

2015 in numbers

Web
News
Agent.com





CONTENT

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





Who we are

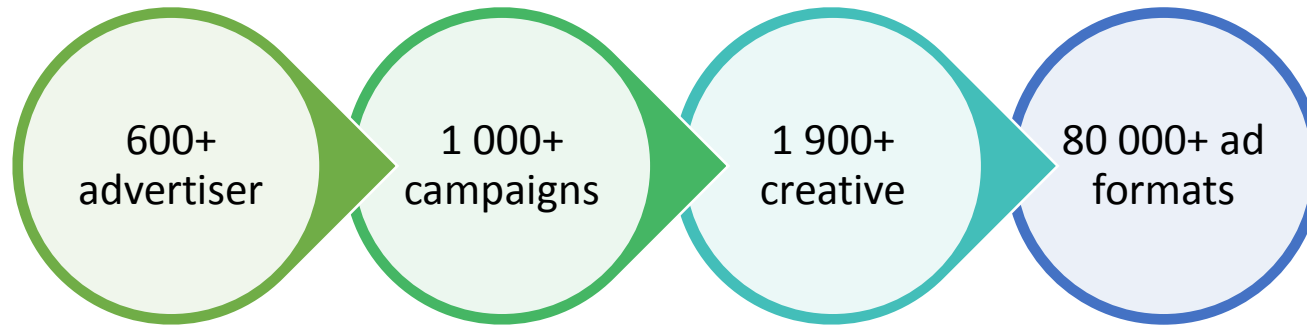
- Web News Agent is a Real Time Information about the advertising activity within the online environment by means of **automatic system** that registers – **Who, Where, What, When** and **How** is advertising in more than **400 Bulgarian** websites.
- The system starts to operate on the market since 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 some video formats as Video Pre Rolls and the banners from some networks.*

GENERAL MARKET OVERVIEW

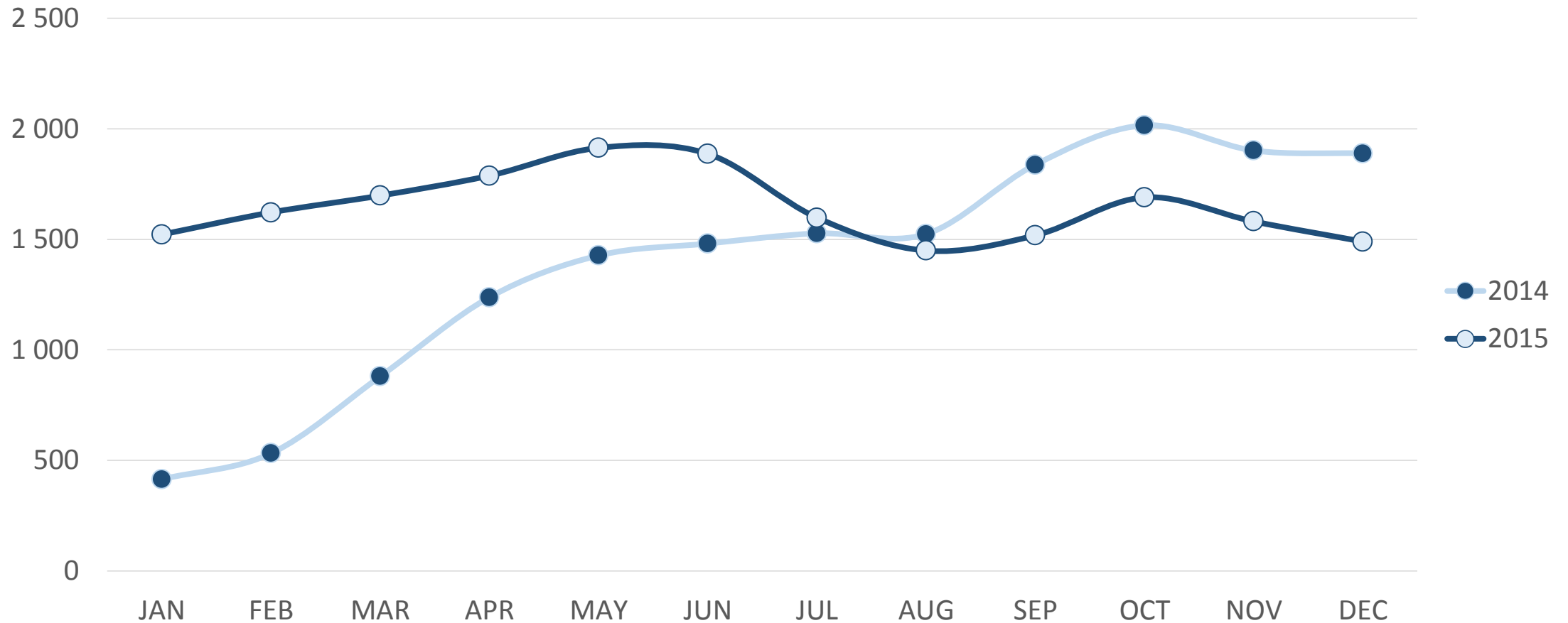




General market overview

CAMPAIGN SEASONALITY

by campaigns number – 2014 & 2015

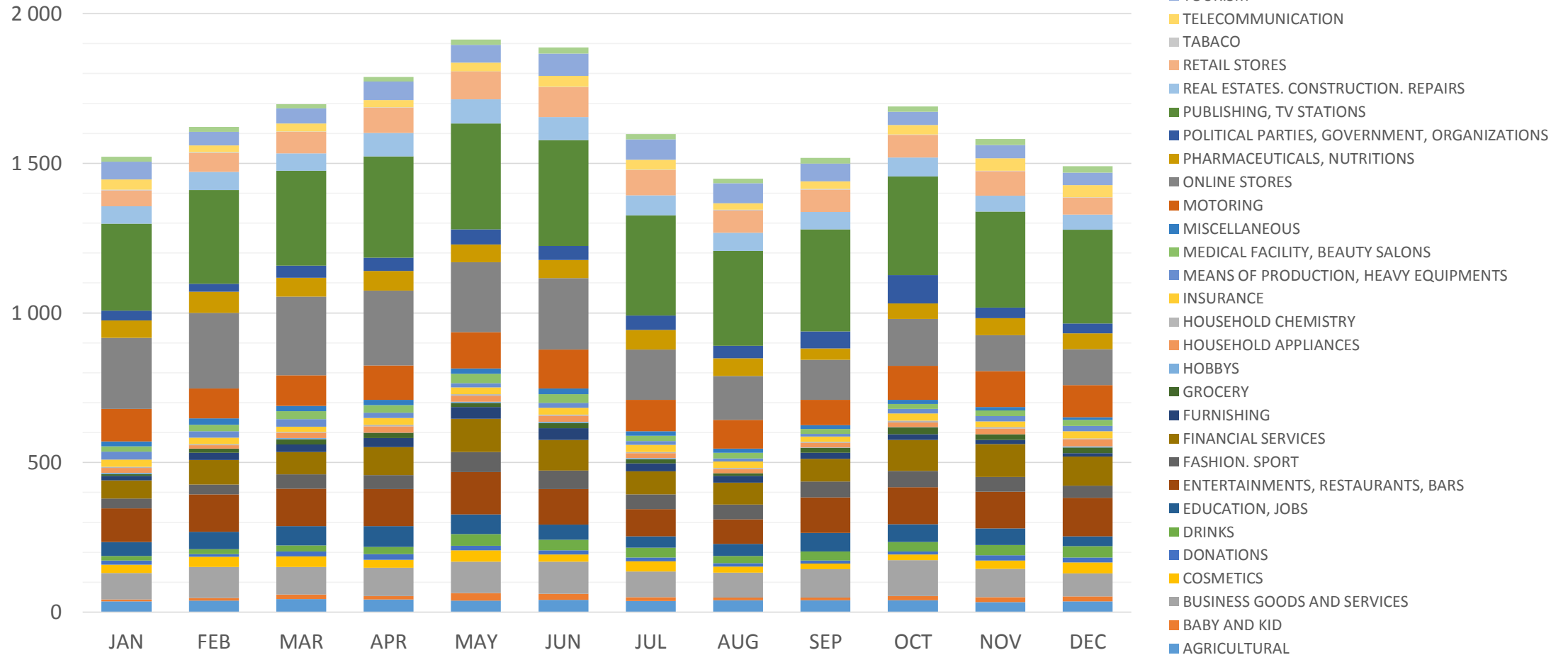




General market overview

CAMPAIGN SEASONALITY

by campaigns number - Jan/Dec 2015

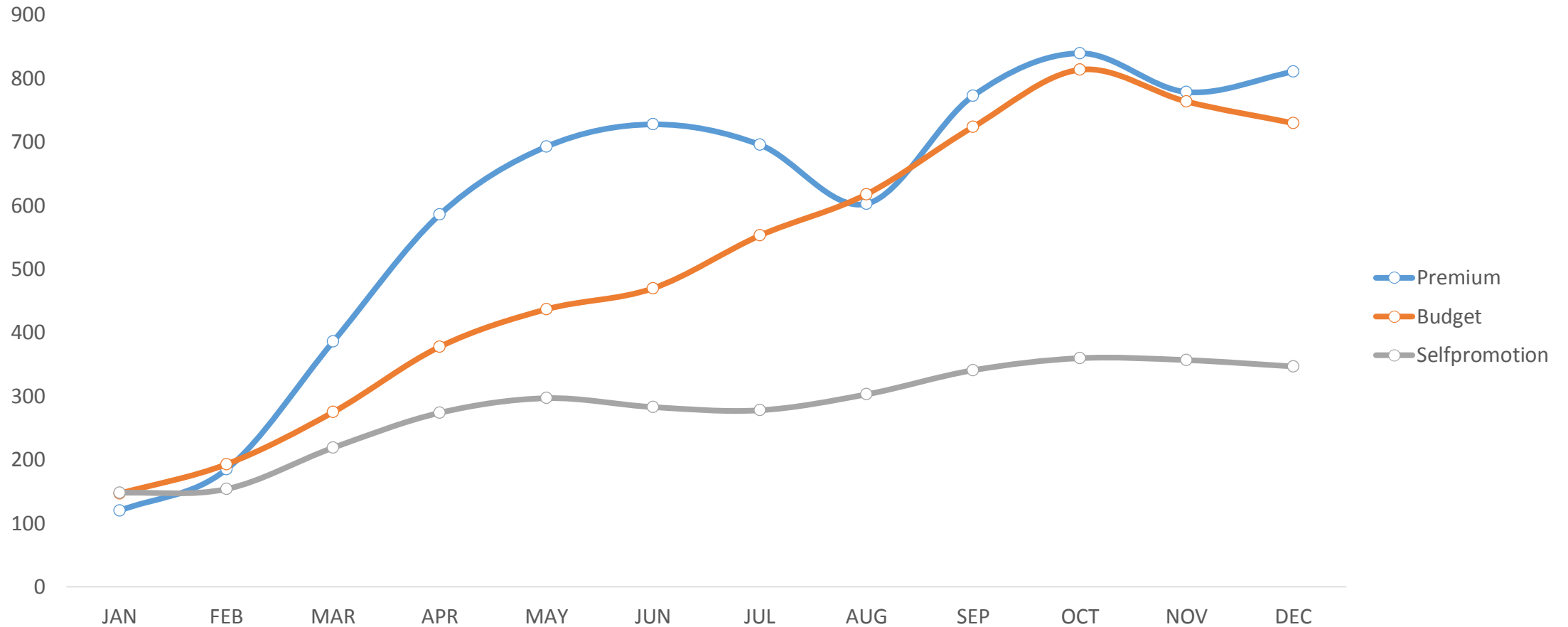




General market overview

TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2014

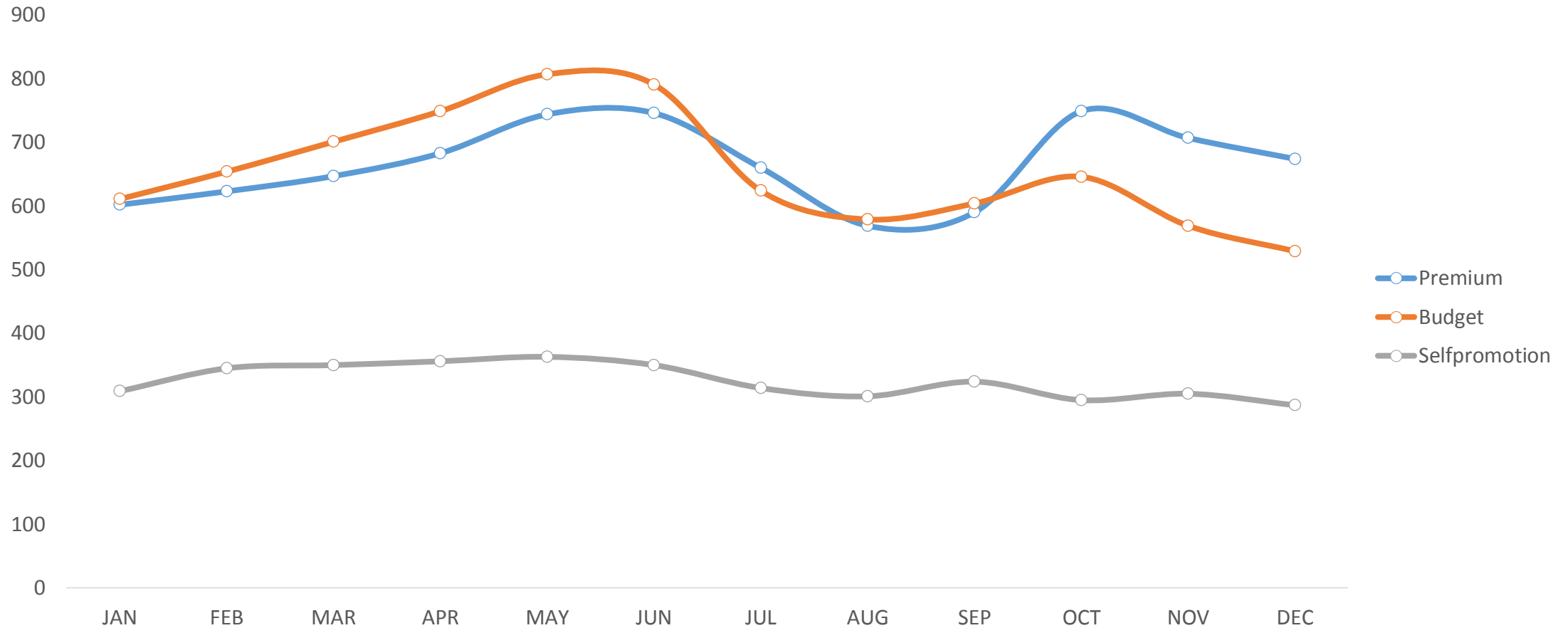




General market overview

TYPE OF ADVERTYSERS

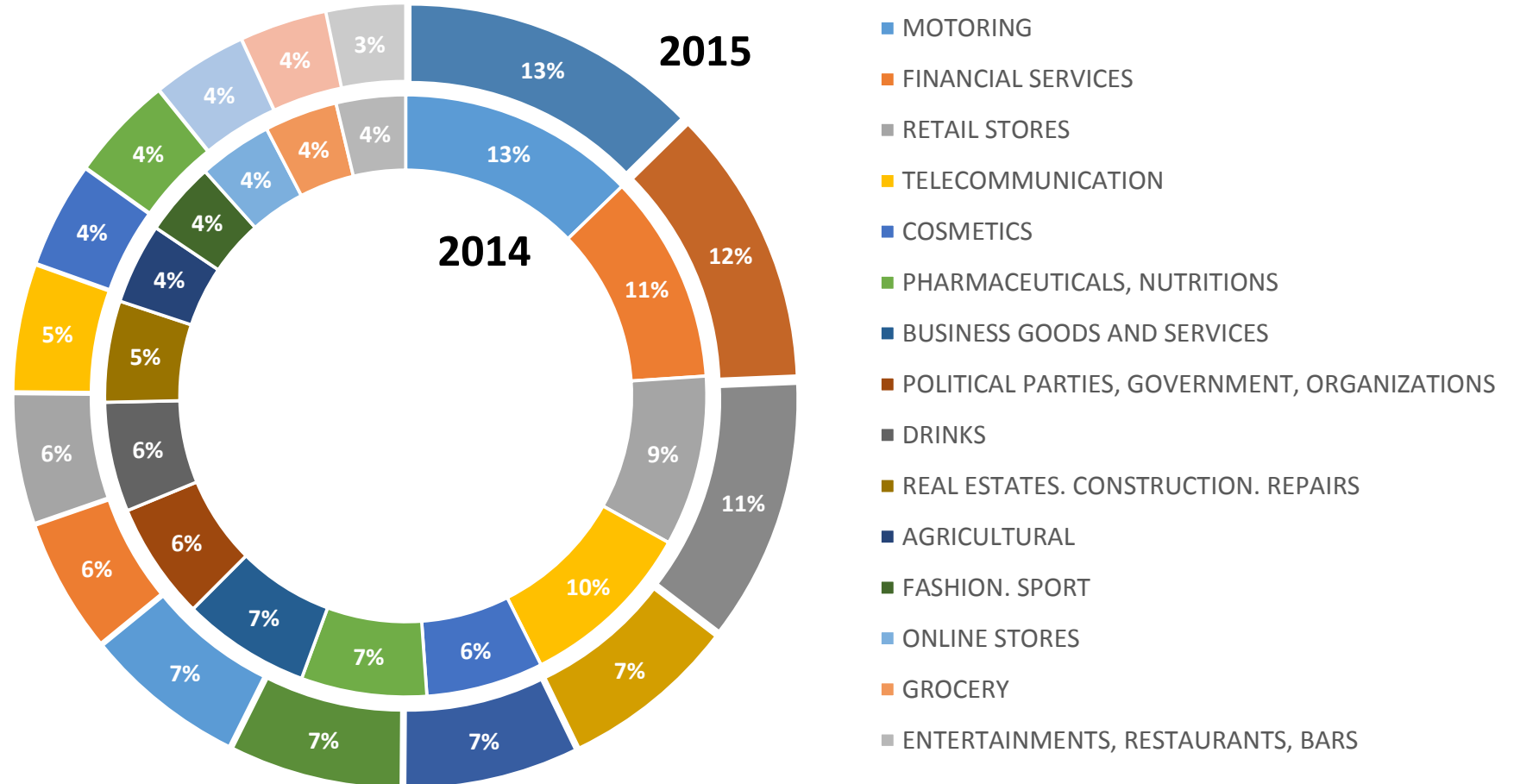
by number of campaigns - Jan/Dec 2015



General market overview

TOP 15 SECTORS

by campaign number (Premium) – 2014 & 2015

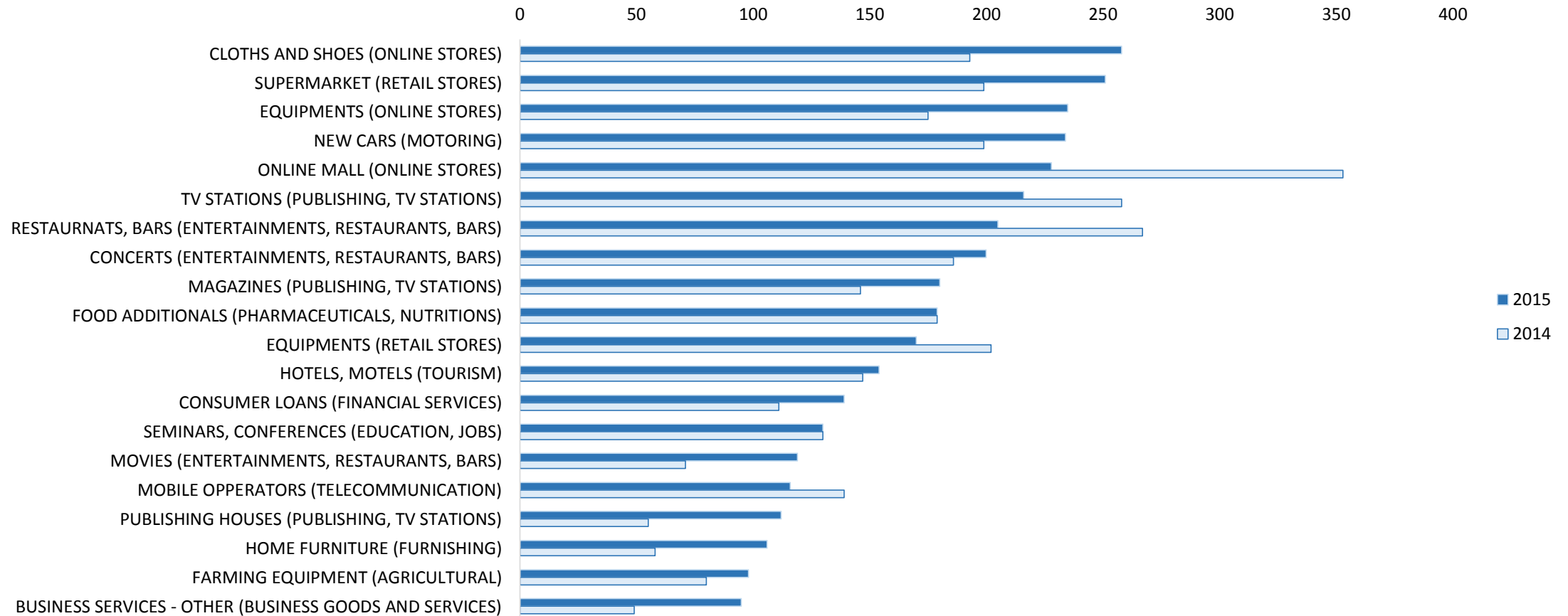




General market overview

TOP 20 CATEGORY

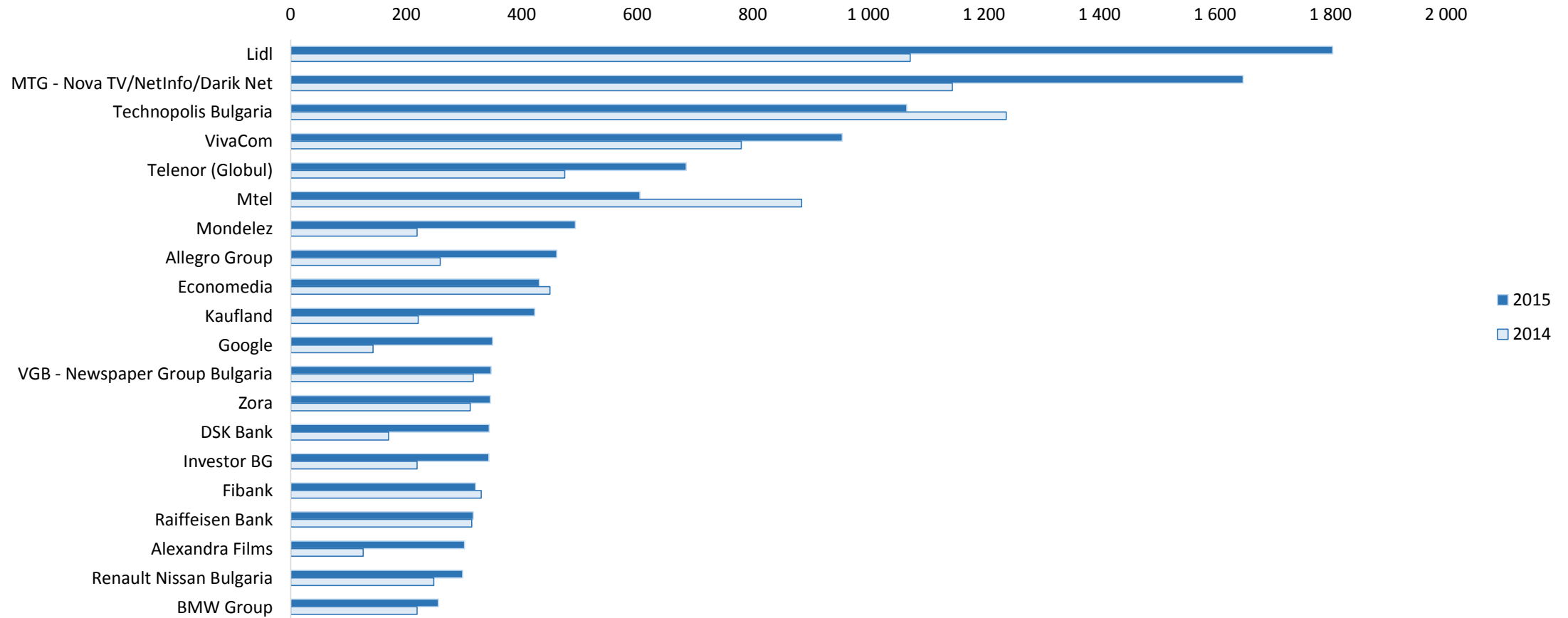
by campaign numbers – 2014 & 2015



General market overview

20 MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015



SECTOR **MOTORING**

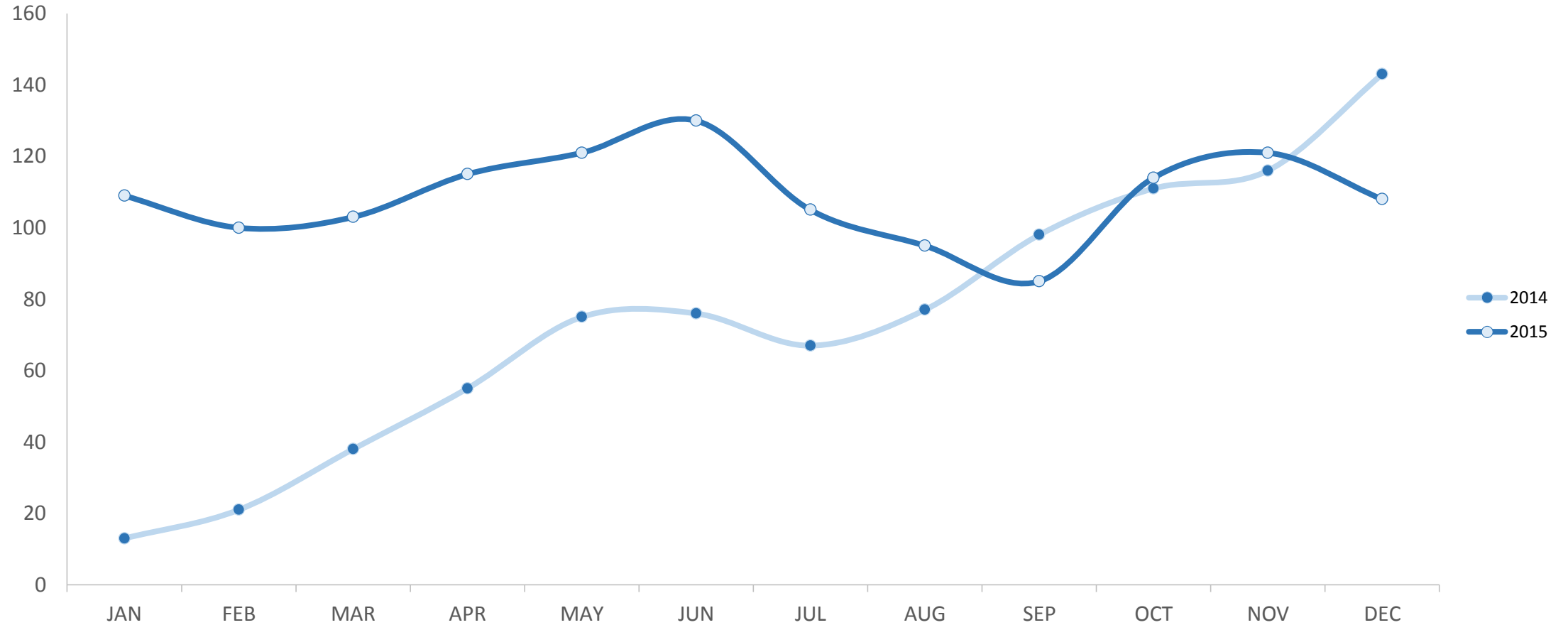




TOP 10 sectors - Market overview

MOTORING – SEASONALITY

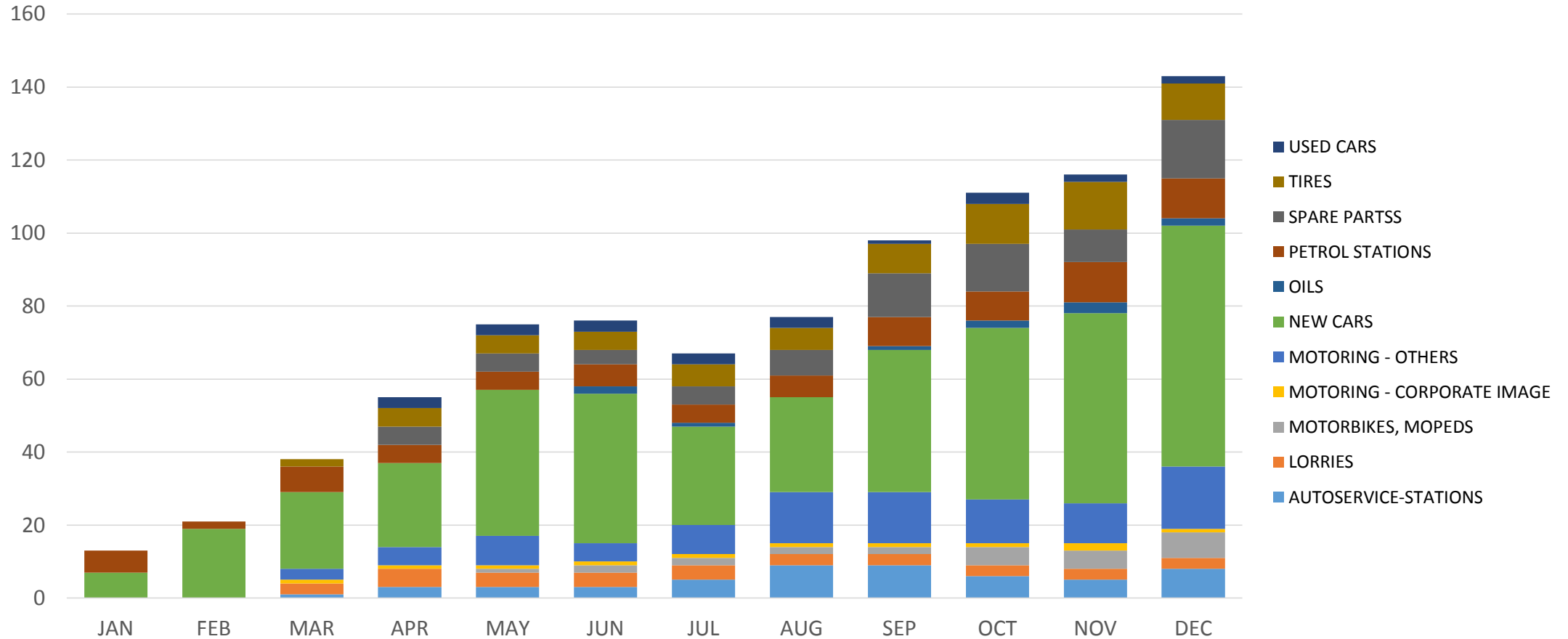
by number of campaigns – 2014 & 2015



TOP 10 sectors - Market overview

MOTORING – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

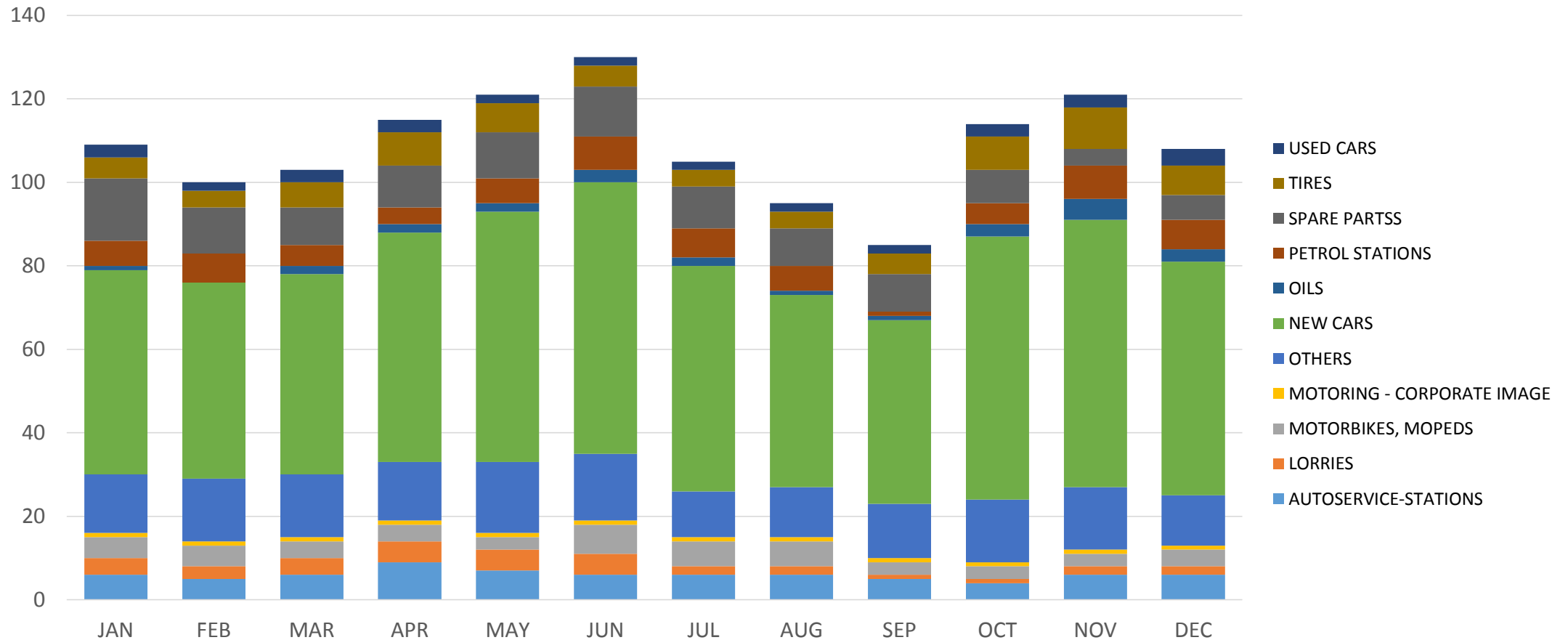




TOP 10 sectors - Market overview

MOTORING – CATEGORY ACTIVITIES

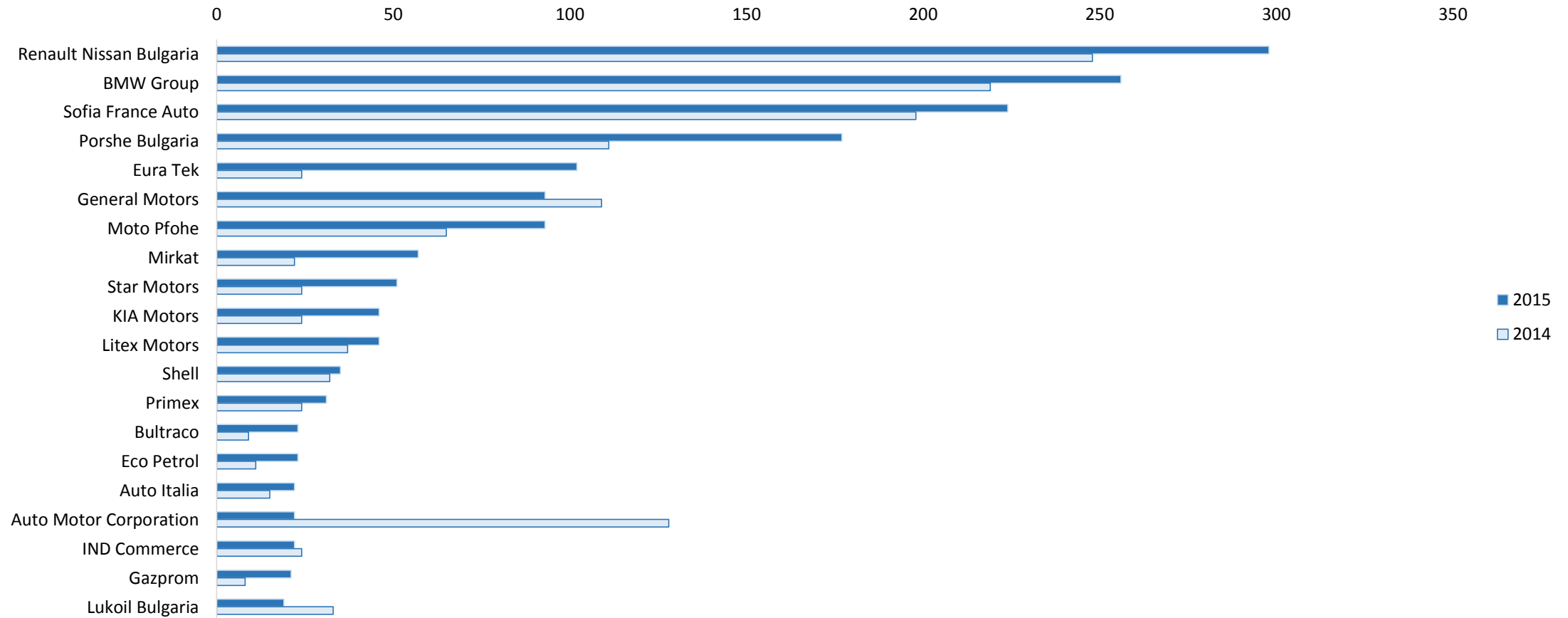
by campaign numbers - Jan/Dec 2015



TOP 10 sectors - Market overview

MOTORING – MOST ACTIVE ADVERTISERS

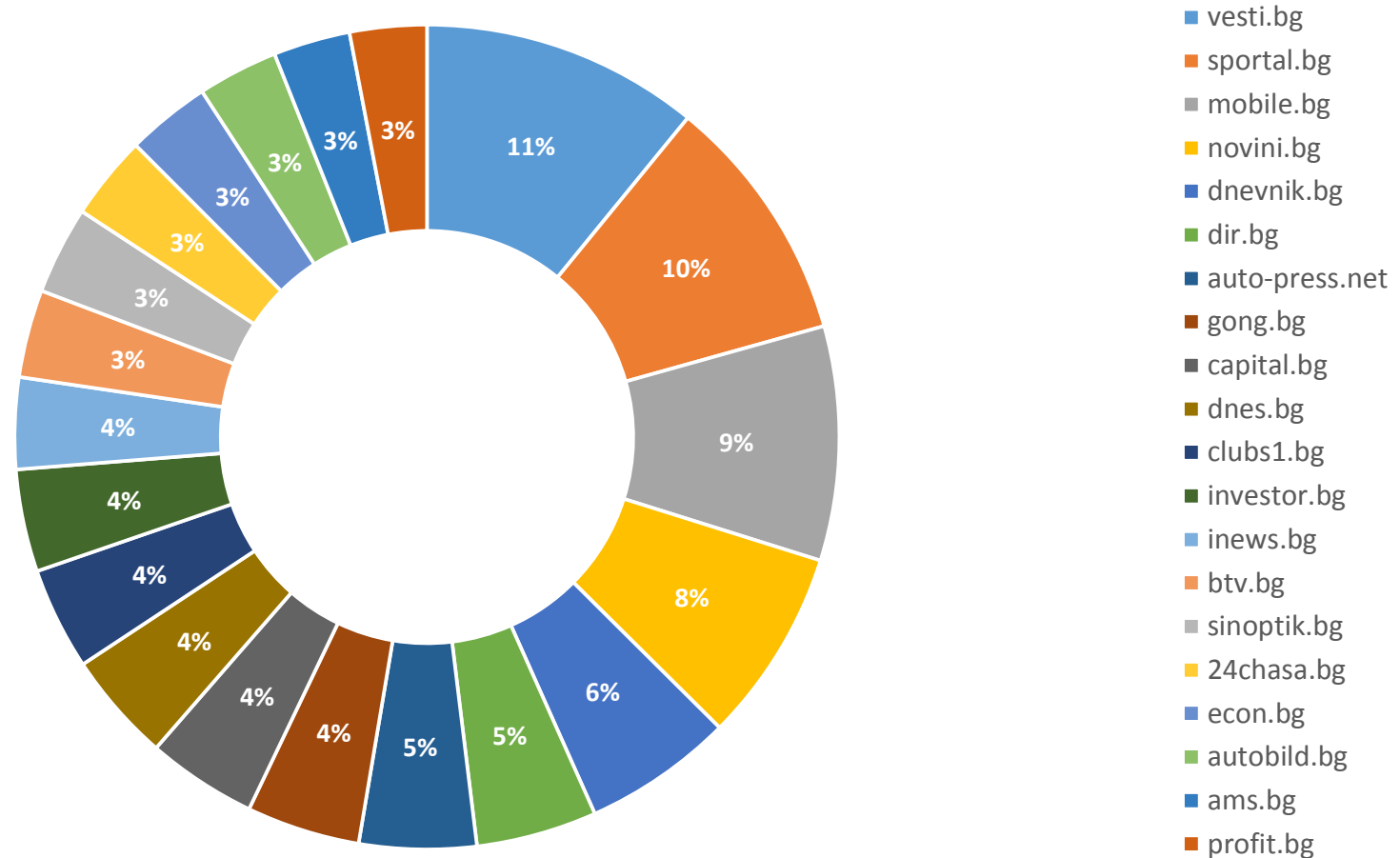
by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

MOTORING – TOP used websites

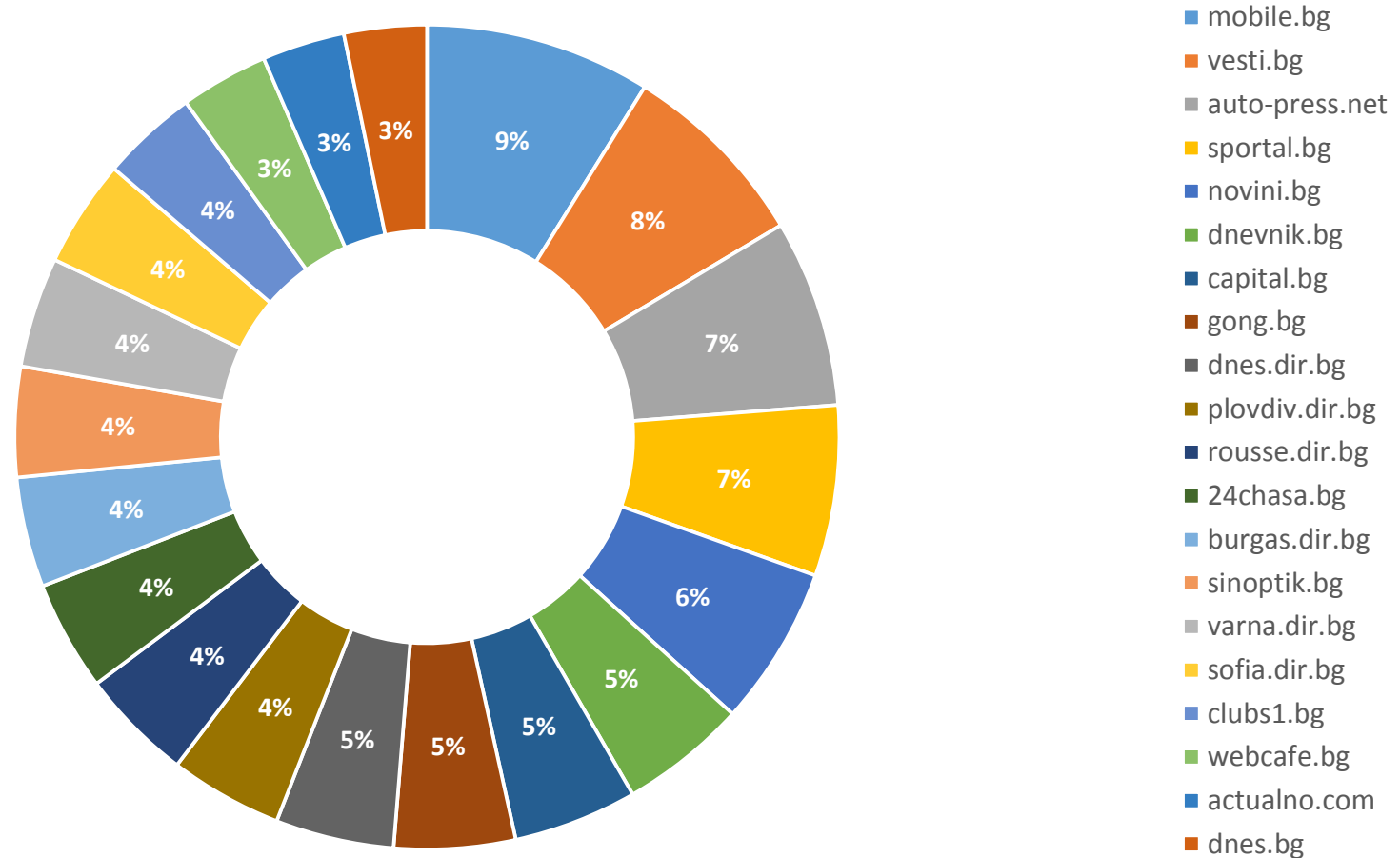
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

MOTORING – TOP used websites

by campaign numbers - Jan/Dec 2015



SECTOR FINANCIAL SERVICES

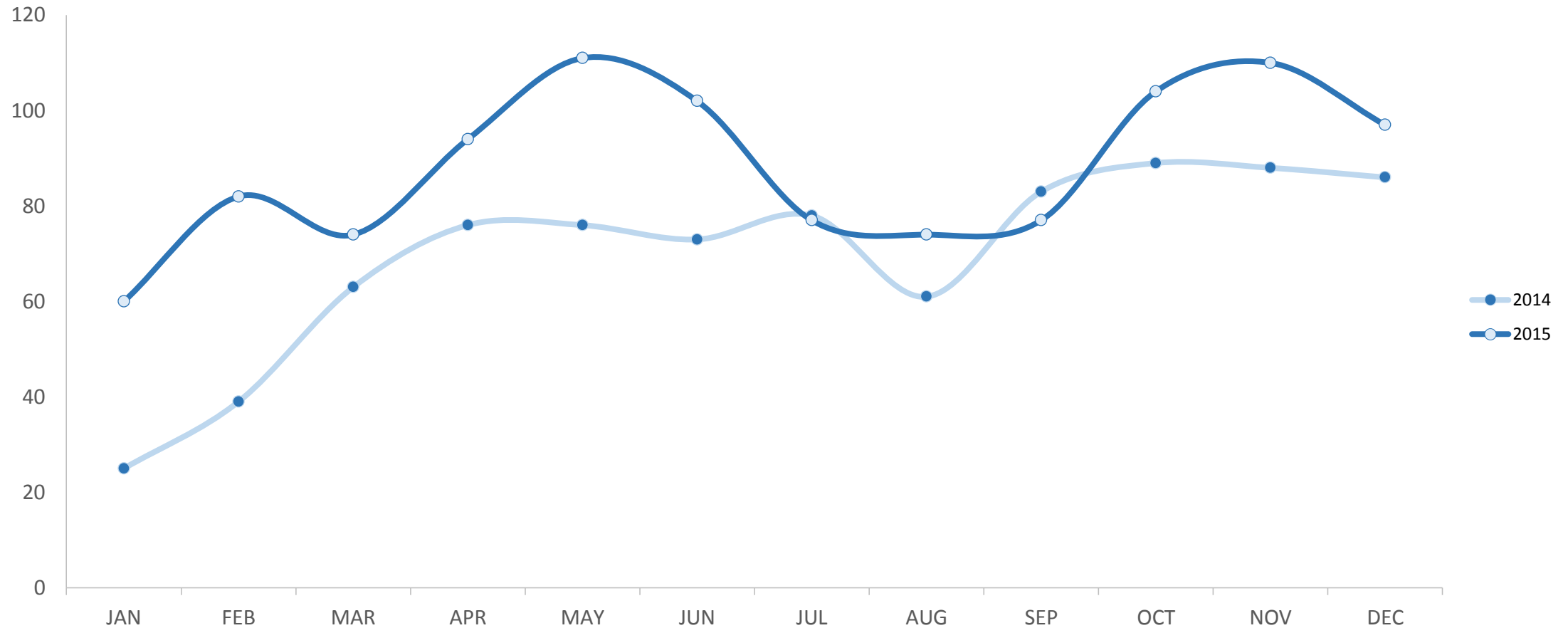




TOP 10 sectors - Market overview

FINANCIAL SERVICES – SEASONALITY

by number of campaigns – 2014 & 2015

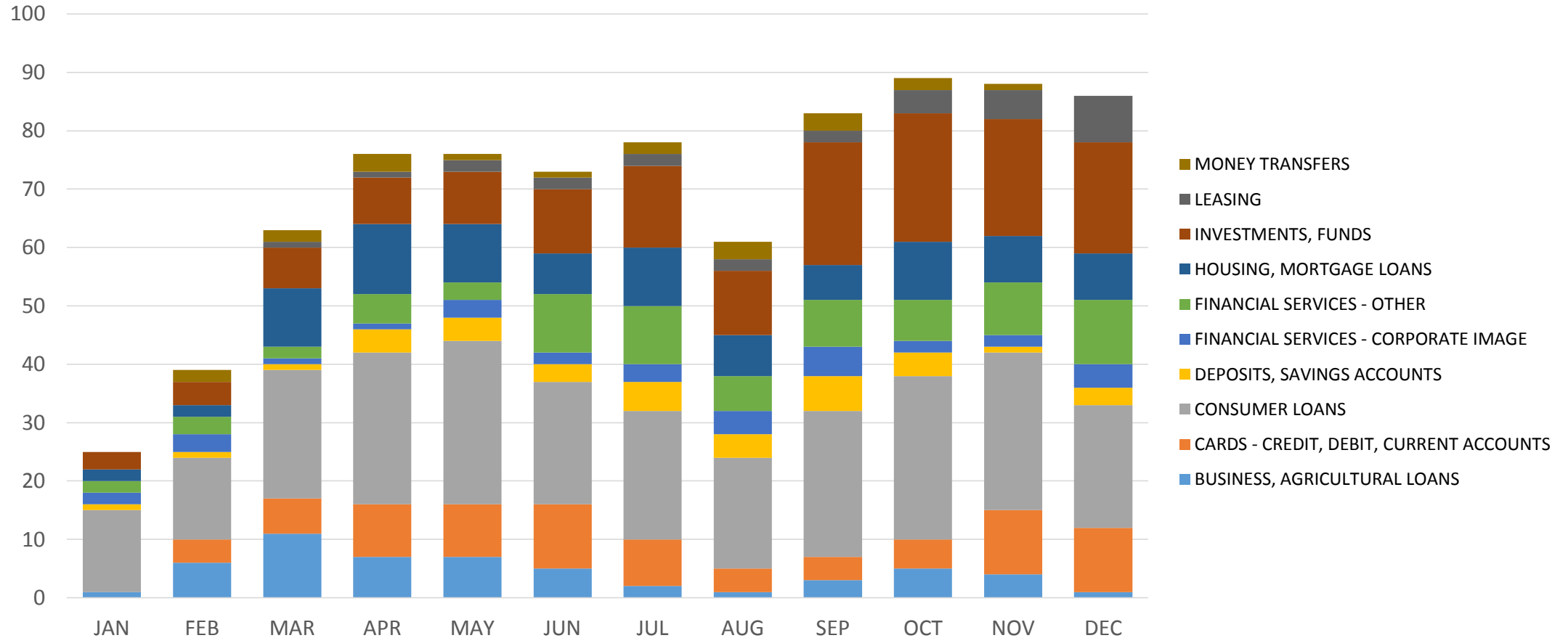




TOP 10 sectors - Market overview

FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

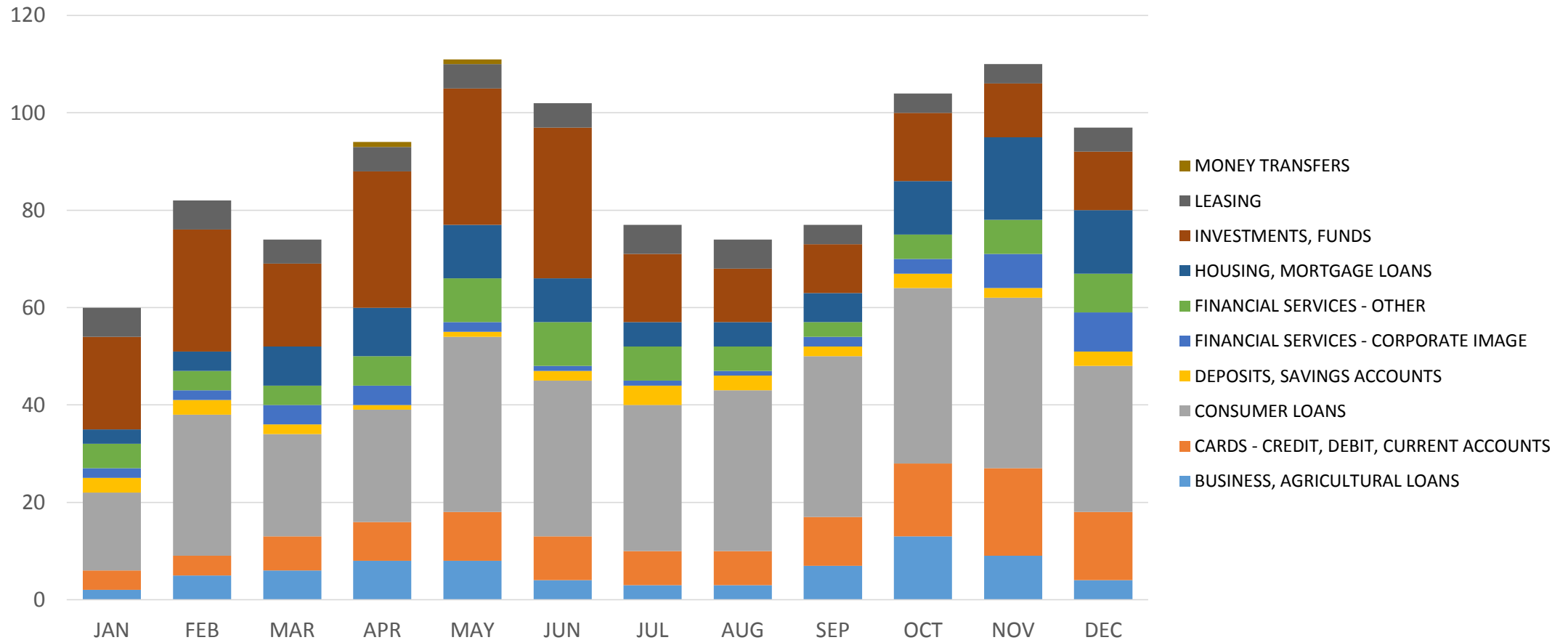




TOP 10 sectors - Market overview

FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2015

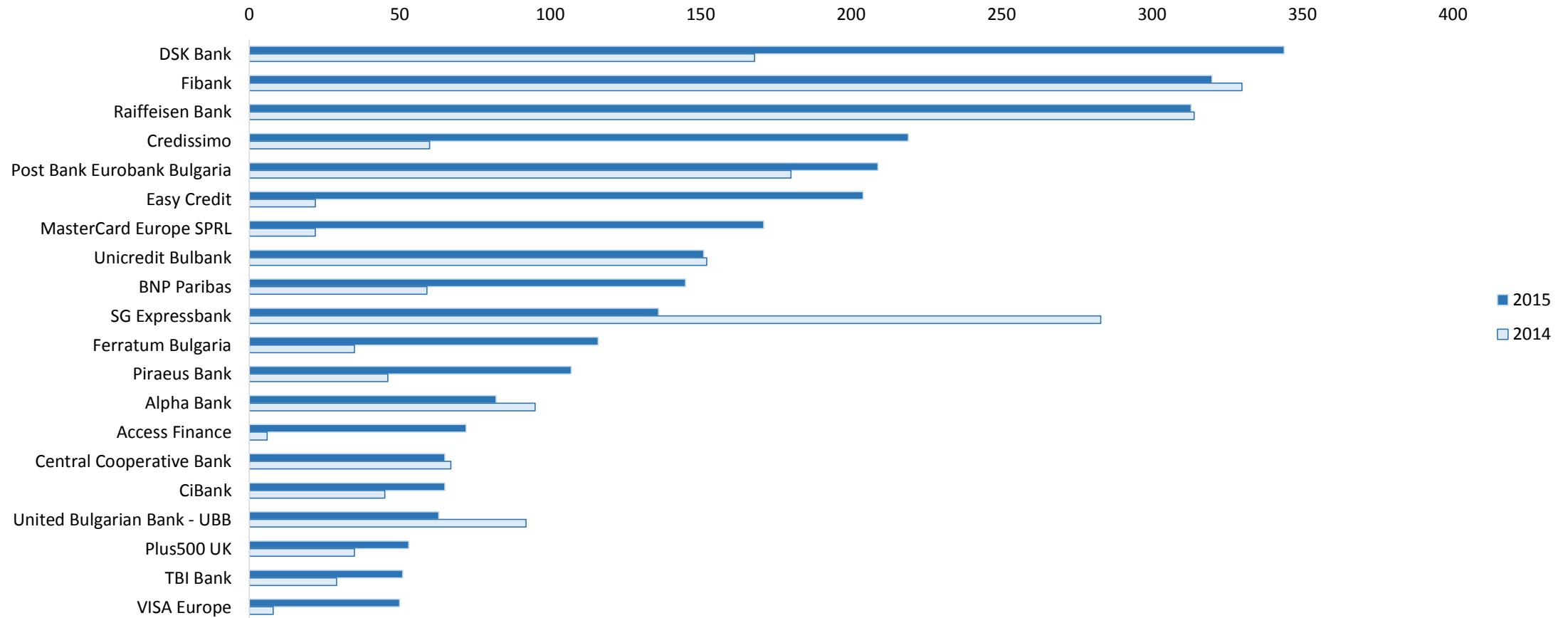




TOP 10 sectors - Market overview

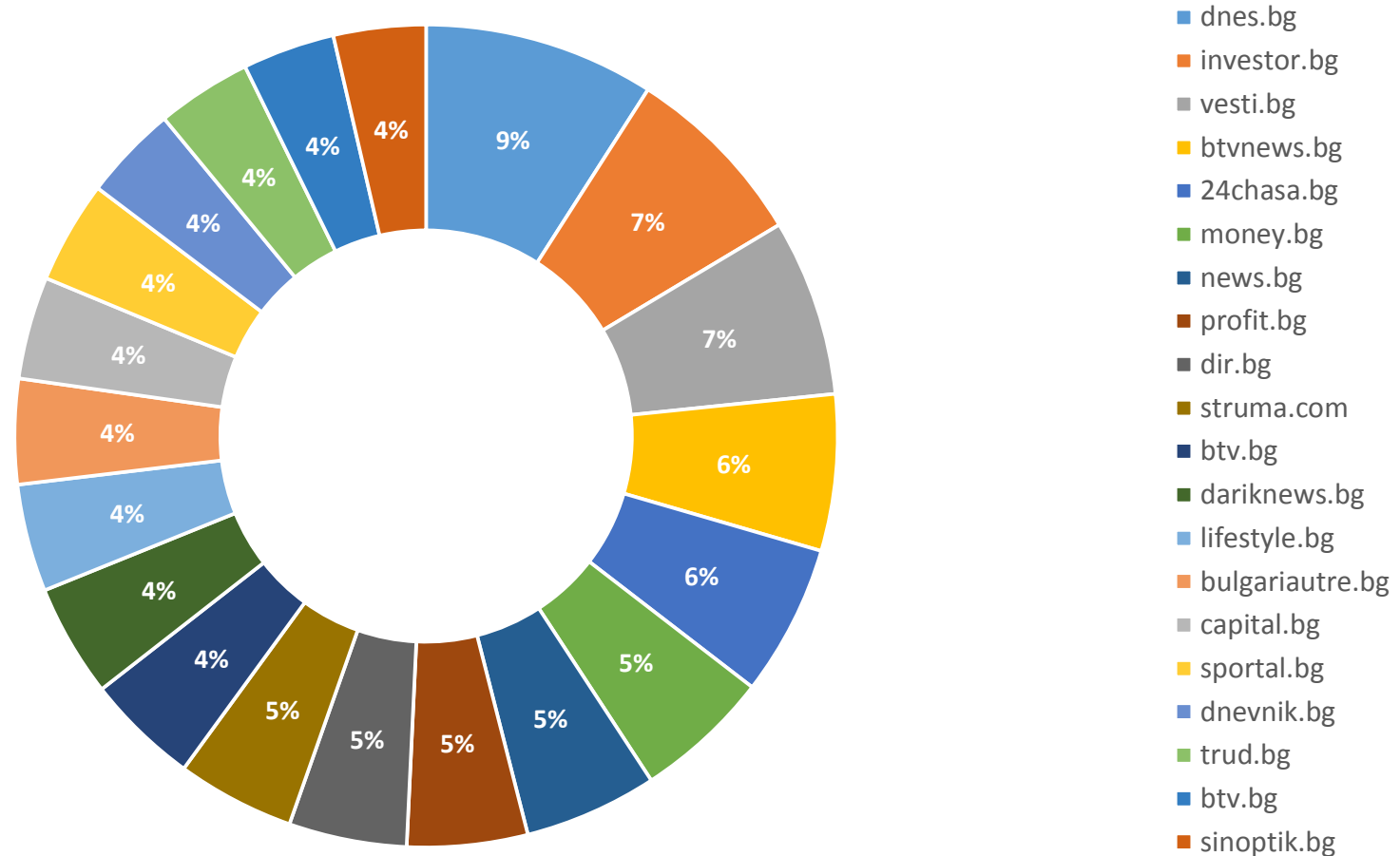
FINANCIAL SERVICES – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015



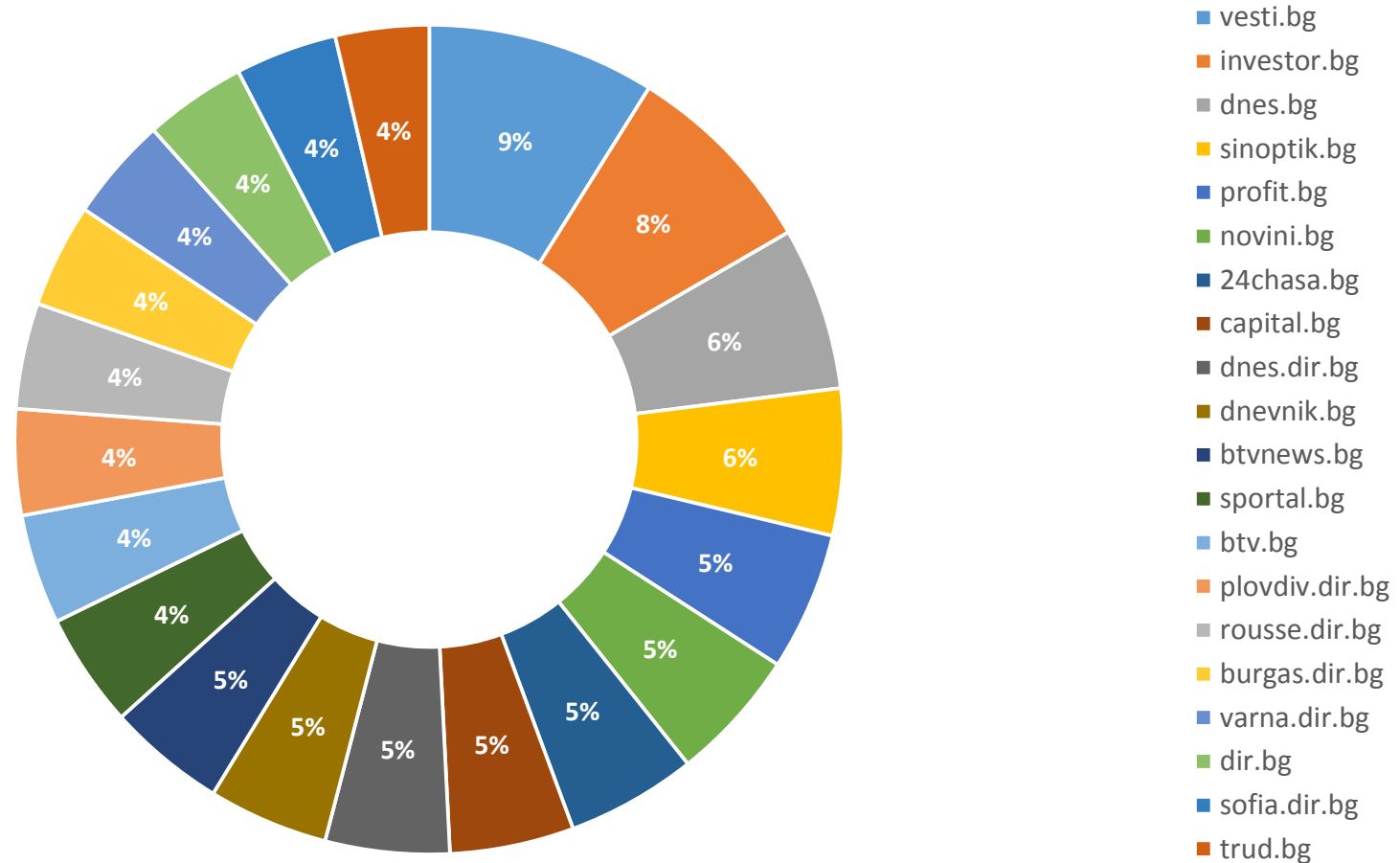
TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

FINANCIAL SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2015



SECTOR **RETAIL STORES**

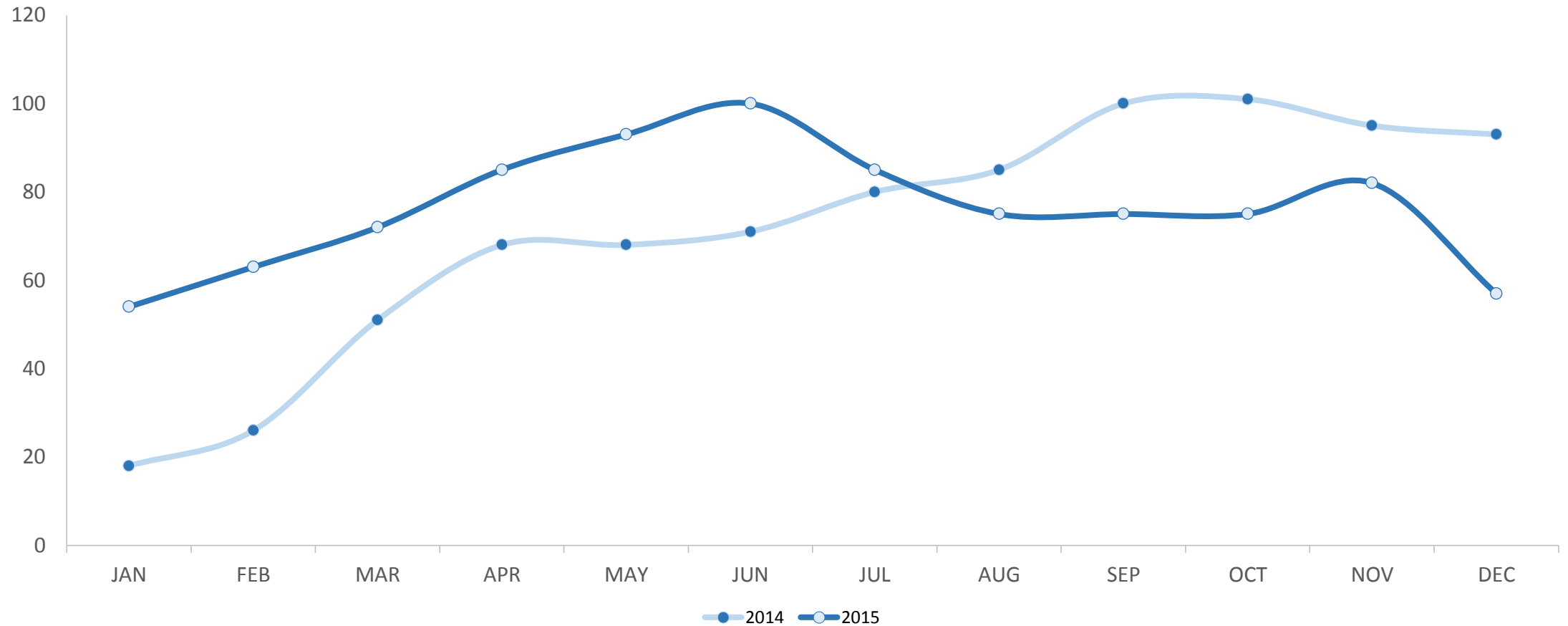




TOP 10 sectors - Market overview

RETAIL STORES – SEASONALITY

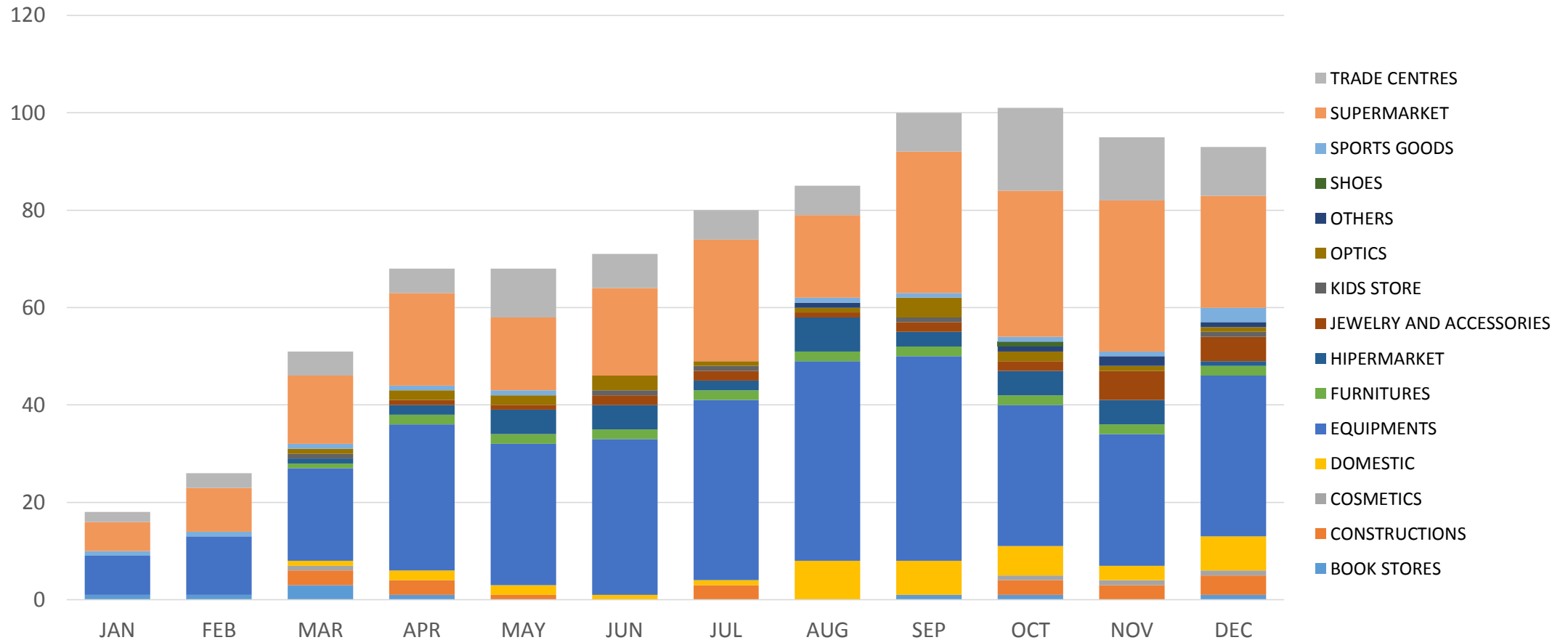
by number of campaigns – 2014 & 2015



TOP 10 sectors - Market overview

RETAIL STORES – CATEGORY ACTIVITIES

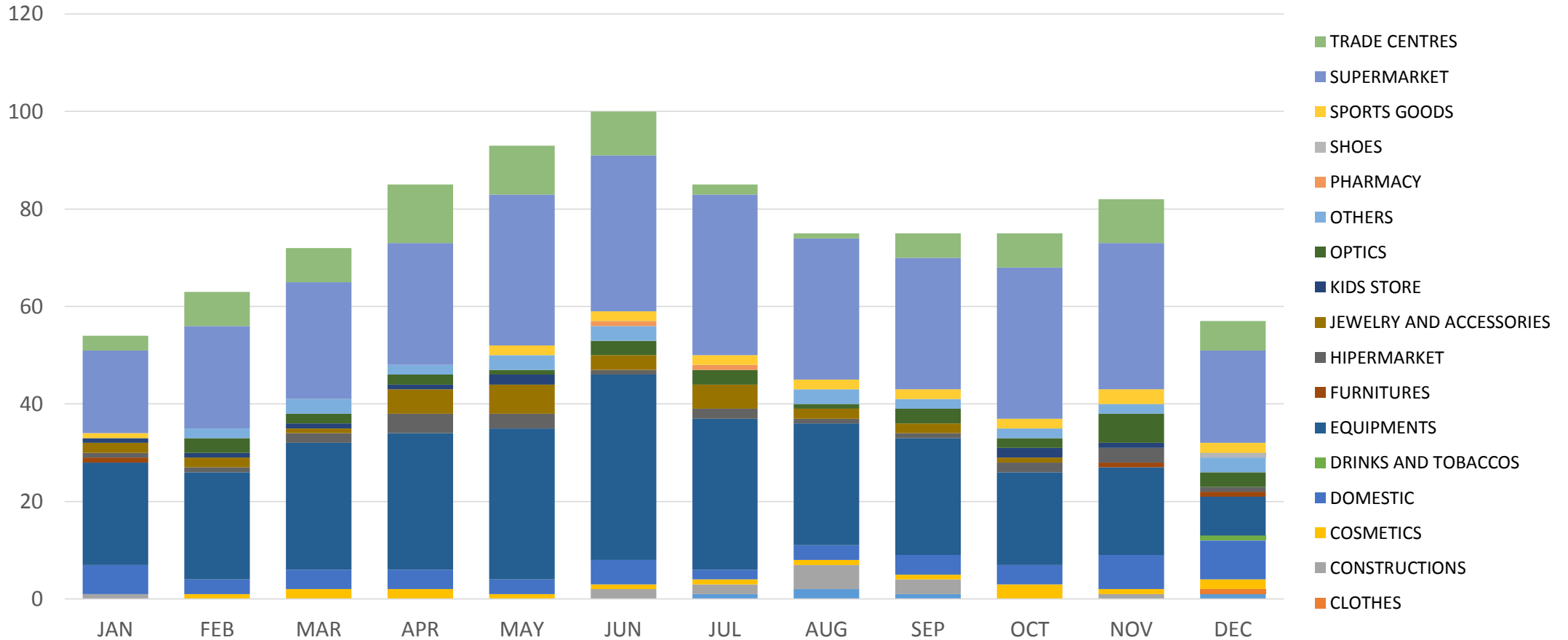
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

RETAIL STORES – CATEGORY ACTIVITIES

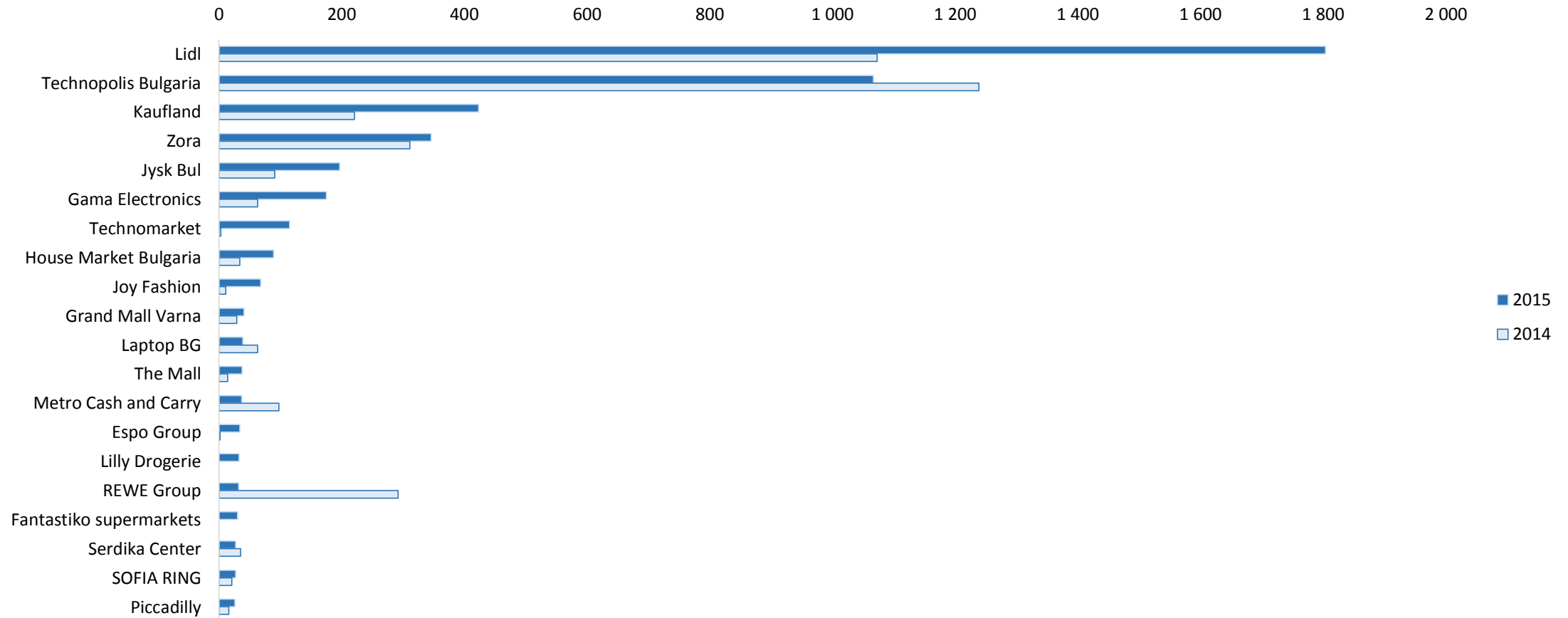
by campaign numbers - Jan/Dec 2015



TOP 10 sectors - Market overview

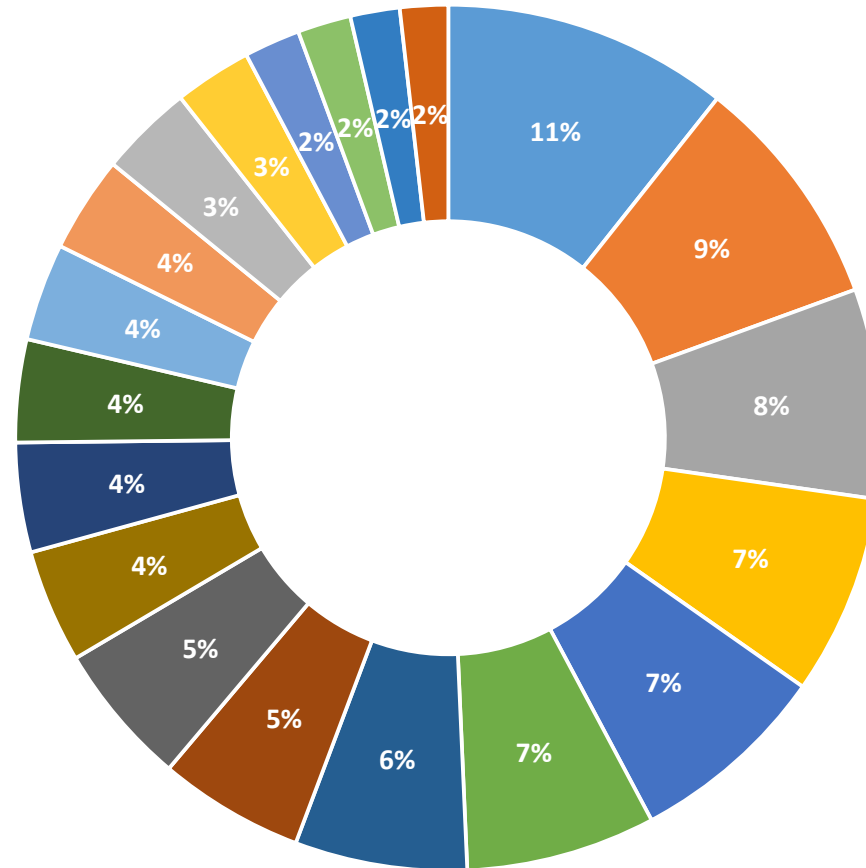
RETAIL STORES – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

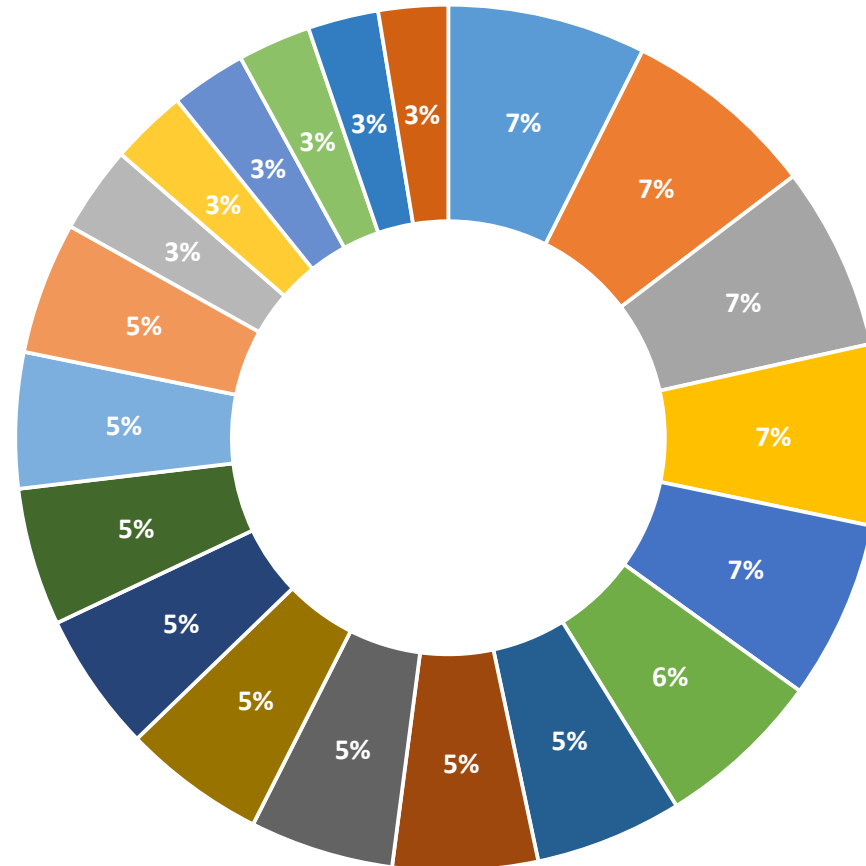
RETAIL STORES – TOP used websites
by campaign numbers - Jan/Dec 2014



- dnes.bg
- blitz.bg
- automedia.bg
- az-jenata.bg
- tialoto.bg
- gol.bg
- dir.bg
- 24chasa.bg
- trud.bg
- sportal.bg
- novini.bg
- puls.bg
- hotnews.bg
- football24.bg
- calculator.bg
- woman.hotnews.bg
- struma.com
- blog.bg
- bulevard.bg
- investor.bg

TOP 10 sectors - Market overview

RETAIL STORES – TOP used websites
by campaign numbers - Jan/Dec 2015



- novini.bg
- blitz.bg
- sportal.bg
- hotnews.bg
- woman.hotnews.bg
- dnes.bg
- az-jenata.bg
- 24chasa.bg
- tialoto.bg
- trud.bg
- dir.bg
- dnes.dir.bg
- automeia.bg
- gol.bg
- actualno.com
- start.bg
- life.dir.bg
- pik.bg
- vkusotii.dir.bg
- zodiac.dir.bg

SECTOR **TELECOMMUNICATION**

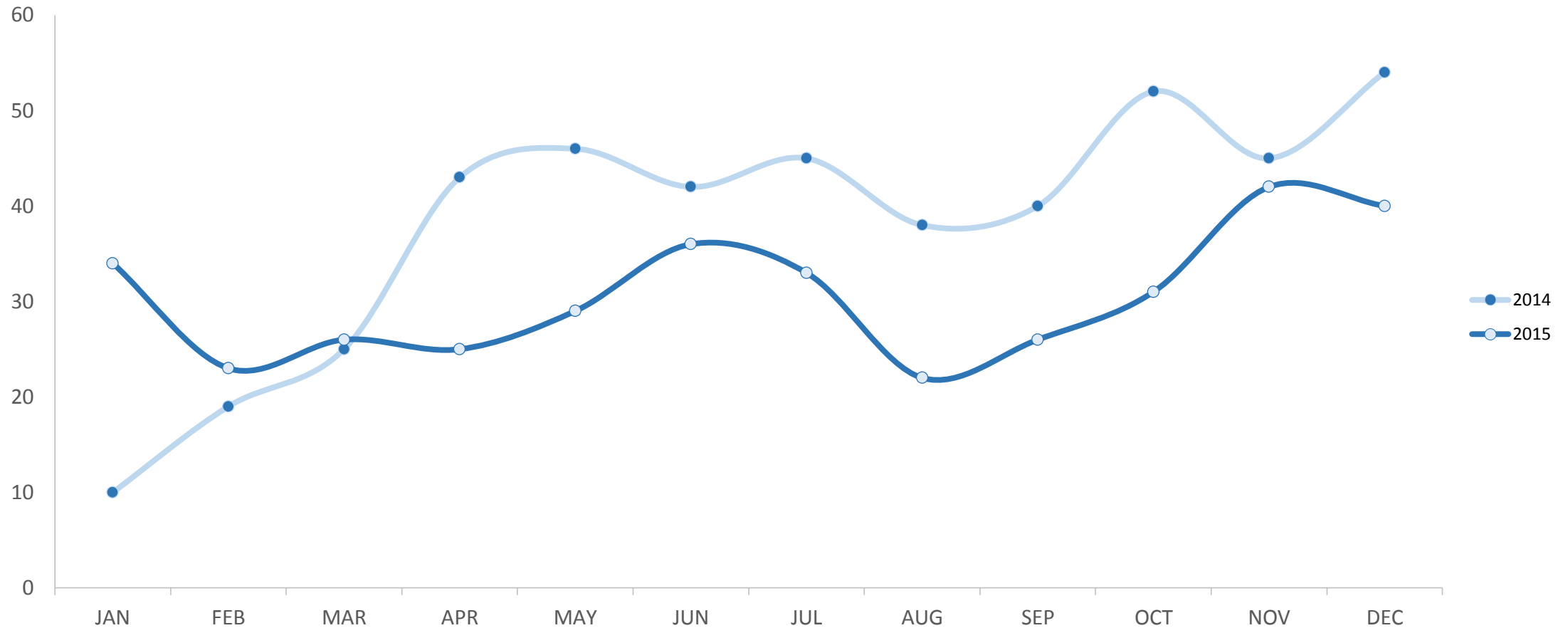




TOP 10 sectors - Market overview

TELECOMMUNICATION – SEASONALITY

by campaign numbers – 2014 & 2015

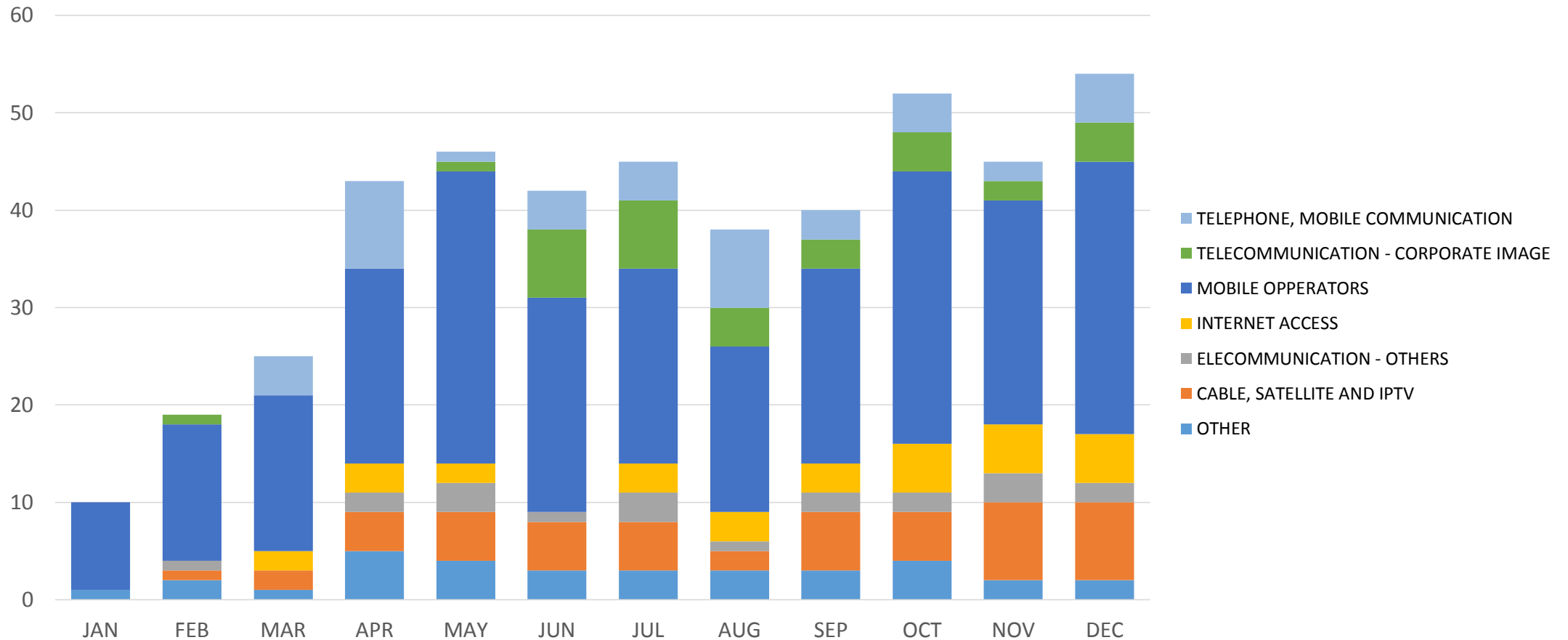




TOP 10 sectors - Market overview

TELECOMMUNICATION – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

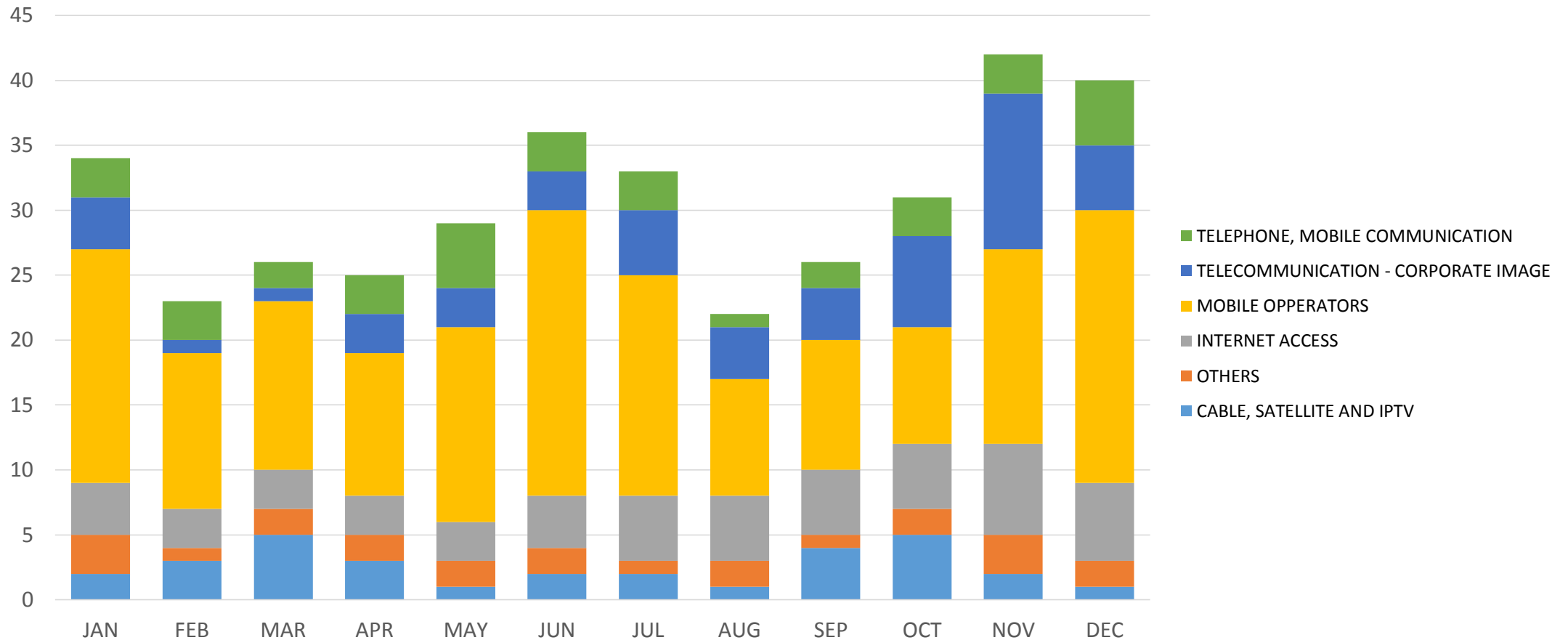




TOP 10 sectors - Market overview

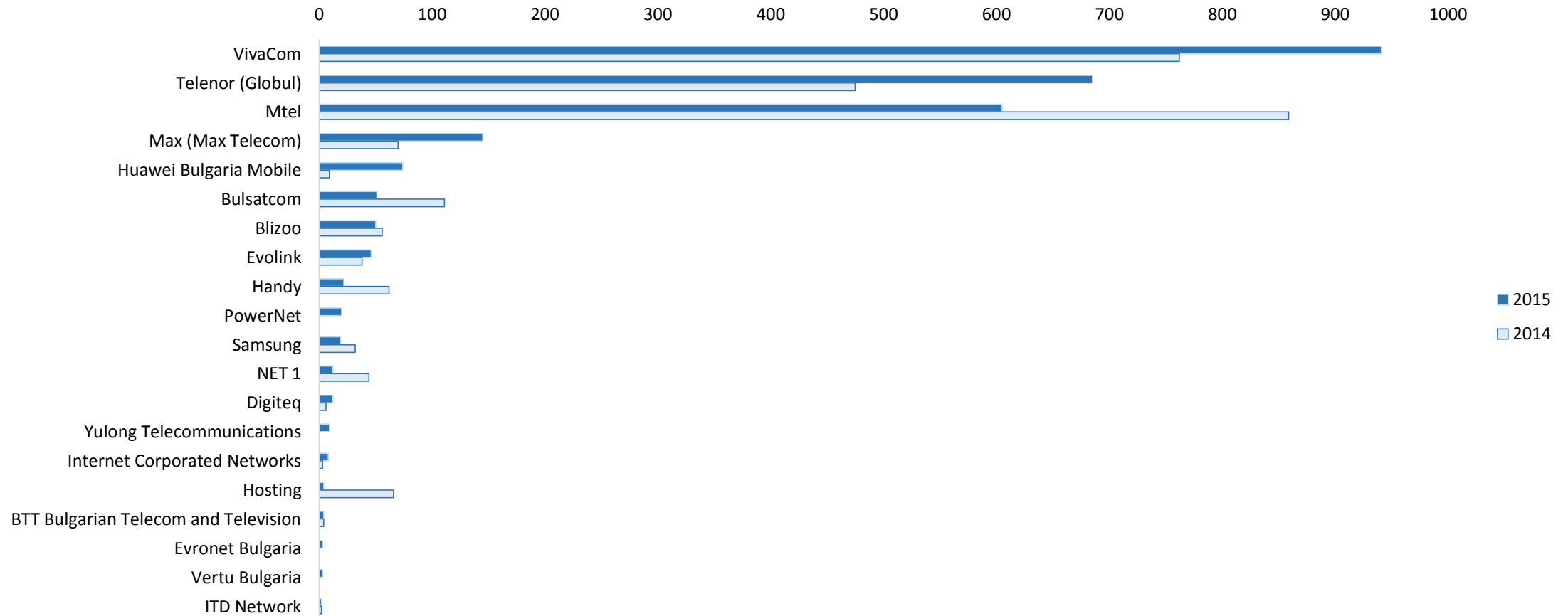
TELECOMMUNICATION – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2015



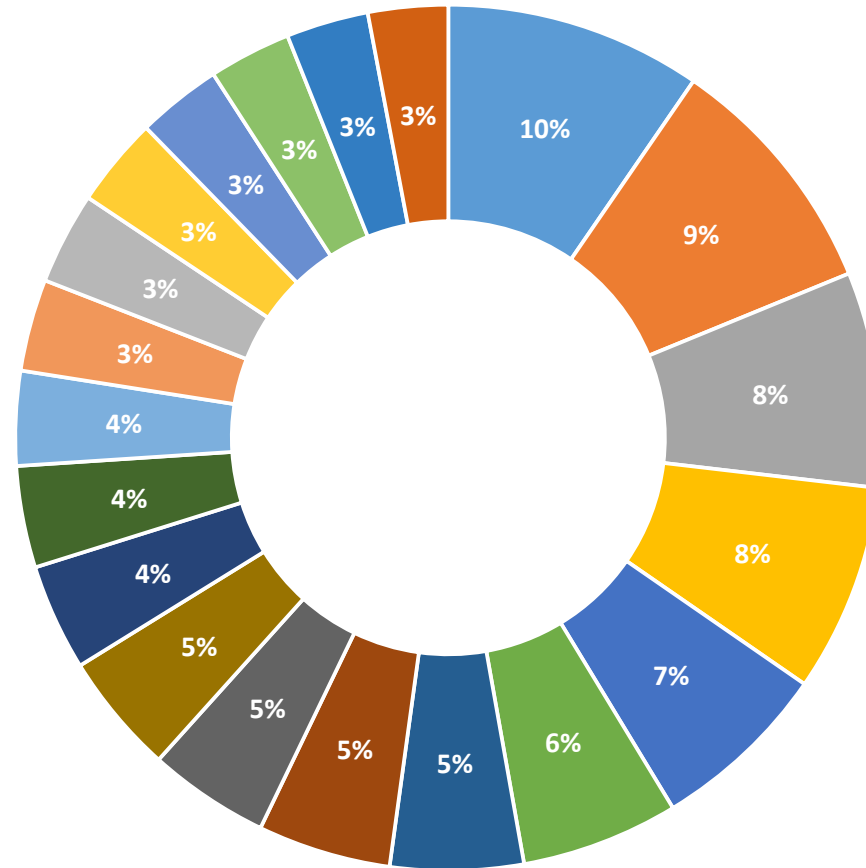
TOP 10 sectors - Market overview

TELECOMMUNICATION – MOST ACTIVE ADVERTISERS by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

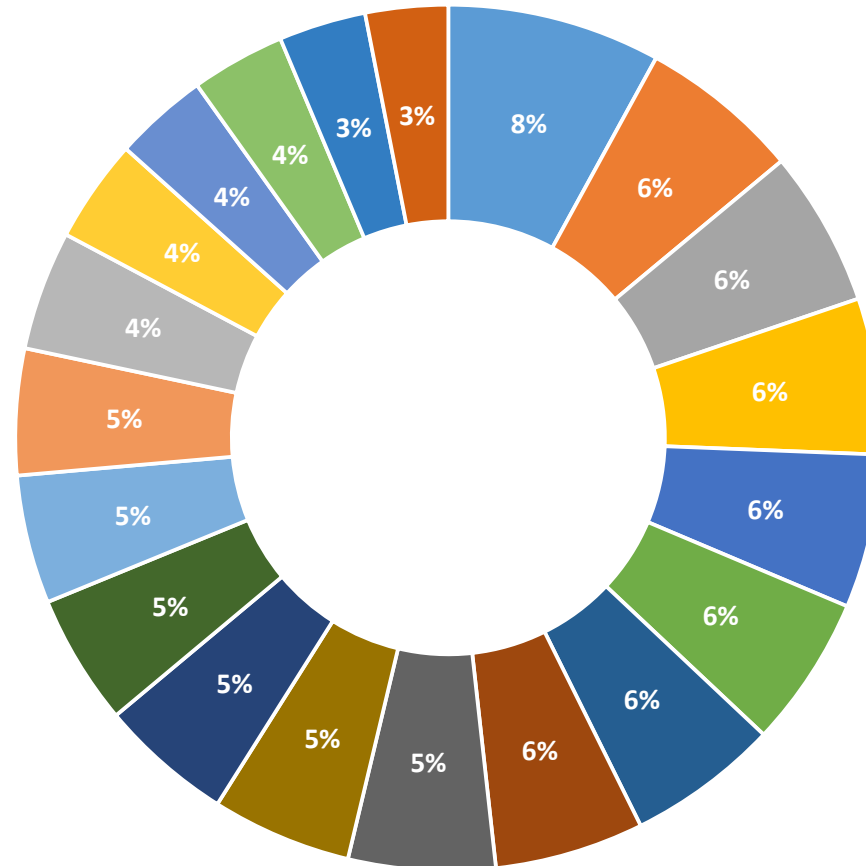
TELECOMMUNICATION – TOP used websites
by campaign numbers - Jan/Dec 2014



- kалdata.com
- sportal.bg
- btv.bg
- novini.bg
- btv.bg/action
- dnes.bg
- btvnews.bg
- dir.bg
- actualno.com
- hotnews.bg
- vesti.bg
- svejo.net
- mobilebulgaria.com
- ladyzone.bg
- olx.bg
- hardwarebg.com
- inews.bg
- mail.bg
- profit.bg
- hicomm.bg

TOP 10 sectors - Market overview

TELECOMMUNICATION – TOP used websites
by campaign numbers - Jan/Dec 2015



- vesti.bg
- dnes.dir.bg
- plovdiv.dir.bg
- varna.dir.bg
- rousse.dir.bg
- sofia.dir.bg
- sportal.bg
- burgas.dir.bg
- dnes.bg
- novini.bg
- btv.bg
- btv.bg/action
- sinoptik.bg
- dariknews.bg
- kaldata.com
- btvnews.bg
- dnevnik.bg
- webcafe.bg
- life.dir.bg
- gong.bg

SECTOR COSMETICS

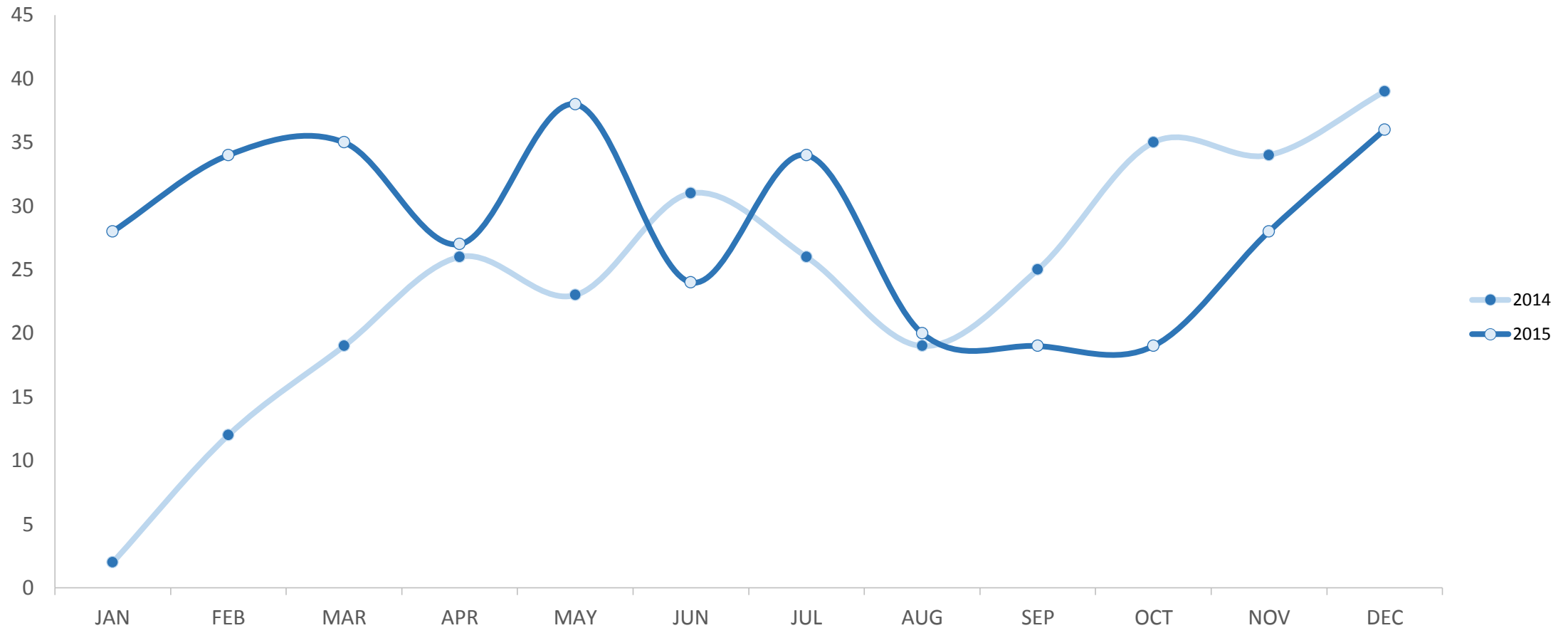




TOP 10 sectors - Market overview

COSMETICS – SEASONALITY

by number of campaigns – 2014 & 2015

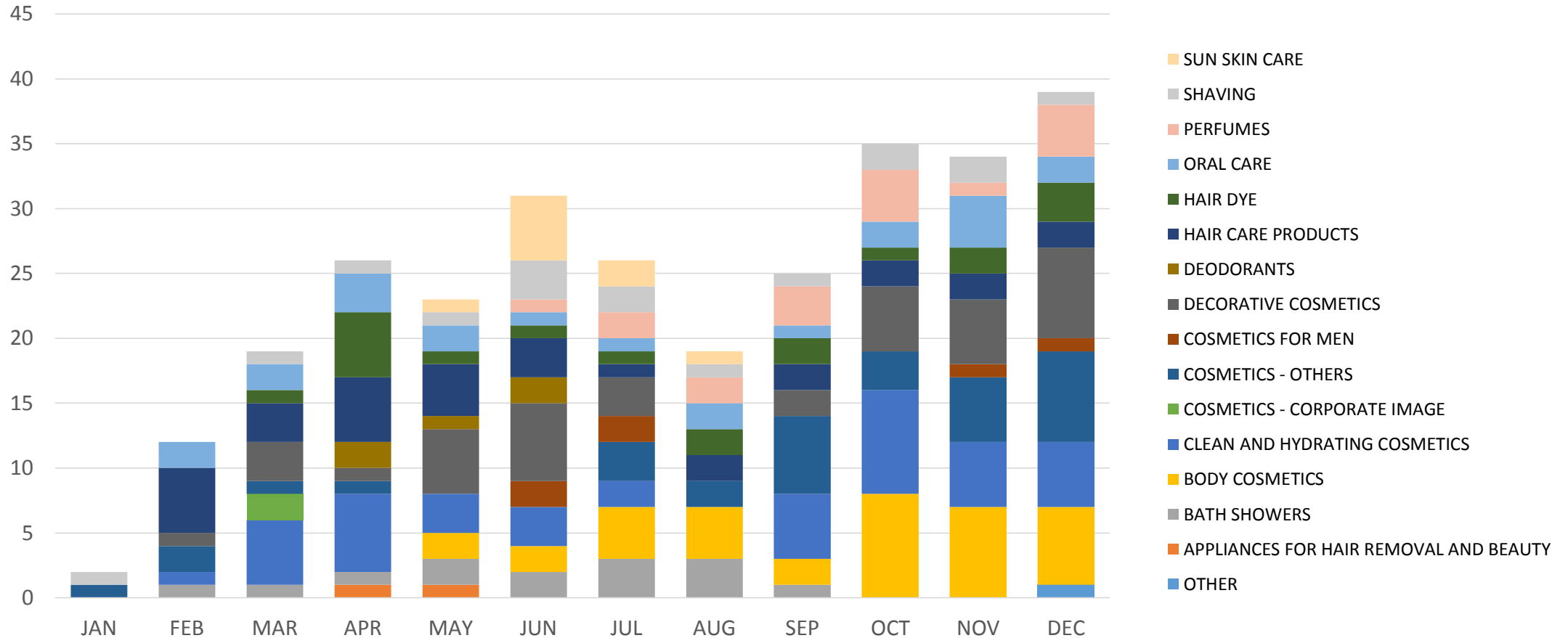




TOP 10 sectors - Market overview

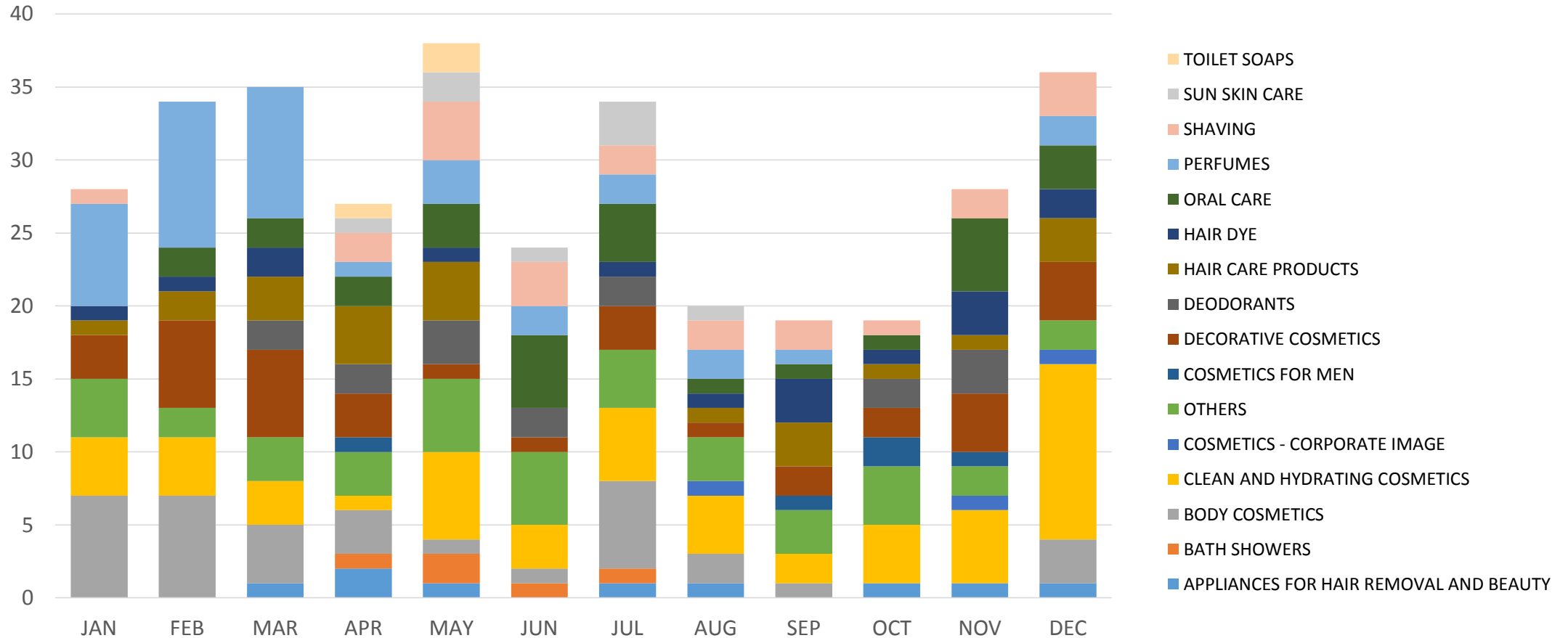
COSMETICS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

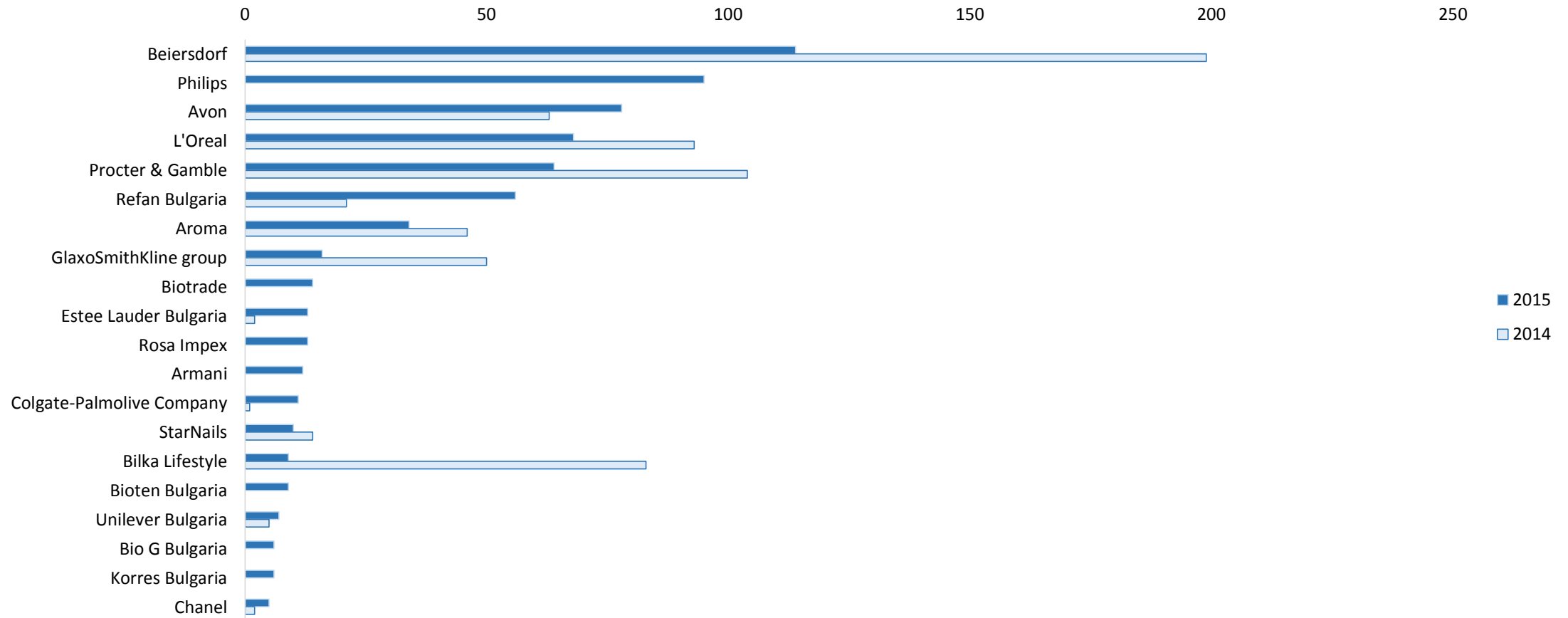
COSMETICS – CATEGORY ACTIVITIES by campaign numbers - Jan/Dec 2015



TOP 10 sectors - Market overview

COSMETICS – MOST ACTIVE ADVERTISERS

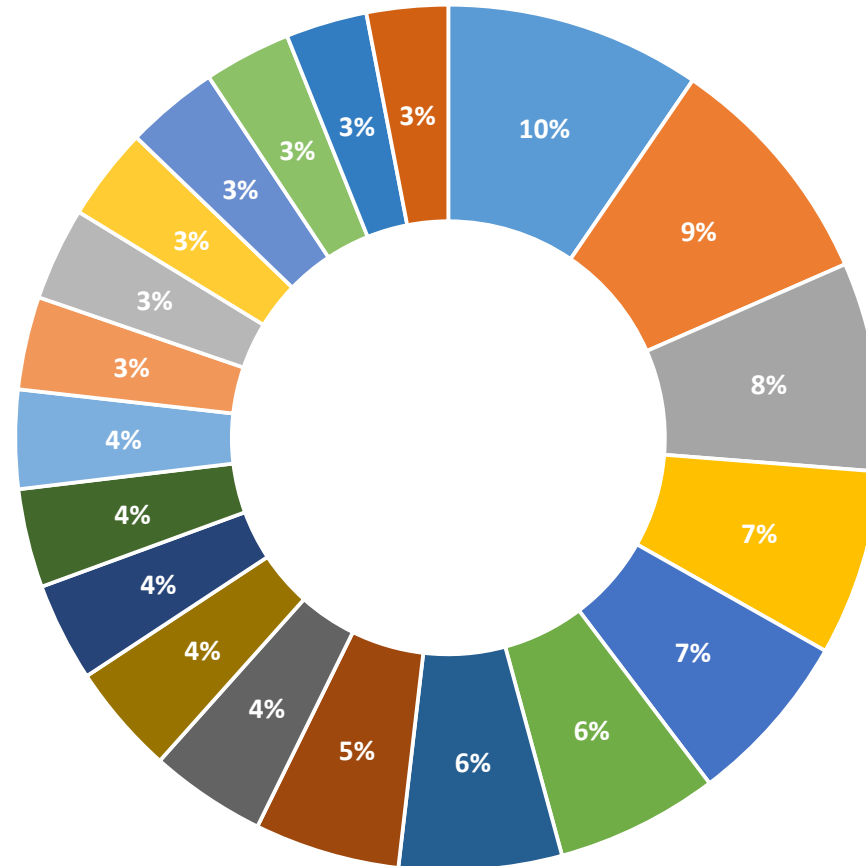
by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

COSMETICS – TOP used websites

by campaign numbers - Jan/Dec 2014



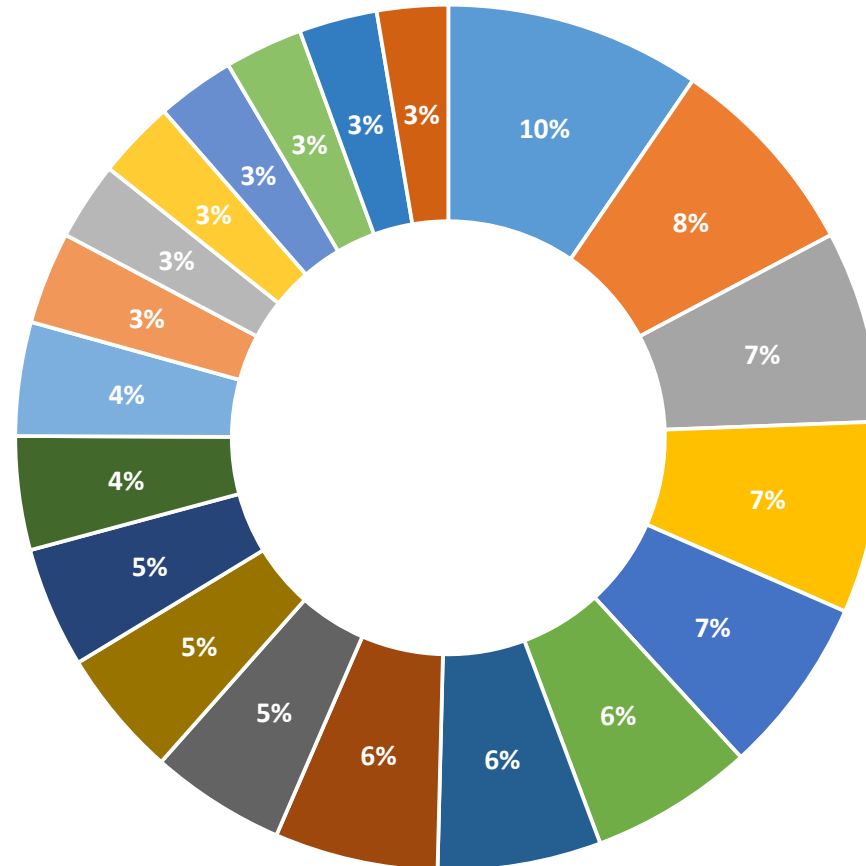
- ladyzone.bg
- edna.bg
- rozali.com
- woman.bg
- iwoman.bg
- btv.bg
- cosmopolitan.bg
- tialoto.bg
- btvnews.bg
- lifestyle.bg
- jenite.bg
- zajenata.bg
- zodia.bg
- dalivali.bg
- news.bg
- olx.bg
- sinoptik.bg
- tundzha.info
- struma.com
- yambolnews.net



TOP 10 sectors - Market overview

COSMETICS – TOP used websites

by campaign numbers - Jan/Dec 2015



- edna.bg
- iwoman.bg
- ladyzone.bg
- olx.bg
- blitz.bg
- bg-mamma.com
- rozali.com
- woman.hotnews.bg
- cosmopolitan.bg
- sinoptik.bg
- dama.bg
- hotnews.bg
- pik.bg
- missbloom.bg
- btv.bg
- elle.bg
- life.dir.bg
- vbox7.com
- zajenata.bg
- novini.bg

**SECTOR PHARMACEUTICALS,
NUTRITIONS**

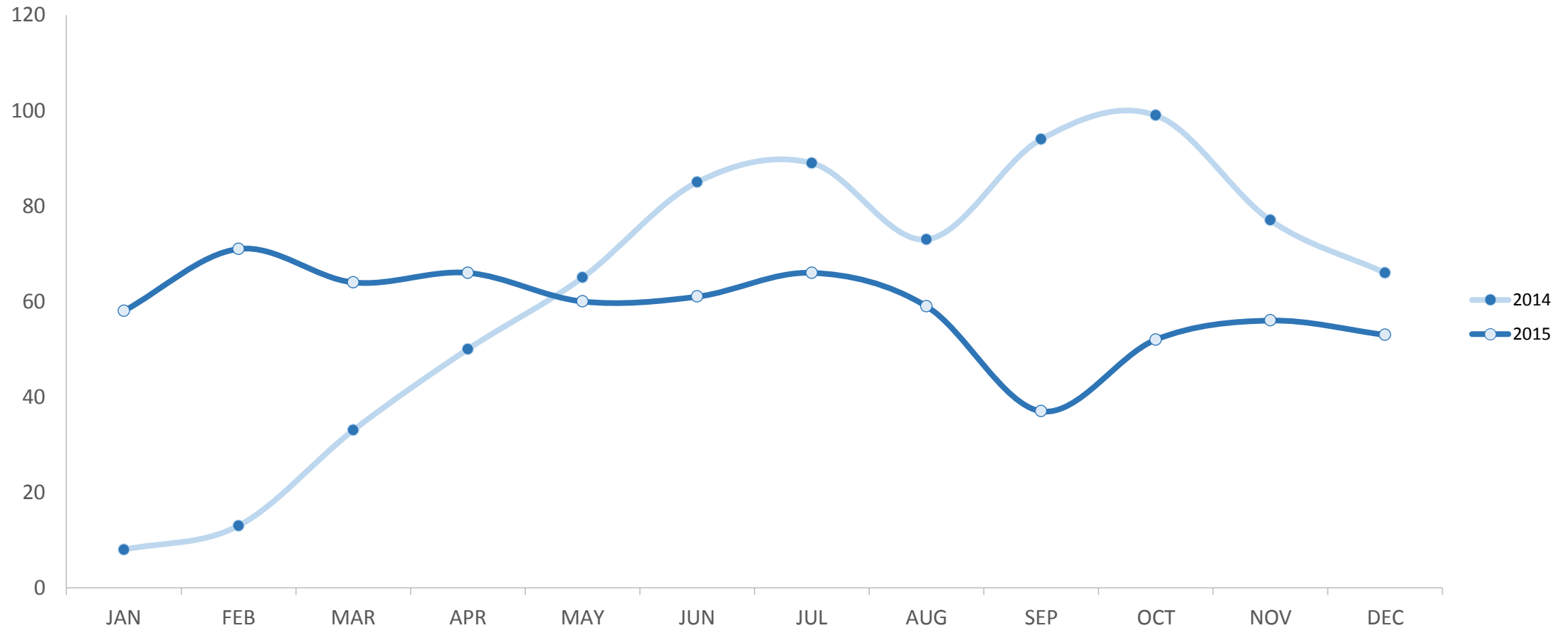




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – SEASONALITY

by number of campaigns – 2014 & 2015

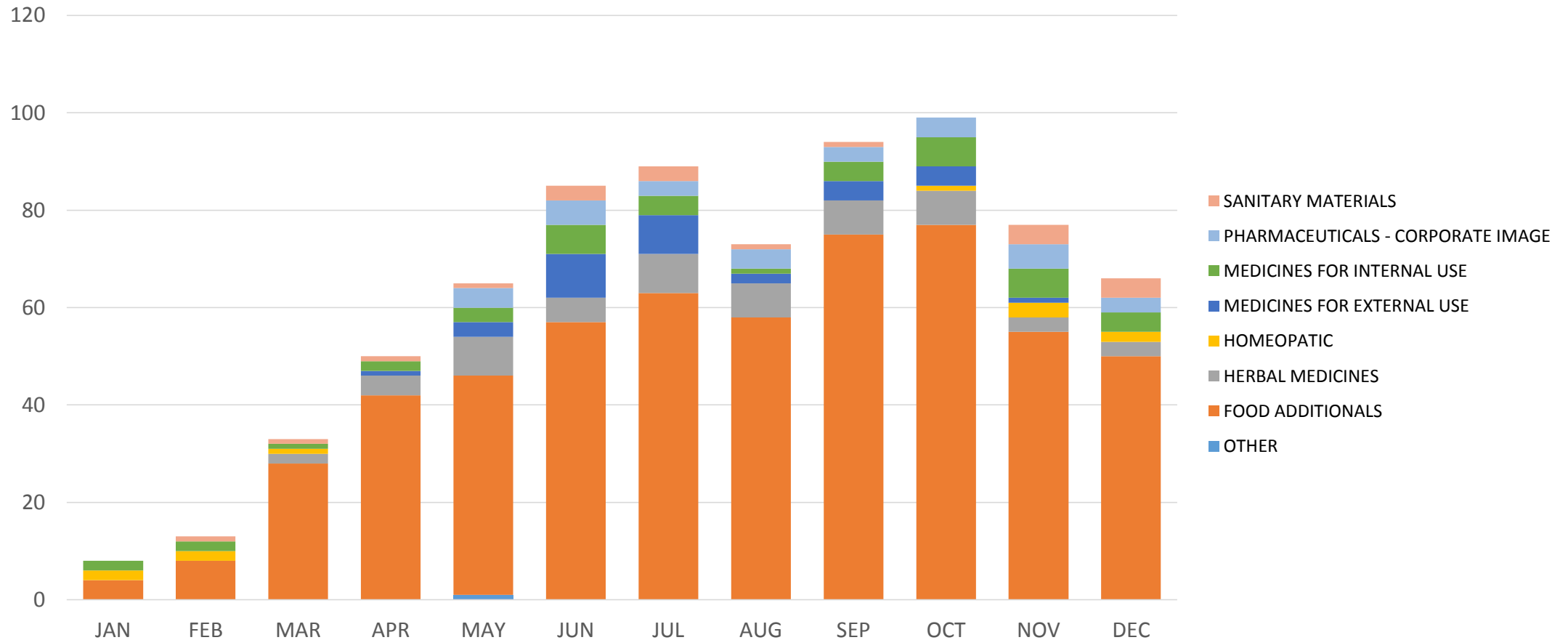




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

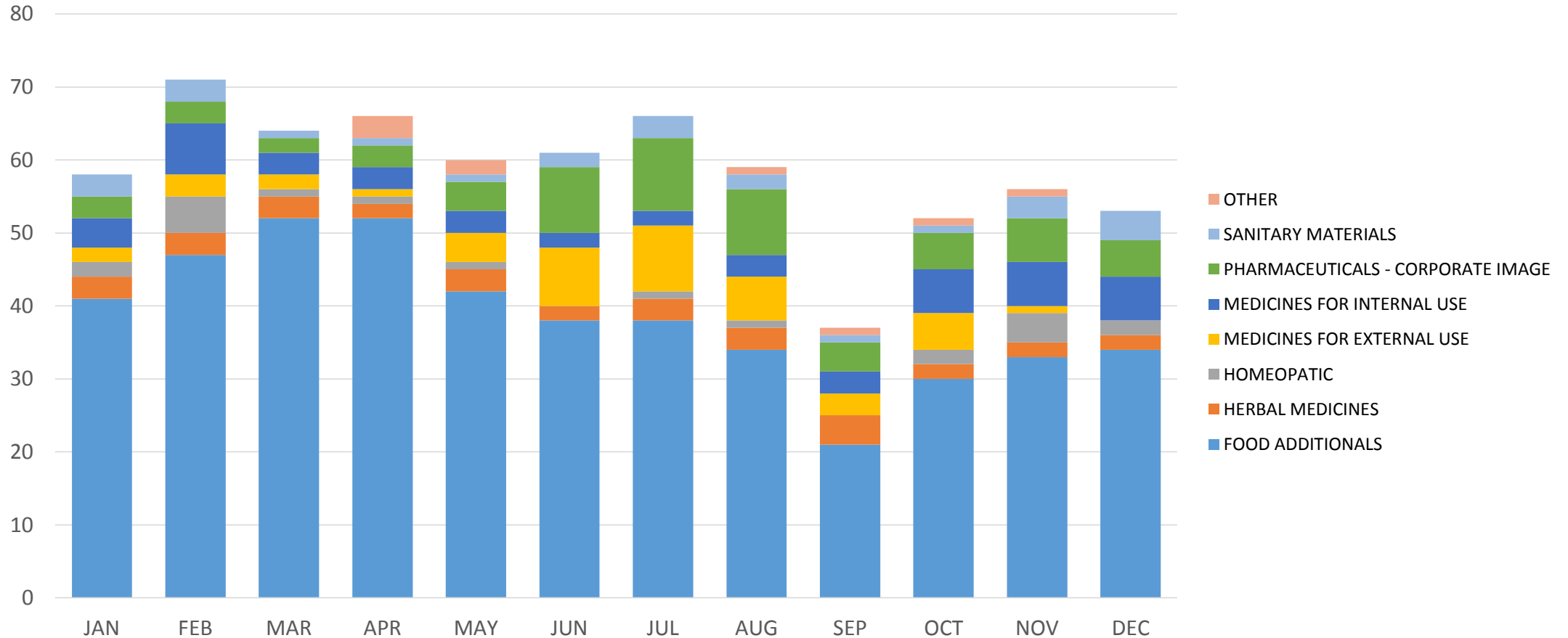




TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

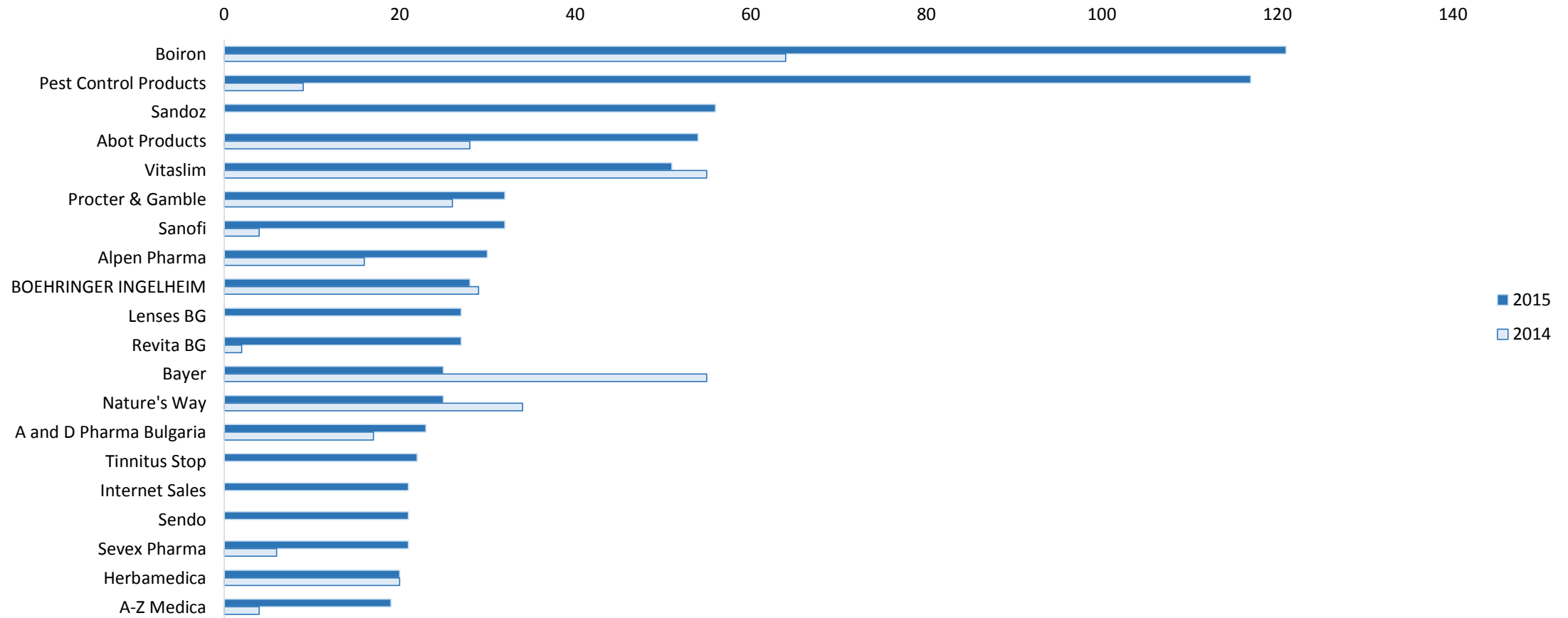
by campaign numbers - Jan/Dec 2015





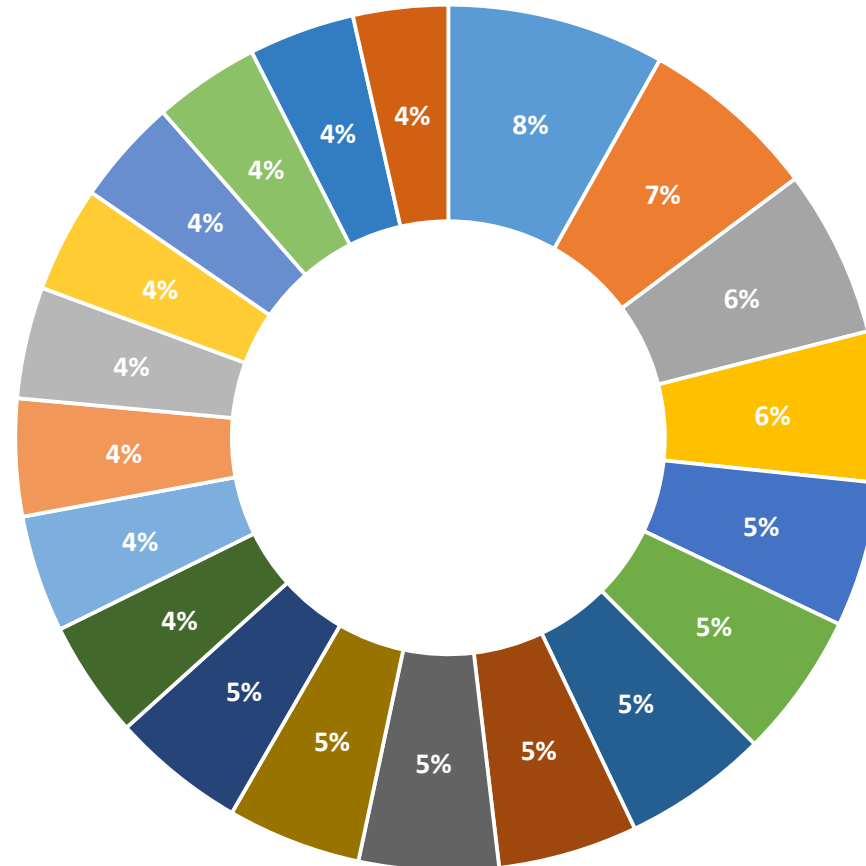
TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – MOST ACTIVE ADVERTISERS
by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

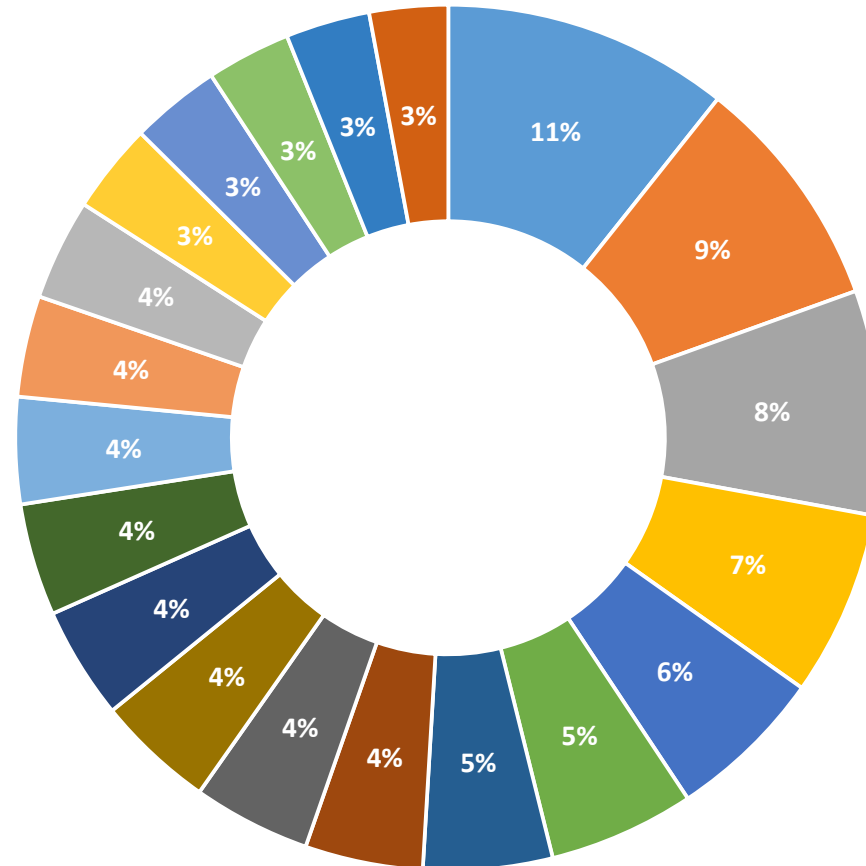
PHARMACEUTICALS, NUTRITIONS – TOP used websites
by campaign numbers - Jan/Dec 2014



- ladyzone.bg
- blitz.bg
- zajenata.bg
- olx.bg
- btv.bg
- edna.bg
- puls.bg
- razkritia.com
- struma.com
- btv.bg/action
- kliuki.bg
- cinefish.com
- lifestyle.bg
- pik.bg
- sinoptik.bg
- chudesa.net
- pharmacy-bg.com
- rozali.com
- signal.bg
- framar.bg

TOP 10 sectors - Market overview

PHARMACEUTICALS, NUTRITIONS – TOP used websites
by campaign numbers - Jan/Dec 2015



- blitz.bg
- edna.bg
- sinoptik.bg
- bg-mamma.com
- vesti.bg
- struma.com
- ladyzone.bg
- bgvolleyball.com
- woman.hotnews.bg
- zajenata.bg
- 24chasa.bg
- btv.bg
- puls.bg
- rozali.com
- tennis24.bg
- btvnews.bg
- novini.bg
- az-jenata.bg
- sportal.bg
- dnes.bg

**SECTOR BUSINESS GOODS AND
SERVICES**

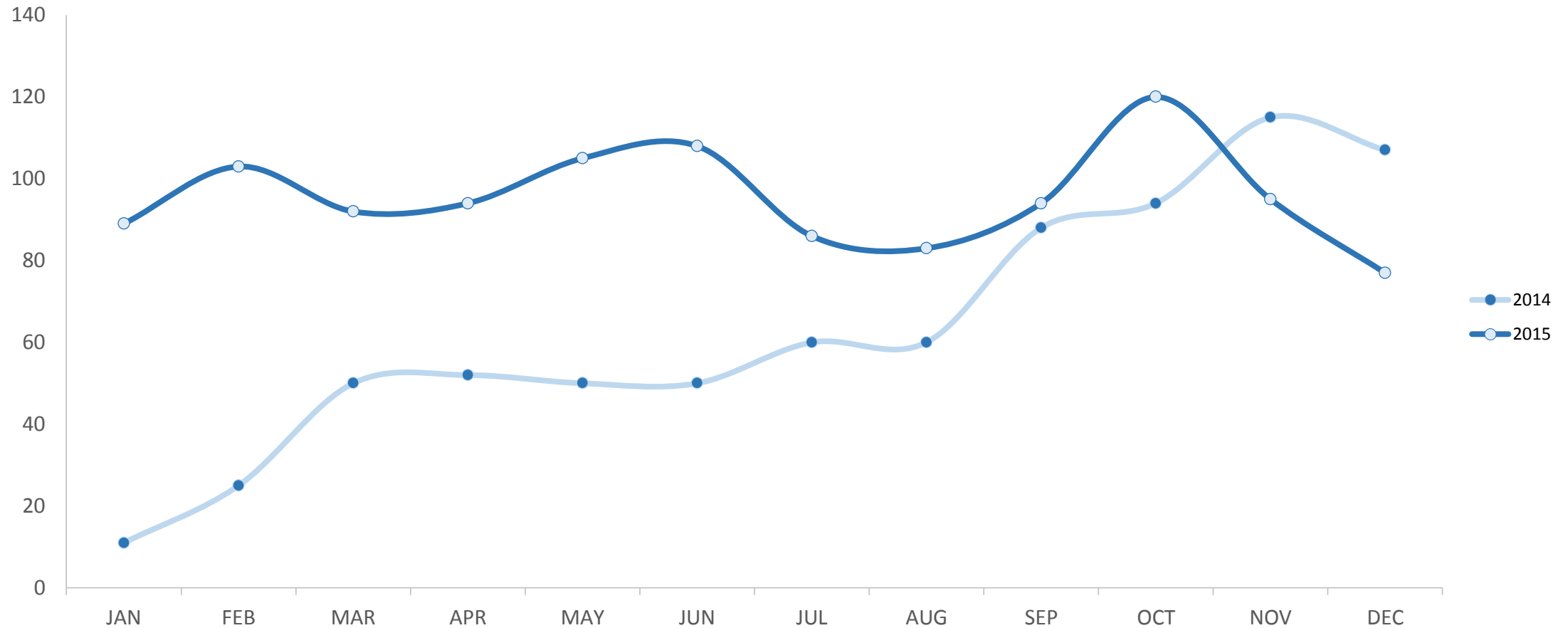




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – SEASONALITY

by number of campaigns – 2014 & 2015

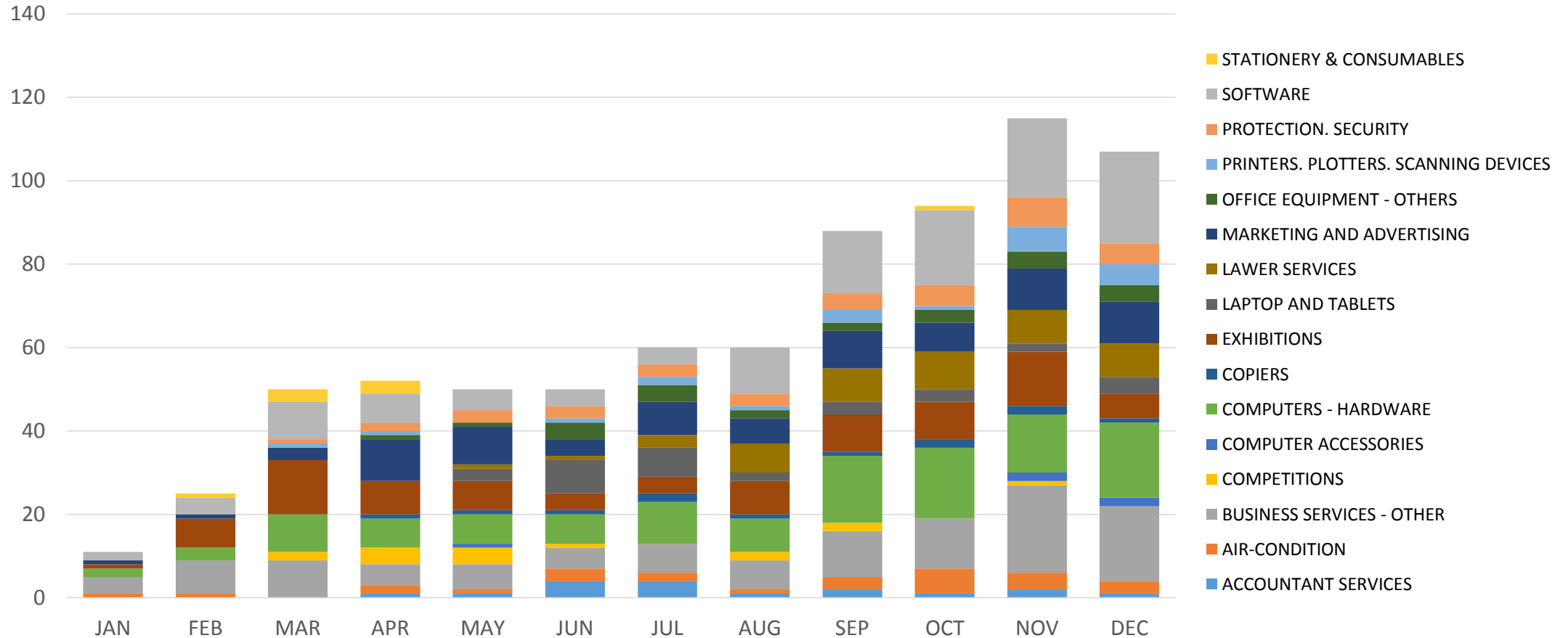




TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

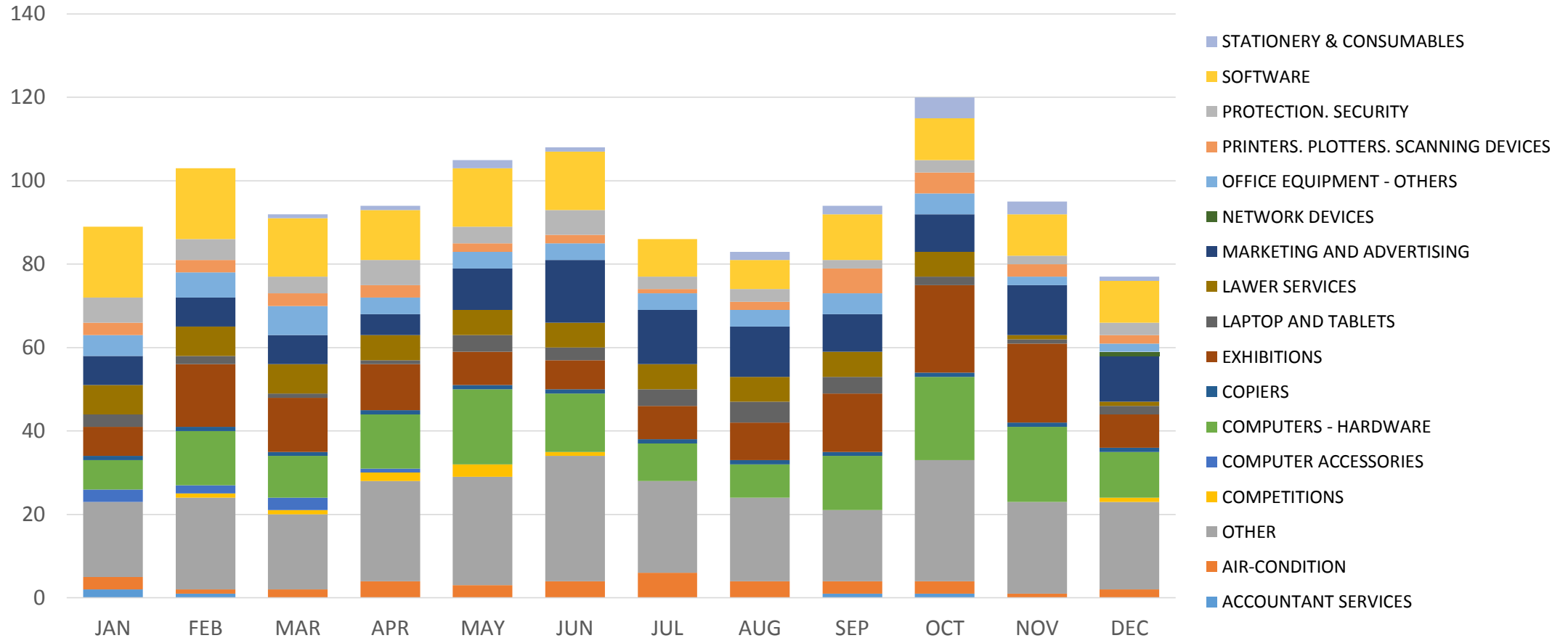




TOP 10 sectors - Market overview

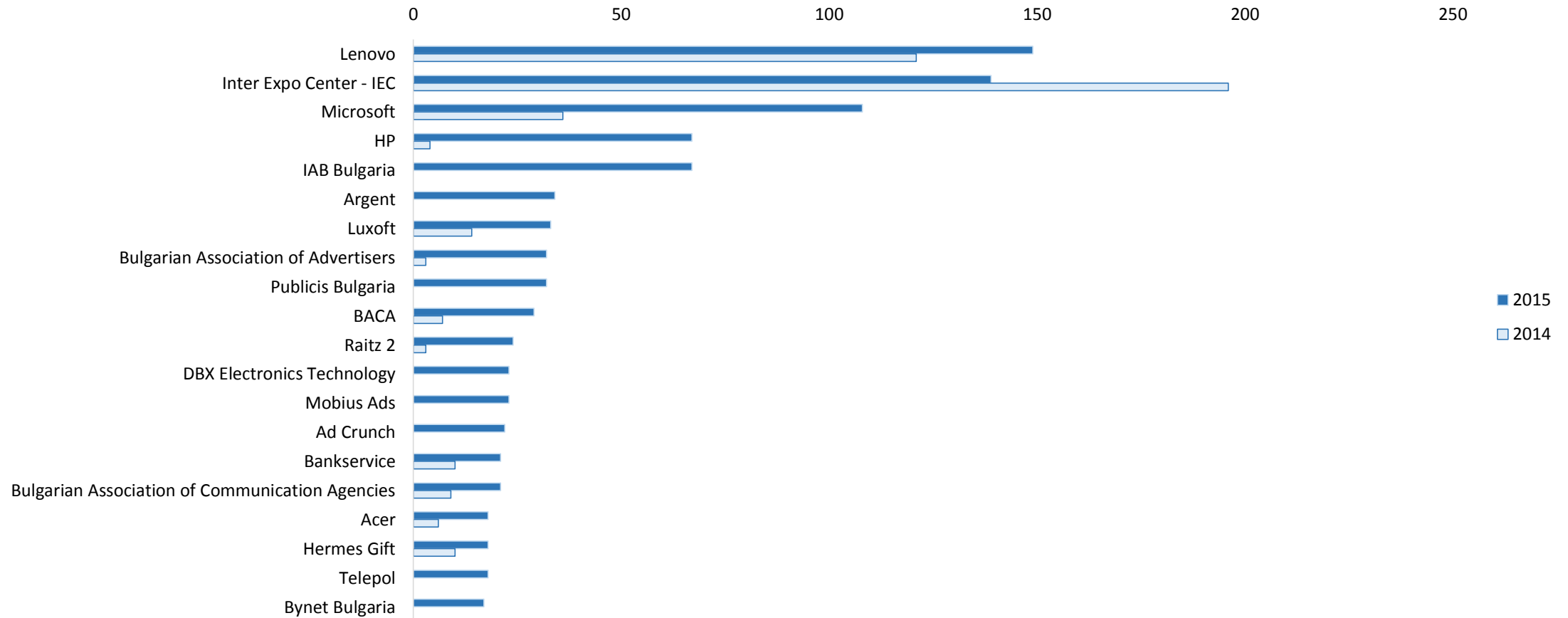
BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2015



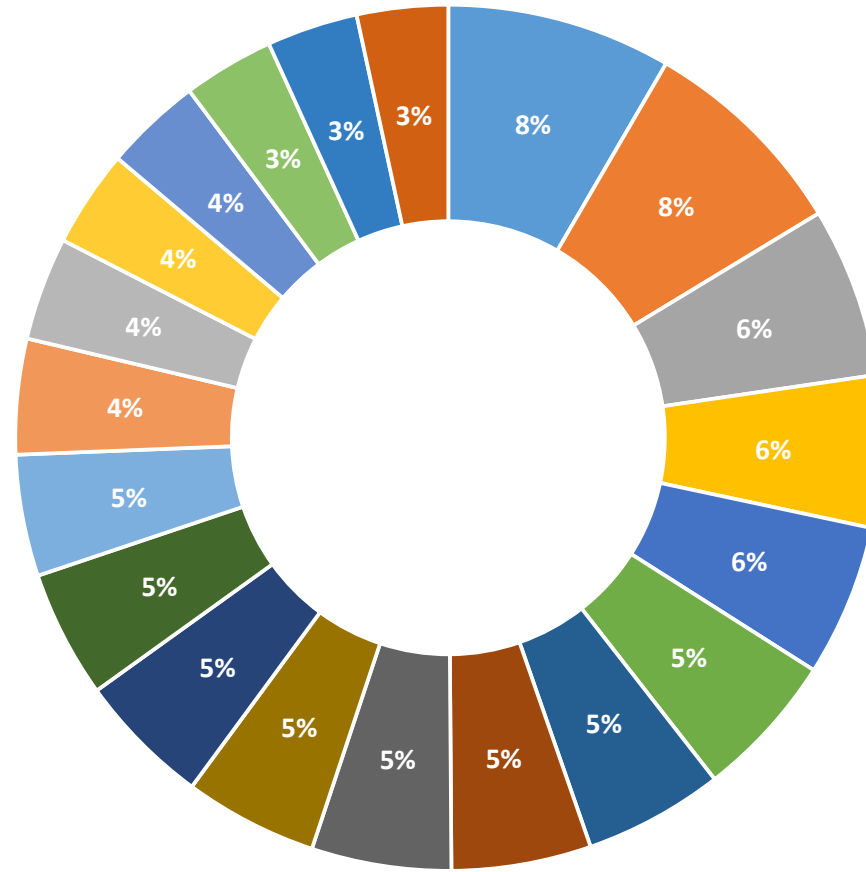
TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – MOST ACTIVE ADVERTISERS by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

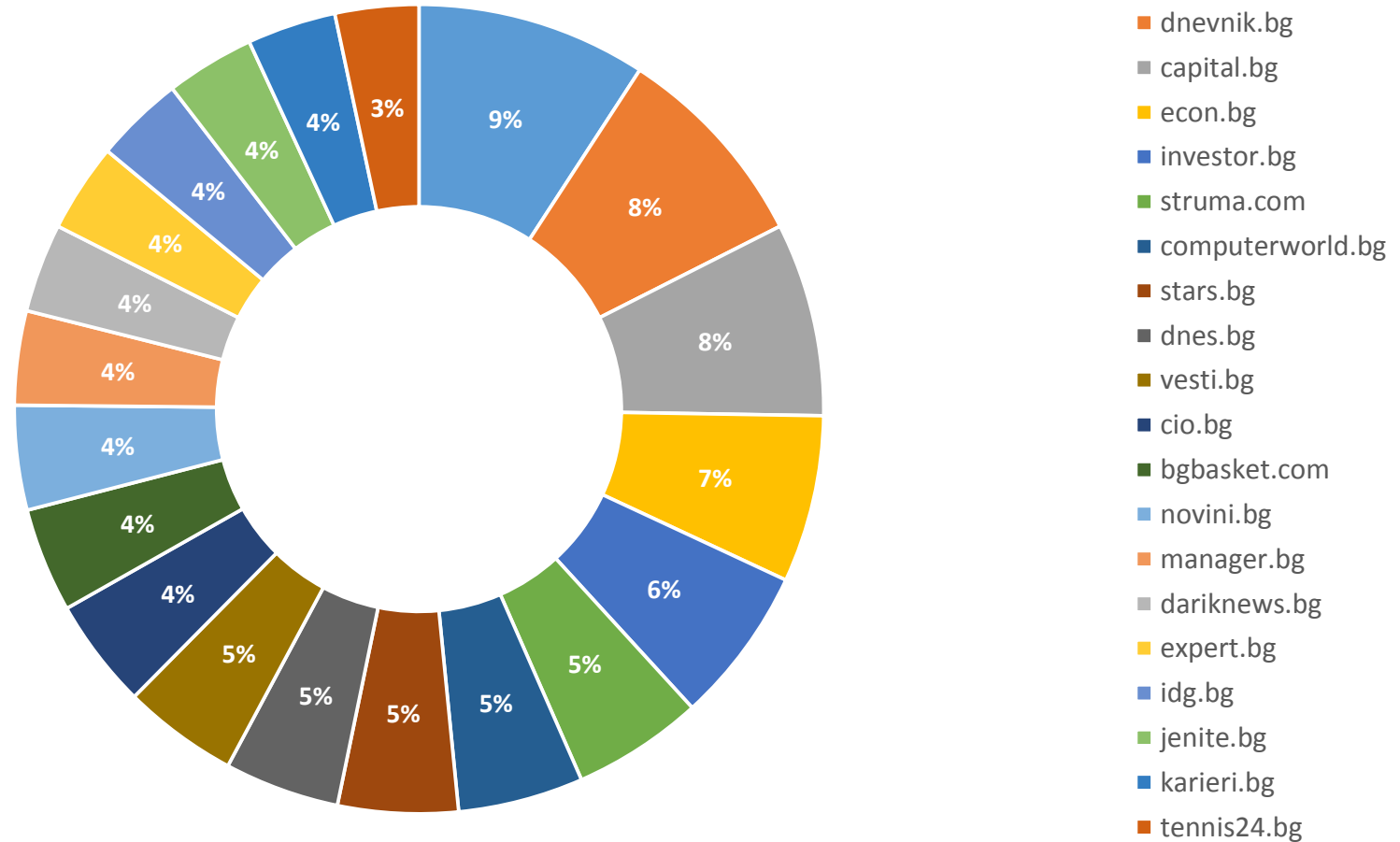
BUSINESS GOODS AND SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2014



- bulgariautre.bg
- dnevnik.bg
- capital.bg
- kaldata.com
- varnautre.bg
- manager.bg
- dnes.bg
- investor.bg
- sofiautre.bg
- 24chasa.bg
- trud.bg
- blitz.bg
- starazagorautre.bg
- profit.bg
- dobrichutre.bg
- actualno.com
- burgasutre.bg
- novini.bg
- plovdivutre.bg
- vedomost.info

TOP 10 sectors - Market overview

BUSINESS GOODS AND SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2015



**SECTOR POLITICAL PARTIES,
GOVERNMENT,
ORGANIZATIONS**

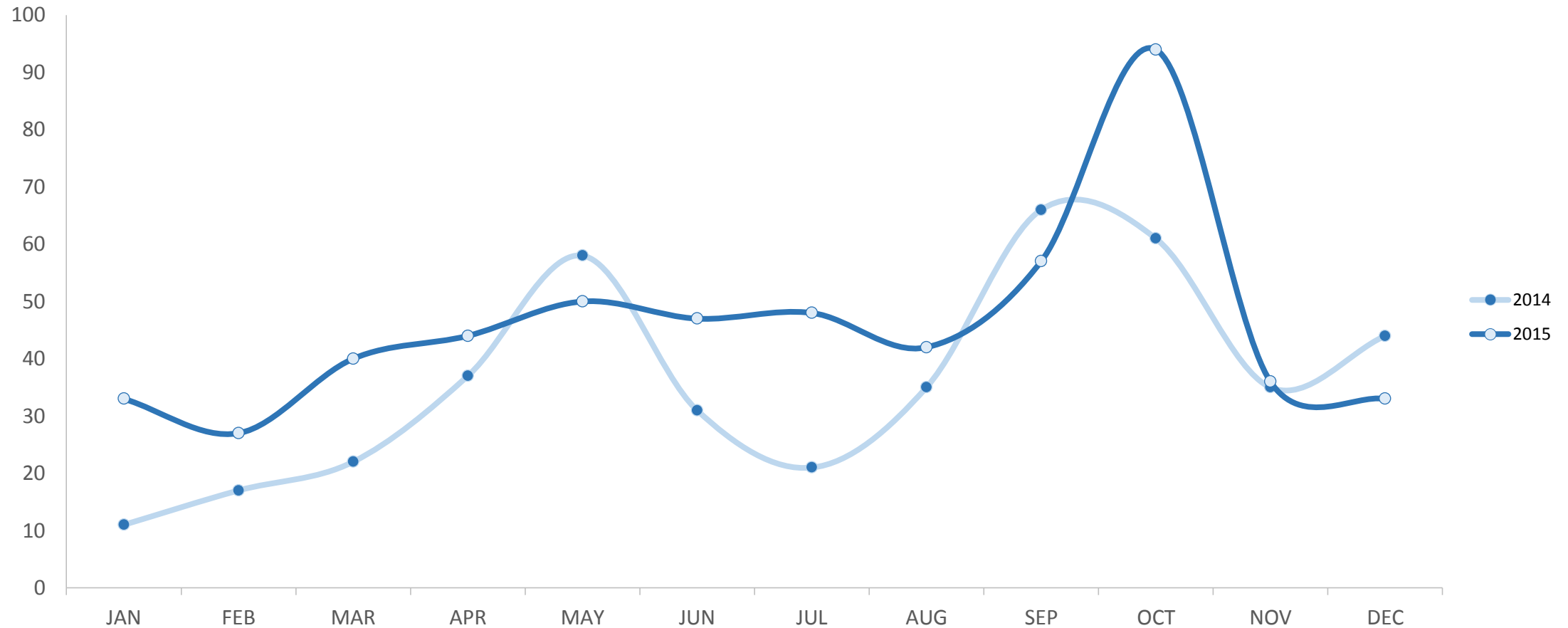




TOP 10 sectors - Market overview

POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – SEASONALITY

by number of campaigns – 2014 & 2015

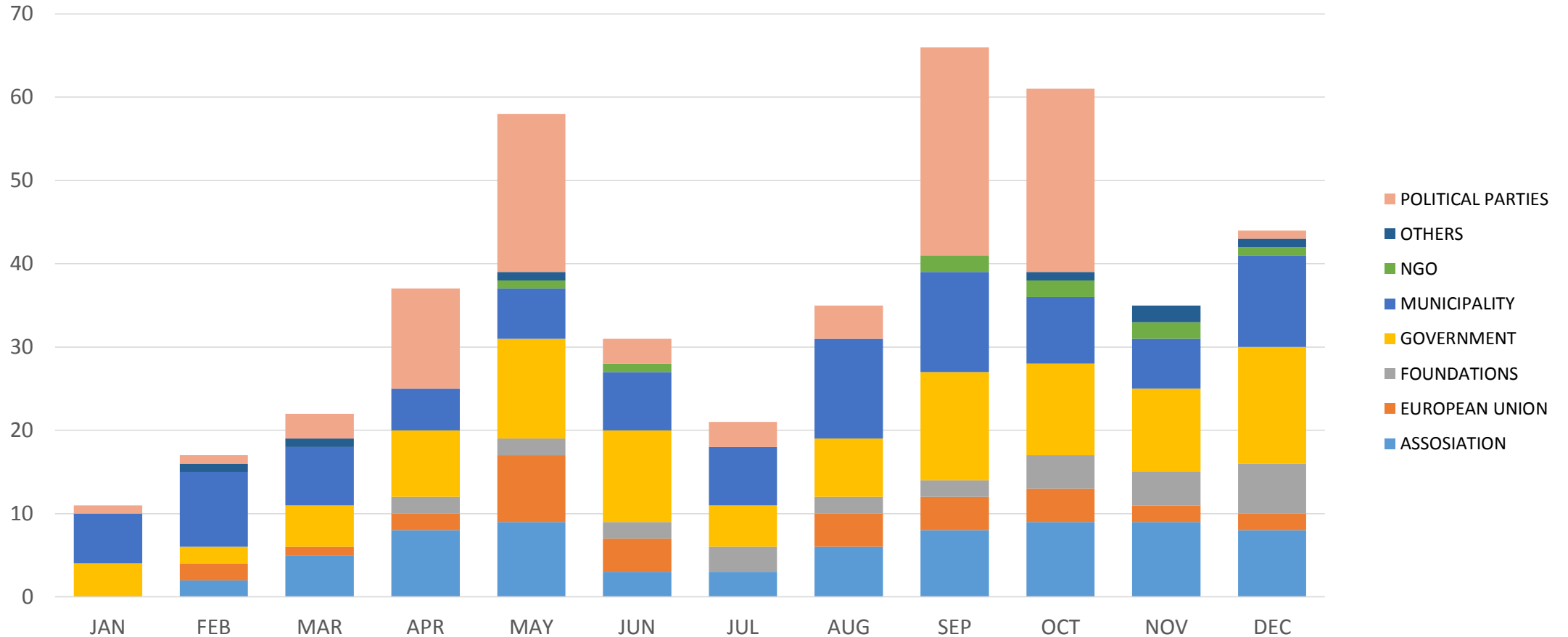




TOP 10 sectors - Market overview

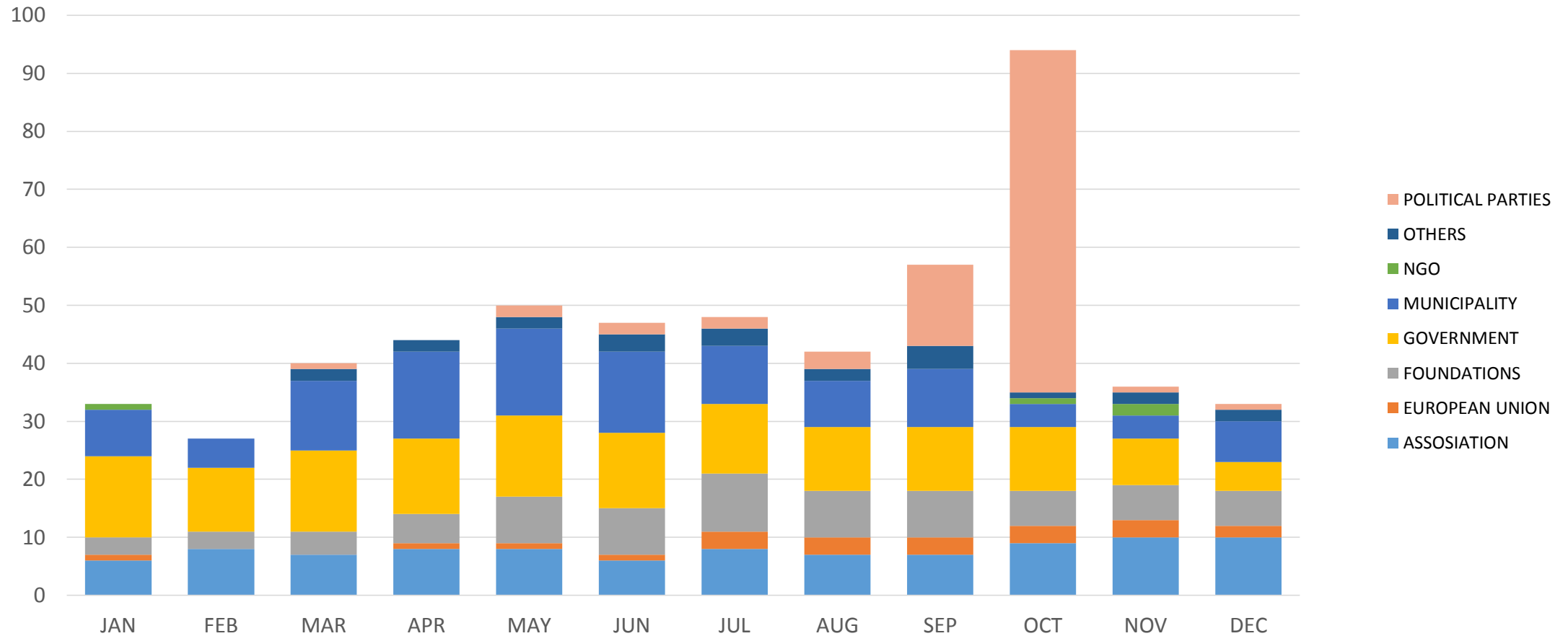
POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014



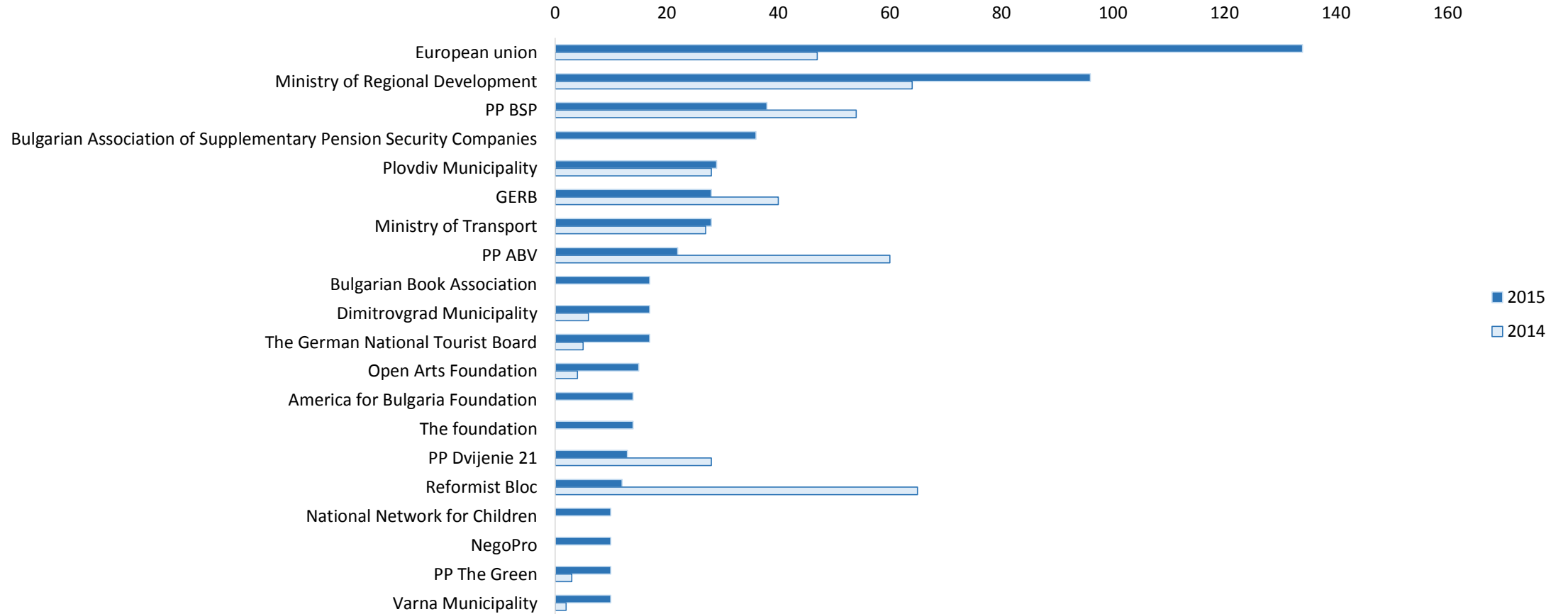
TOP 10 sectors - Market overview

POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES
by campaign numbers - Jan/Dec 2015



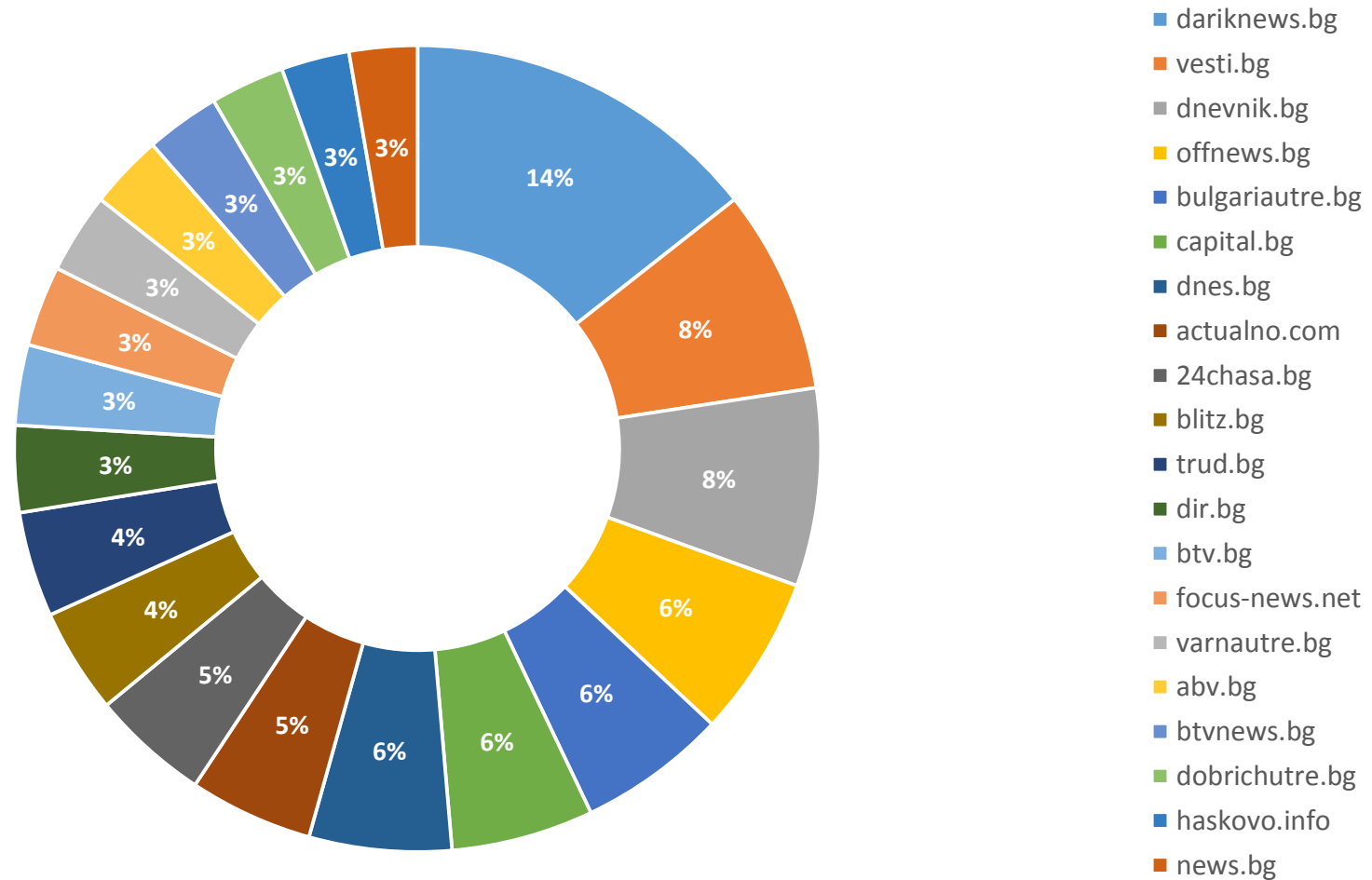
TOP 10 sectors - Market overview

POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – MOST ACTIVE ADVERTISERS
by number of campaigns @ sites – 2014 & 2015



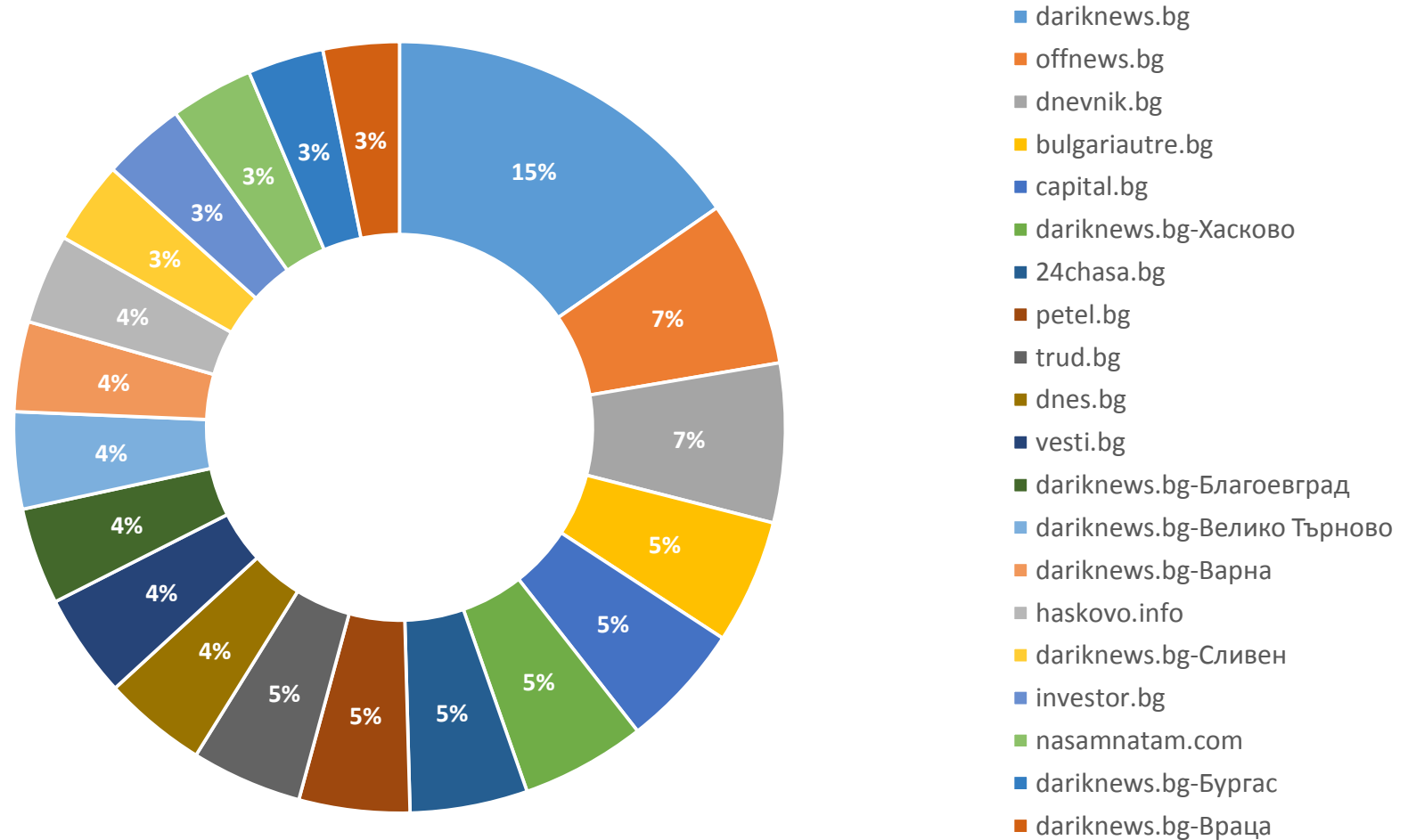
TOP 10 sectors - Market overview

POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites
by campaign numbers - Jan/Dec 2015



SECTOR DRINKS

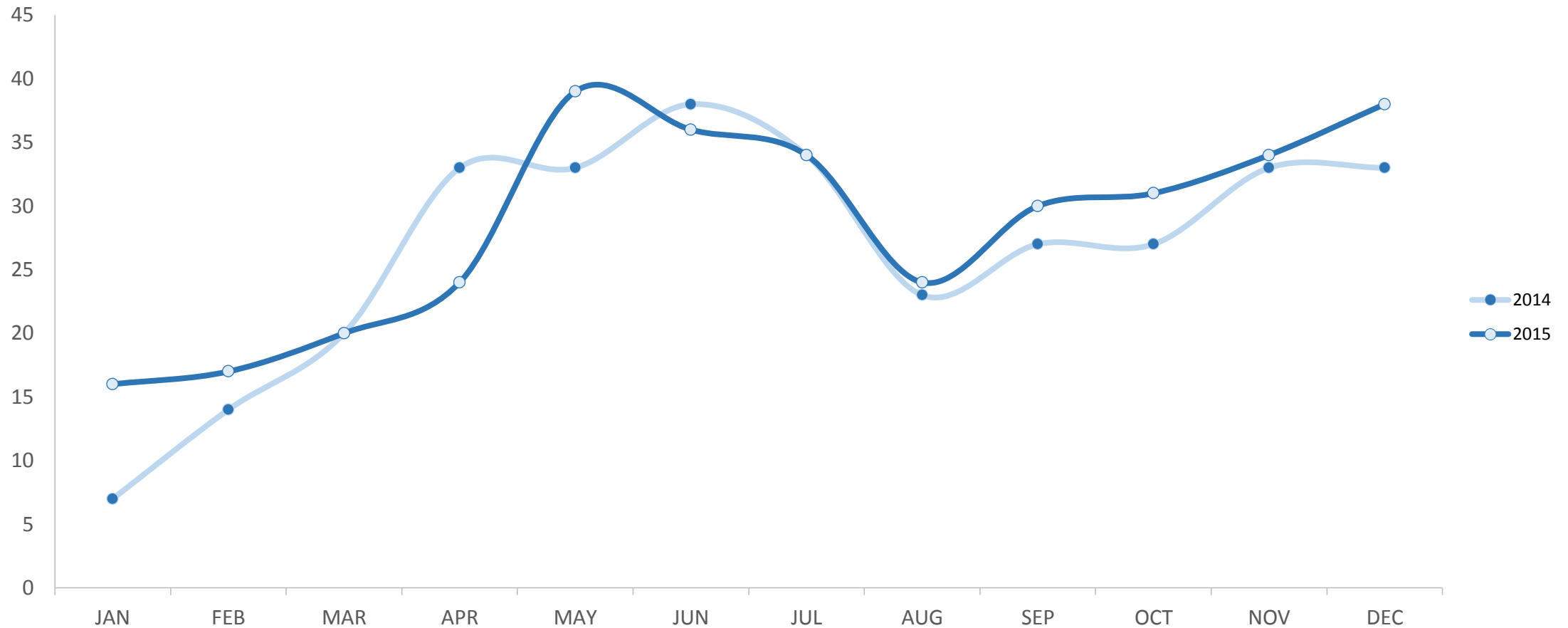




TOP 10 sectors - Market overview

DRINKS – SEASONALITY

by number of campaigns – 2014 & 2015

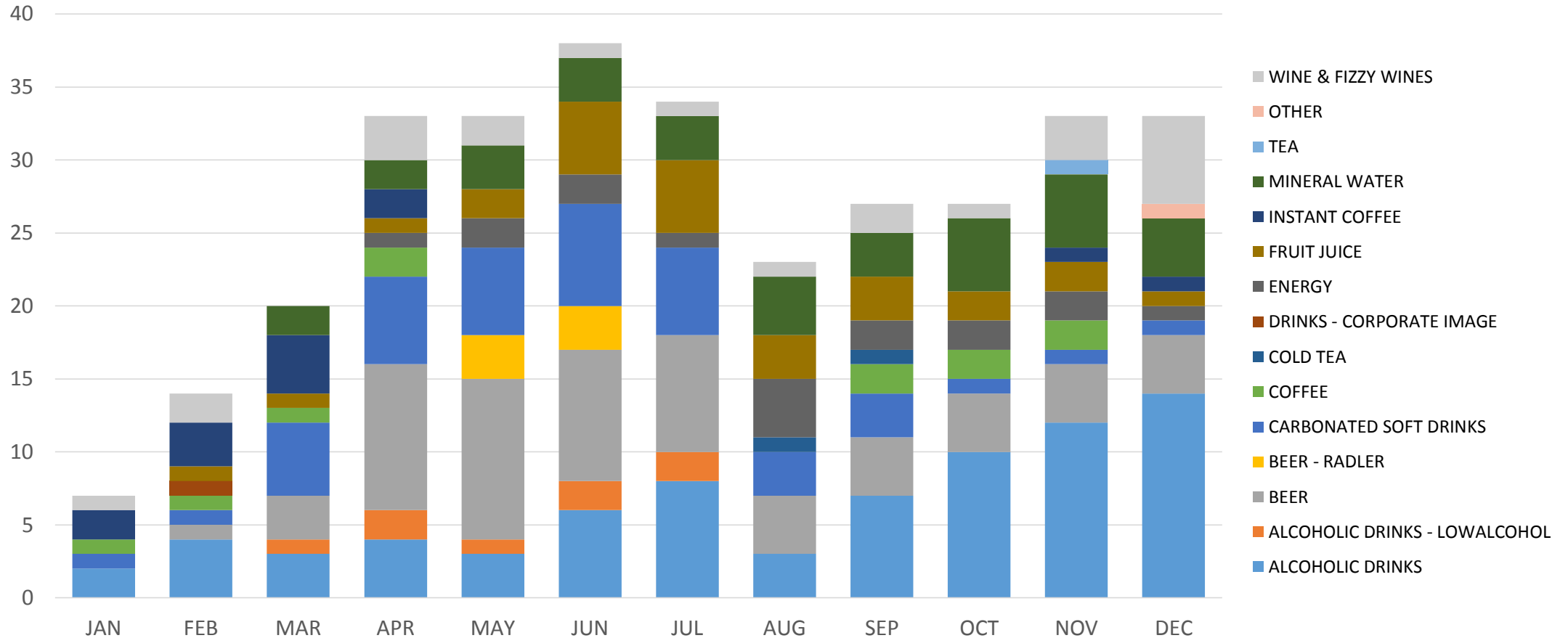




TOP 10 sectors - Market overview

DRINKS – CATEGORY ACTIVITIES

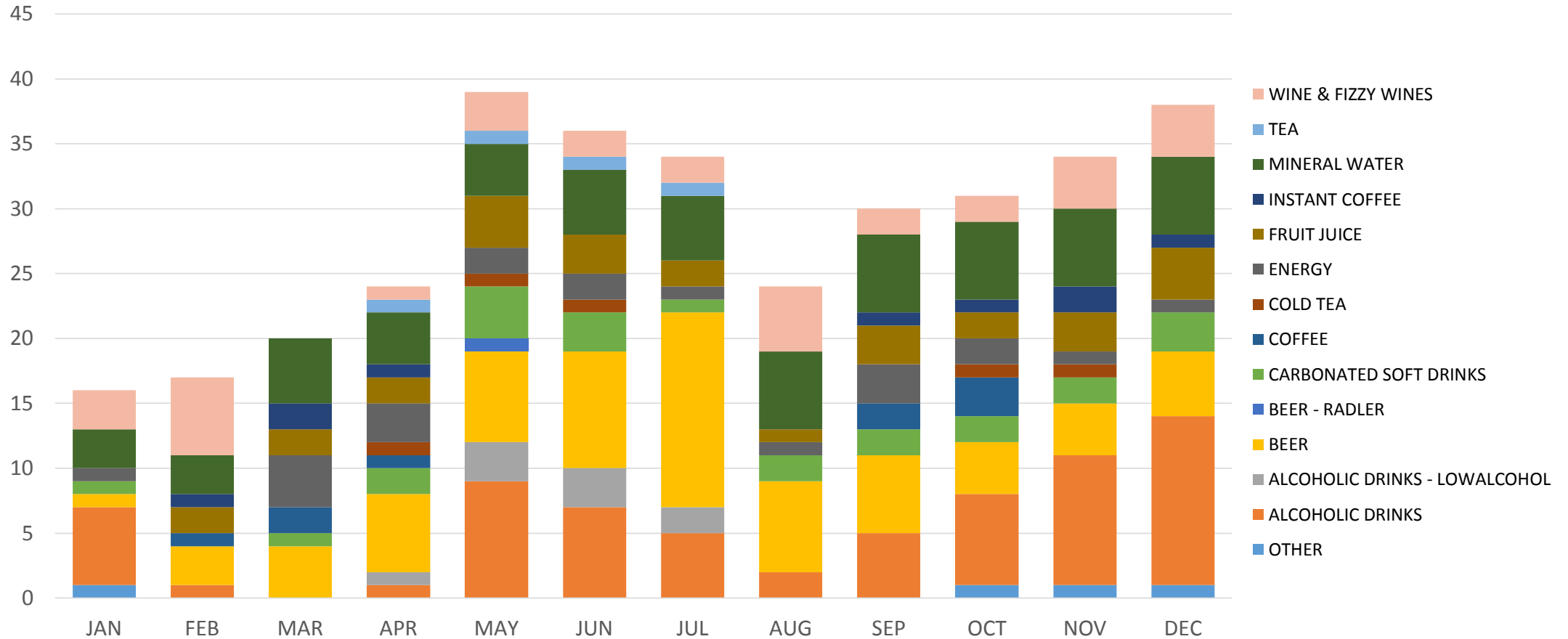
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

DRINKS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2015

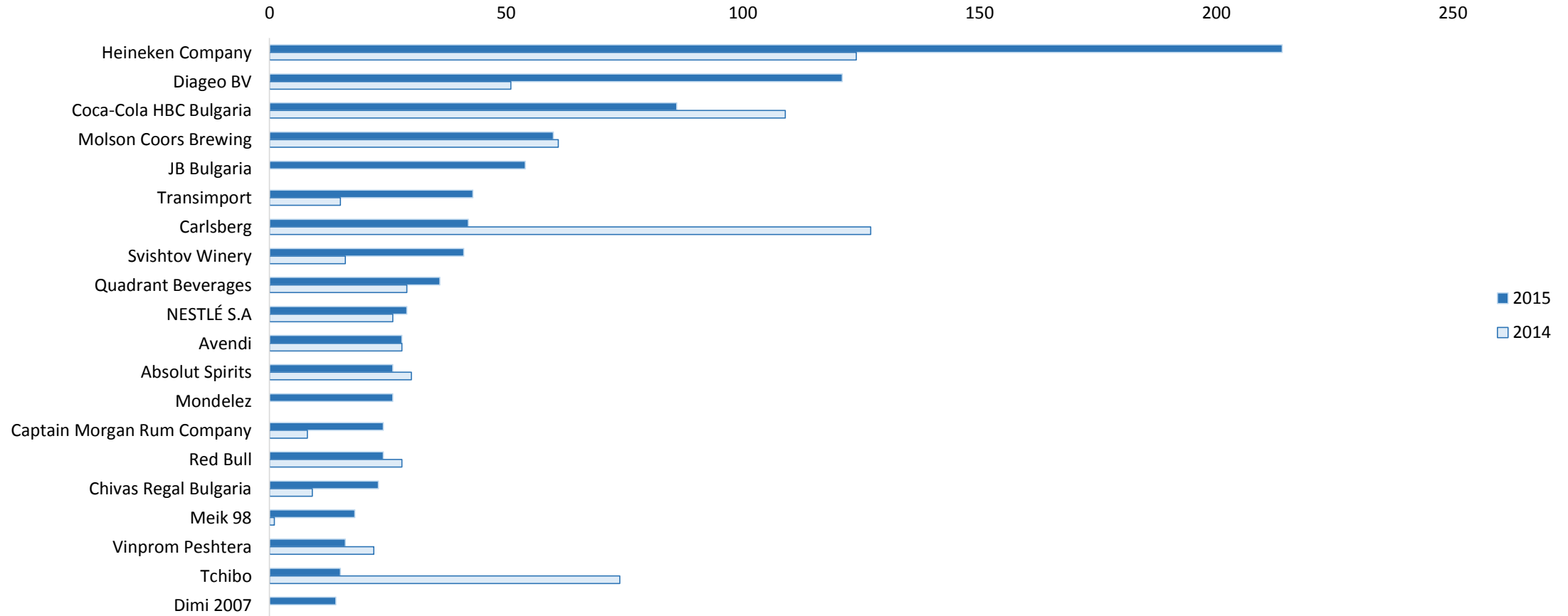




TOP 10 sectors - Market overview

DRINKS – MOST ACTIVE ADVERTISERS

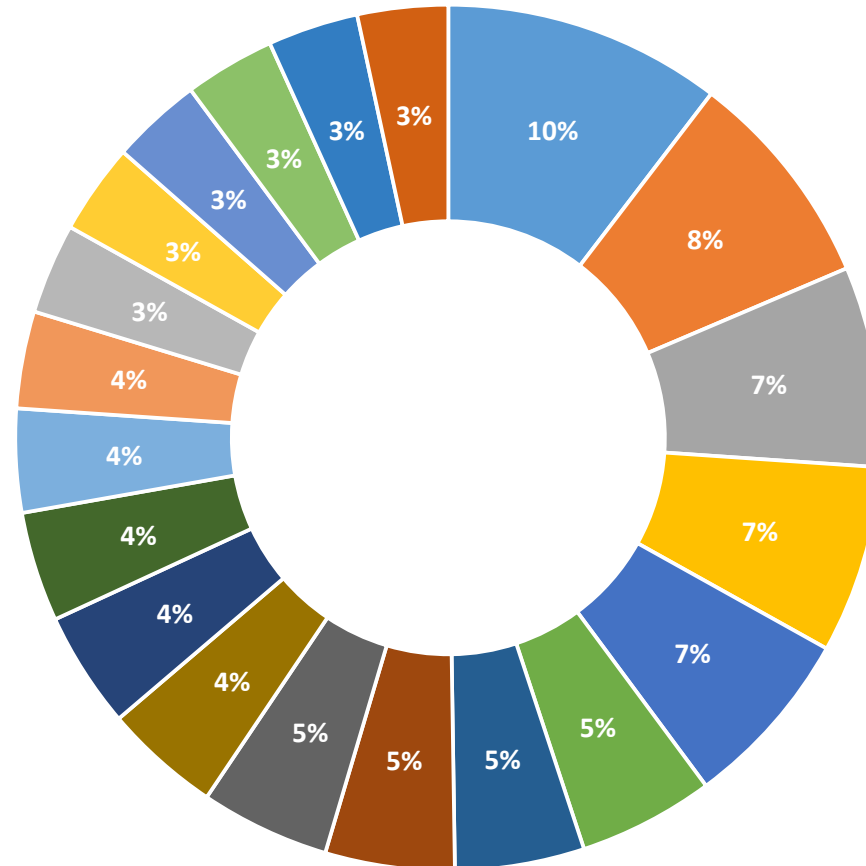
by number of campaigns @ sites – 2014 & 2015



TOP 10 sectors - Market overview

DRINKS – TOP used websites

by campaign numbers - Jan/Dec 2014

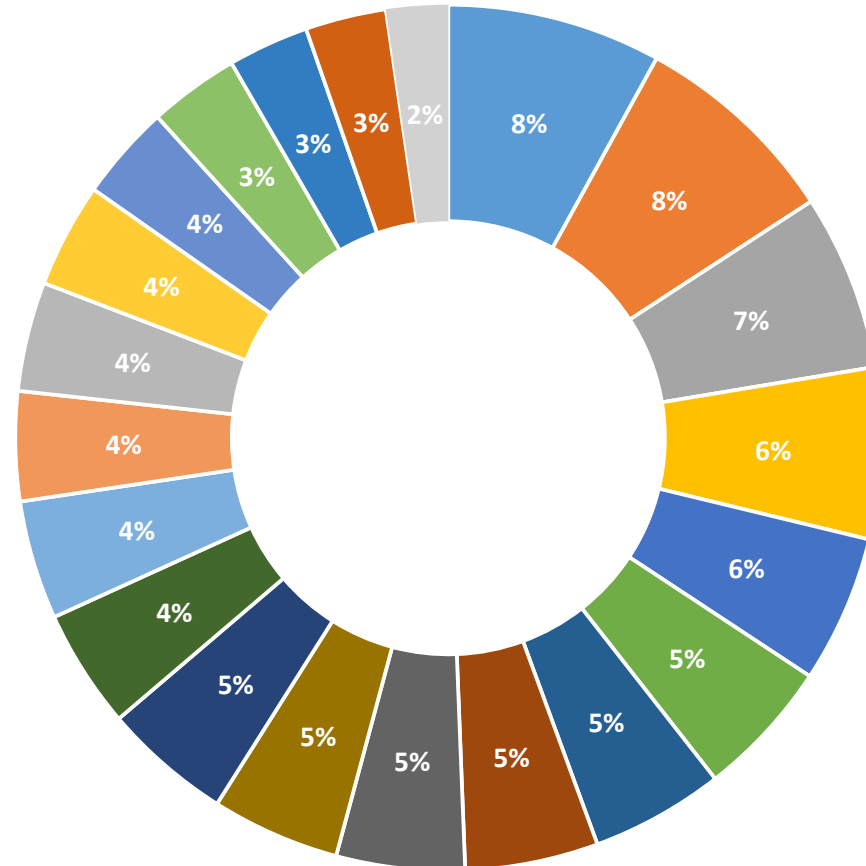


- sportal.bg
- actualno.com
- novini.bg
- btv.bg
- hotnews.bg
- dnes.bg
- btvnews.bg
- sofialive.bg
- vesti.bg
- programata.bg
- webcafe.bg
- ladyzone.bg
- bulevard.bg
- sinoptik.bg
- dalivali.bg
- dnevnik.bg
- gong.bg
- lifestyle.bg
- vbox7.com
- woman.bg

TOP 10 sectors - Market overview

DRINKS – TOP used websites

by campaign numbers - Jan/Dec 2015



- sportal.bg
- novini.bg
- vesti.bg
- sinoptik.bg
- webcafe.bg
- programata.bg
- gong.bg
- woman.hotnews.bg
- btv.bg
- hotnews.bg
- vbox7.com
- btv.bg/action
- capital.bg
- btvnews.bg
- sofialive.bg
- actualno.com
- mail.bg
- dnevnik.bg
- dnes.bg
- viewsofia.com
- avtora.com

**SECTOR REAL ESTATES.
CONSTRUCTION. REPAIRS**

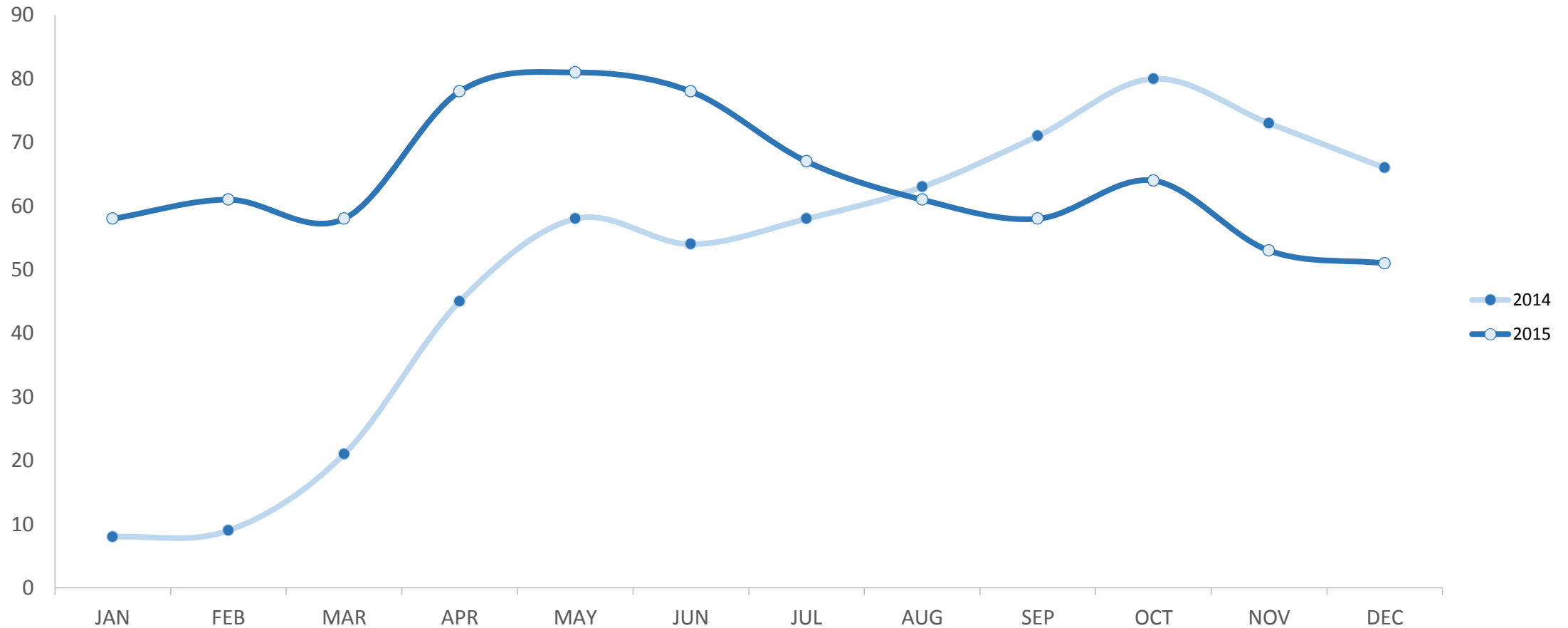




TOP 10 sectors - Market overview

REAL ESTATES. CONSTRUCTION. REPAIRS – SEASONALITY

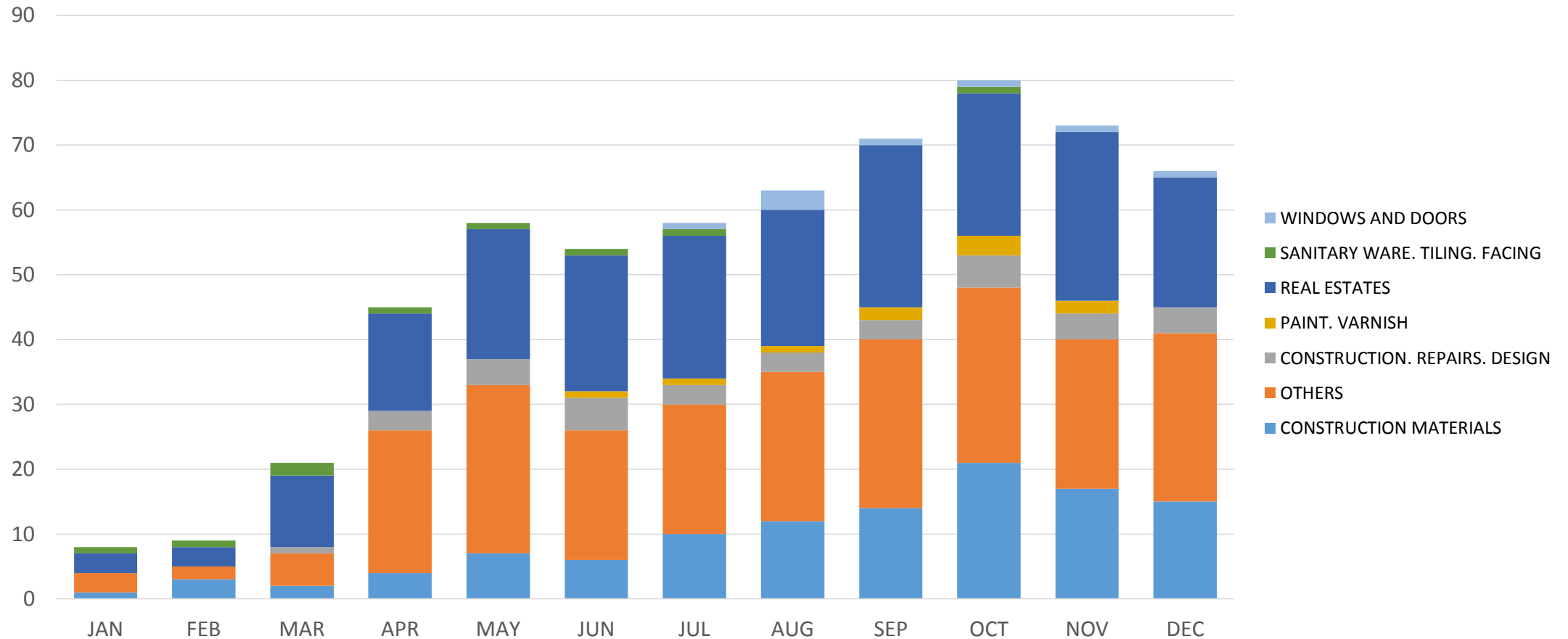
by number of campaigns – 2014 & 2015



TOP 10 sectors - Market overview

REAL ESTATES. CONSTRUCTION. REPAIRS – CATEGORY ACTIVITIES

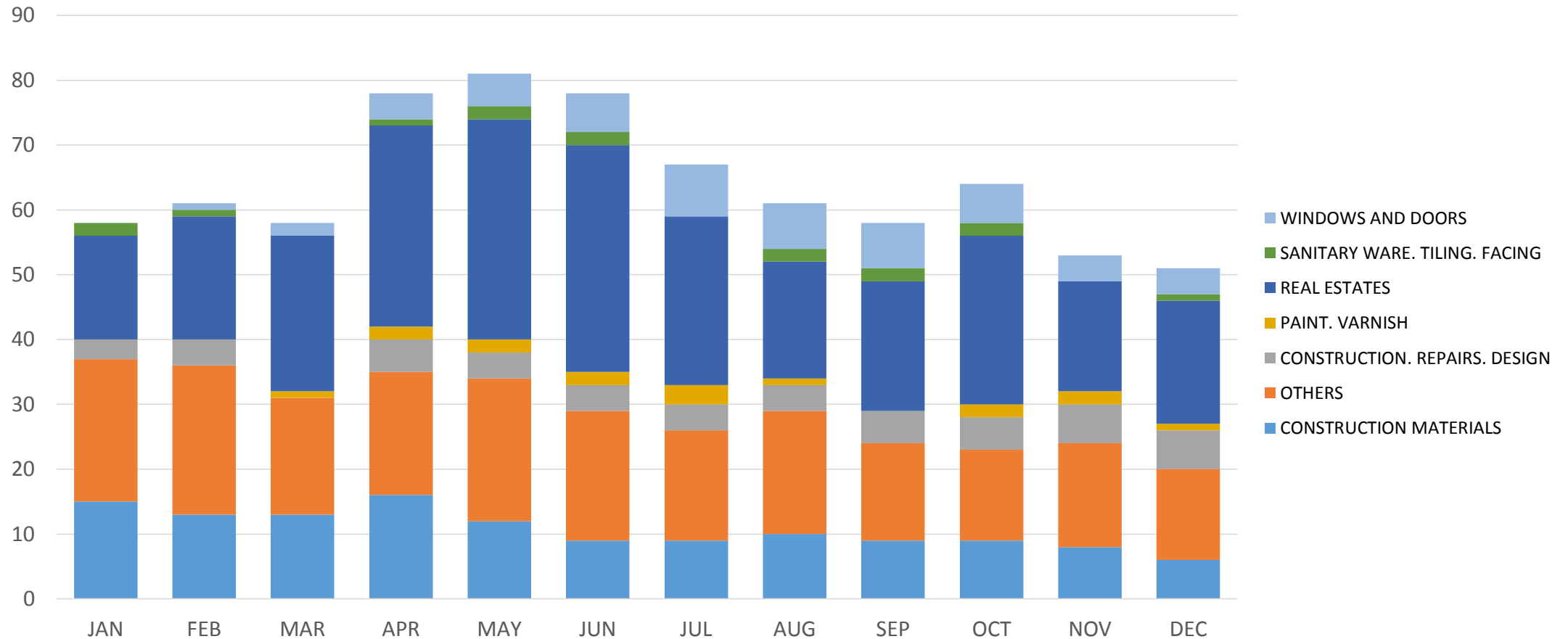
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

REAL ESTATES. CONSTRUCTION. REPAIRS – CATEGORY ACTIVITIES

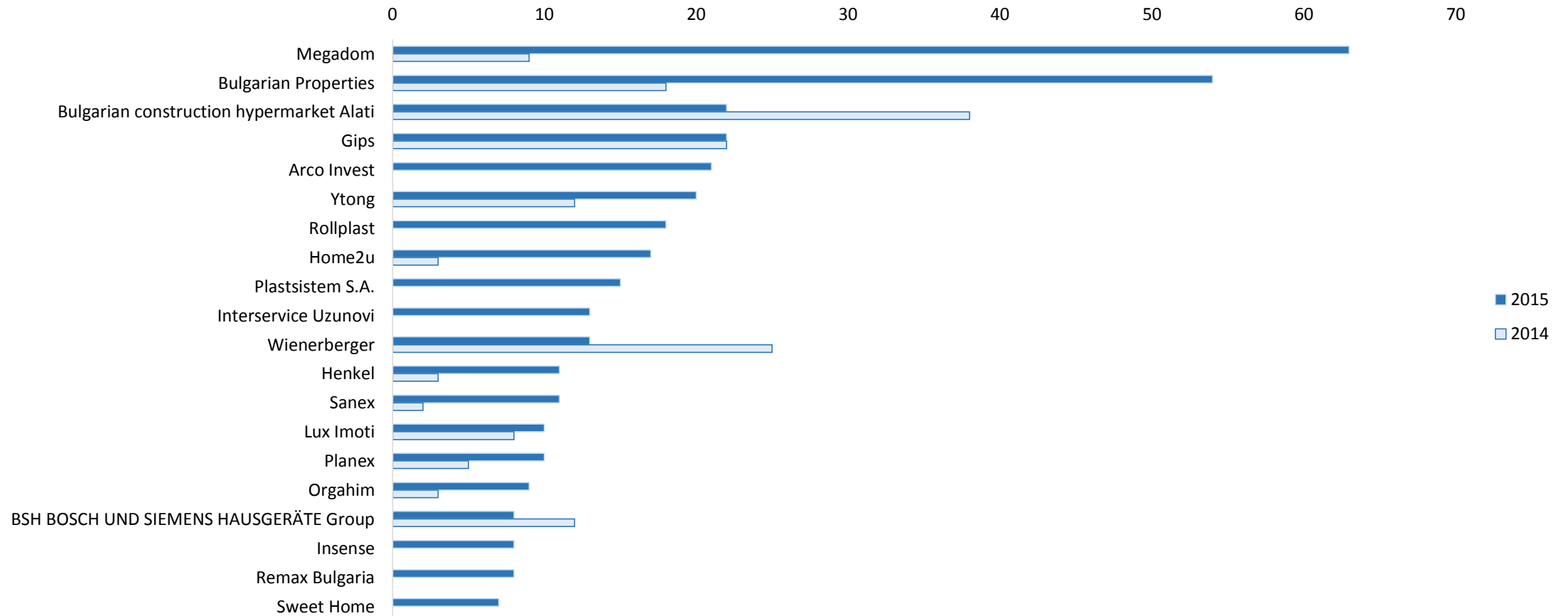
by campaign numbers - Jan/Dec 2015



TOP 10 sectors - Market overview

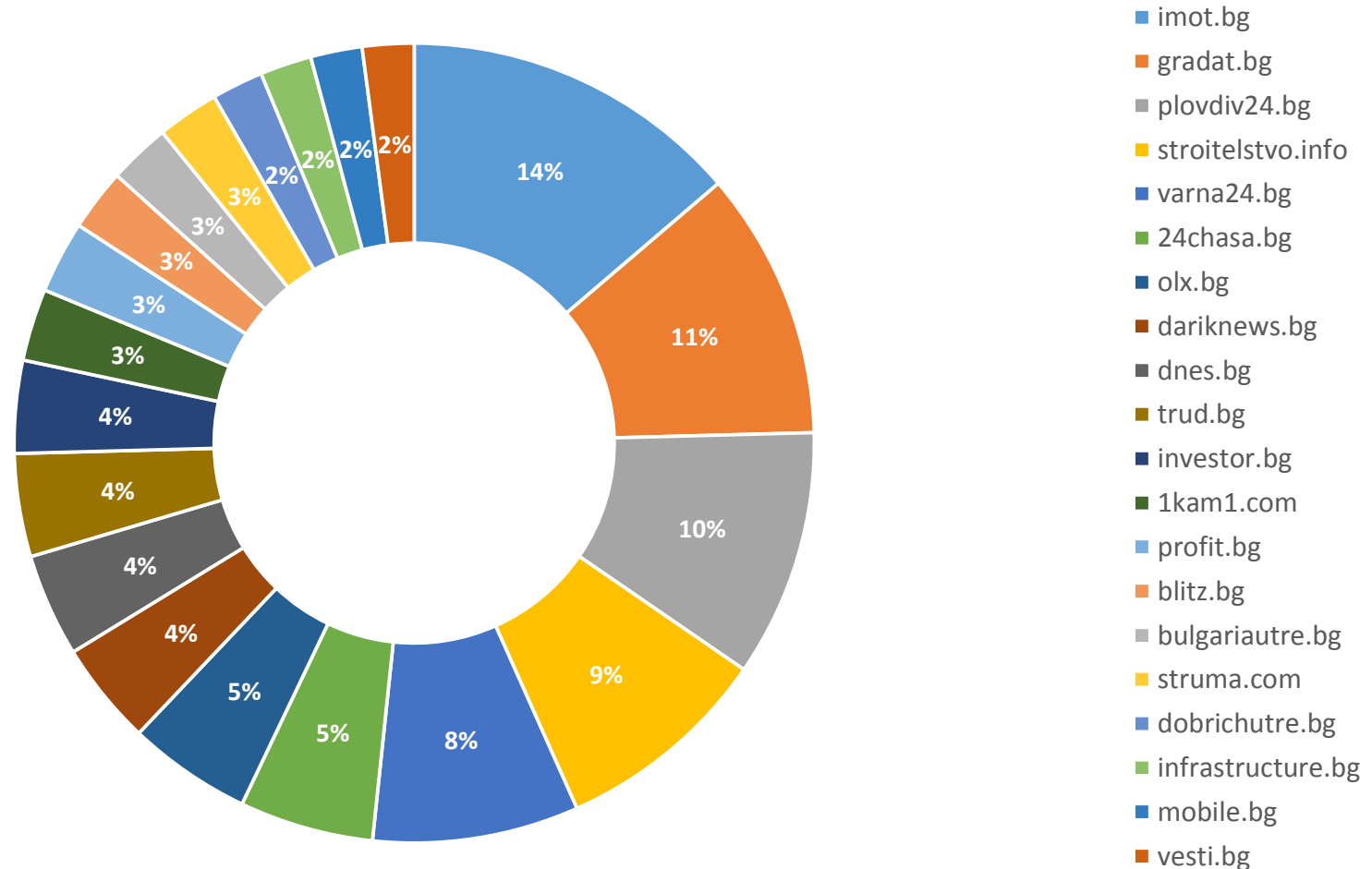
REAL ESTATES. CONSTRUCTION. REPAIRS – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015



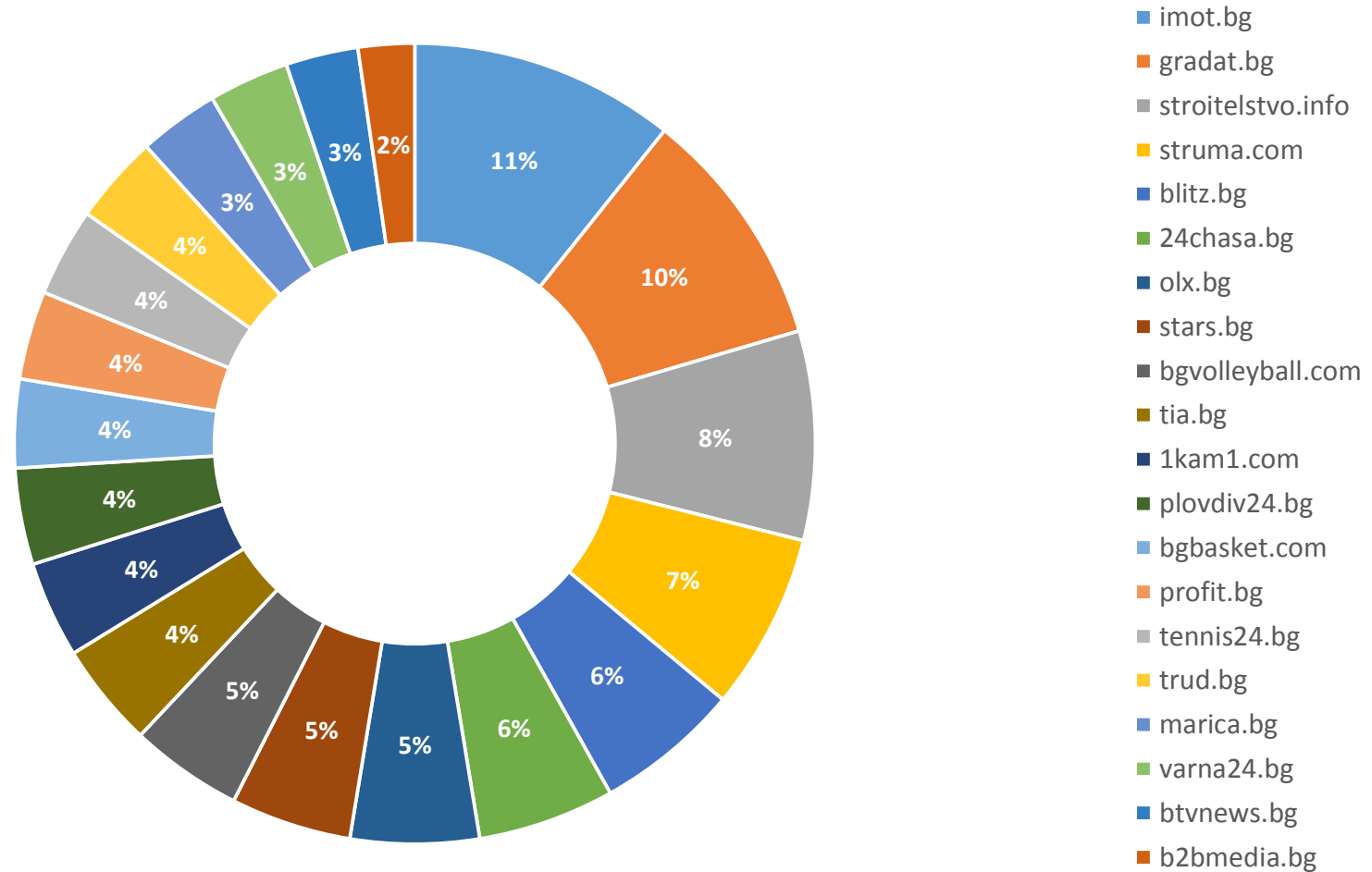
TOP 10 sectors - Market overview

REAL ESTATES. CONSTRUCTION. REPAIRS – TOP used websites
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

REAL ESTATES. CONSTRUCTION. REPAIRS – TOP used websites
by campaign numbers - Jan/Dec 2015



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Thank You!



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