



Banner monitoring

2019 in numbers



010101

00101





CONTENT

1. Introduction
2. General market overview
3. Overview by TOP 10 sectors



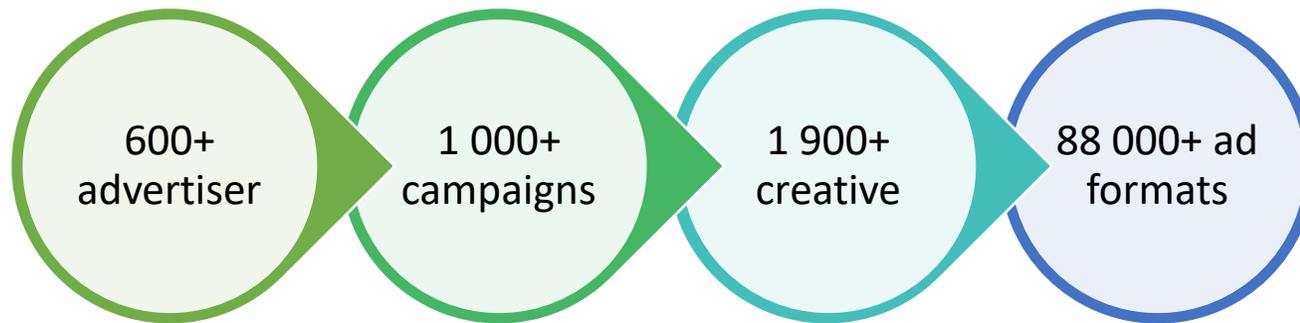
Who we are

- Banner Monitoring (successor of Web News Agent) is 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.
- The system starts to operate on the market since October 2013. **Improving and upgrading** every day, we can state that the system is fully operated since April 2014.



Who we are

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



**The system is not registering banners from some networks.*

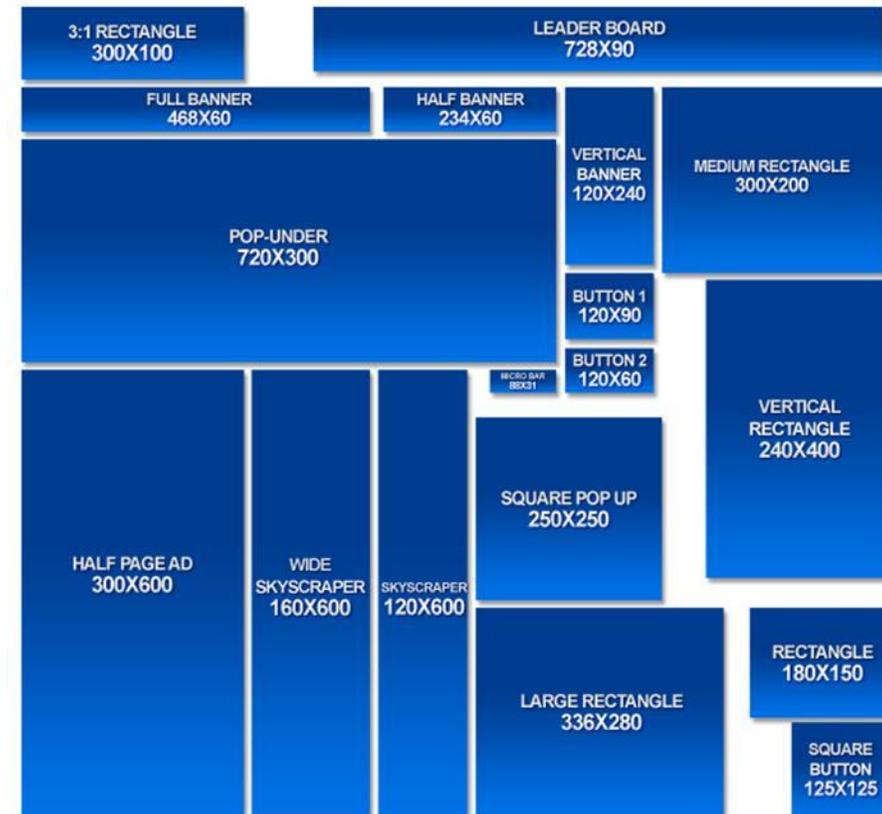


Legend of used abbreviations

* Used formats – based on IAB standards.

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

** campaigns strength – function that weights campaigns by used sites and days of activity





GENERAL MARKET OVERVIEW

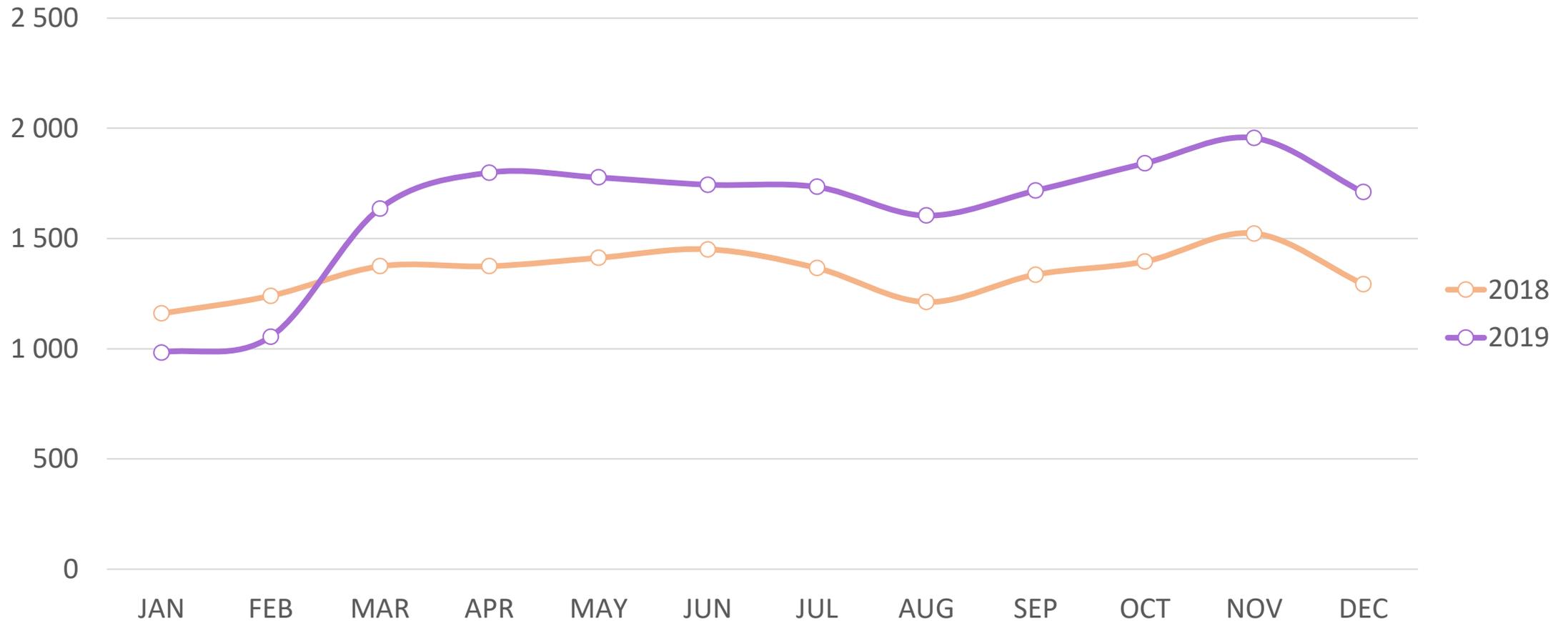




General market overview

CAMPAIGN SEASONALITY

by number of campaigns – 2018 - 2019



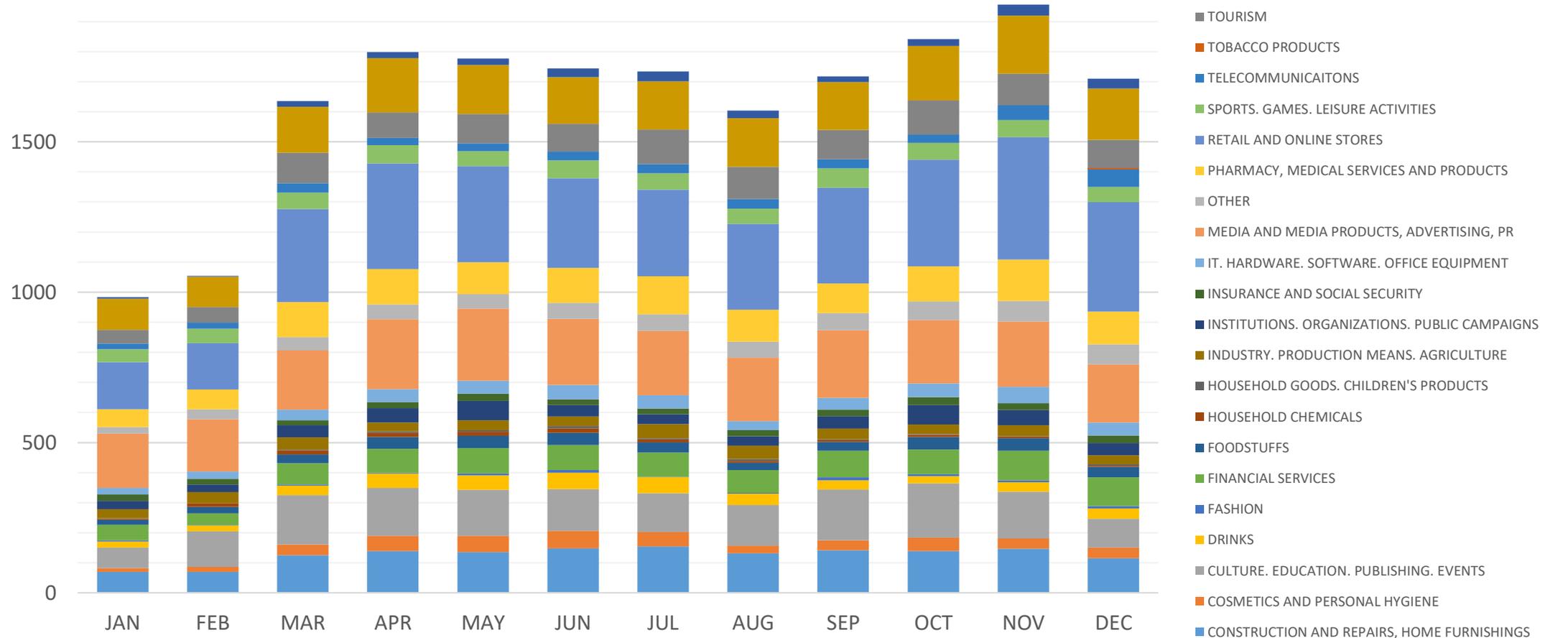


General market overview

CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2019

2000





General market overview

CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2018

2 000

1 500

1 000

500

0

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

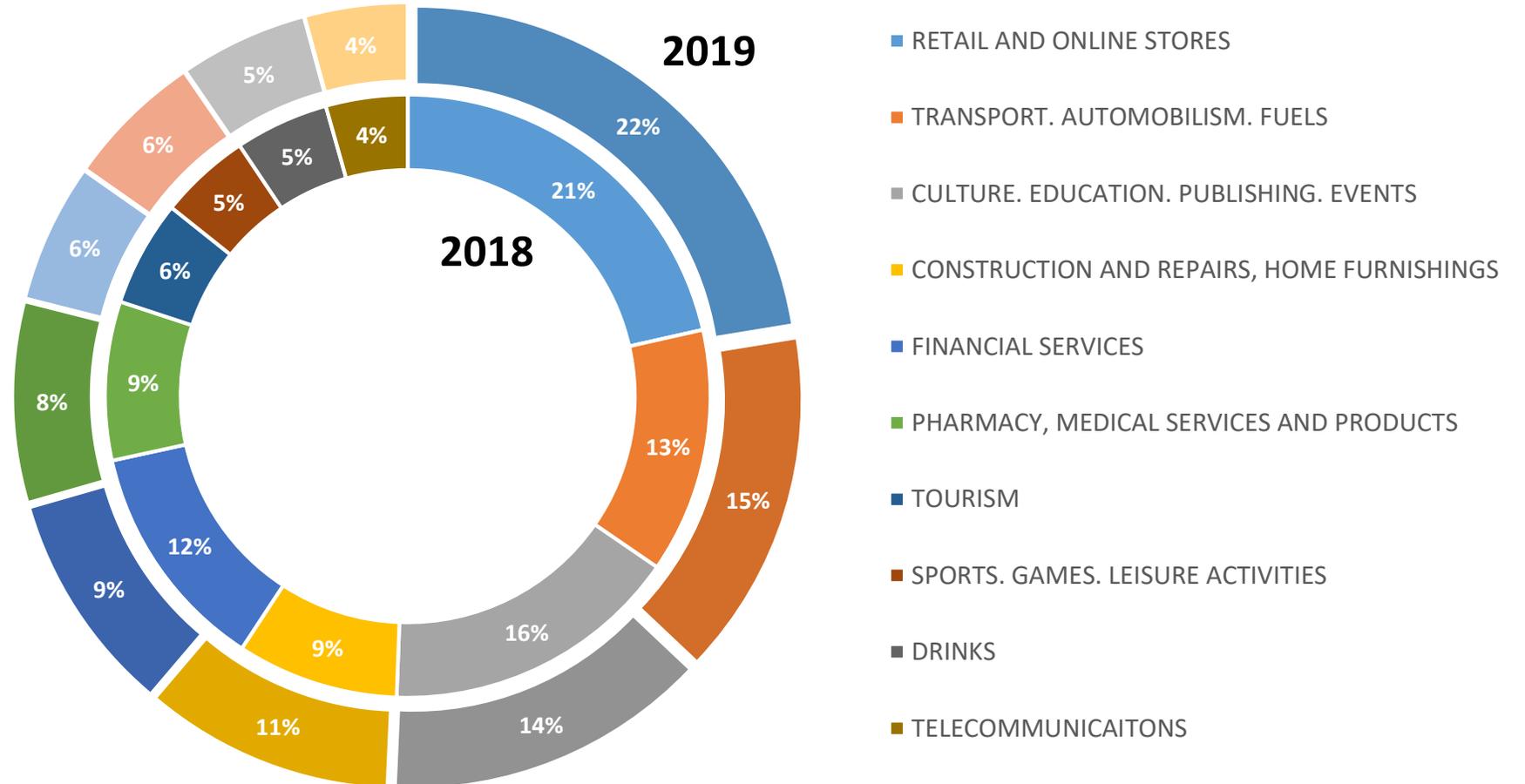
- WHITE GOODS. BROWN GOODS. ELECTRIC APPLIANCES
- TRANSPORT. AUTOMOBILISM. FUELS
- TOURISM
- TOBACCO PRODUCTS
- TELECOMMUNICAITONS
- SPORTS. GAMES. LEISURE ACTIVITIES
- RETAIL AND ONLINE STORES
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- OTHER
- MEDIA AND MEDIA PRODUCTS, ADVERTISING, PR
- IT. HARDWARE. SOFTWARE. OFFICE EQUIPMENT
- INSURANCE AND SOCIAL SECURITY
- INSTITUTIONS. ORGANIZATIONS. PUBLIC CAMPAIGNS
- INDUSTRY. PRODUCTION MEANS. AGRICULTURE
- HOUSEHOLD GOODS. CHILDREN'S PRODUCTS
- HOUSEHOLD CHEMICALS
- FOODSTUFFS
- FINANCIAL SERVICES
- FASHION
- DRINKS
- CULTURE. EDUCATION. PUBLISHING. EVENTS
- COSMETICS AND PERSONAL HYGIENE
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS



General market overview

TOP 10 SECTORS

by campaigns strength – 2018 & 2019

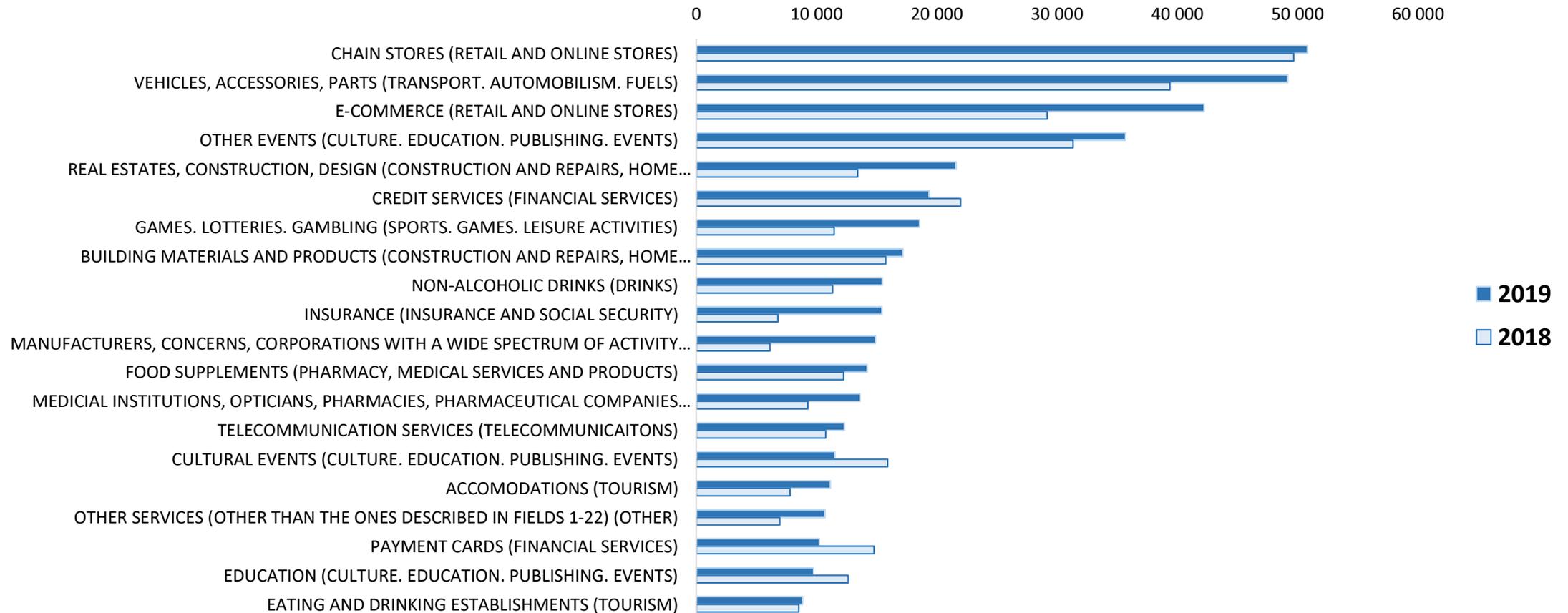




General market overview

TOP 20 CATEGORY

by campaigns strength – 2018 & 2019

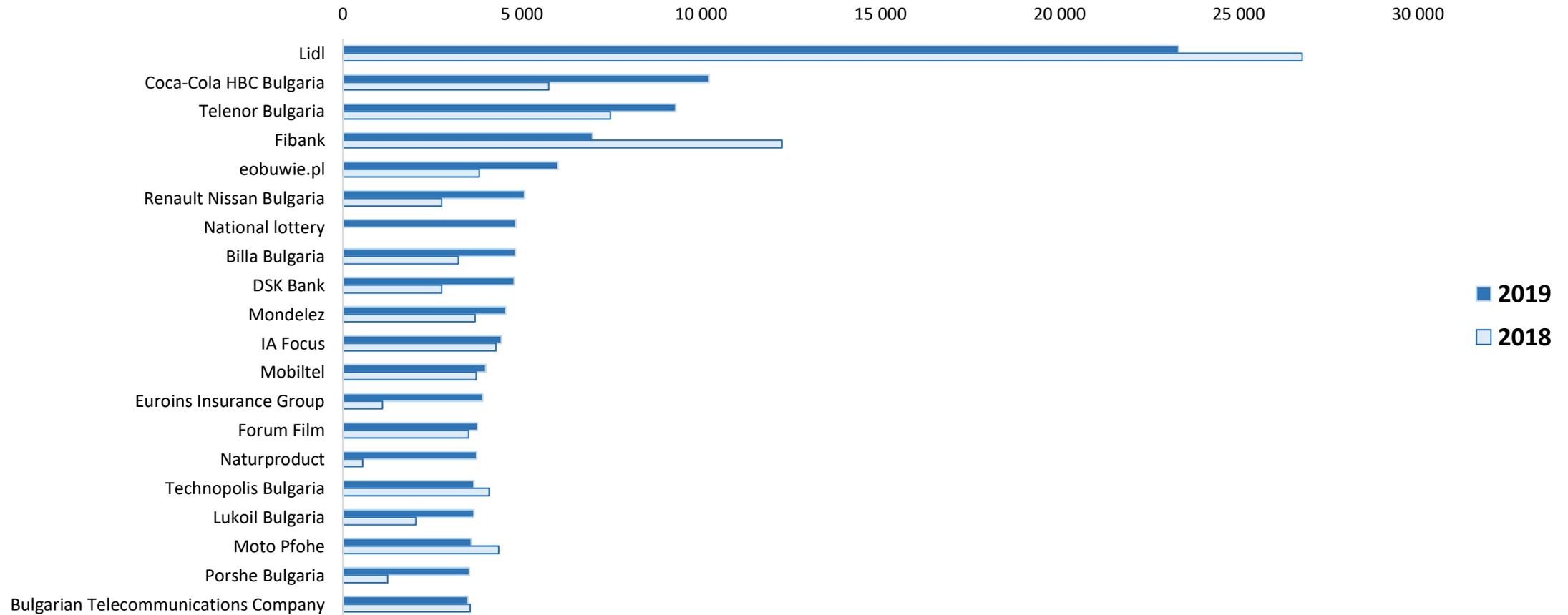




General market overview

20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2018 & 2019



B

SECTOR **RETAIL AND
ONLINE STORES**

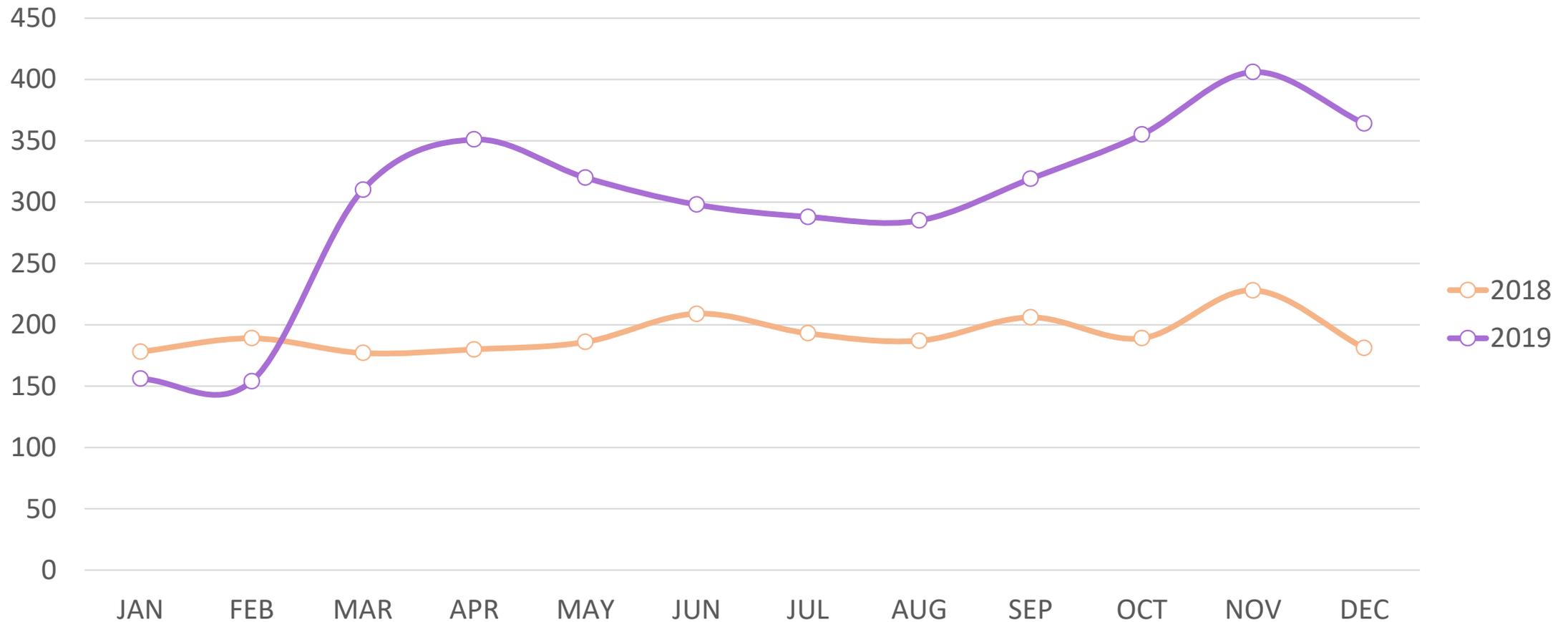




TOP 10 sectors

RETAIL AND ONLINE STORES

SEASONALITY (by number of campaigns – 2018 – 2019)

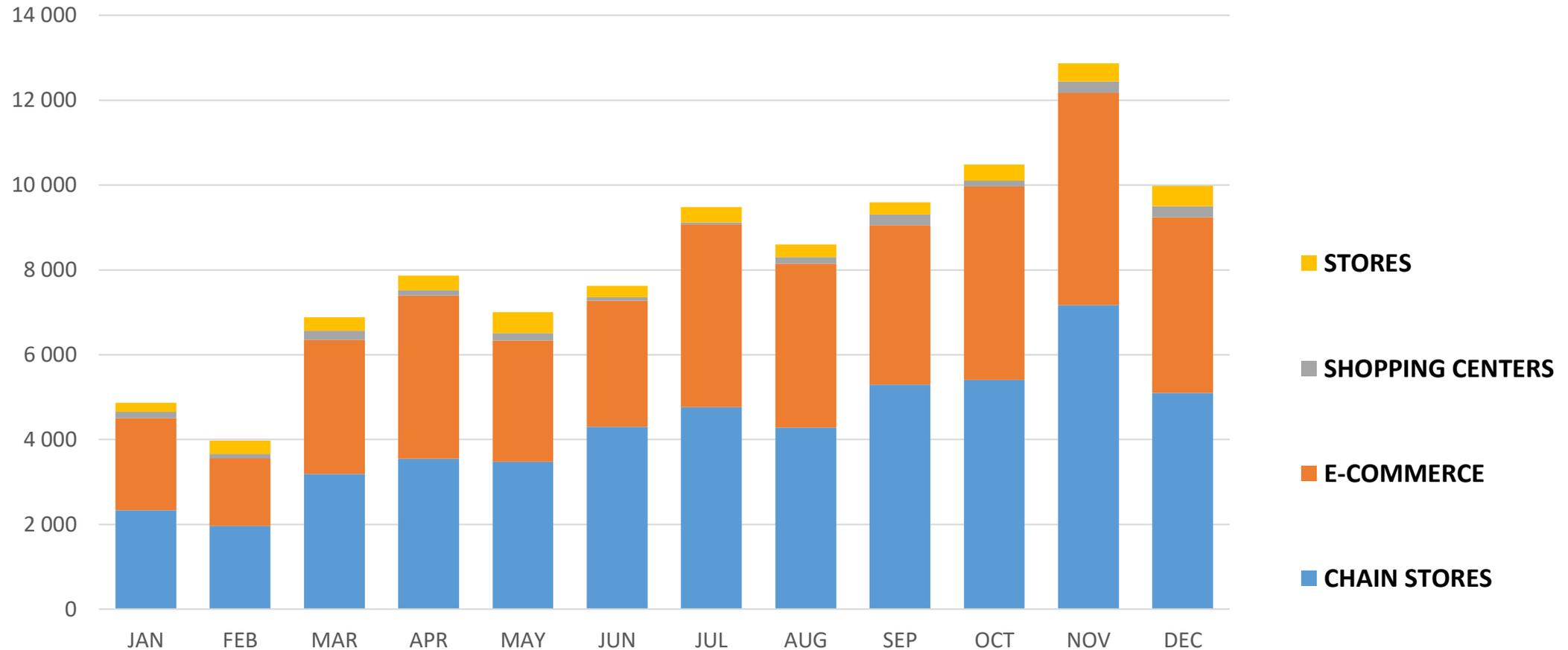




TOP 10 sectors

RETAIL AND ONLINE STORES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

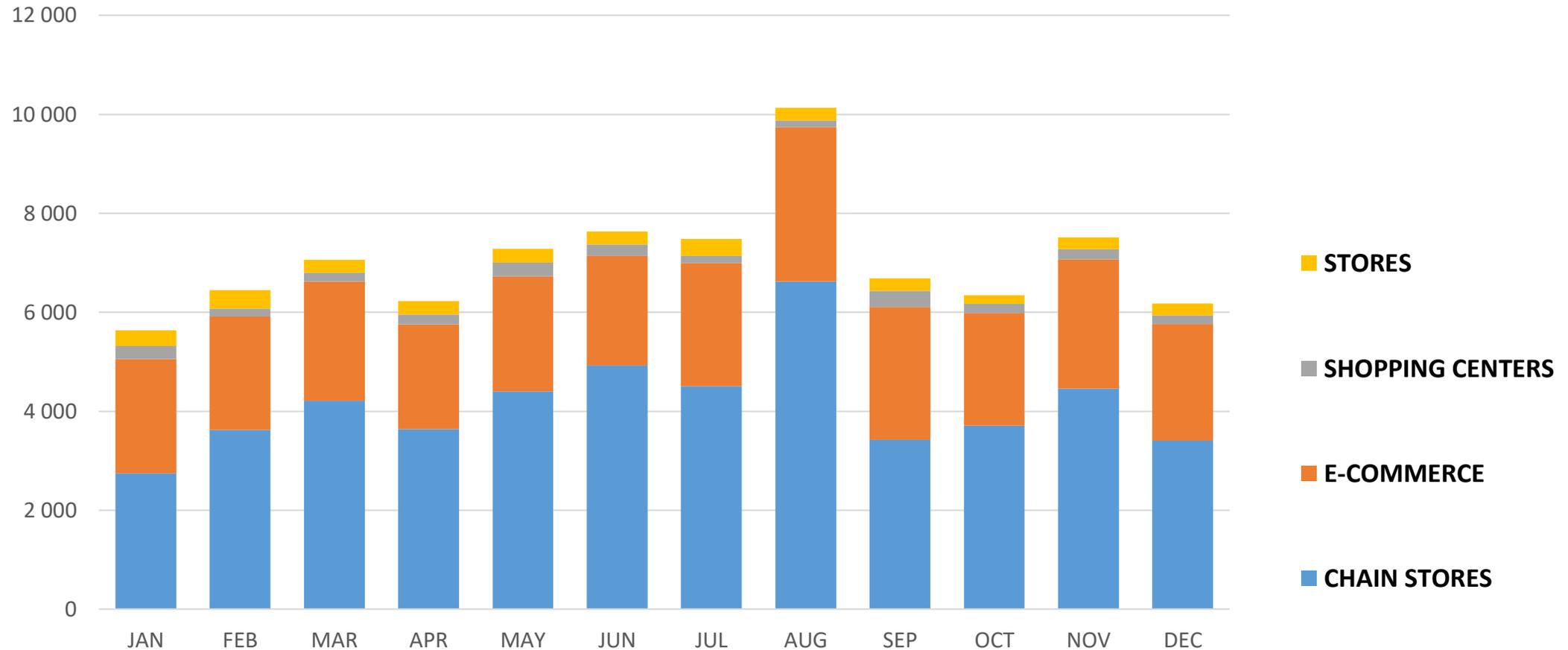




TOP 10 sectors

RETAIL AND ONLINE STORES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

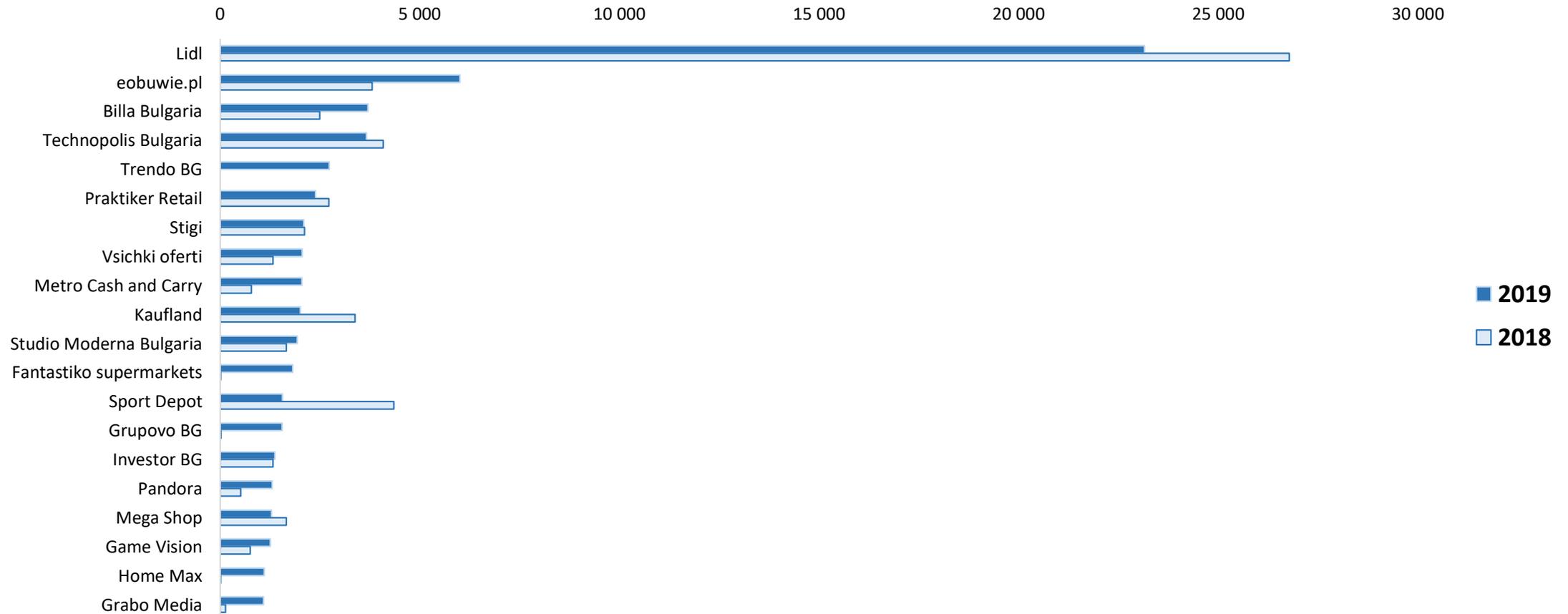




TOP 10 sectors

RETAIL AND ONLINE STORES

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

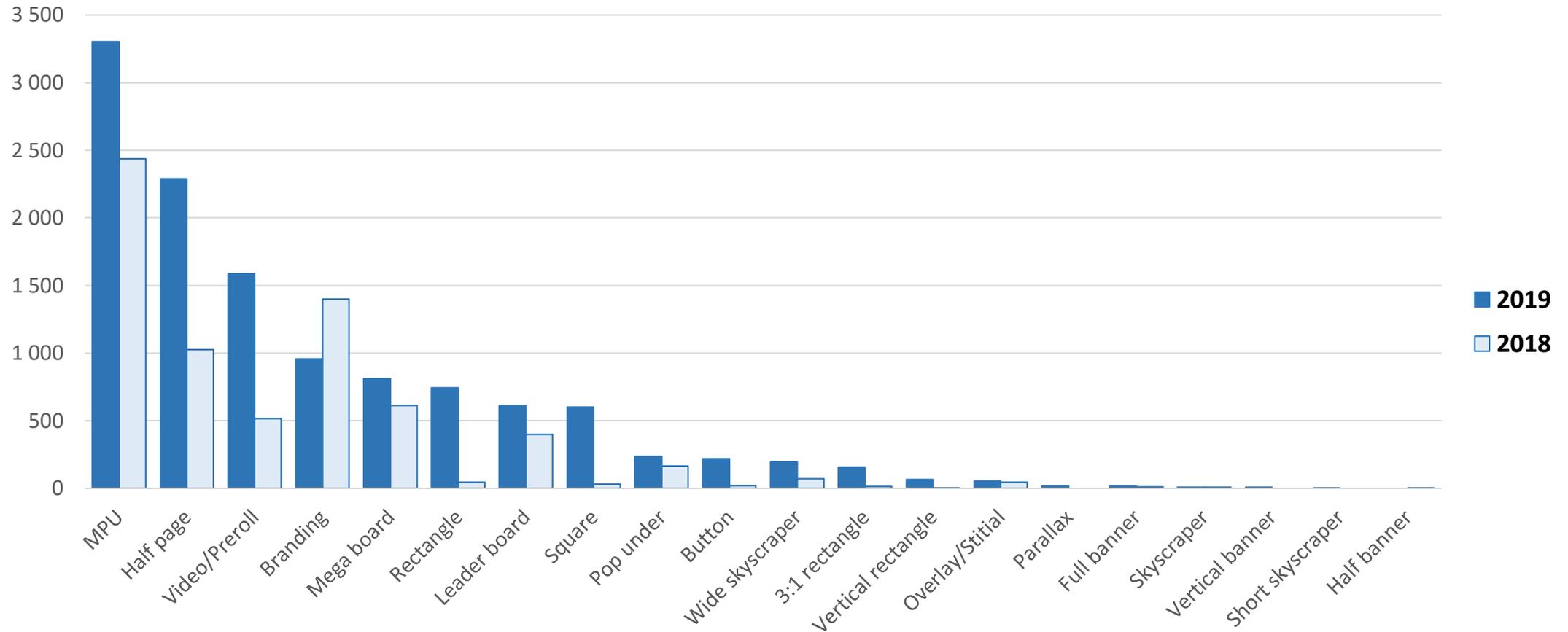




TOP 10 sectors

RETAIL AND ONLINE STORES

BANNER FORMATS (by number of creatives – 2018 & 2019)

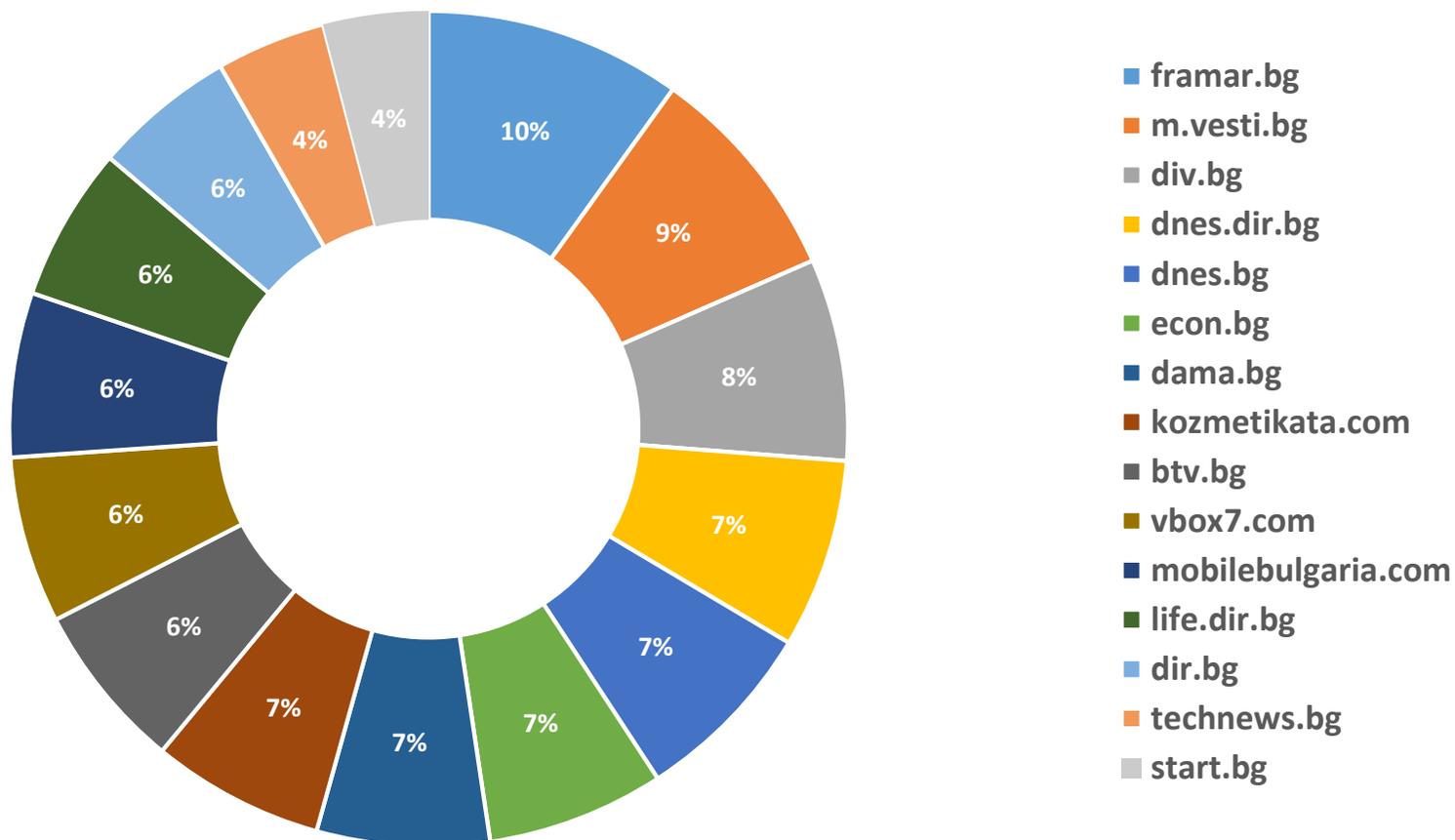




TOP 10 sectors

RETAIL AND ONLINE STORES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

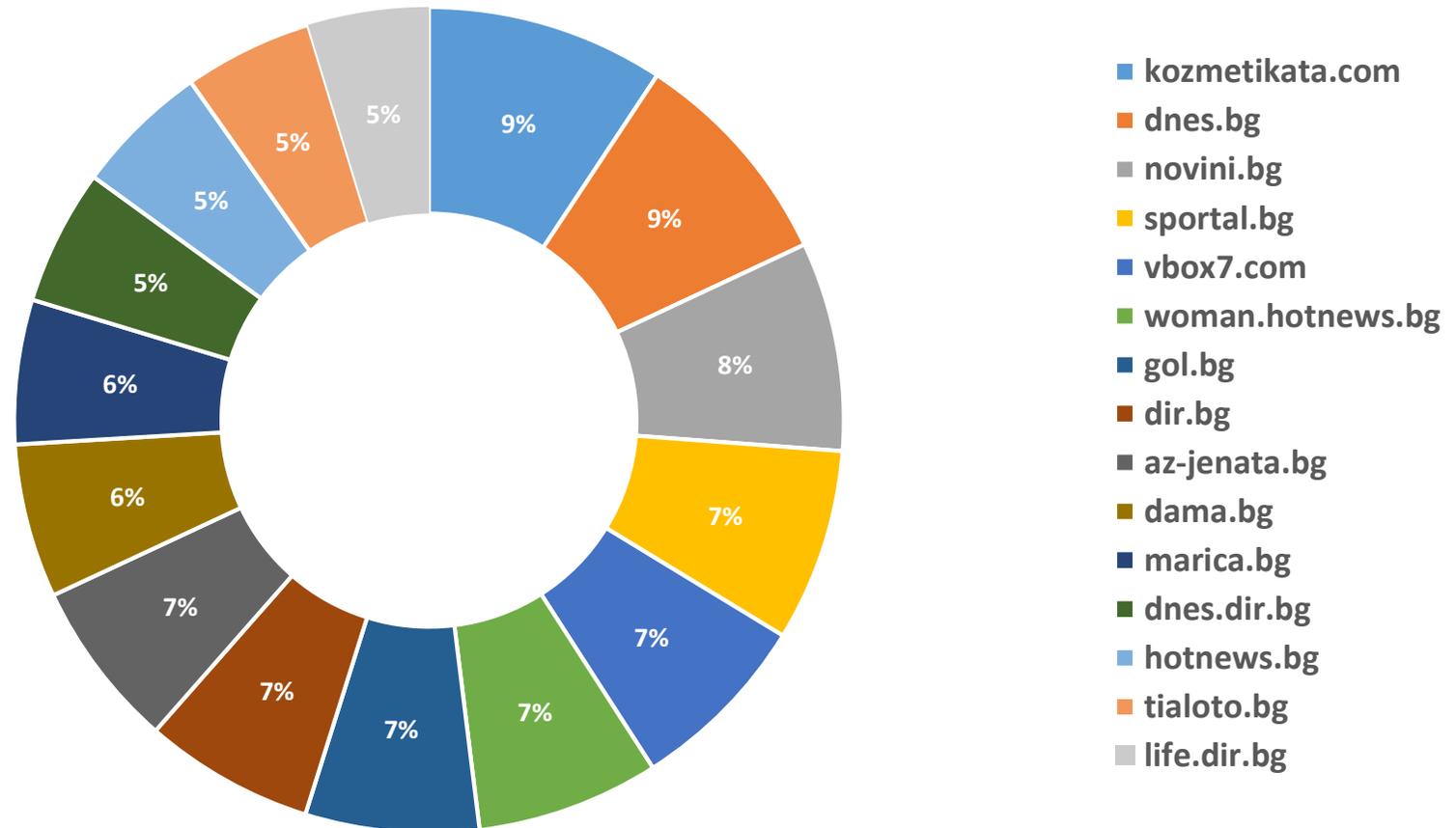




TOP 10 sectors

RETAIL AND ONLINE STORES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





**SECTOR TRANSPORT.
AUTOMOBILISM. FUELS**

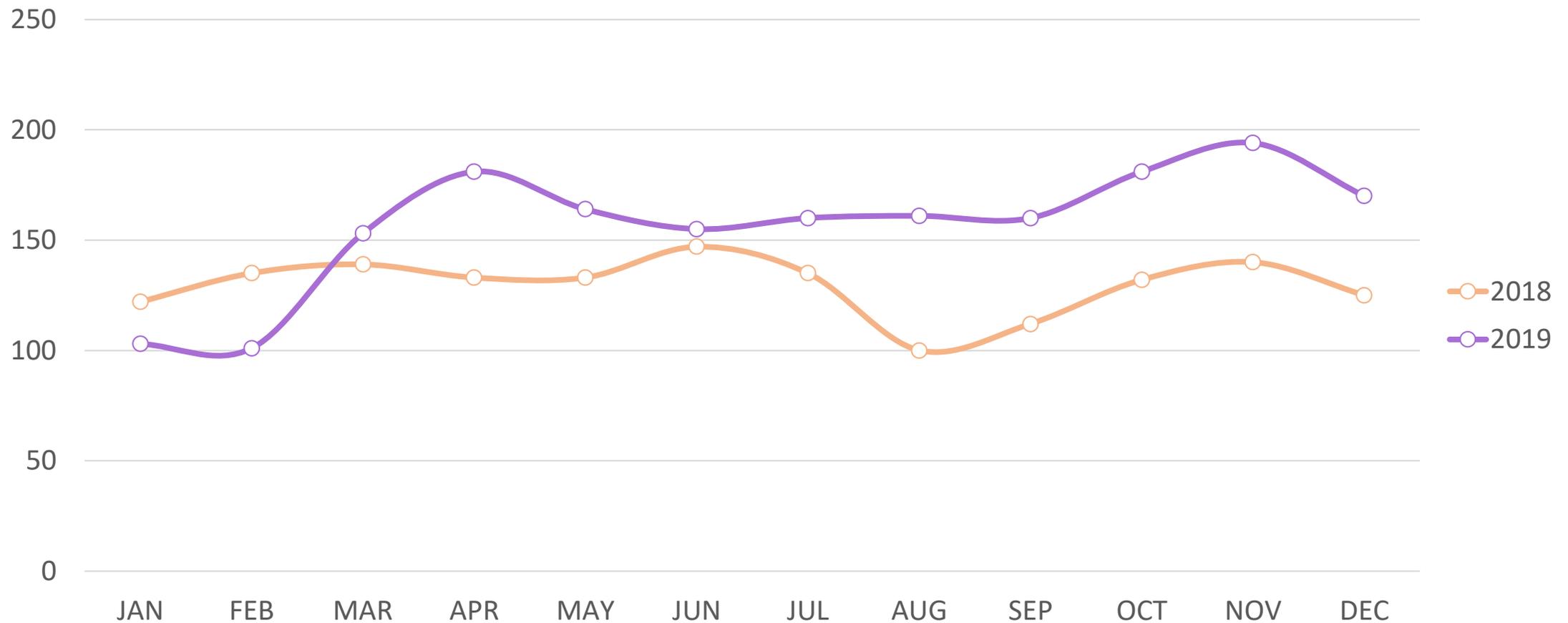




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

SEASONALITY (by number of campaigns – 2018 – 2019)

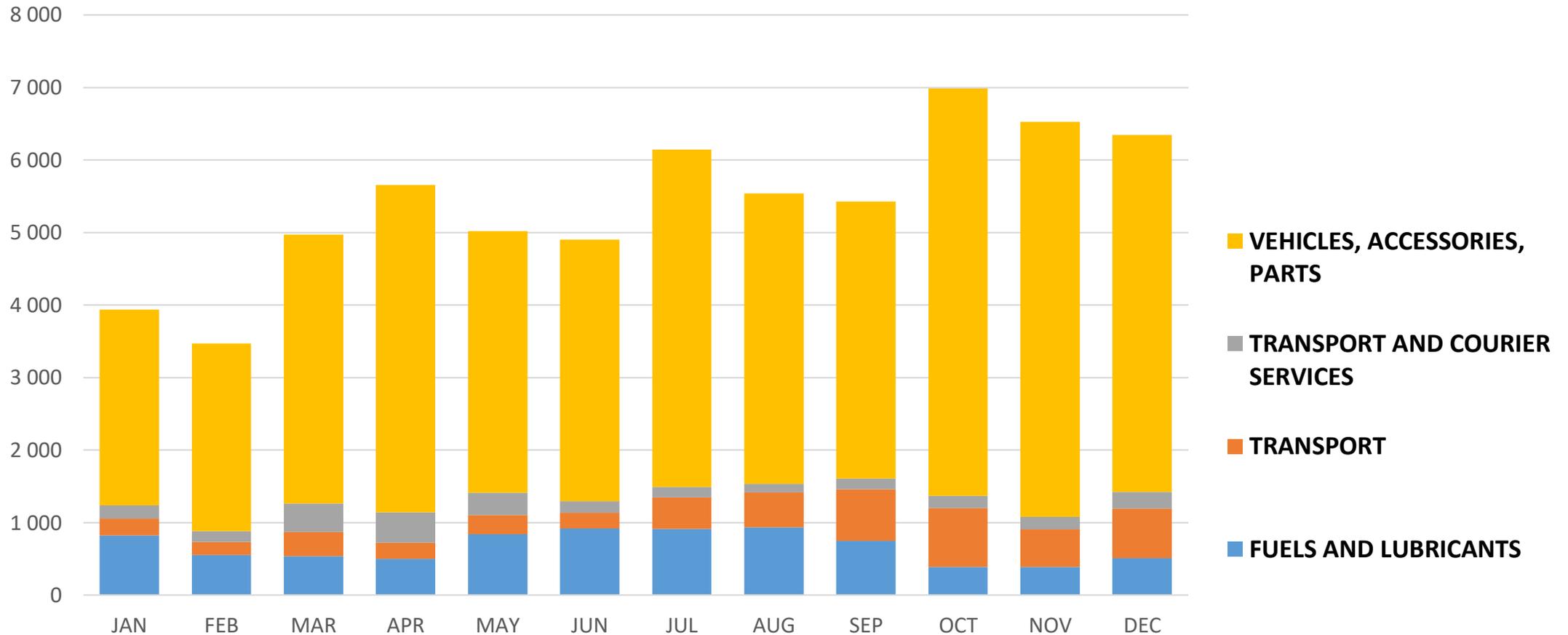




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

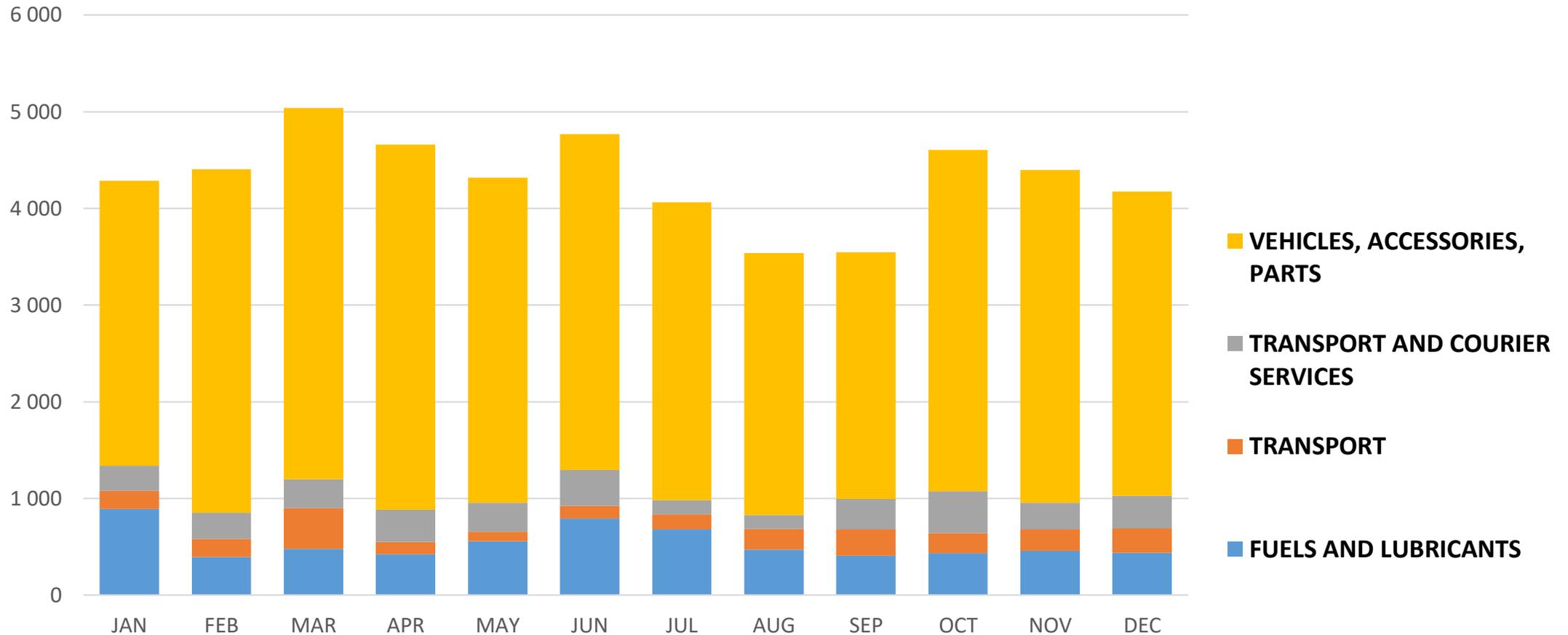




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

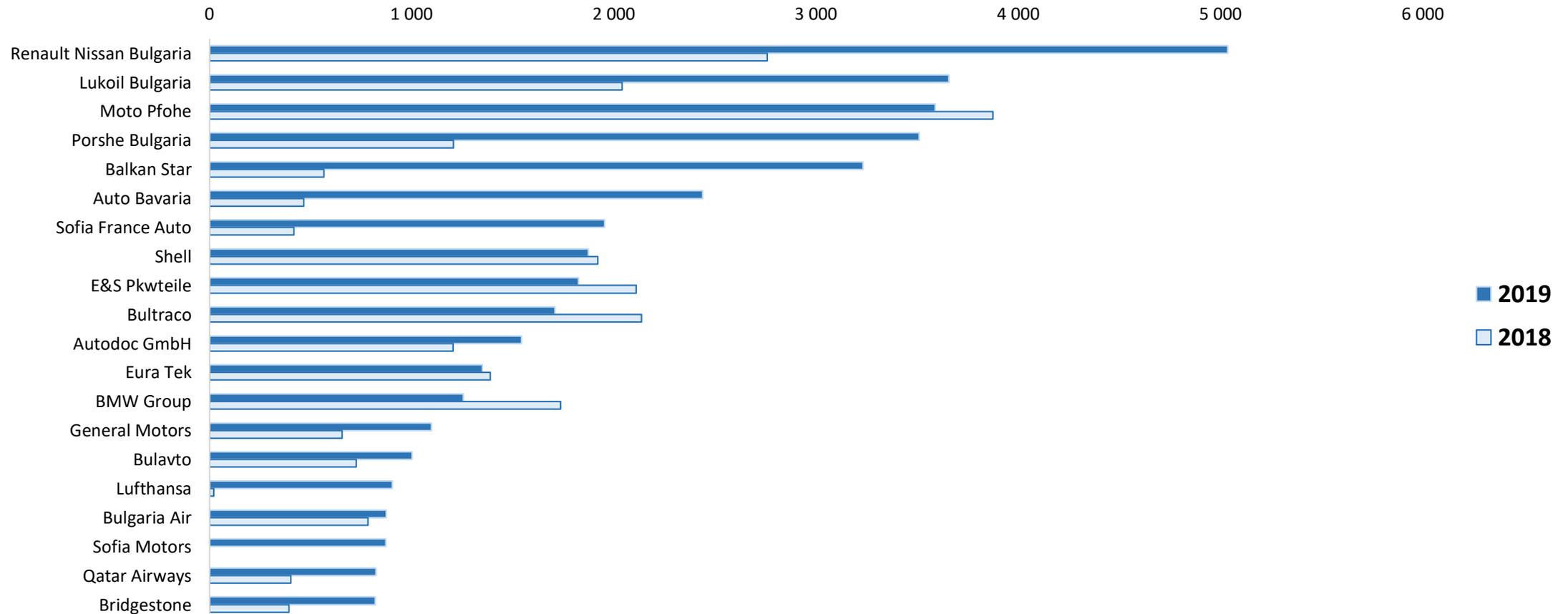




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

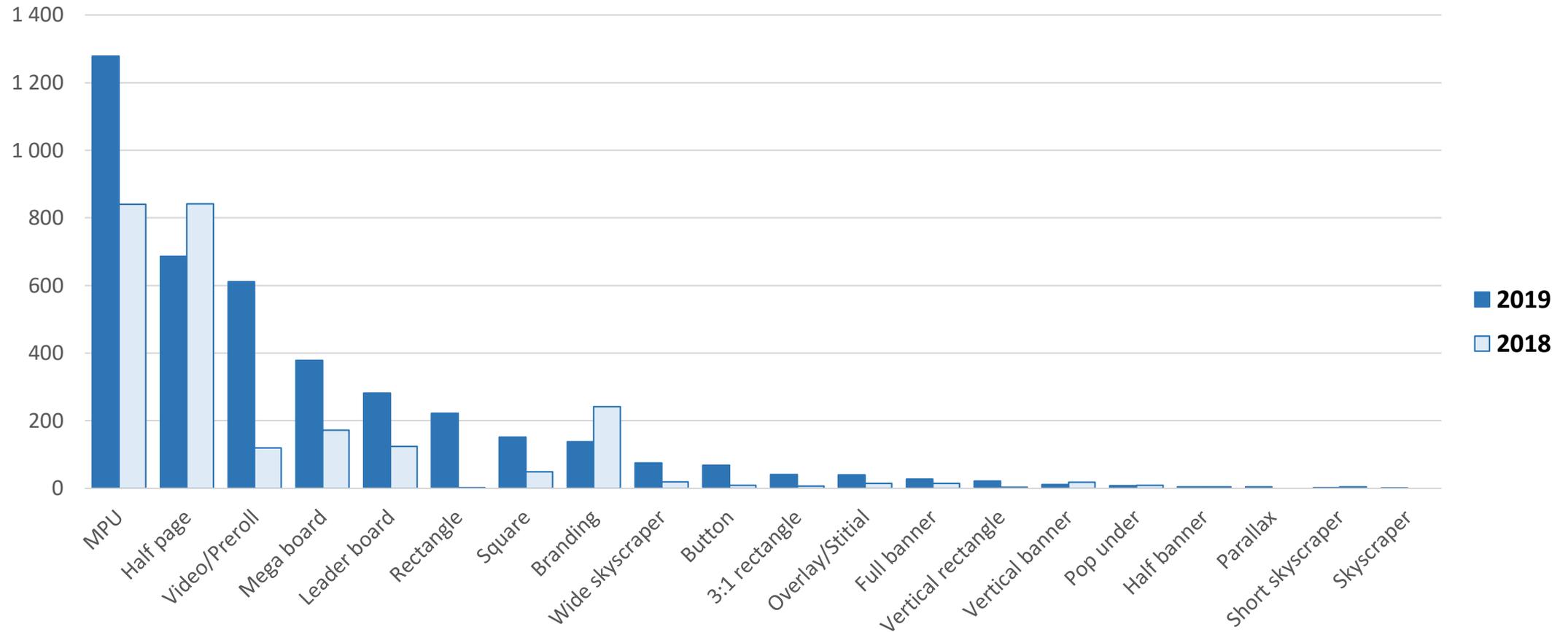




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

BANNER FORMATS (by number of creatives – 2018 & 2019)

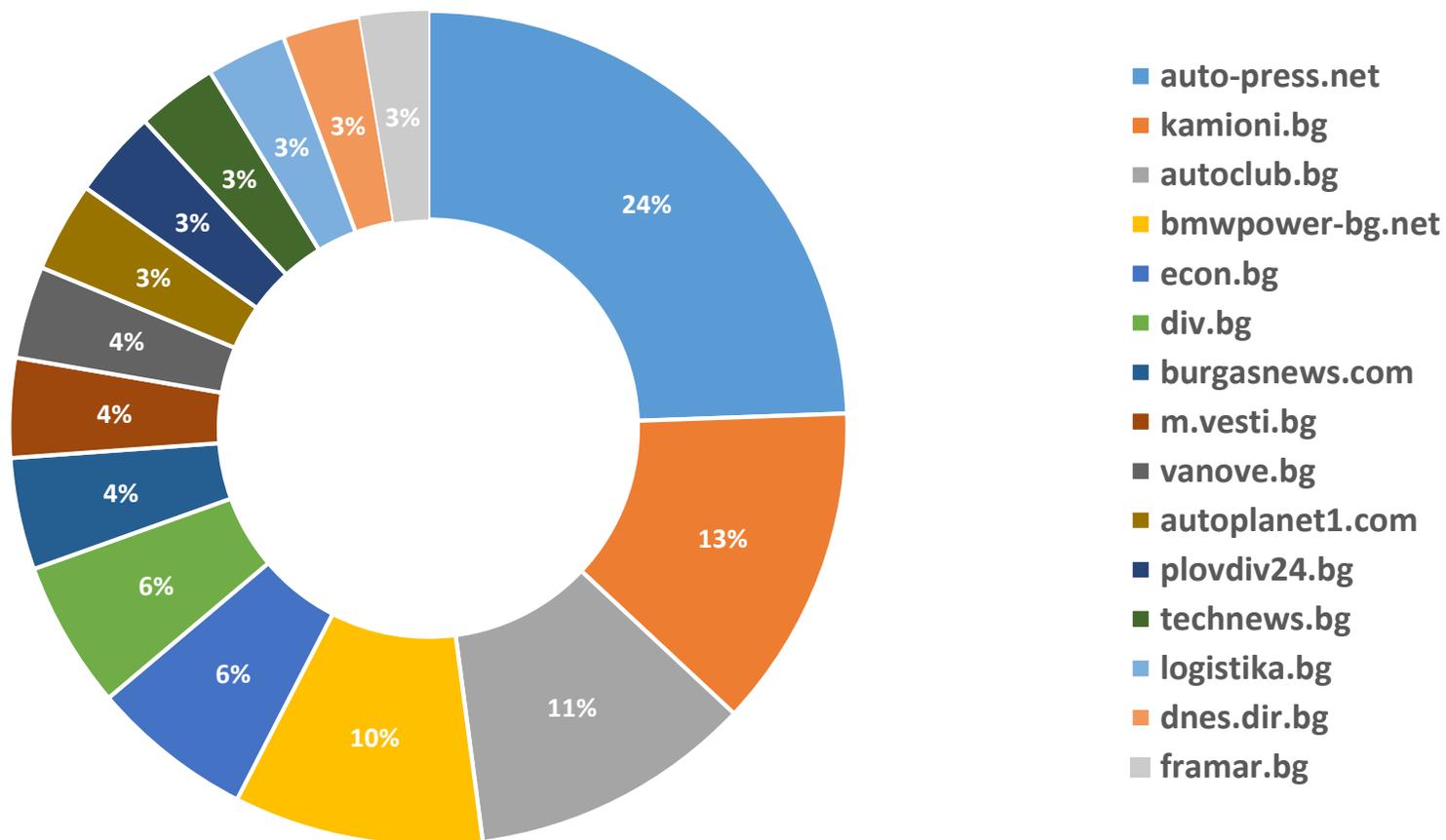




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

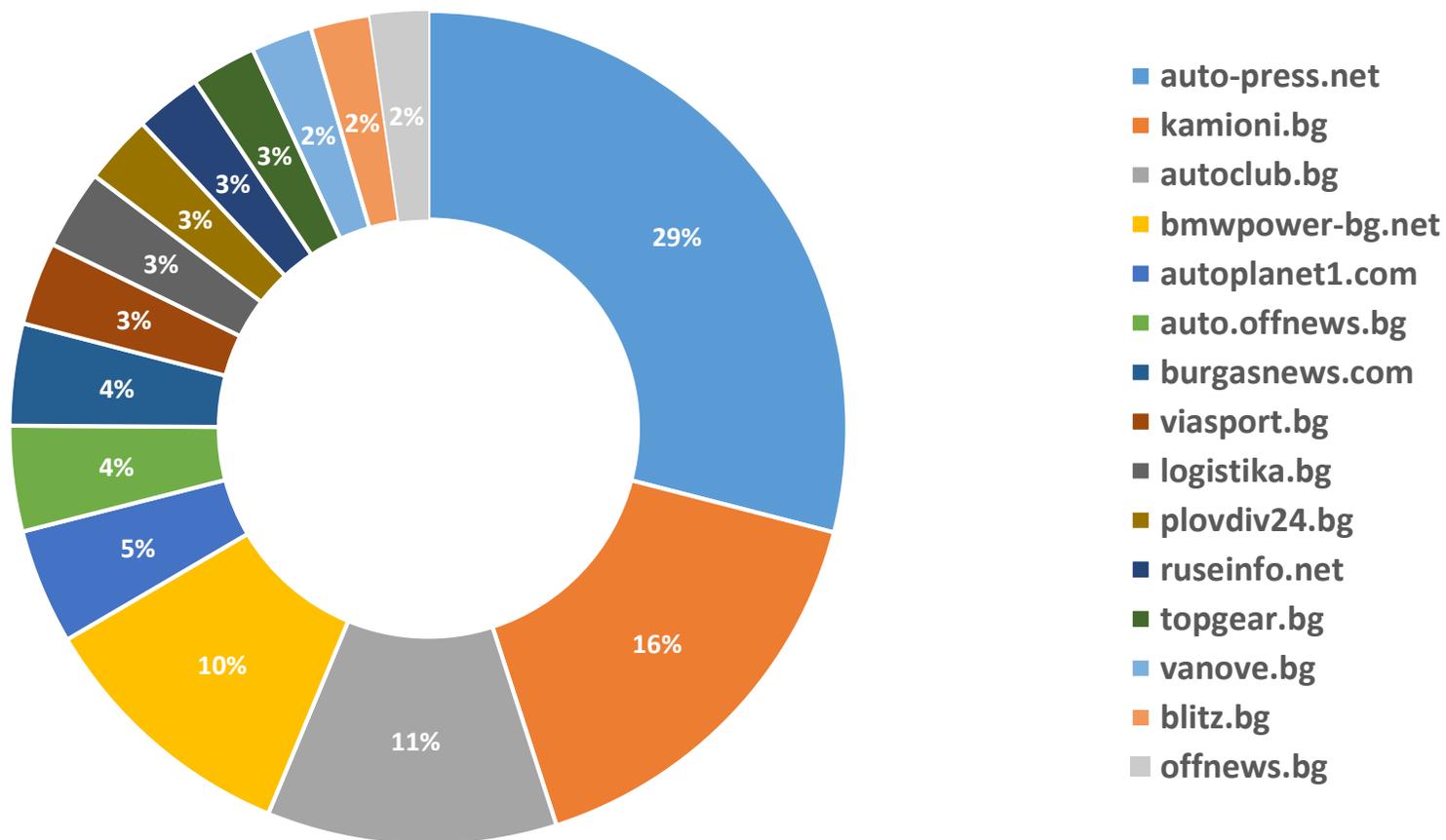




TOP 10 sectors

TRANSPORT. AUTOMOBILISM. FUELS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





**SECTOR CULTURE. EDUCATION.
PUBLISHING. EVENTS**

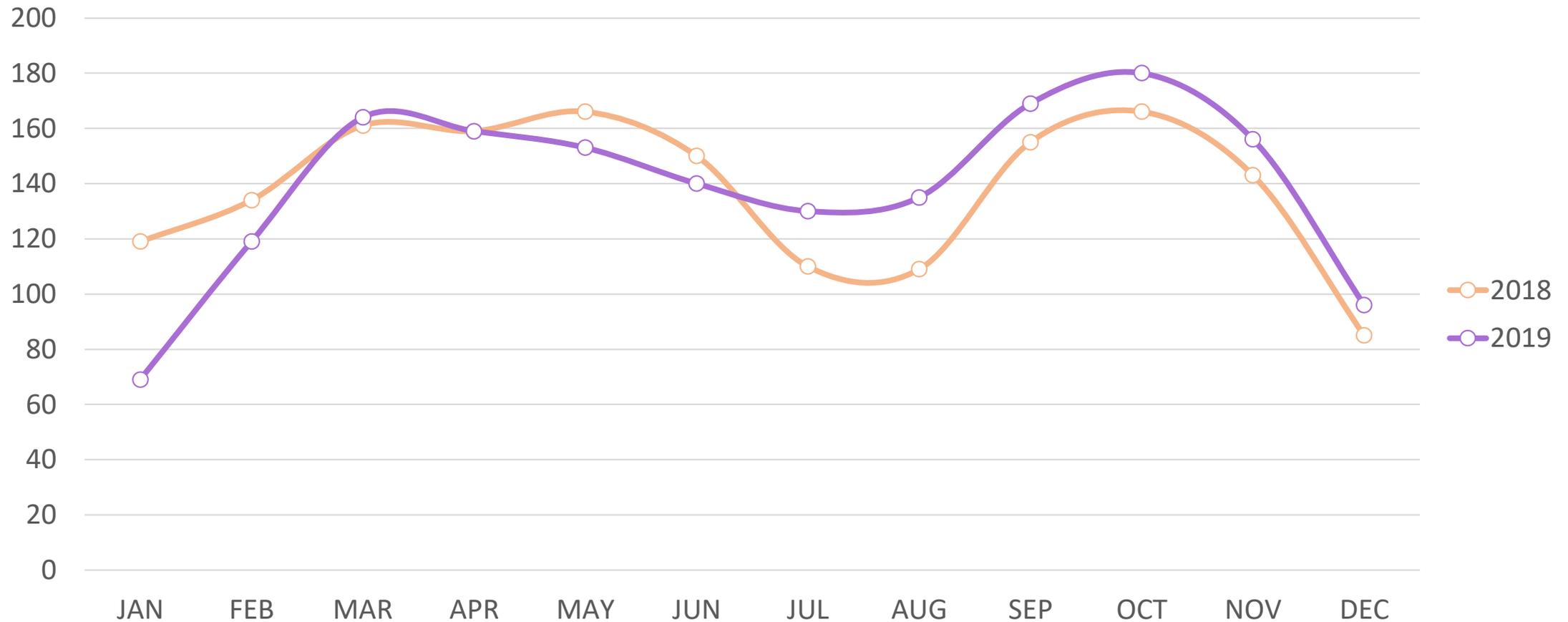




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

SEASONALITY (by number of campaigns – 2018 – 2019)

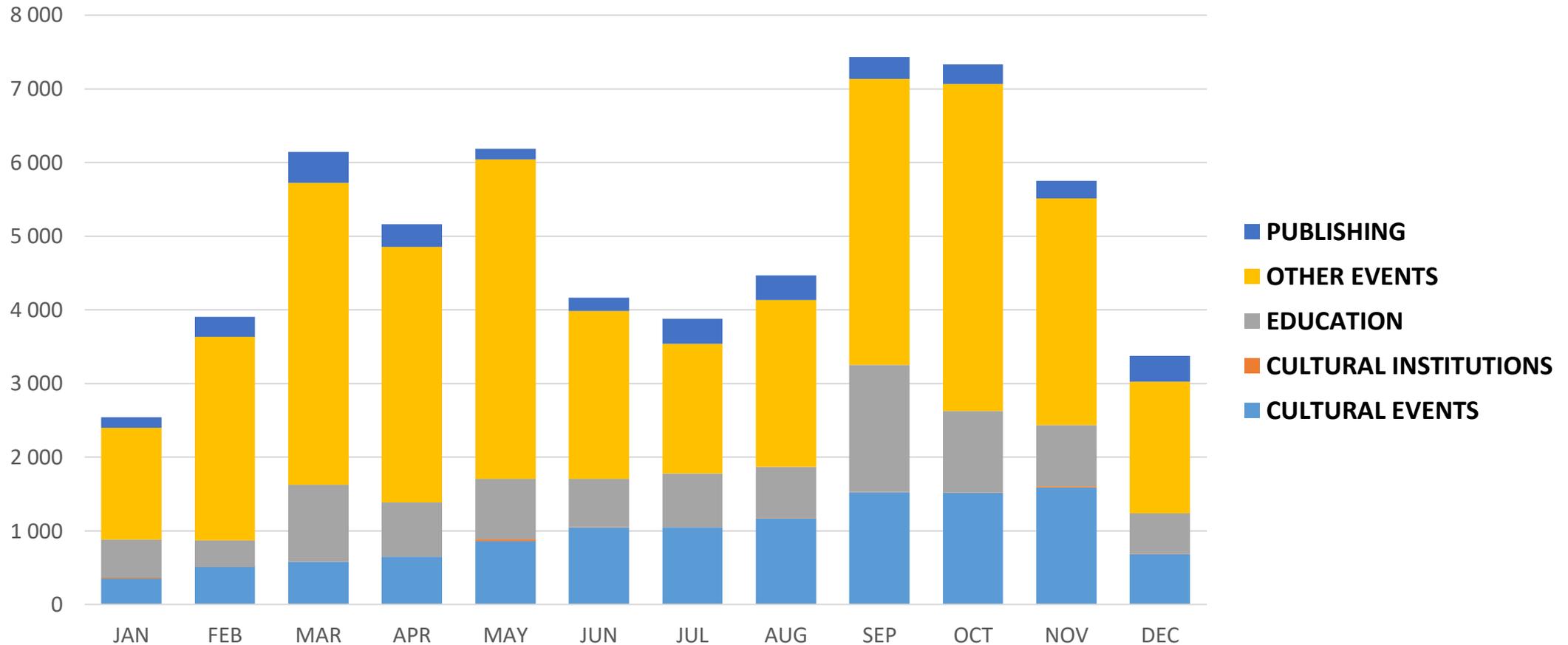




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

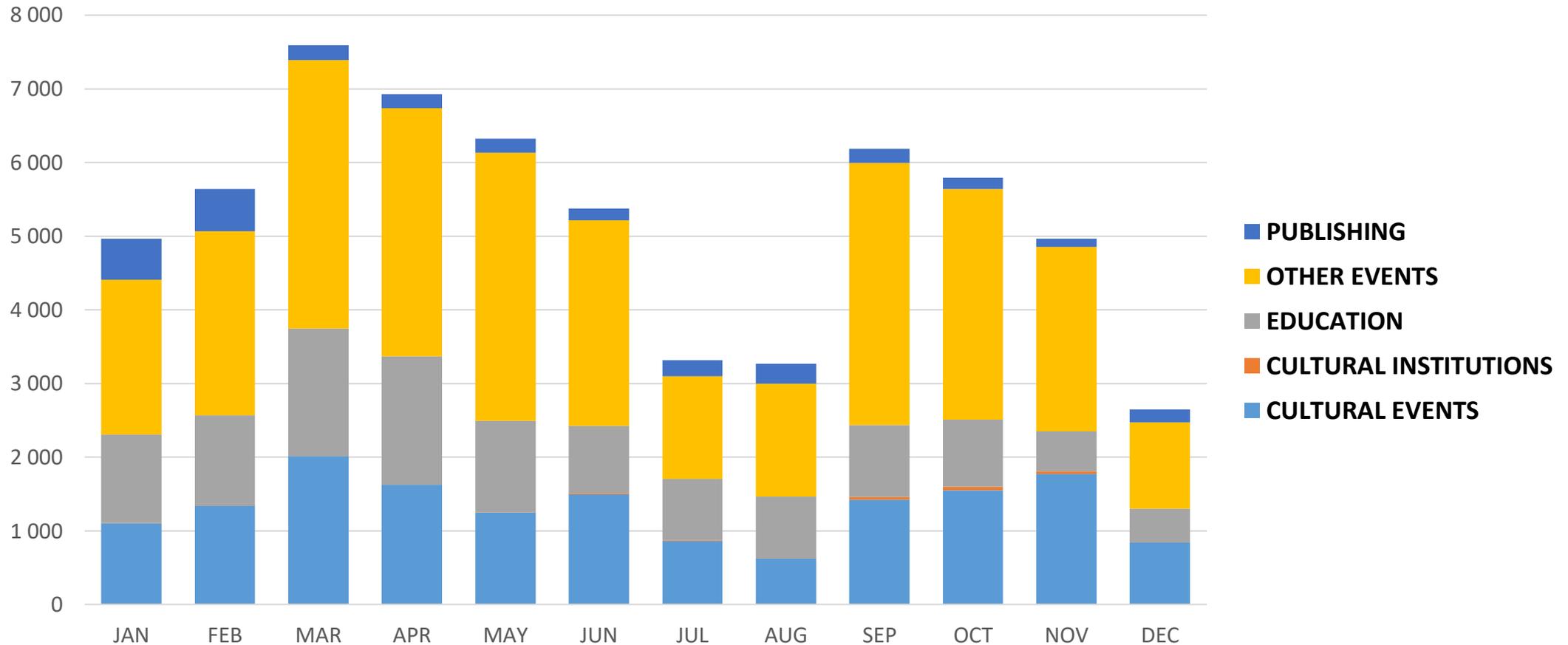




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

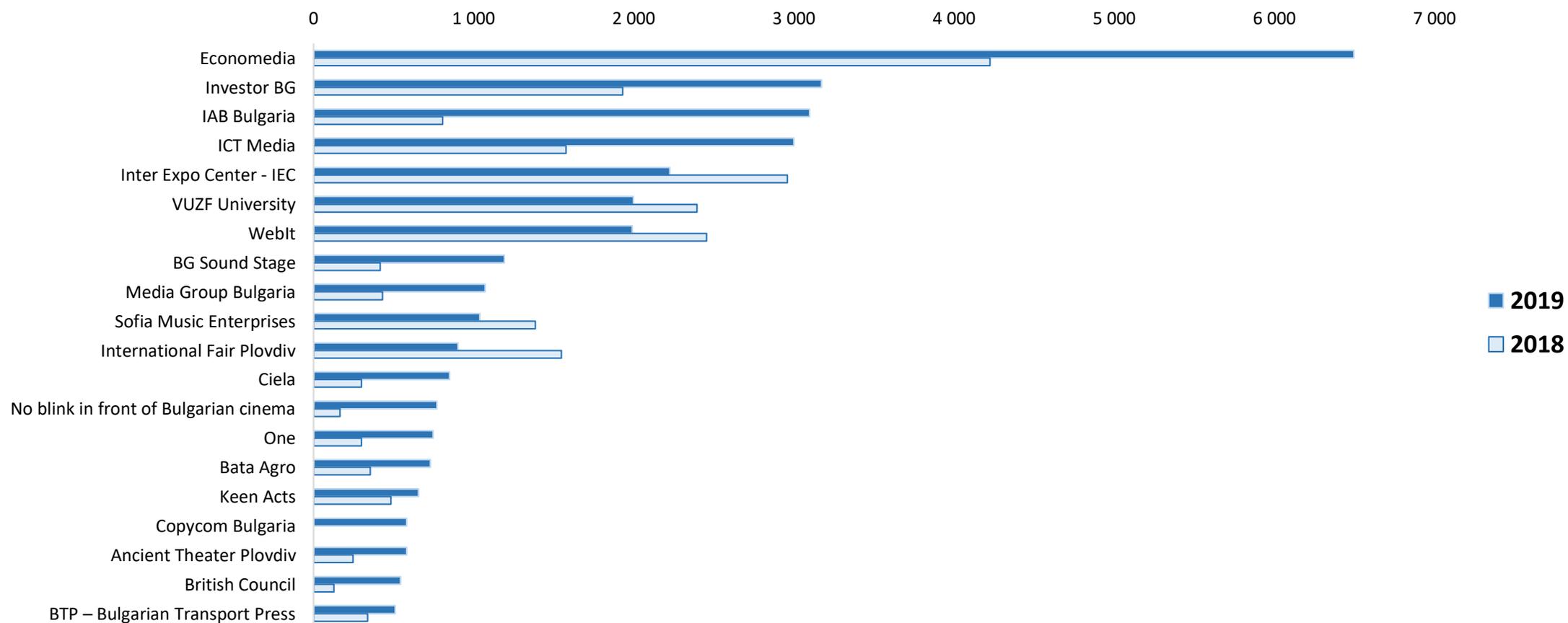




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

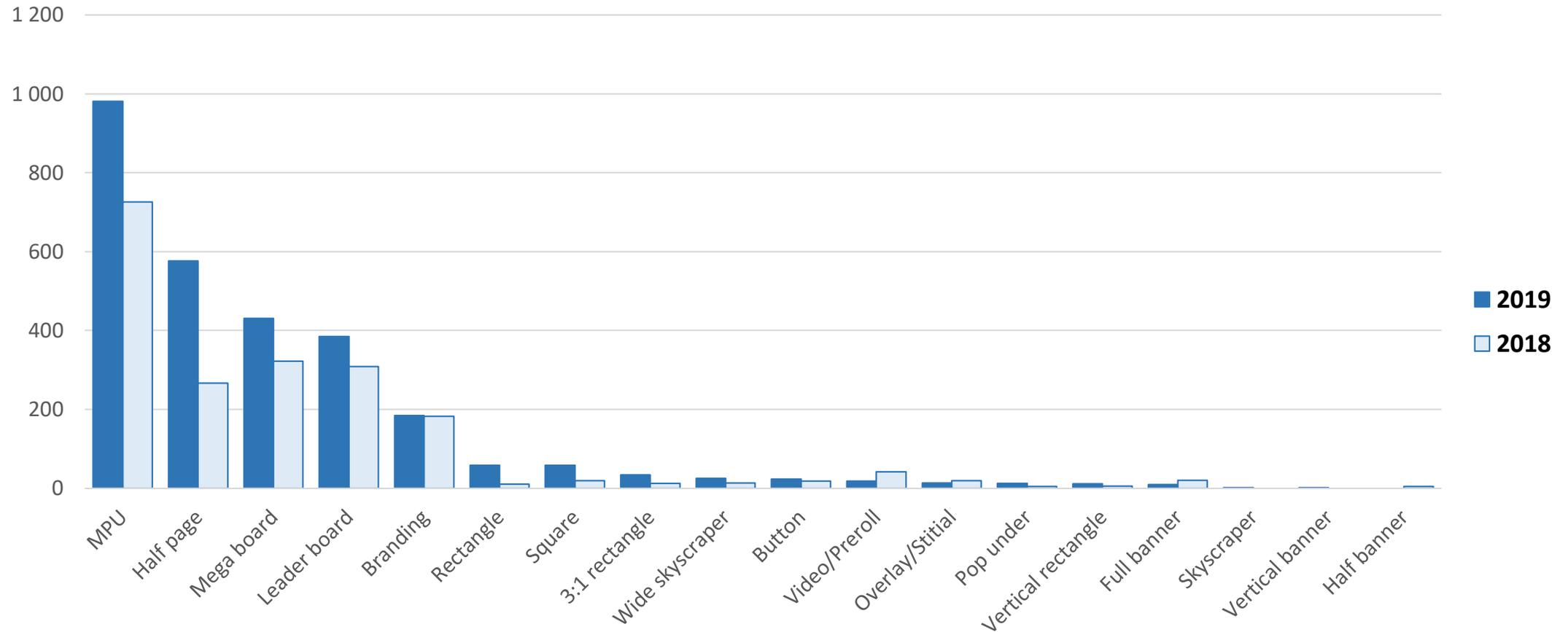


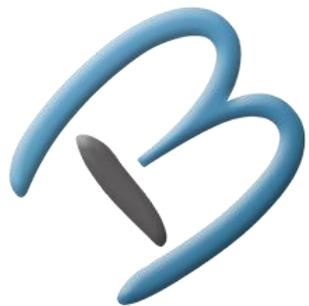


TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

BANNER FORMATS (by number of creatives – 2018 & 2019)

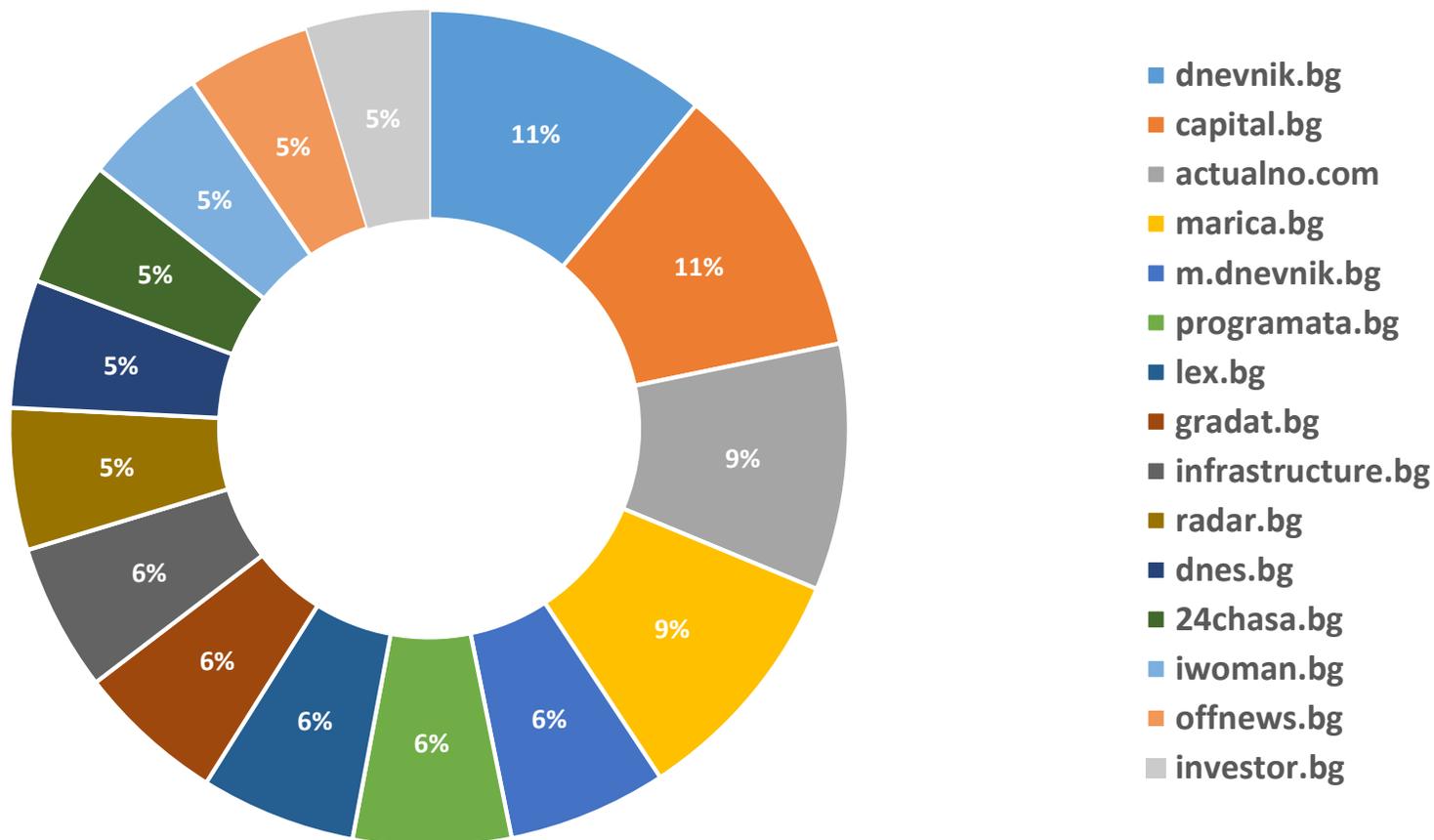




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

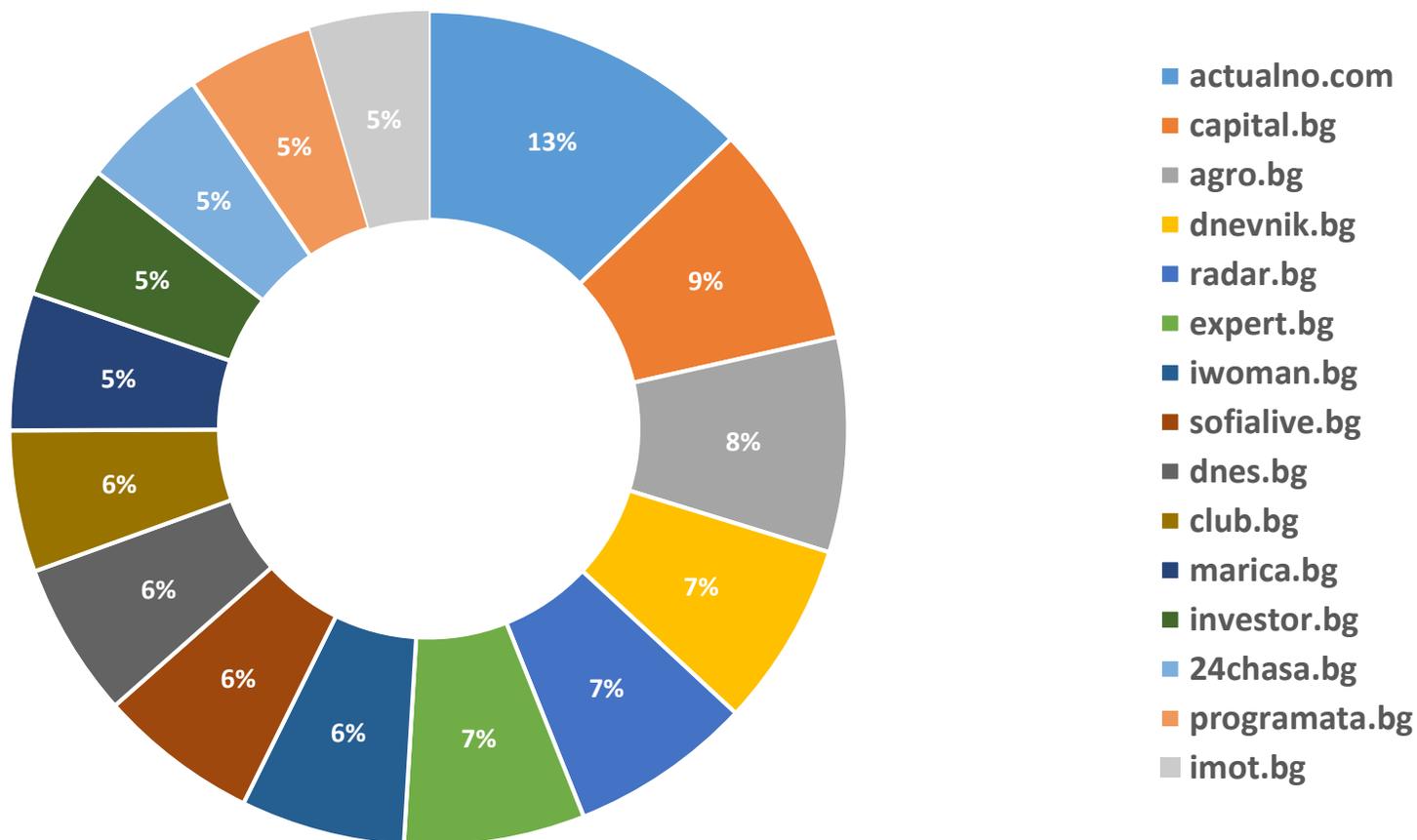




TOP 10 sectors

CULTURE. EDUCATION. PUBLISHING. EVENTS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)



B

SECTOR CONSTRUCTION AND
REPAIRS, HOME FURNISHINGS

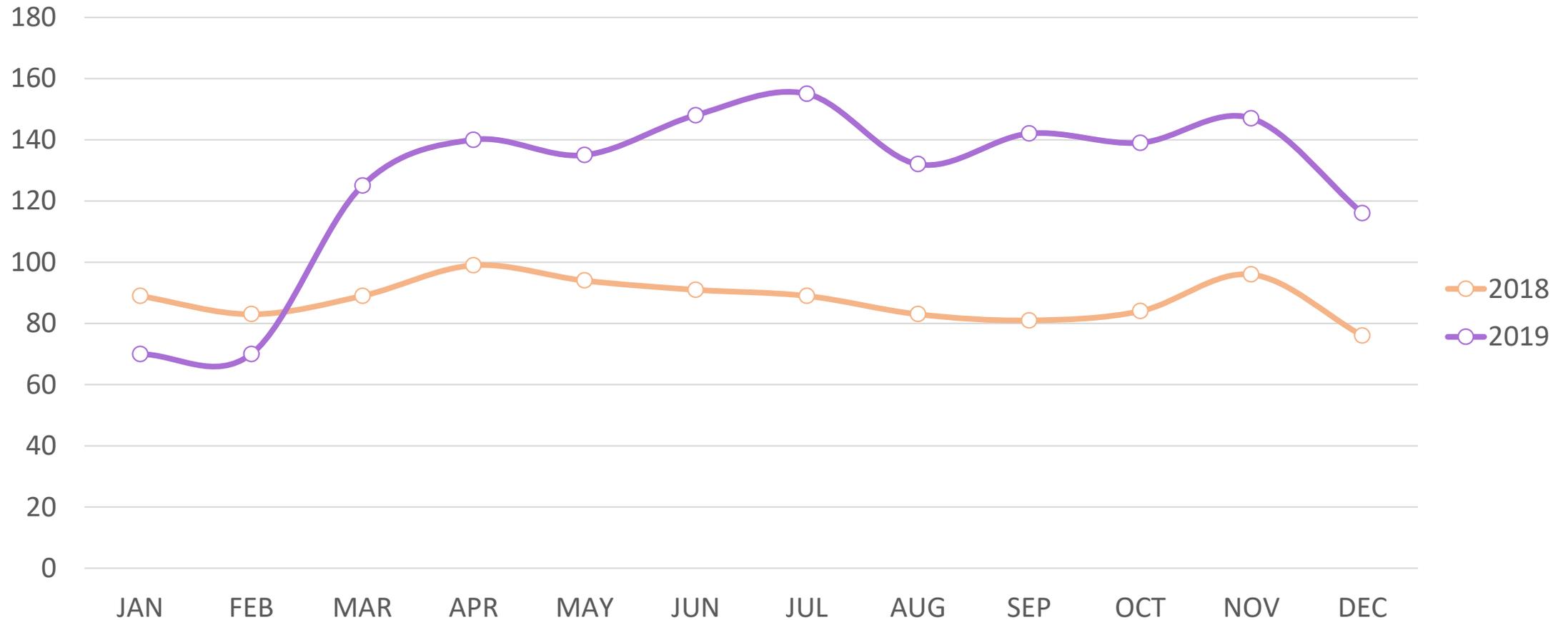




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

SEASONALITY (by number of campaigns – 2018 – 2019)

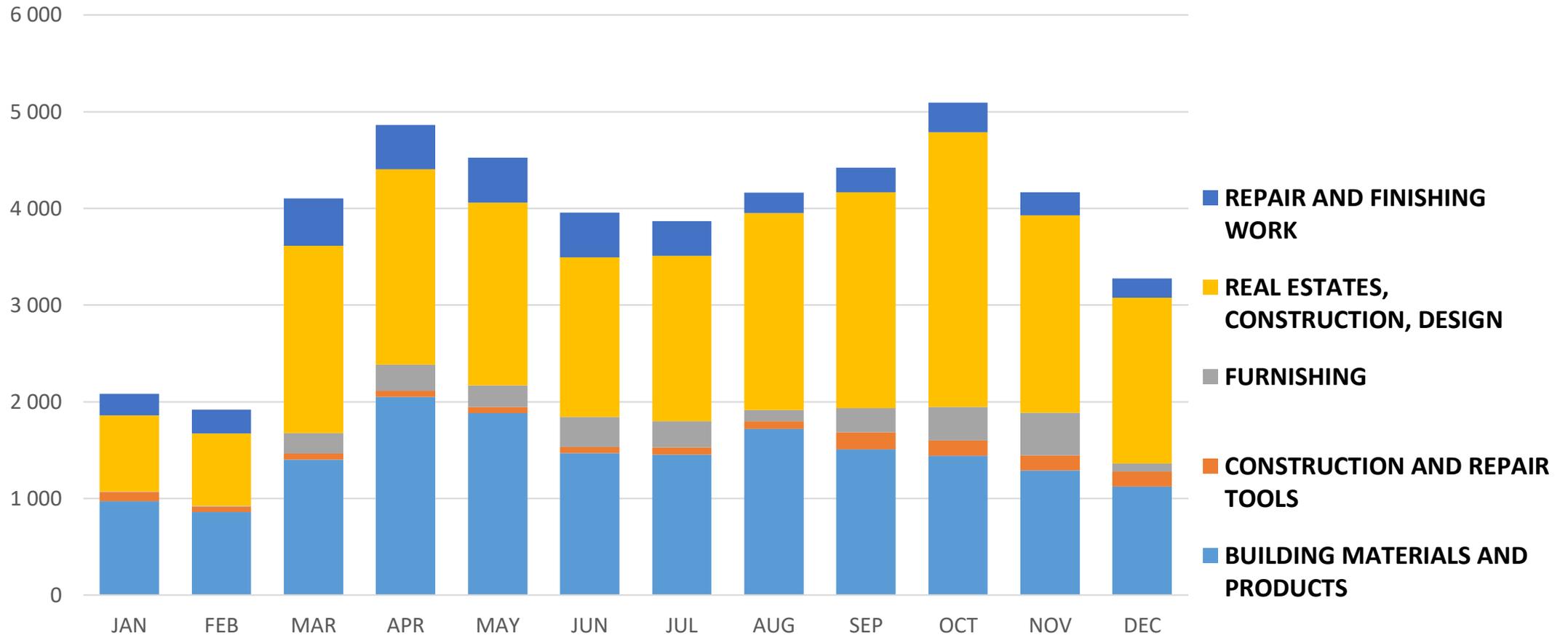




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

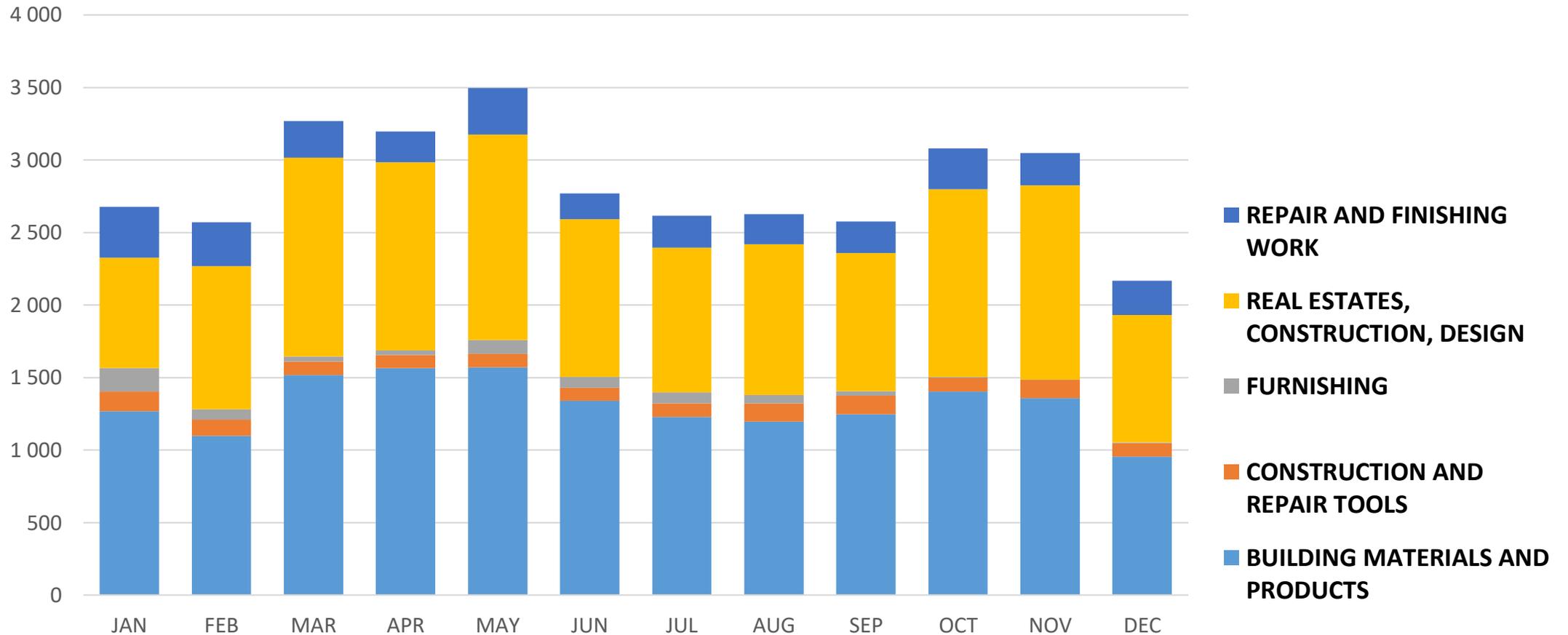




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

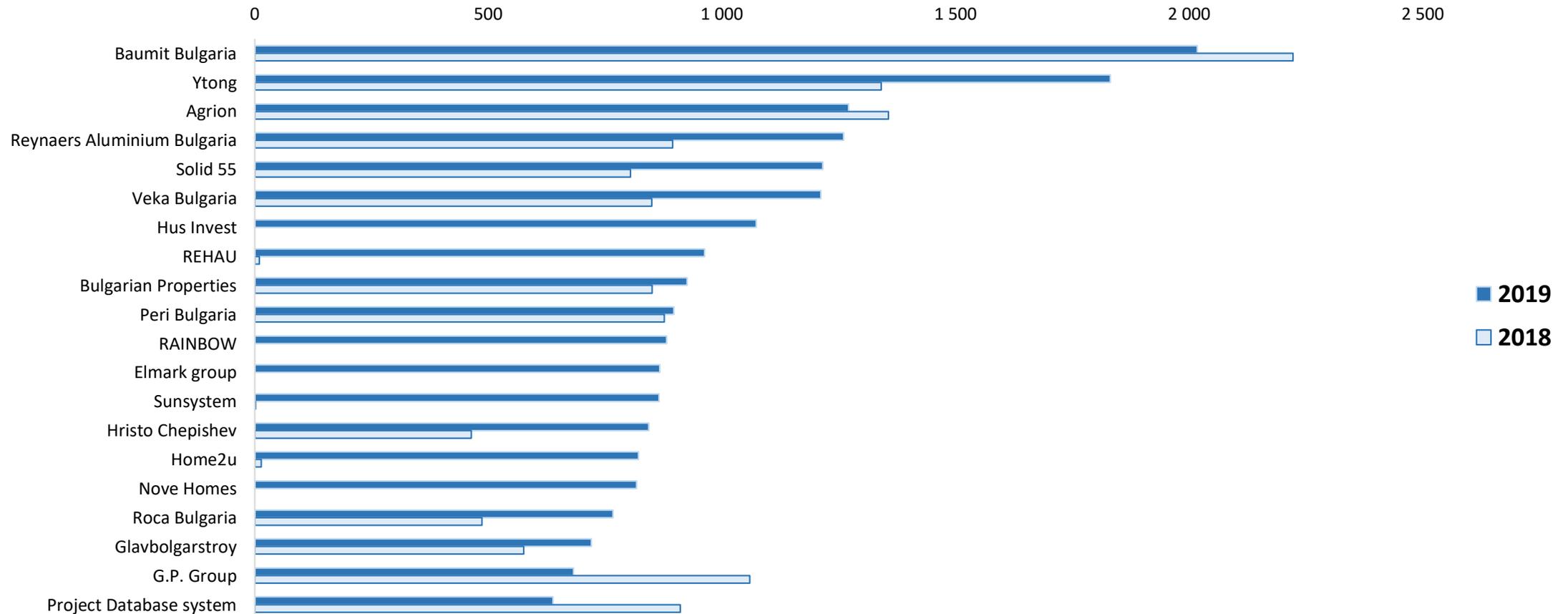




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

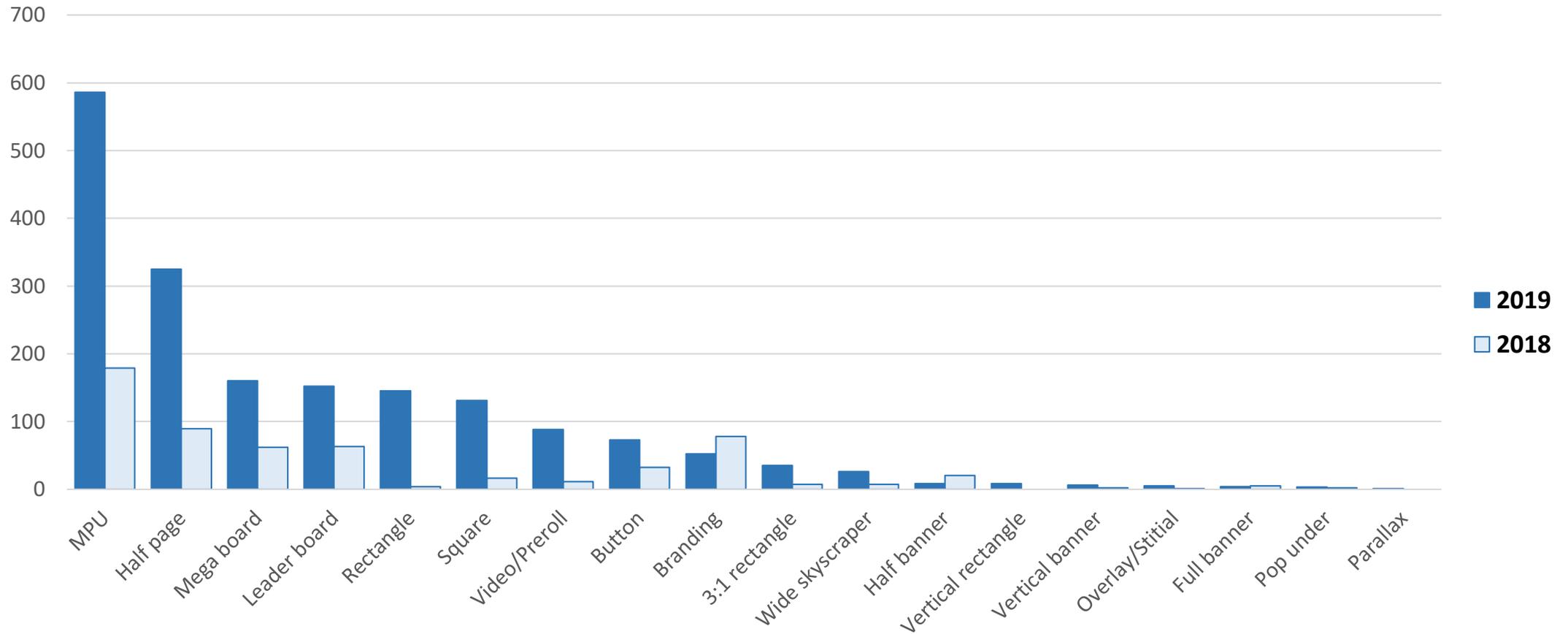




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS (by number of creatives – 2018 & 2019)

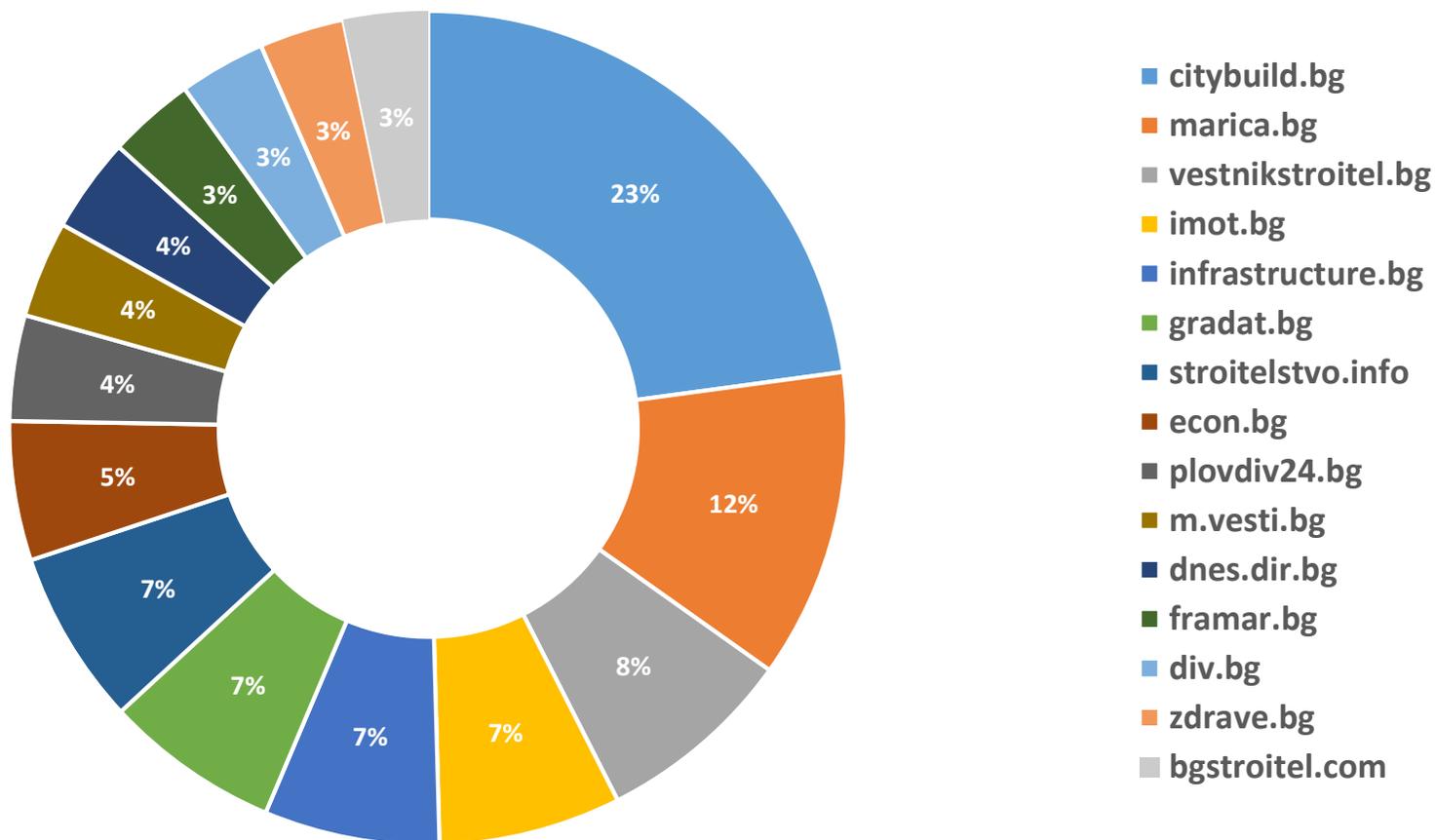




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

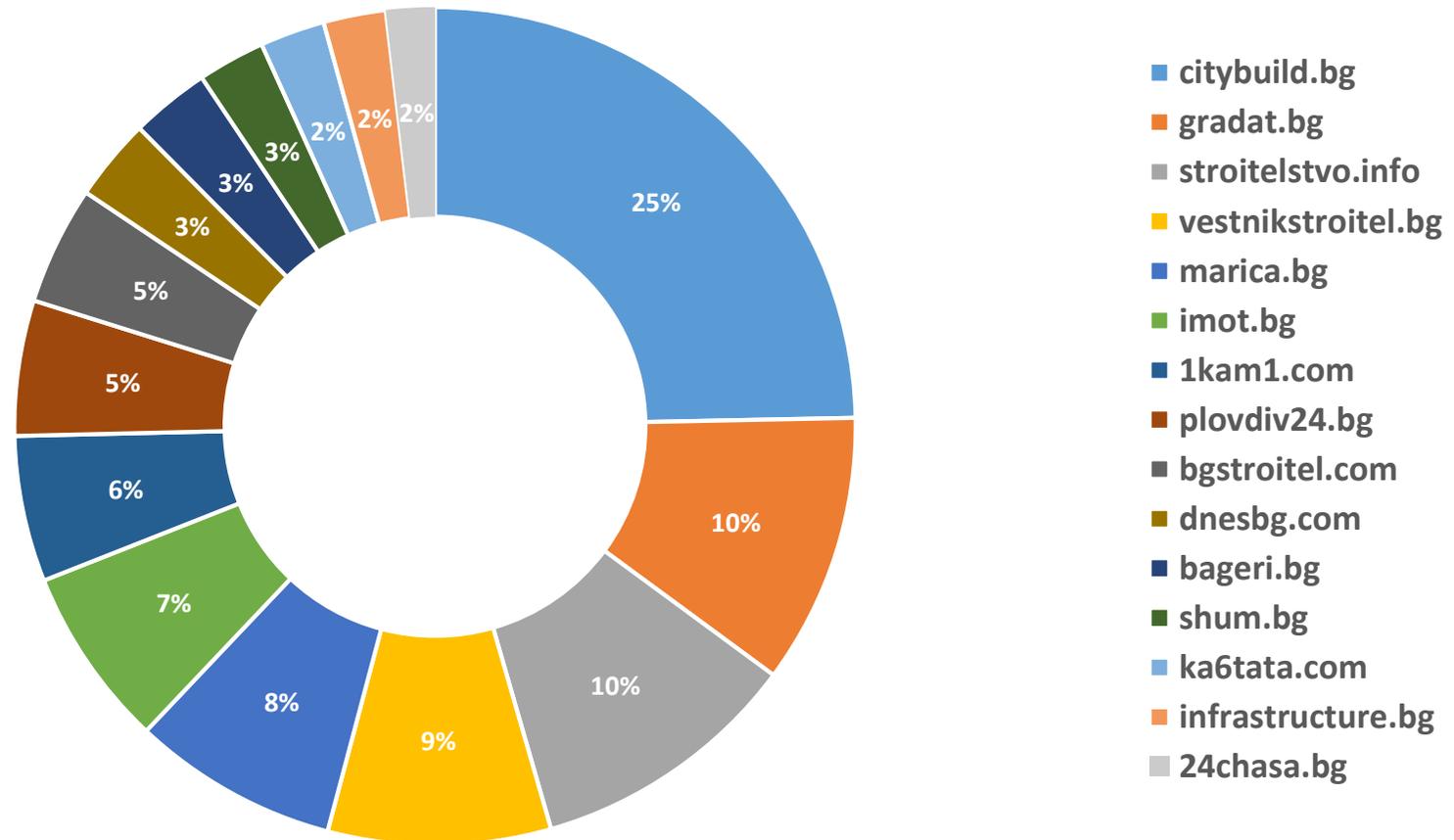




TOP 10 sectors

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





SECTOR **FINANCIAL SERVICES**

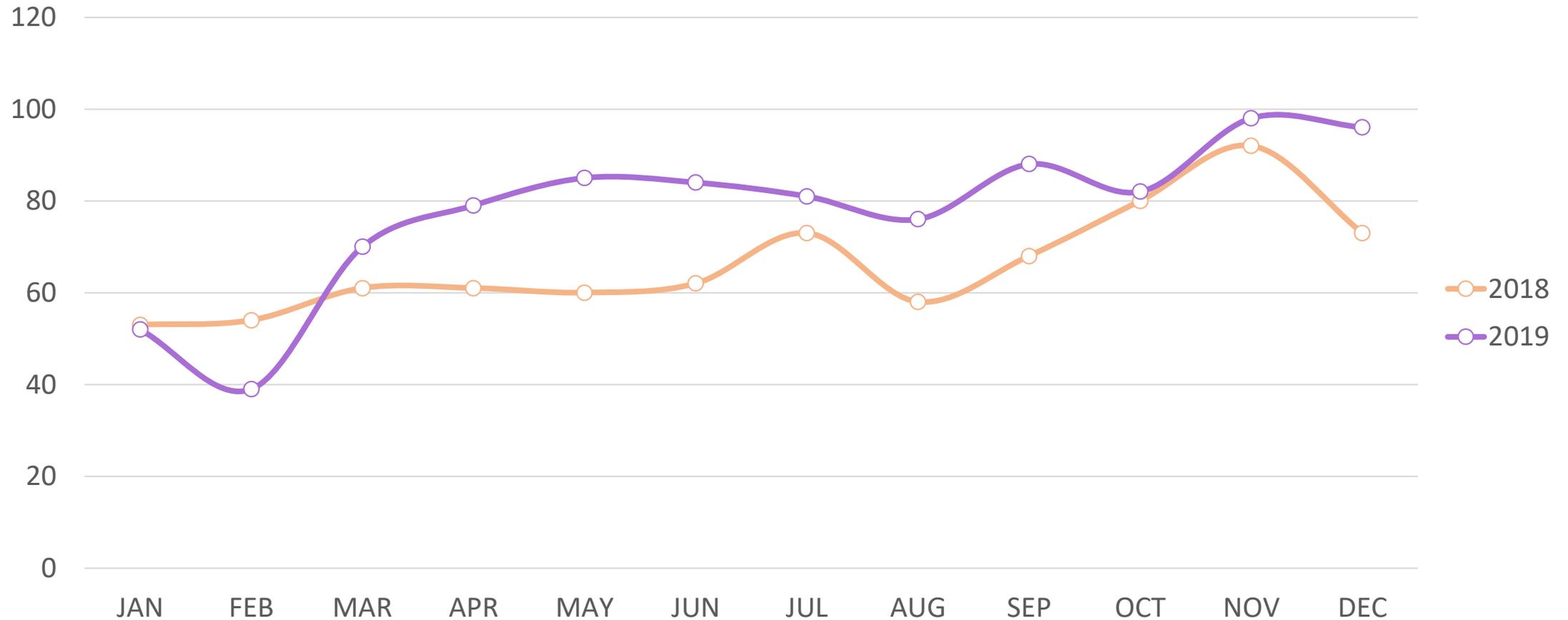




TOP 10 sectors

FINANCIAL SERVICES

SEASONALITY (by number of campaigns – 2018 – 2019)

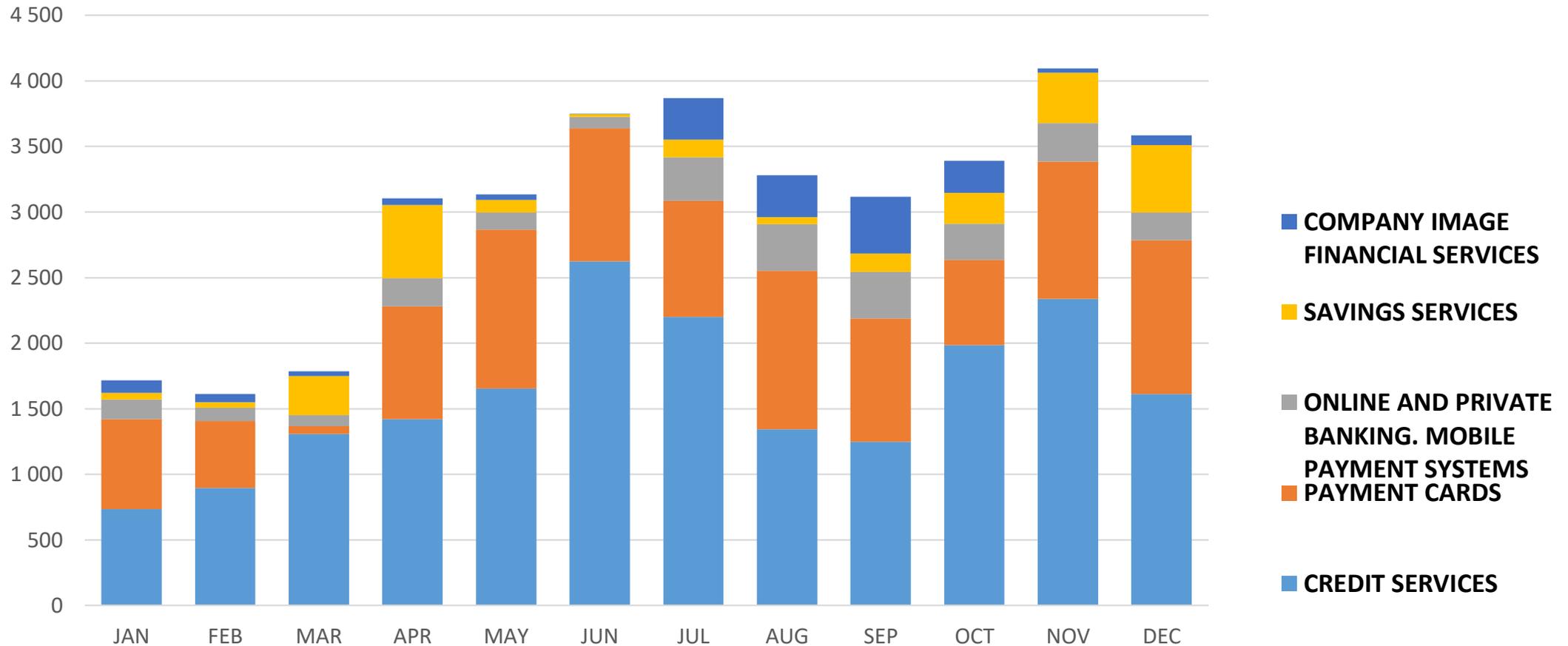




TOP 10 sectors

FINANCIAL SERVICES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

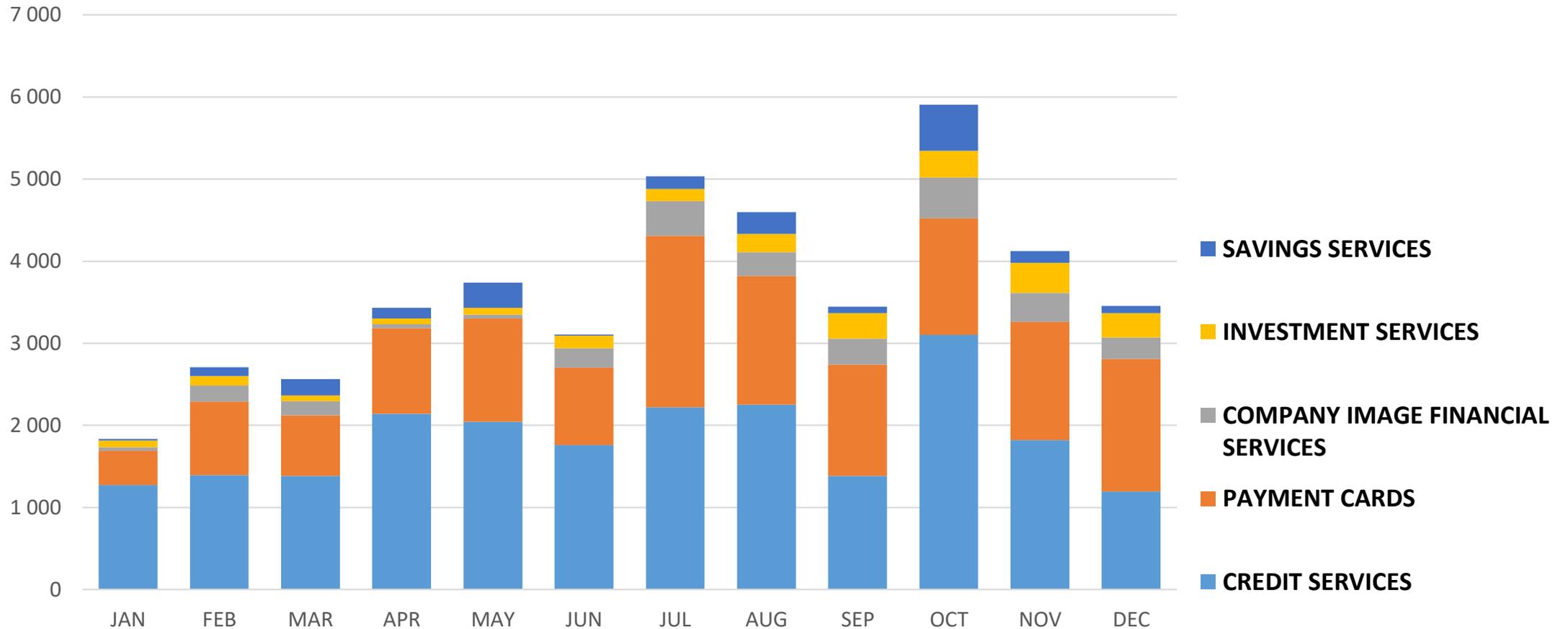




TOP 10 sectors

FINANCIAL SERVICES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

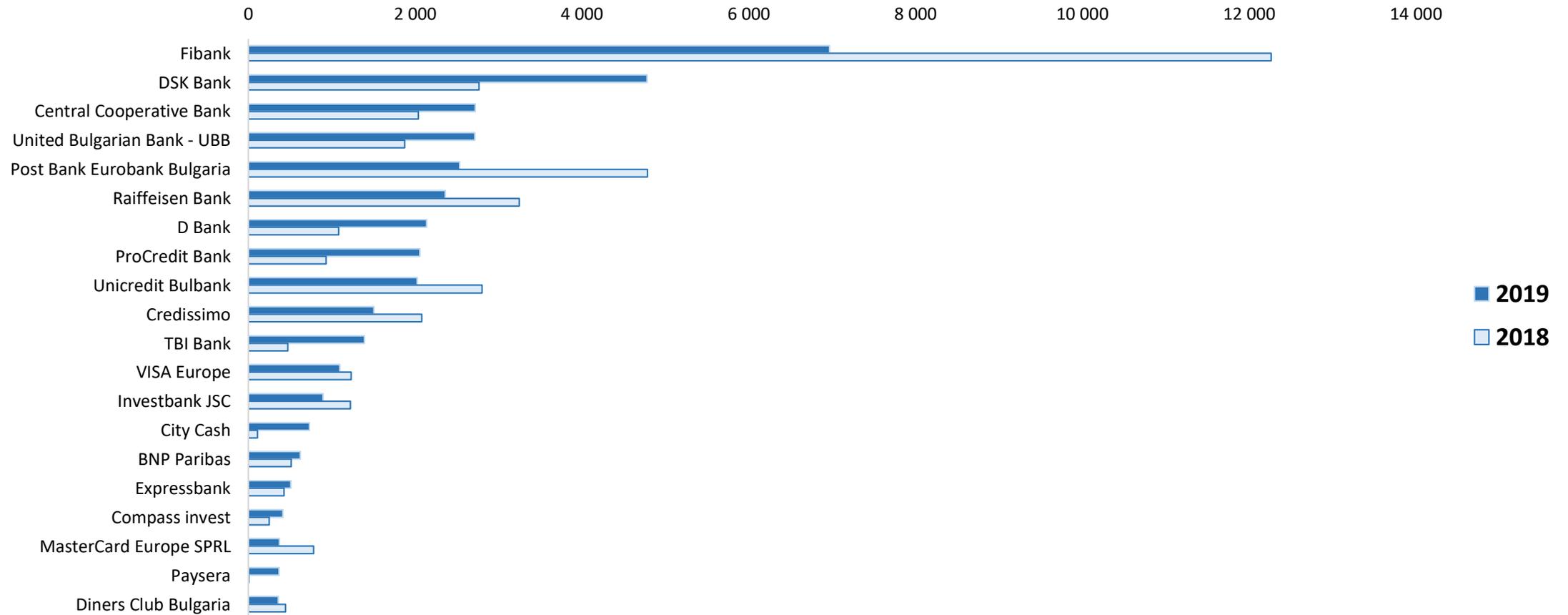




TOP 10 sectors

FINANCIAL SERVICES

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

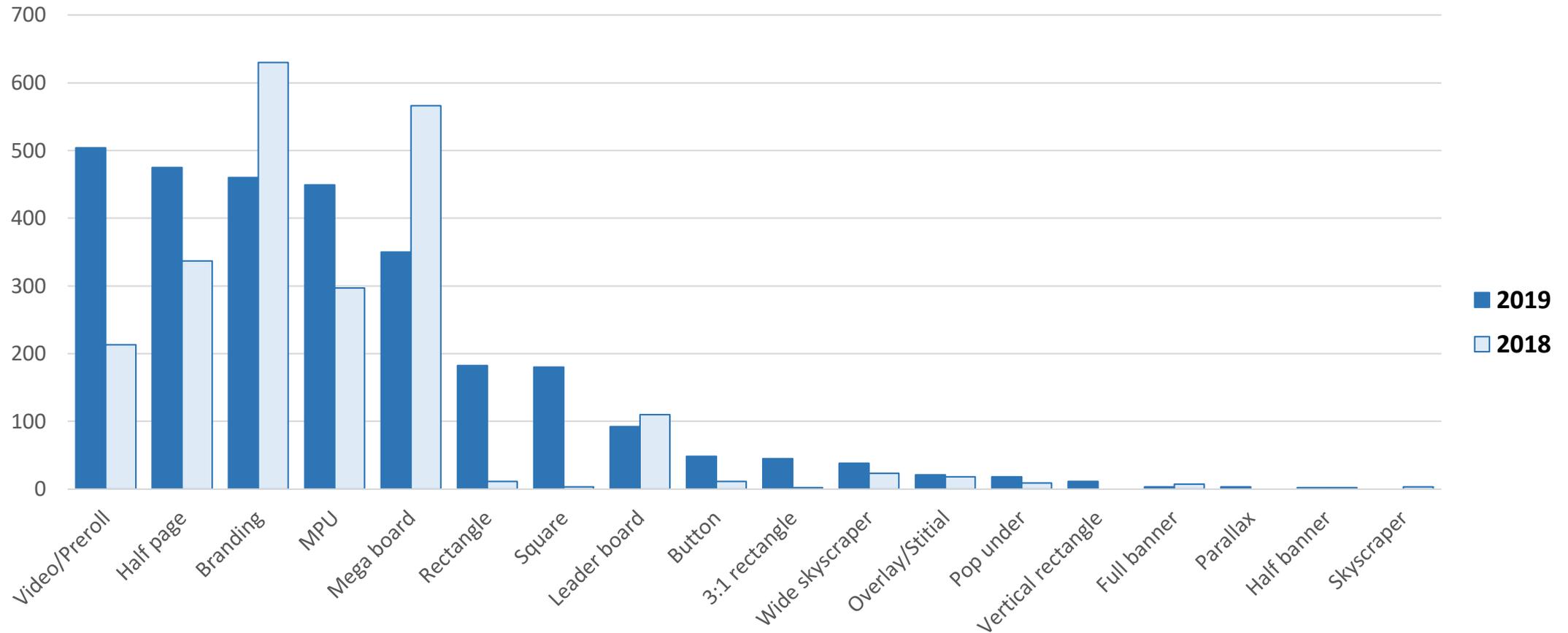




TOP 10 sectors

FINANCIAL SERVICES

BANNER FORMATS (by number of creatives – 2018 & 2019)

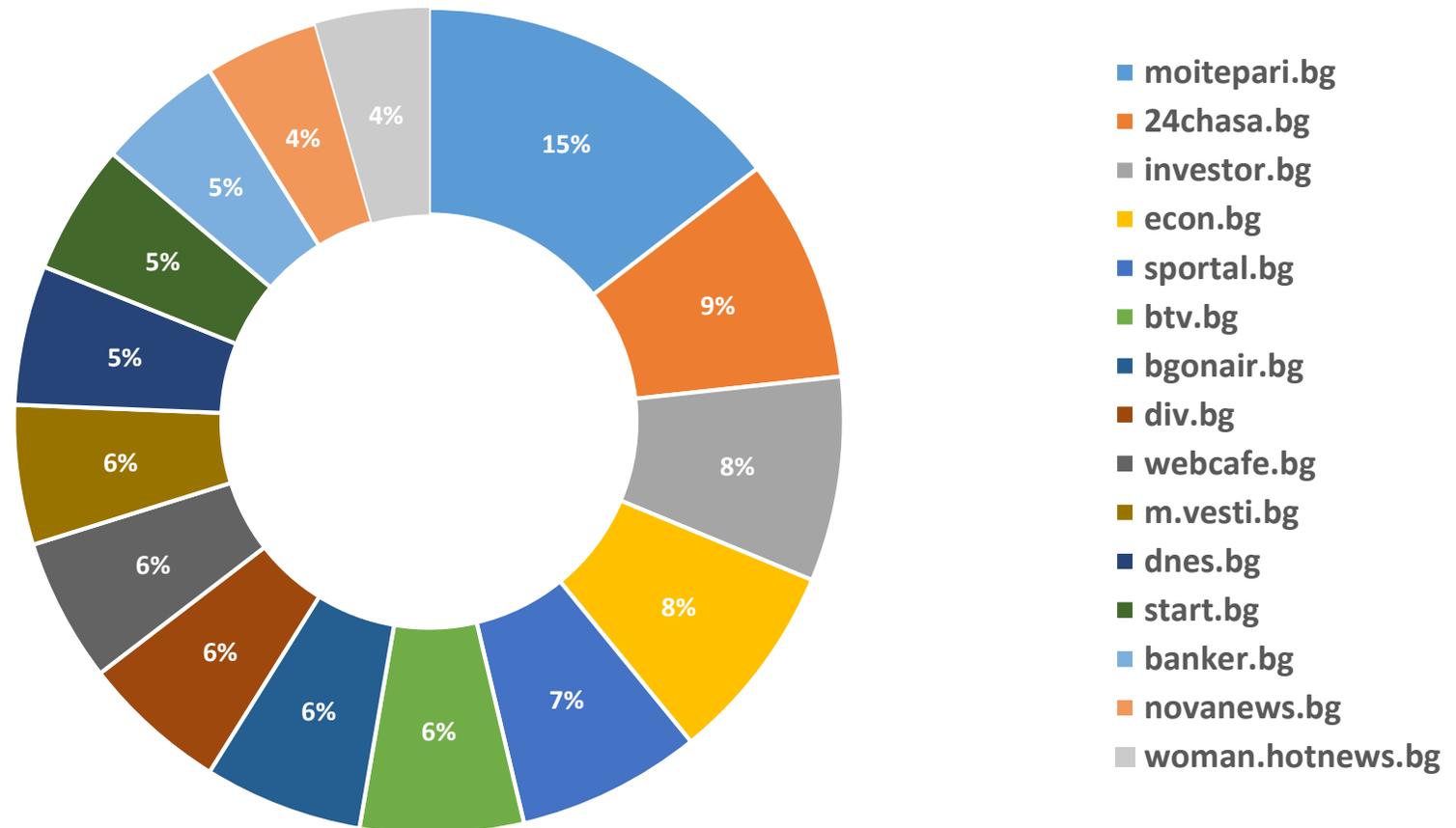




TOP 10 sectors

FINANCIAL SERVICES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

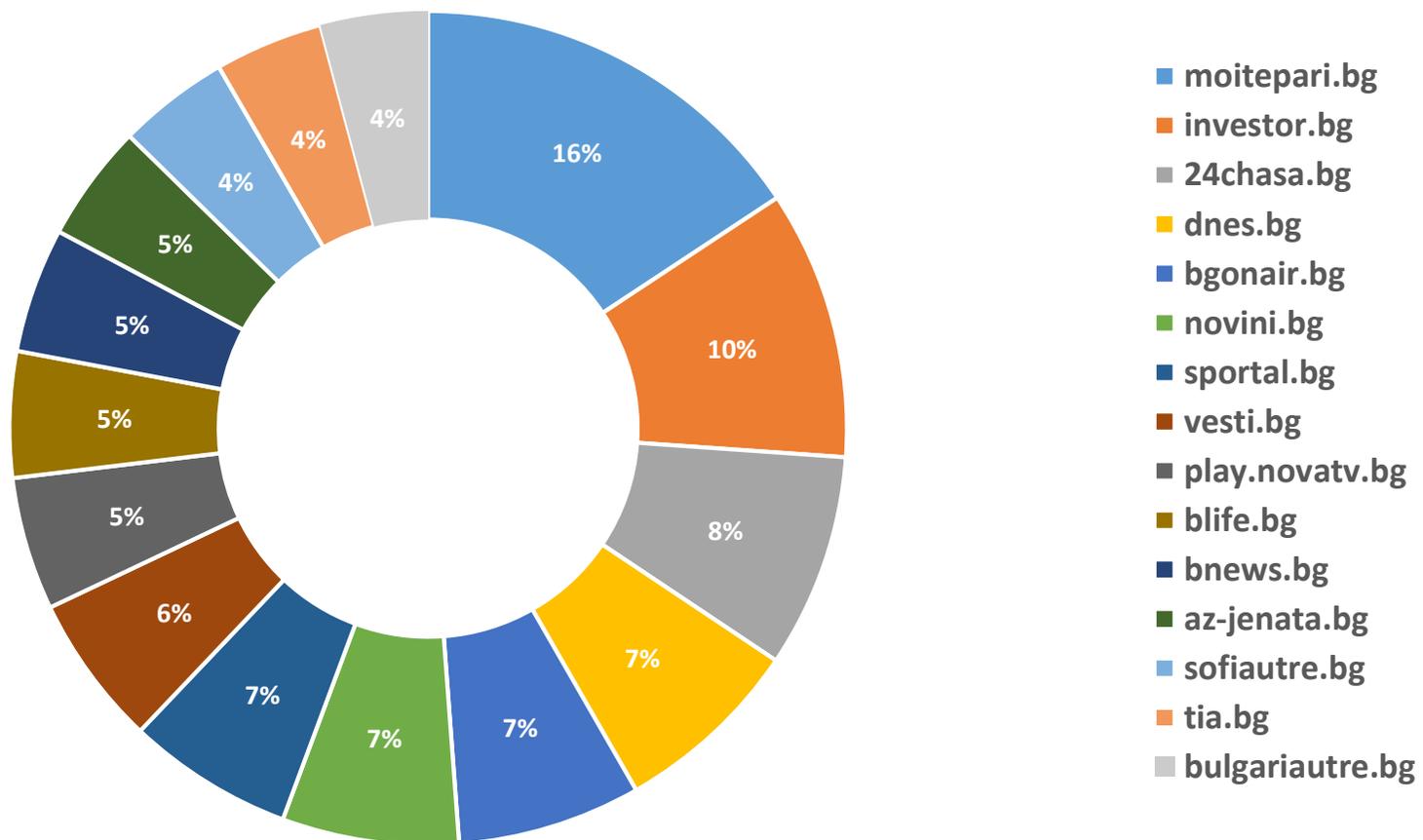




TOP 10 sectors

FINANCIAL SERVICES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





**SECTOR PHARMACY, MEDICAL
SERVICES AND PRODUCTS**

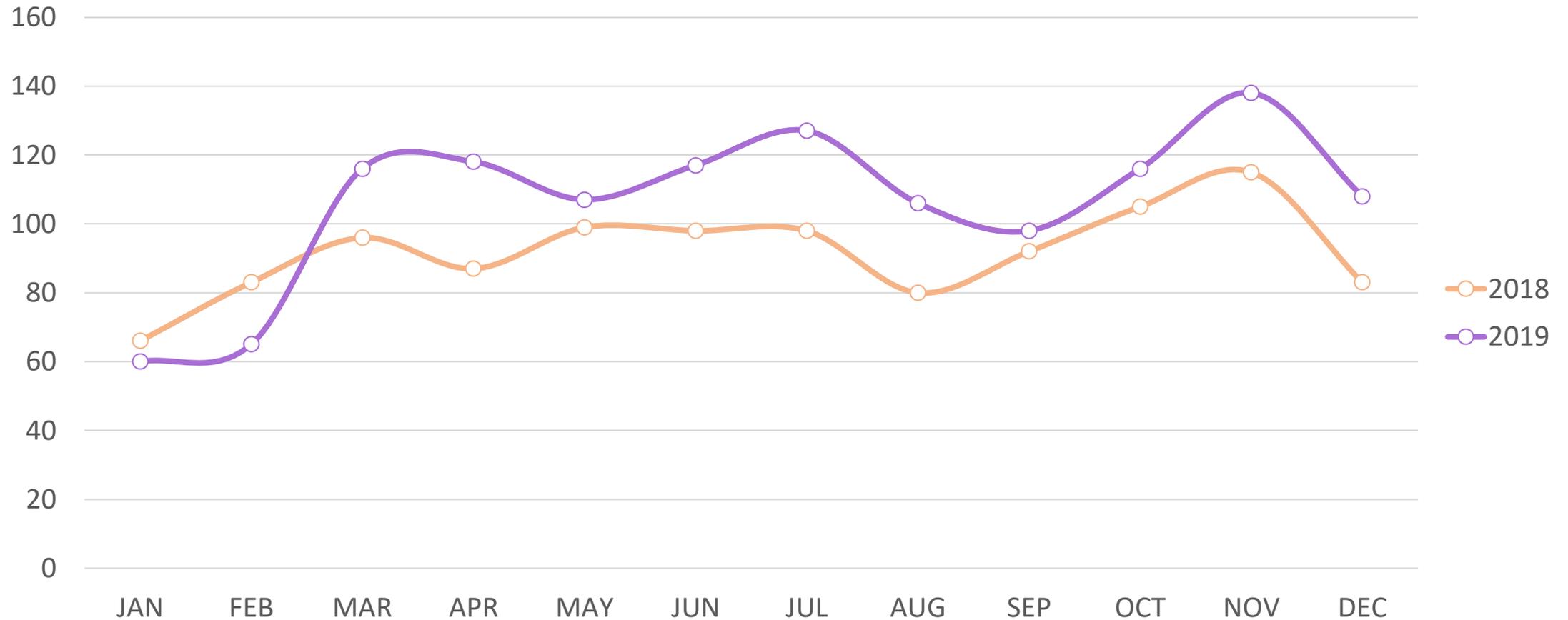




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

SEASONALITY (by number of campaigns – 2018 – 2019)

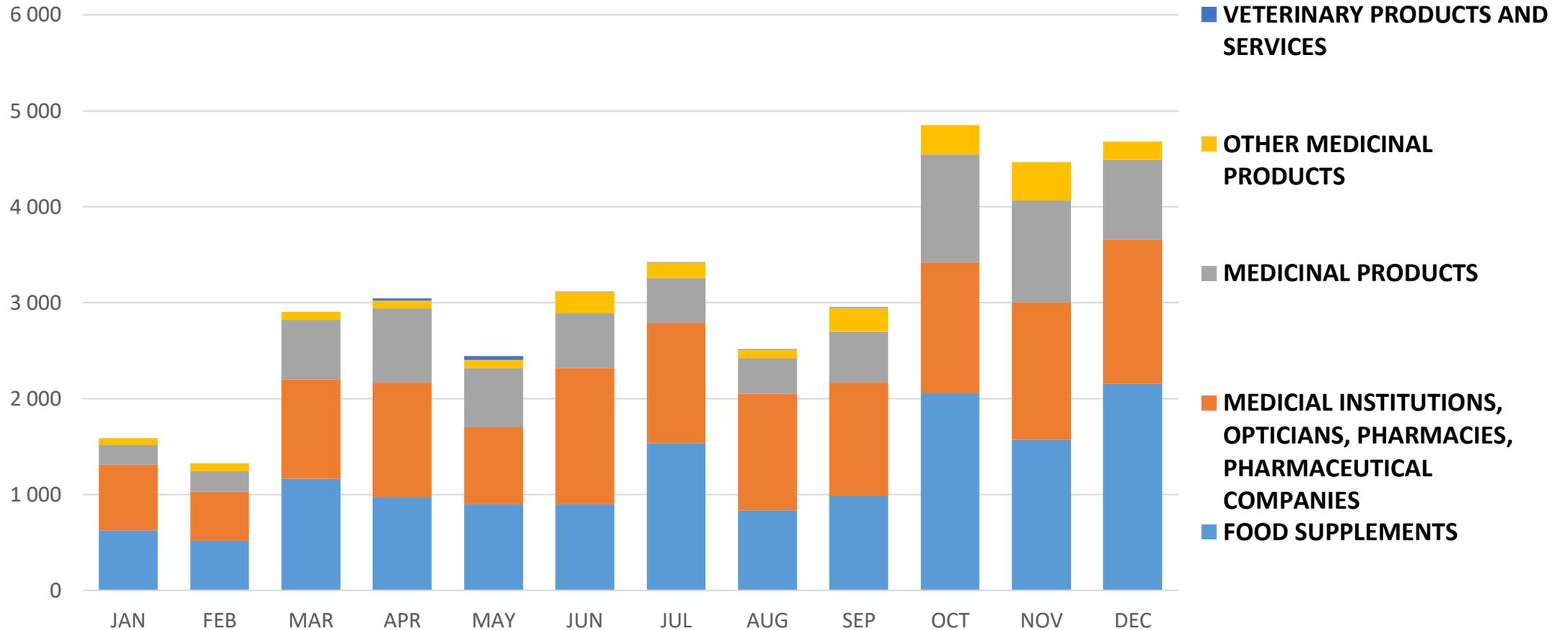




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

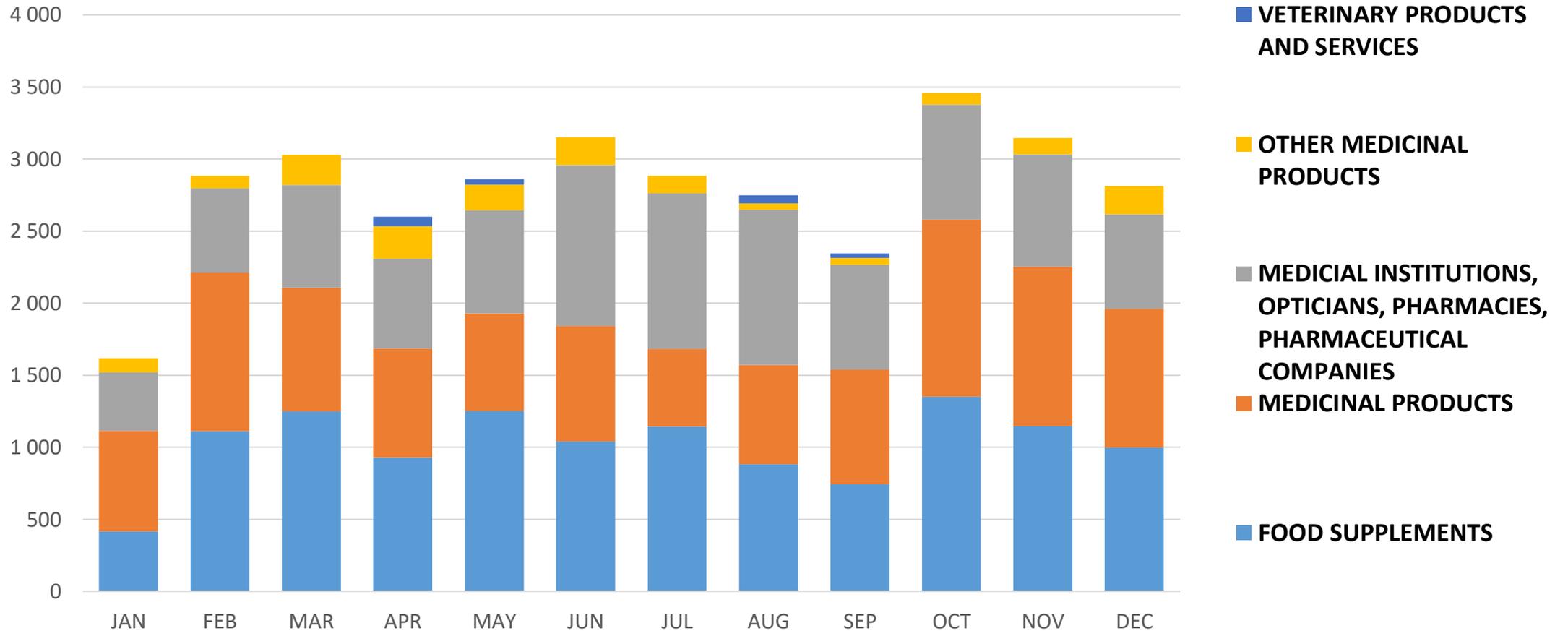




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

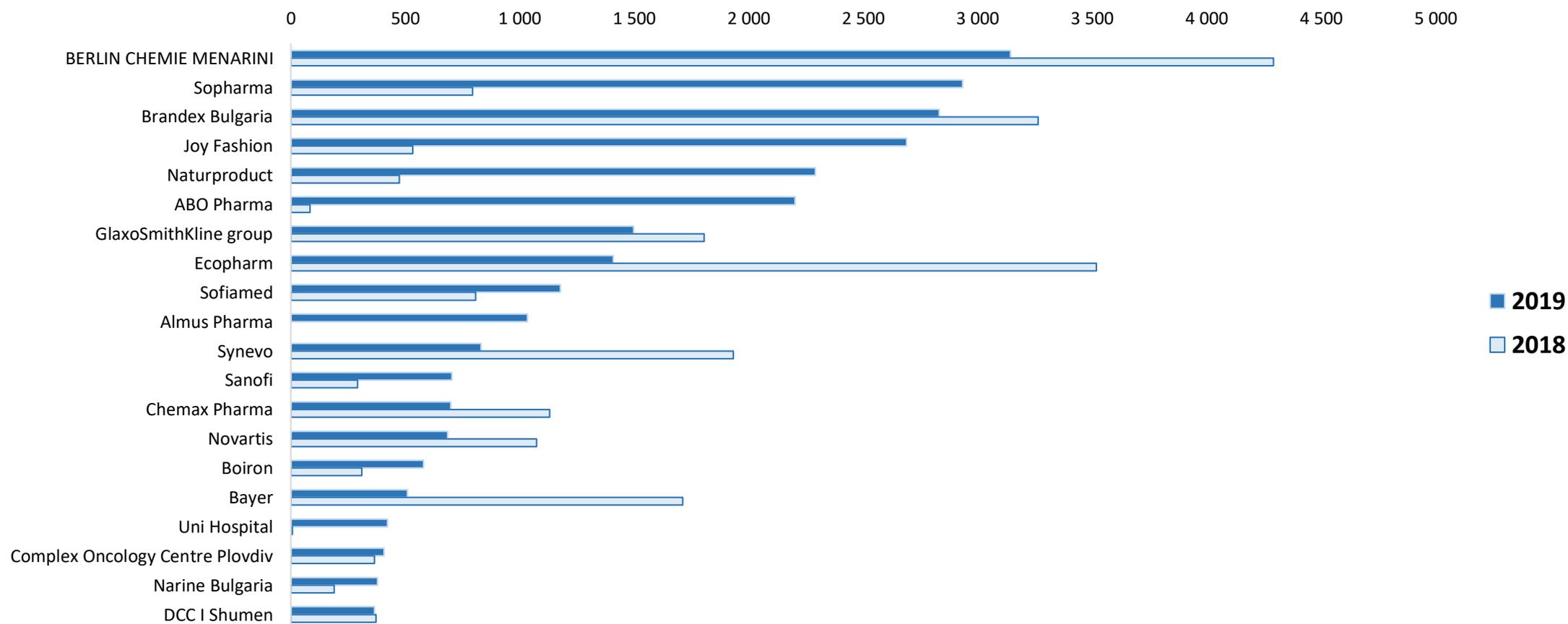




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

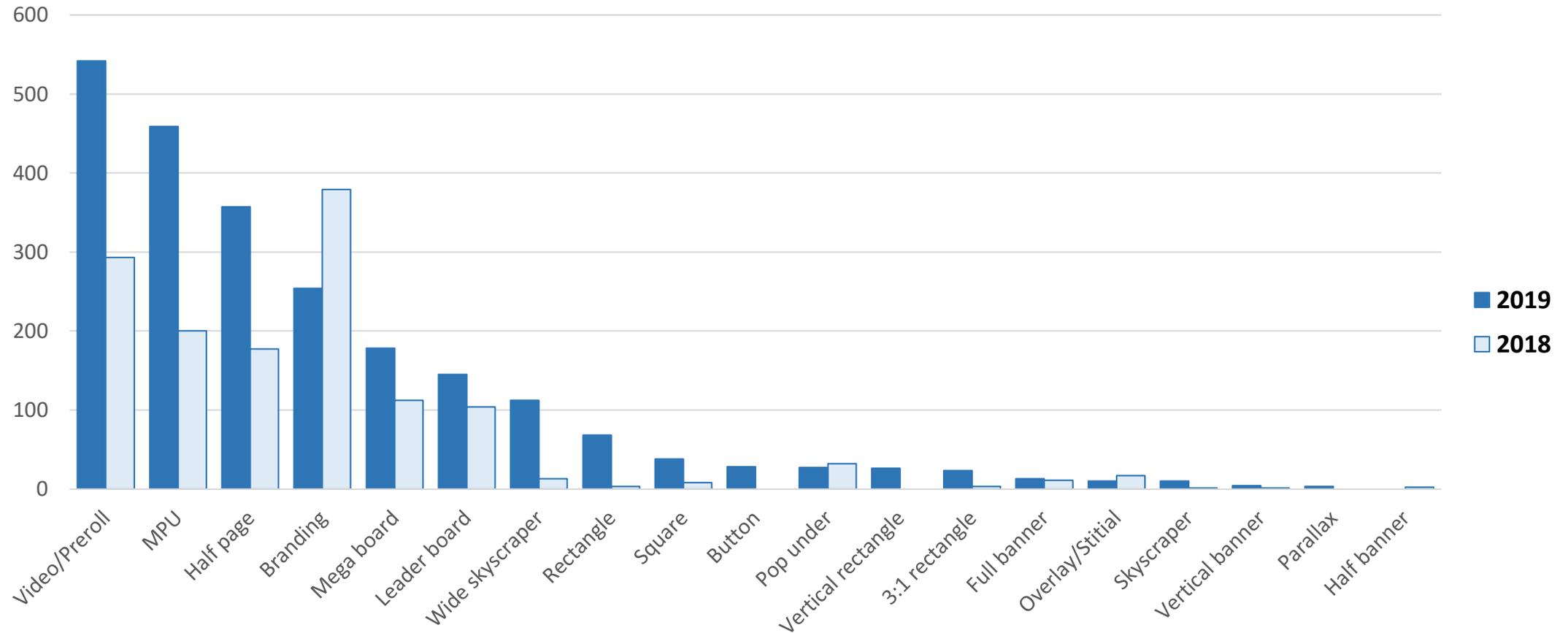




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS (by number of creatives – 2018 & 2019)

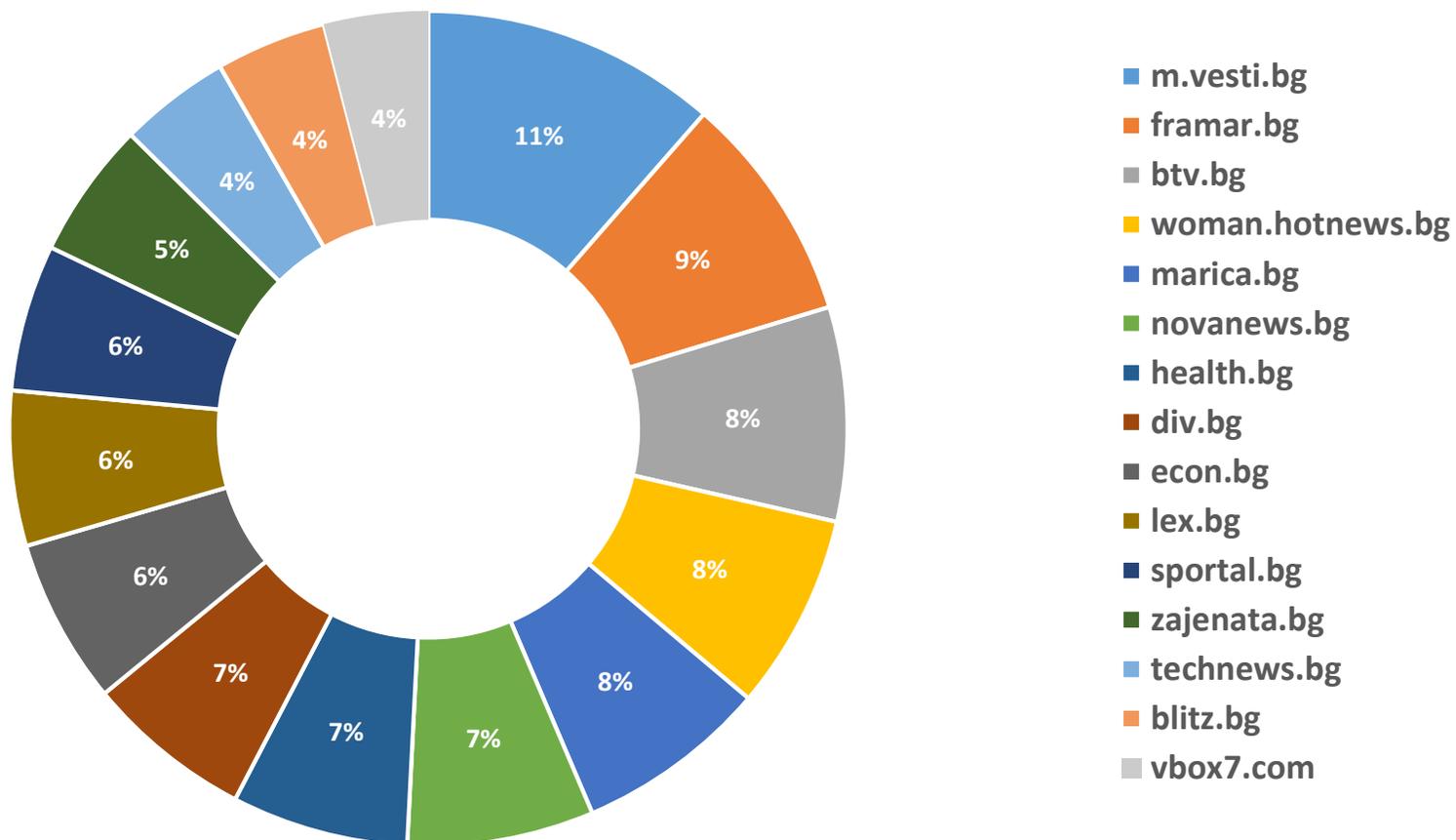




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

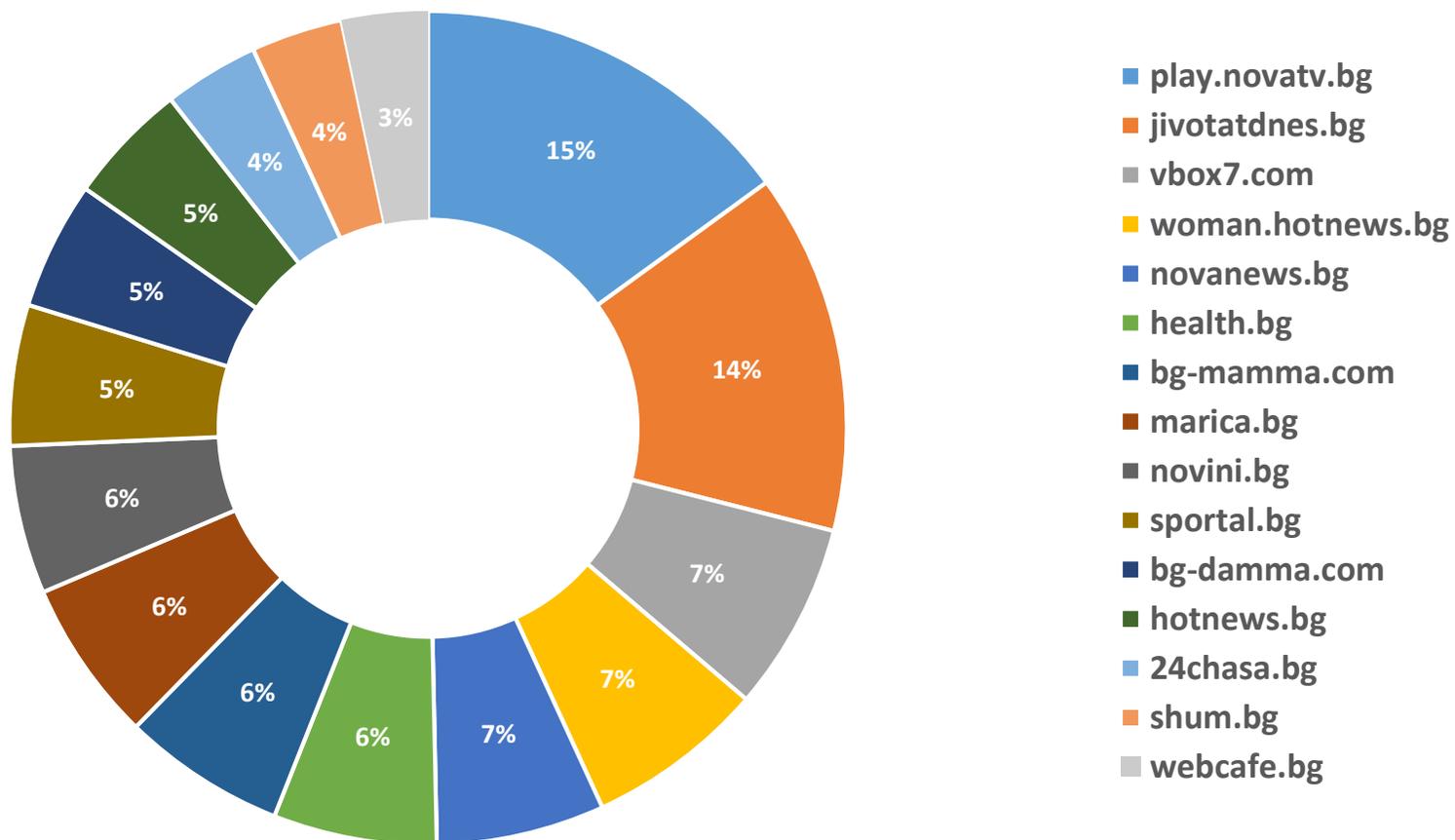




TOP 10 sectors

PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





SECTOR **TOURISM**

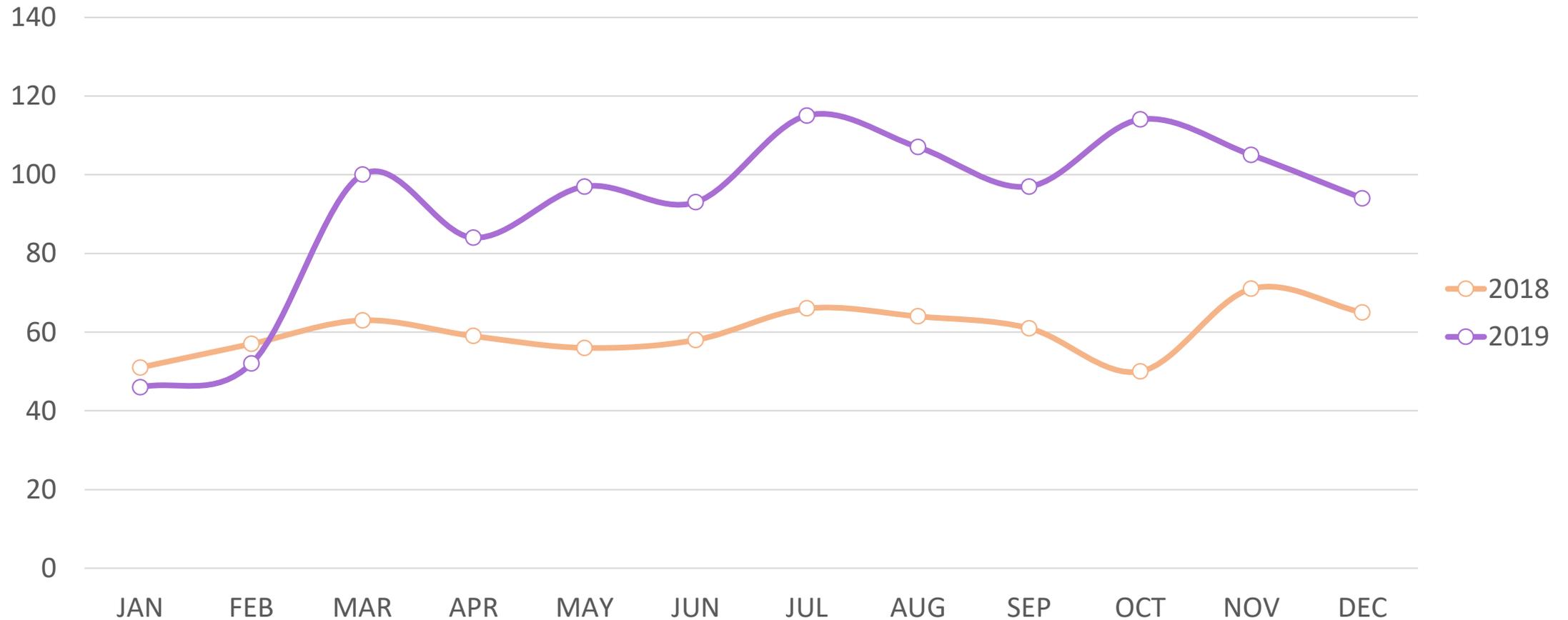


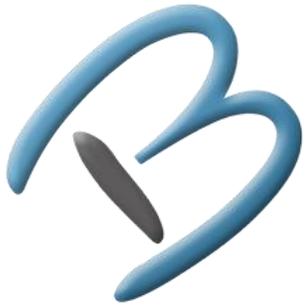


TOP 10 sectors

TOURISM

SEASONALITY (by number of campaigns – 2018 – 2019)

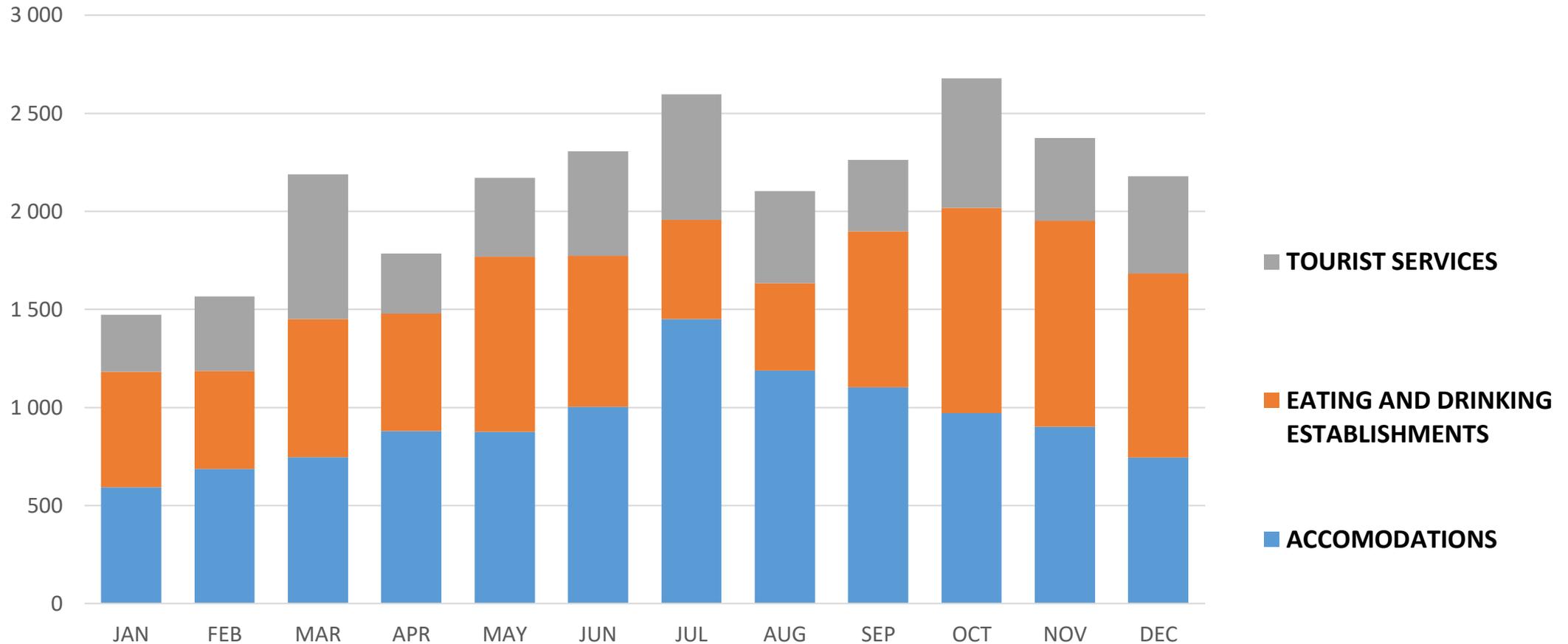




TOP 10 sectors

TOURISM

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

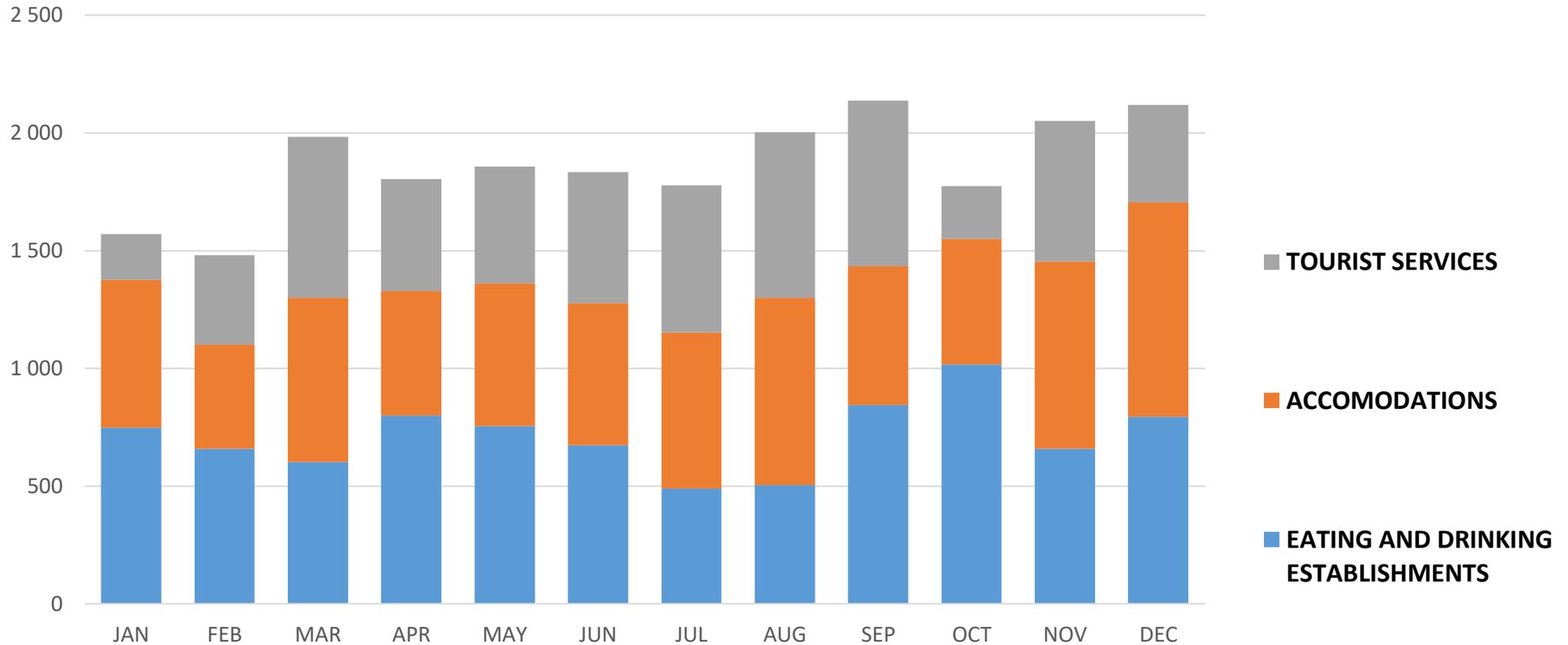




TOP 10 sectors

TOURISM

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

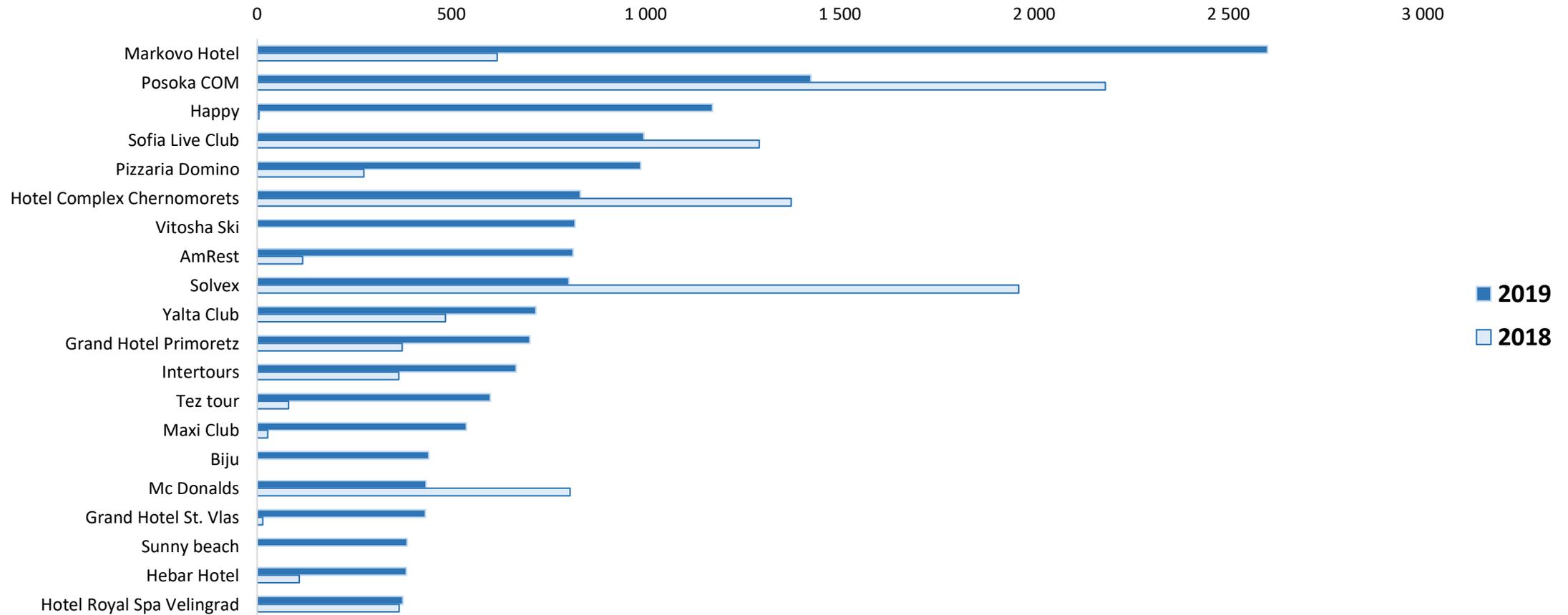




TOP 10 sectors

TOURISM

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

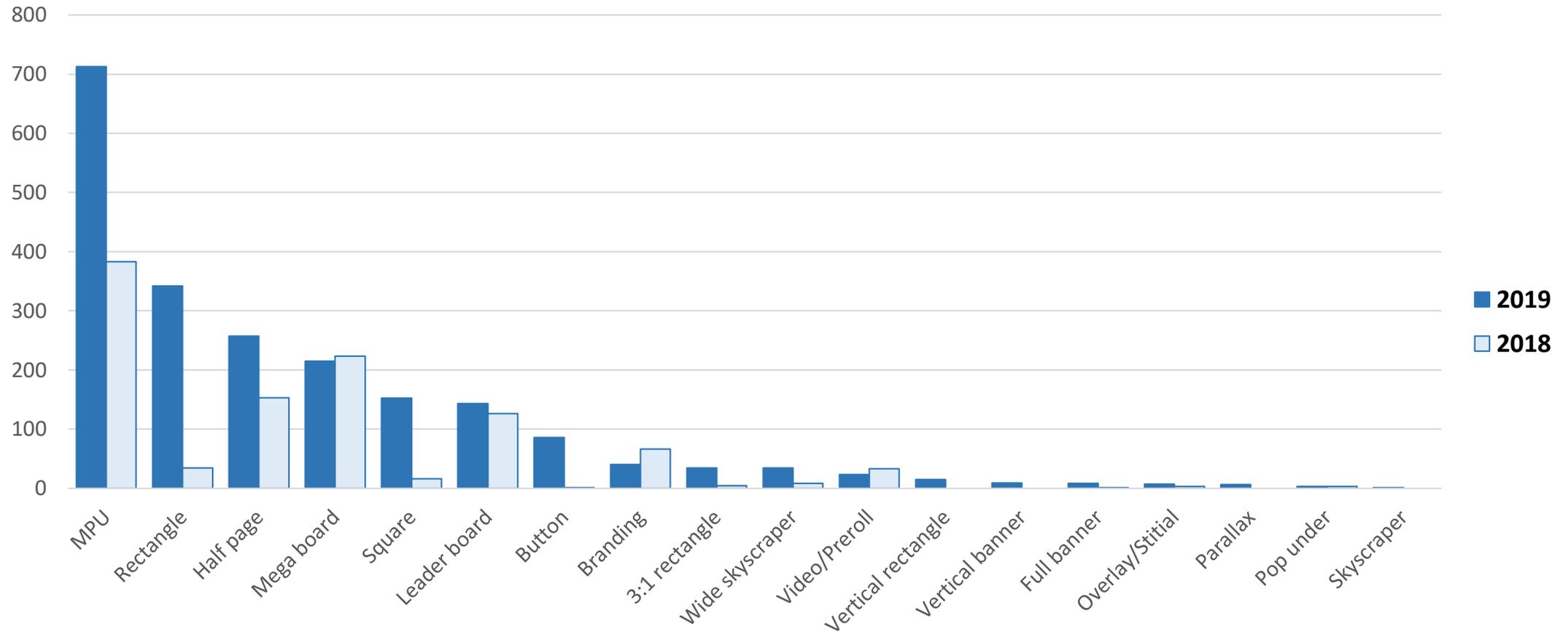




TOP 10 sectors

TOURISM

BANNER FORMATS (by number of creatives – 2018 & 2019)

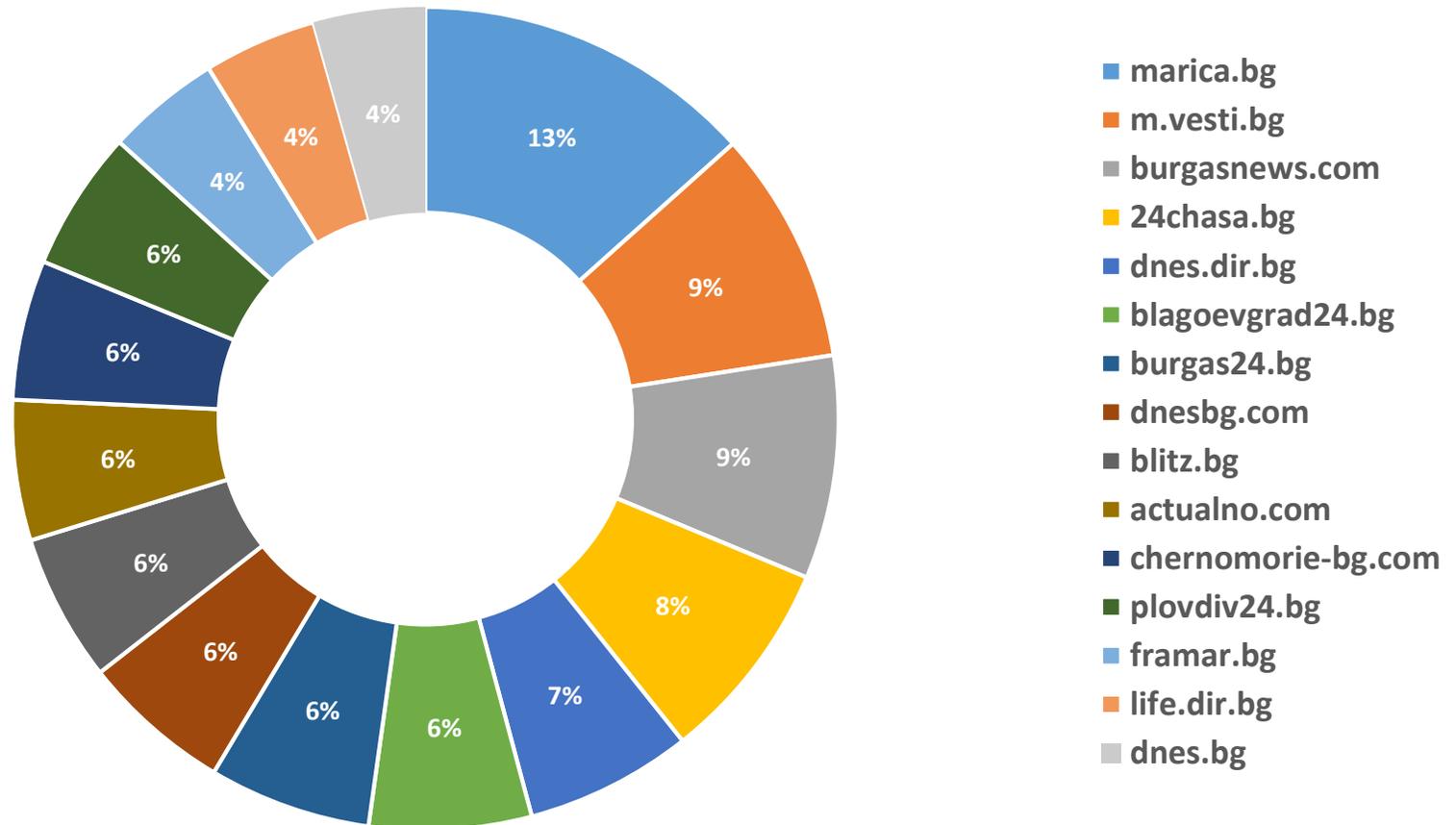




TOP 10 sectors

TOURISM

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

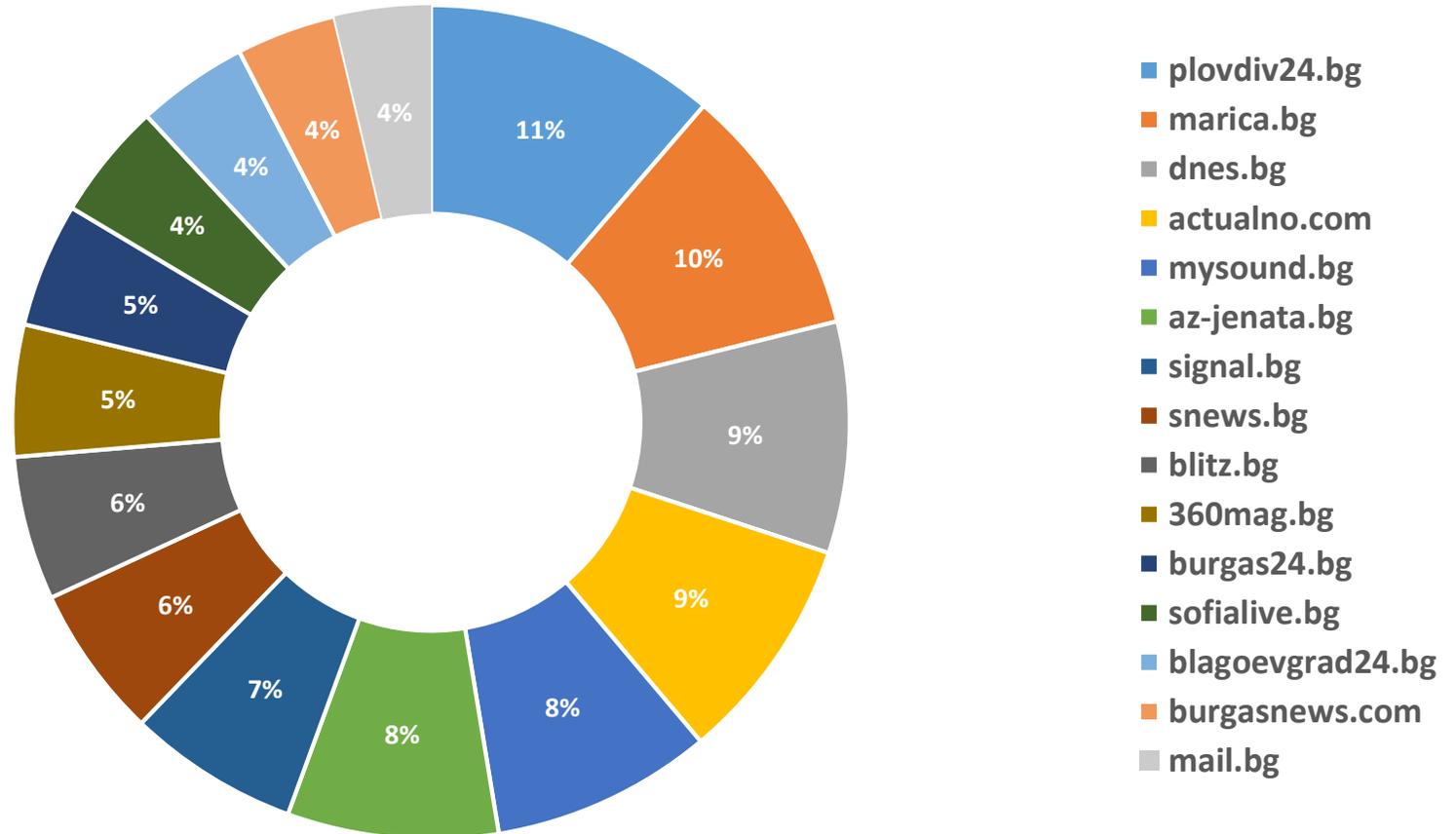




TOP 10 sectors

TOURISM

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





**SECTOR SPORTS. GAMES.
LEISURE ACTIVITIES**

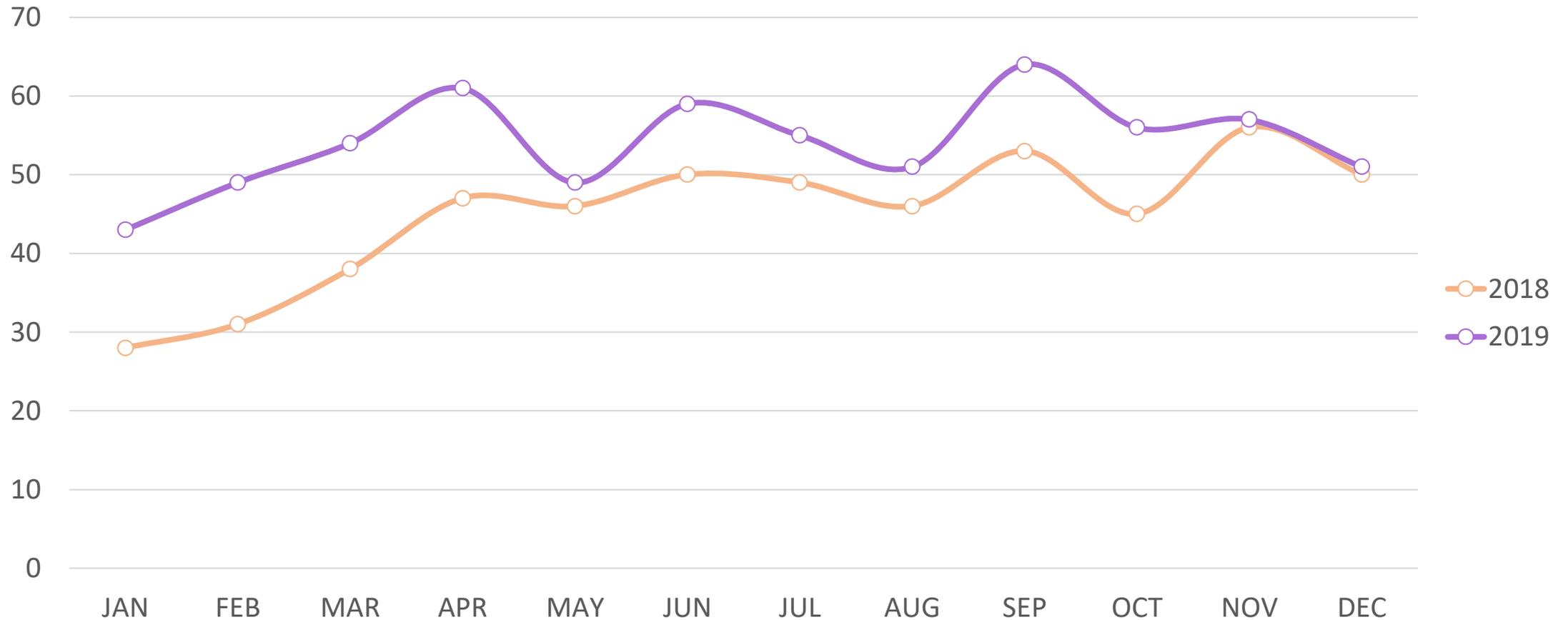




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

SEASONALITY (by number of campaigns – 2018 – 2019)

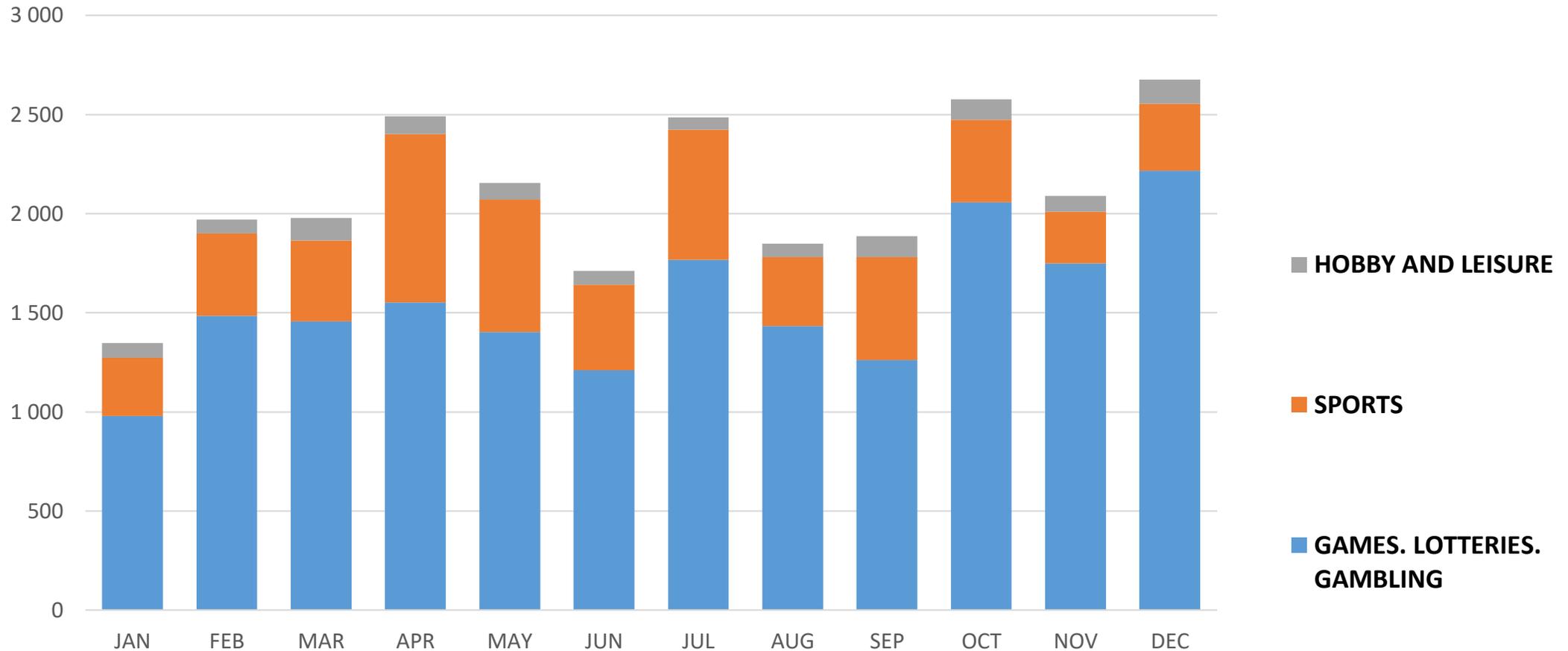




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

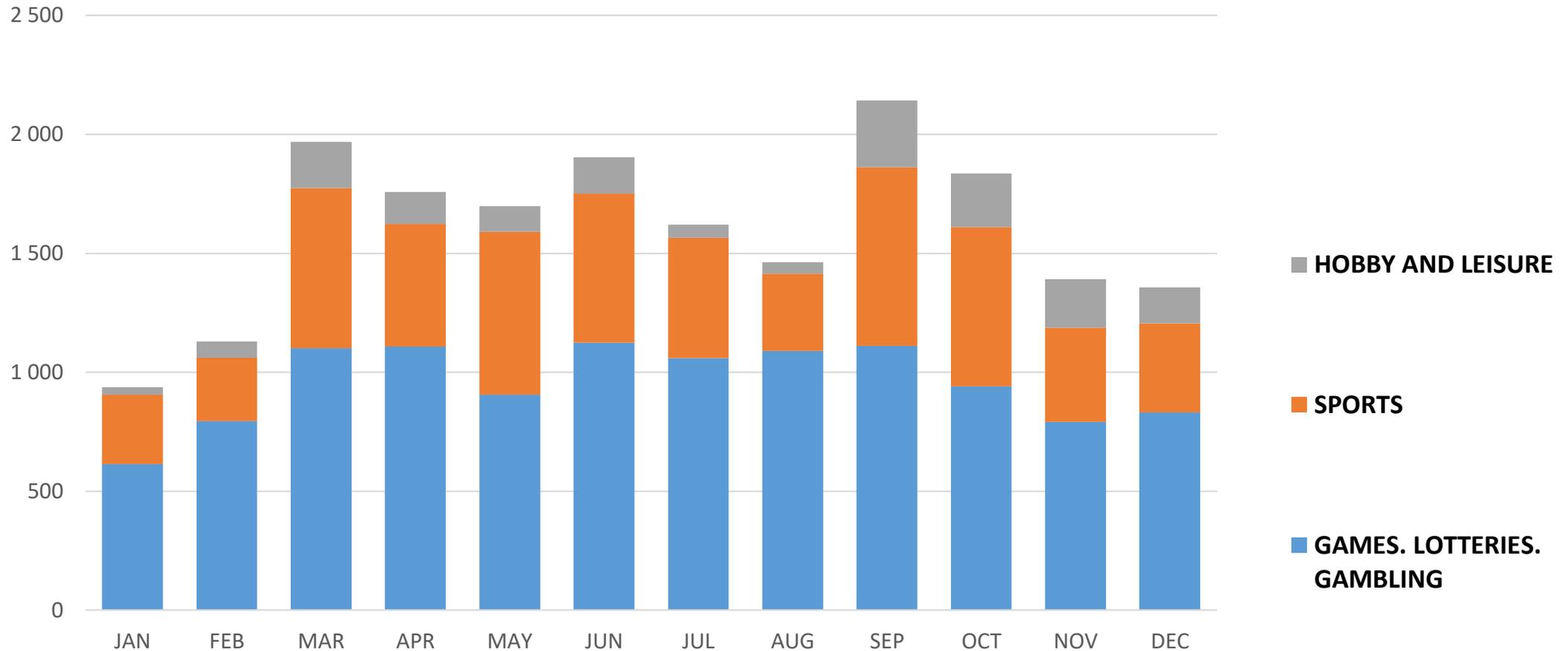




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

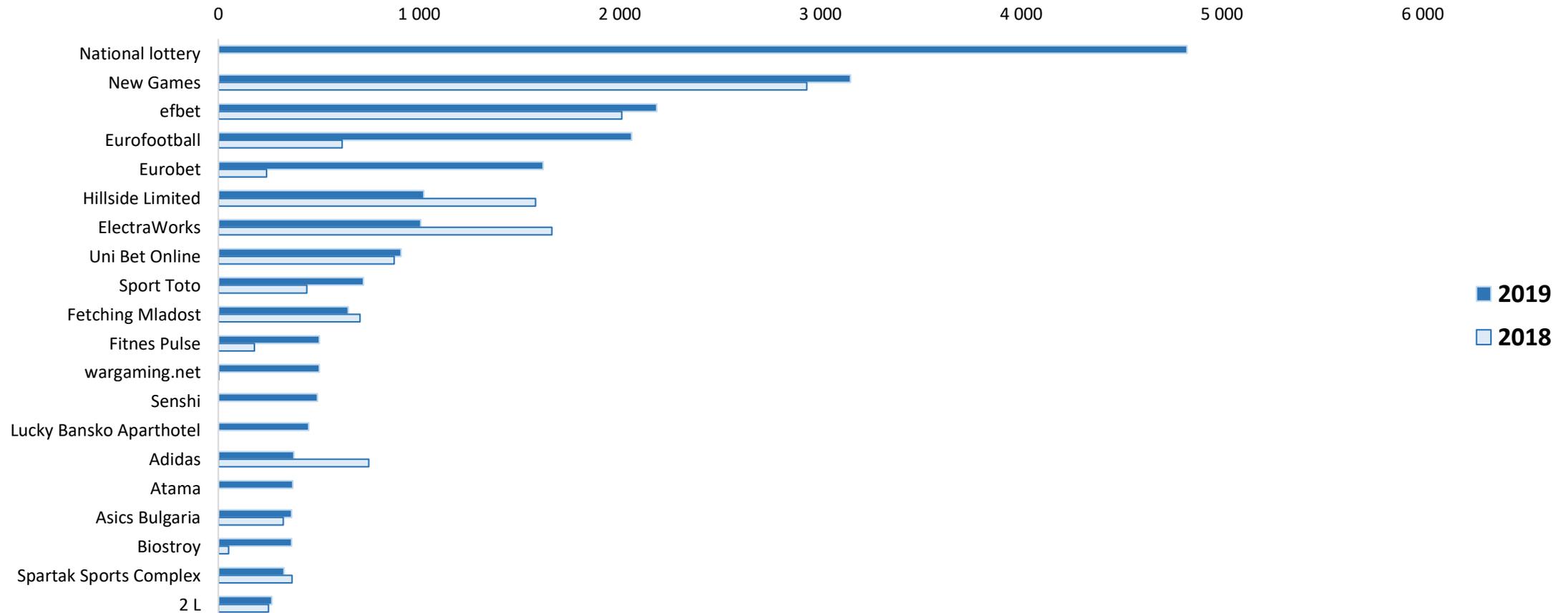




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

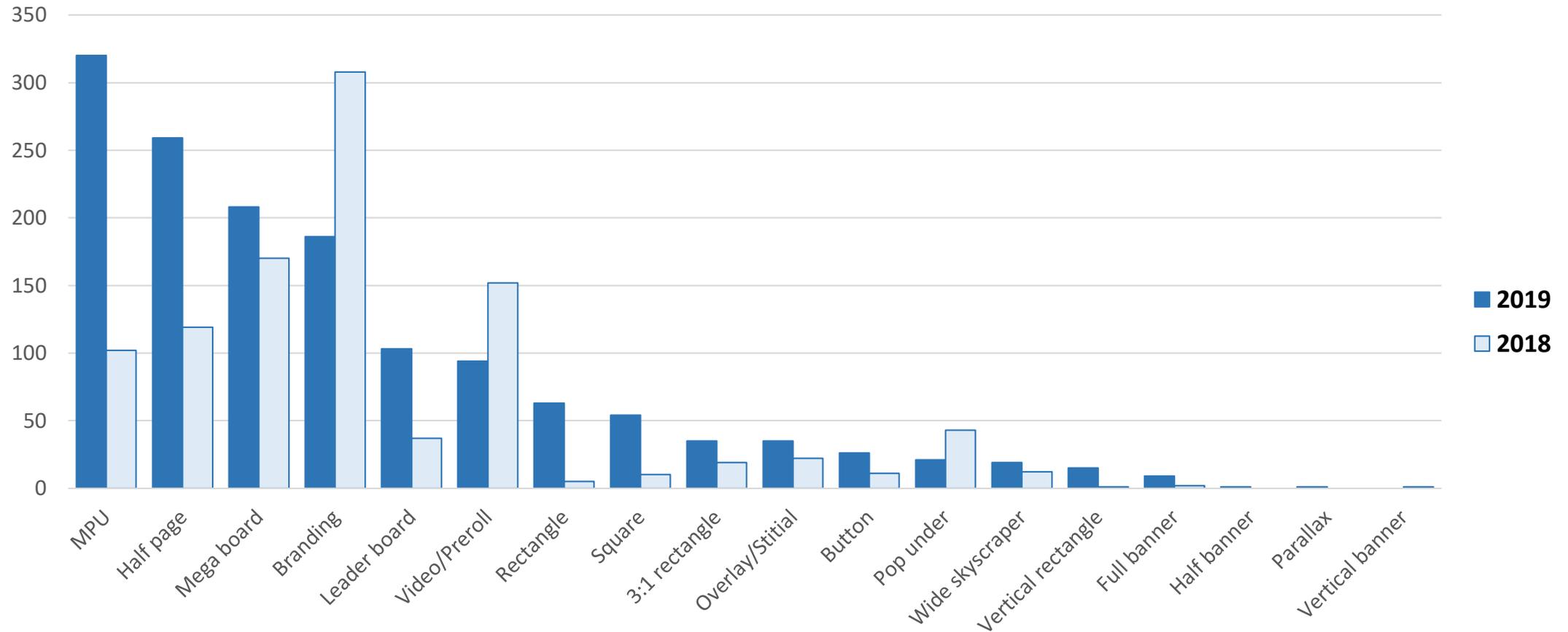




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

BANNER FORMATS (by number of creatives – 2018 & 2019)

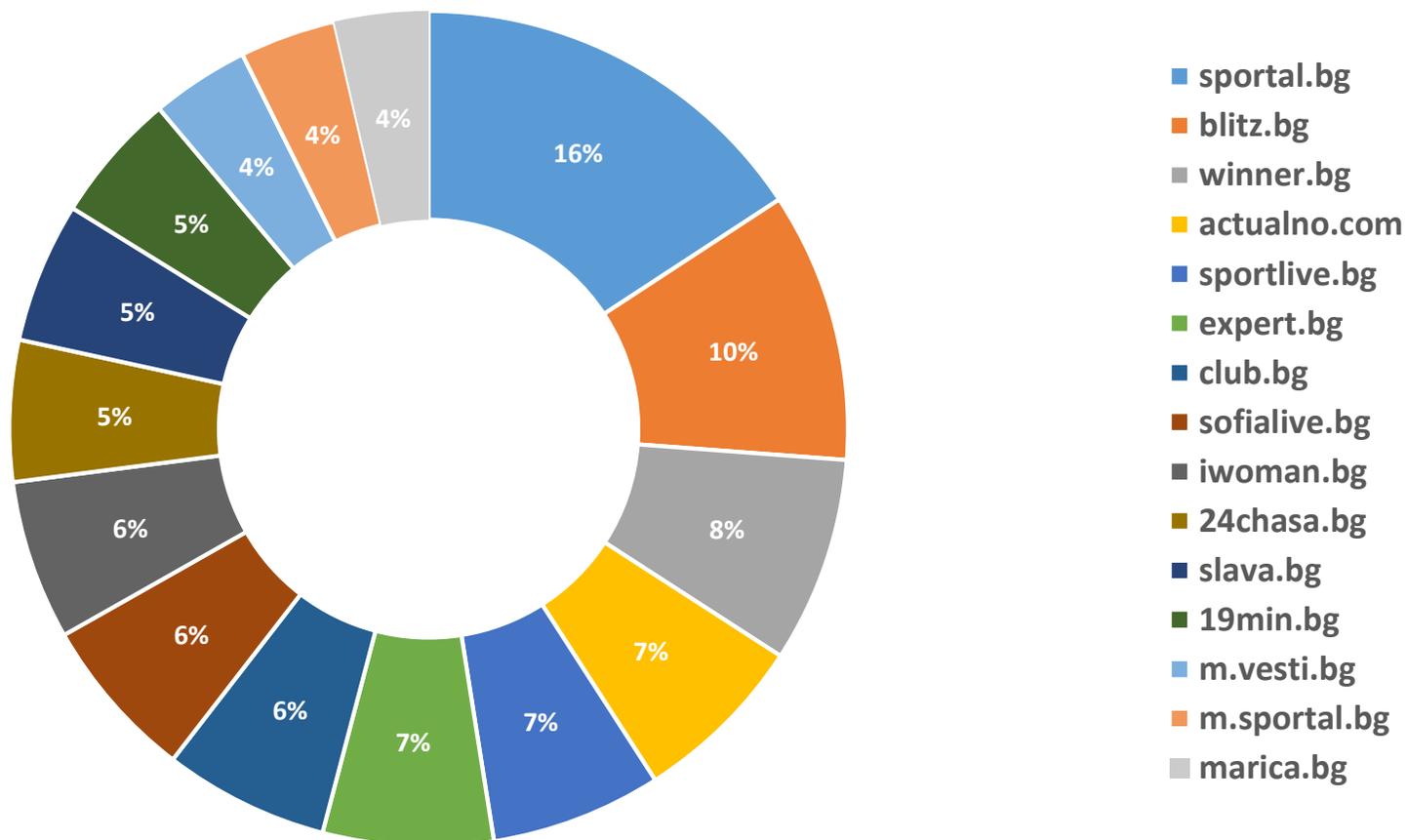




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

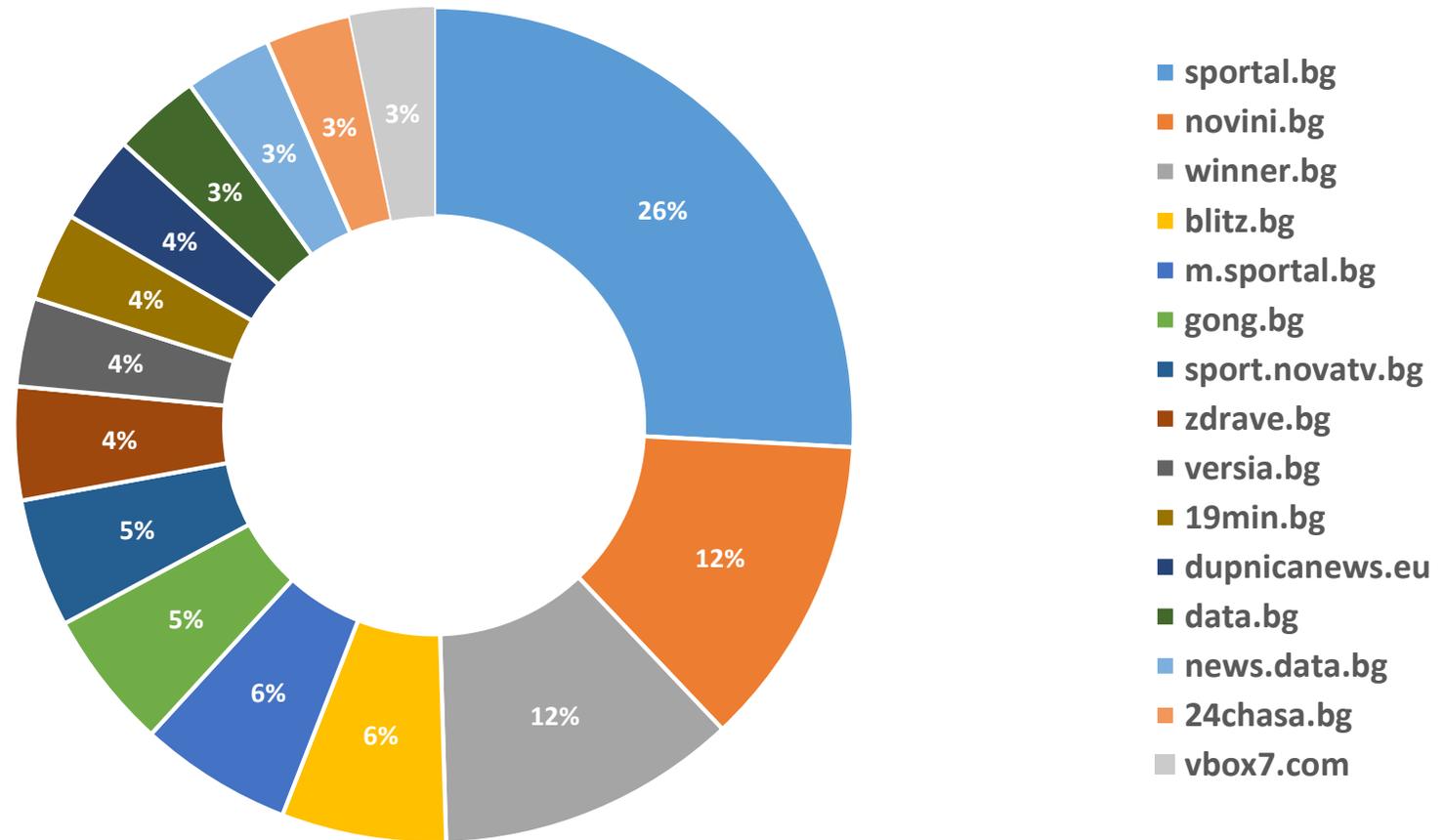




TOP 10 sectors

SPORTS. GAMES. LEISURE ACTIVITIES

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)



B

SECTOR **DRINKS**

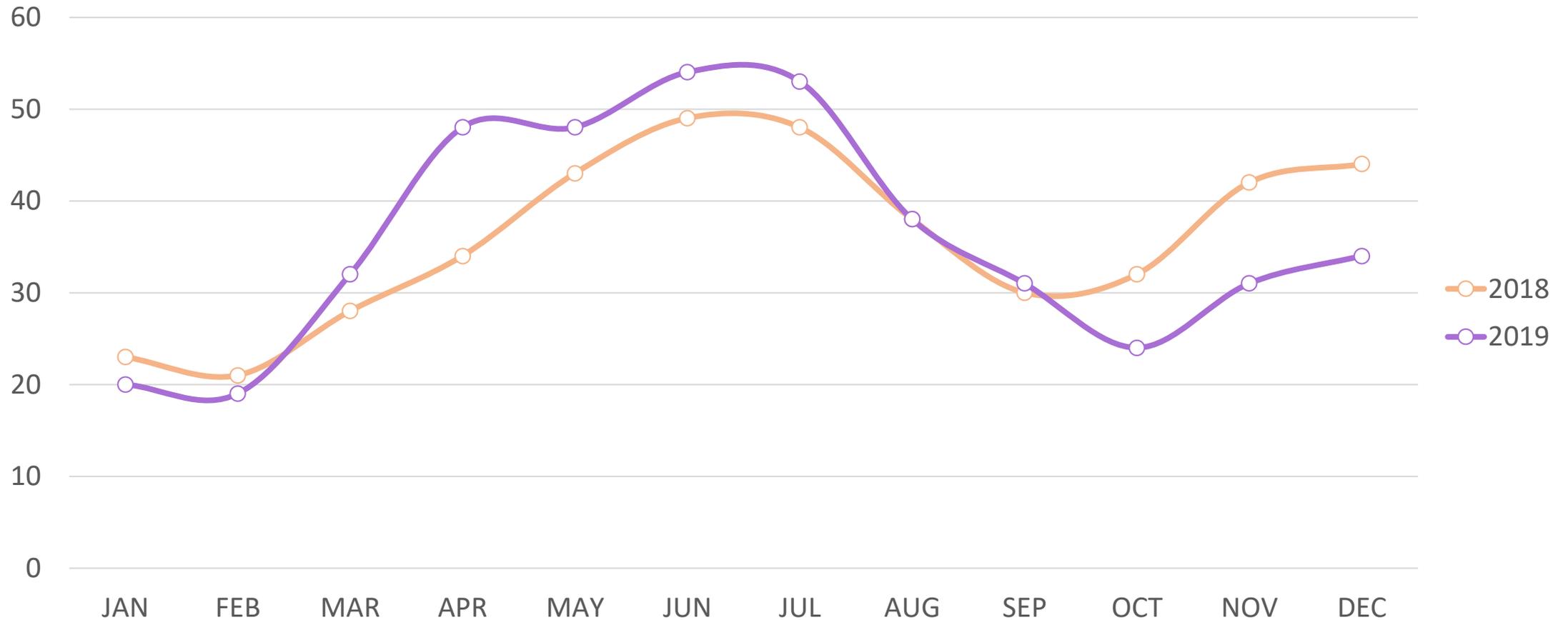




TOP 10 sectors

DRINKS

SEASONALITY (by number of campaigns – 2018 – 2019)

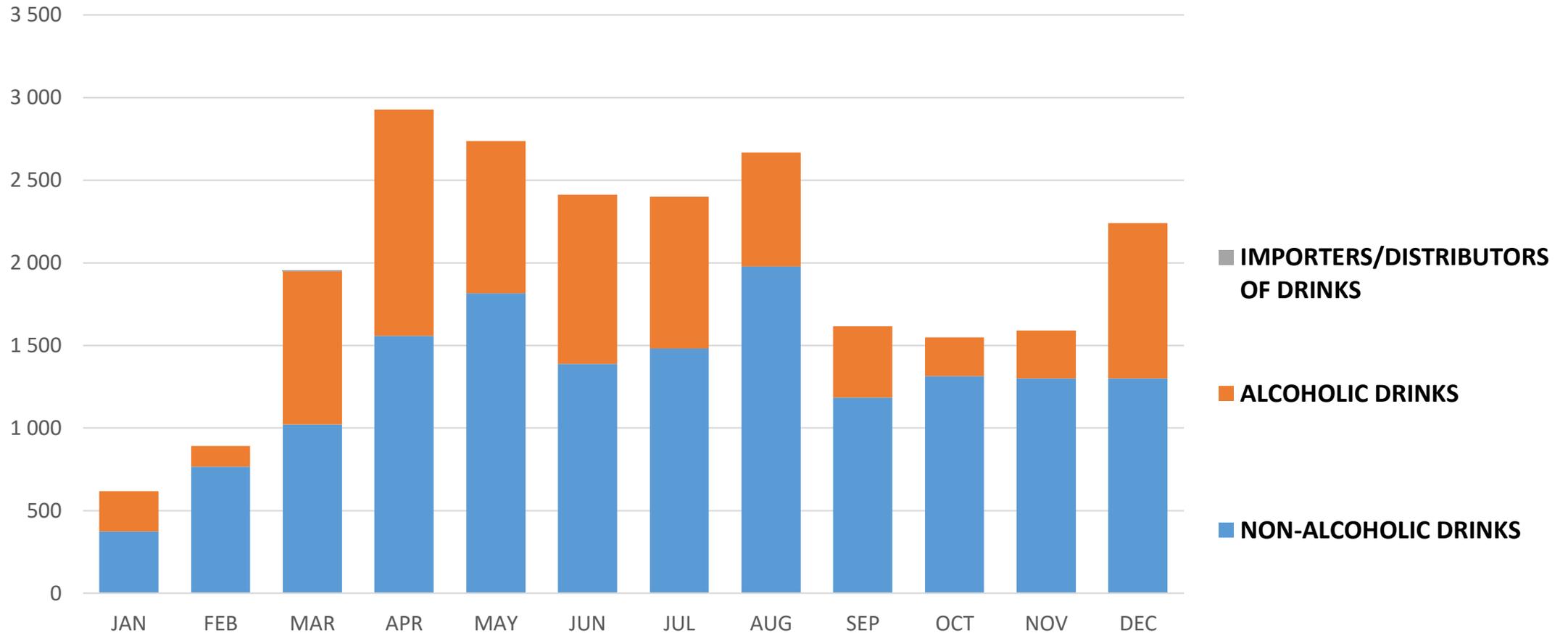




TOP 10 sectors

DRINKS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

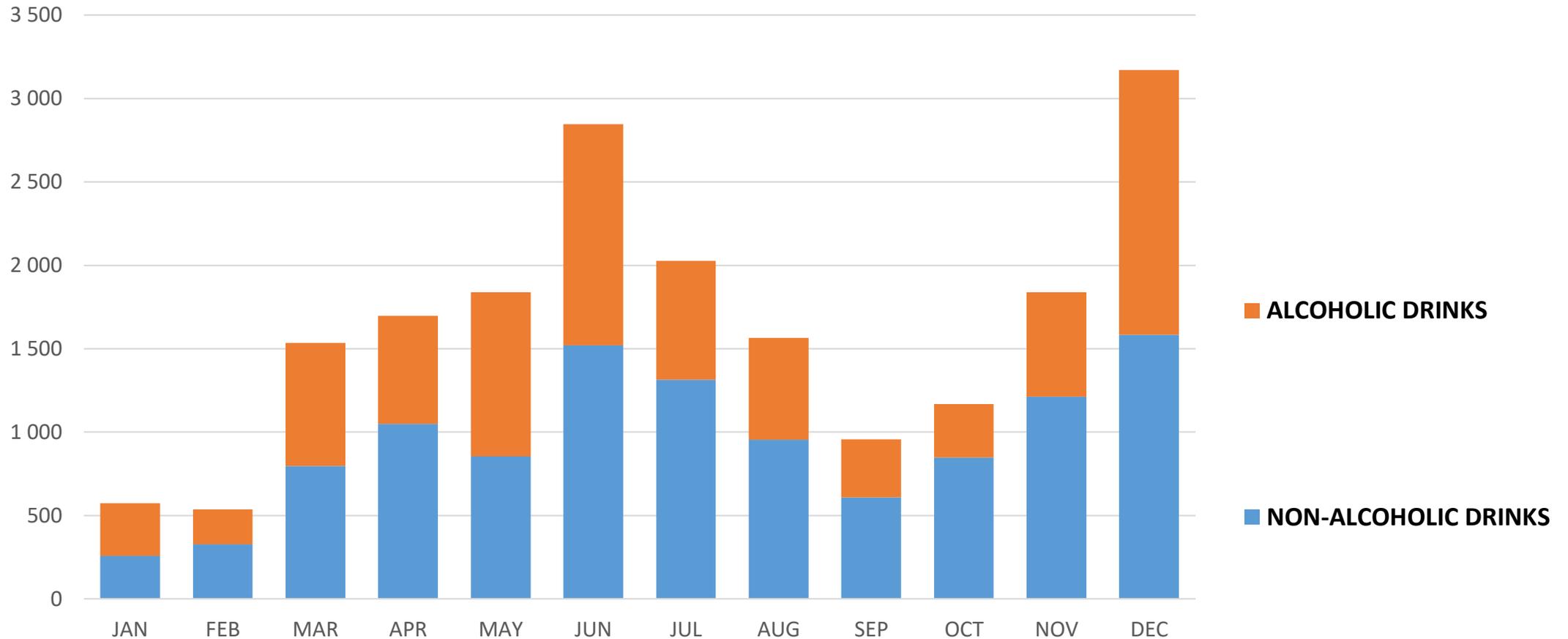




TOP 10 sectors

DRINKS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

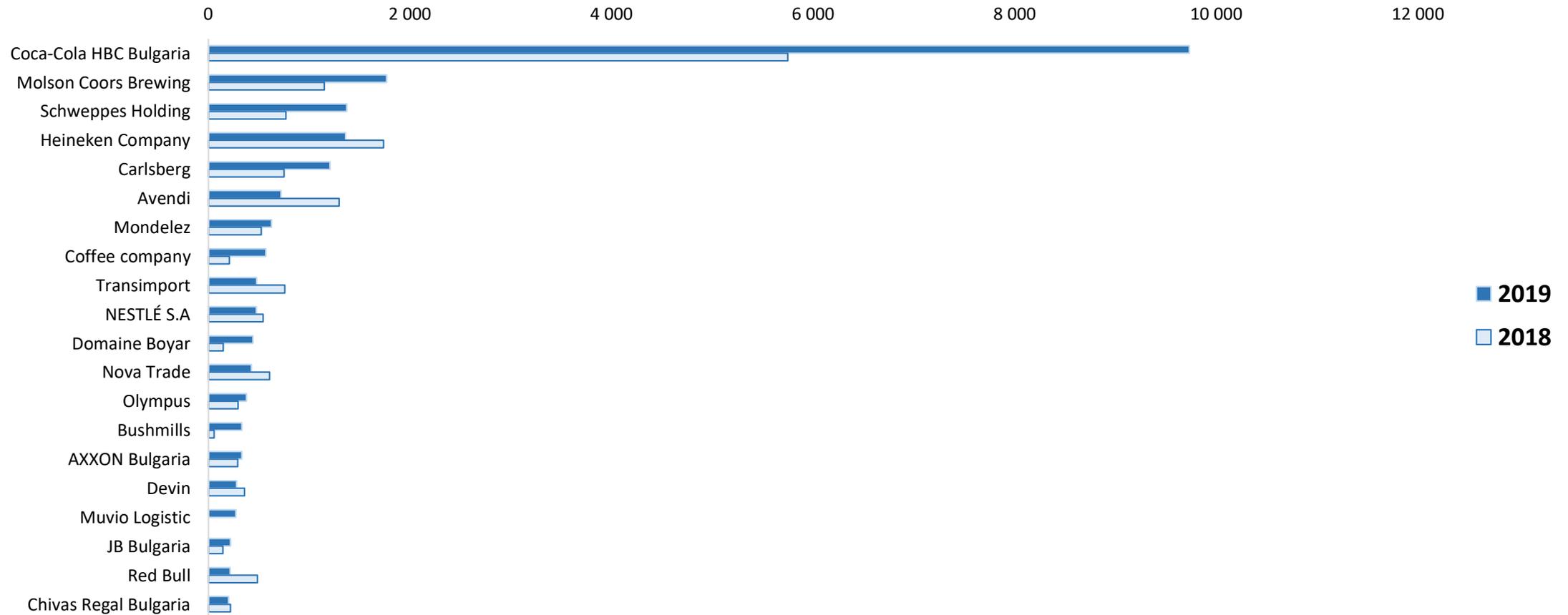




TOP 10 sectors

DRINKS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

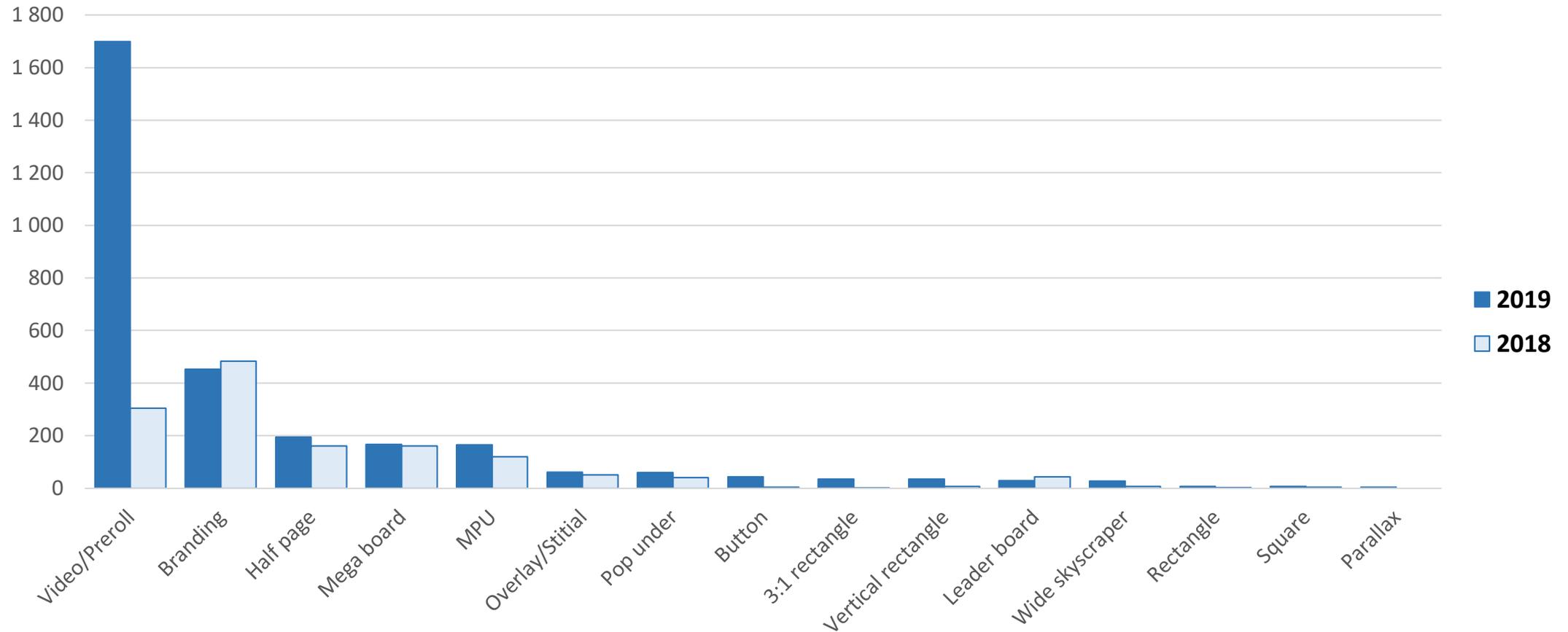




TOP 10 sectors

DRINKS

BANNER FORMATS (by number of creatives – 2018 & 2019)

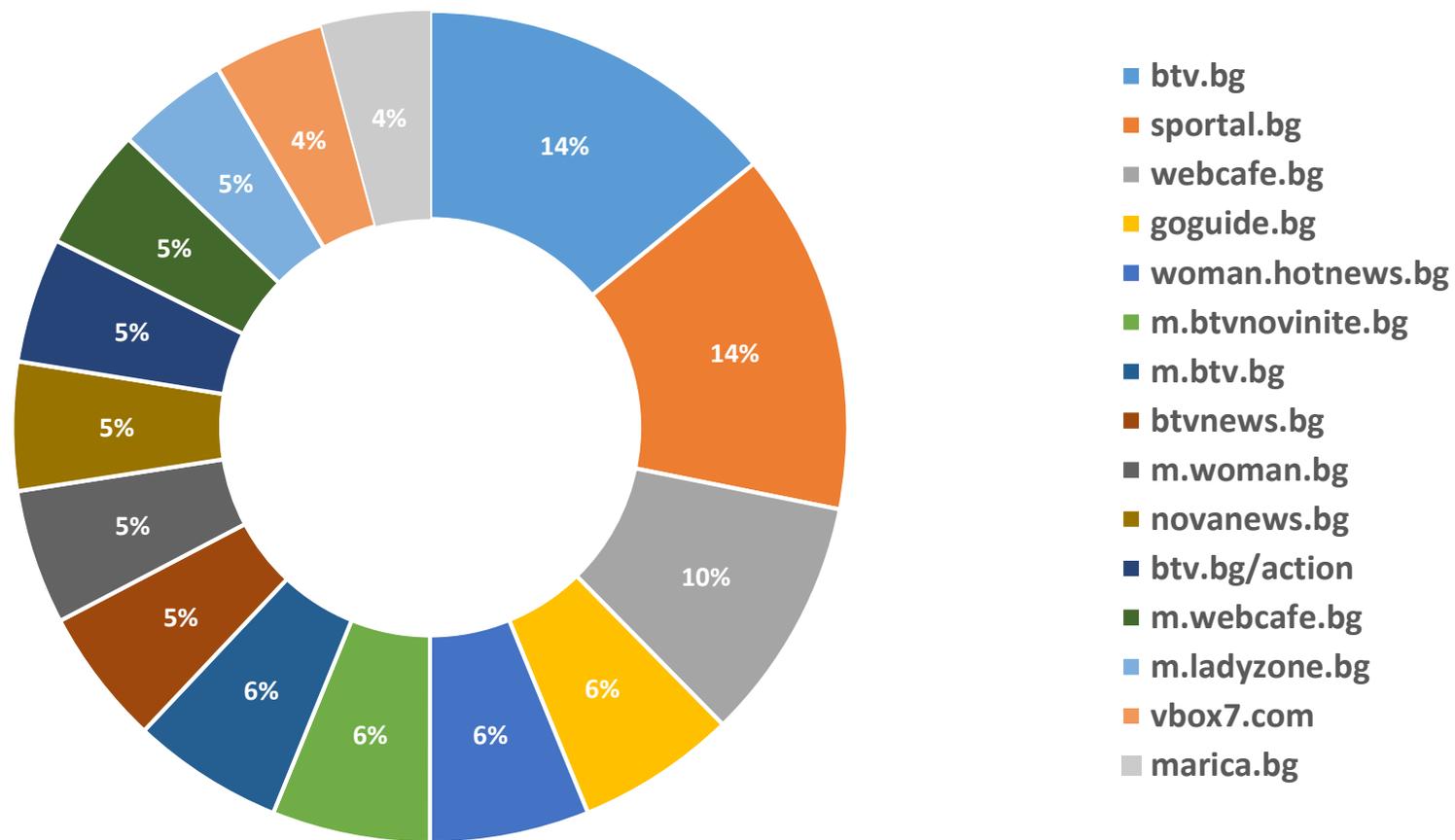




TOP 10 sectors

DRINKS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

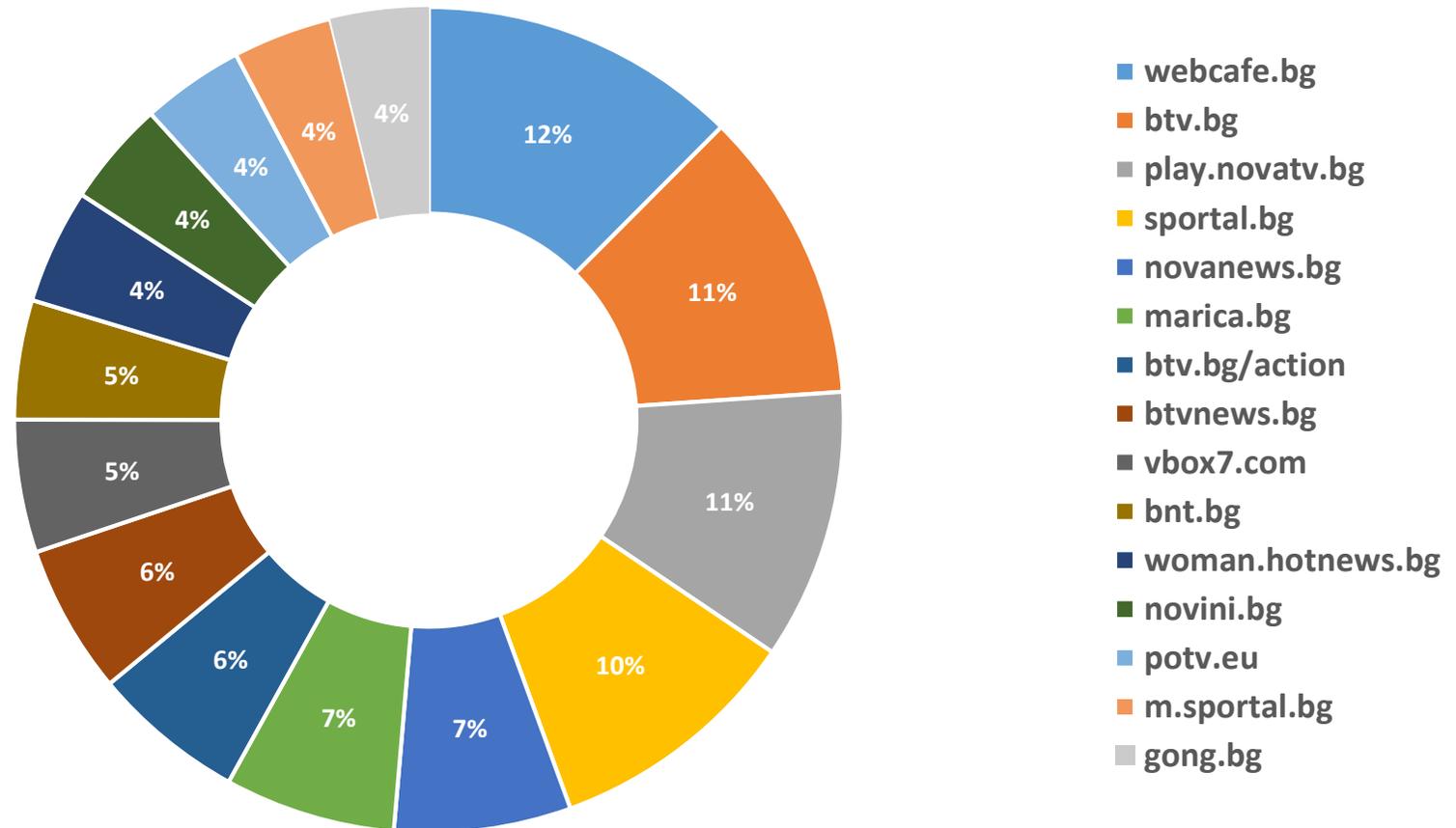




TOP 10 sectors

DRINKS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





SECTOR TELECOMMUNICAITONS

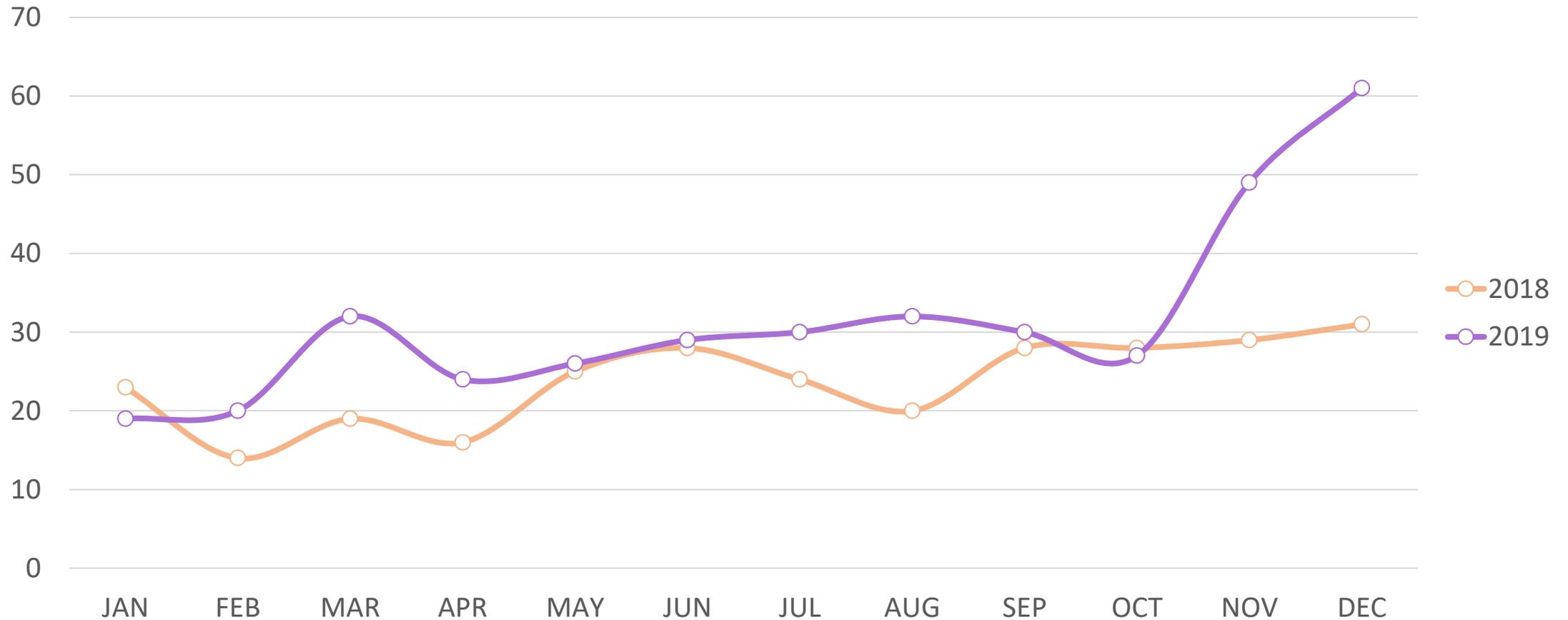




TOP 10 sectors

TELECOMMUNICAITONS

SEASONALITY (by number of campaigns – 2018 – 2019)

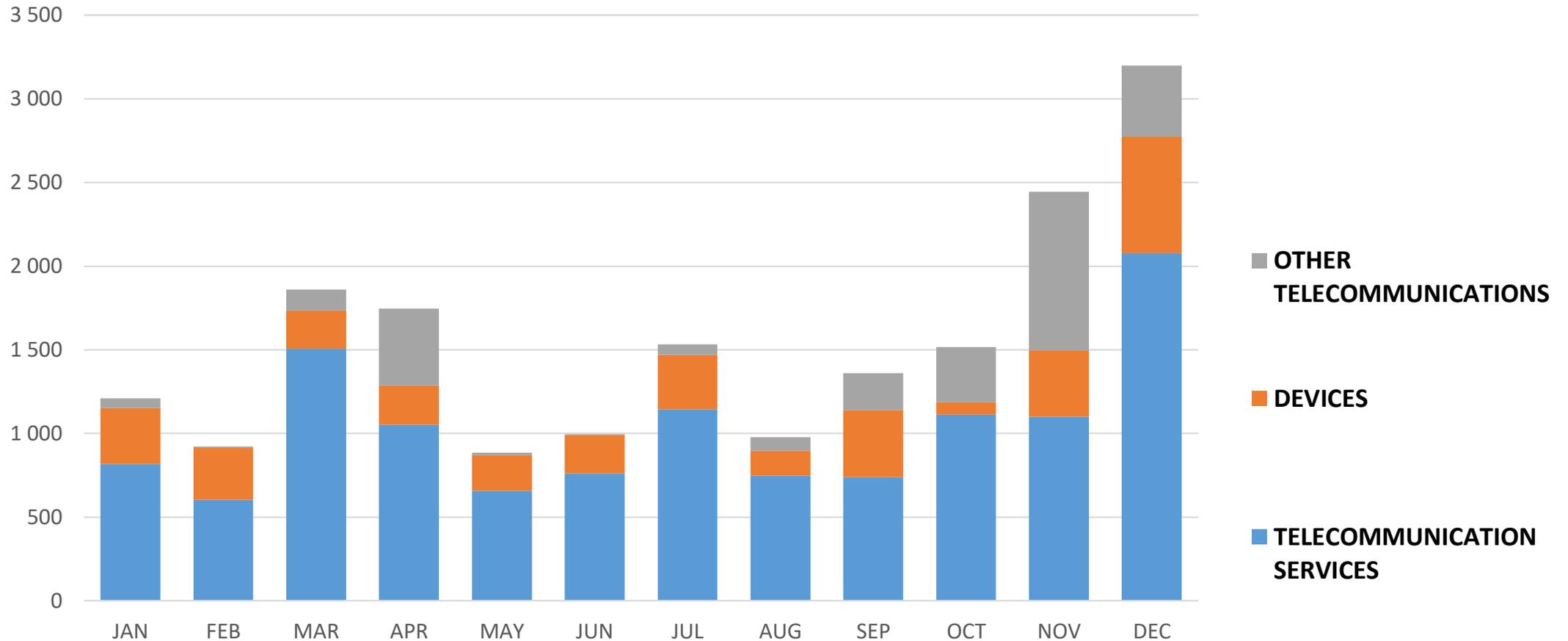




TOP 10 sectors

TELECOMMUNICATIONS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2019)

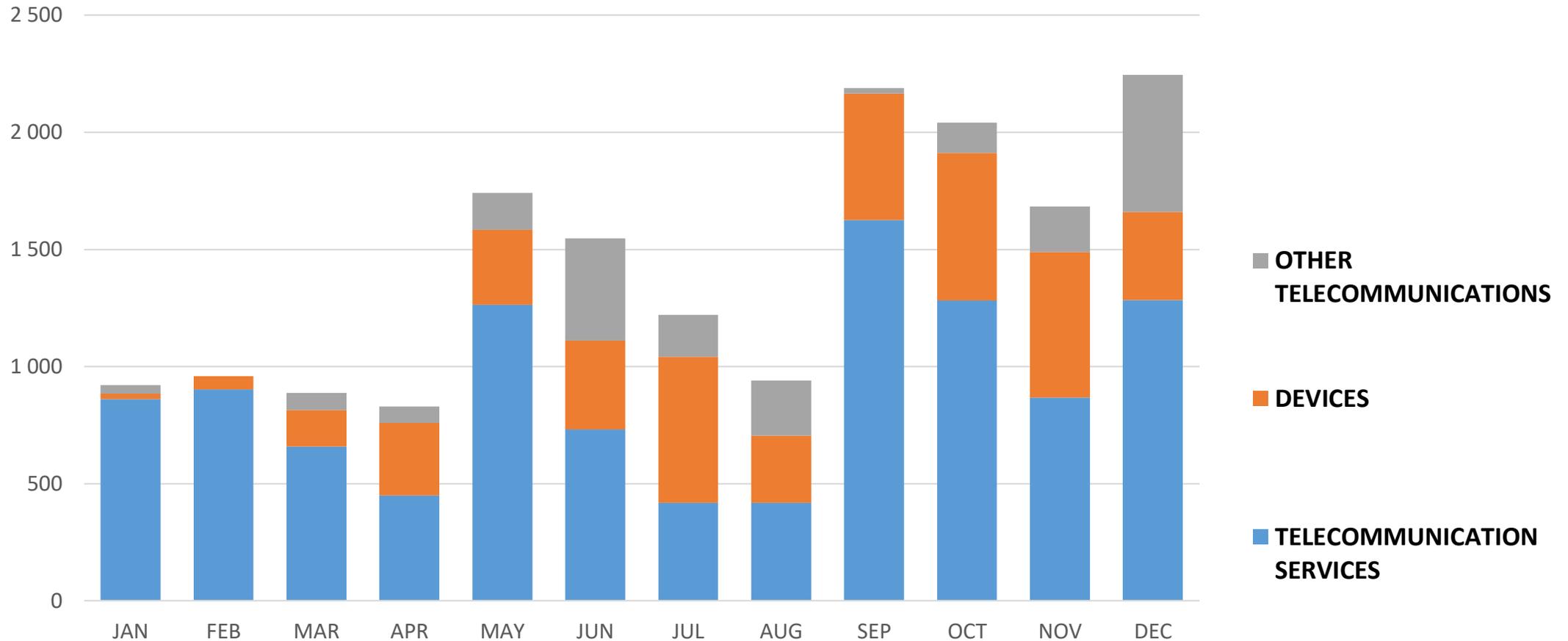




TOP 10 sectors

TELECOMMUNICATIONS

TOP 5 CATEGORIES (by campaigns strength - Jan/Dec 2018)

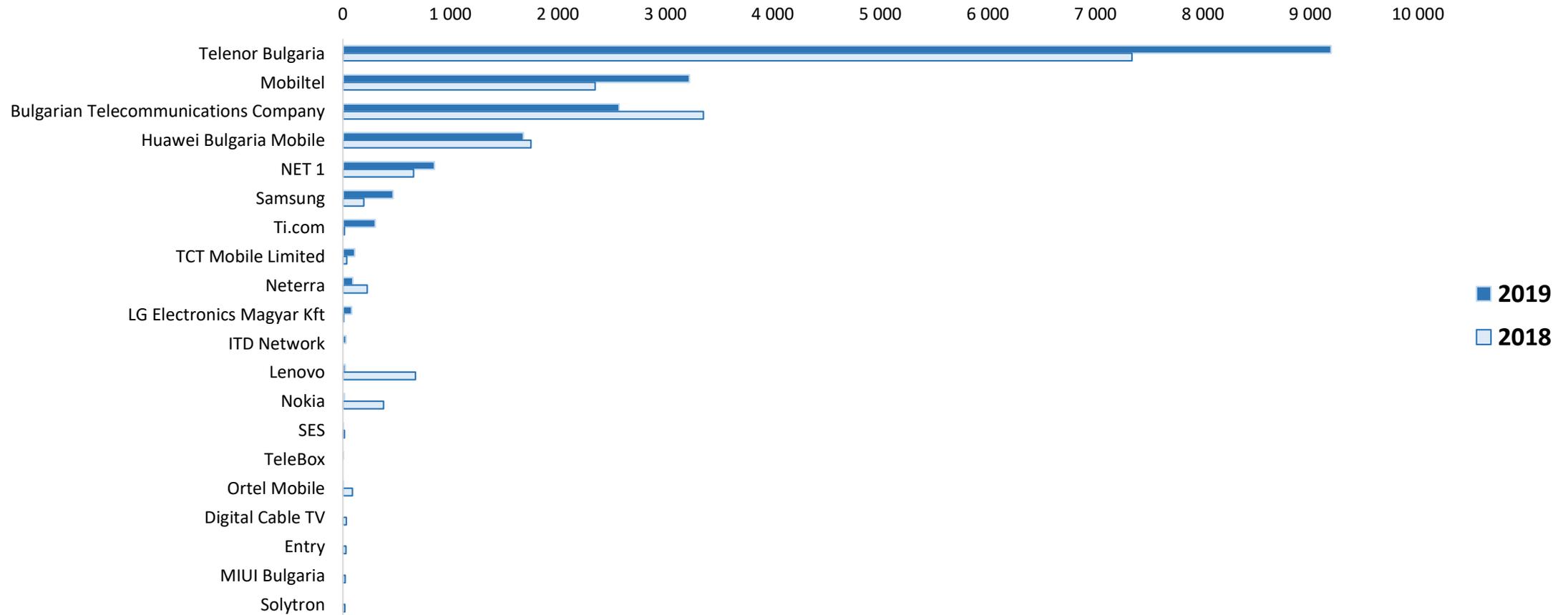




TOP 10 sectors

TELECOMMUNICATIONS

20 MOST ACTIVE ADVERTISERS (by campaigns strength – 2018 & 2019)

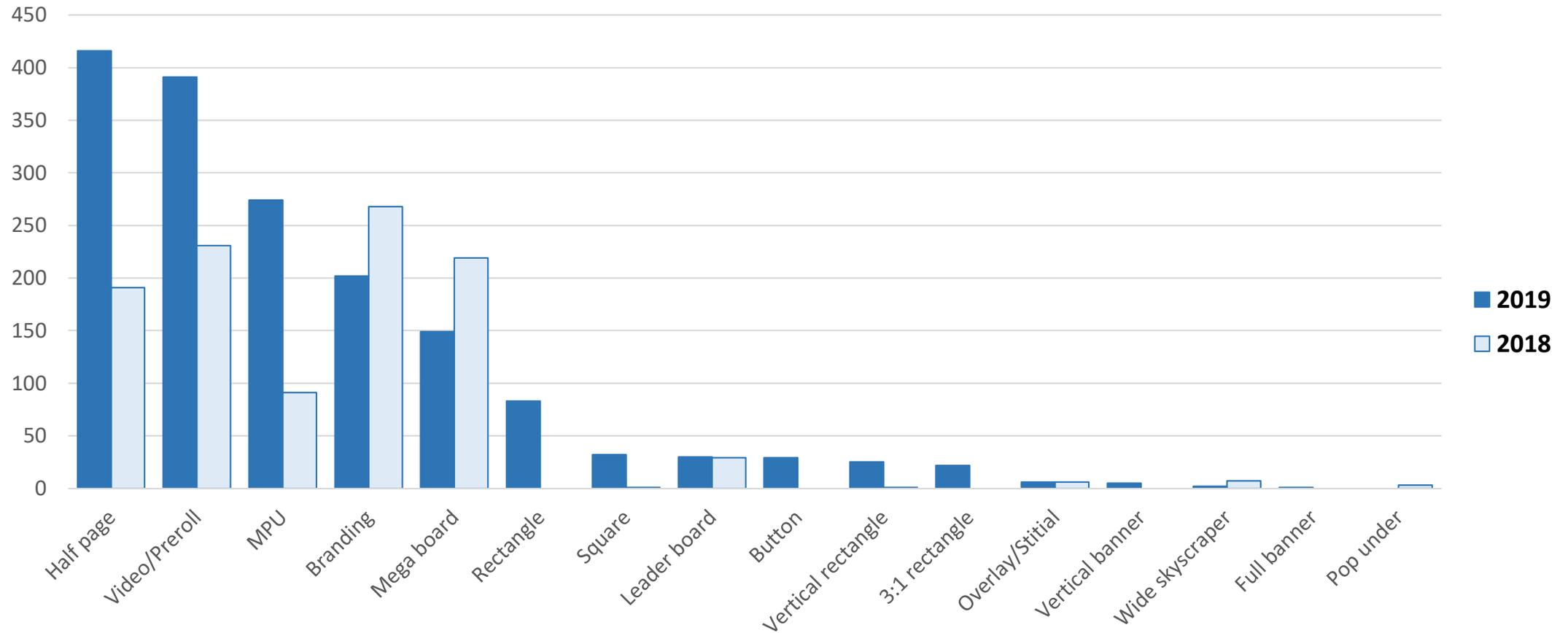




TOP 10 sectors

TELECOMMUNICATIONS

BANNER FORMATS (by number of creatives – 2018 & 2019)

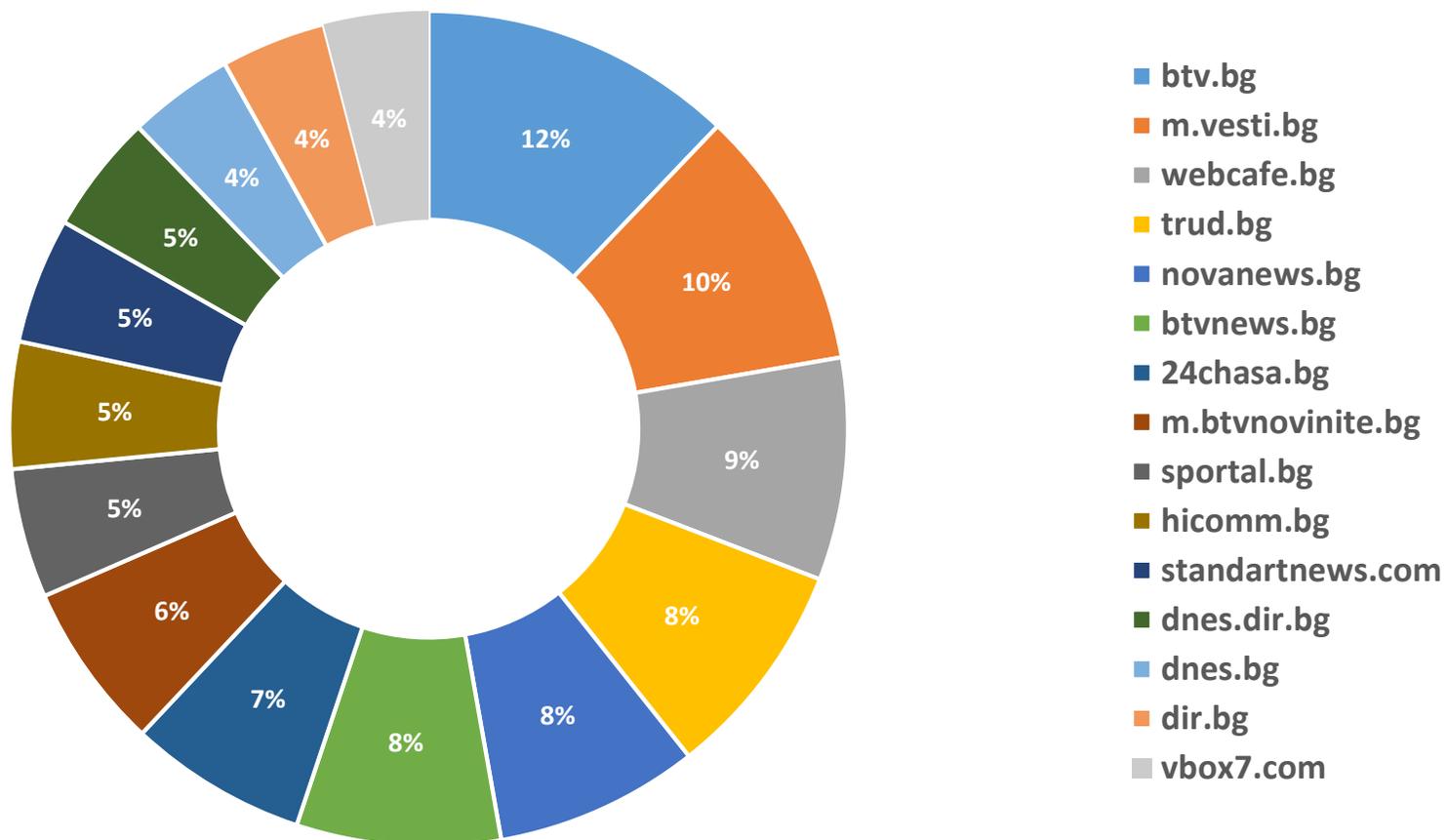




TOP 10 sectors

TELECOMMUNICAITONS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2019)

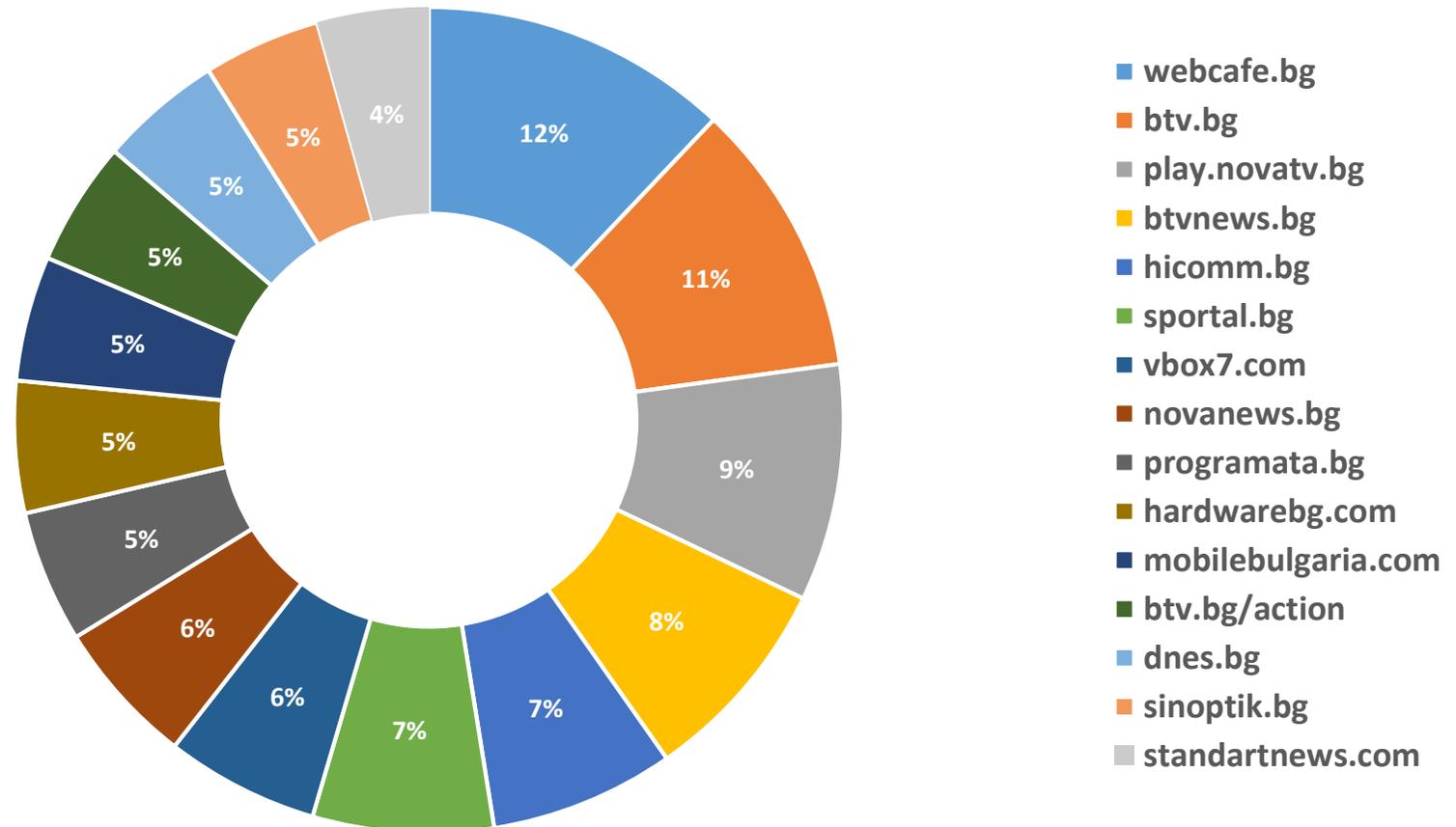




TOP 10 sectors

TELECOMMUNICAITONS

TOP 15 WEBSITES (by campaigns strength - Jan/Dec 2018)





For more data you can contact us on:

stefan@webnewsagent.com

+ 359 888 510027

bannermonitoring.com

Stefan Stefanov



Banner monitoring



Thank You!

