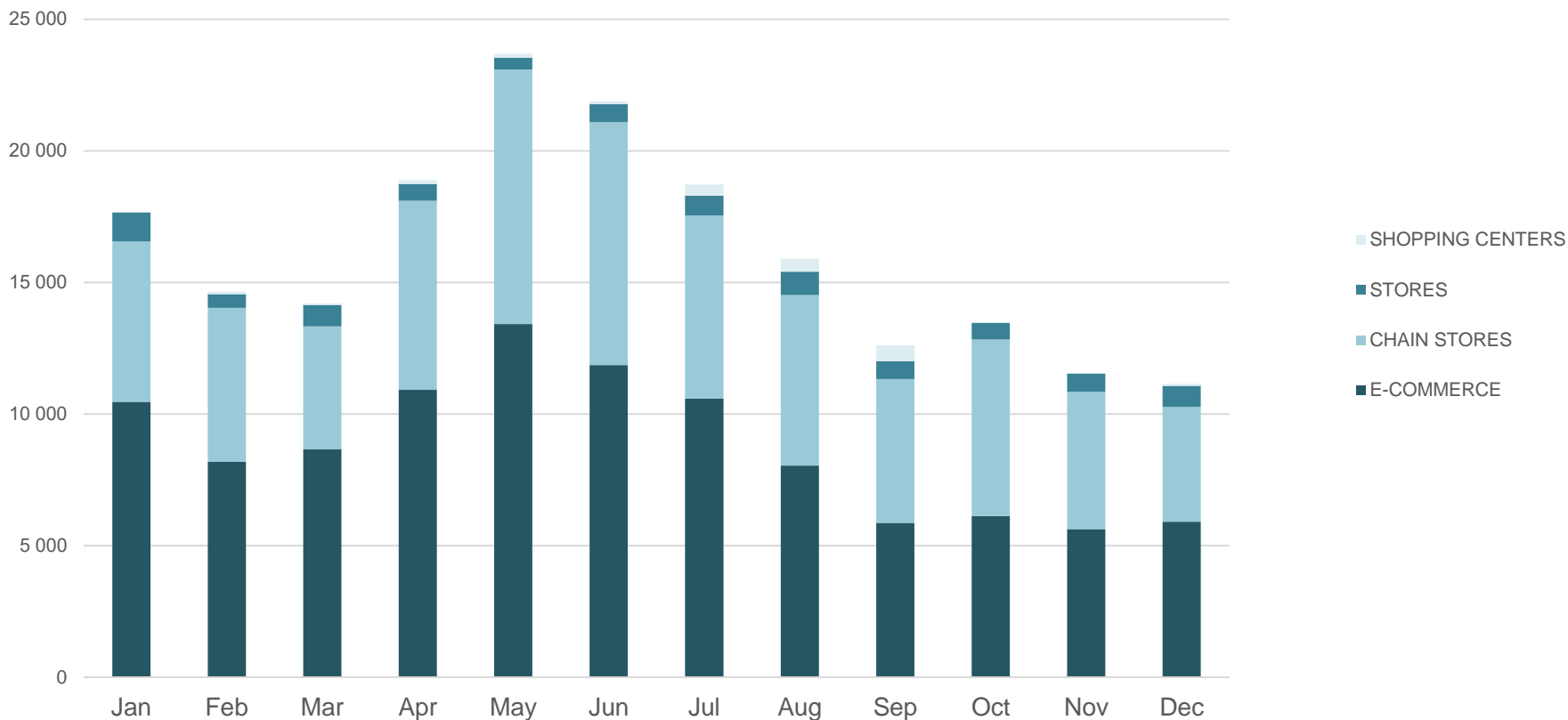
RETAIL AND ONLINE
STORES



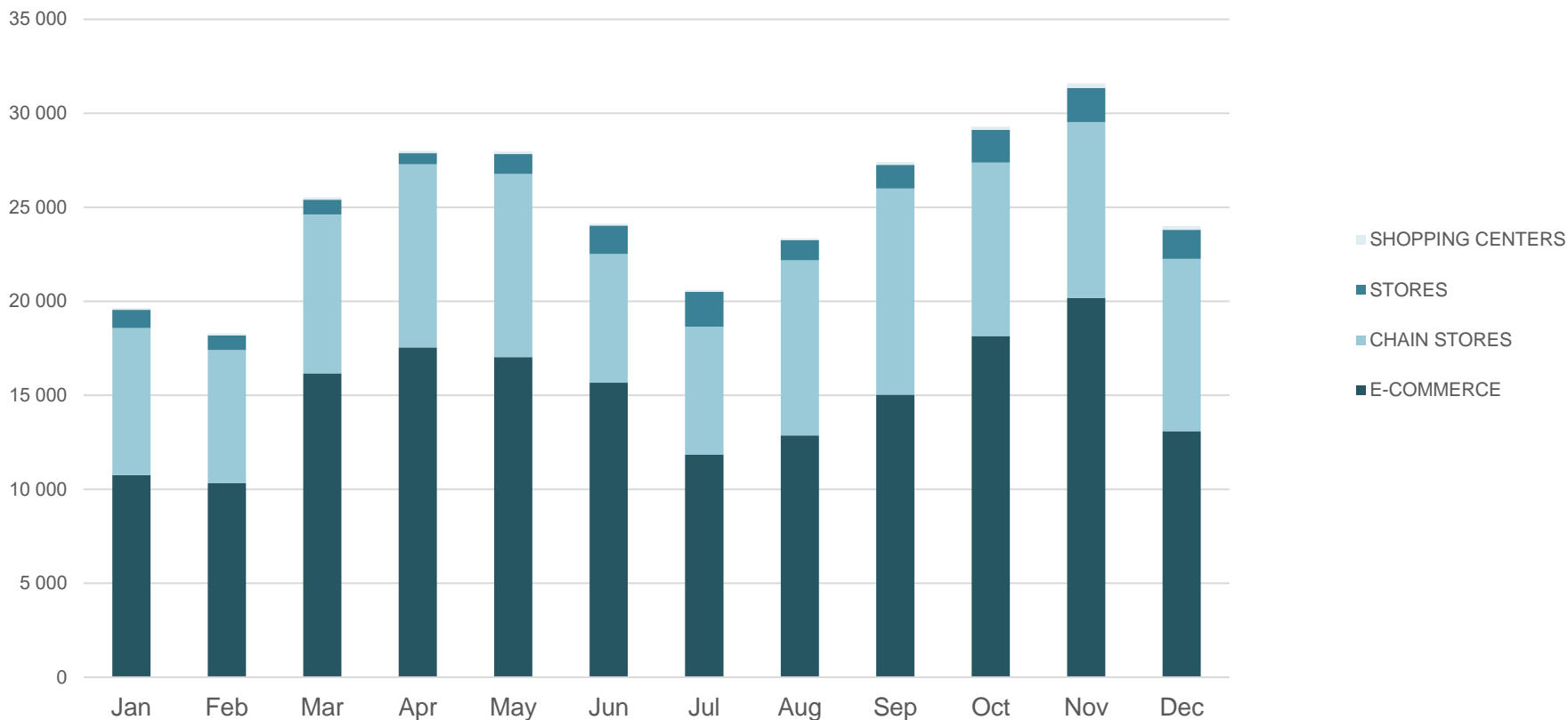
SEASONALITY by number of campaigns - 2020 - 2022



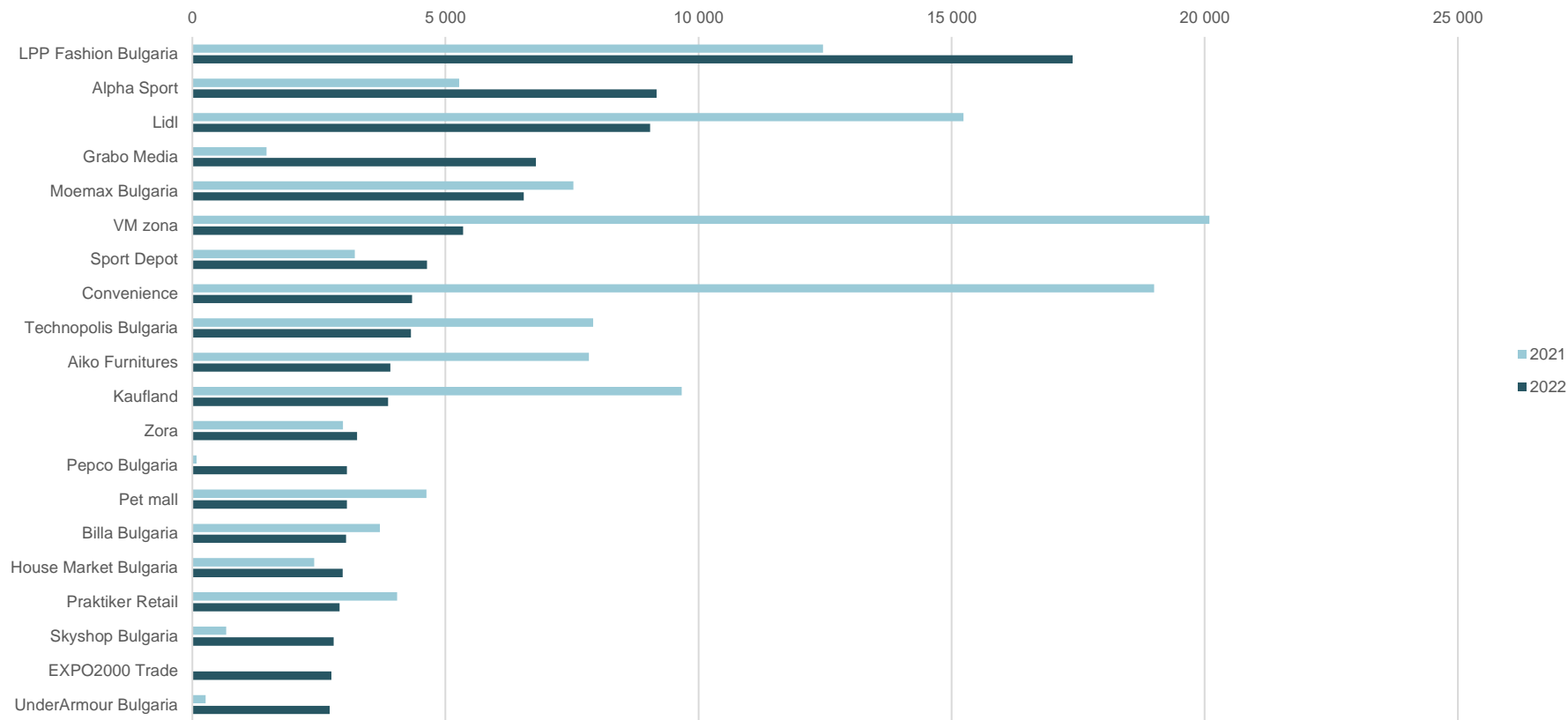
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021

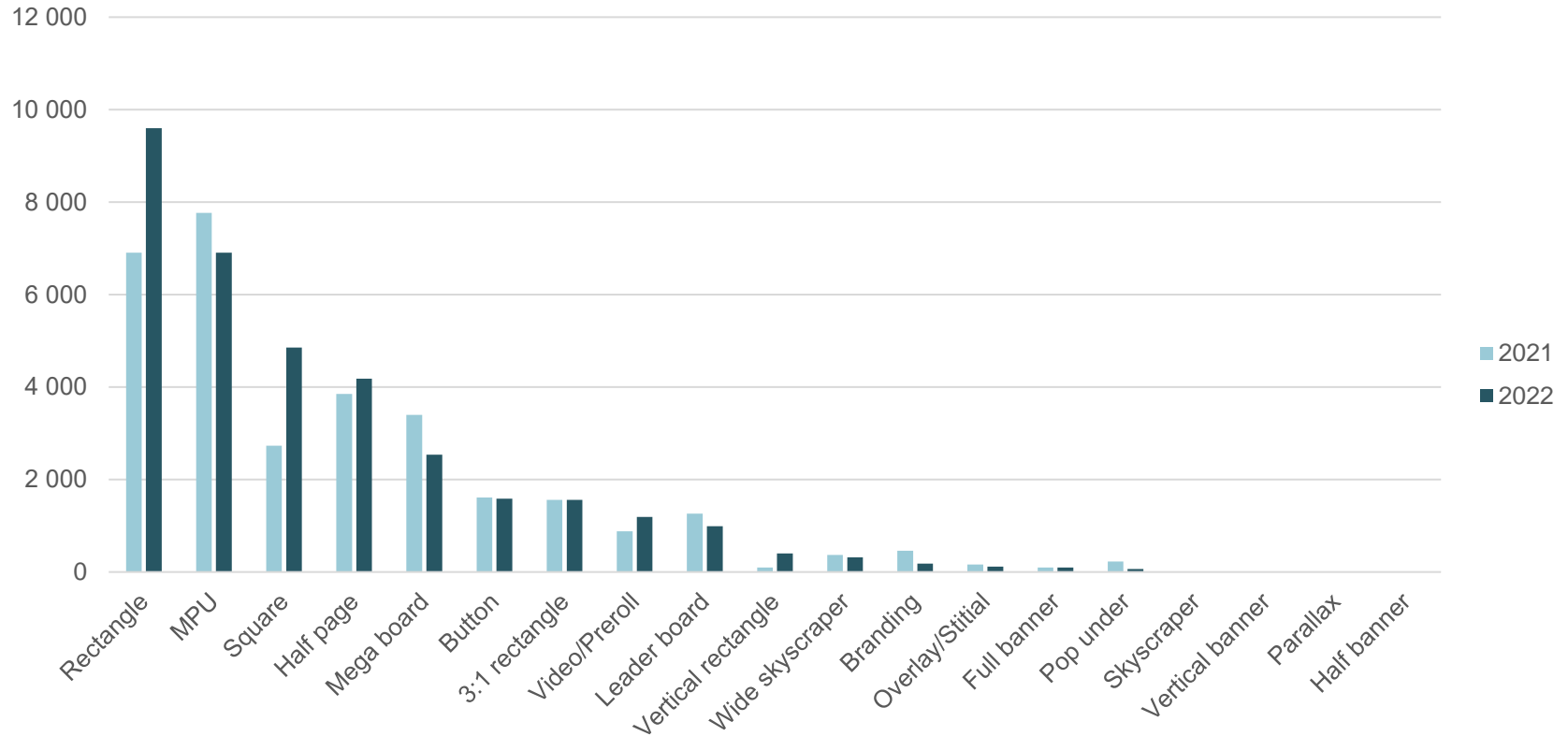


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2021 & 2022

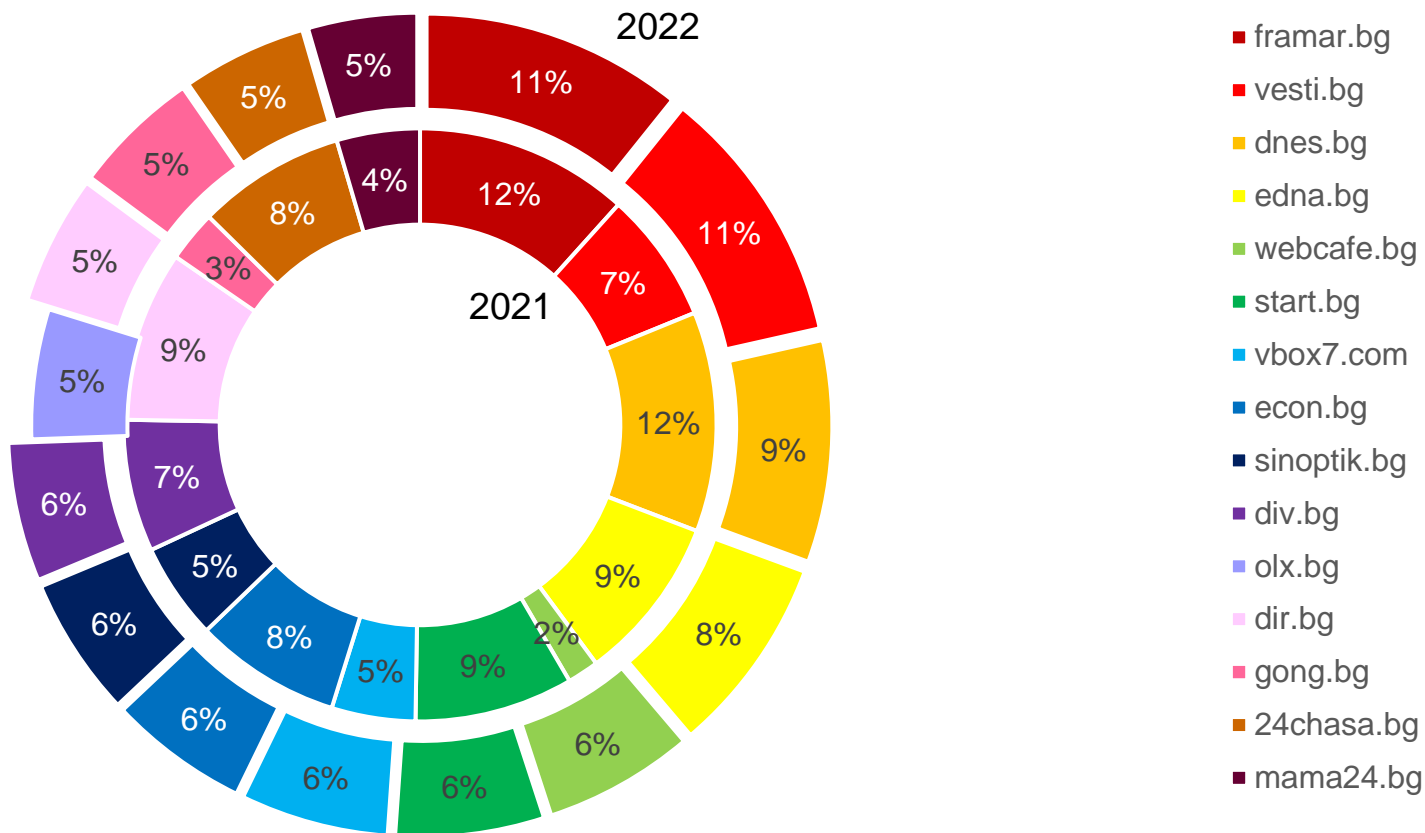




BANNER FORMATS by number of creatives – 2021 & 2022



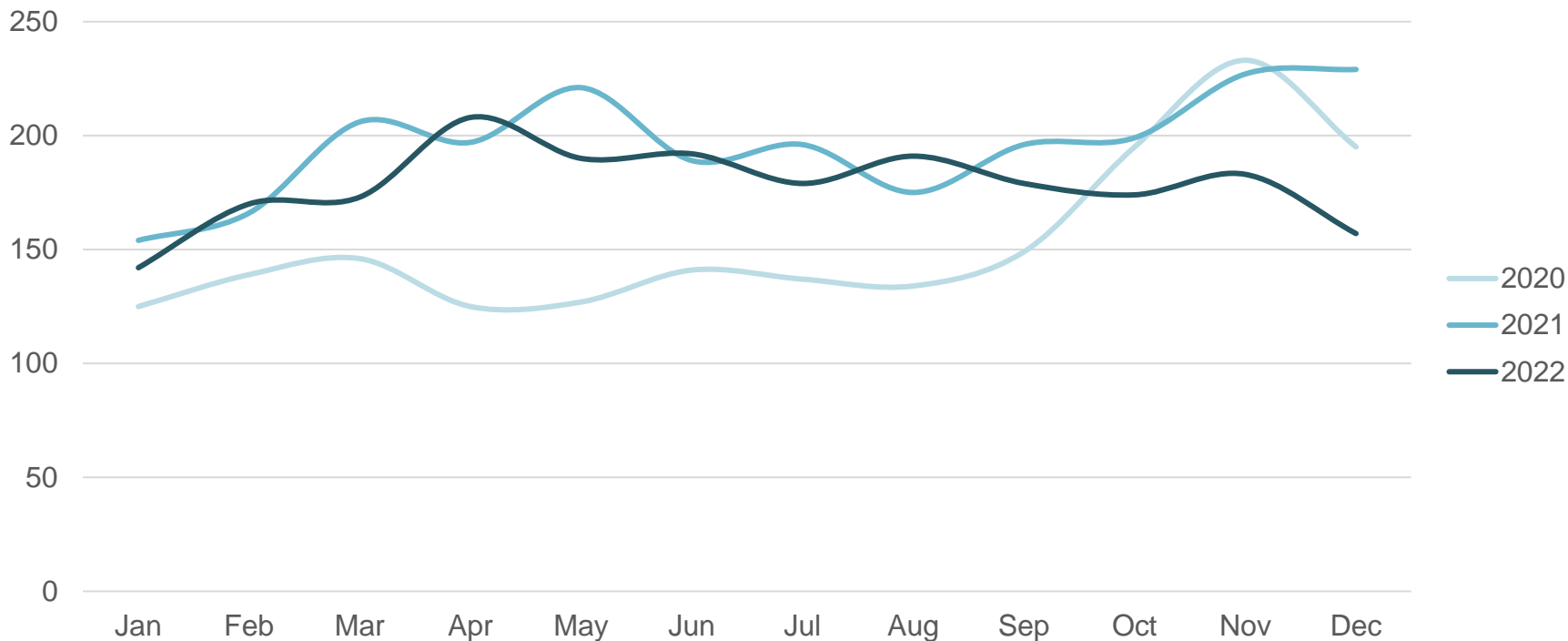
TOP 15 WEBSITES by campaigns strength – 2021 & 2022

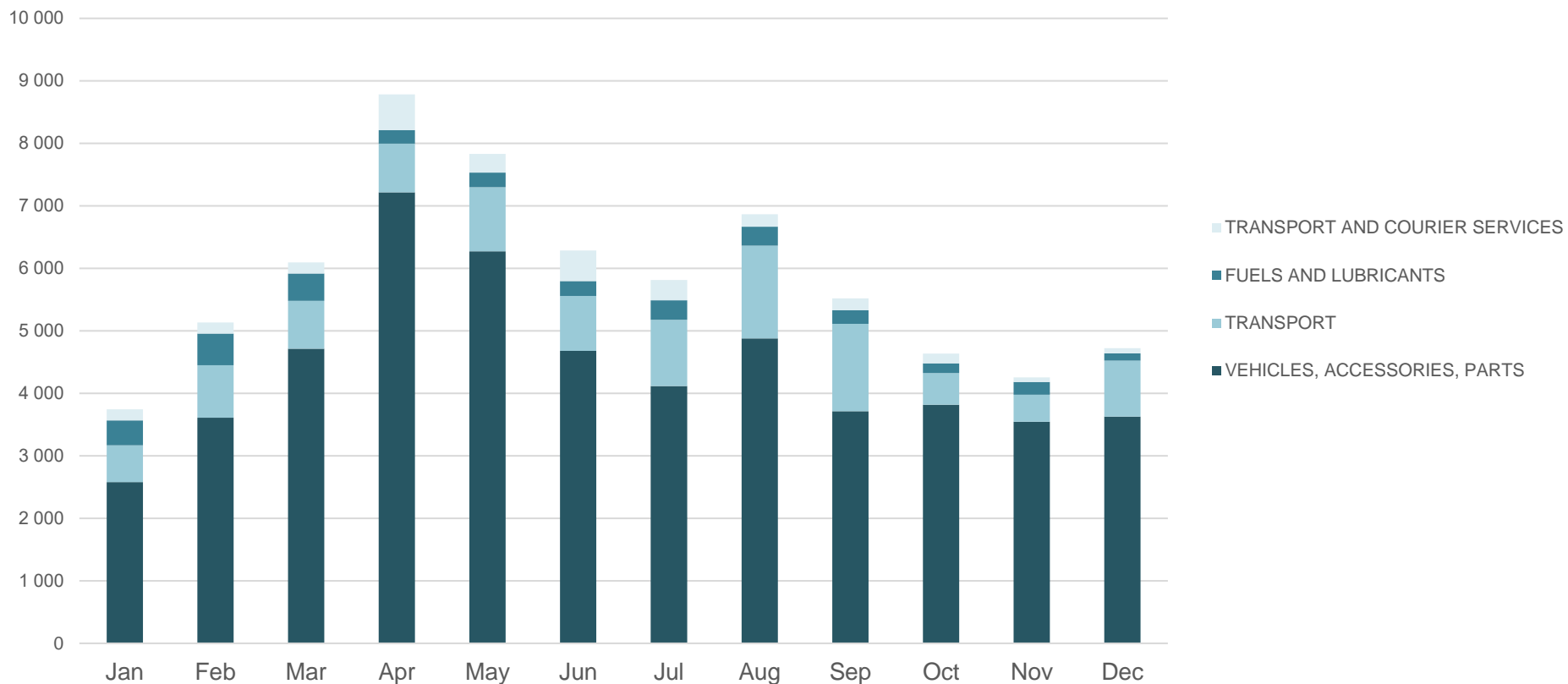


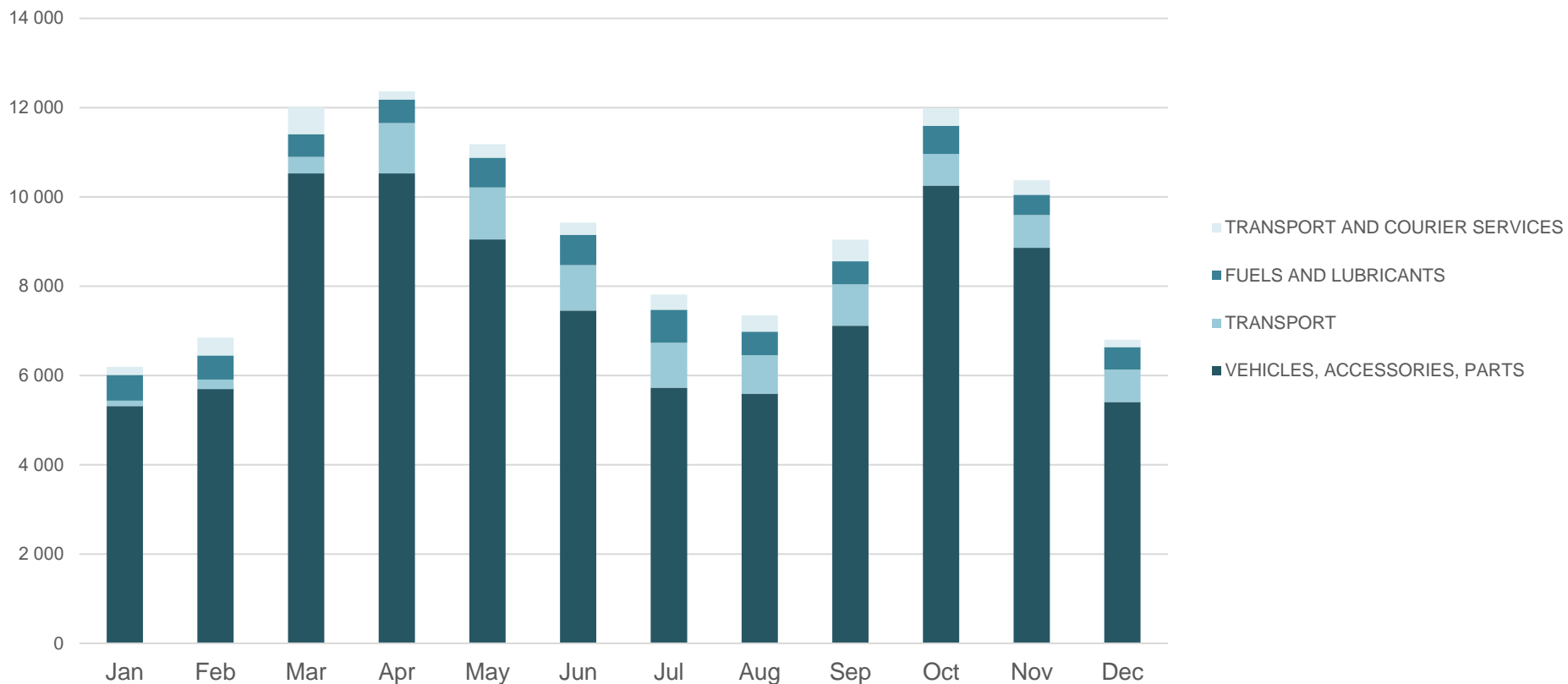
Sector

TRANSPORT.
AUTOMOBILISM. FUELS



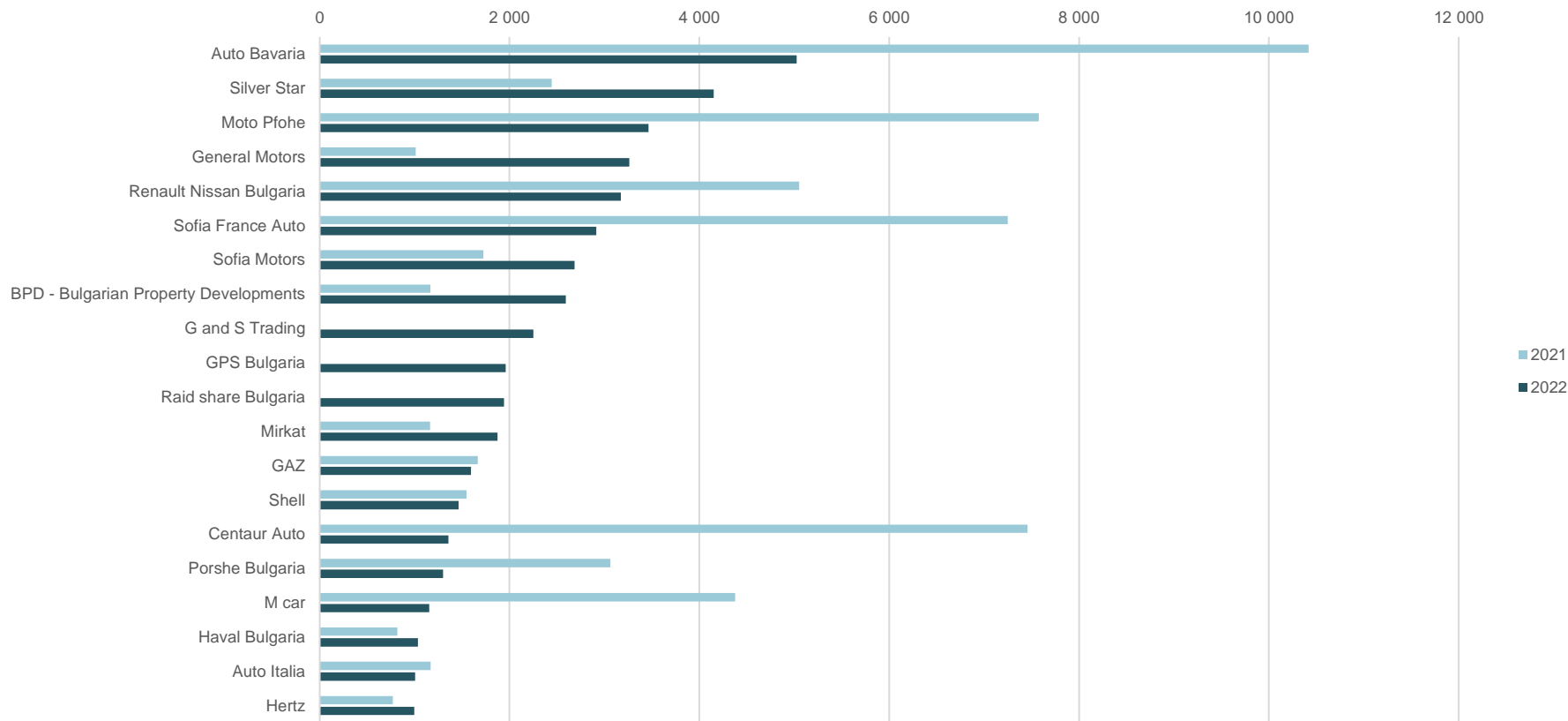




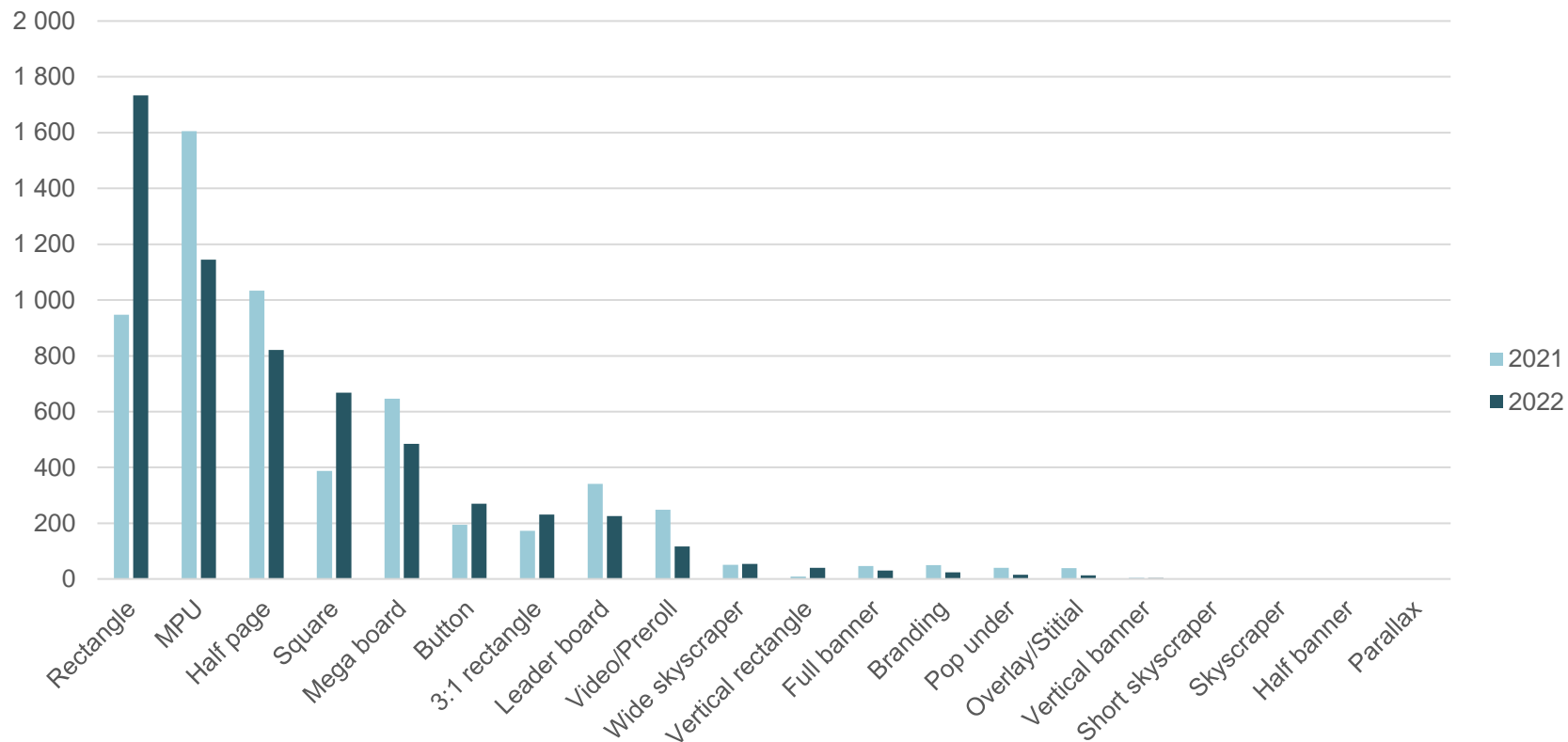




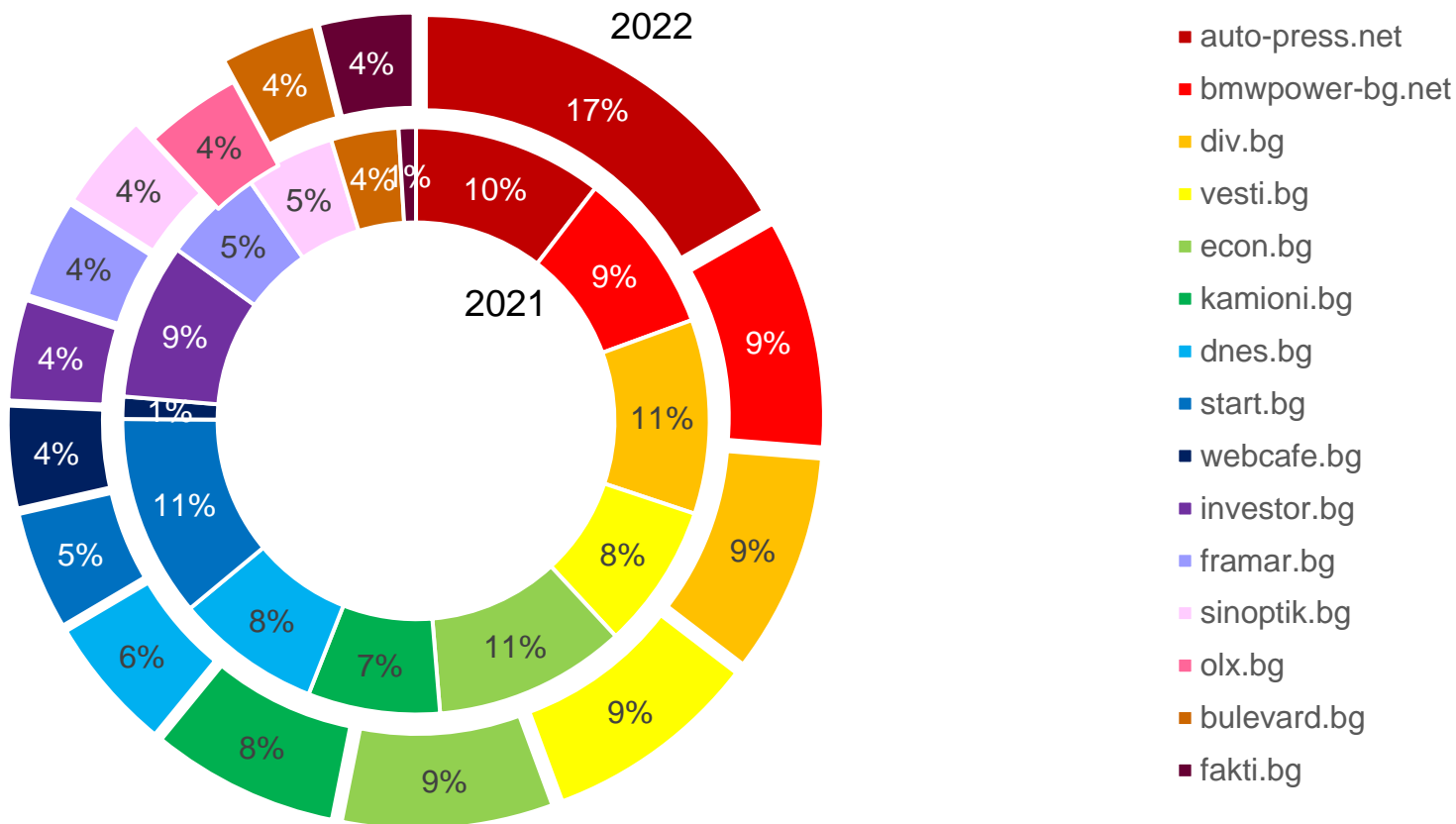
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2021 & 2022



BANNER FORMATS by number of creatives – 2021 & 2022



TOP 15 WEBSITES by campaigns strength – 2021 & 2022



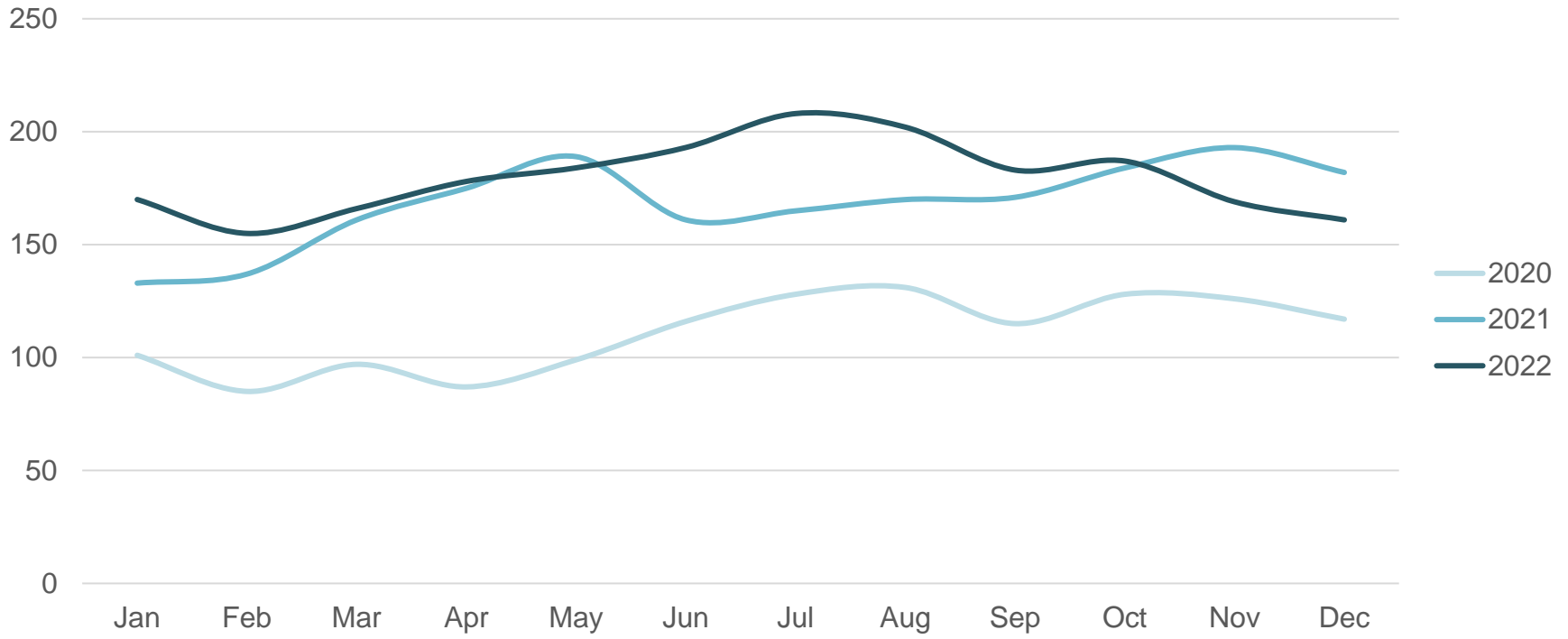
Sector

CONSTRUCTION AND
REPAIRS, HOME
FURNISHINGS



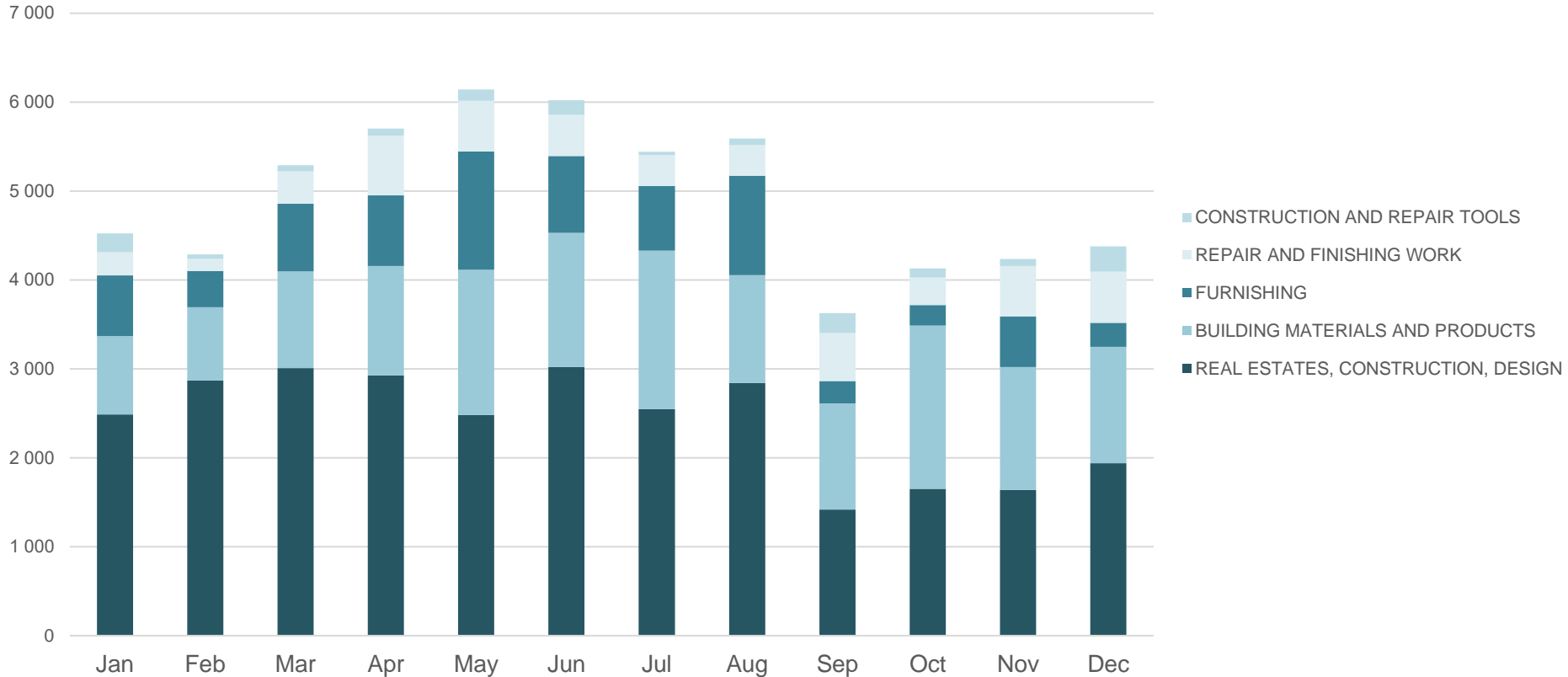
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

SEASONALITY by number of campaigns - 2020 - 2022



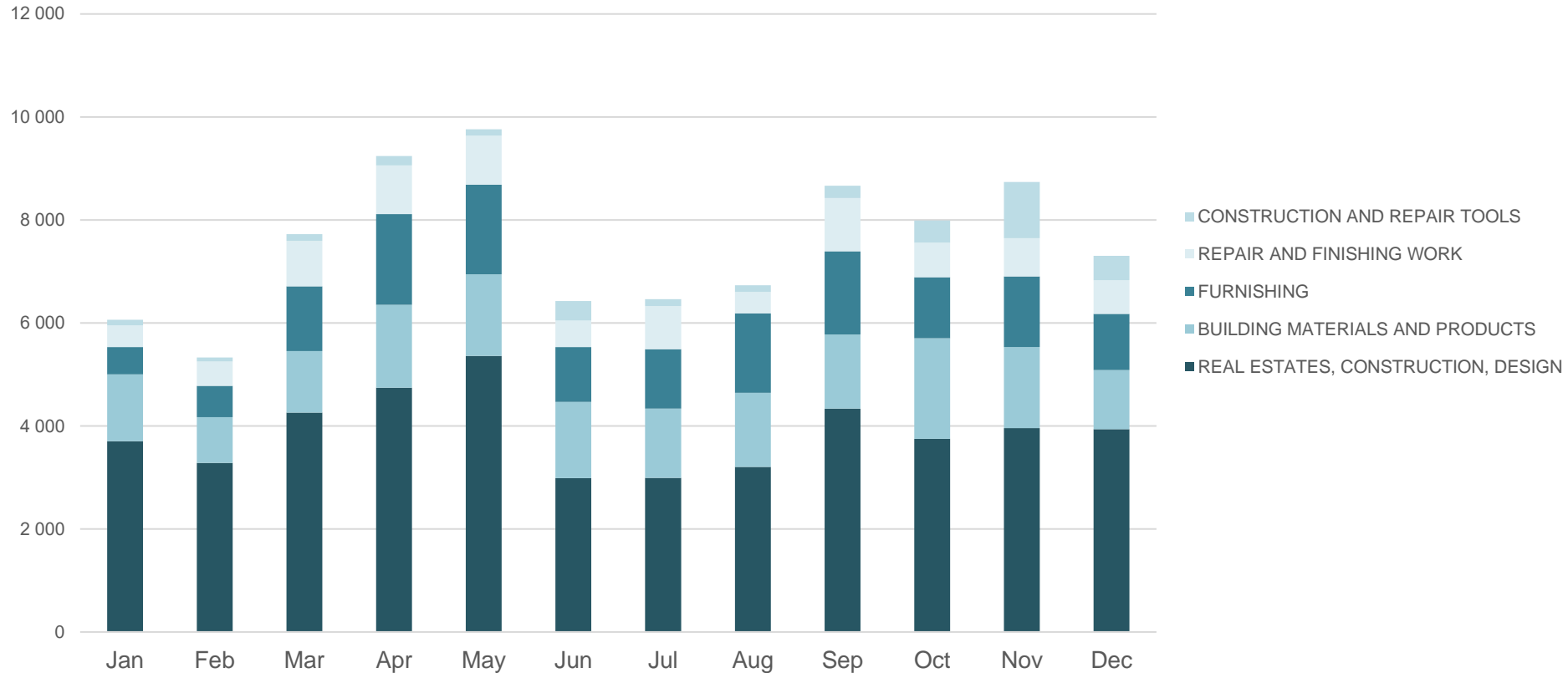
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

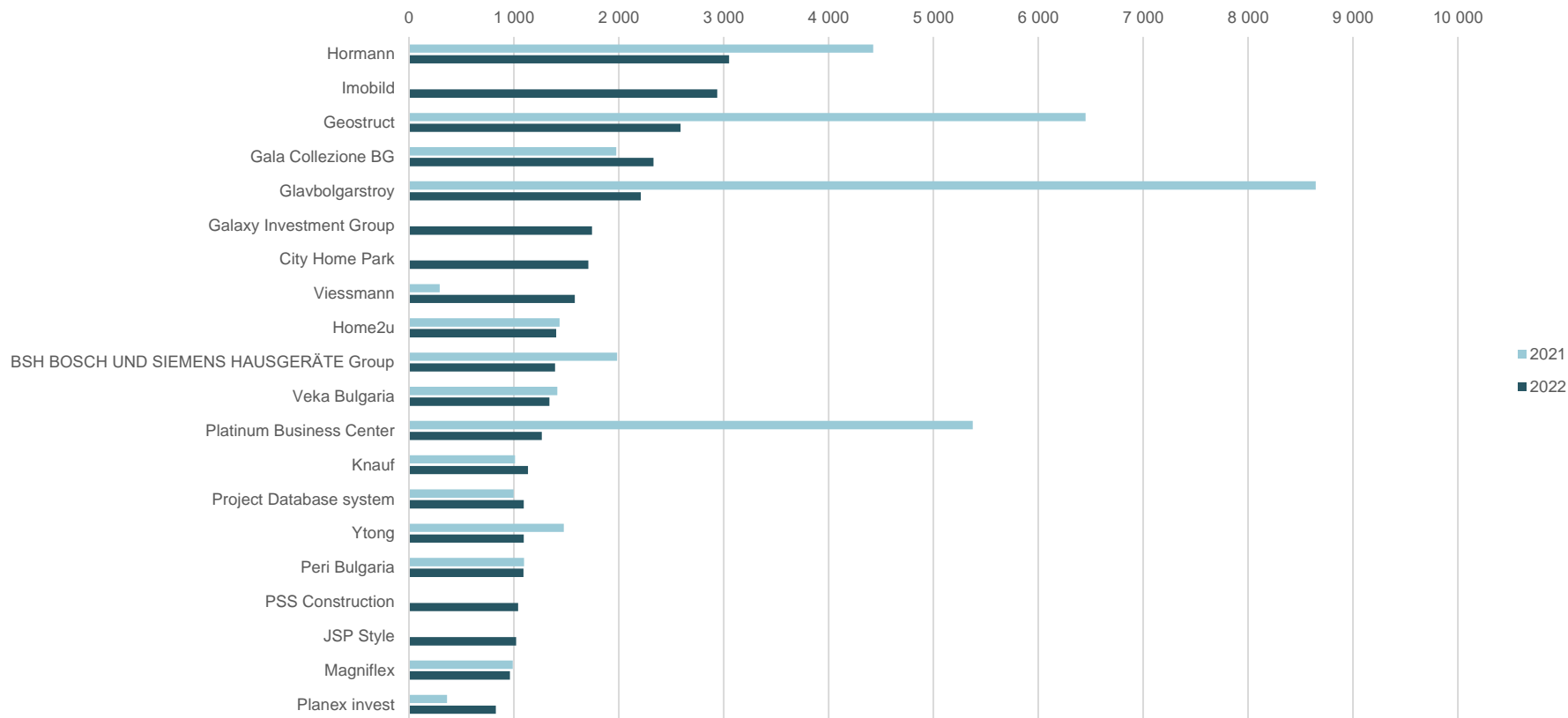
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021





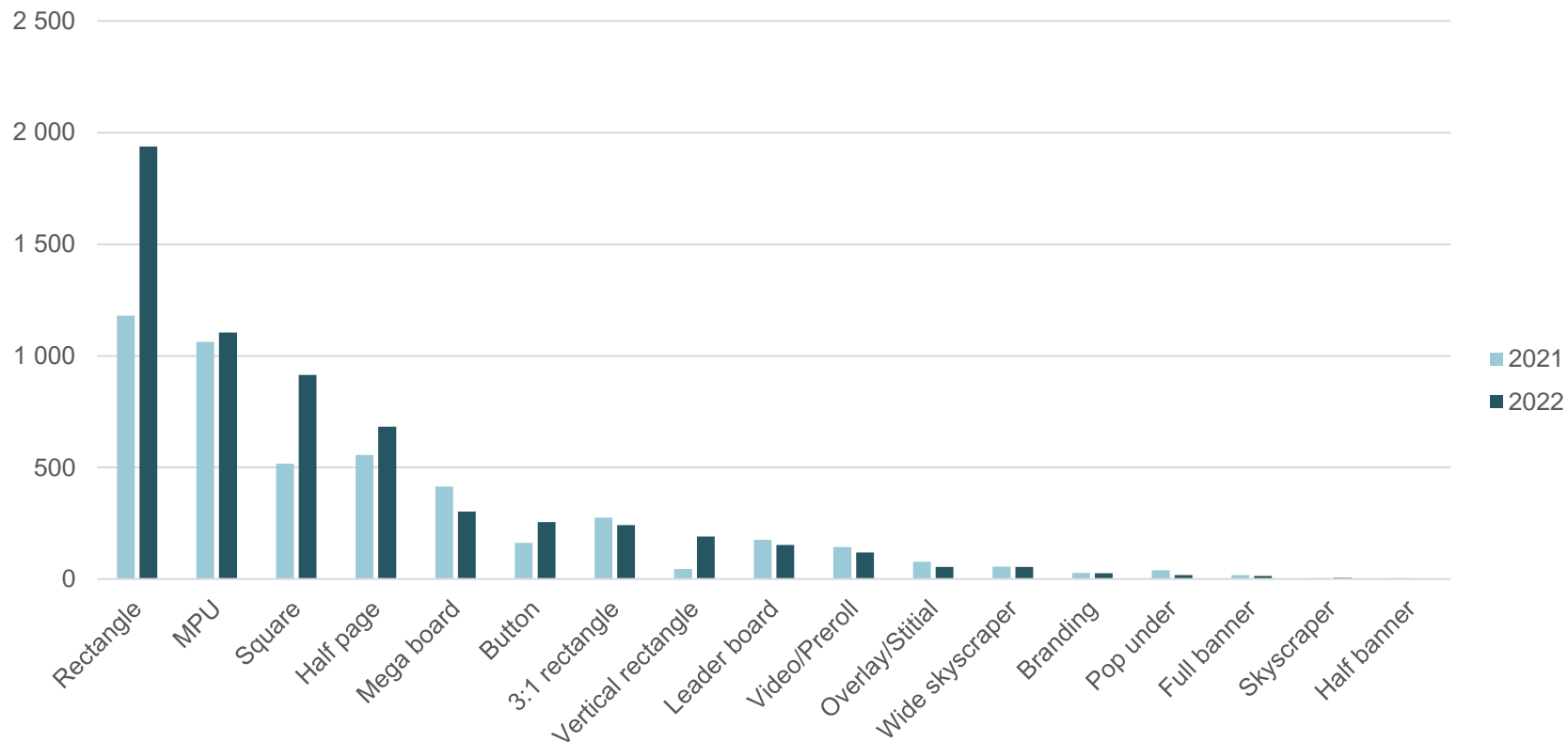
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

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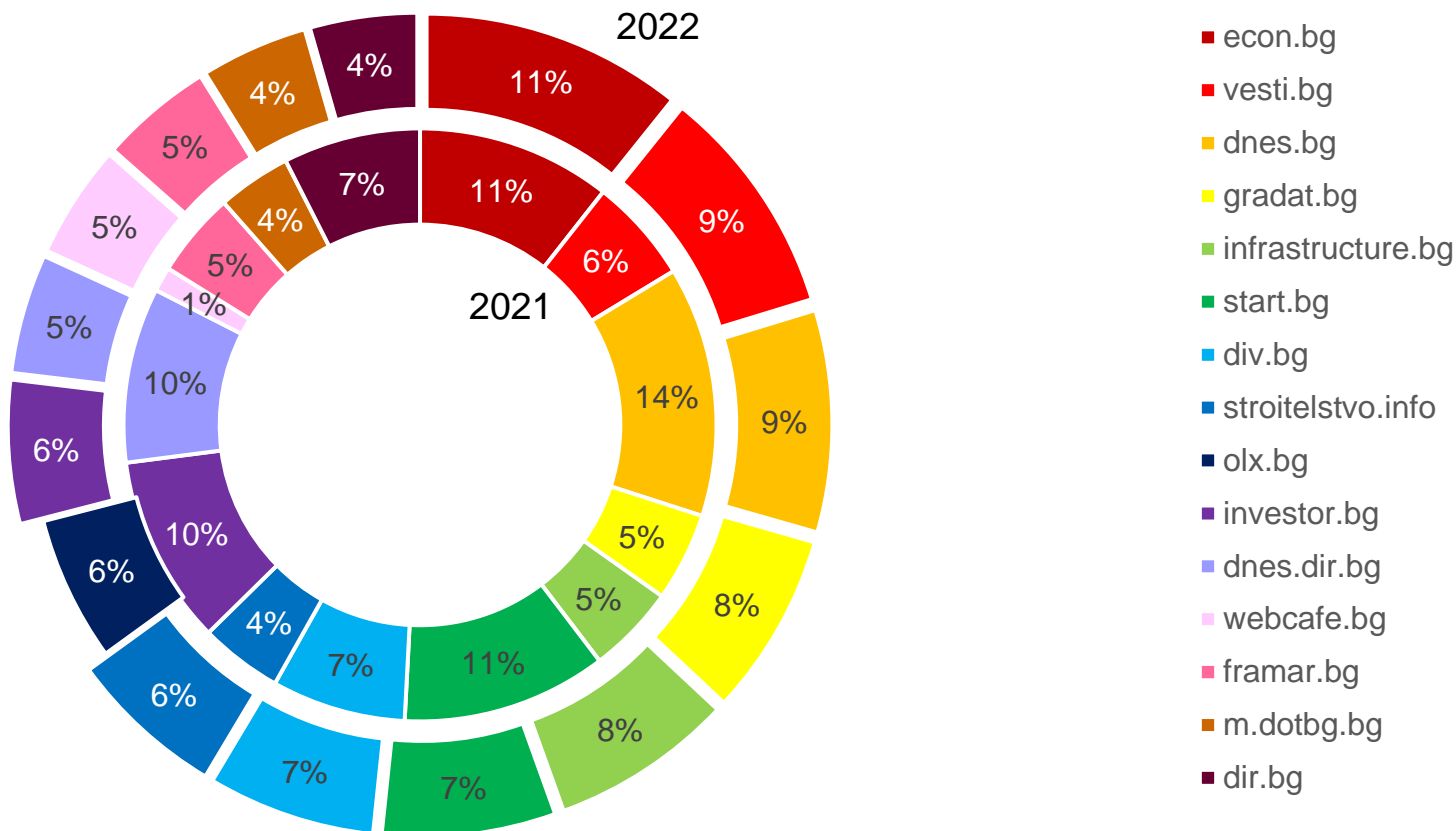
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2021 & 2022



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES by campaigns strength – 2021 & 2022

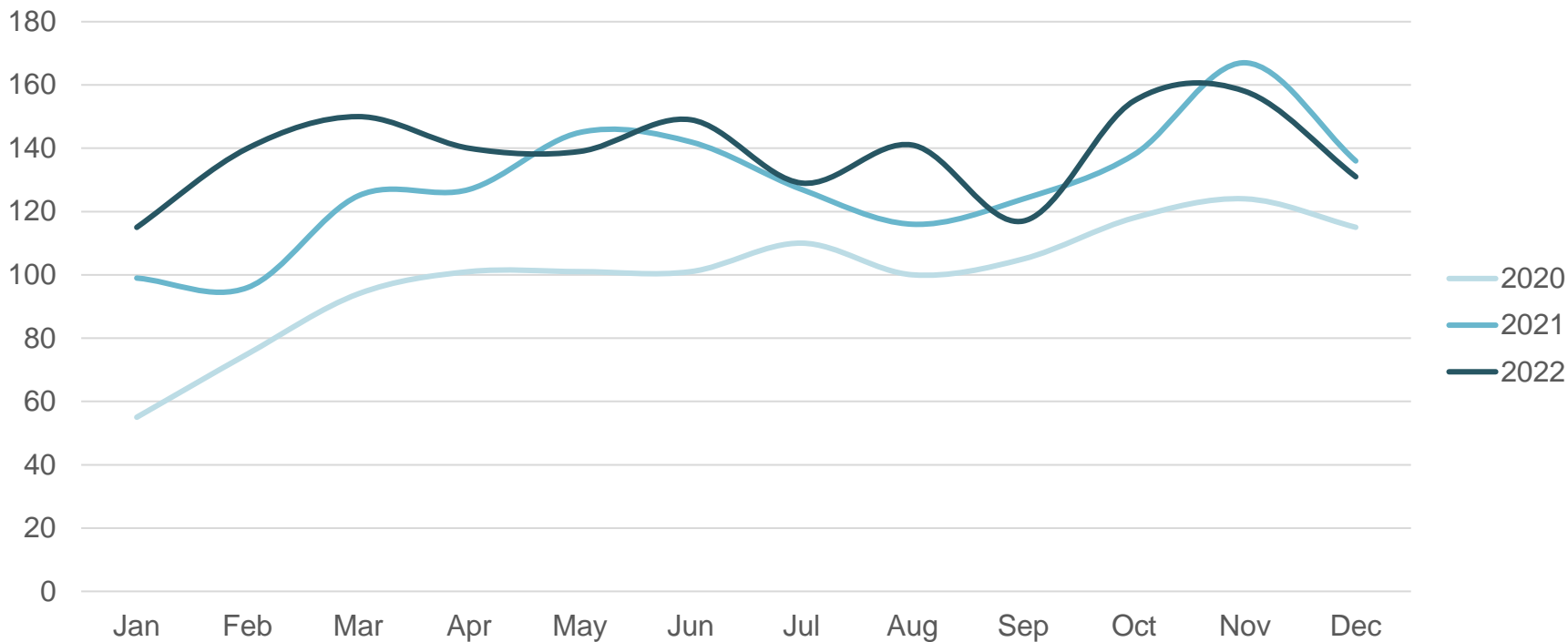


Sector

PHARMACY, MEDICAL
SERVICES AND
PRODUCTS

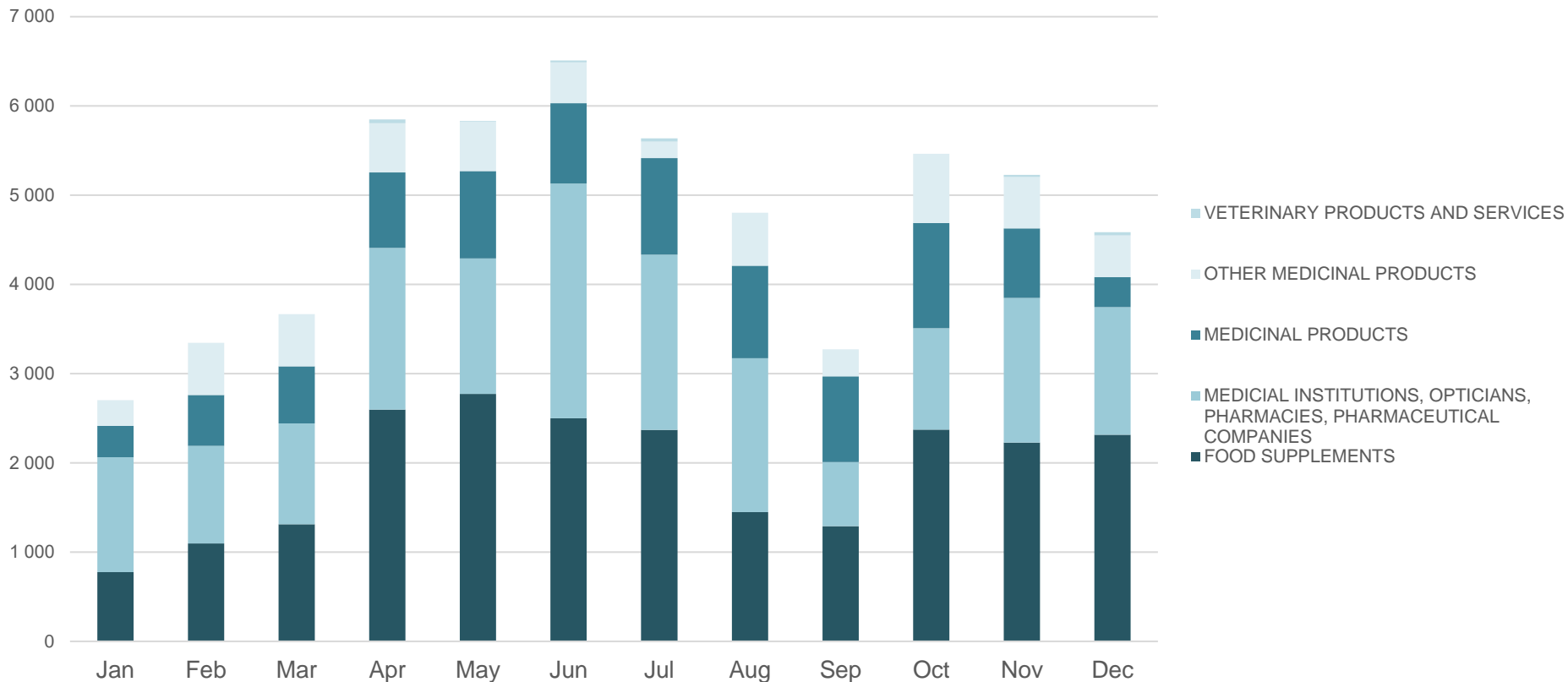


PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2020 - 2022



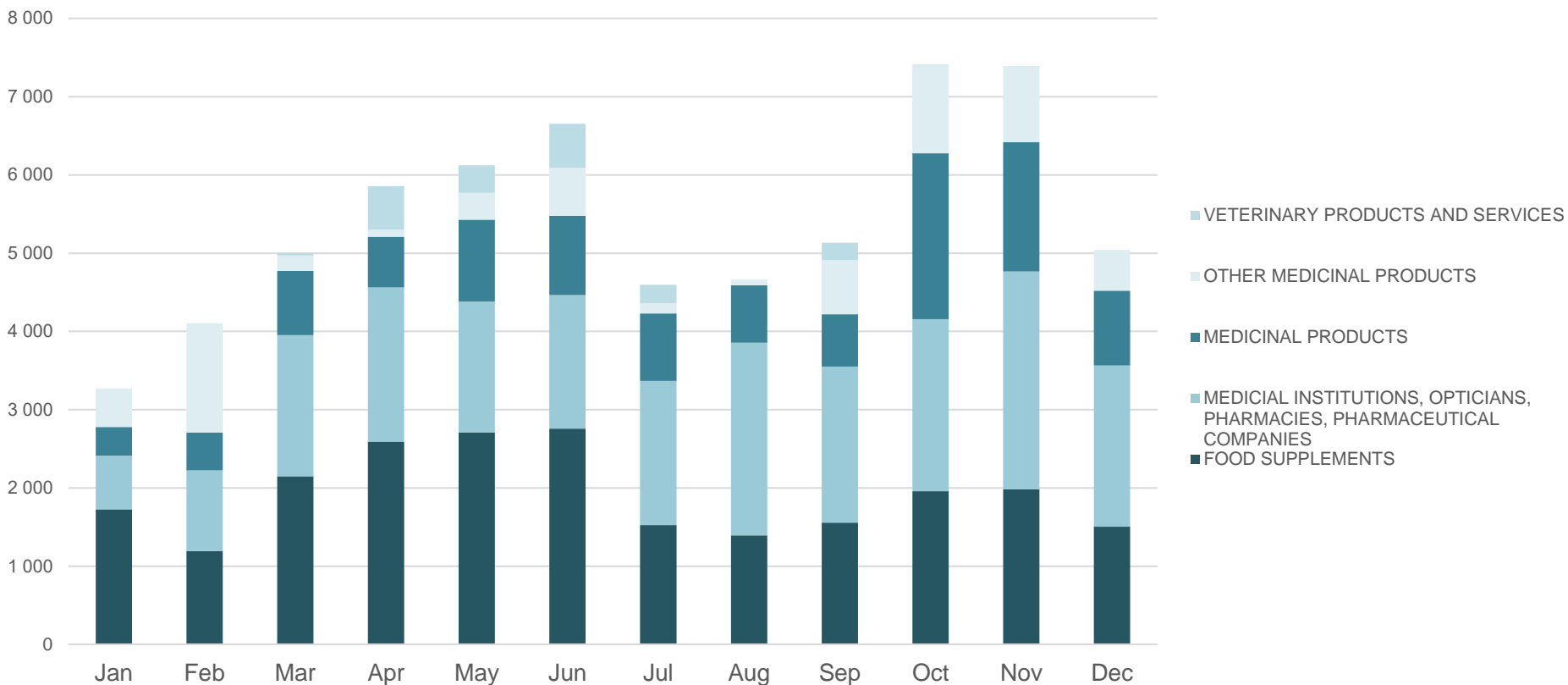
PHARMACY, MEDICAL SERVICES AND PRODUCTS

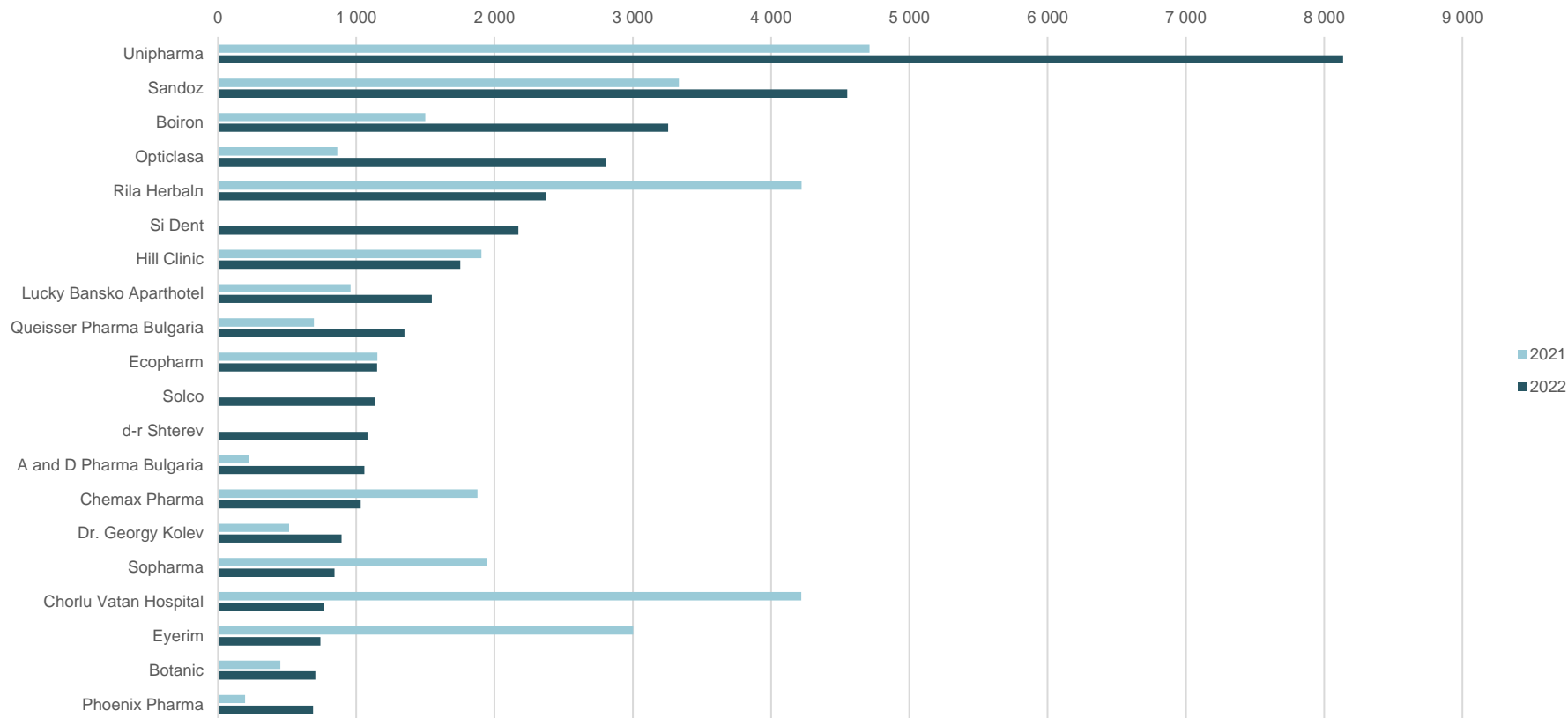
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



PHARMACY, MEDICAL SERVICES AND PRODUCTS

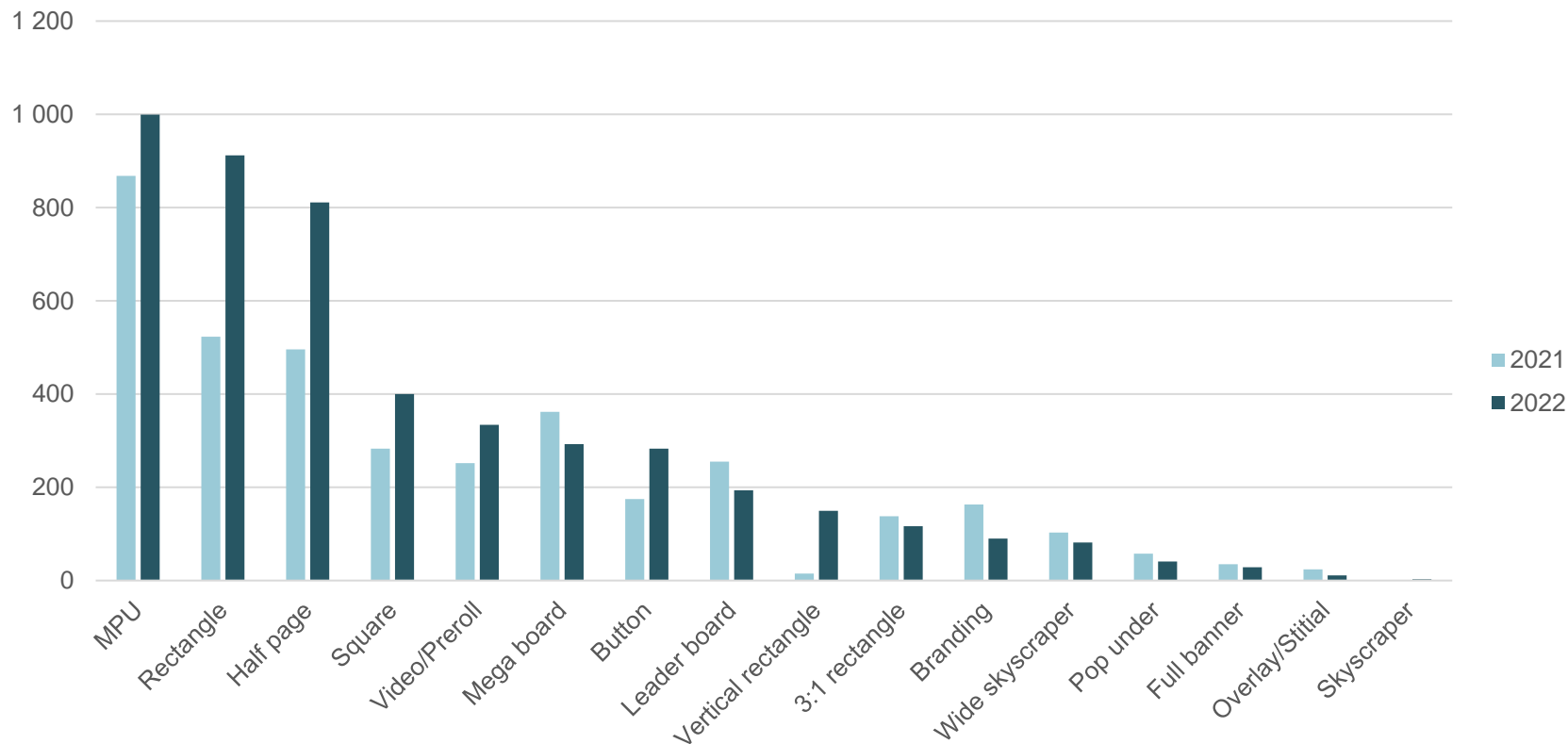
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021





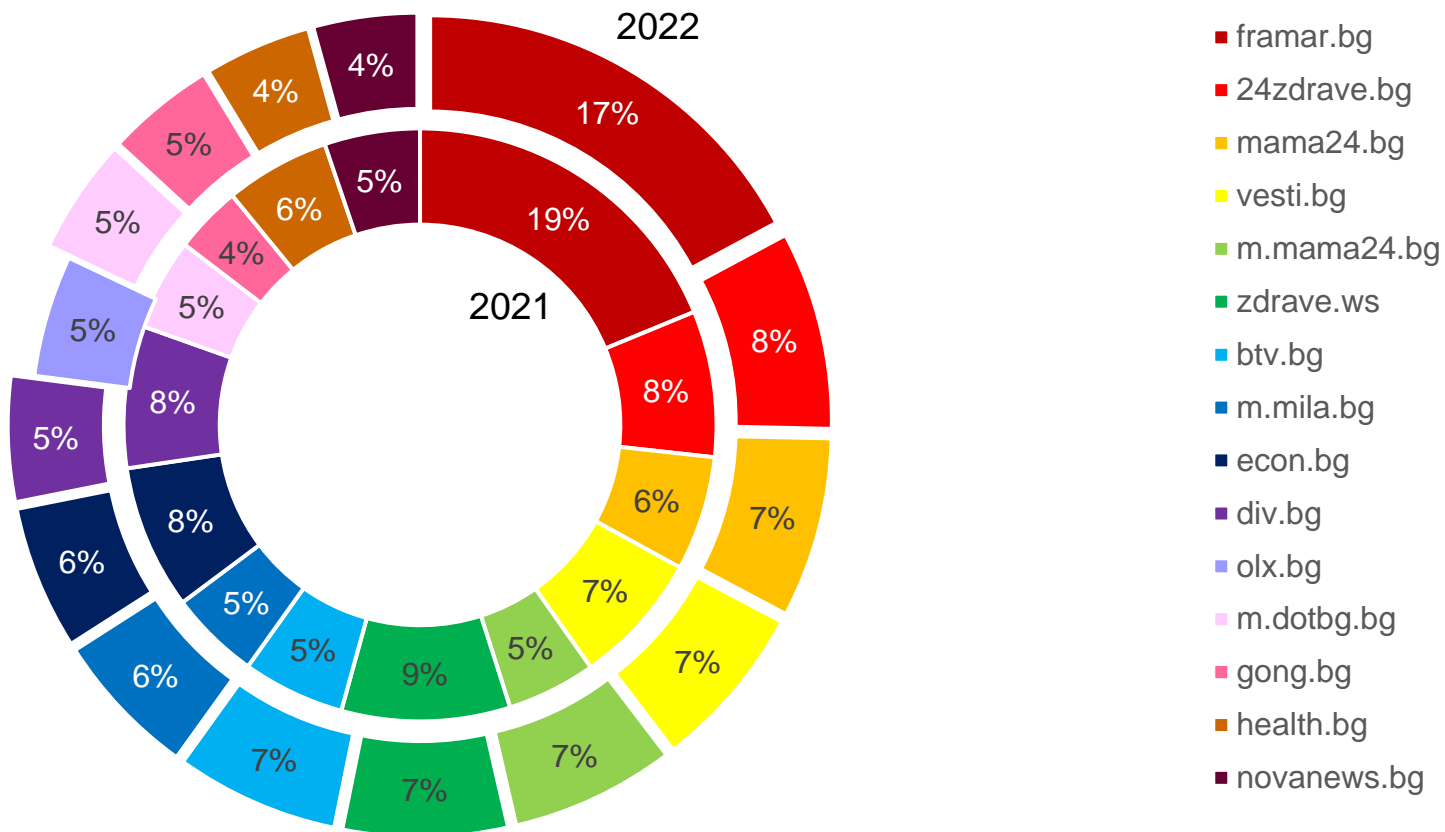
PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS by number of creatives – 2021 & 2022



PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES by campaigns strength – 2021 & 2022



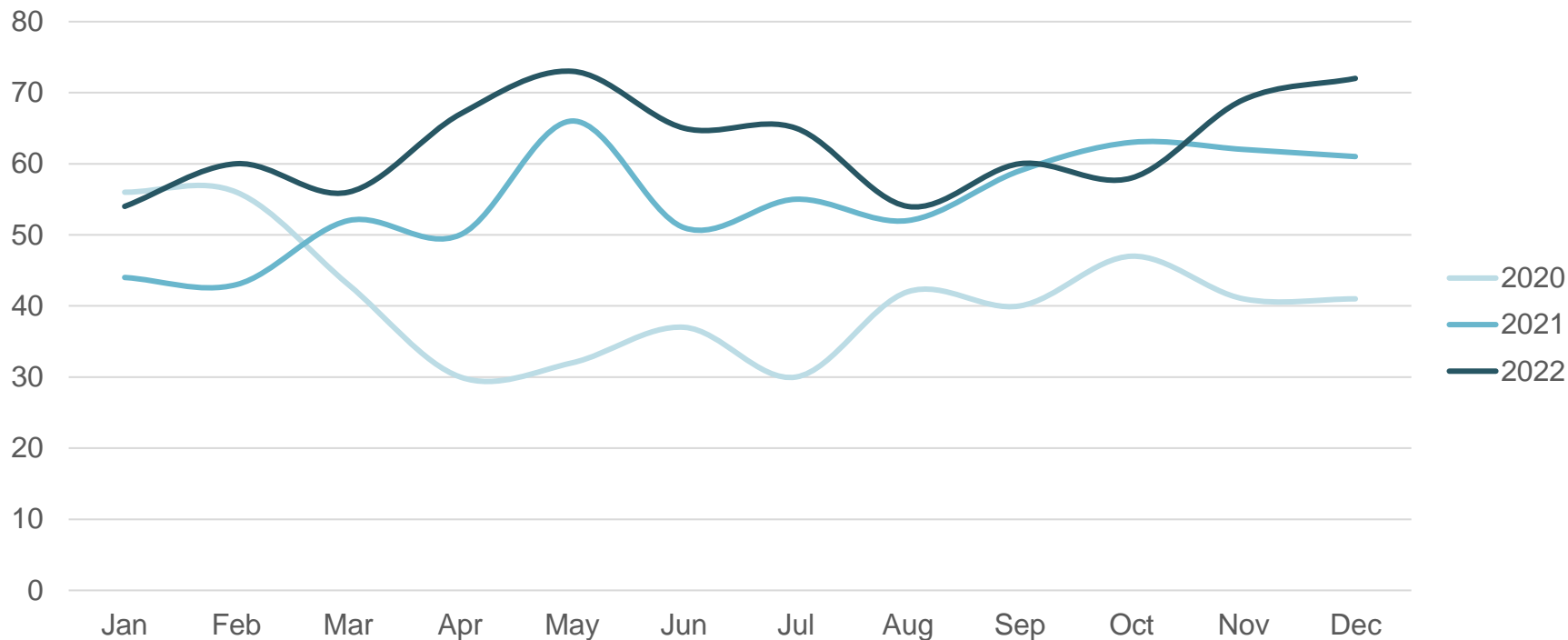
Sector

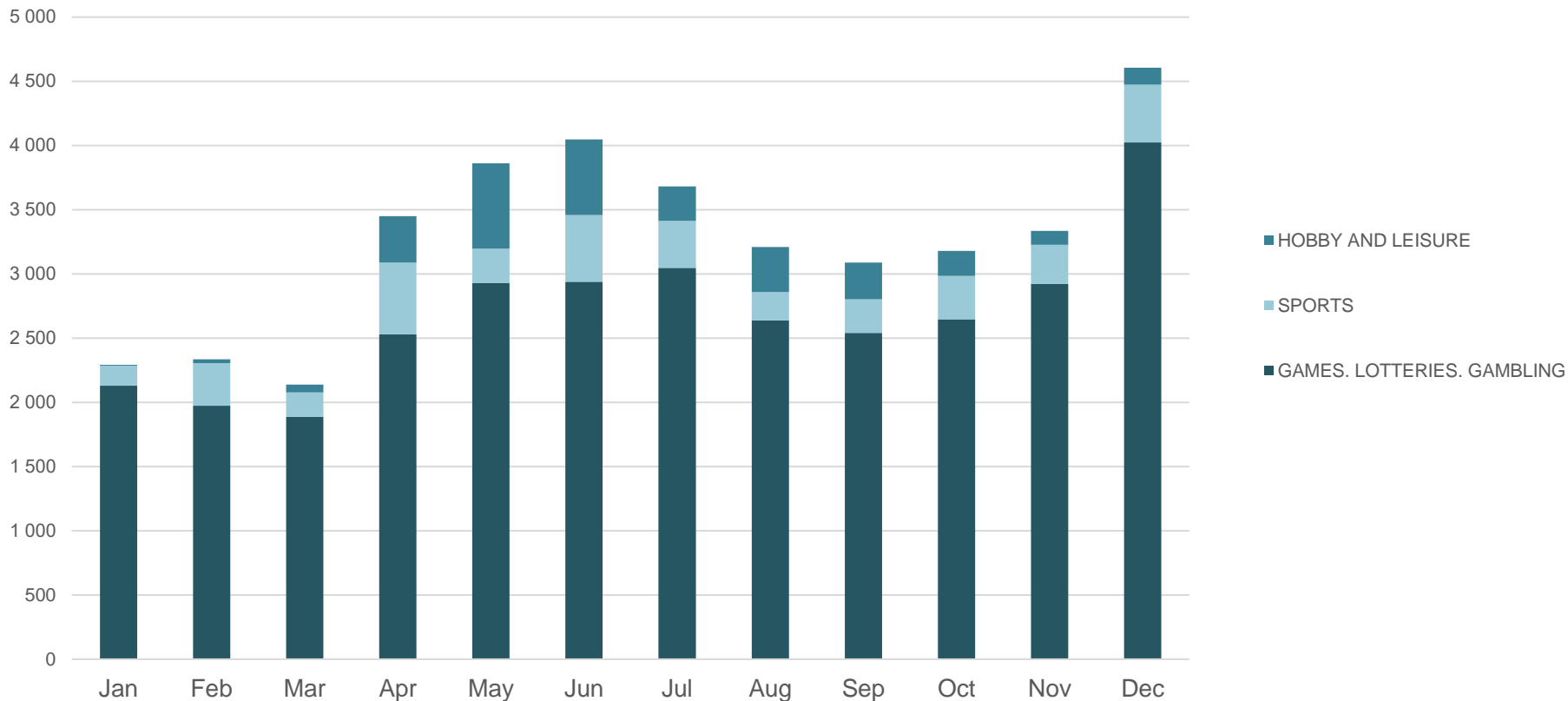
SPORTS. GAMES.
LEISURE ACTIVITIES

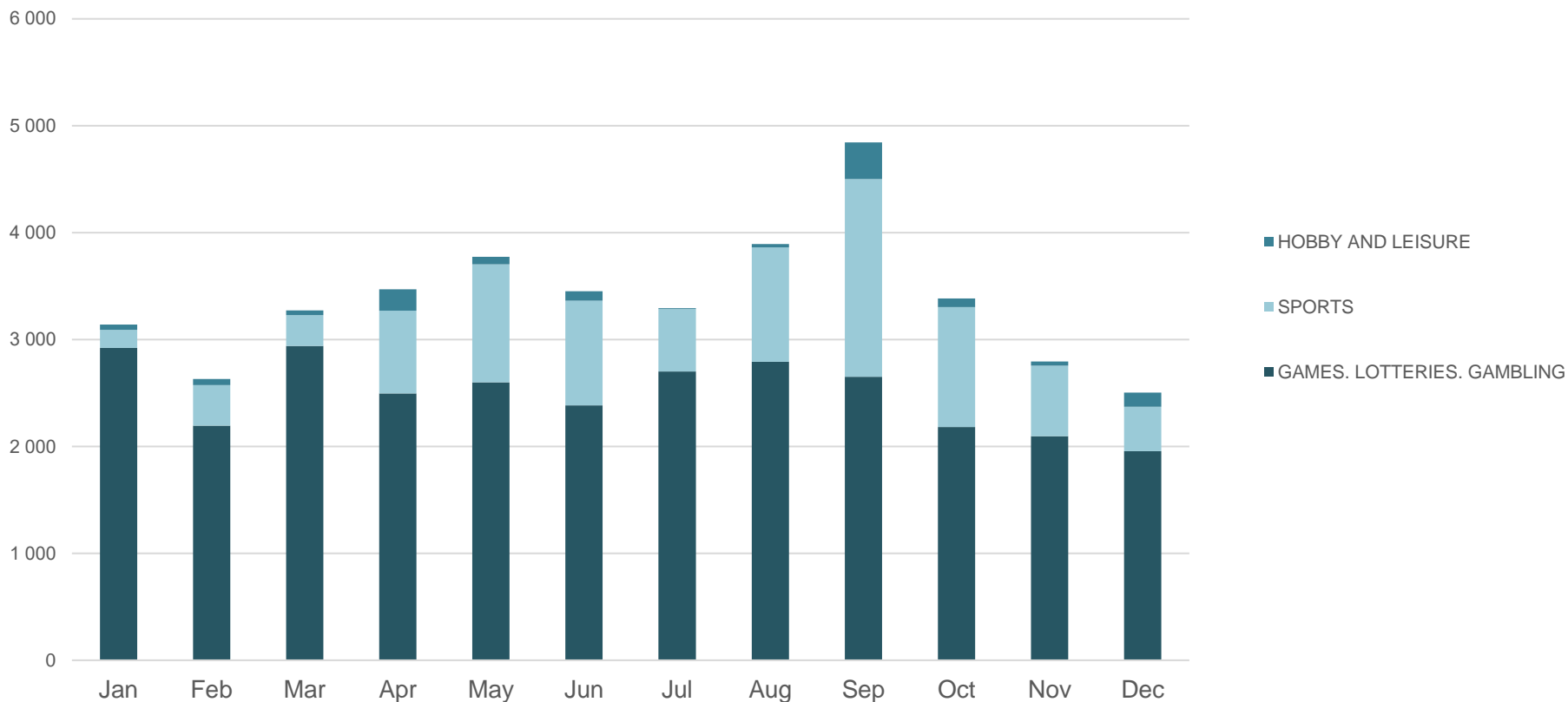


SPORTS. GAMES. LEISURE ACTIVITIES

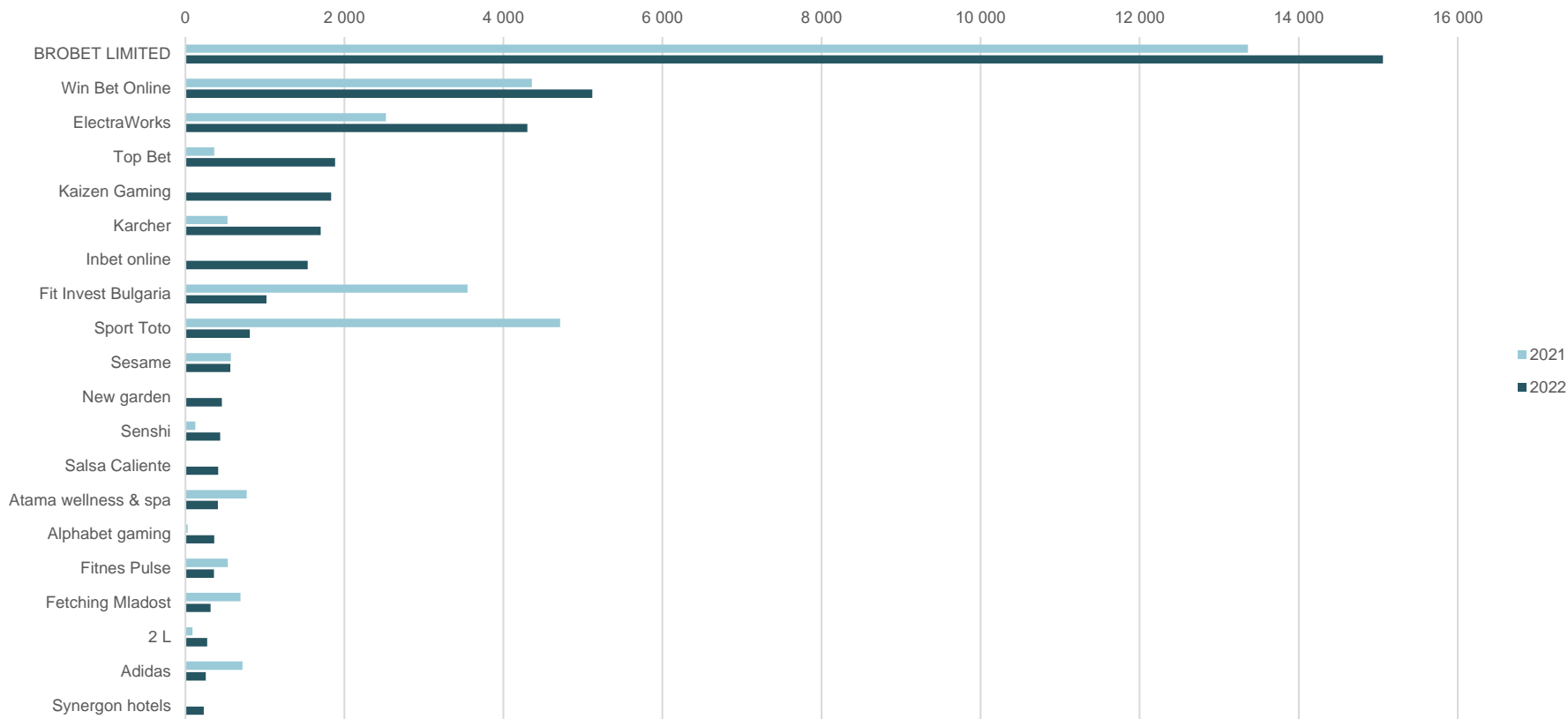
SEASONALITY by number of campaigns – 2020 - 2022



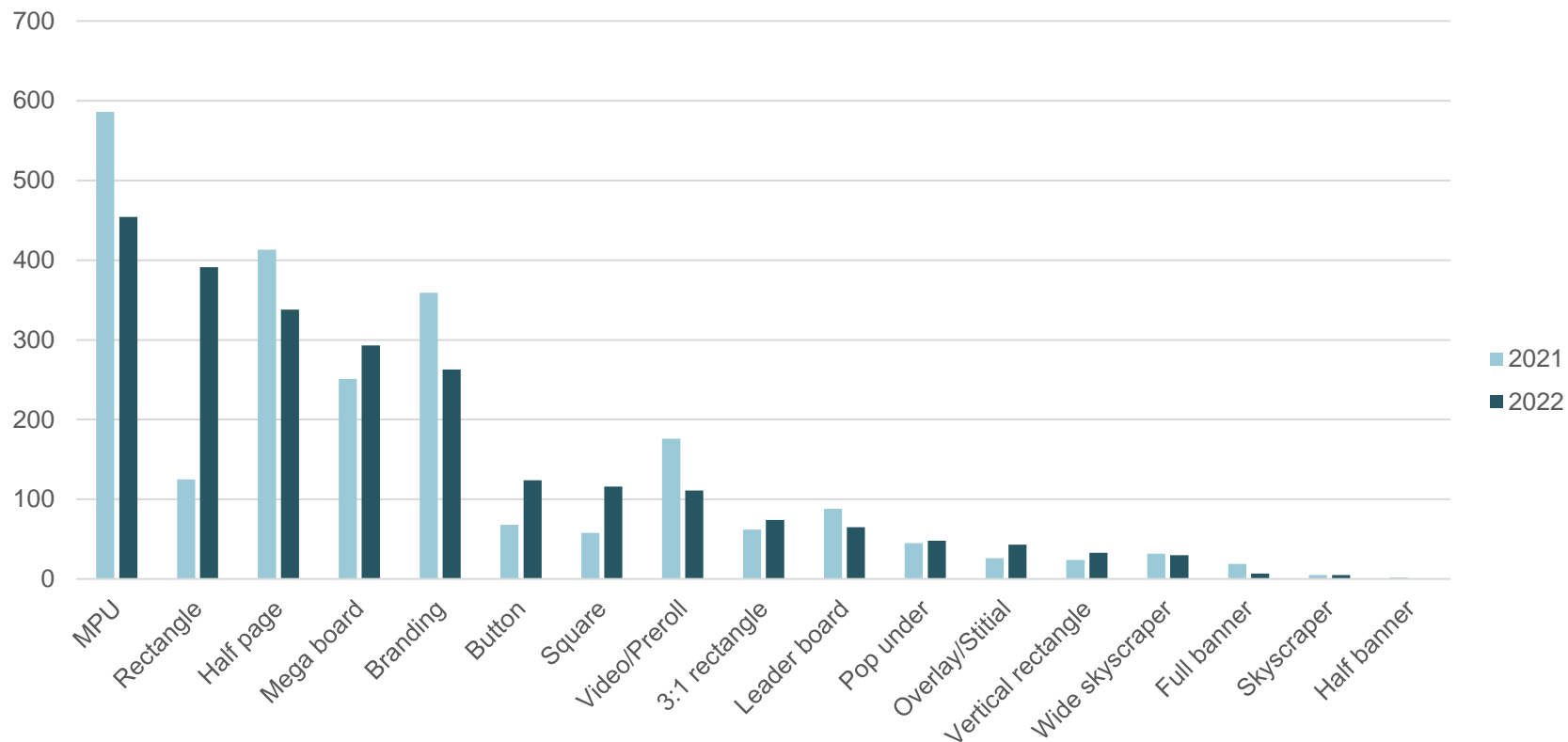




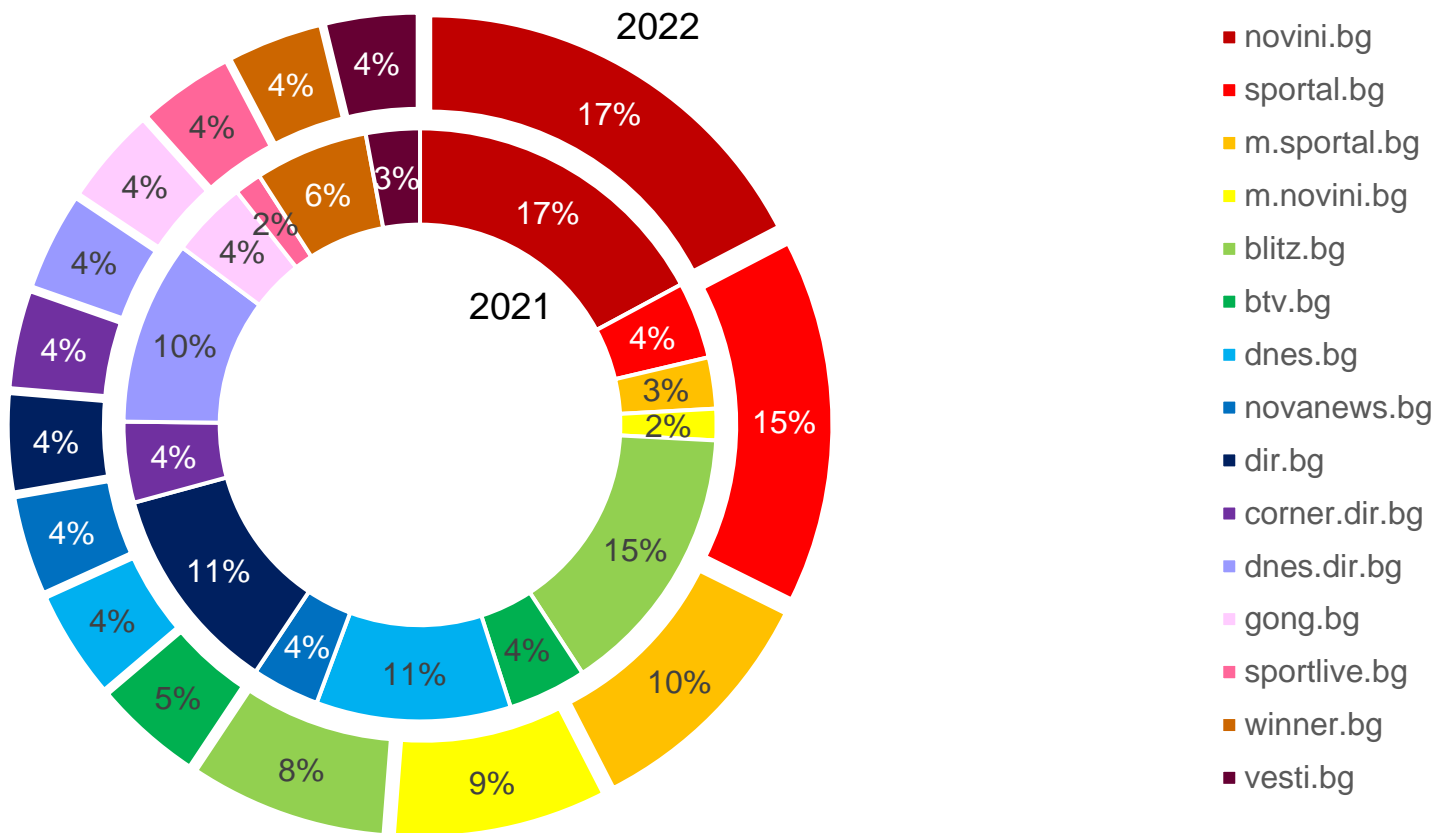
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2021 & 2022



BANNER FORMATS by number of creatives – 2021 & 2022



TOP 15 WEBSITES by campaigns strength – 2021 & 2022



- novini.bg
- sportal.bg
- m.sportal.bg
- m.novini.bg
- blitz.bg
- btv.bg
- dnes.bg
- novanews.bg
- dir.bg
- corner.dir.bg
- dnes.dir.bg
- gong.bg
- sportlive.bg
- winner.bg
- vesti.bg

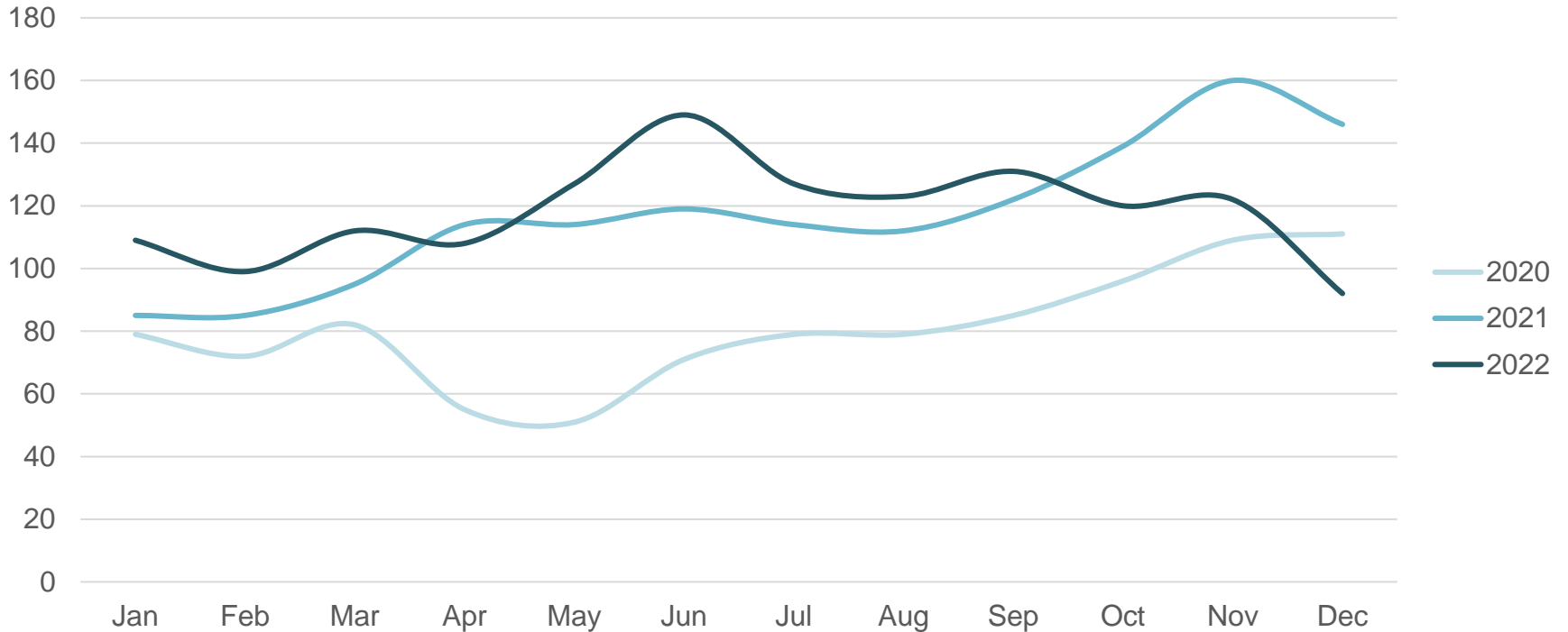
Sector

FINANCIAL SERVICES

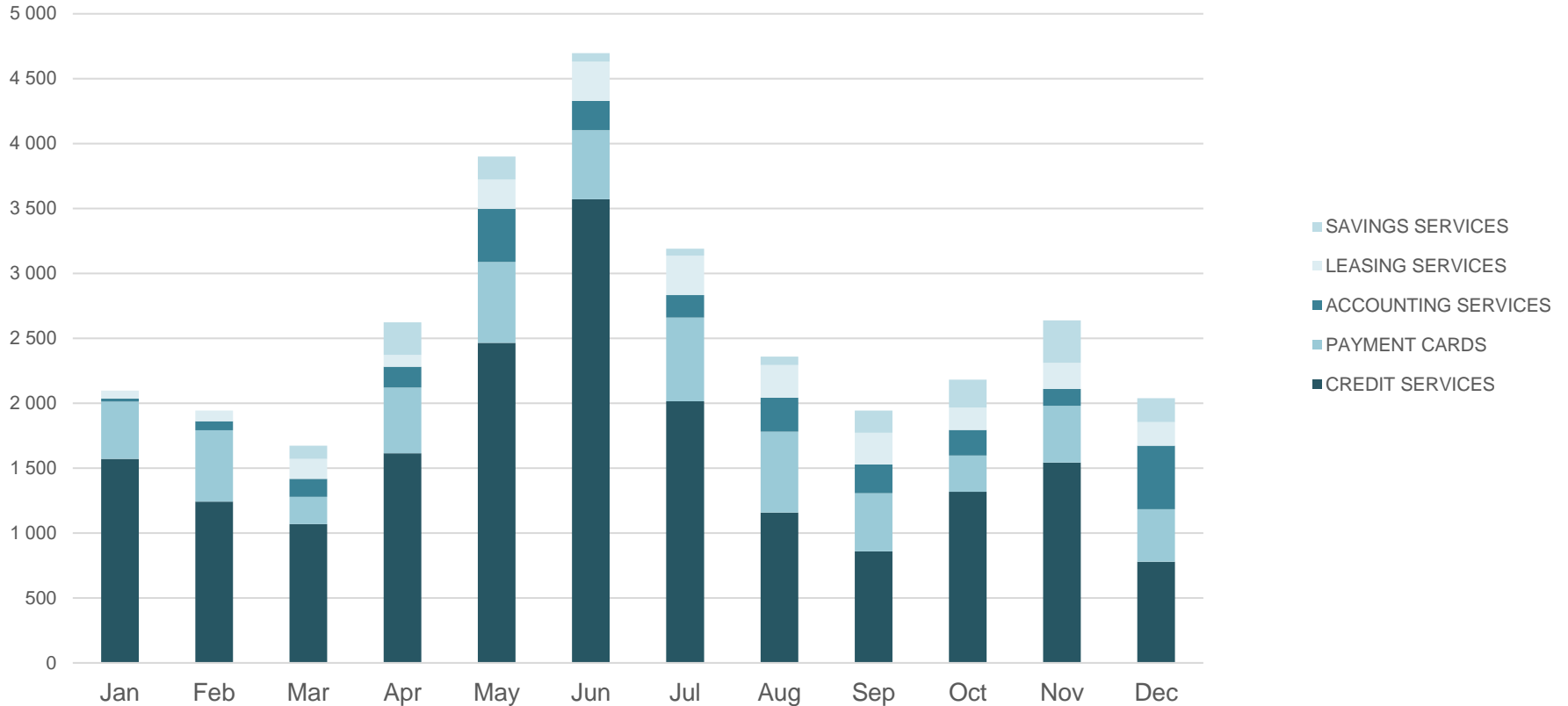




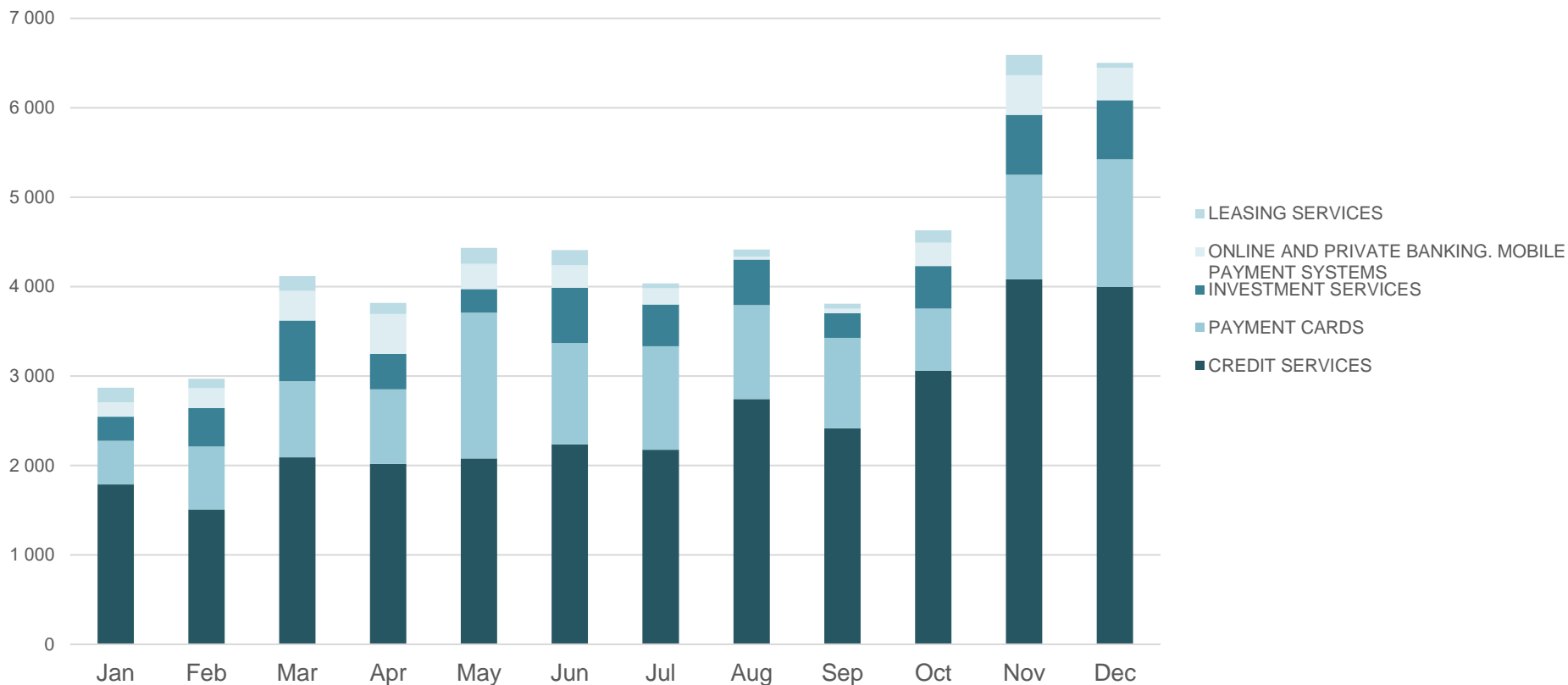
SEASONALITY by number of campaigns - 2020 - 2022



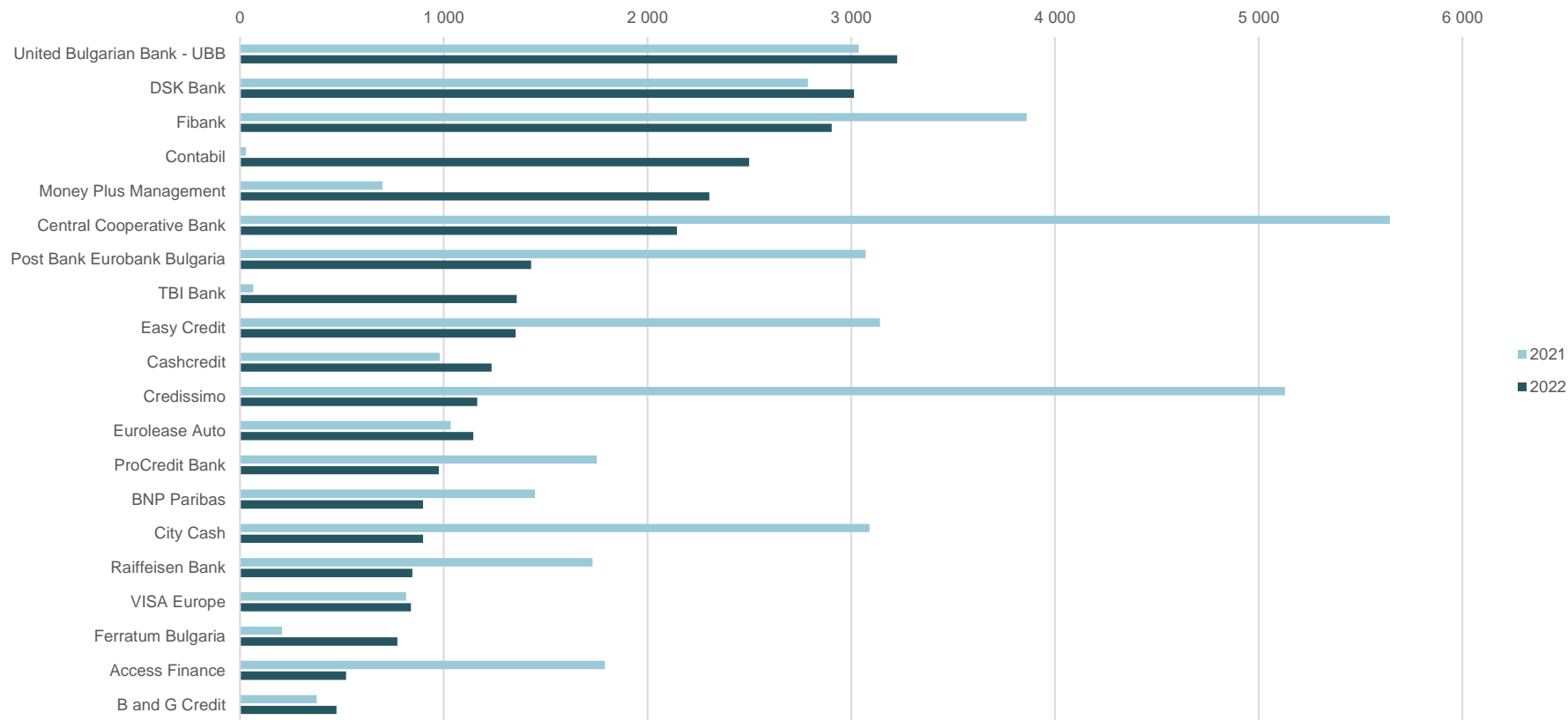
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021

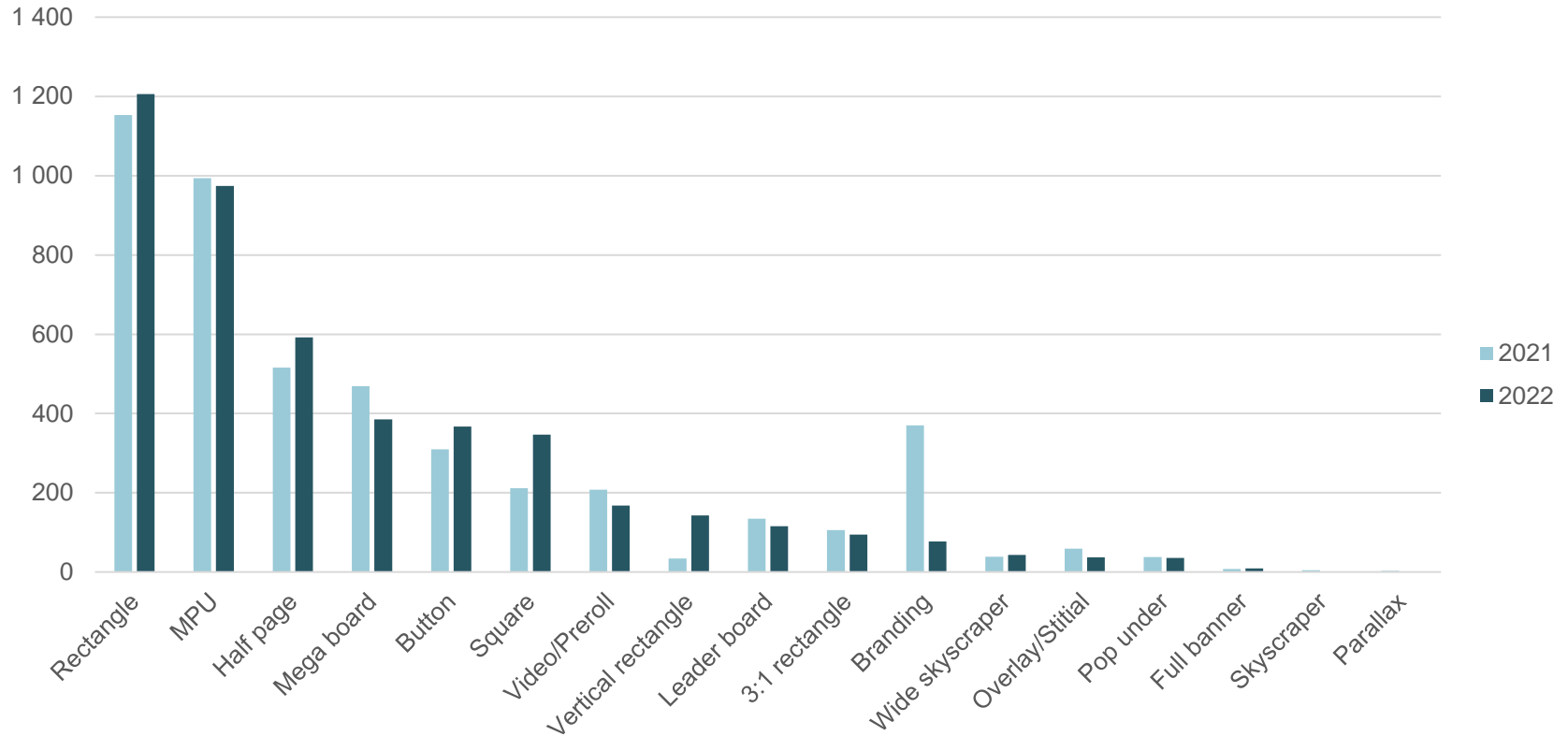


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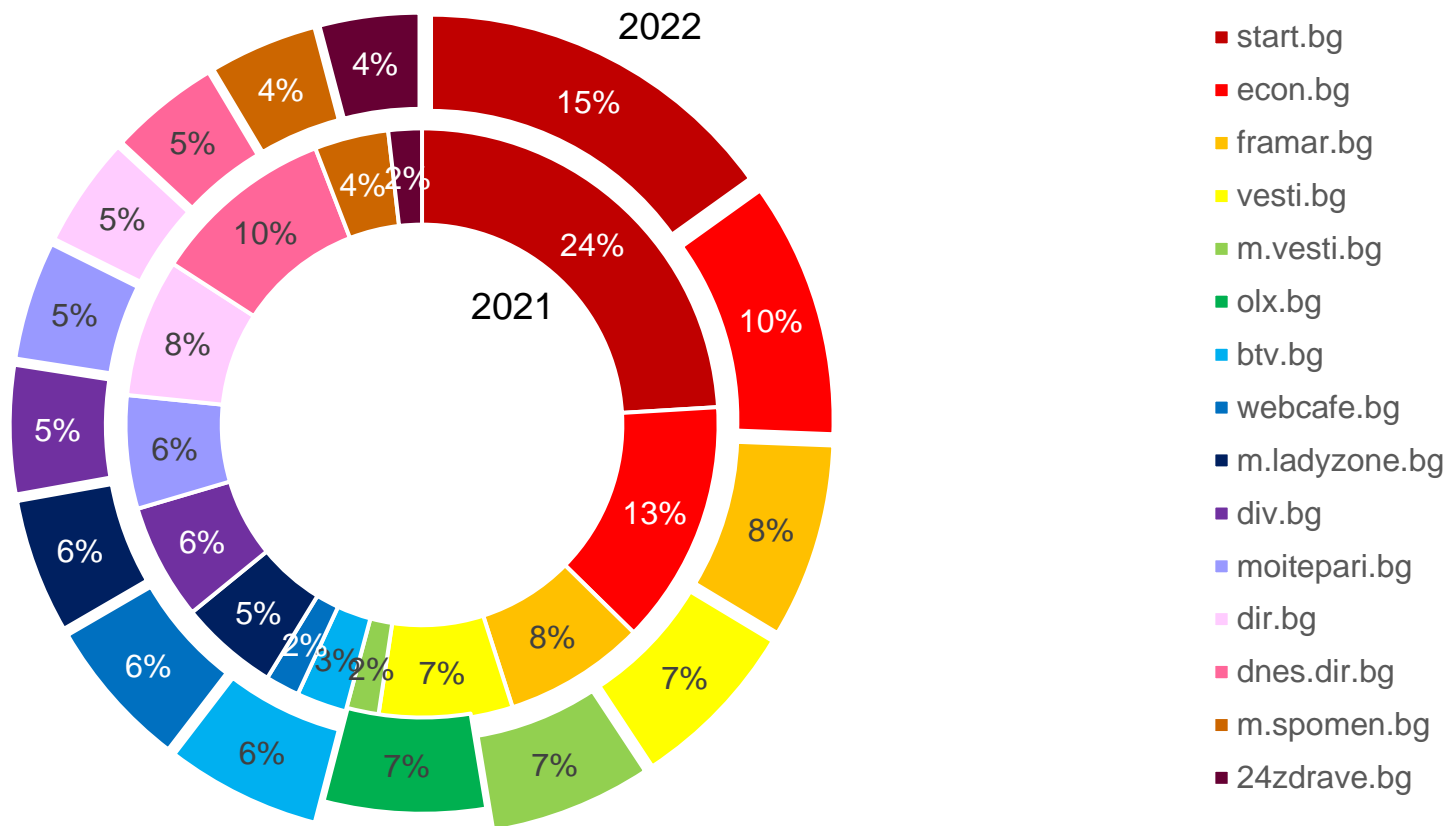




BANNER FORMATS by number of creatives – 2021 & 2022



TOP 15 WEBSITES by campaigns strength – 2021 & 2022

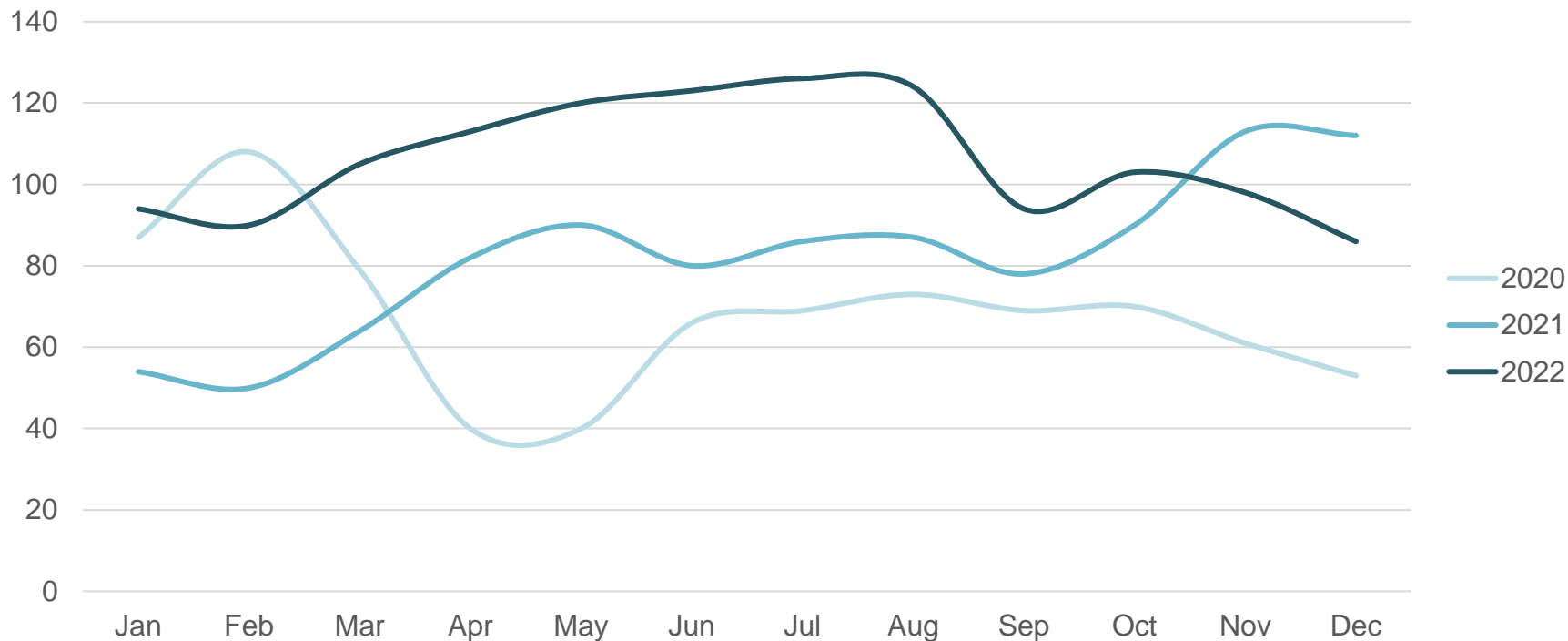


Sector

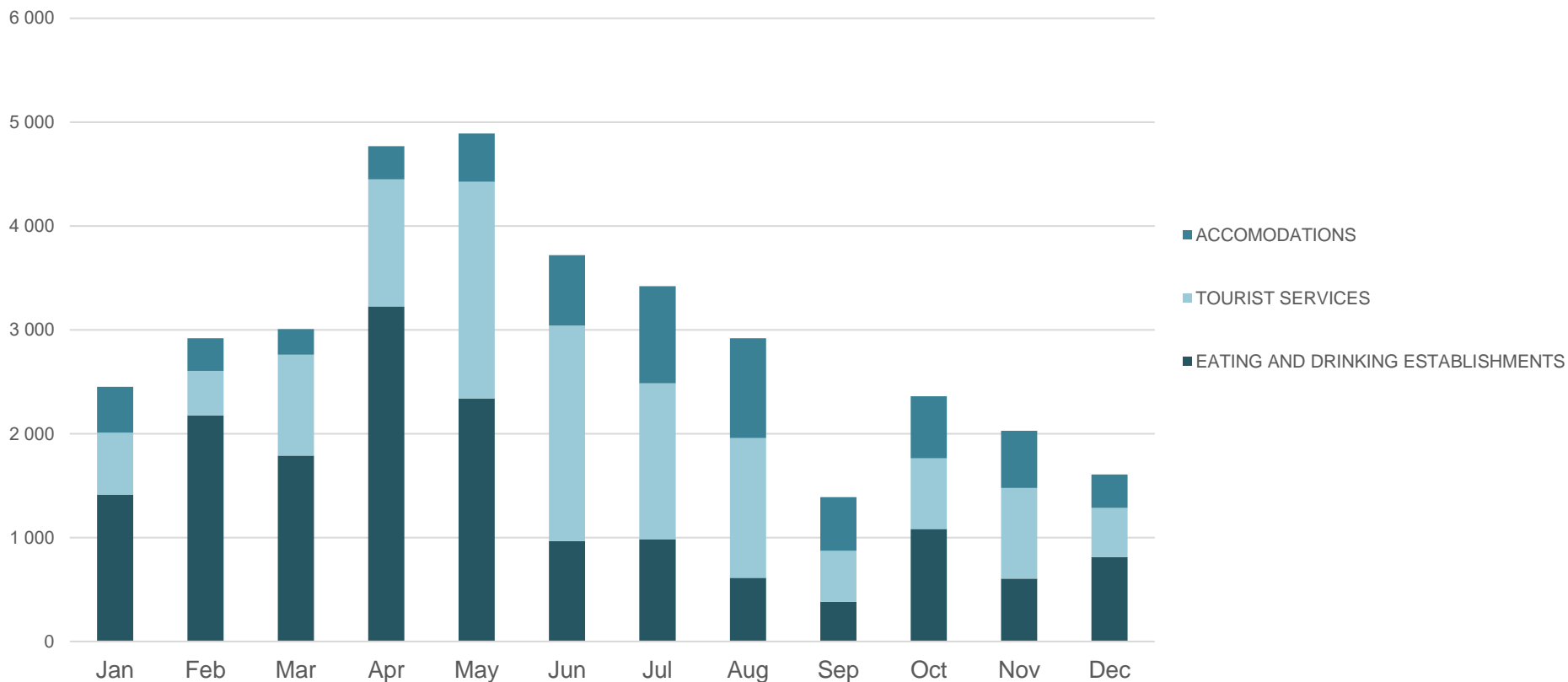
TOURISM



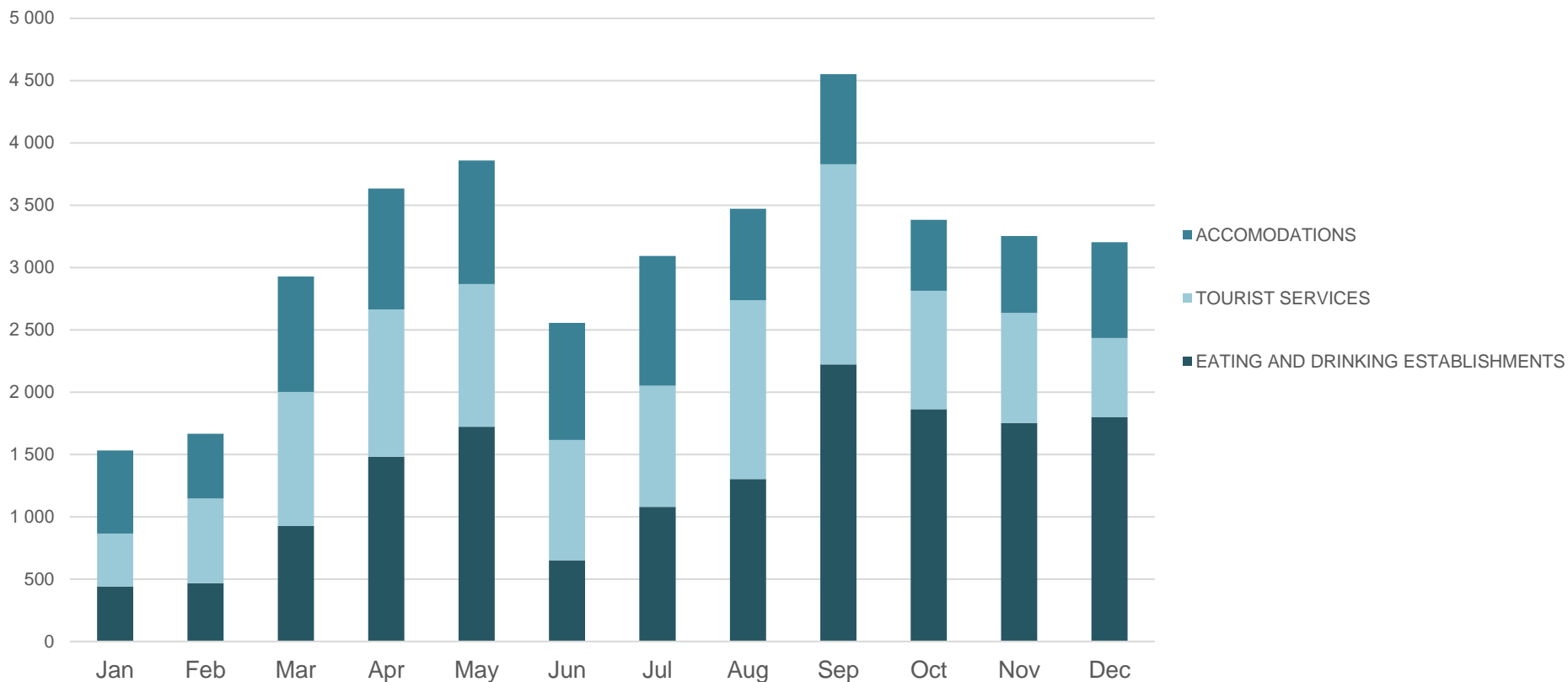
SEASONALITY by number of campaigns - 2020 - 2022



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022

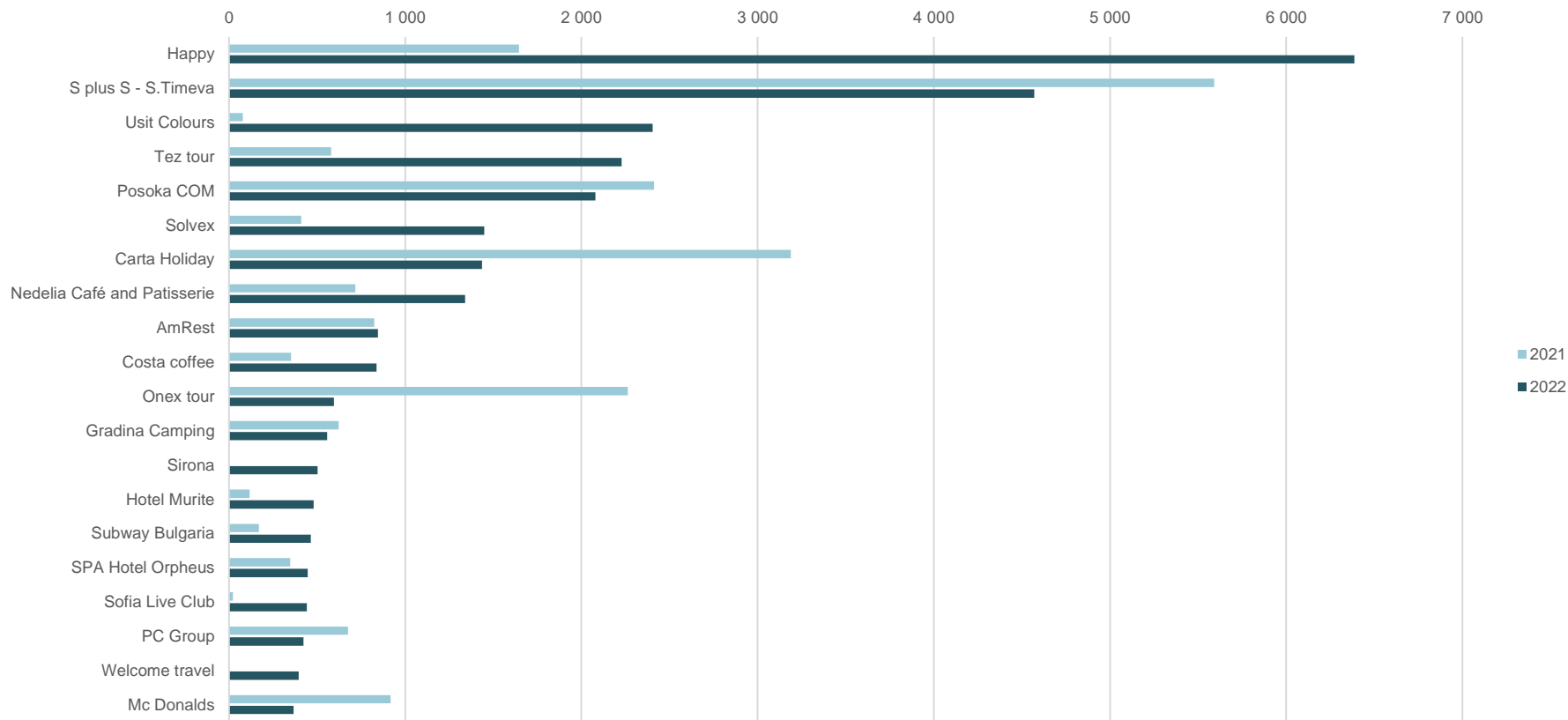


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021

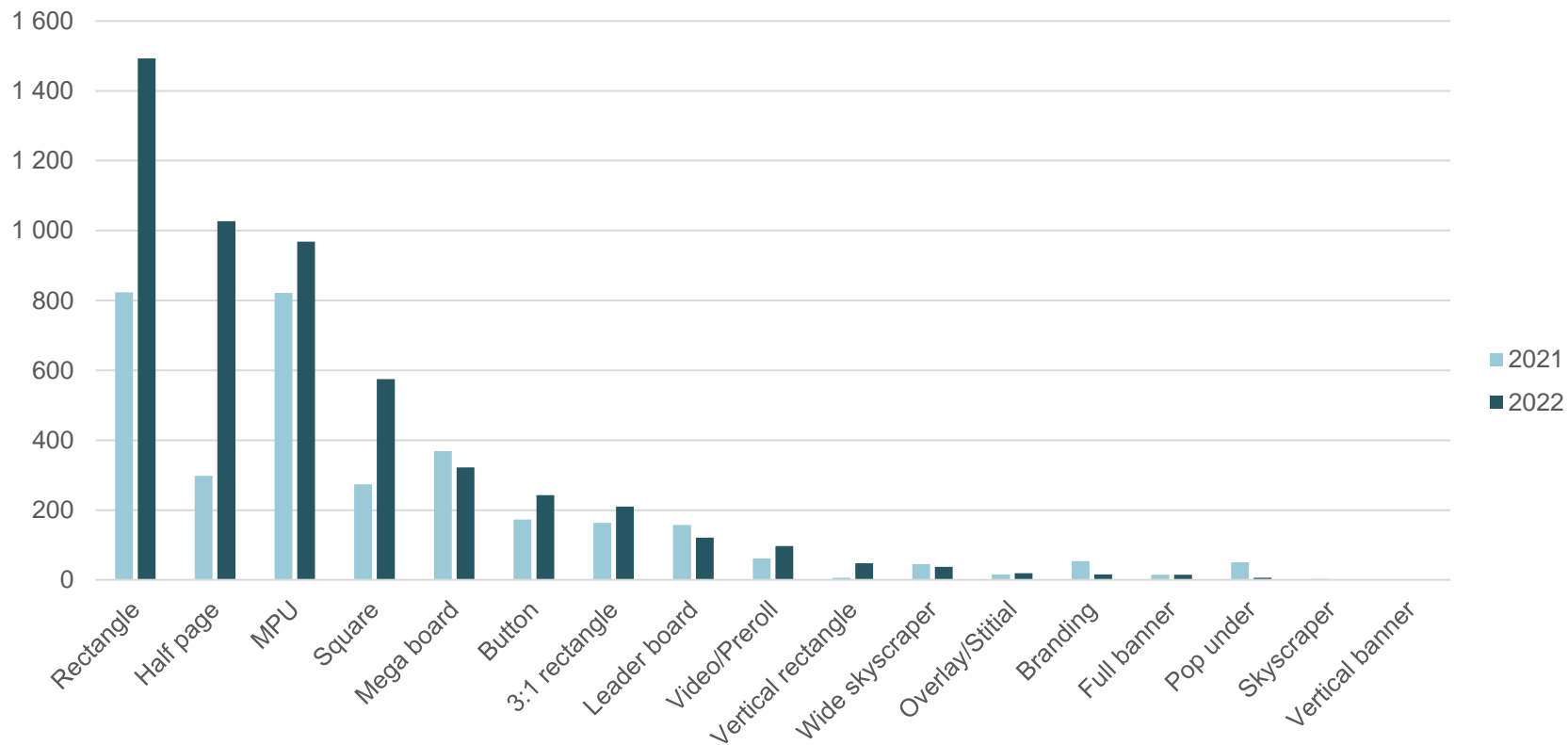




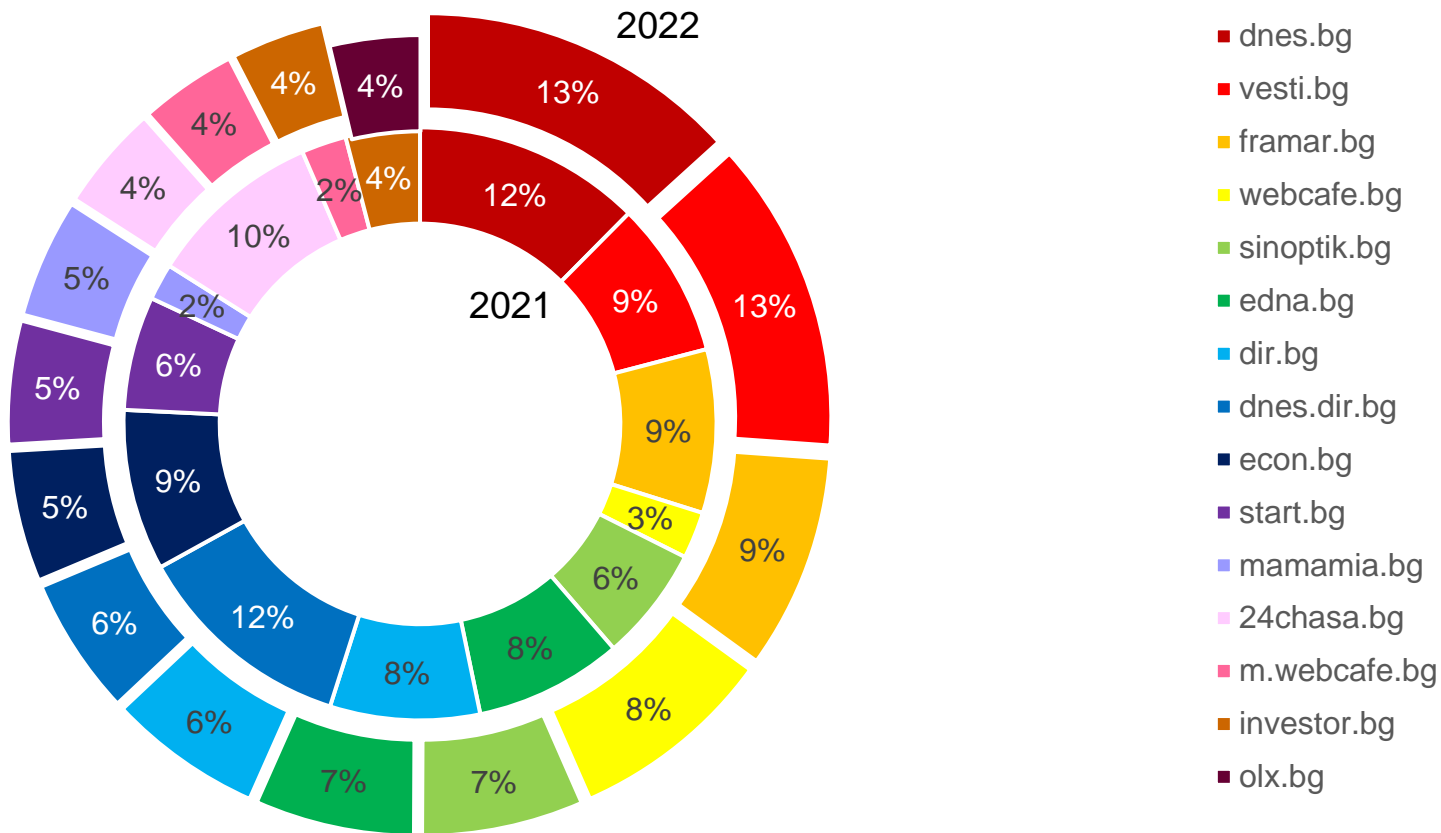
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BANNER FORMATS by number of creatives – 2021 & 2022

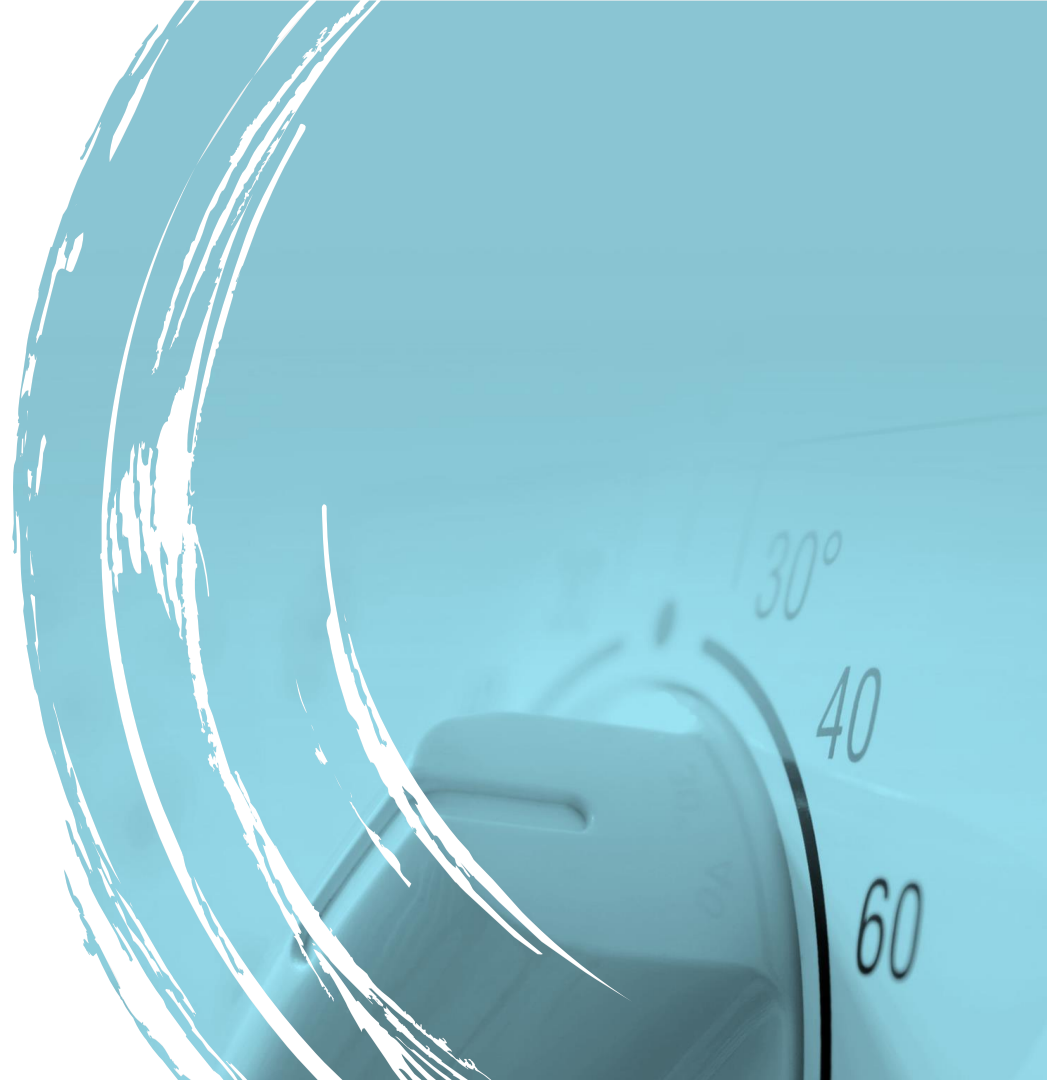


TOP 15 WEBSITES by campaigns strength – 2021 & 2022



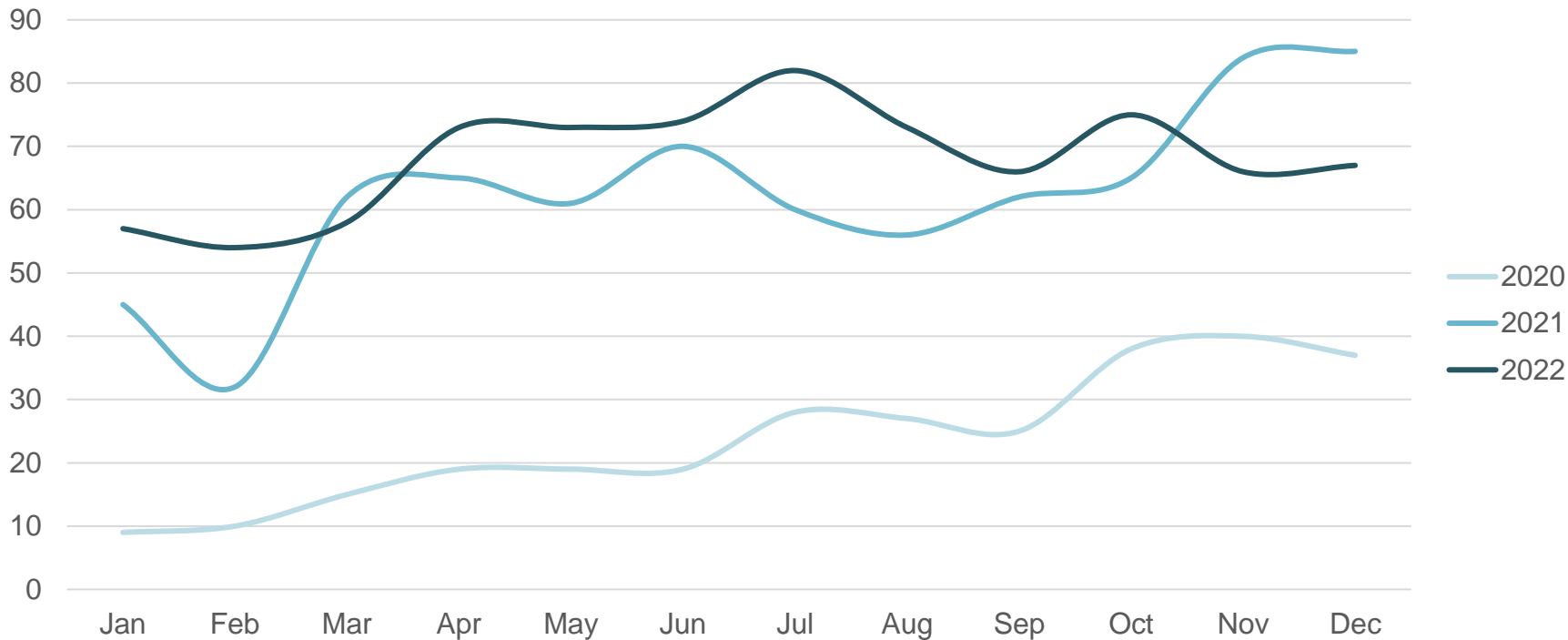
Sector

WHITE GOODS. BROWN
GOODS. ELECTRIC
APPLIANCES.



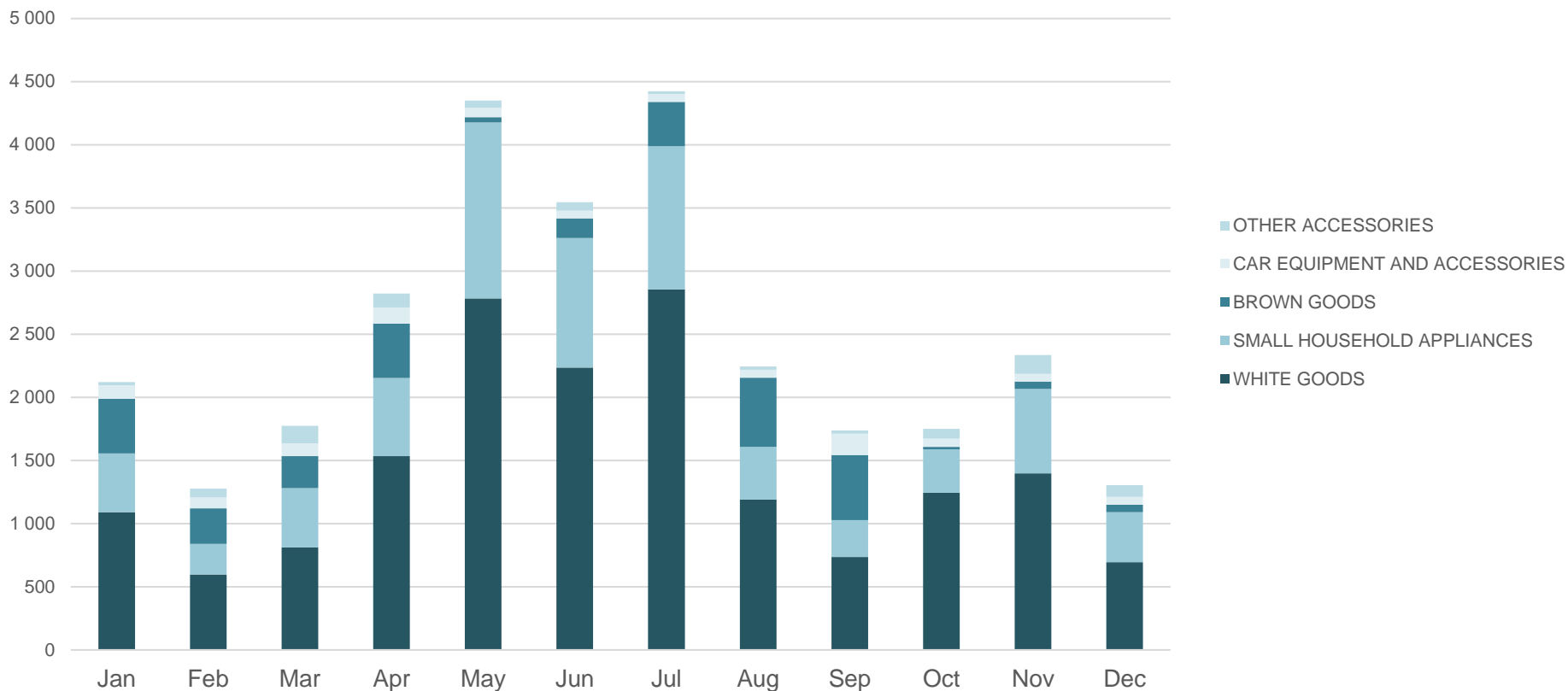
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

SEASONALITY by number of campaigns - 2020 - 2022



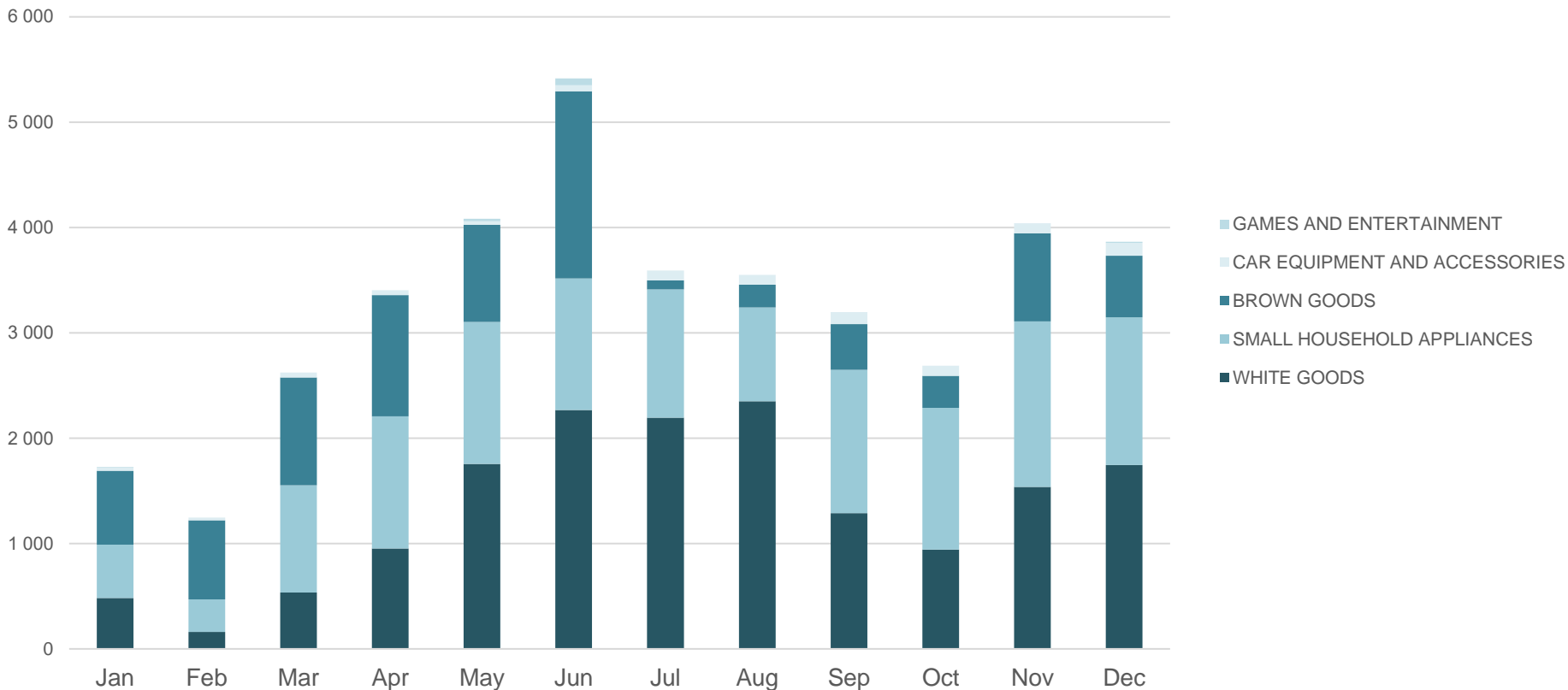
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



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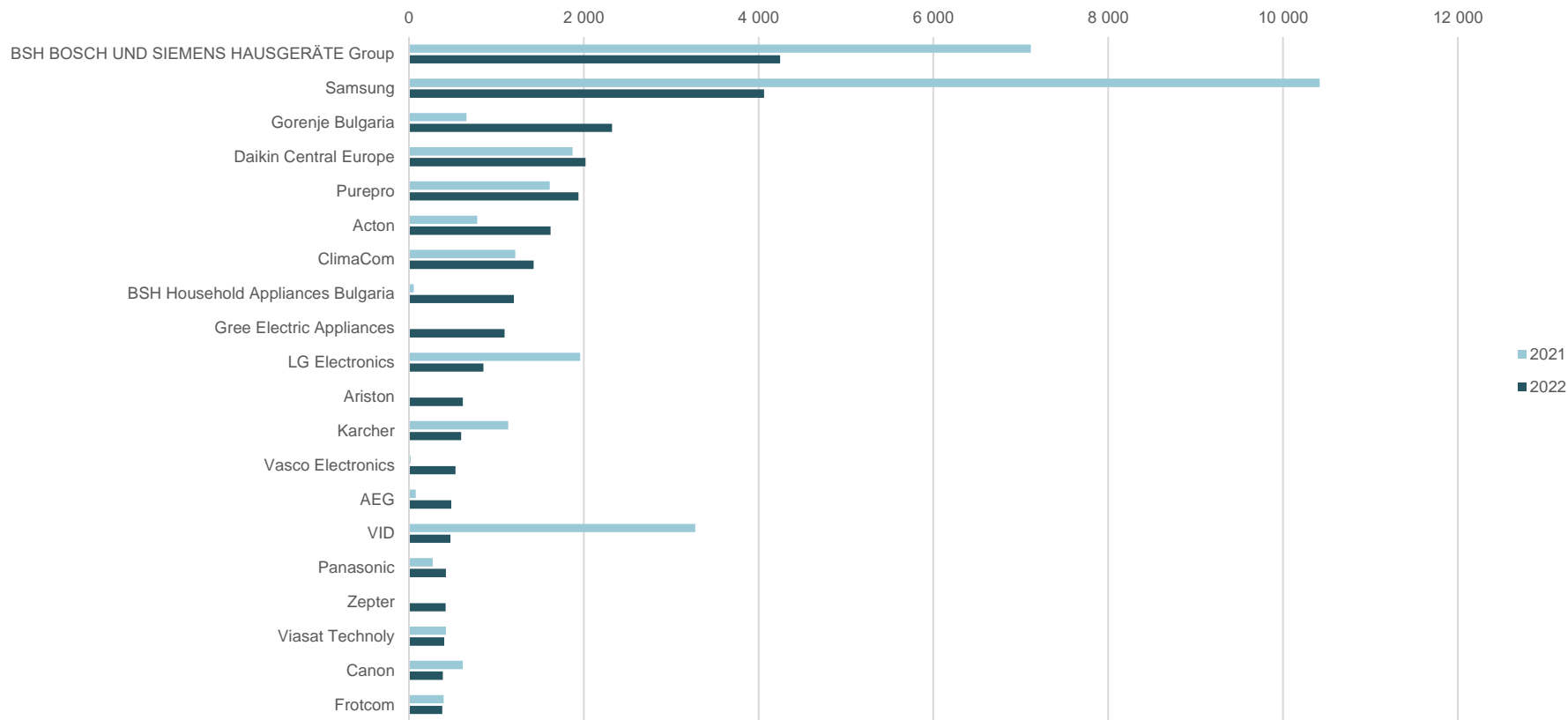




Banner Monitoring

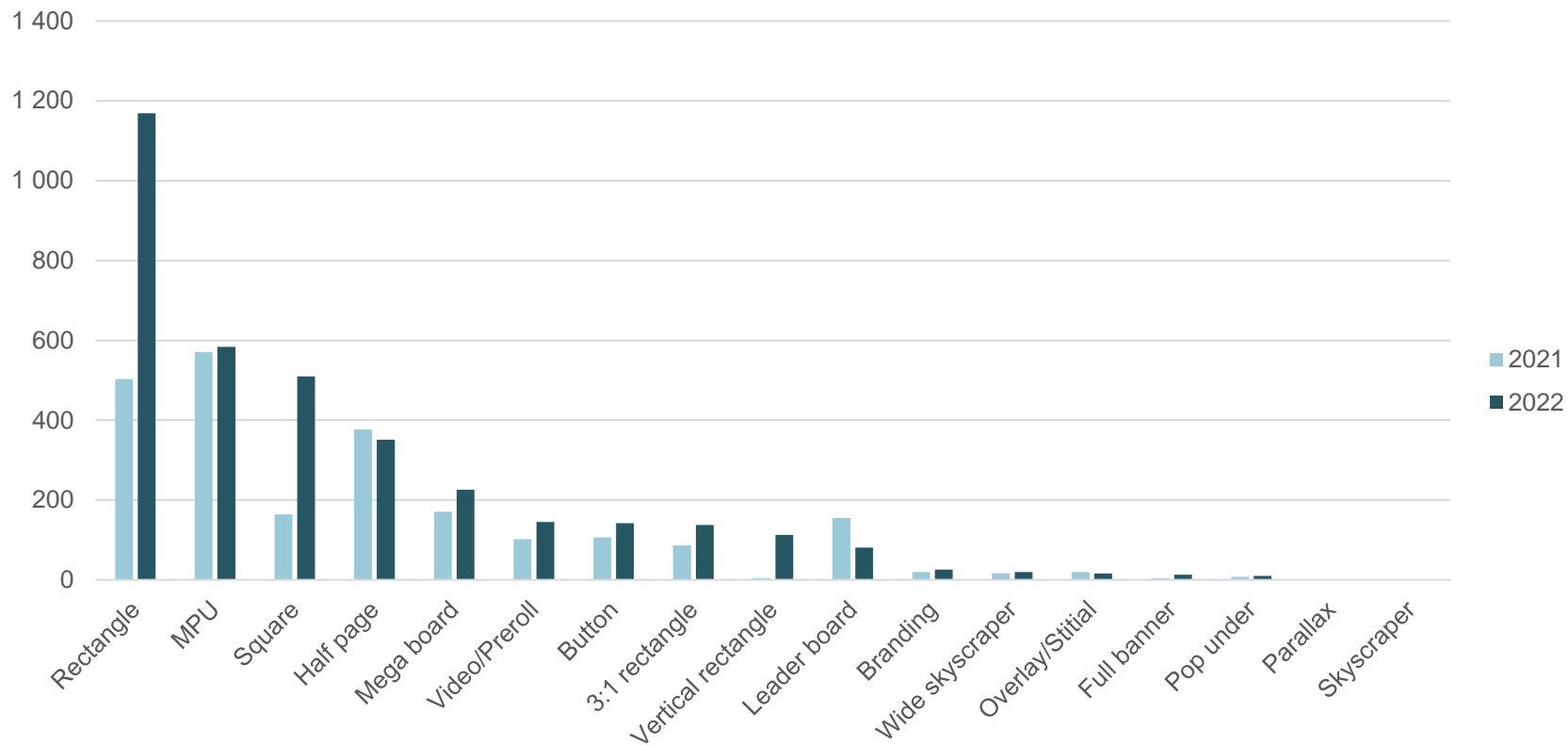
WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

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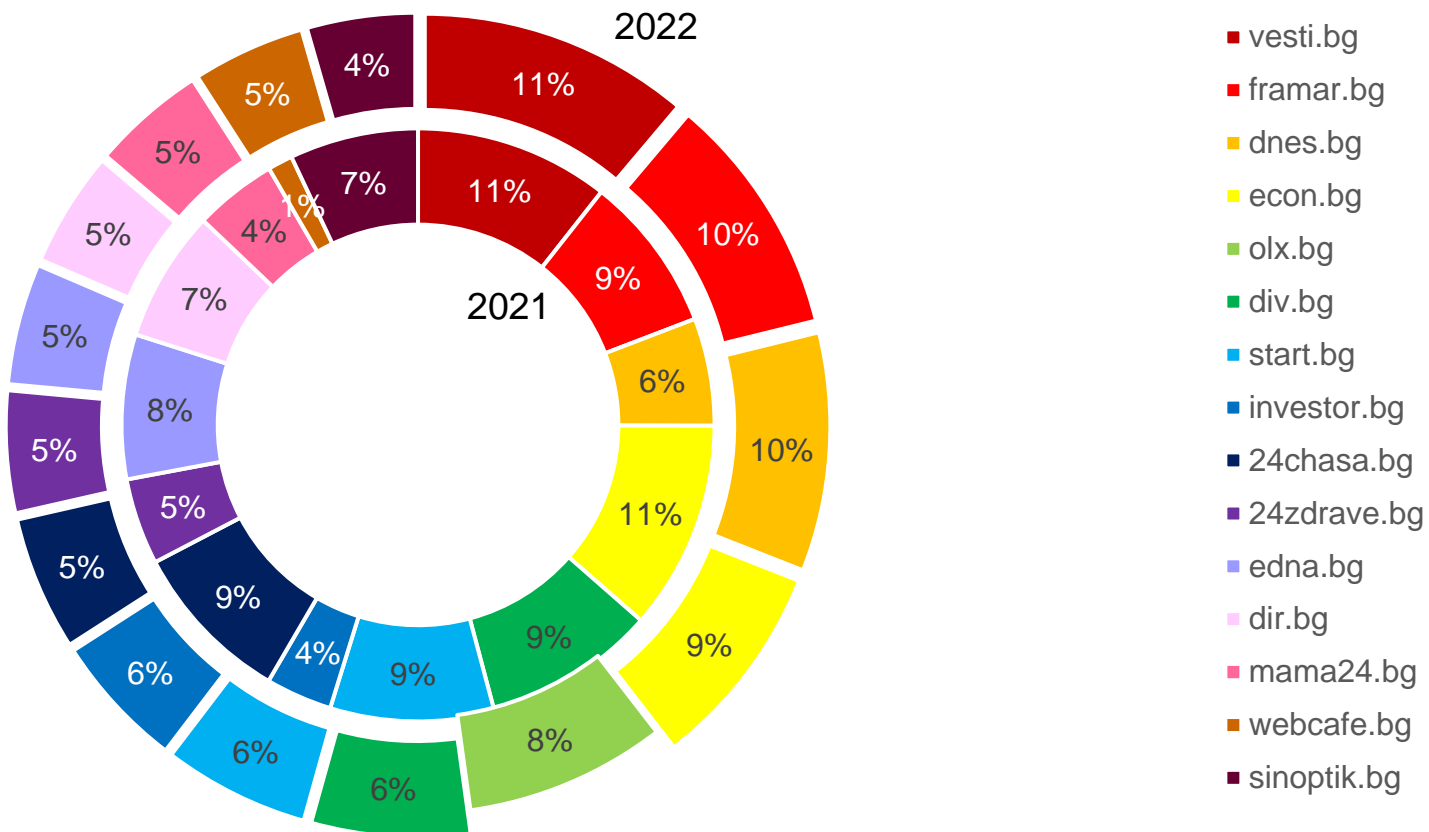
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BANNER FORMATS by number of creatives – 2021 & 2022



WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES.

TOP 15 WEBSITES by campaigns strength – 2021 & 2022

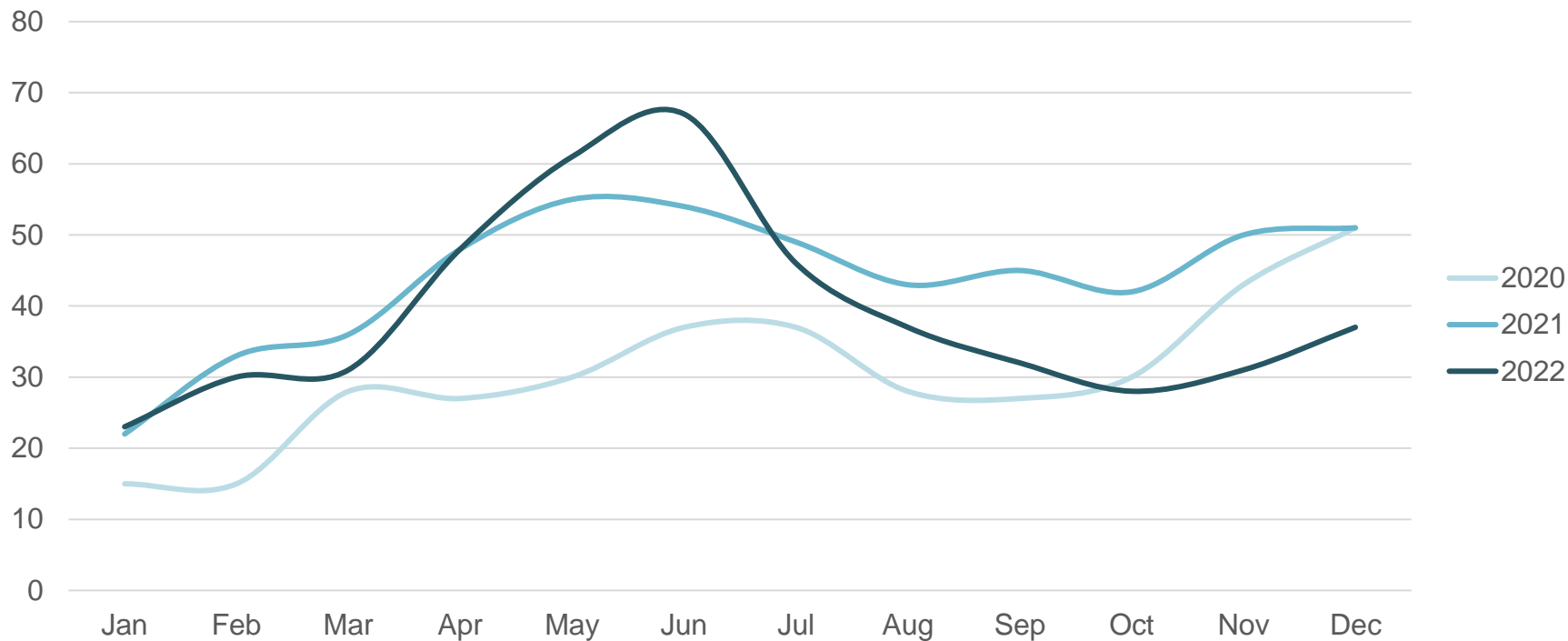


Sector

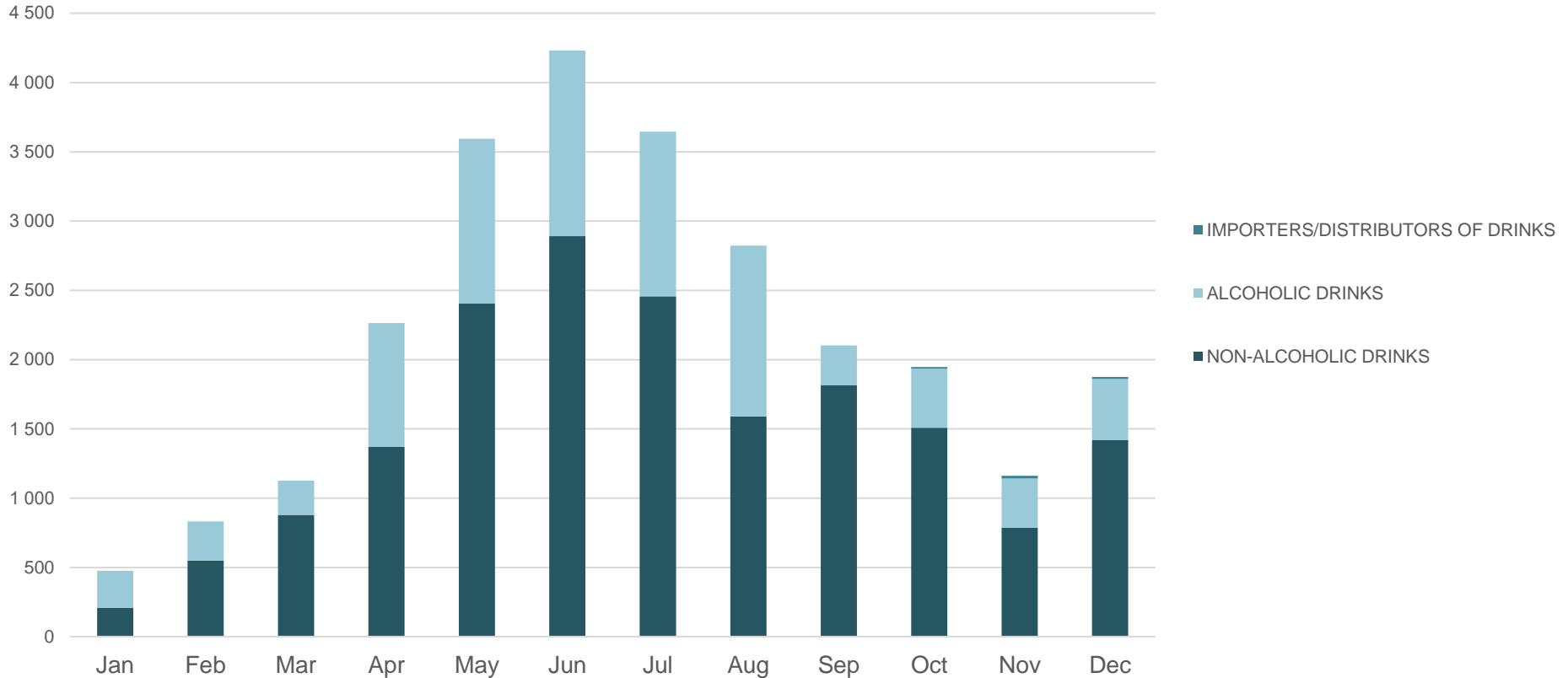
DRINKS



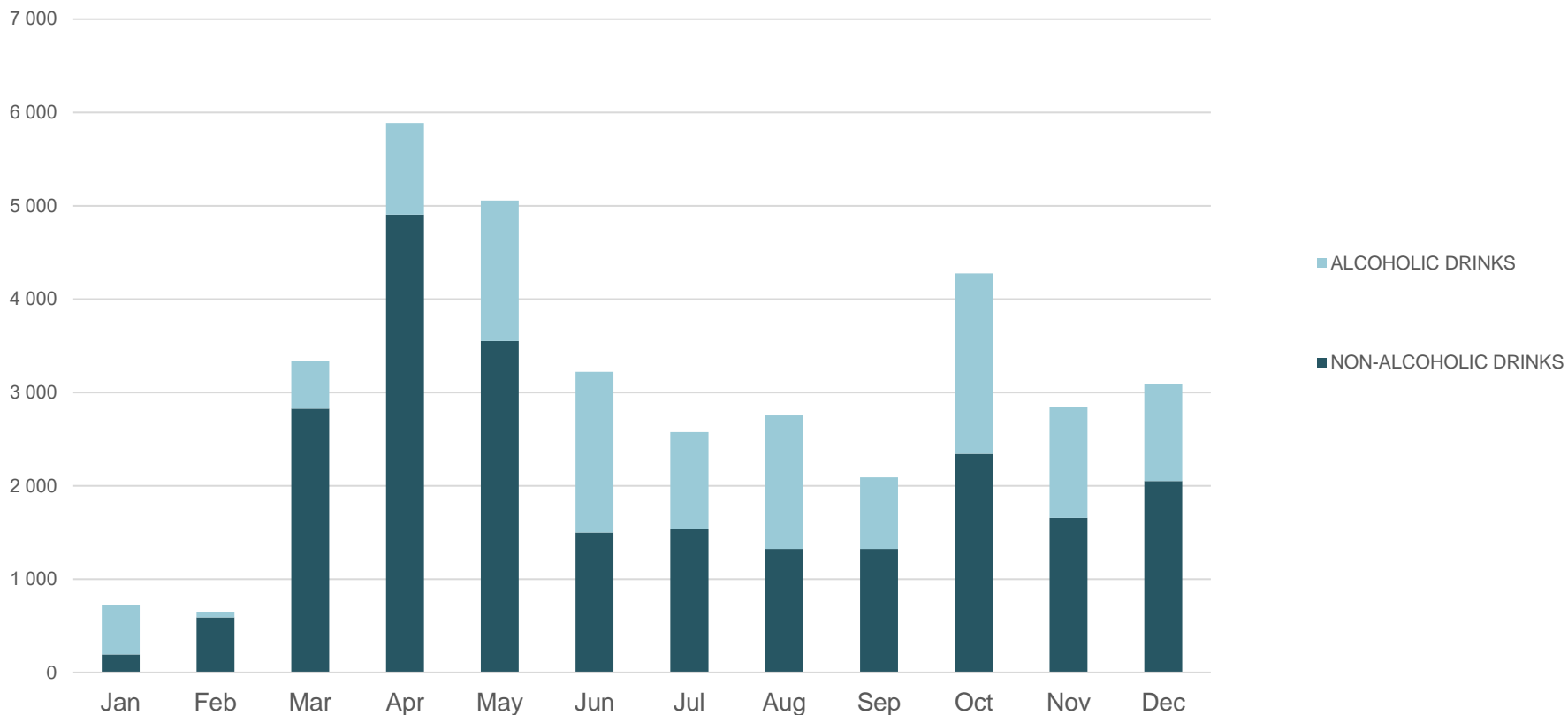
SEASONALITY by number of campaigns - 2020 - 2022



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022

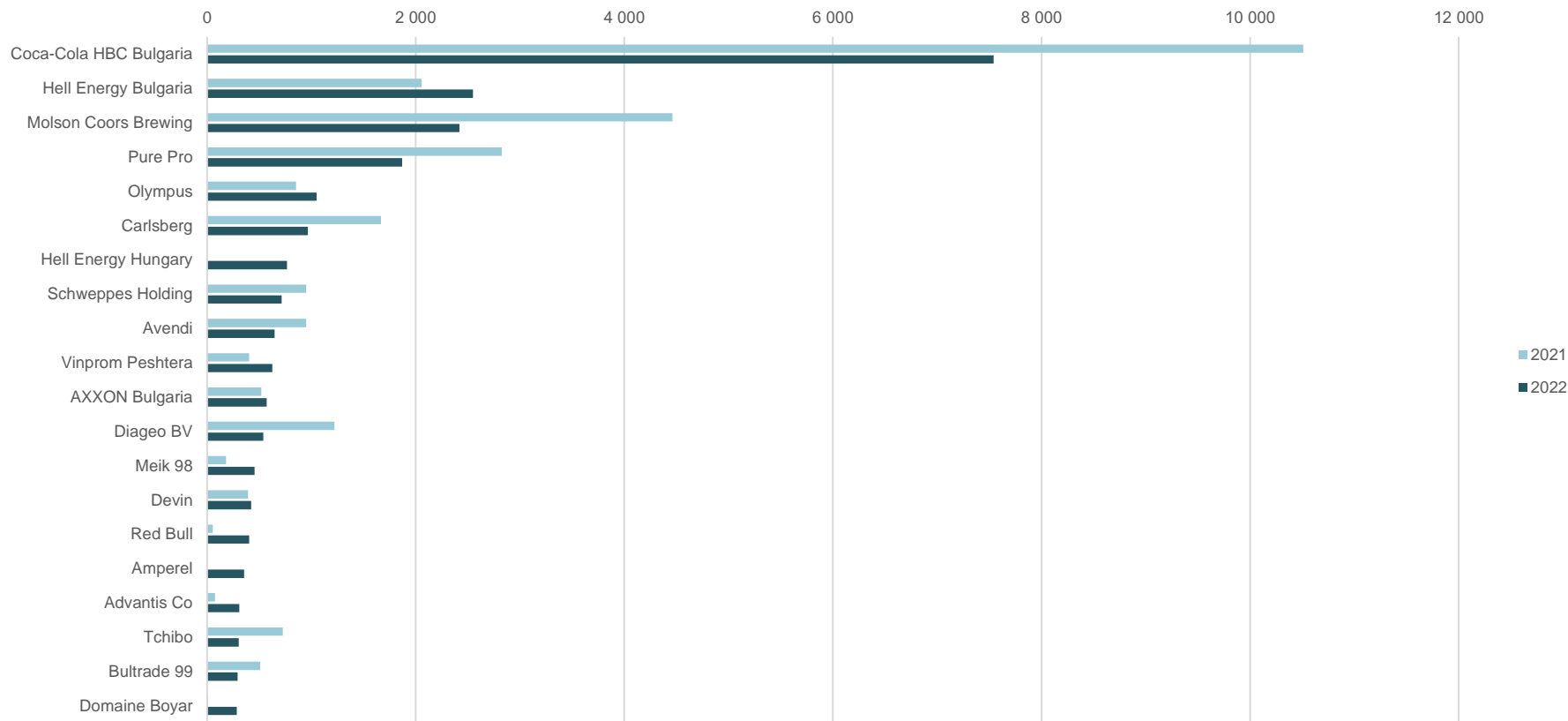


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2021

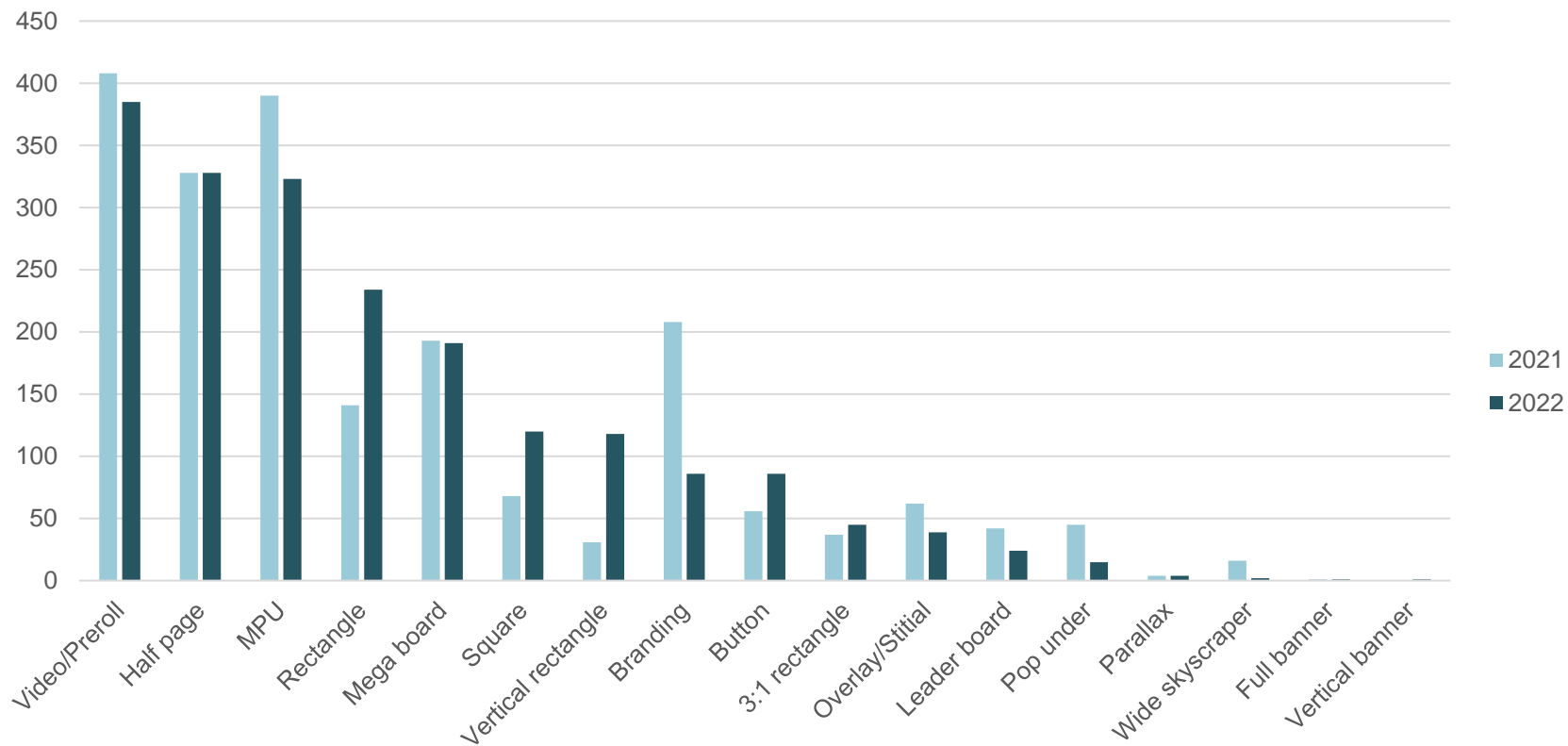




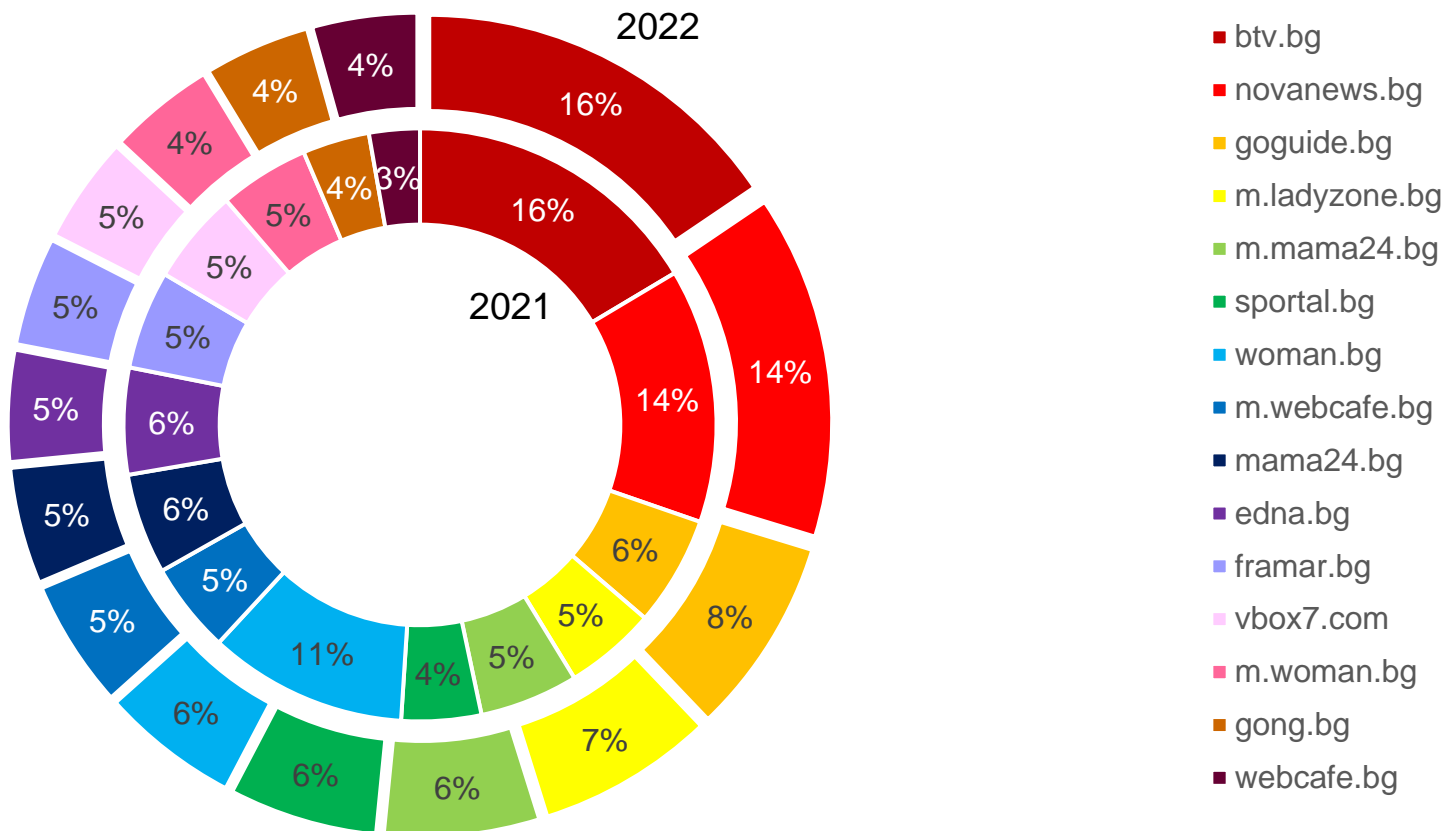
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BANNER FORMATS by number of creatives – 2021 & 2022



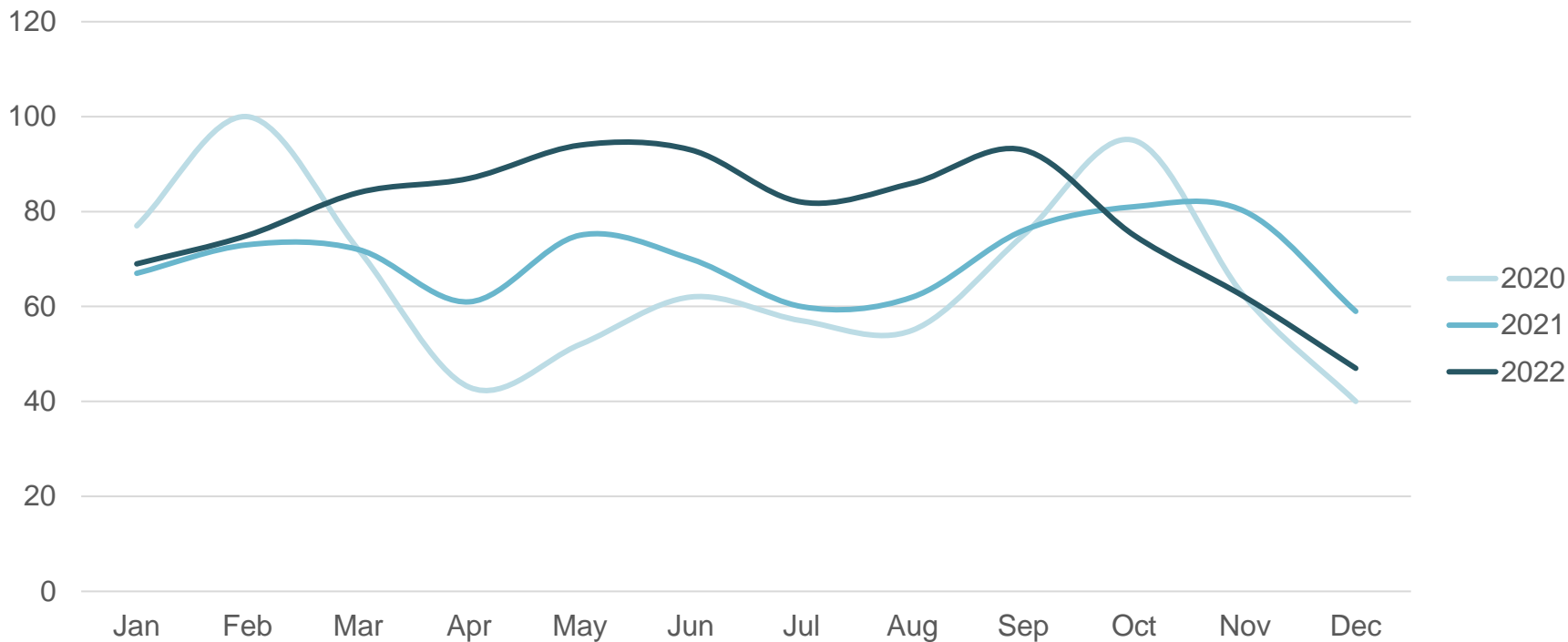
TOP 15 WEBSITES by campaigns strength – 2021 & 2022



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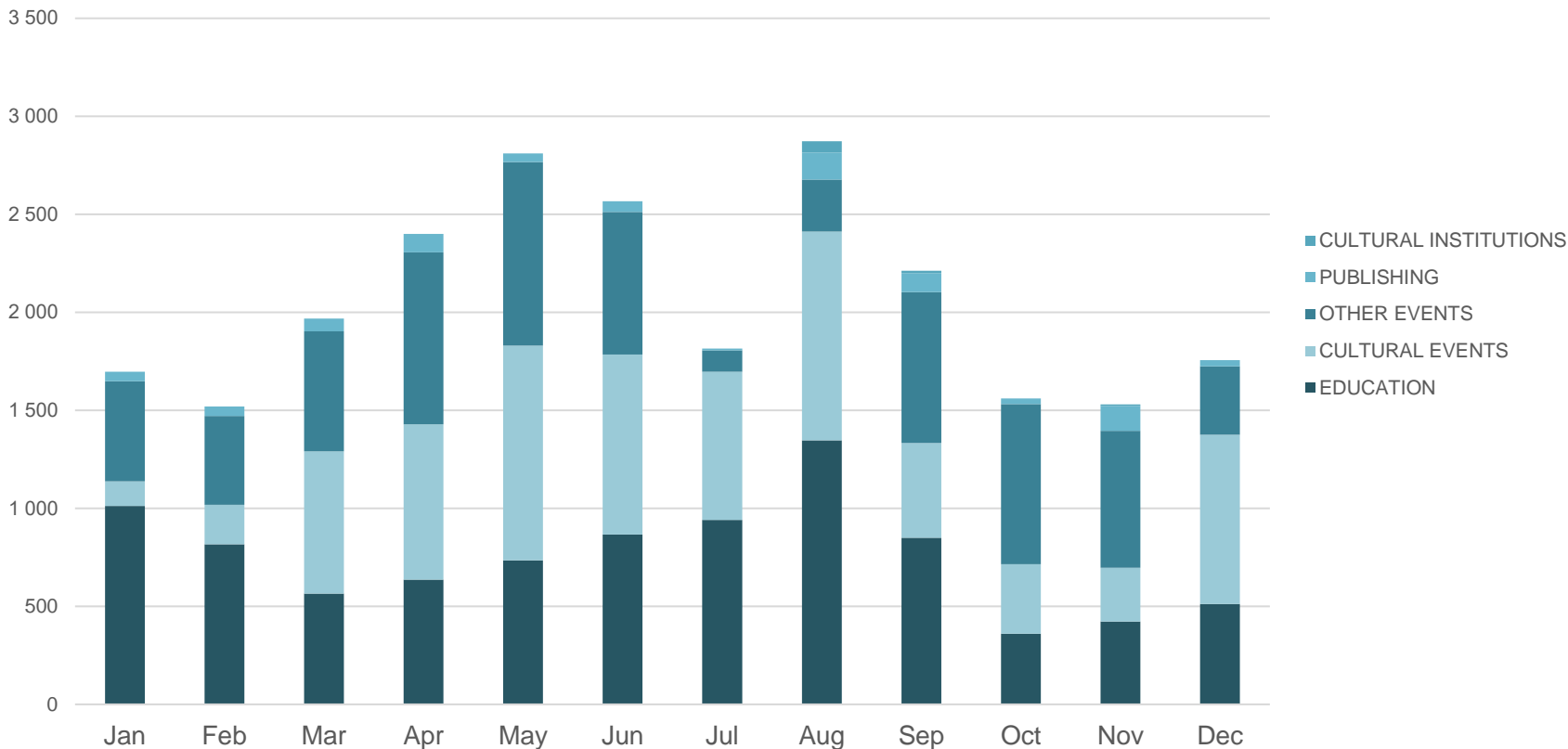
CULTURE. EDUCATION.
PUBLISHING. EVENTS.





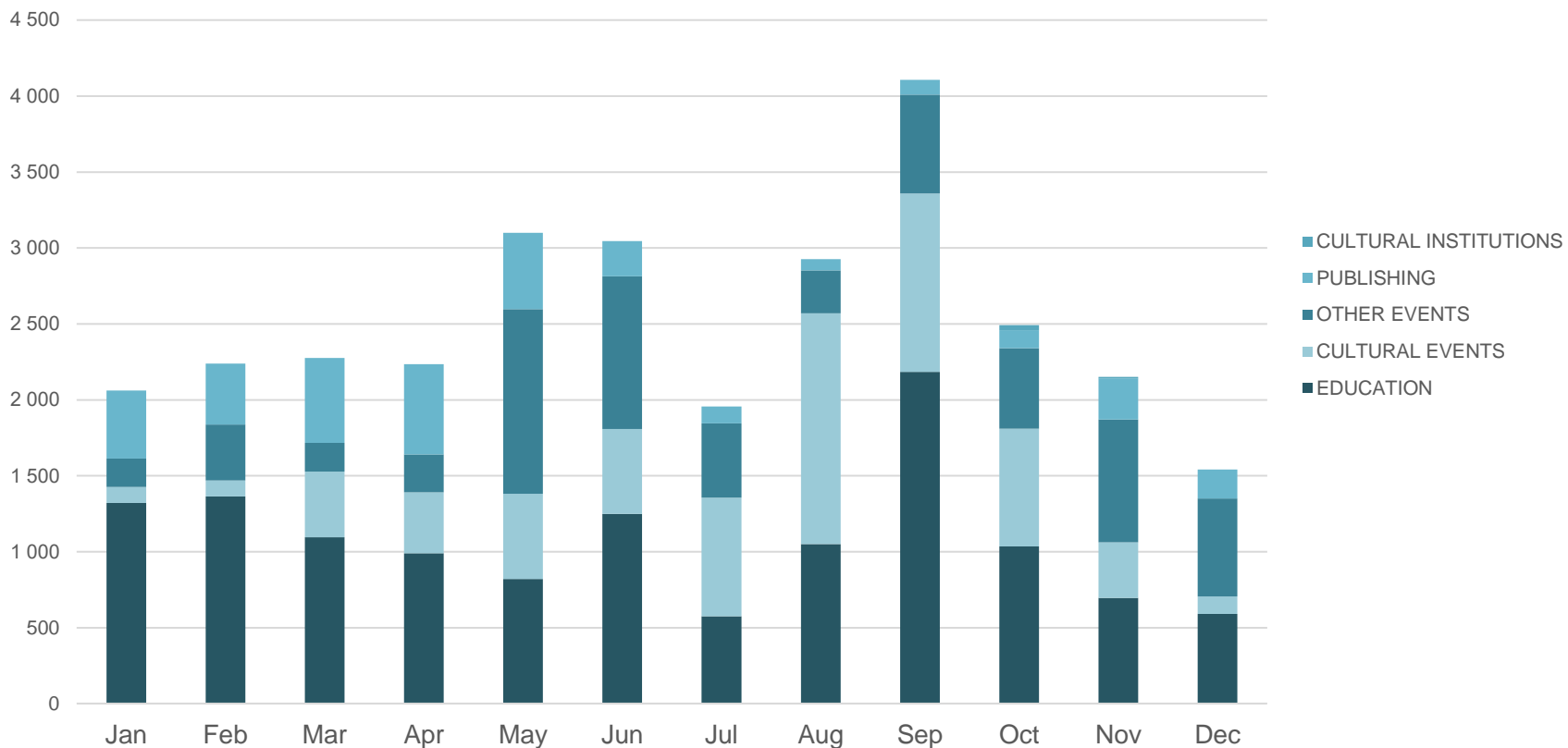
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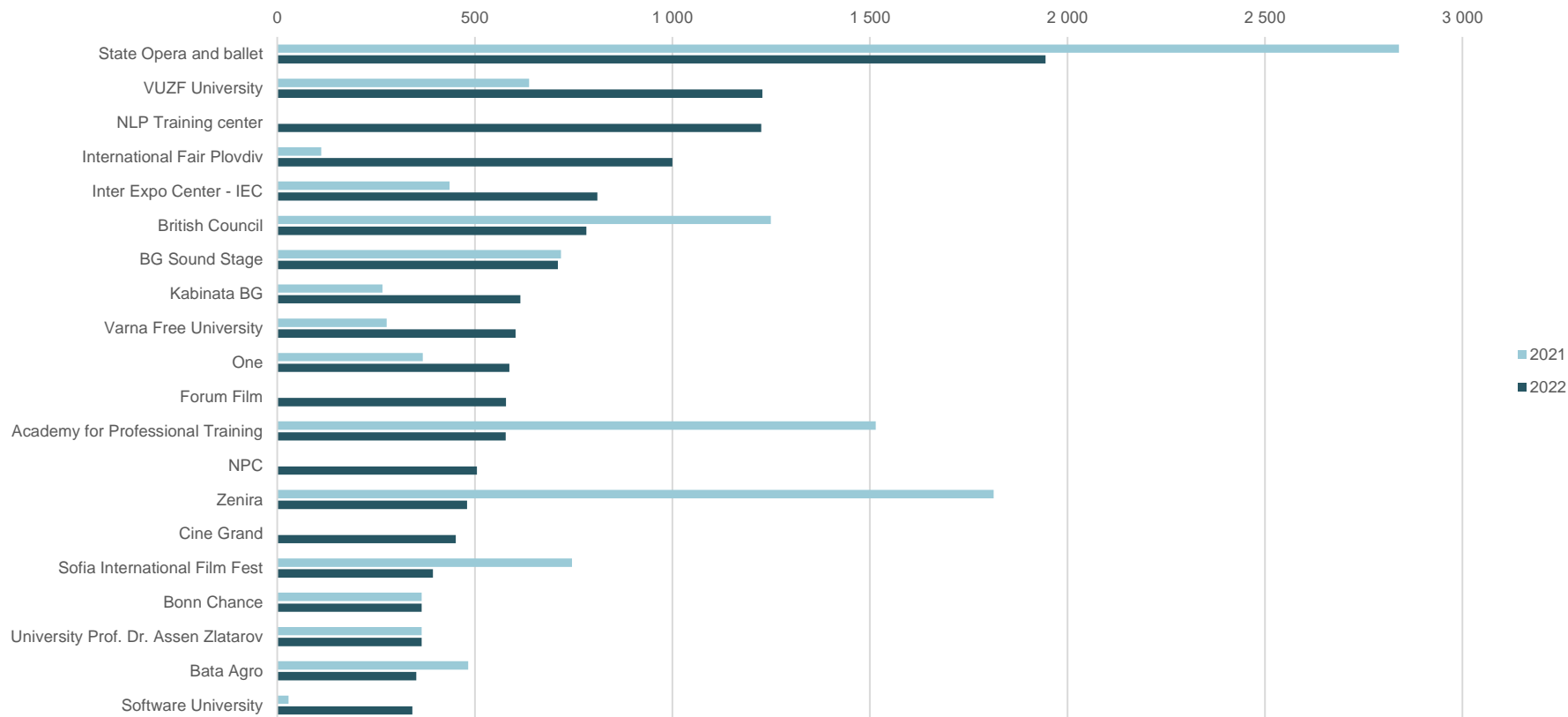
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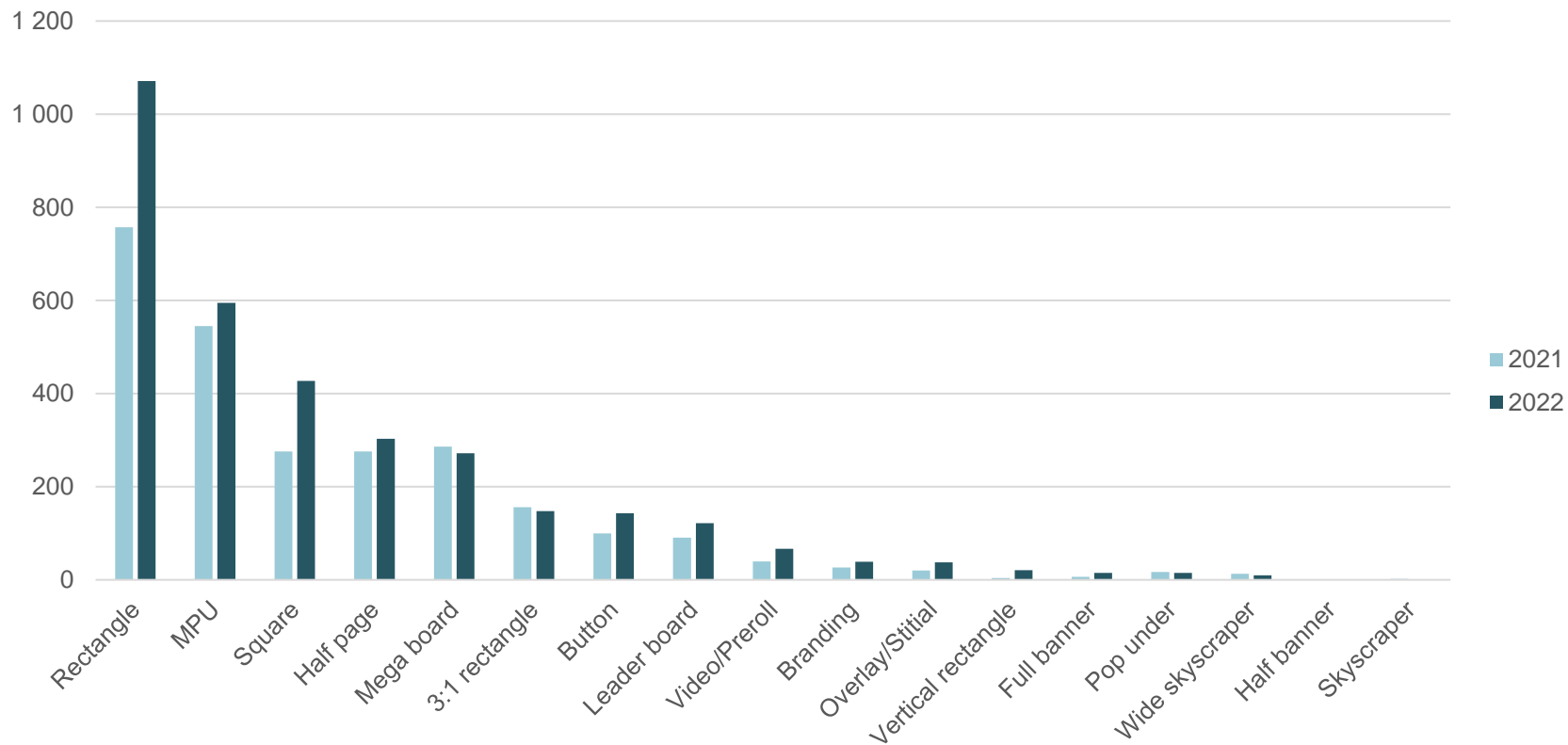


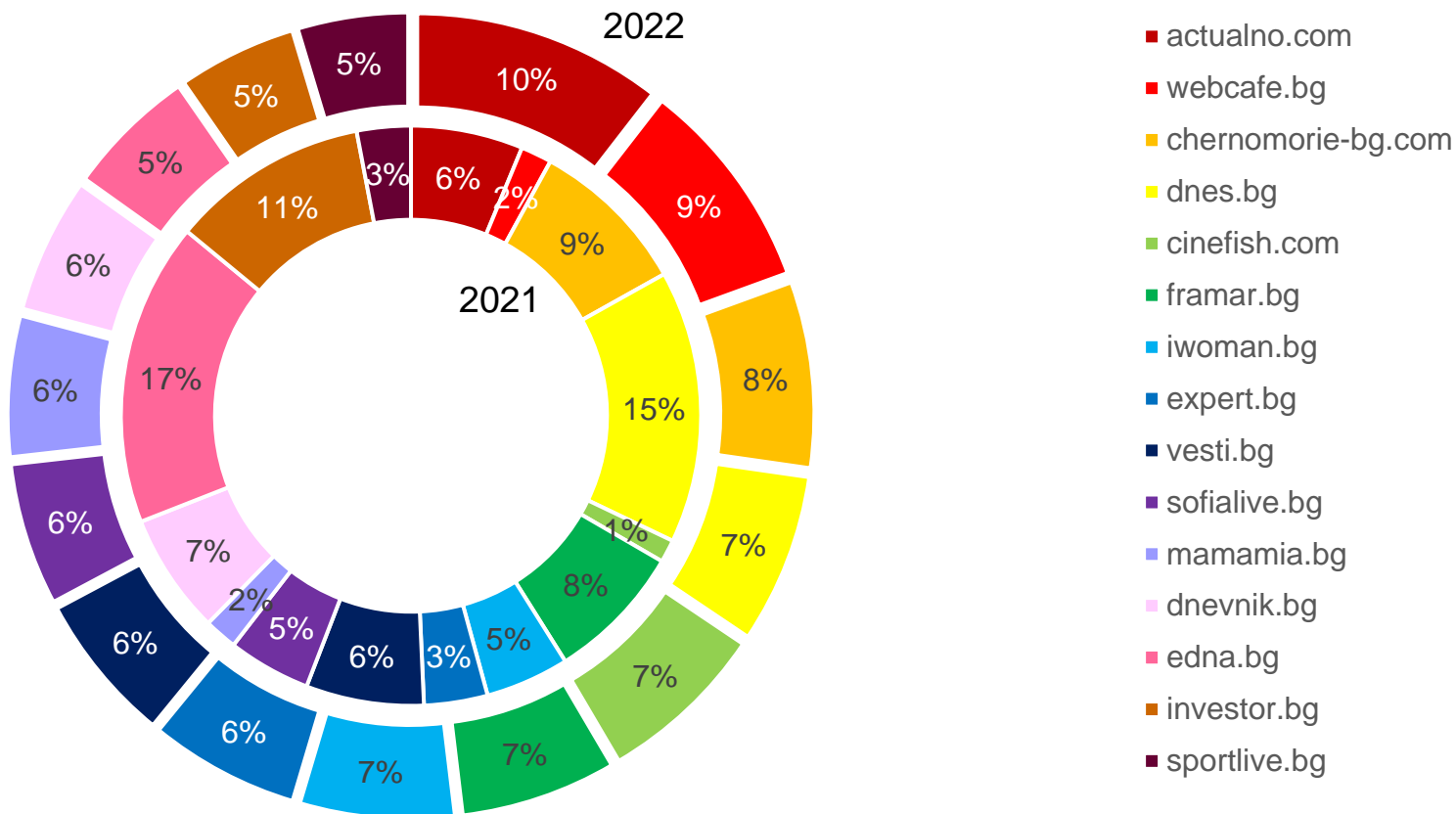
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CULTURE. EDUCATION. PUBLISHING. EVENTS.

BANNER FORMATS by number of creatives – 2021 & 2022





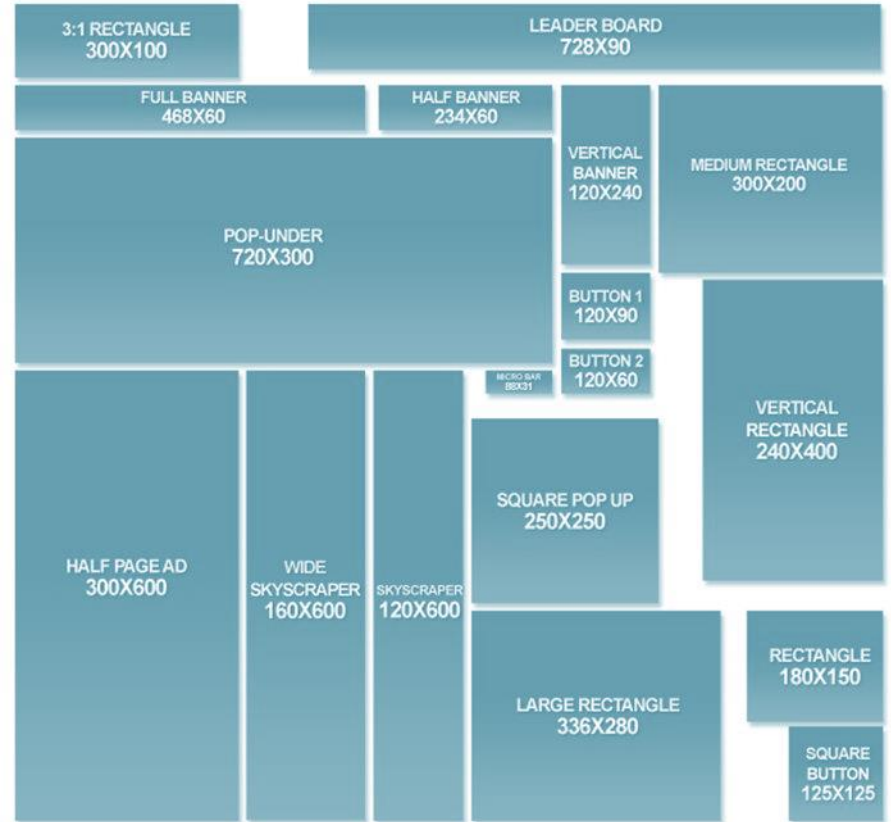


03 Legend

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



For more information you can contact us on:

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+ 359 888 510027

bannermonitoring.com

Stefan Stefanov





Thank you!