

MARKET REVIEW

2023





Banner Monitoring

01

General market overview

02

**Overview by TOP 10
sectors**

03

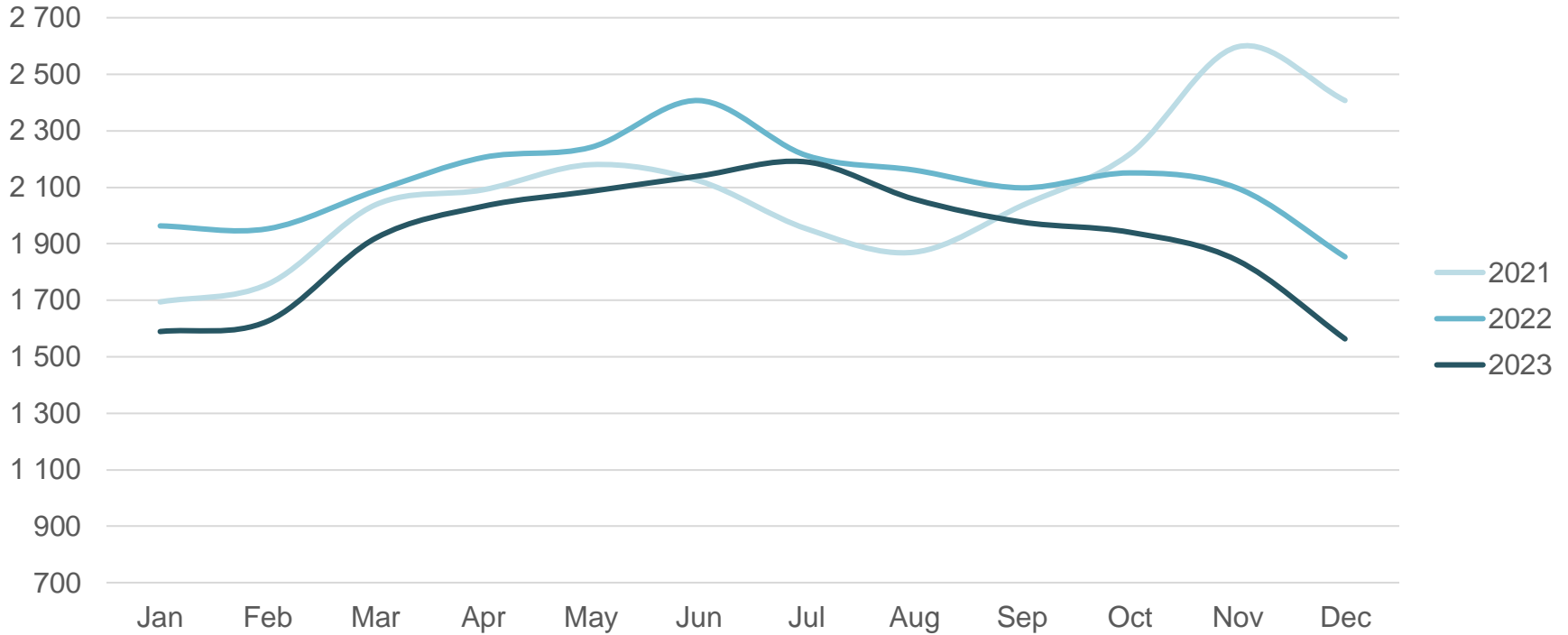
Legend

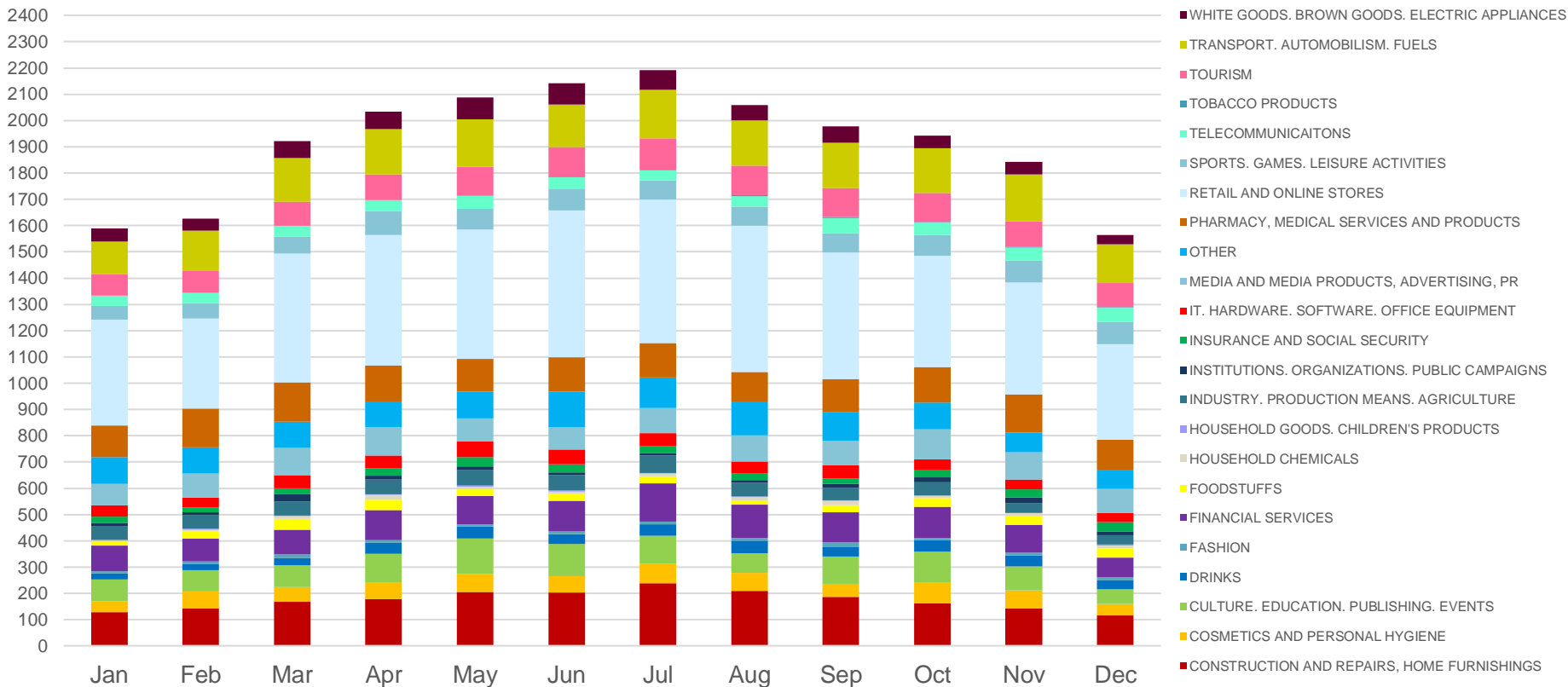


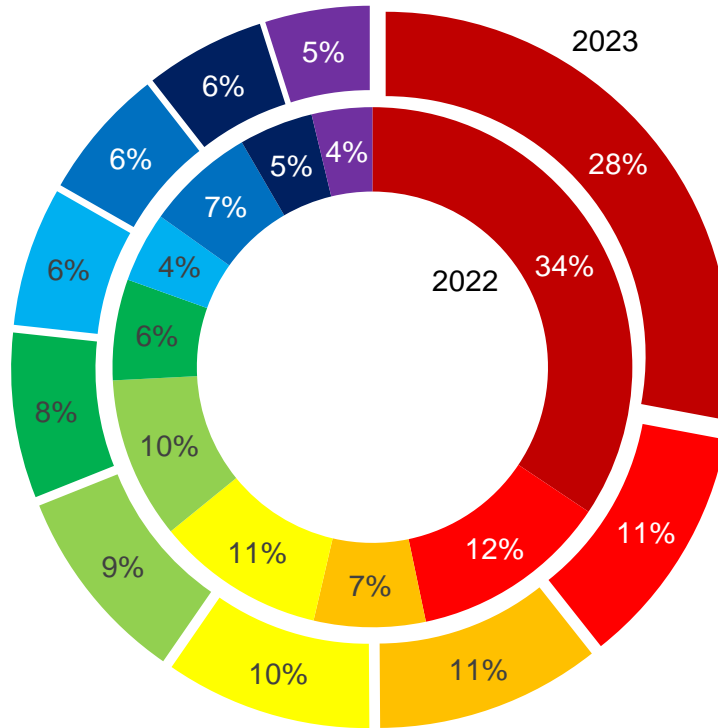
Banner Monitoring

01

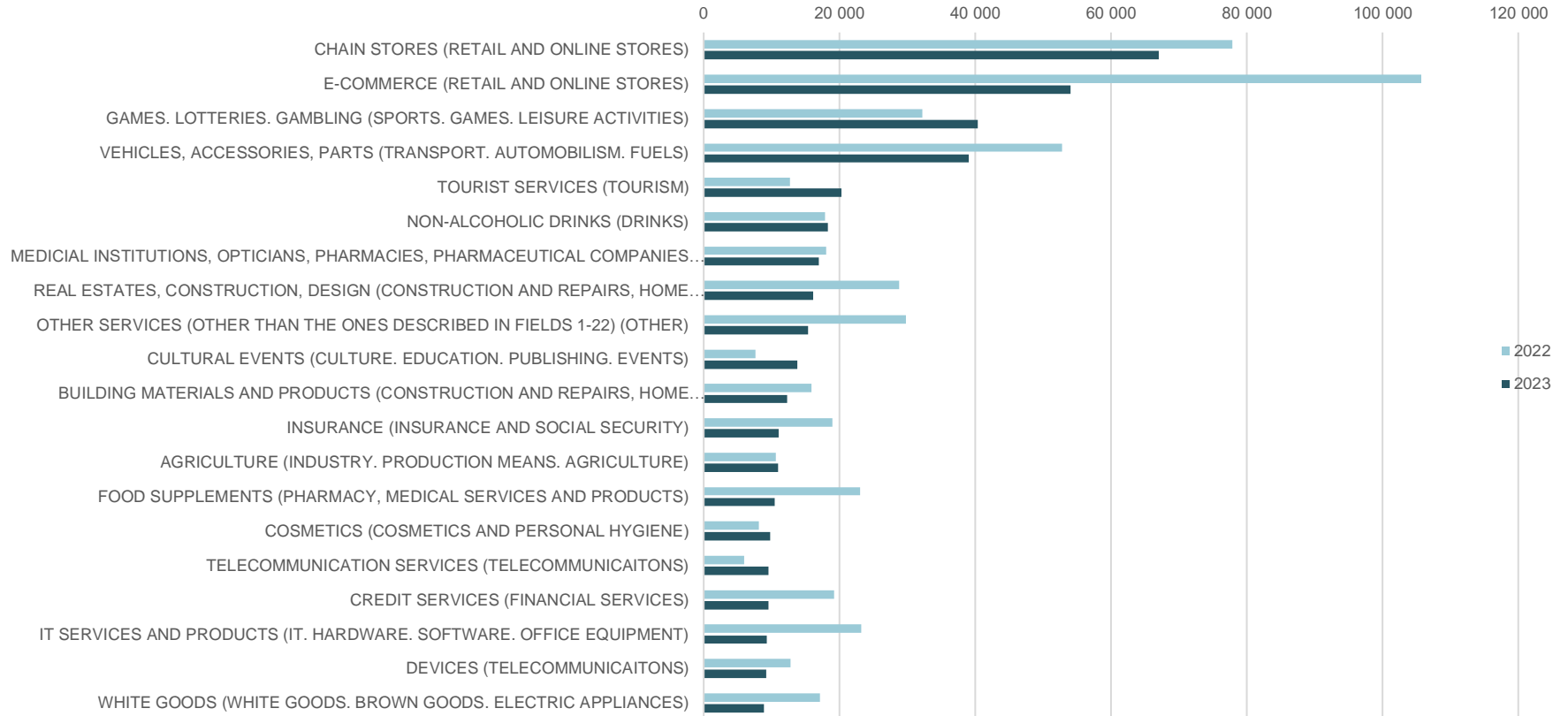
General market overview

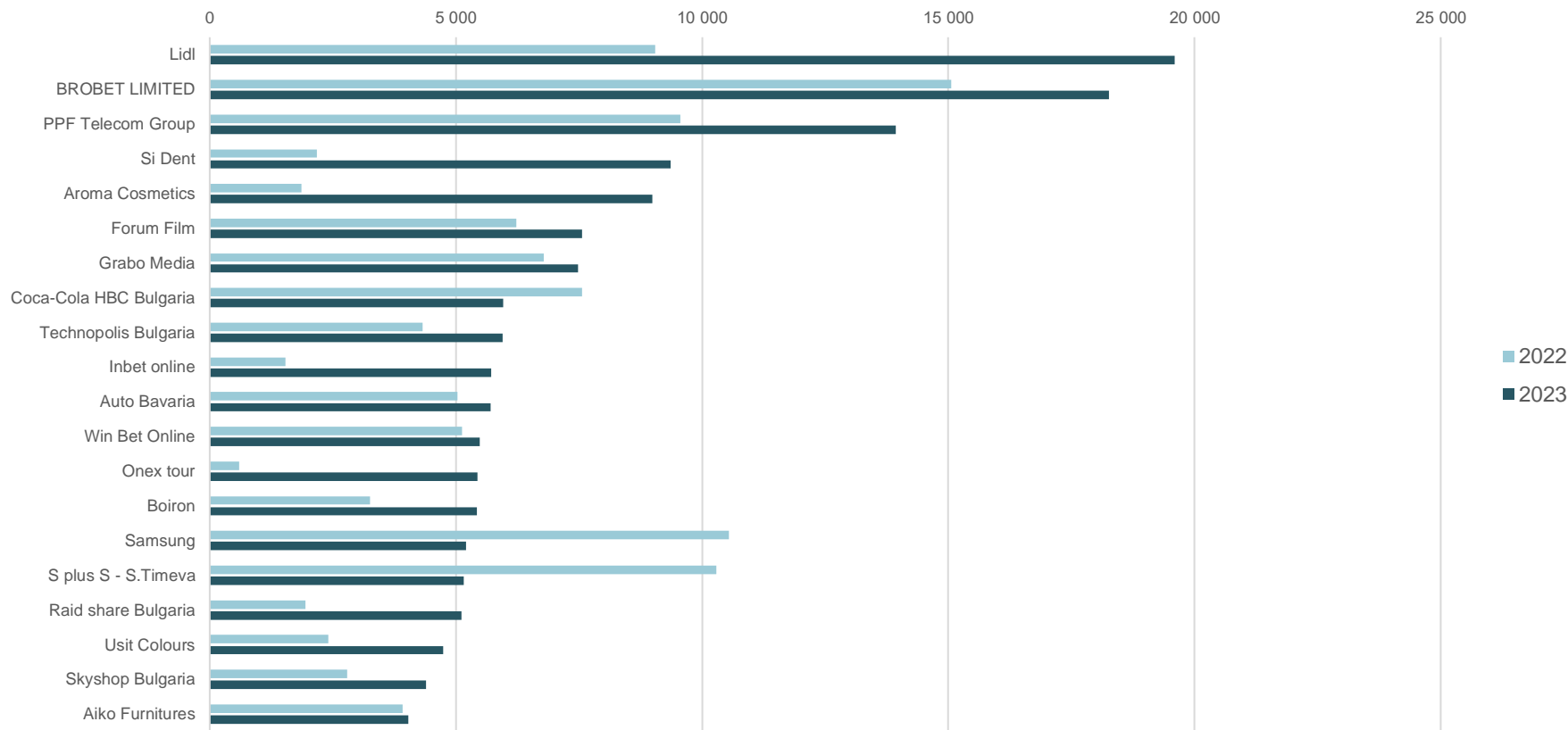


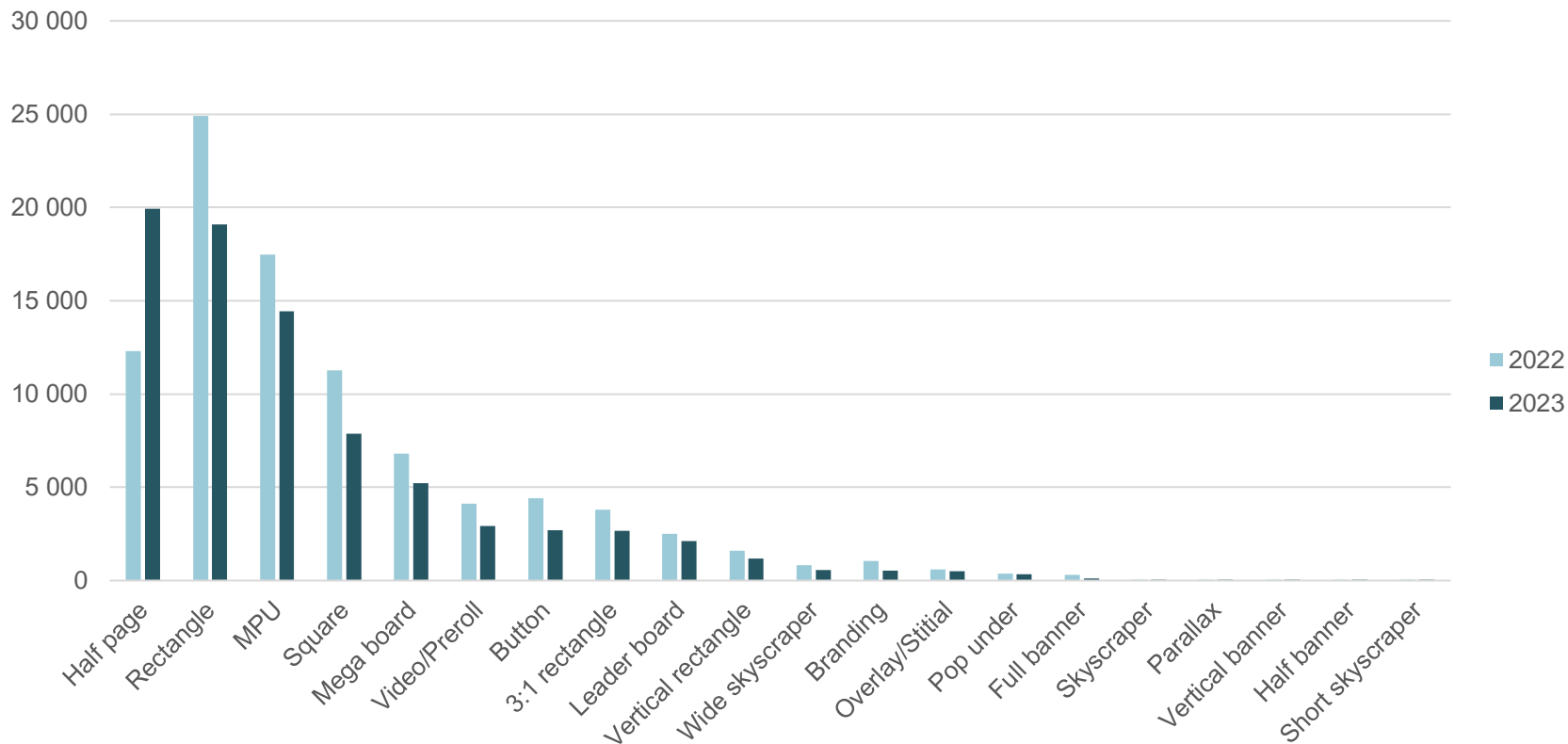




- RETAIL AND ONLINE STORES
- TRANSPORT. AUTOMOBILISM. FUELS
- SPORTS. GAMES. LEISURE ACTIVITIES
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- TOURISM
- CULTURE. EDUCATION. PUBLISHING. EVENTS
- FINANCIAL SERVICES
- DRINKS
- TELECOMMUNICAITONS









Banner Monitoring

02

**Overview by TOP 10
sectors**



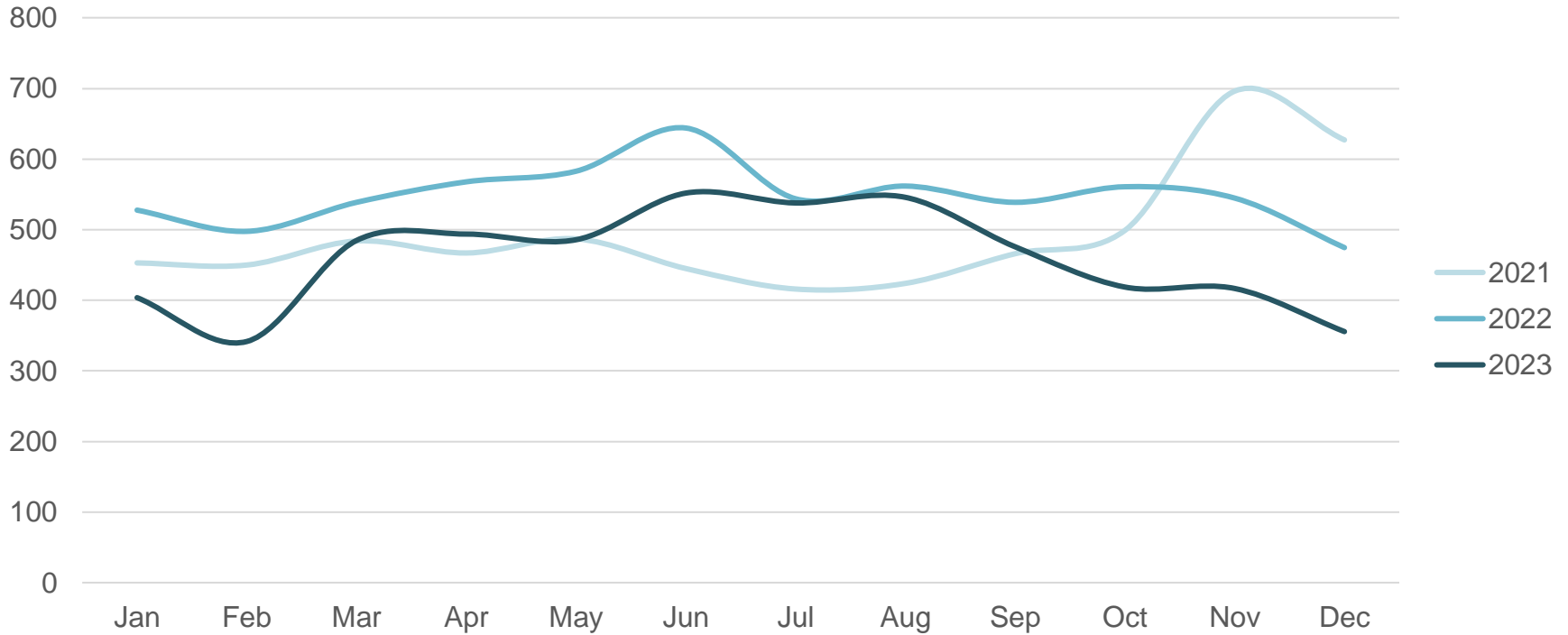
Banner Monitoring

Sector

RETAIL AND ONLINE
STORES

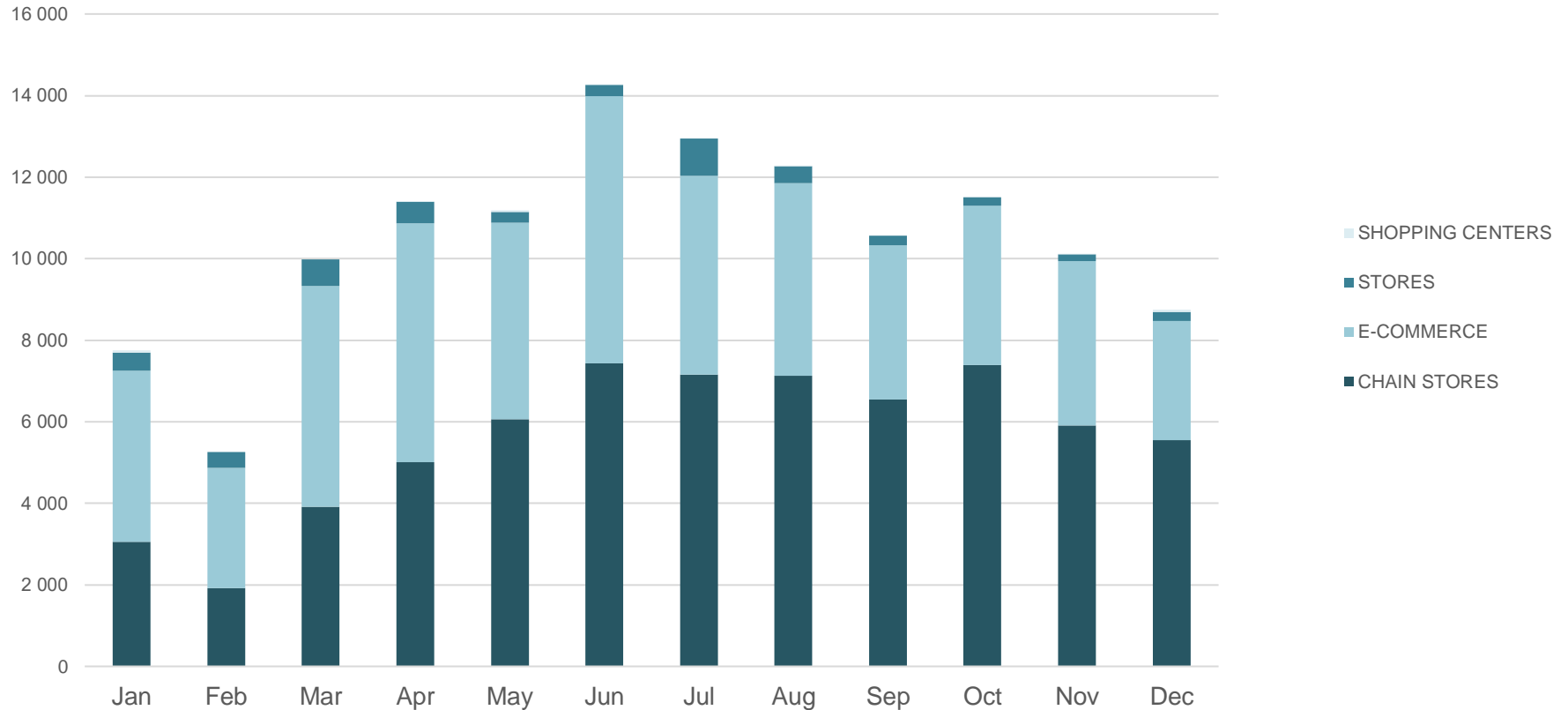


SEASONALITY by number of campaigns - 2021 - 2023



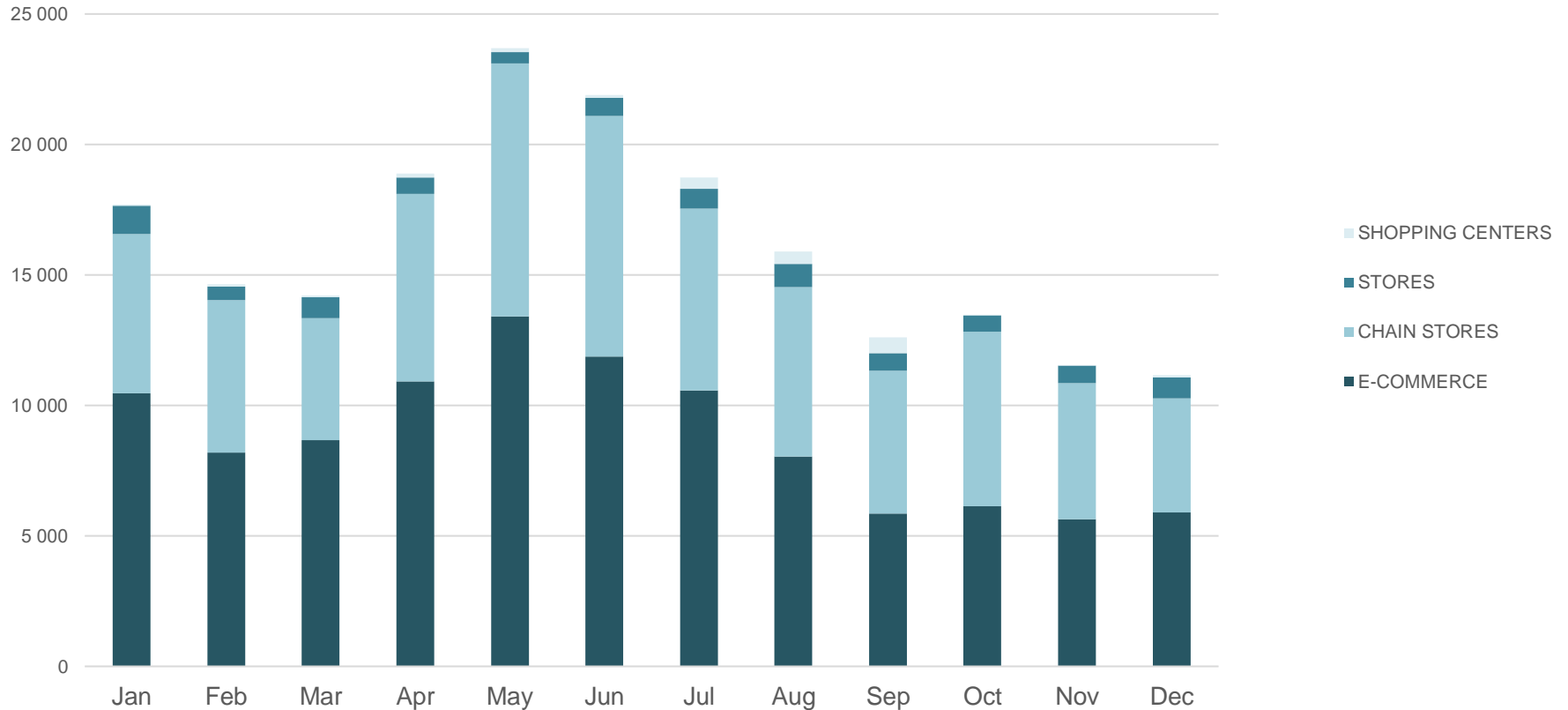


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



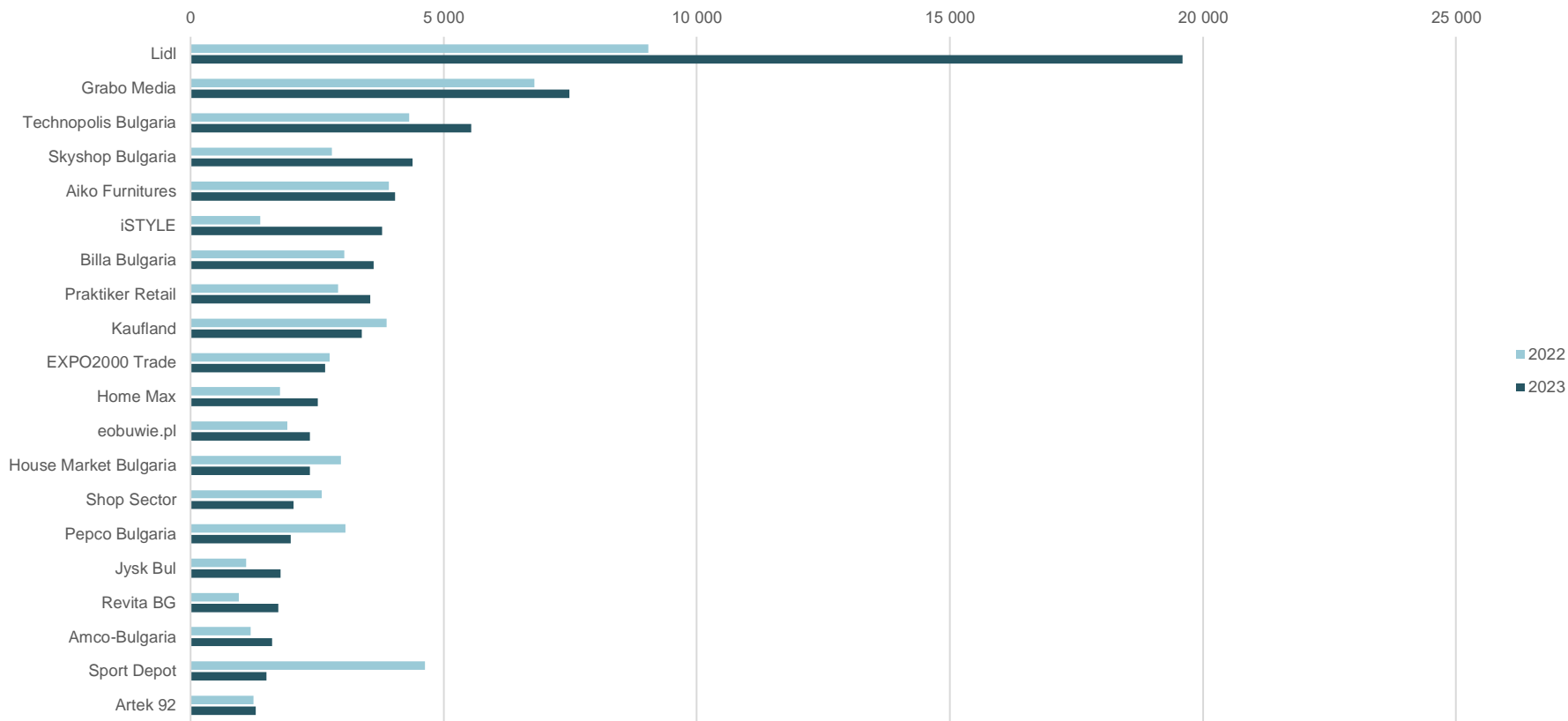


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



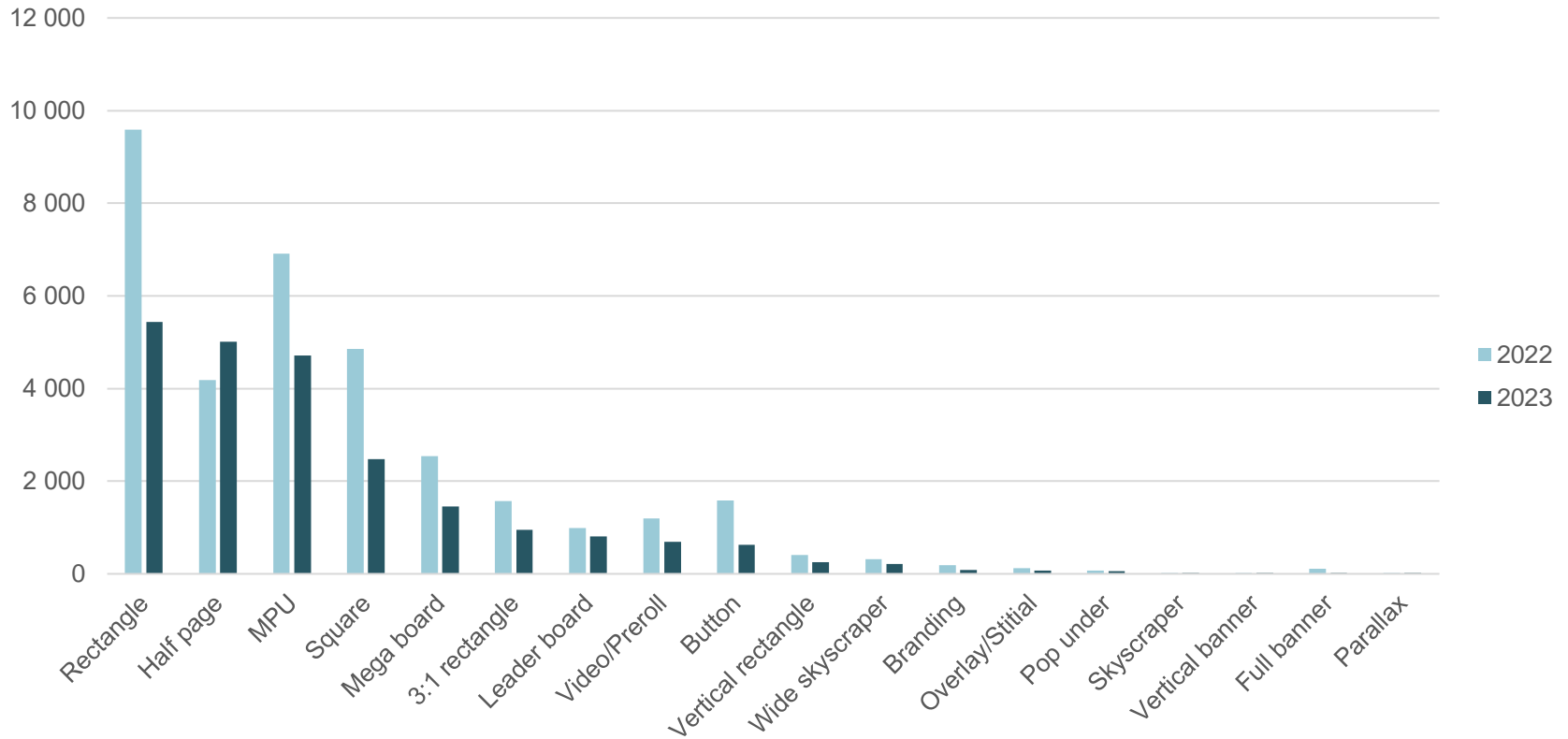


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023



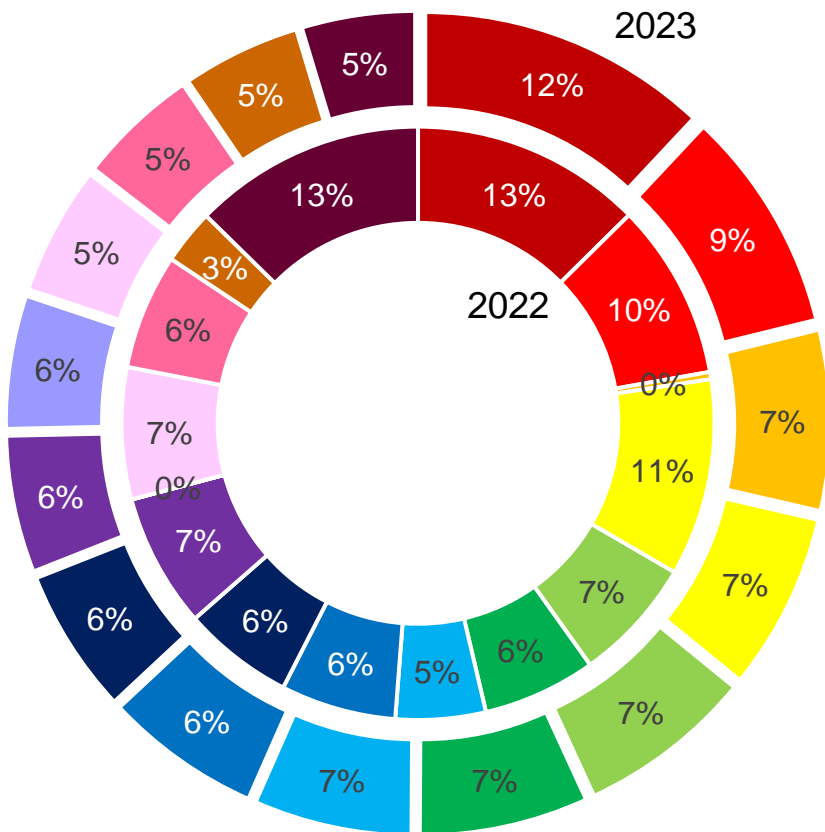


BANNER FORMATS by number of creatives – 2022 & 2023





TOP 15 WEBSITES by campaigns strength – 2022 & 2023



- vesti.bg
- edna.bg
- news.bg
- dnes.bg
- sinoptik.bg
- gong.bg
- dnes.dir.bg
- dir.bg
- 24chasa.bg
- webcafe.bg
- lifestyle.bg
- vbox7.com
- olx.bg
- m.vesti.bg
- framar.bg



Banner Monitoring

Sector

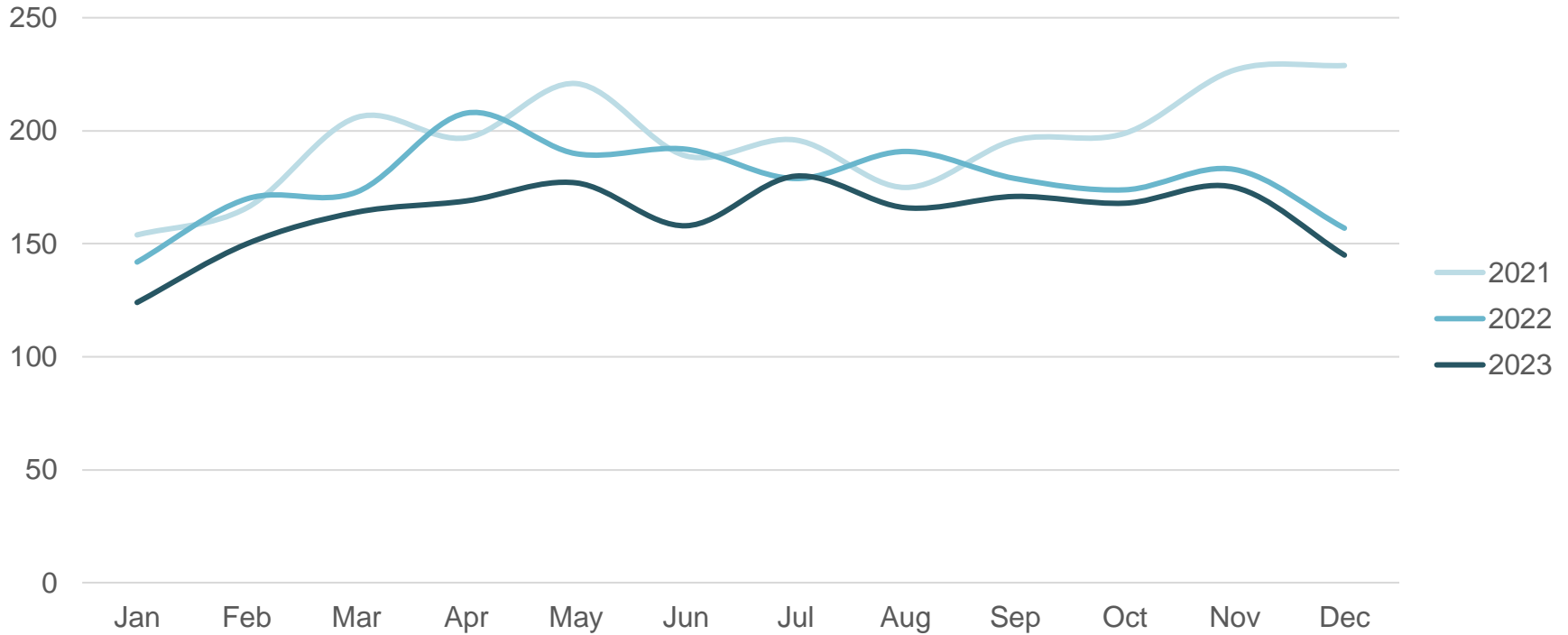
TRANSPORT.
AUTOMOBILISM. FUELS

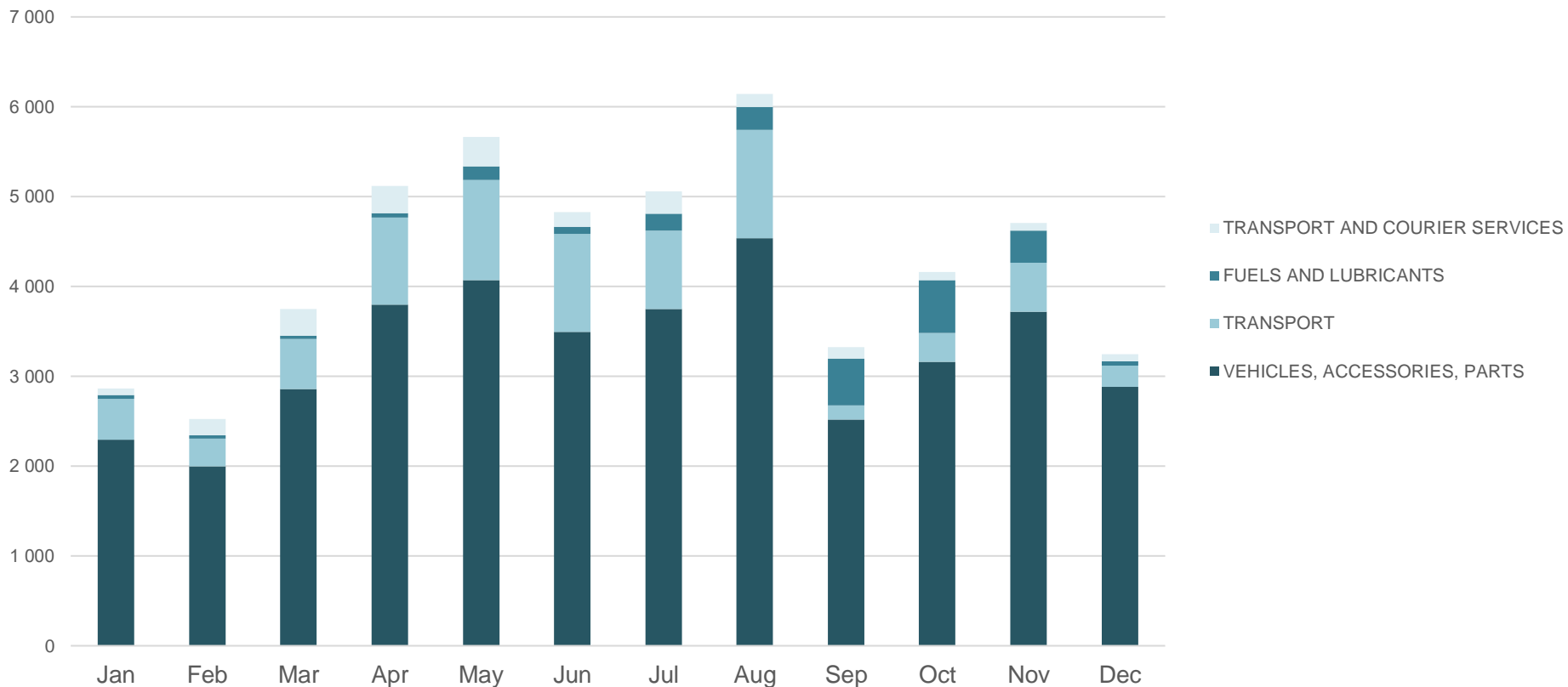


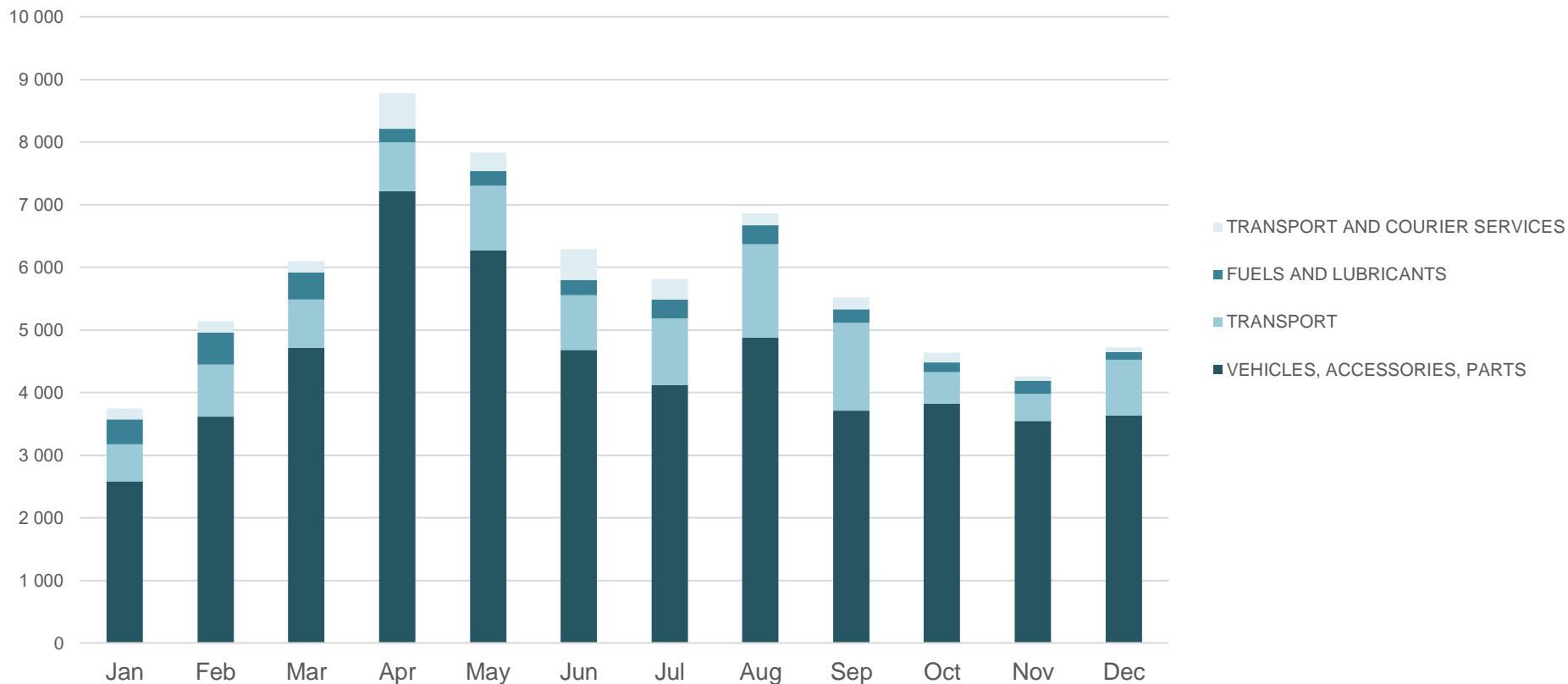


TRANSPORT. AUTOMOBILISM. FUELS

SEASONALITY by number of campaigns – 2021 - 2023





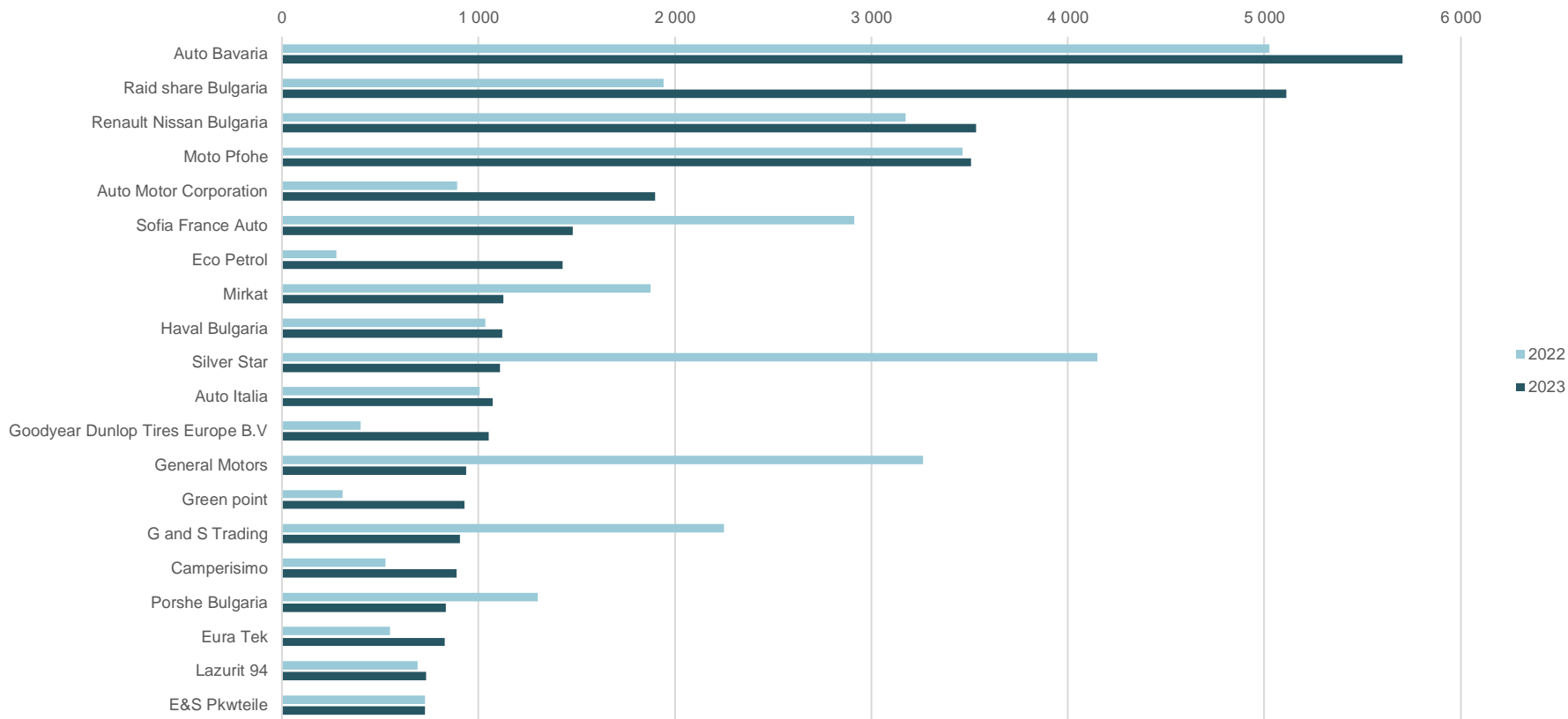




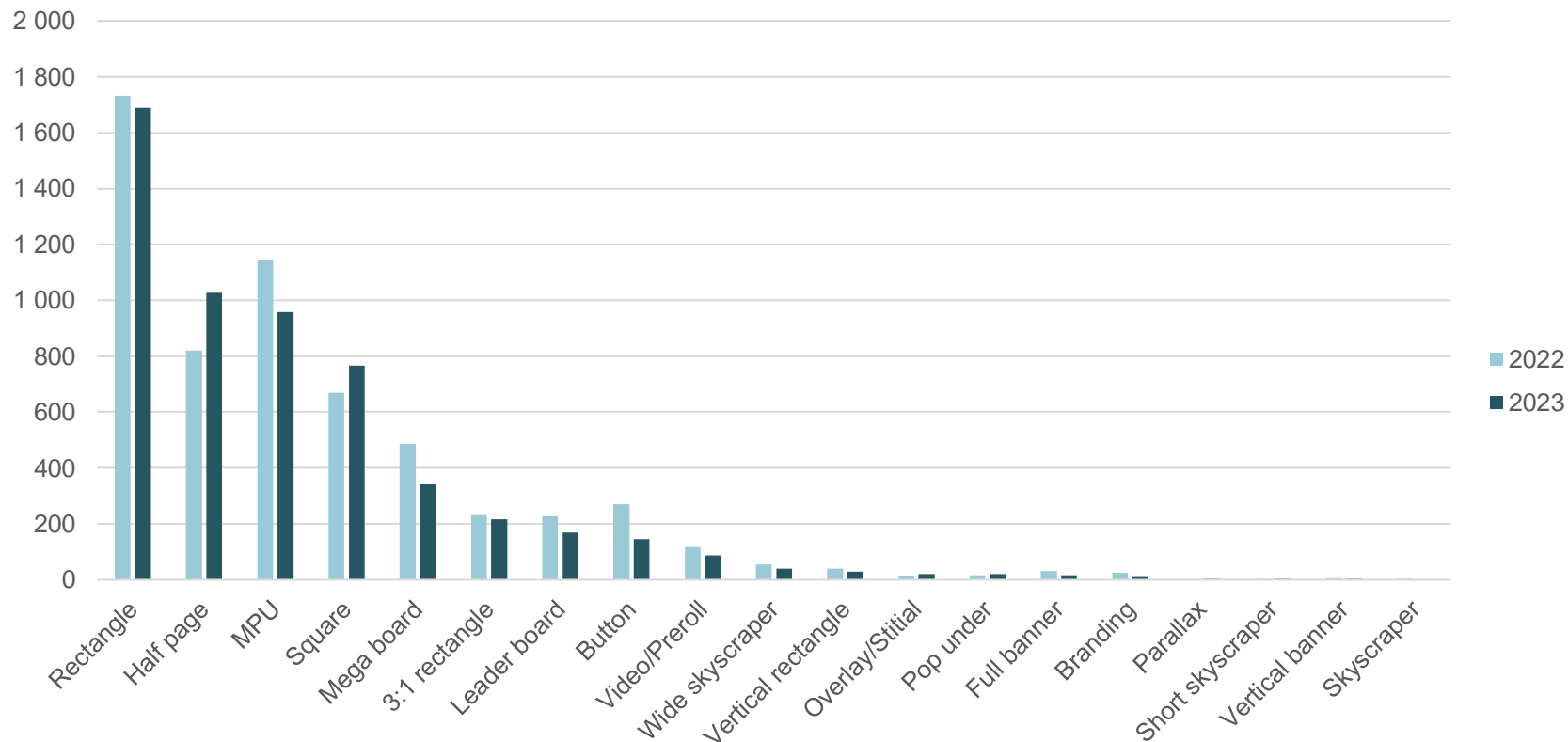
Banner Monitoring

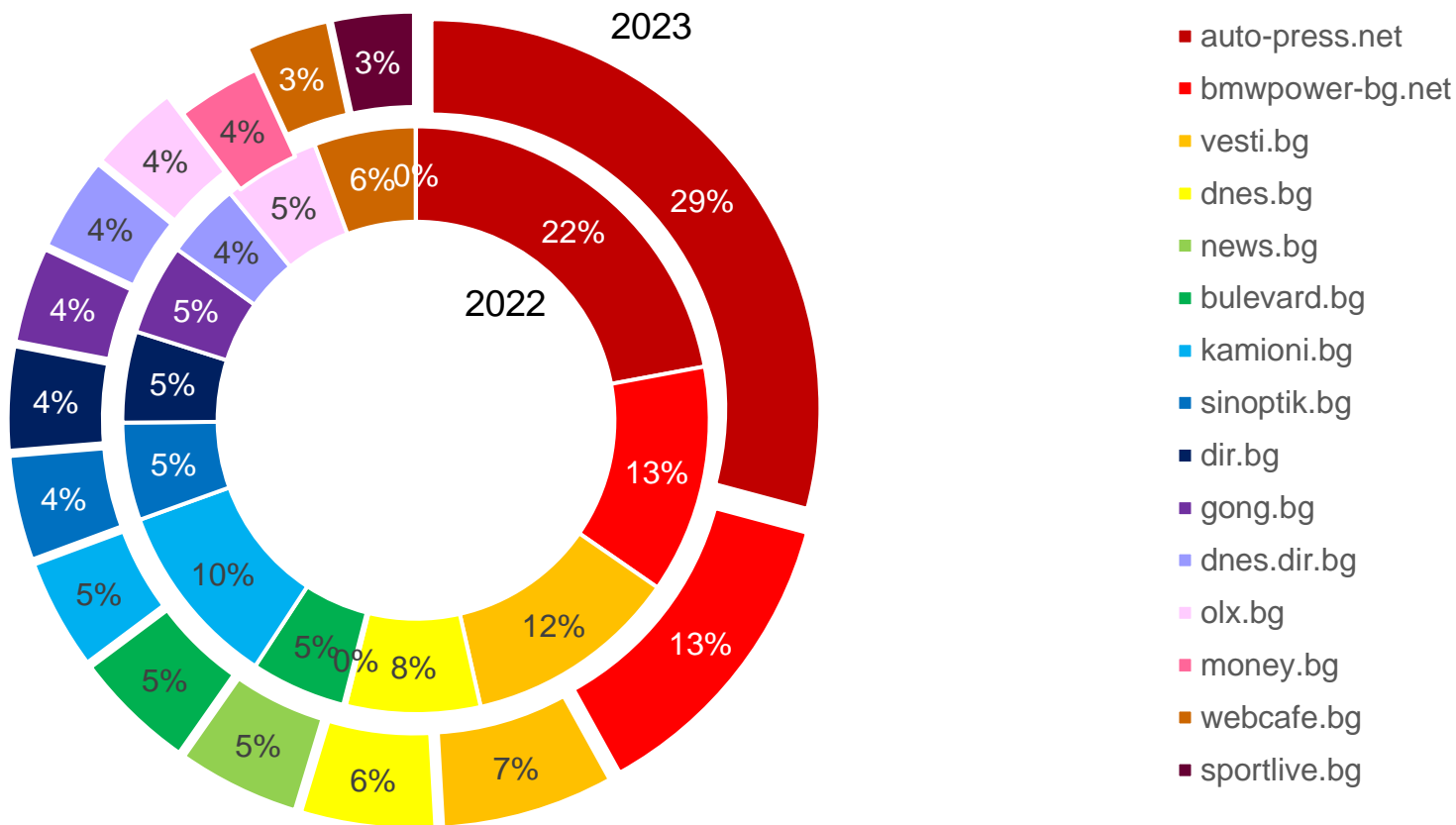
TRANSPORT. AUTOMOBILISM. FUELS

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023



BANNER FORMATS by number of creatives – 2022 & 2023







Banner Monitoring

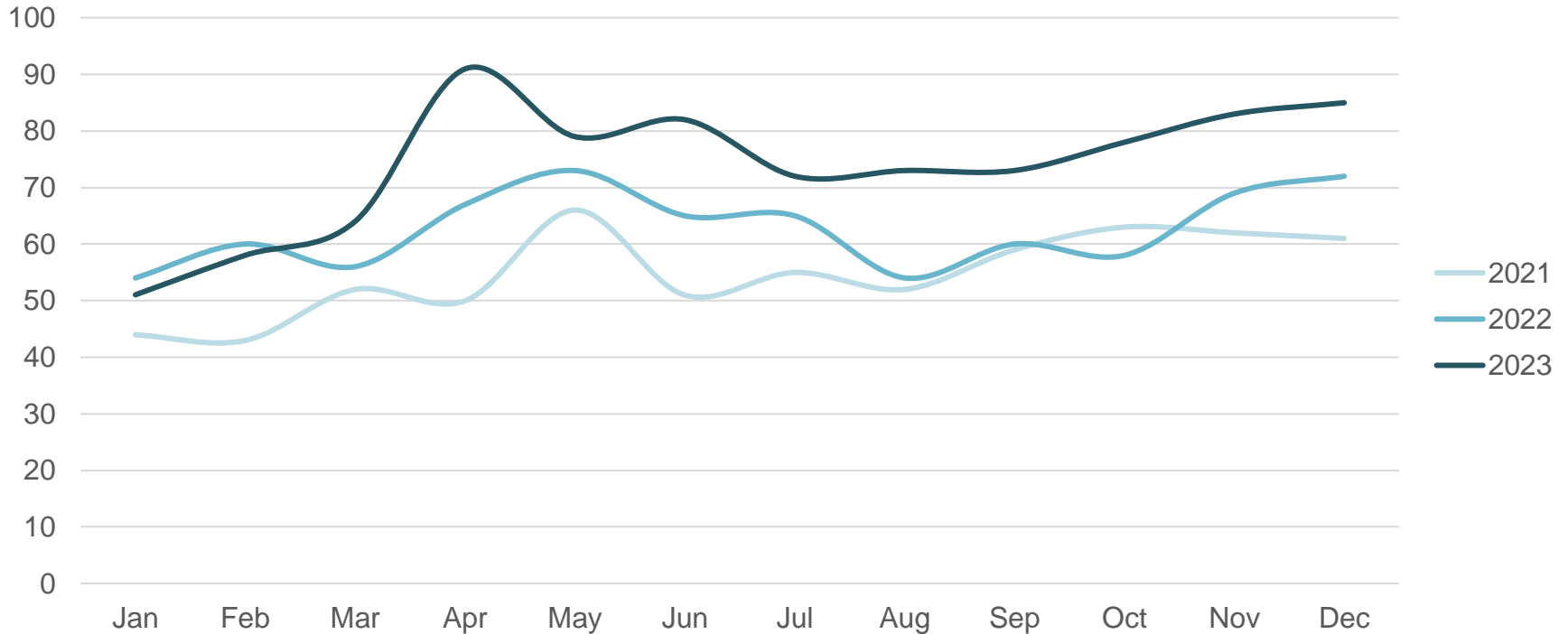
Sector

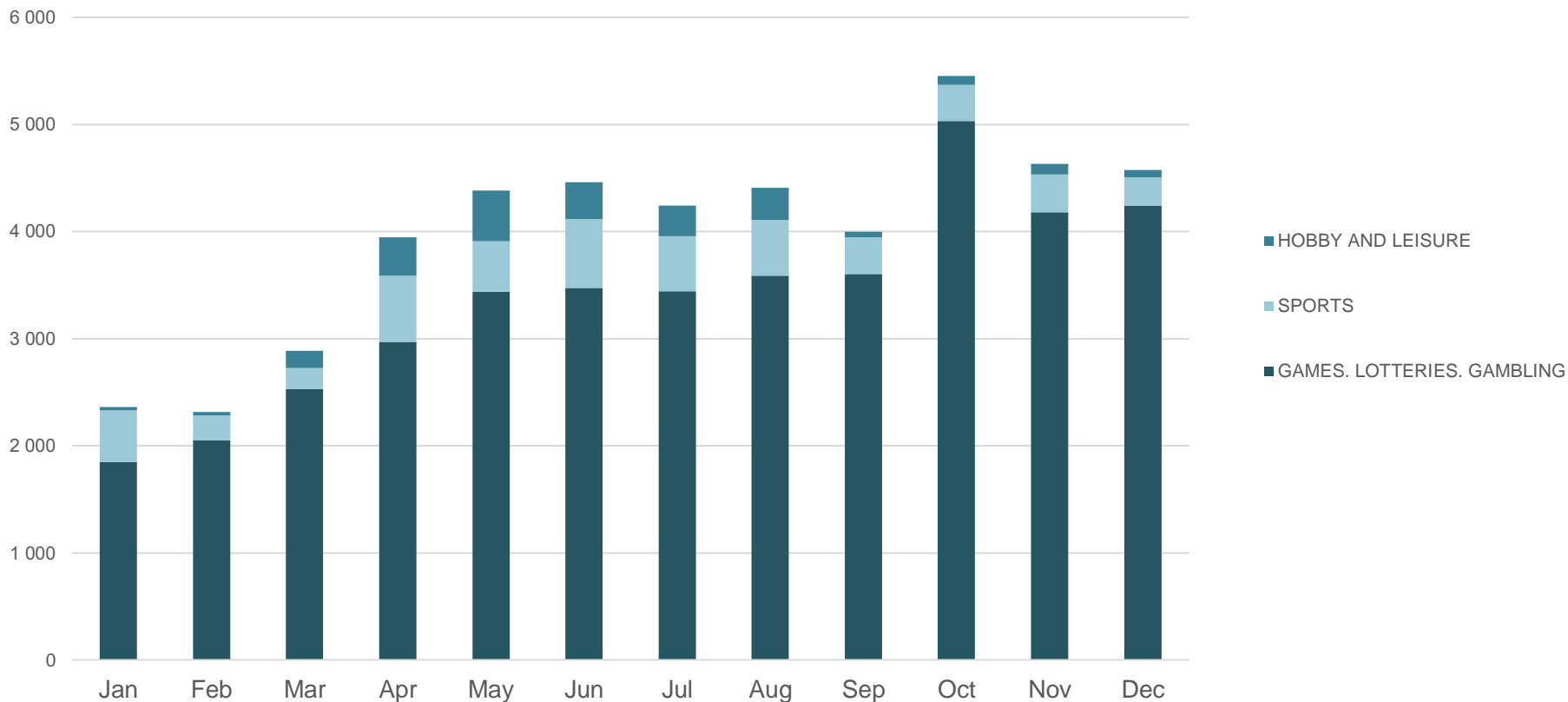
SPORTS. GAMES.
LEISURE ACTIVITIES

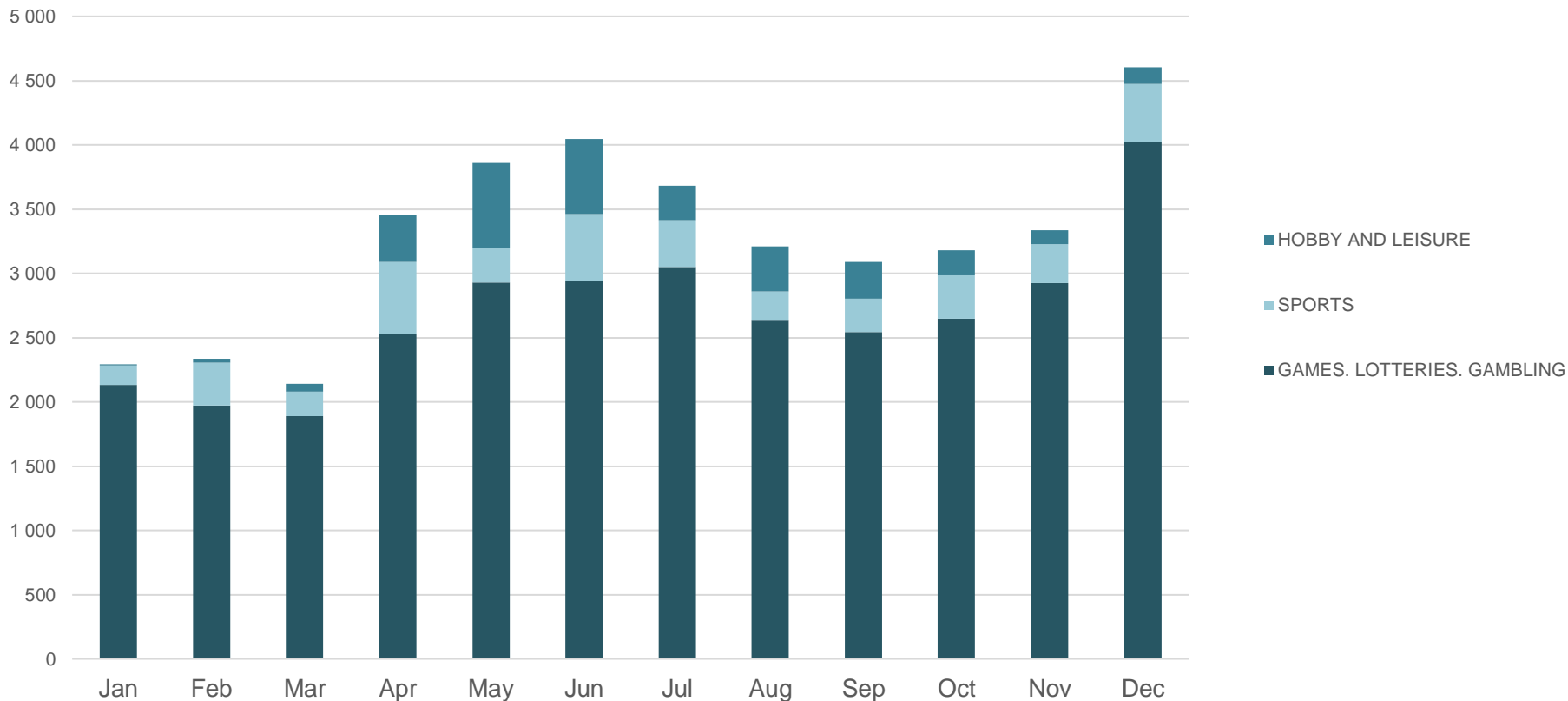


SPORTS. GAMES. LEISURE ACTIVITIES

SEASONALITY by number of campaigns – 2021 - 2023





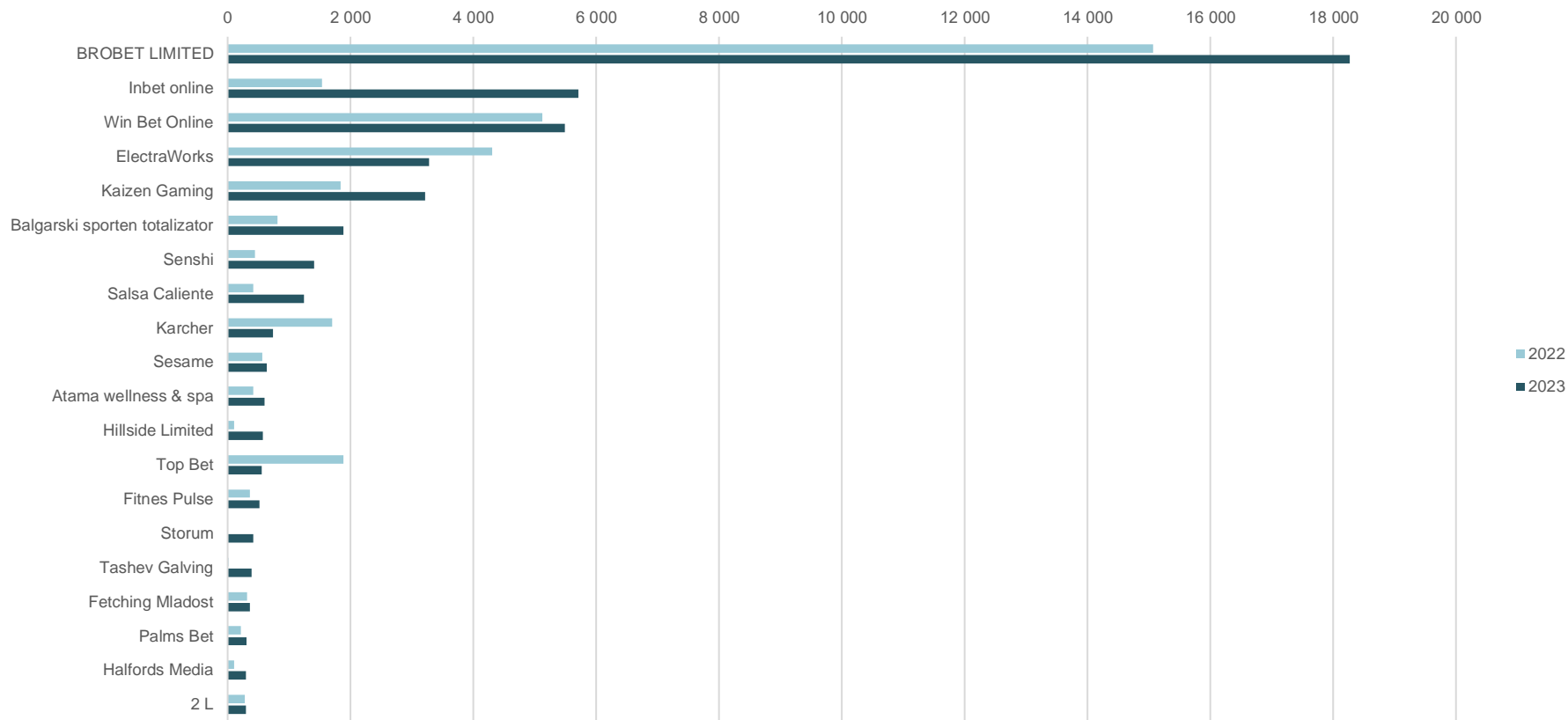




Banner Monitoring

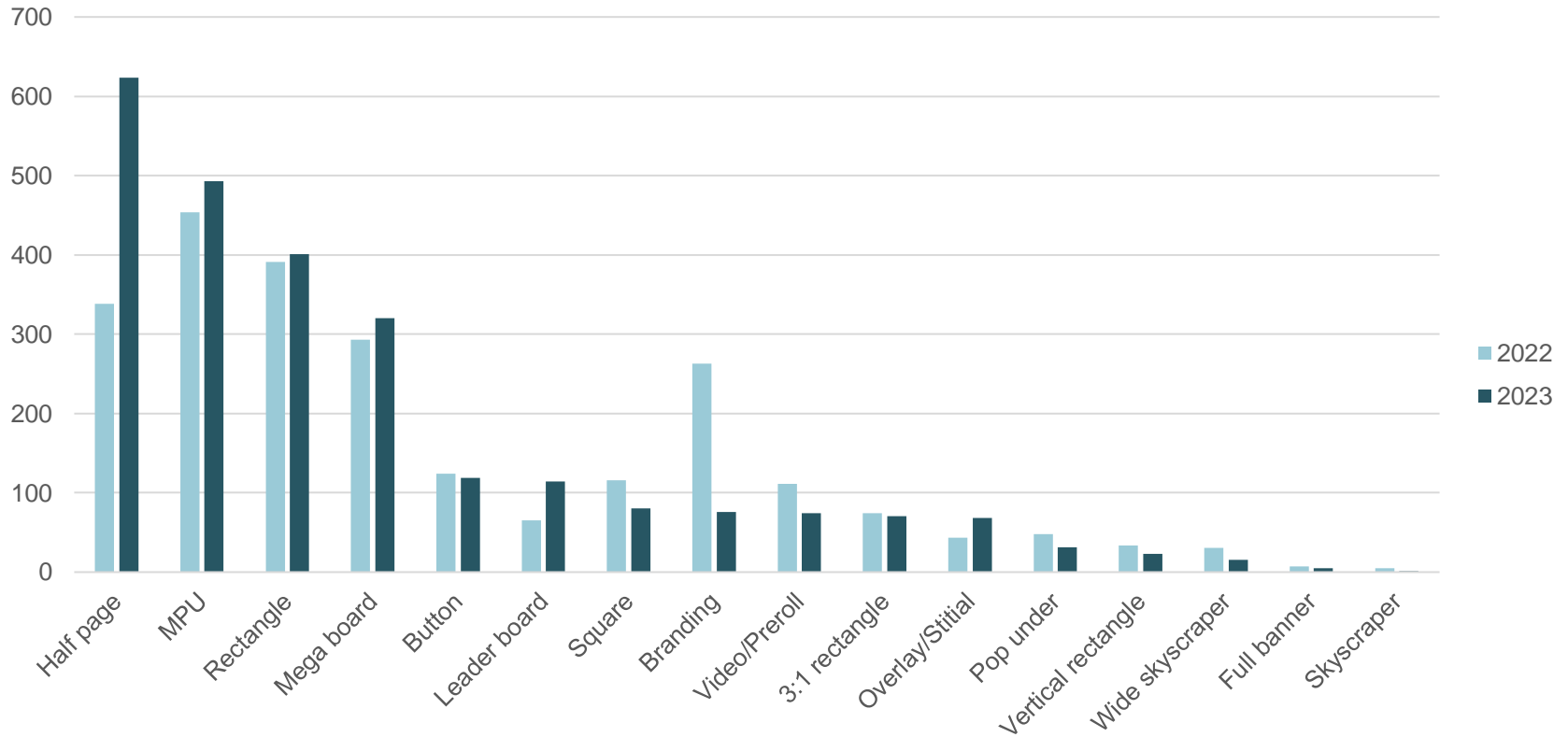
SPORTS. GAMES. LEISURE ACTIVITIES

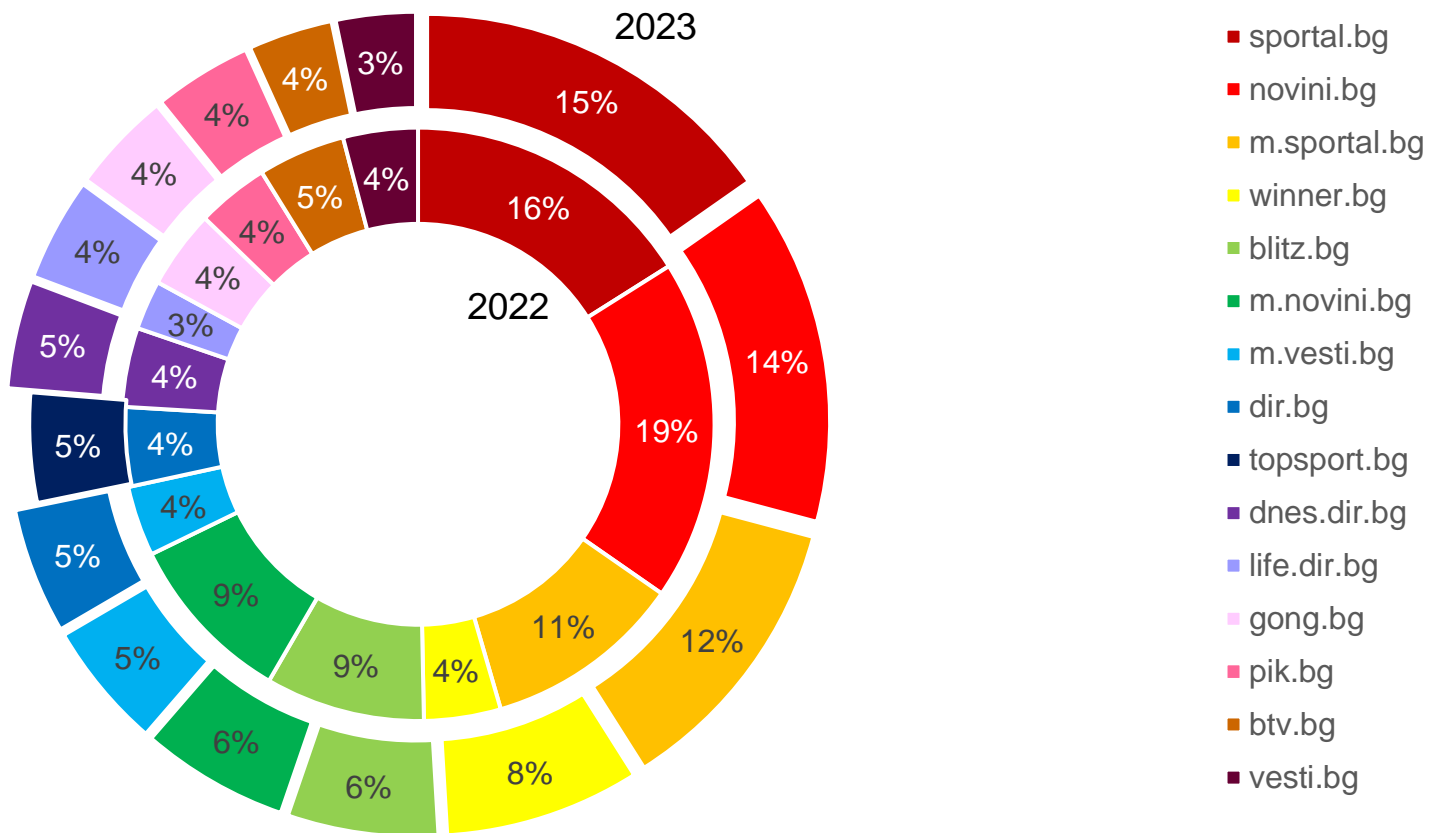
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023





BANNER FORMATS by number of creatives – 2022 & 2023





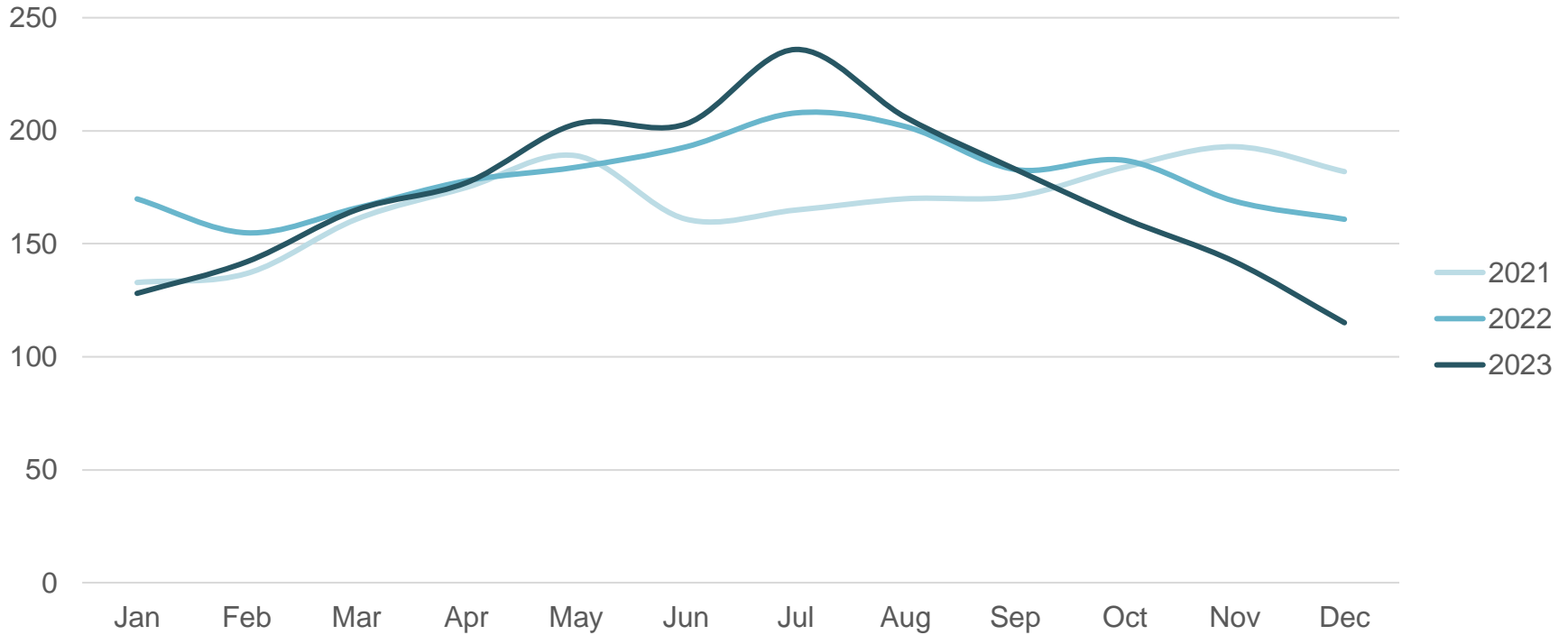
Sector

CONSTRUCTION AND
REPAIRS, HOME
FURNISHINGS



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

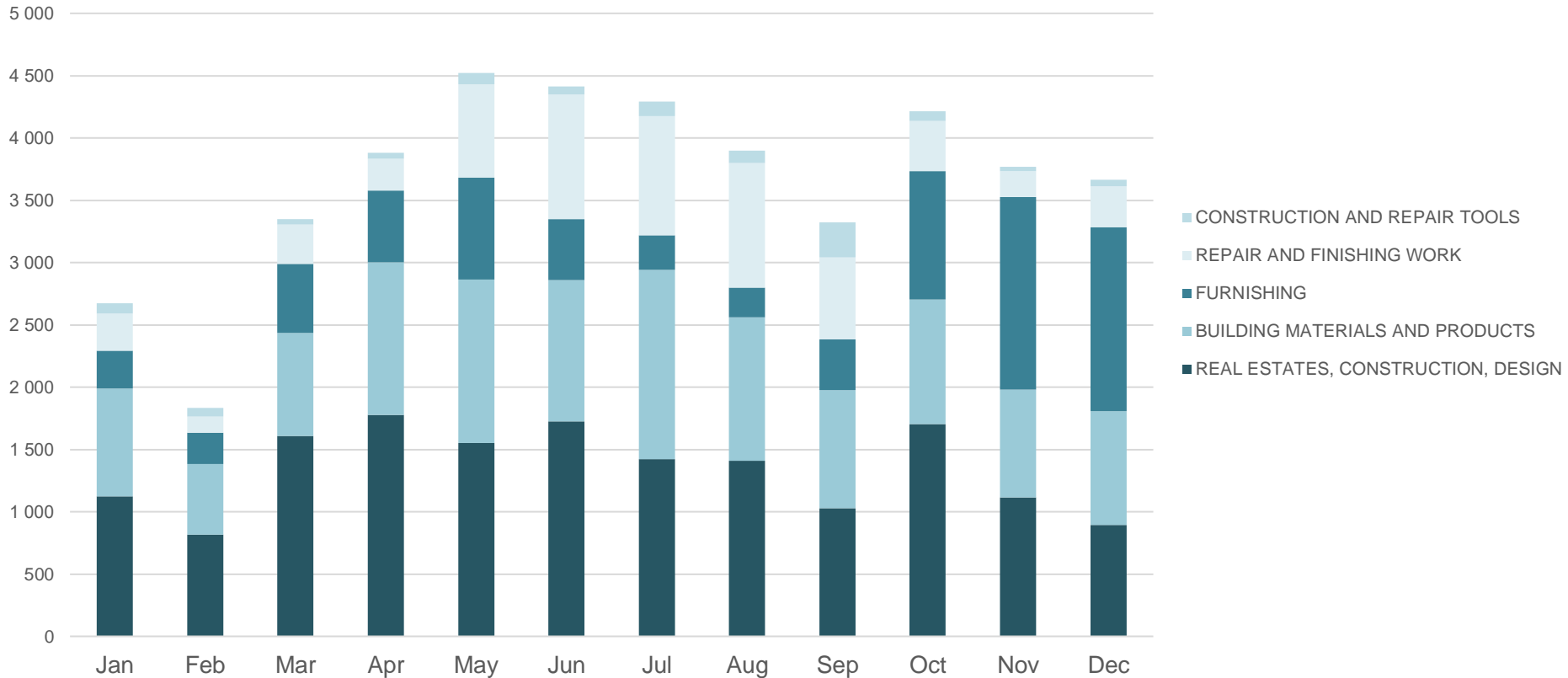
SEASONALITY by number of campaigns - 2021 - 2023





CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

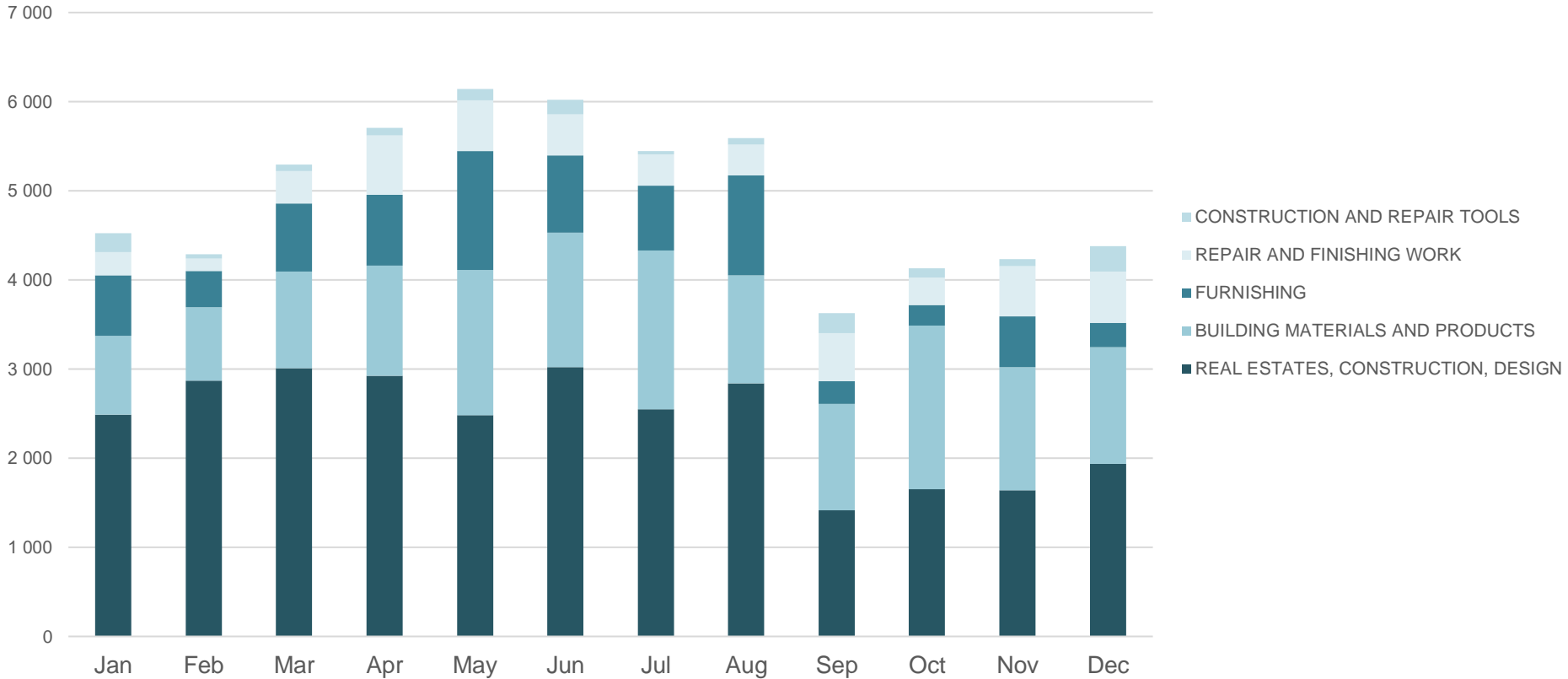
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023





CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022

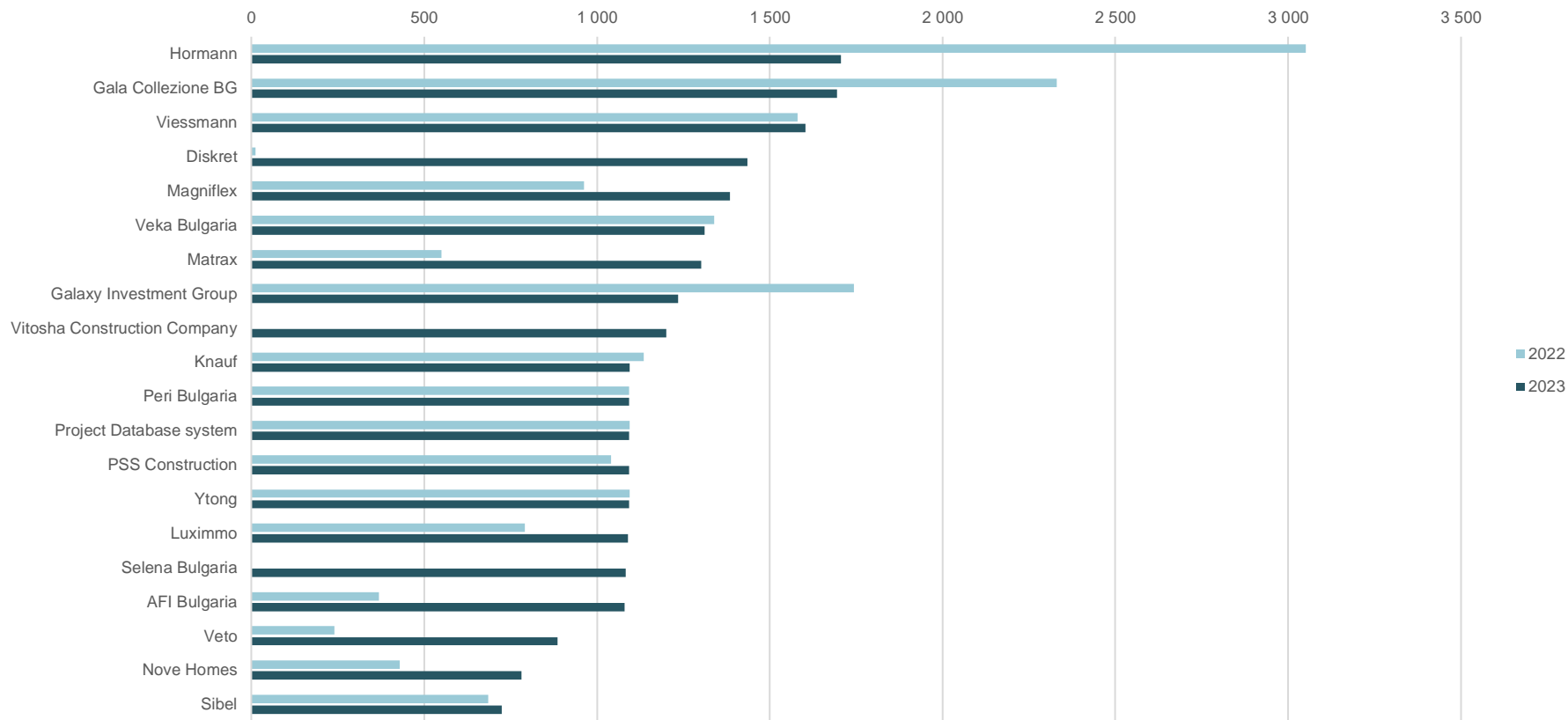




Banner Monitoring

CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

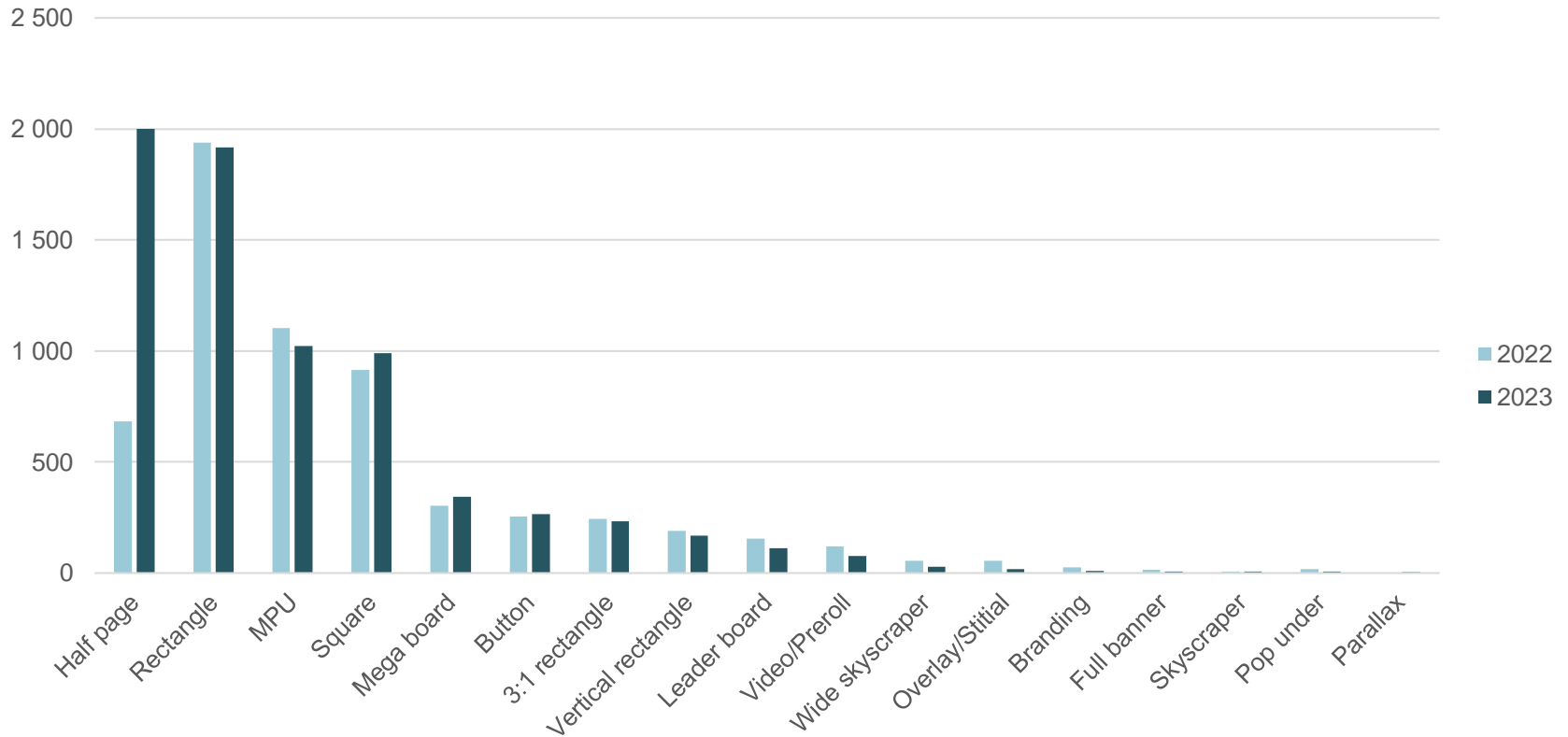
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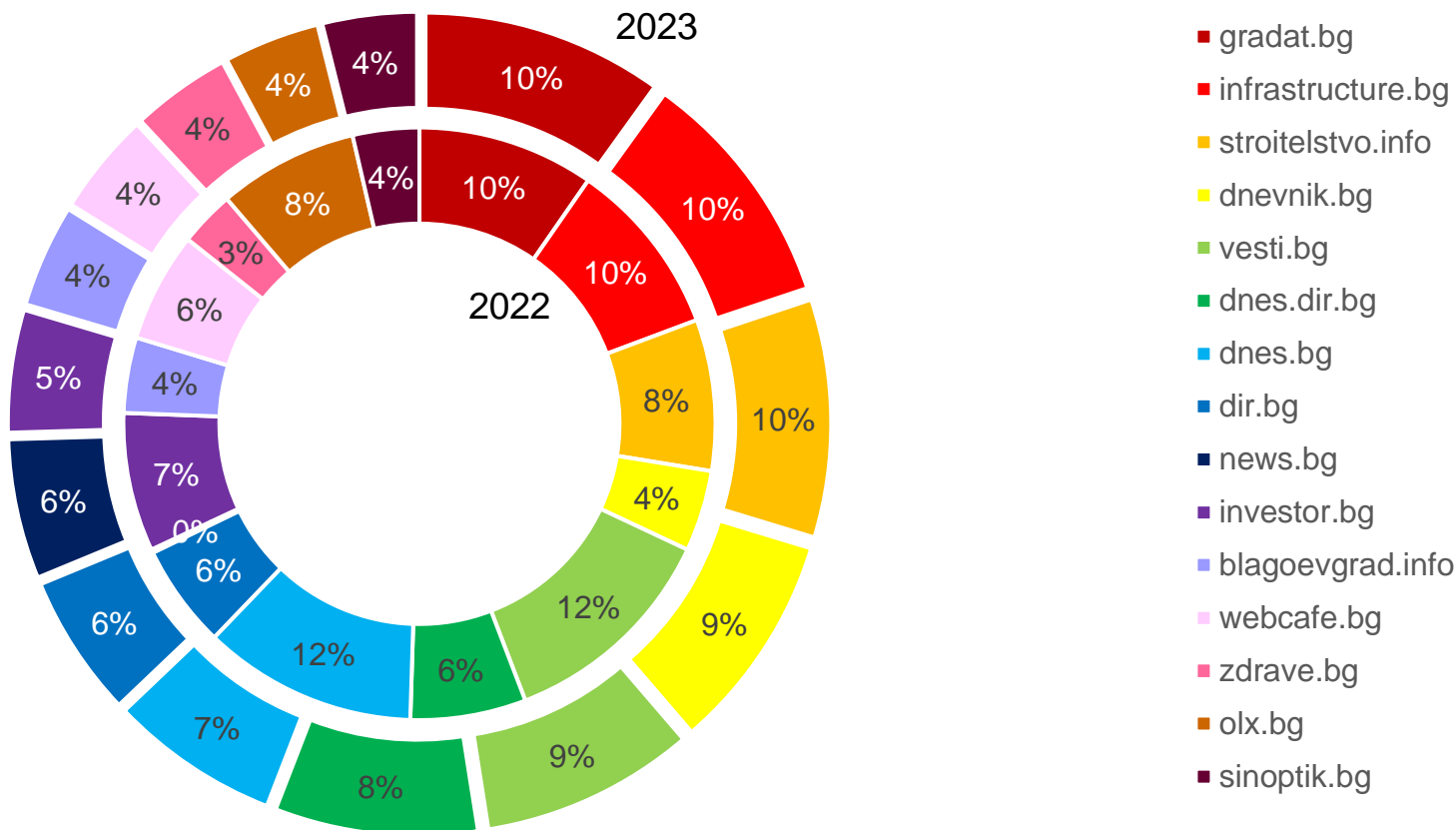
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2022 & 2023



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES by campaigns strength – 2022 & 2023





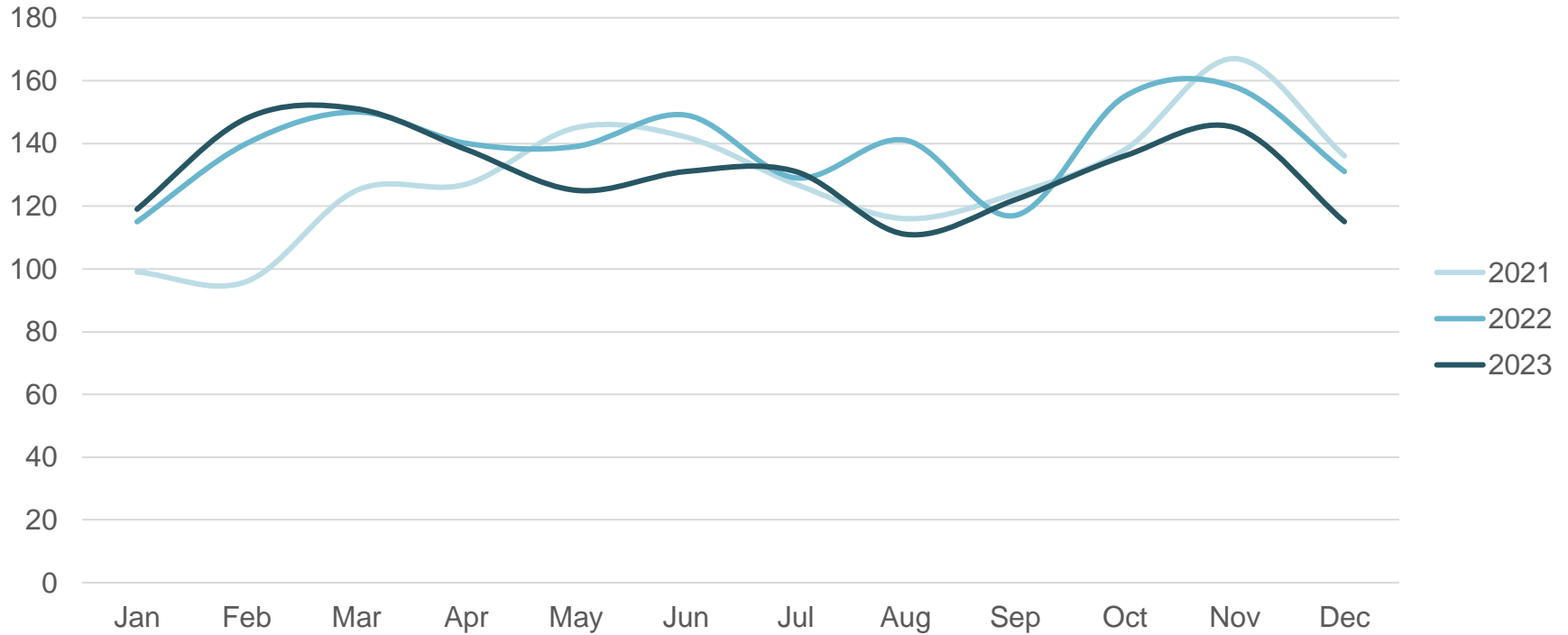
Banner Monitoring

Sector

PHARMACY, MEDICAL
SERVICES AND
PRODUCTS



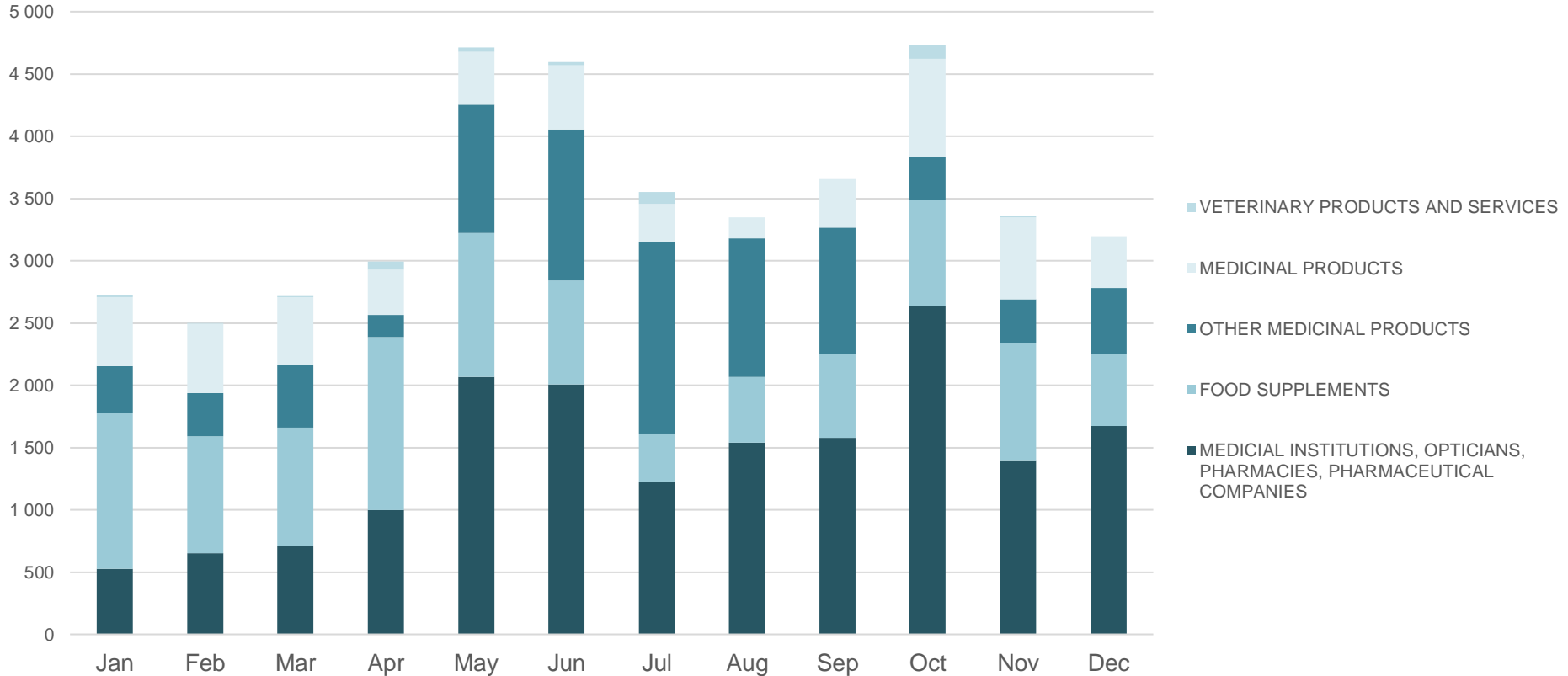
PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2021 - 2023





PHARMACY, MEDICAL SERVICES AND PRODUCTS

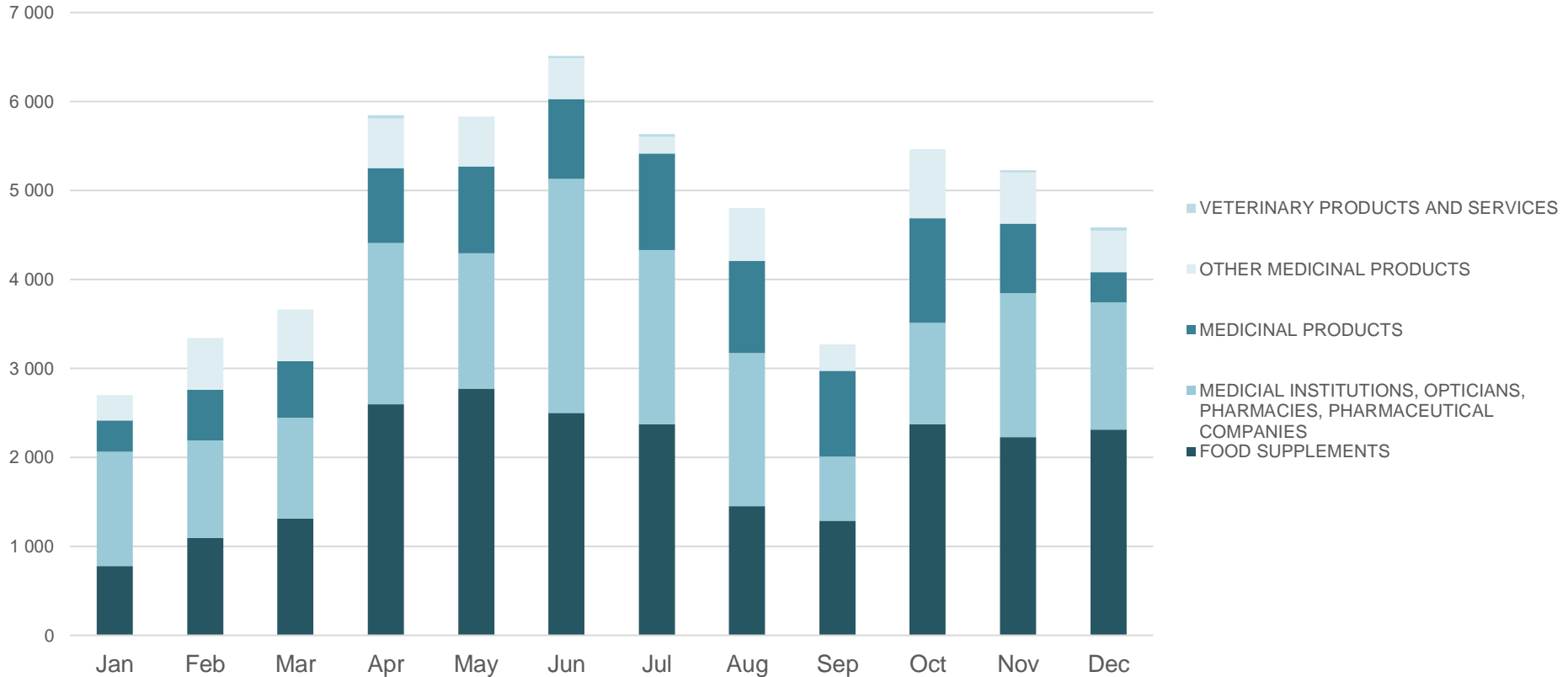
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023





PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022

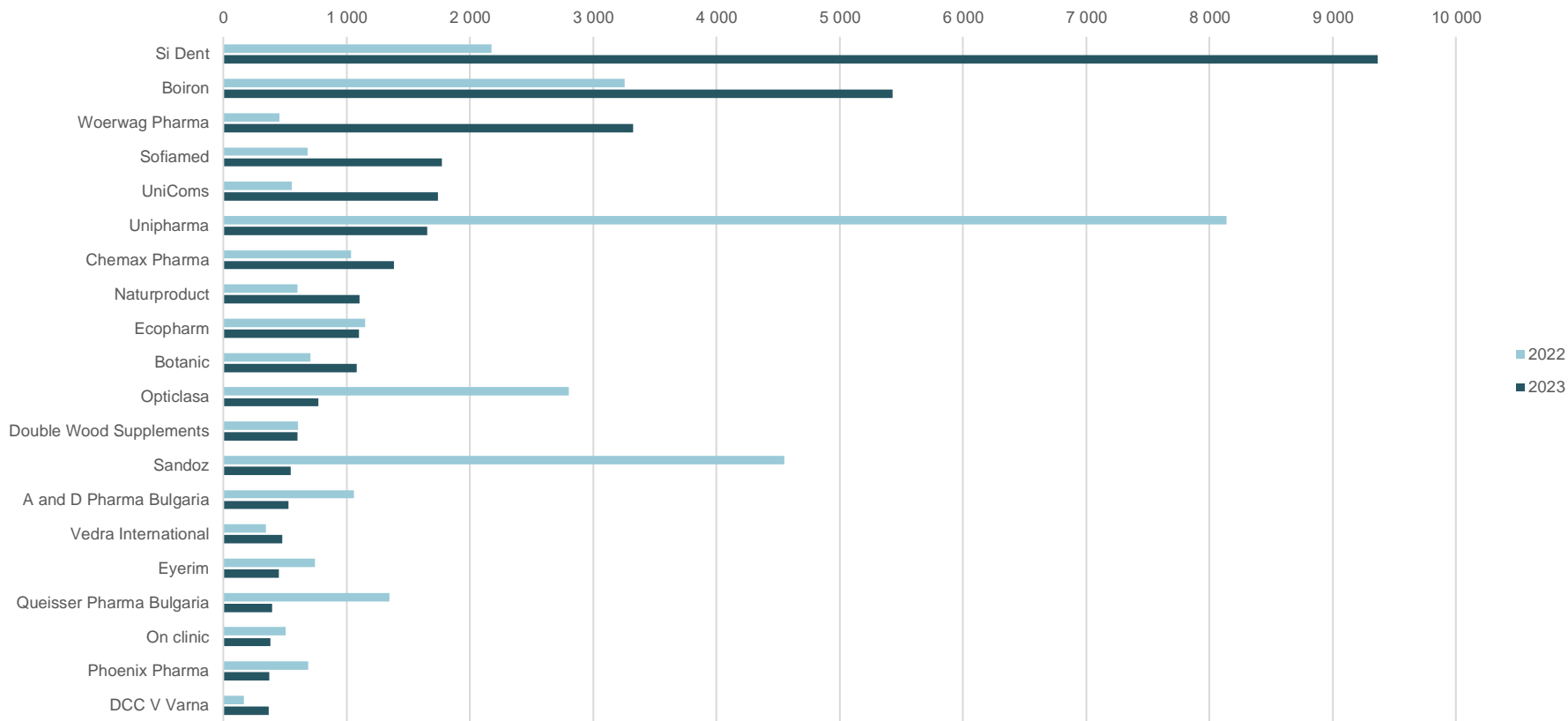




Banner Monitoring

PHARMACY, MEDICAL SERVICES AND PRODUCTS

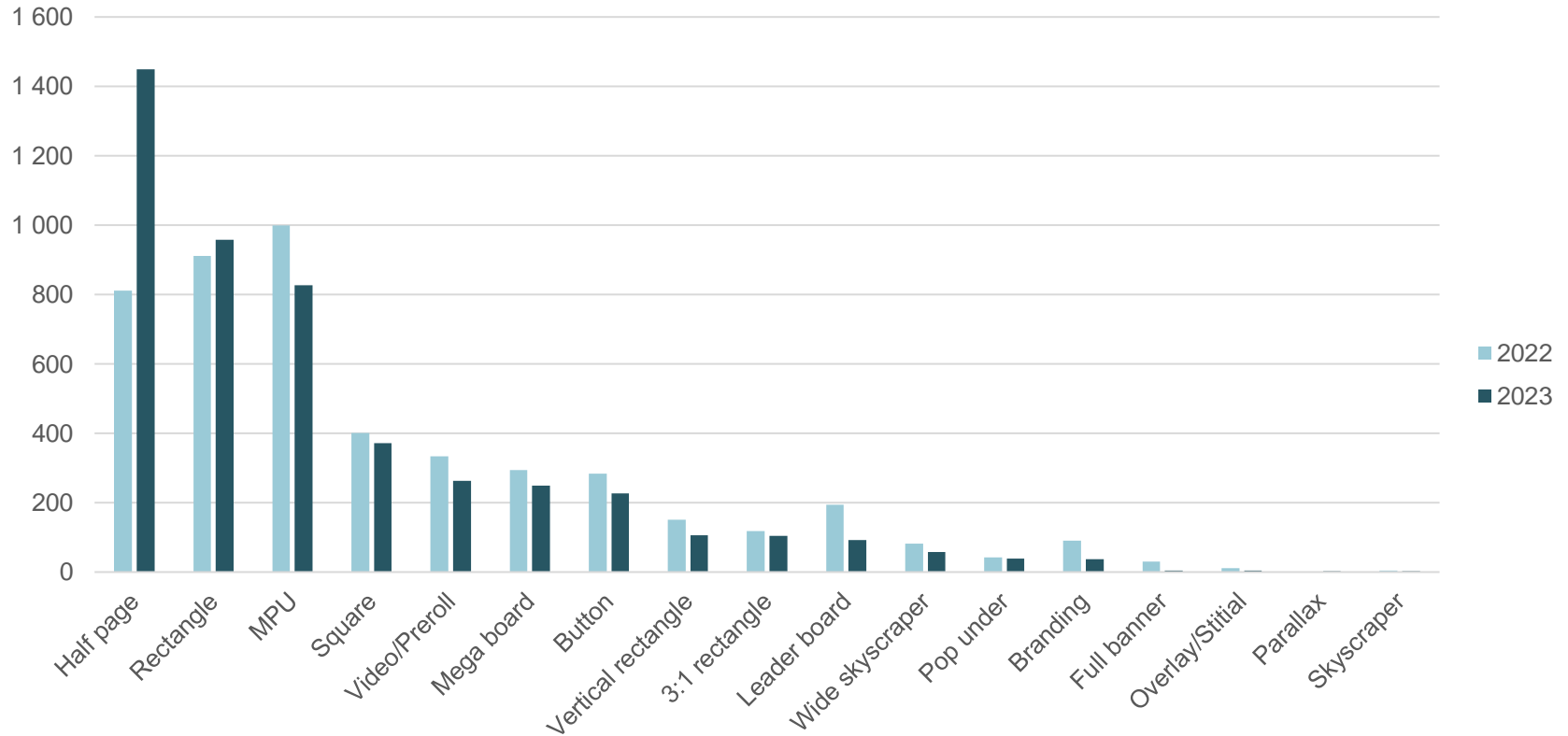
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023





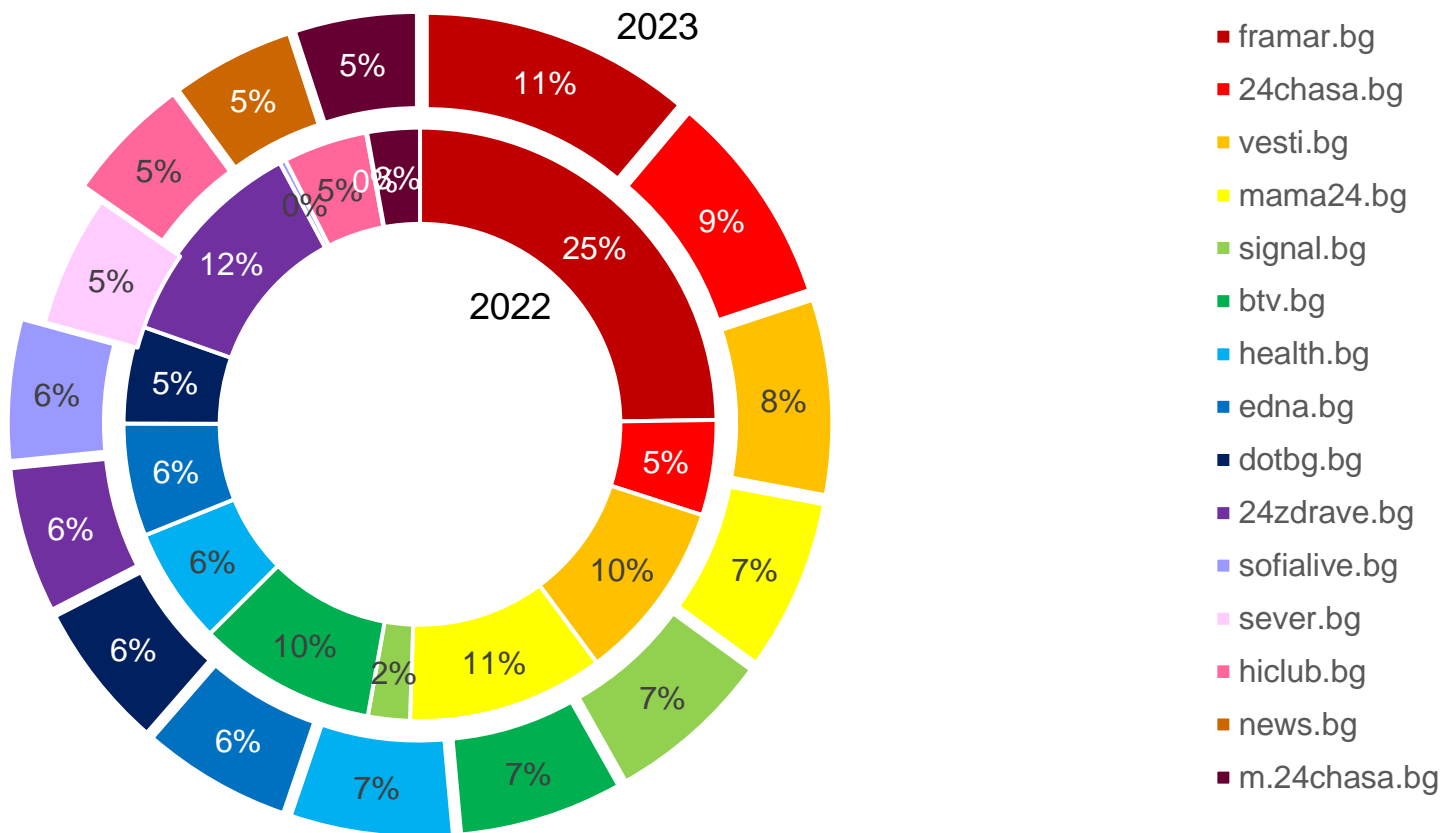
PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS by number of creatives – 2022 & 2023



PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES by campaigns strength – 2022 & 2023



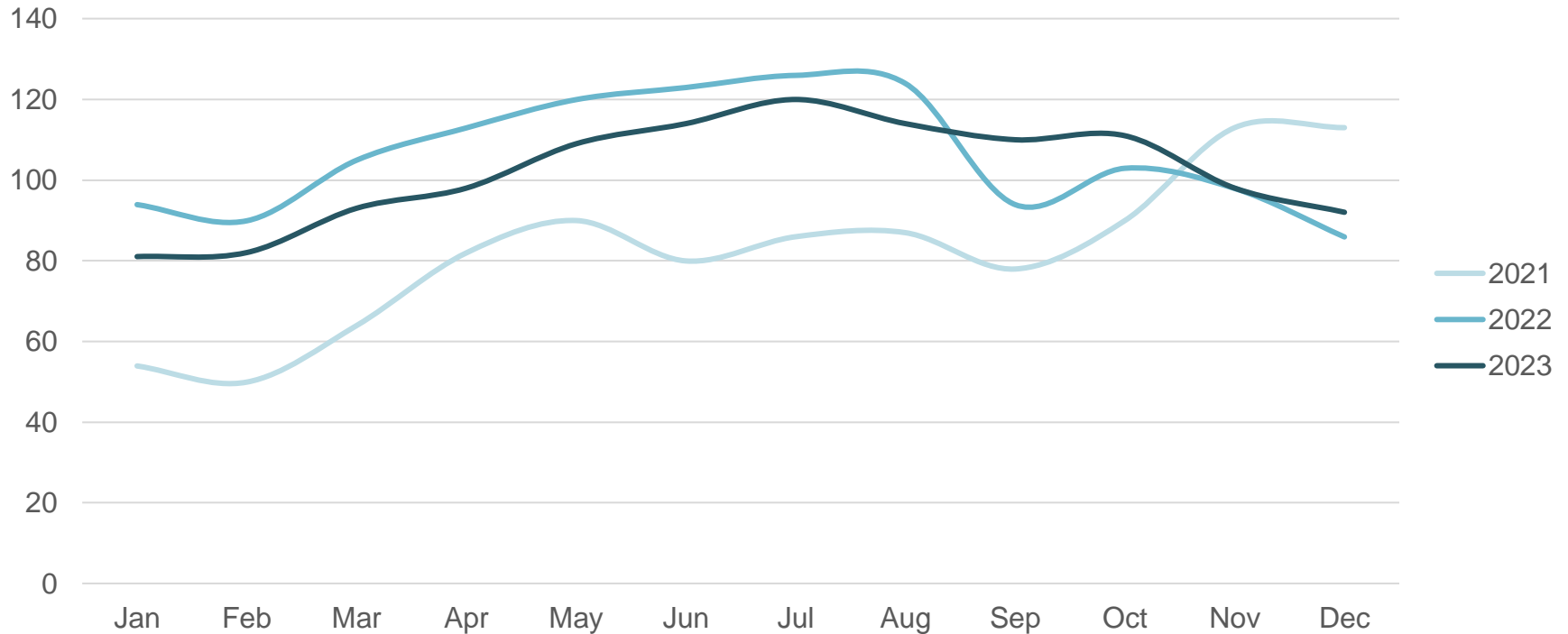
Sector

TOURISM



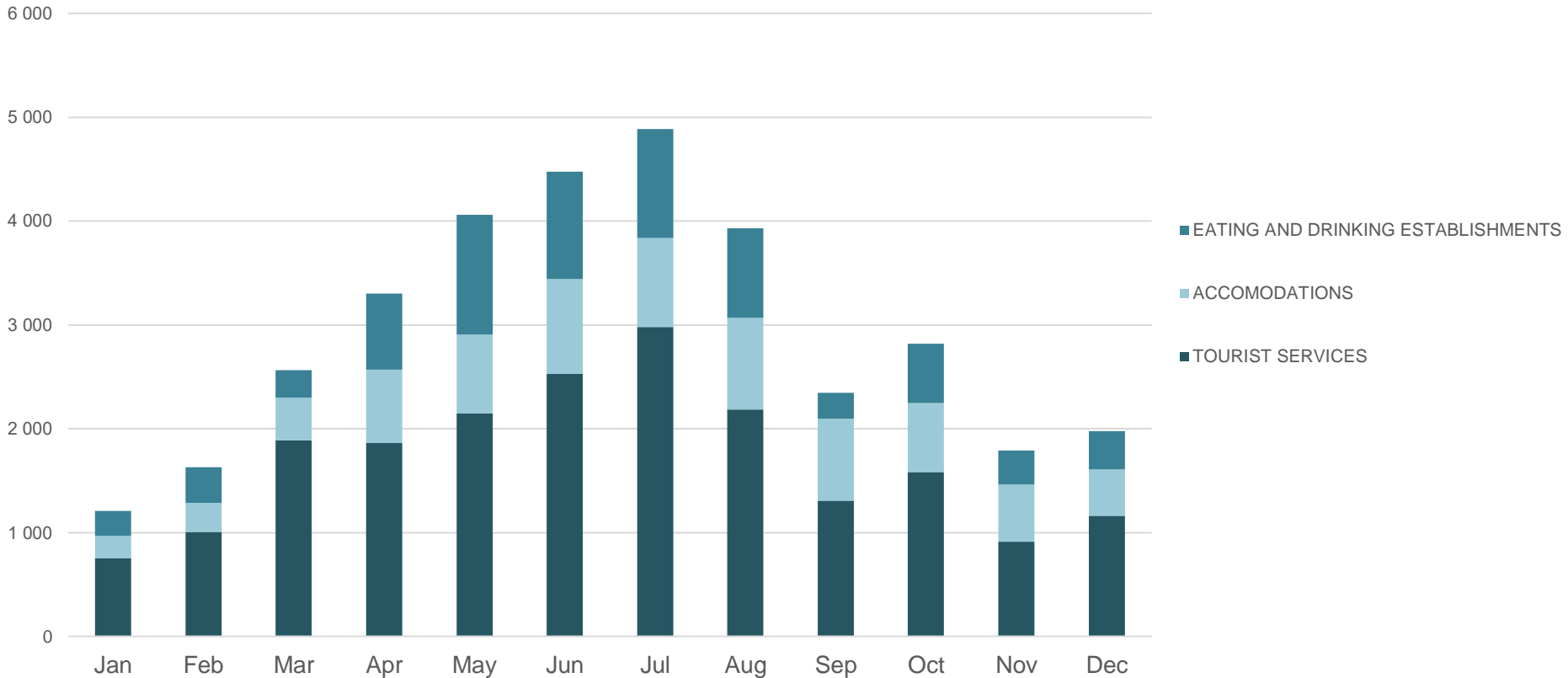


SEASONALITY by number of campaigns - 2021 - 2023



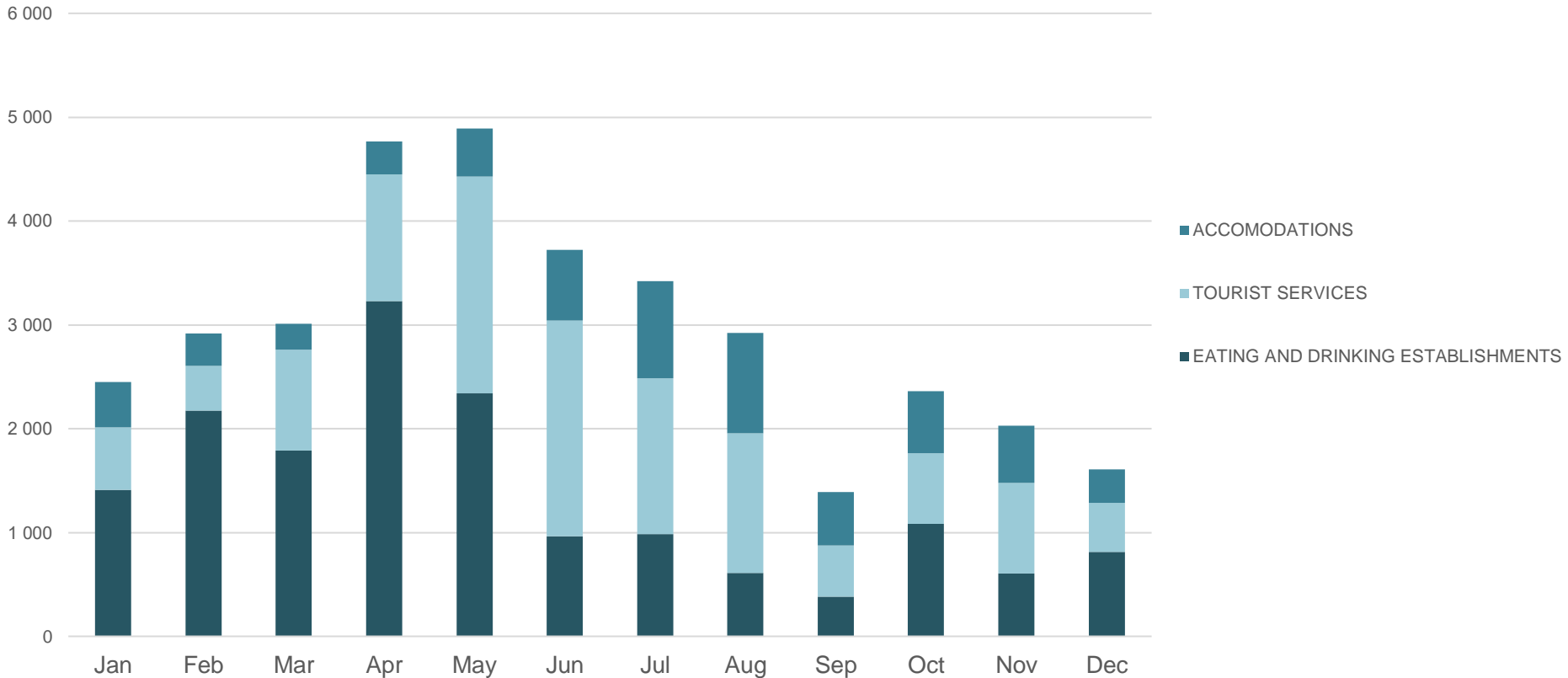


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



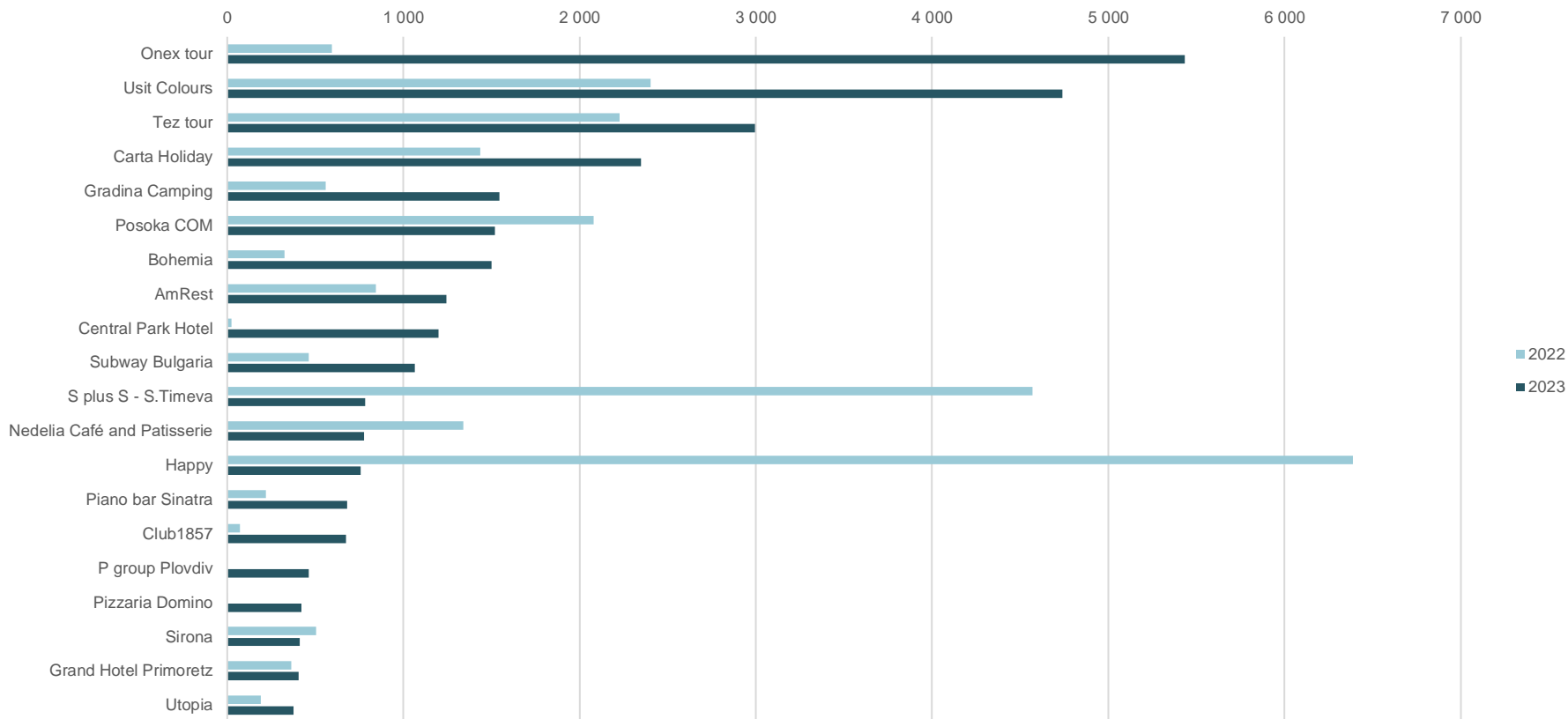


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



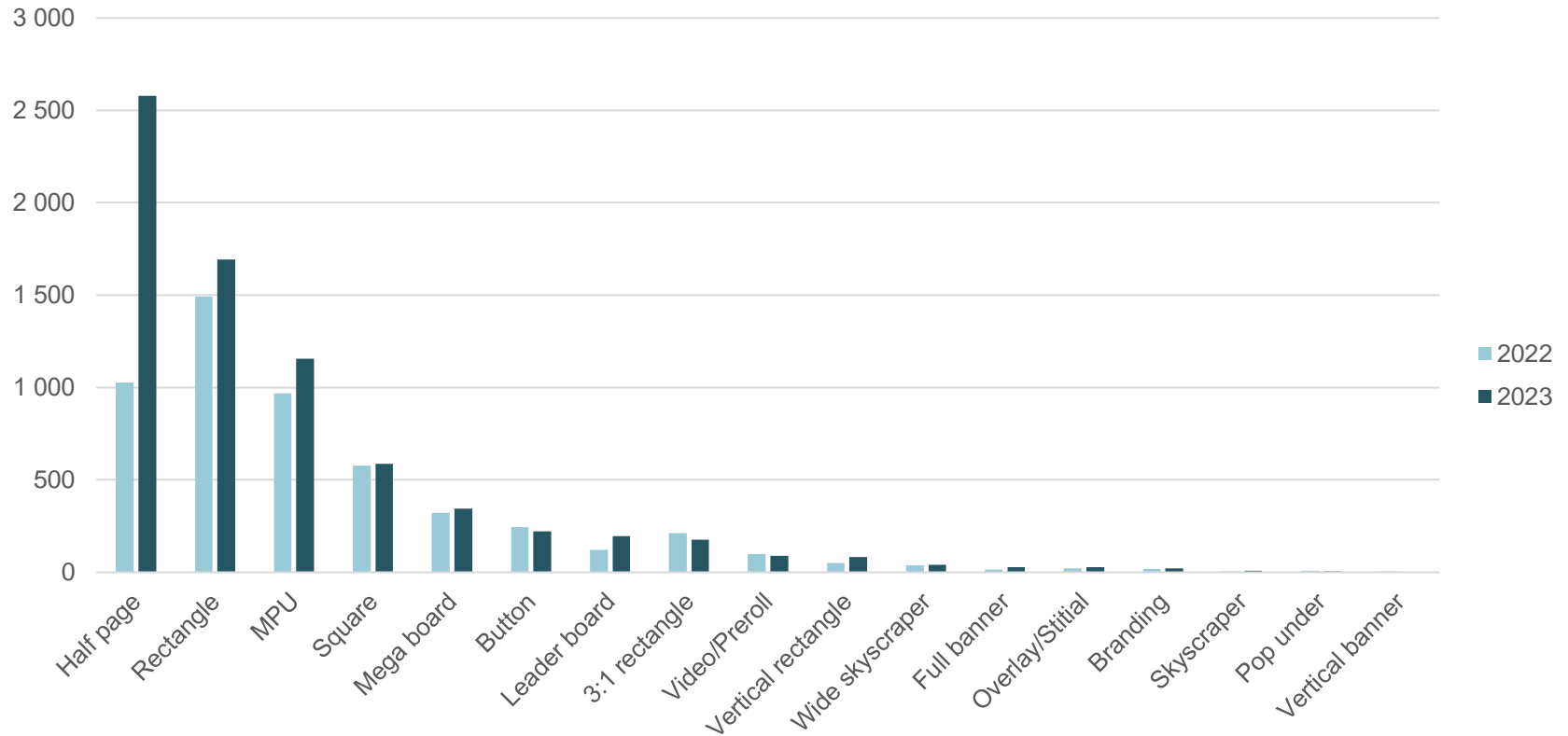


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023



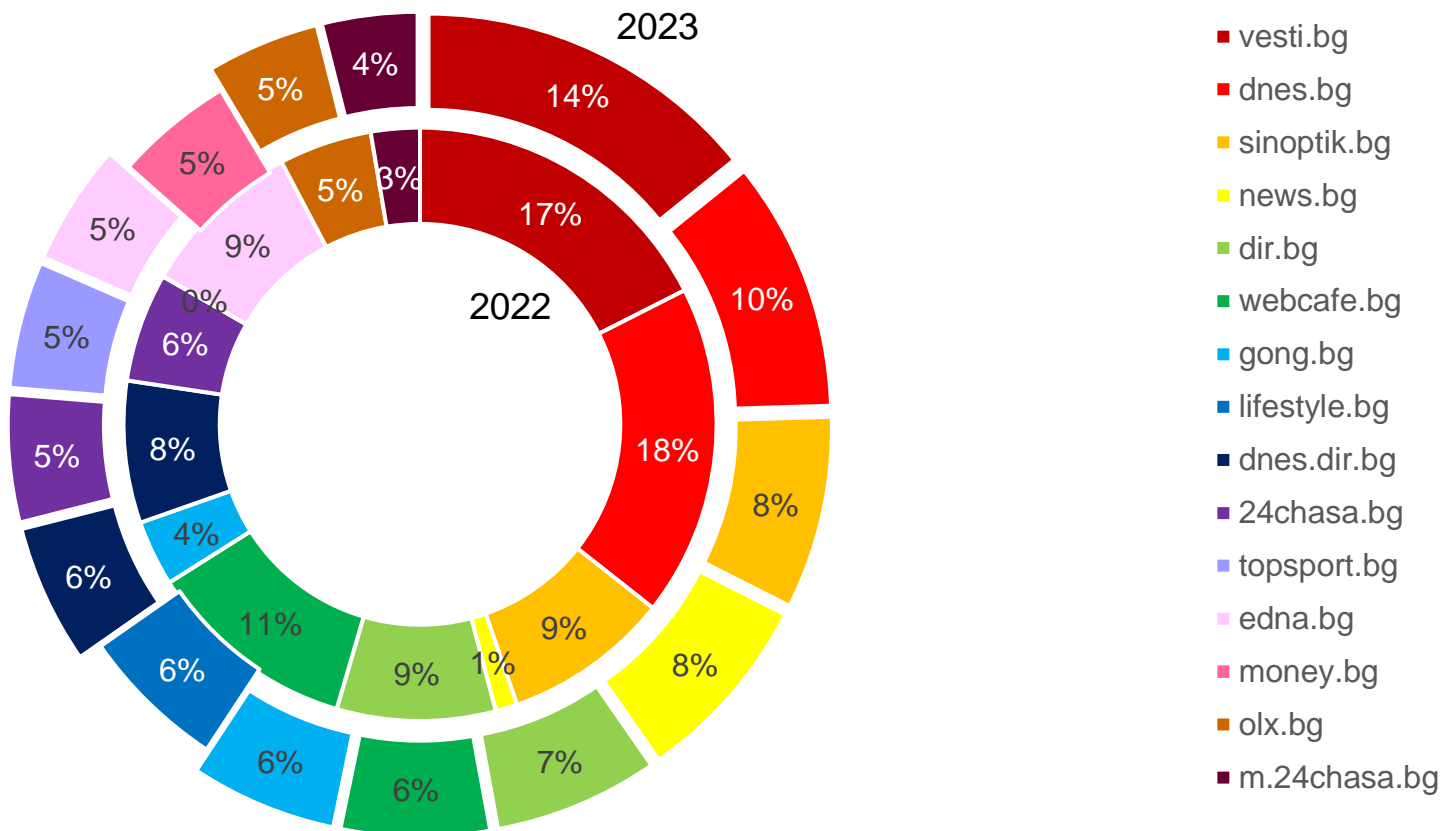


BANNER FORMATS by number of creatives – 2022 & 2023





TOP 15 WEBSITES by campaigns strength – 2022 & 2023



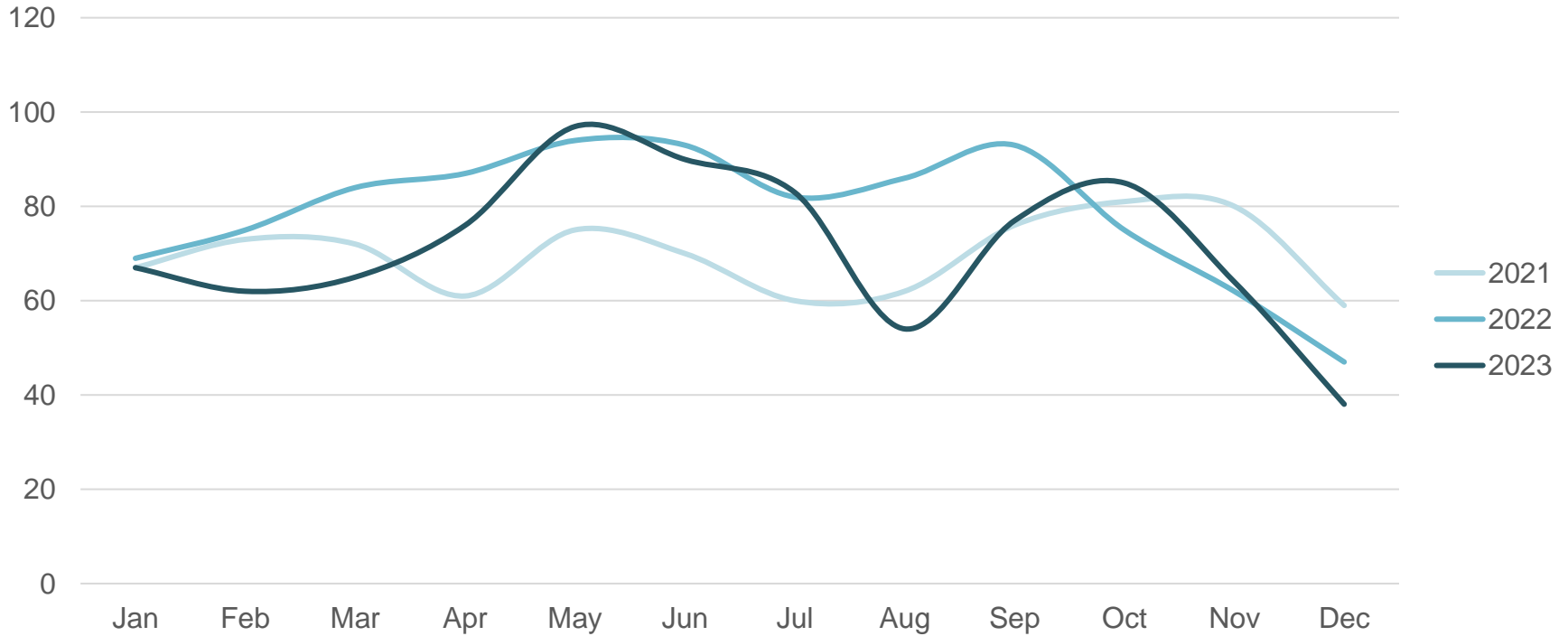
Sector

CULTURE. EDUCATION.
PUBLISHING. EVENTS.



CULTURE. EDUCATION. PUBLISHING. EVENTS.

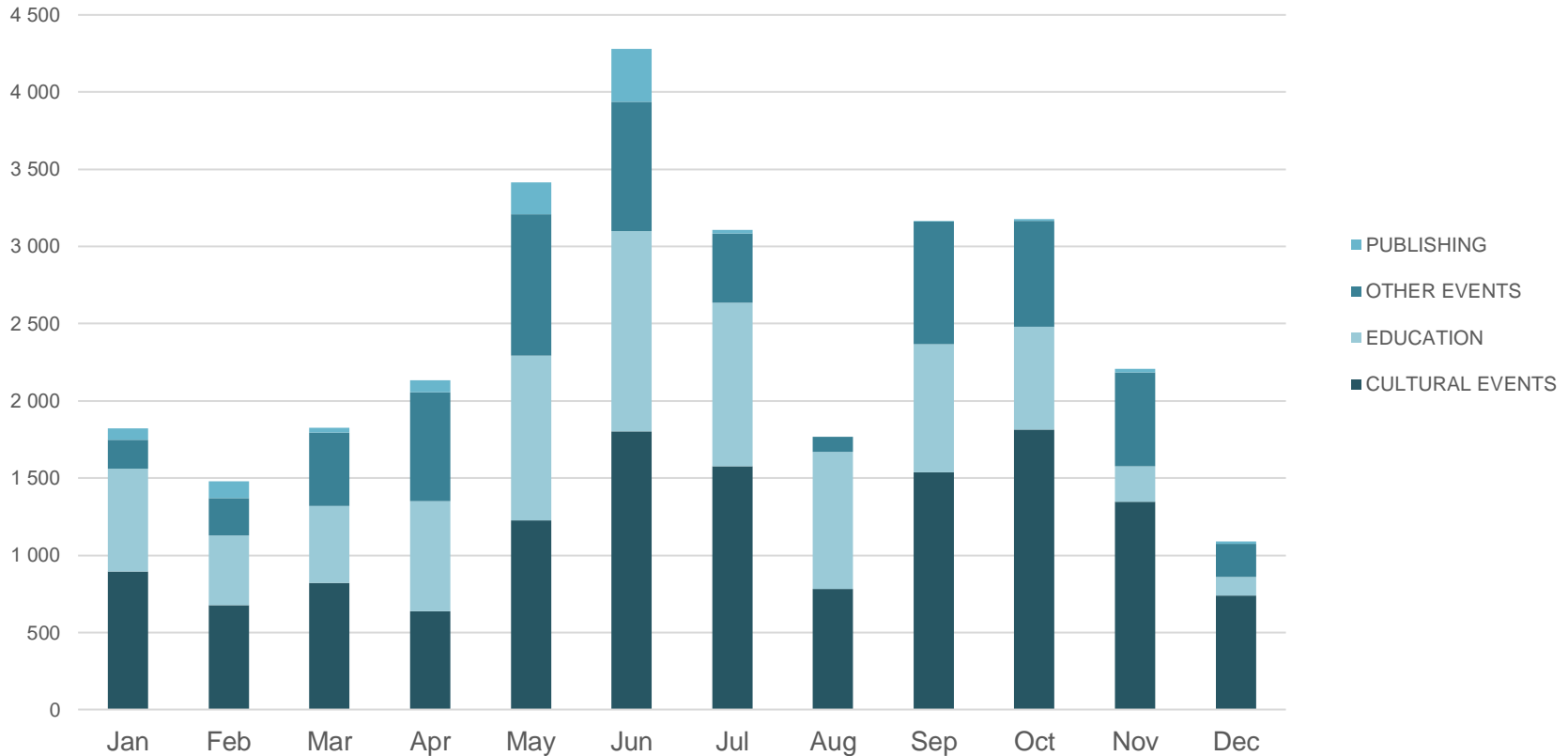
SEASONALITY by number of campaigns - 2021 - 2023





CULTURE. EDUCATION. PUBLISHING. EVENTS.

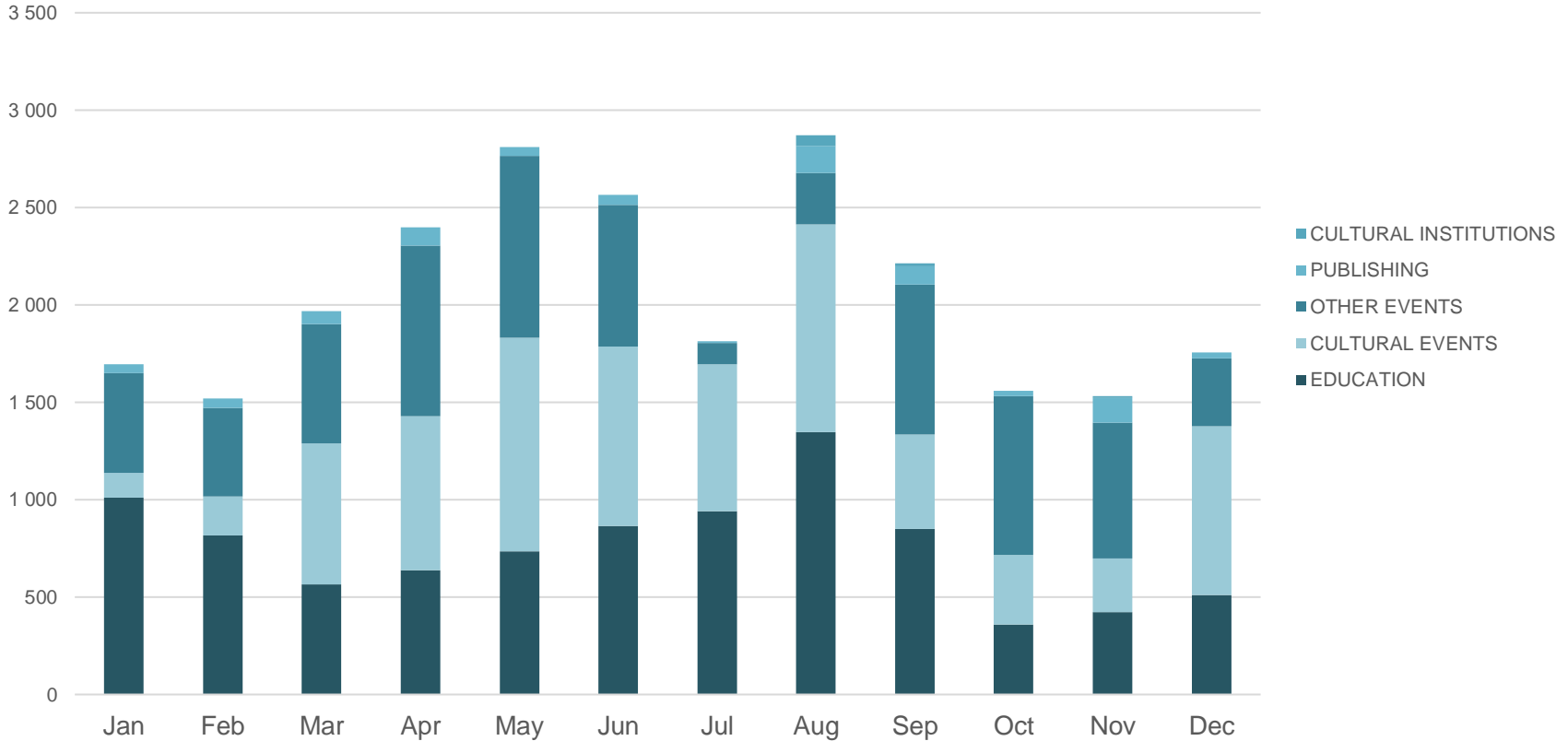
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023





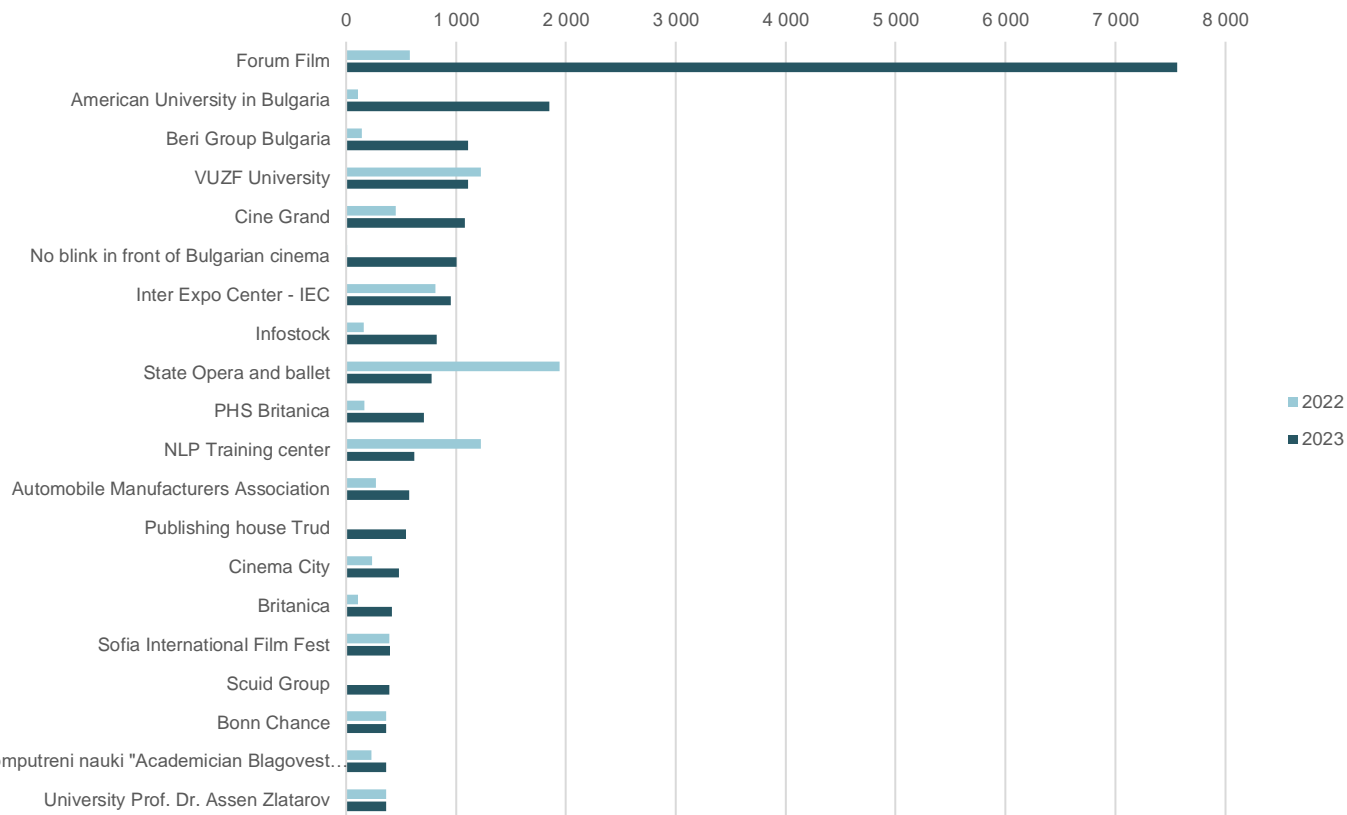
CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022





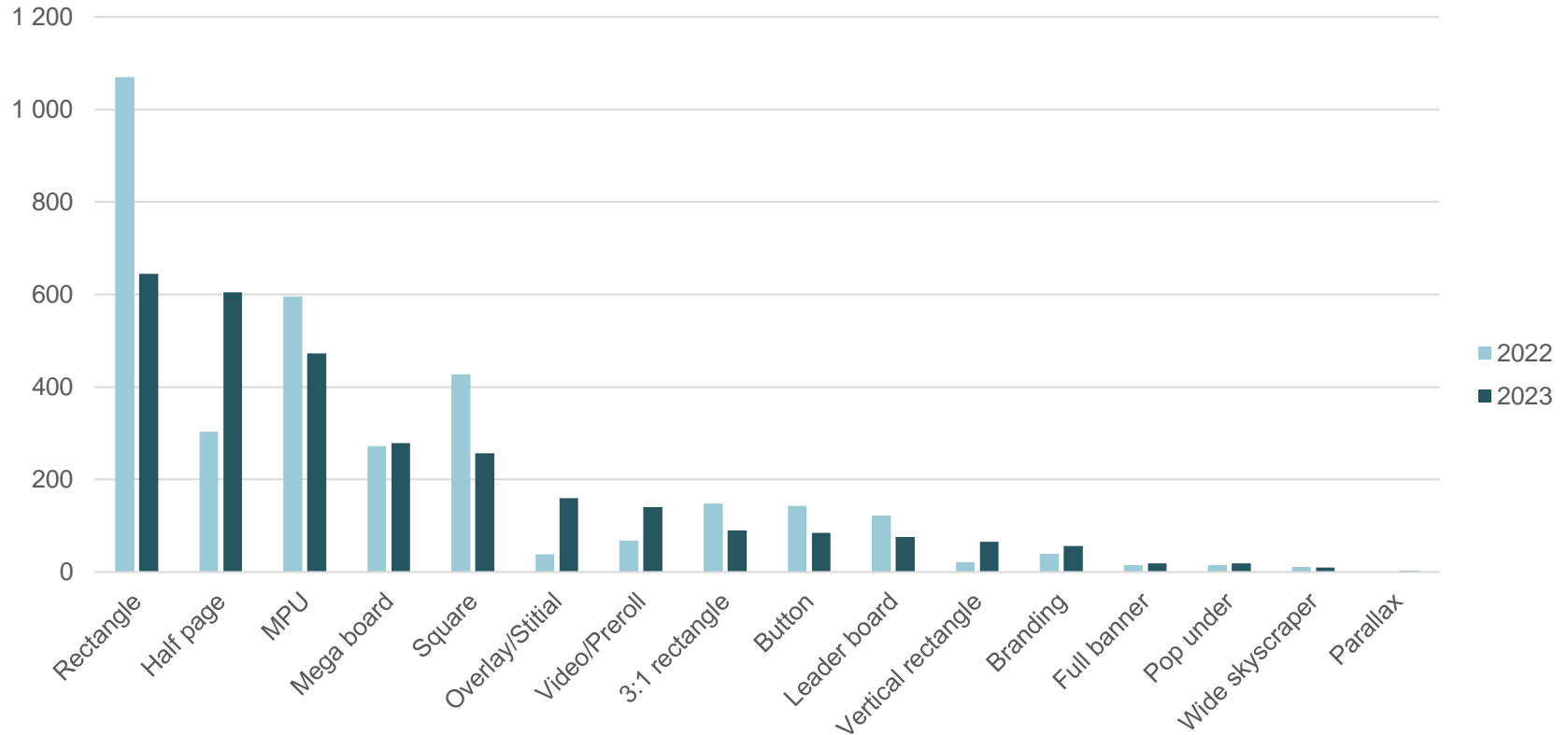
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2022 & 2023





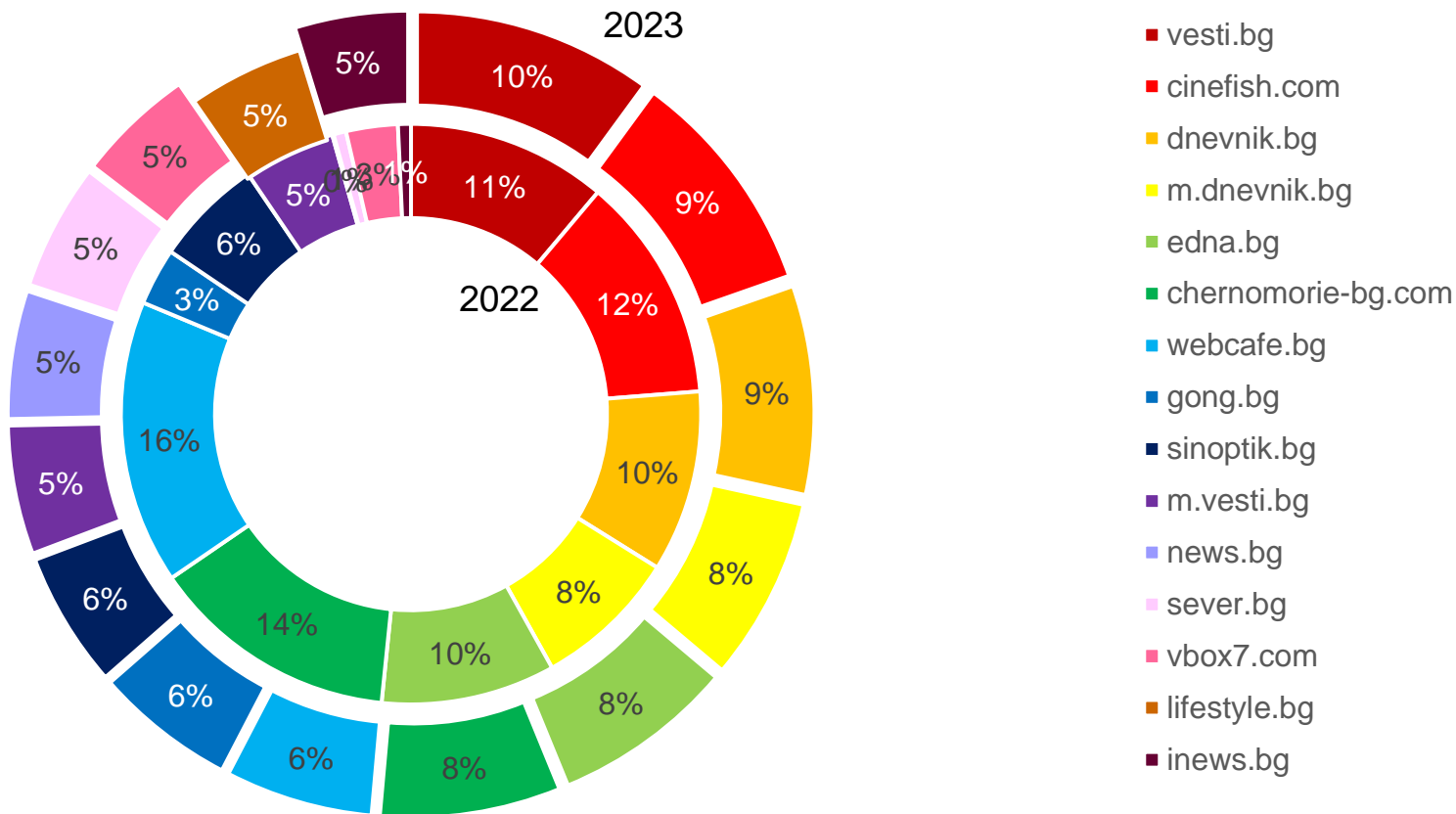
CULTURE. EDUCATION. PUBLISHING. EVENTS.

BANNER FORMATS by number of creatives – 2022 & 2023



CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 15 WEBSITES by campaigns strength – 2022 & 2023





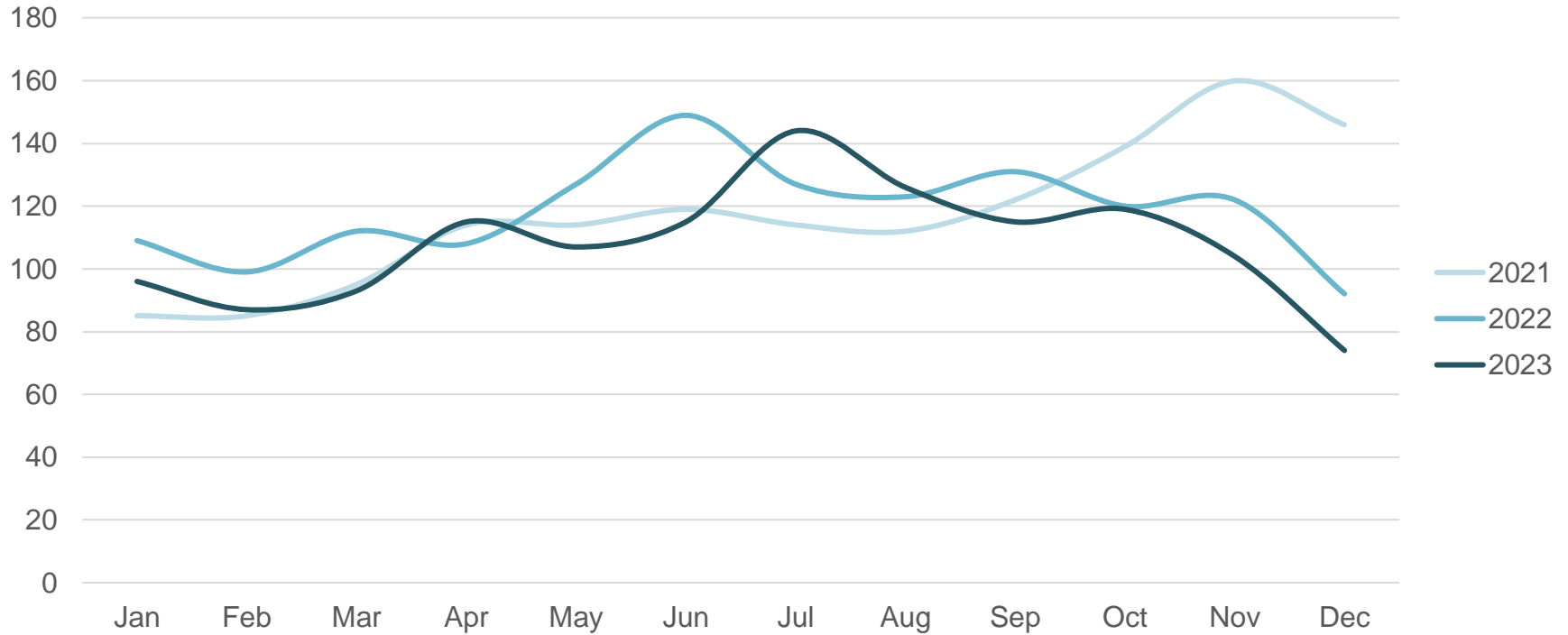
Banner Monitoring

Sector

FINANCIAL SERVICES

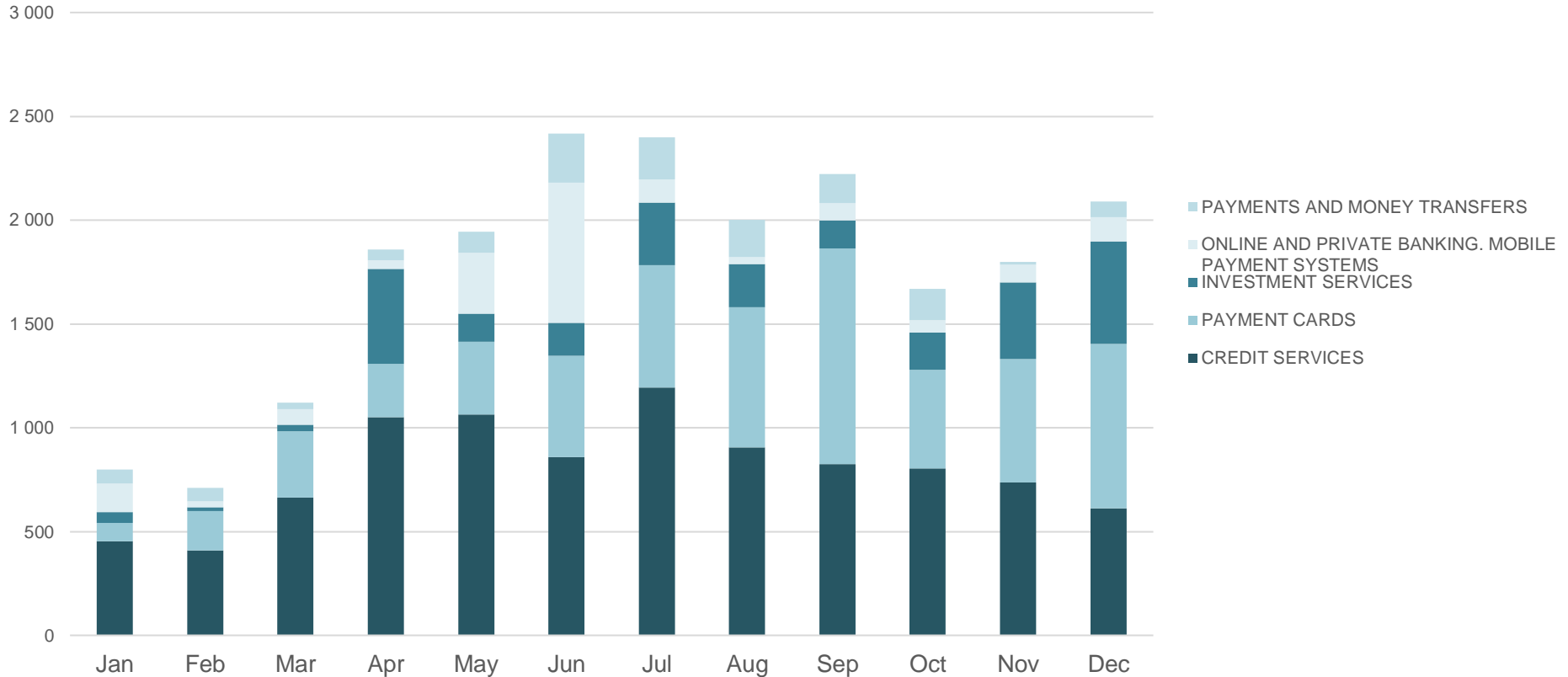


SEASONALITY by number of campaigns - 2021 - 2023



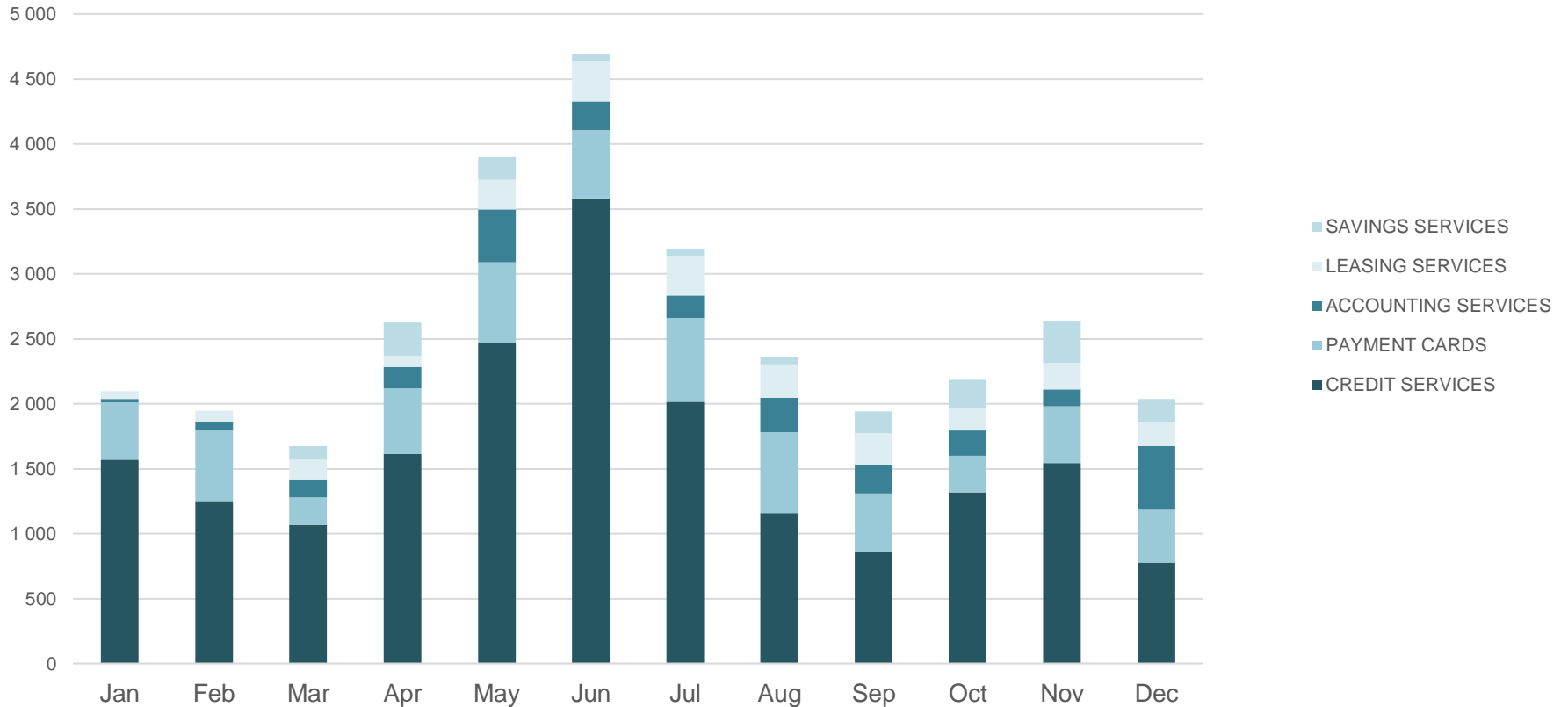


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



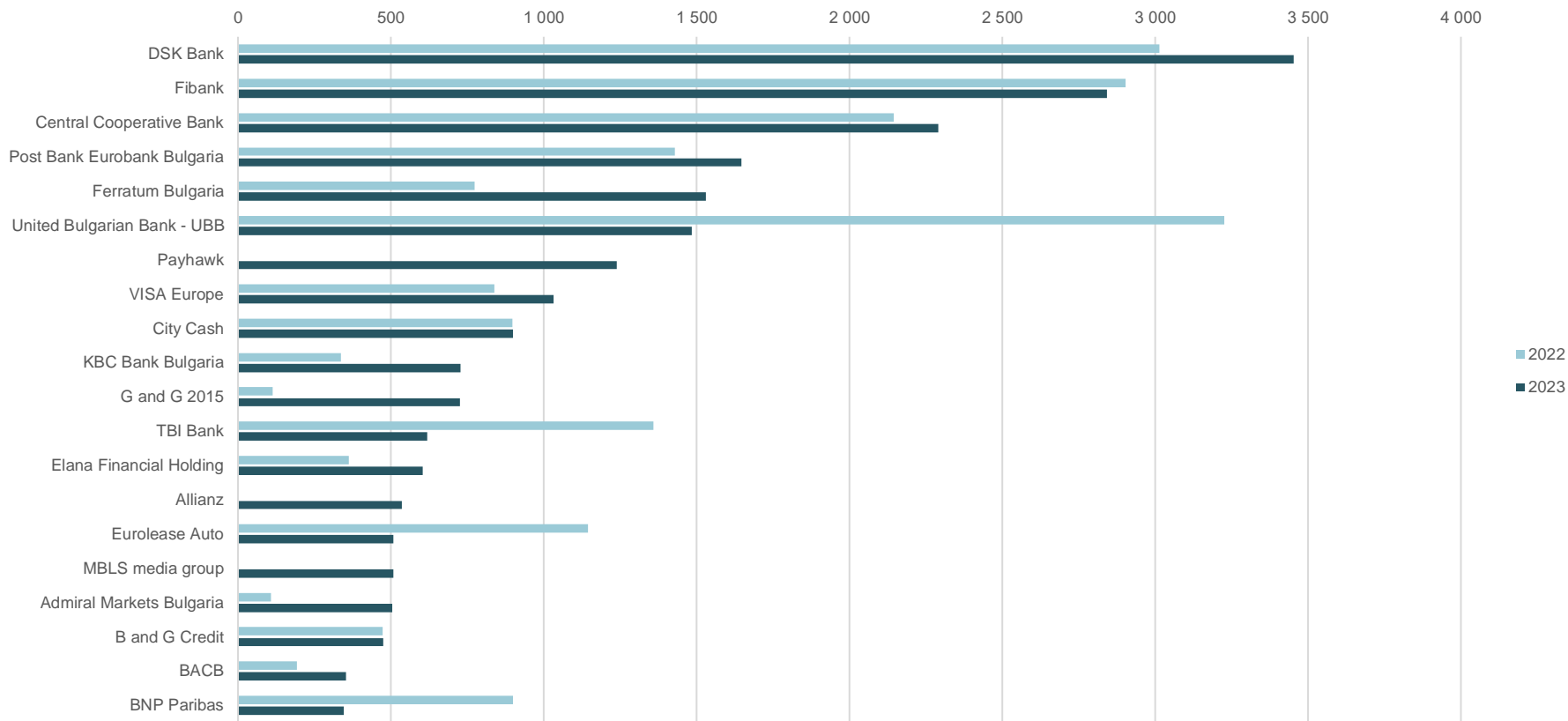


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



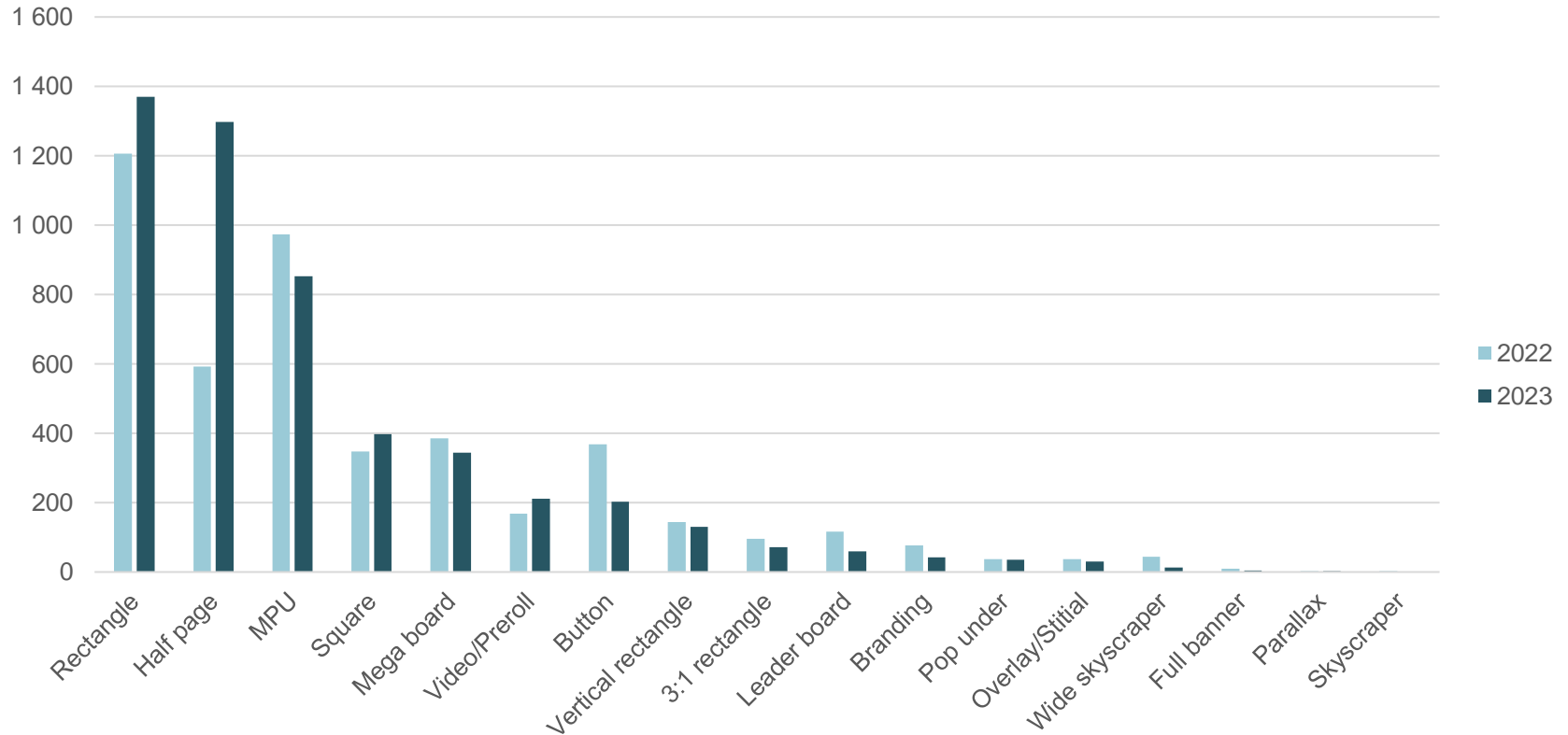


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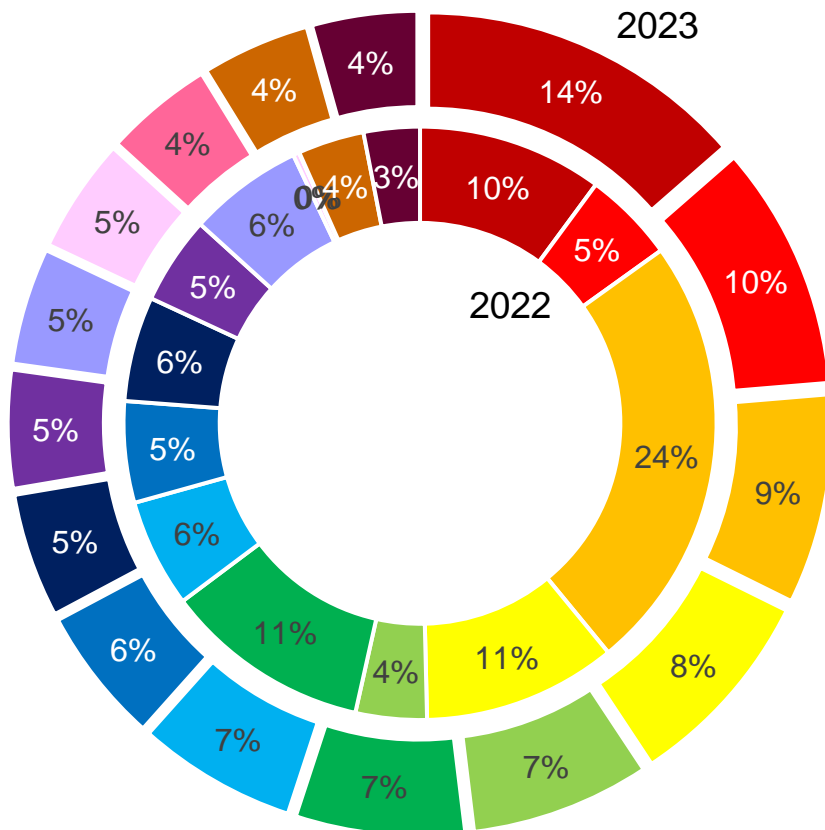


BANNER FORMATS by number of creatives – 2022 & 2023





TOP 15 WEBSITES by campaigns strength – 2022 & 2023



- btv.bg
- investor.bg
- start.bg
- m.vesti.bg
- bloombergtv.bg
- vesti.bg
- dnes.bg
- gong.bg
- banker.bg
- edna.bg
- sinoptik.bg
- news.bg
- money.bg
- m.investor.bg
- profit.bg



Banner Monitoring

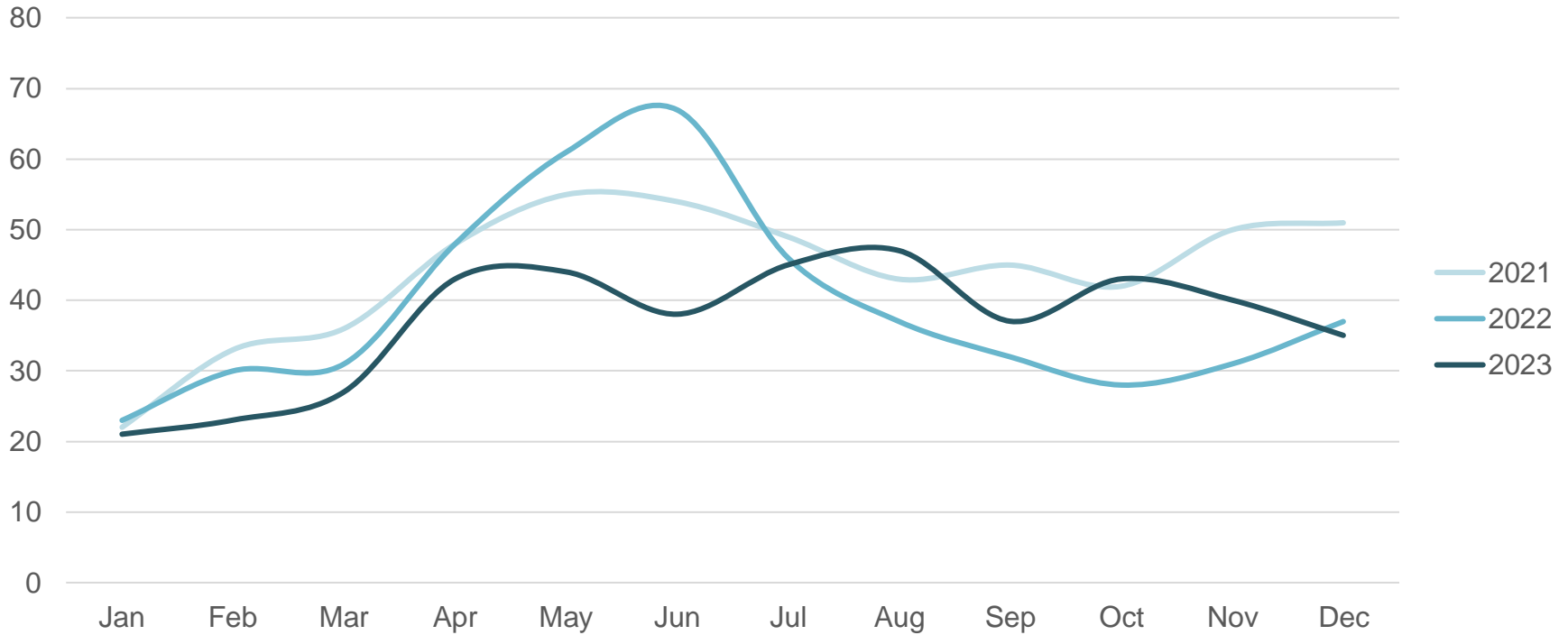
Sector

DRINKS



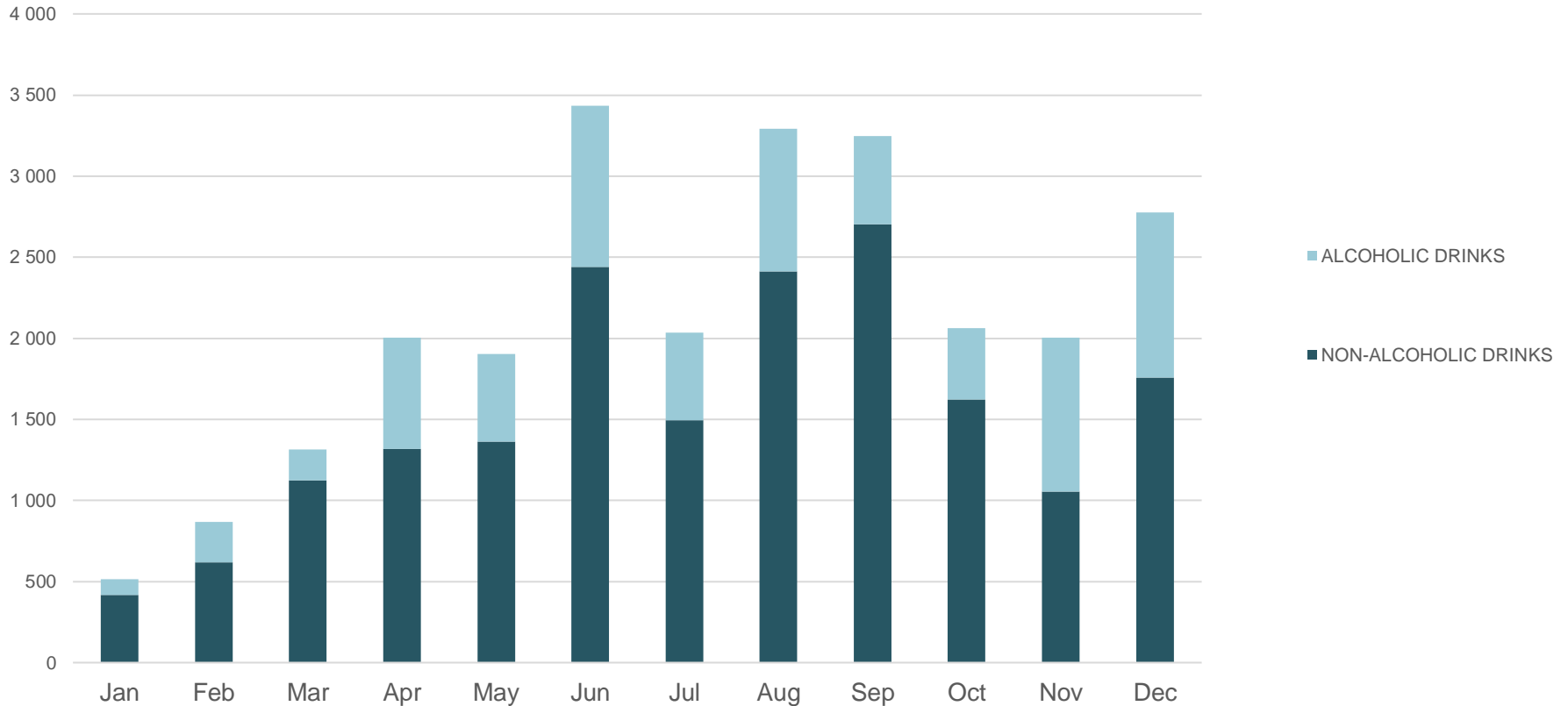


SEASONALITY by number of campaigns - 2021 - 2023



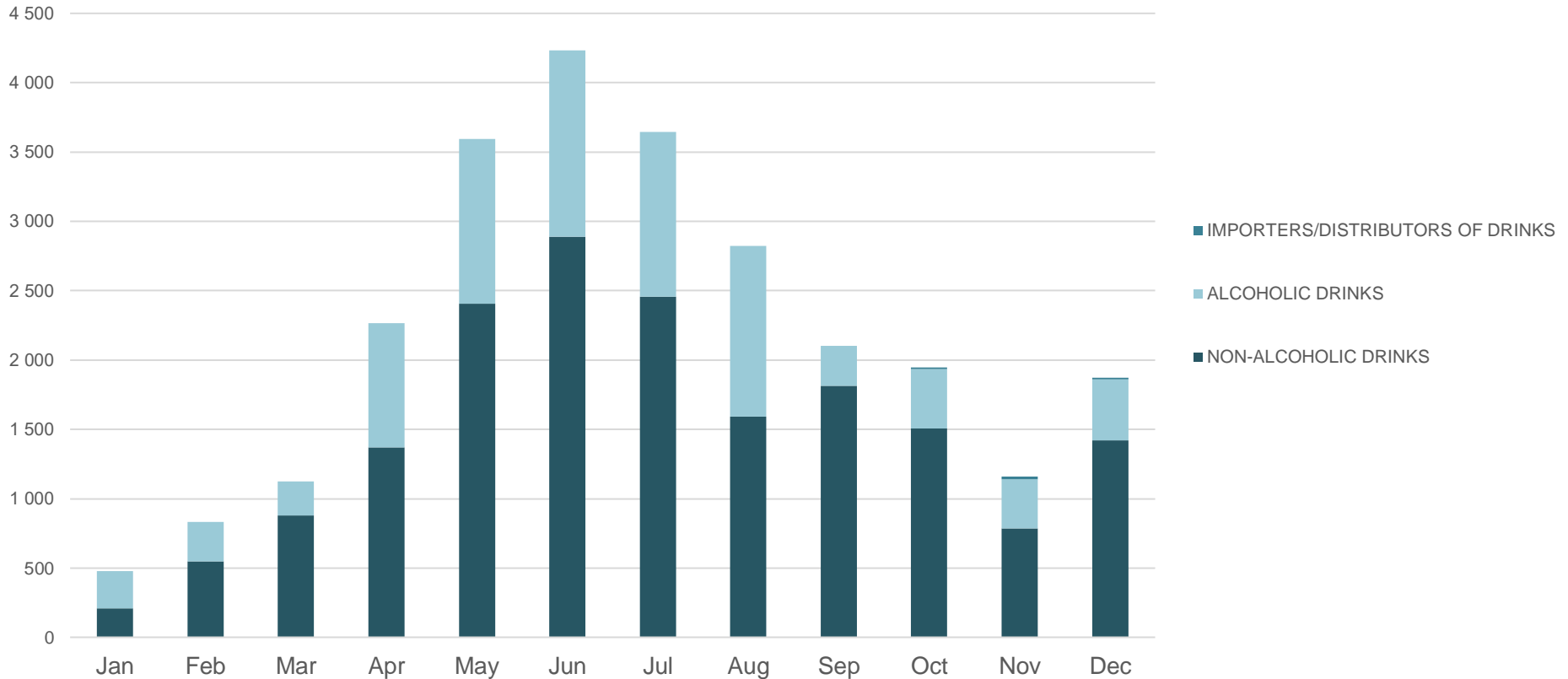


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



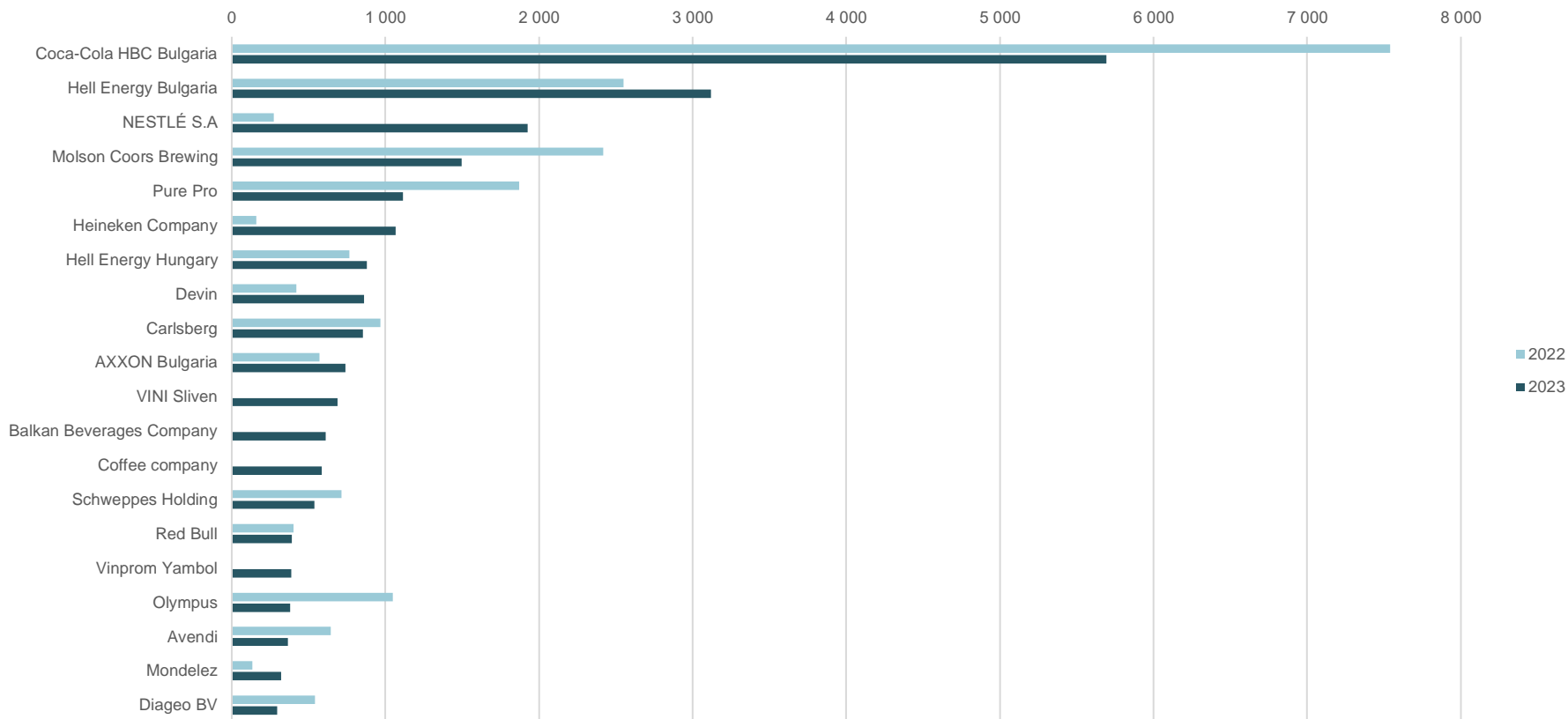


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



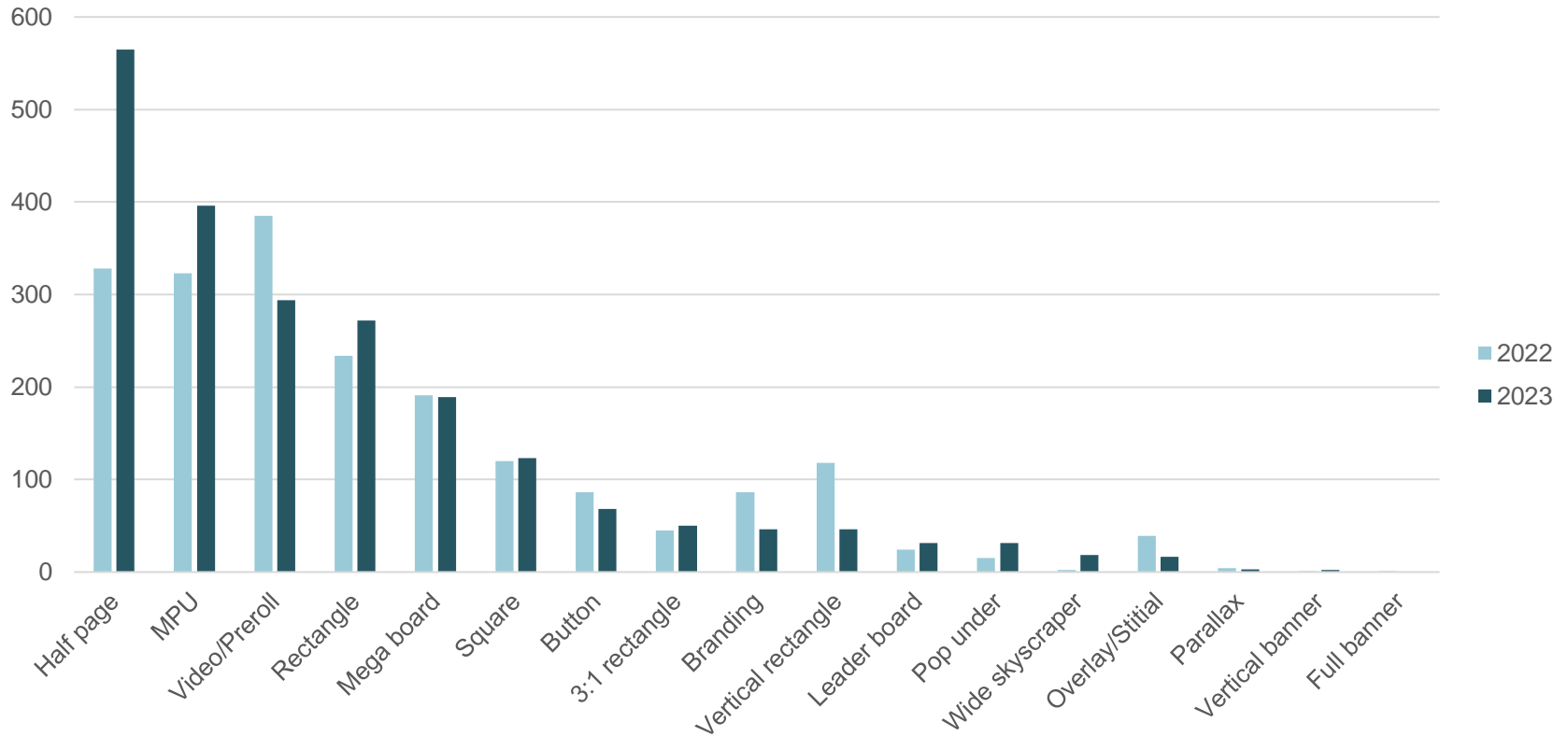


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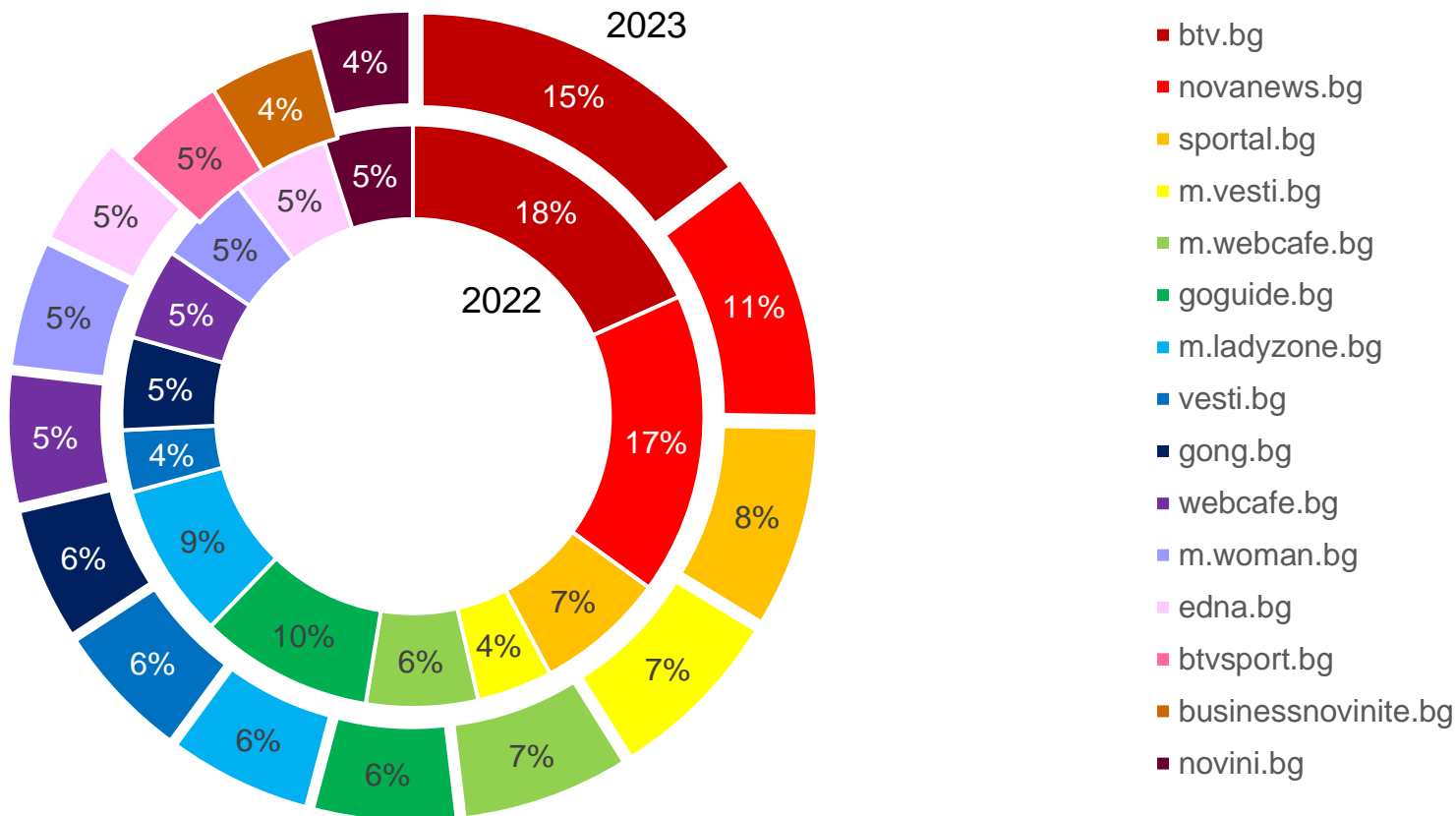


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TOP 15 WEBSITES by campaigns strength – 2022 & 2023





Banner Monitoring

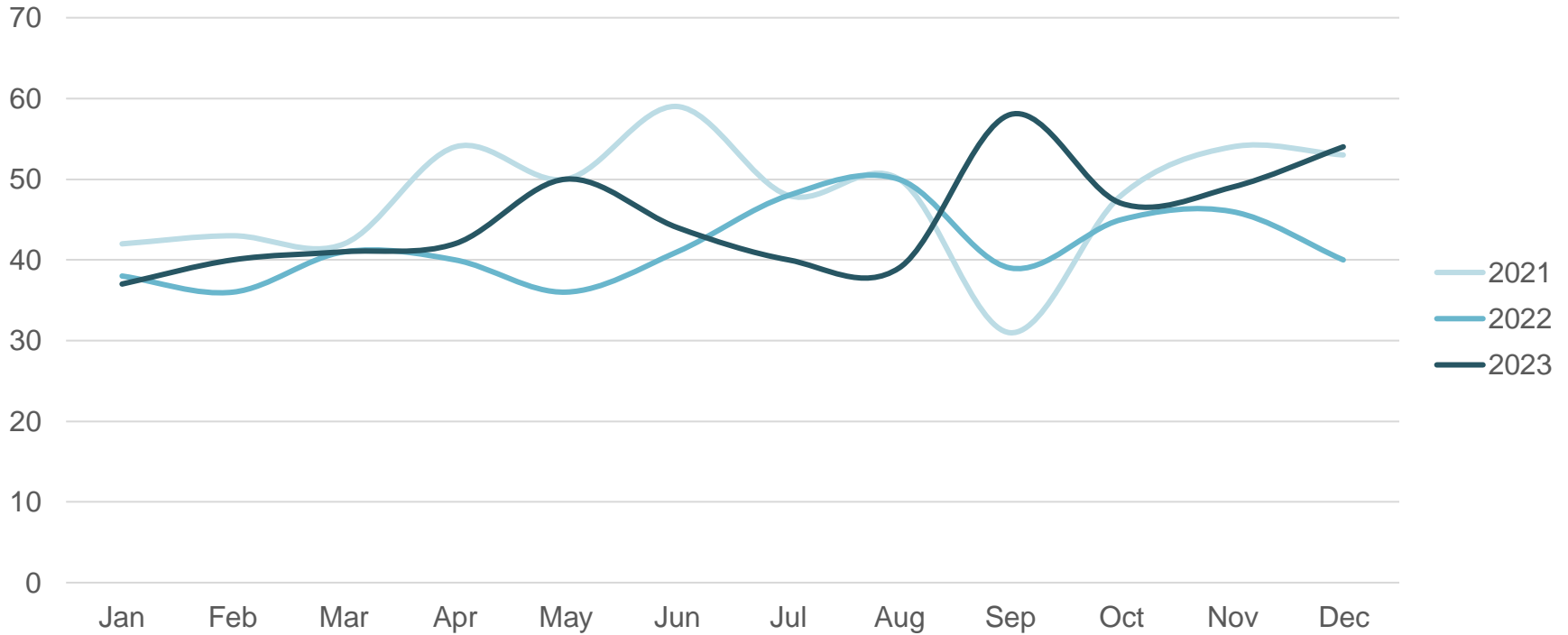
Sector

TELECOMMUNICAITONS



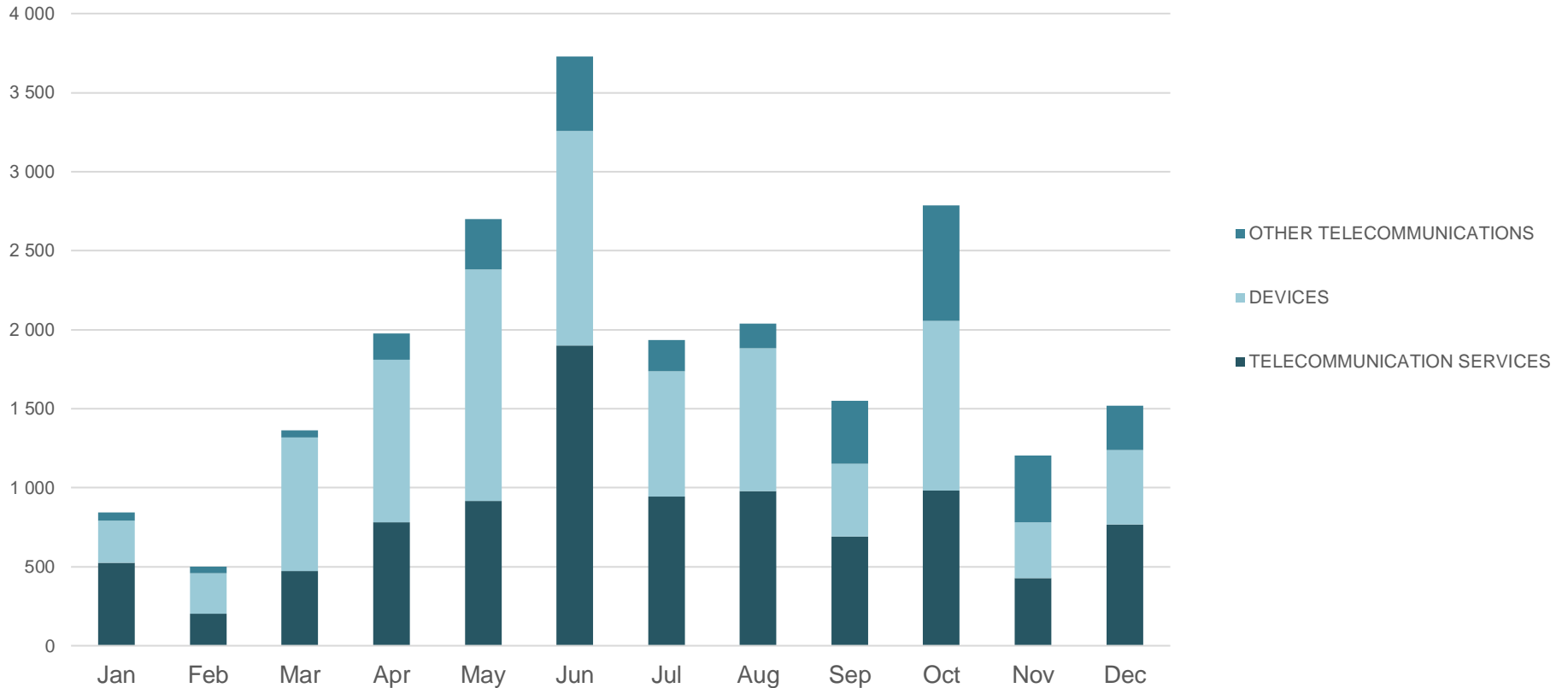


SEASONALITY by number of campaigns - 2021 - 2023



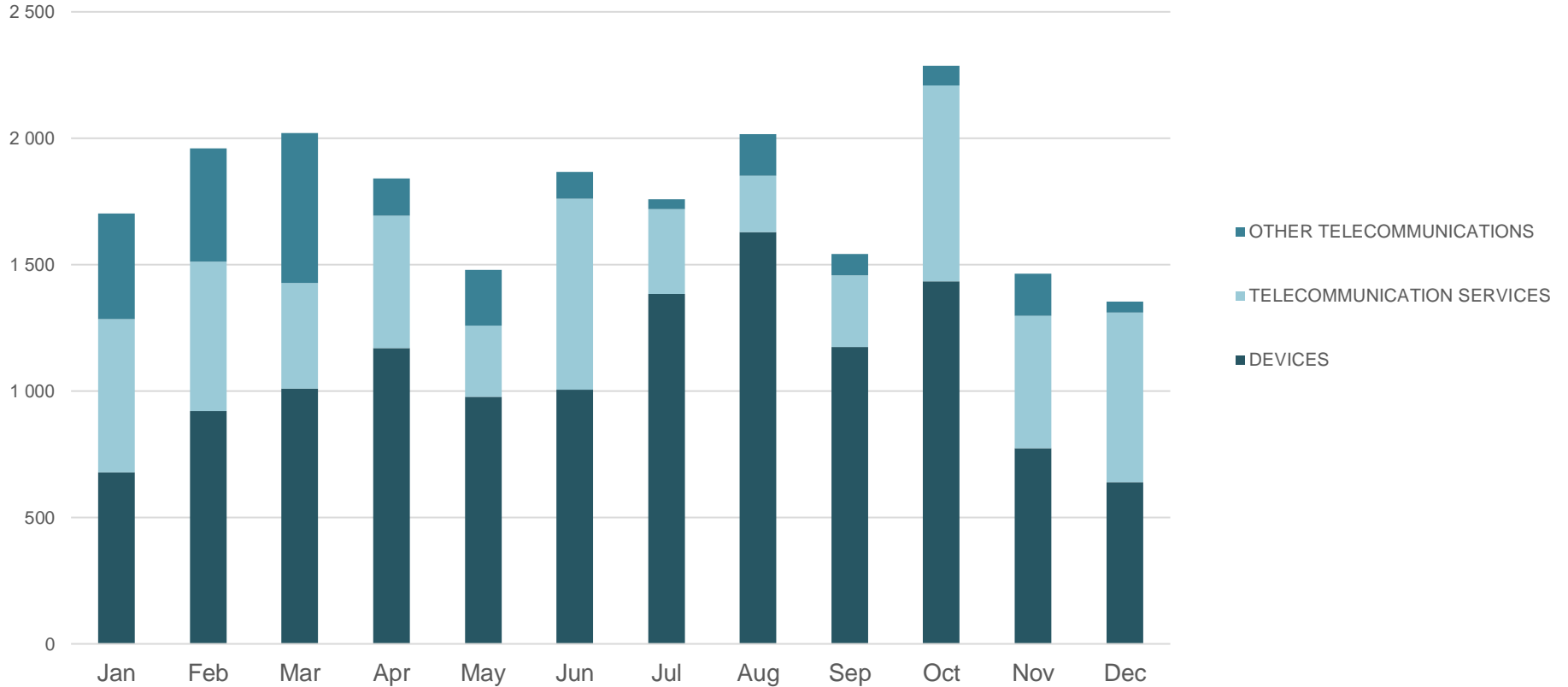


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



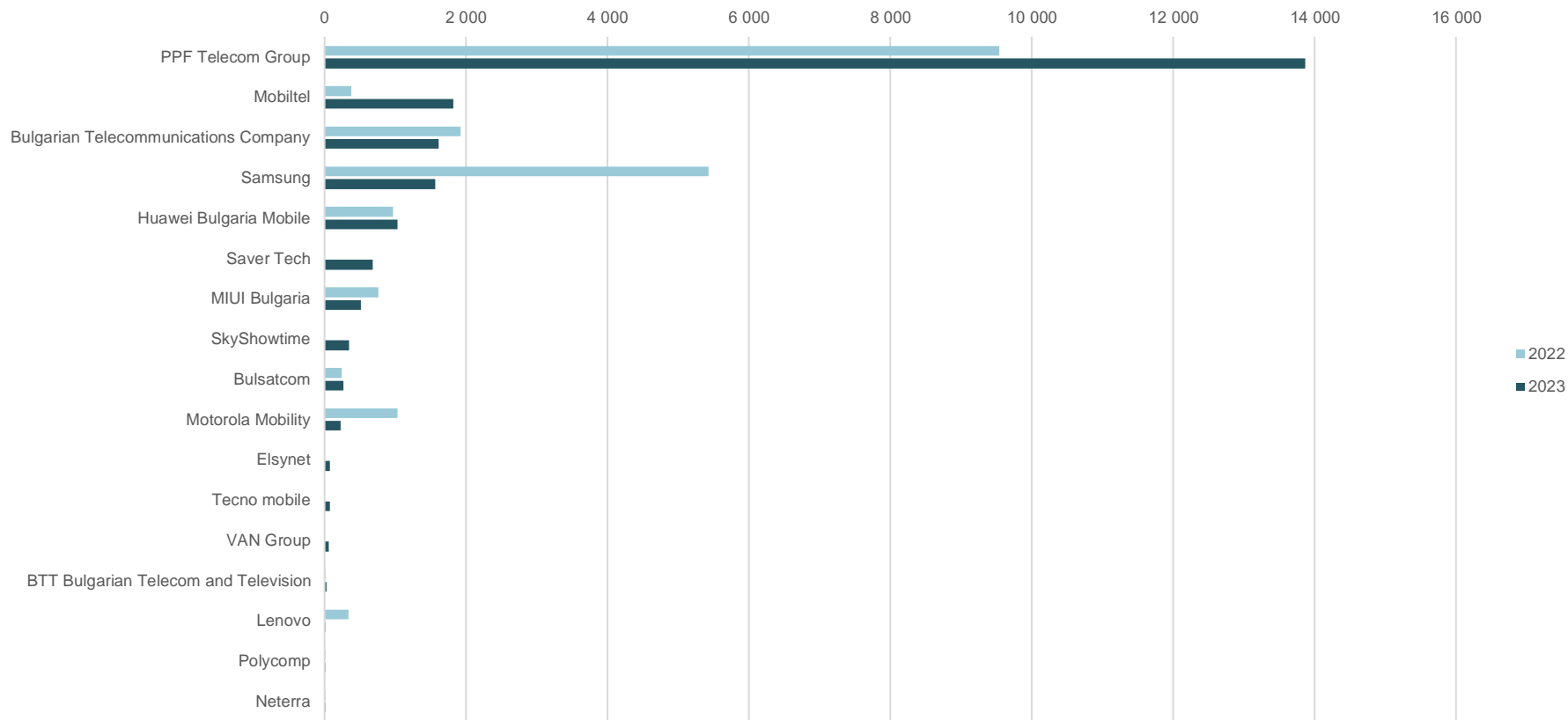


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2022



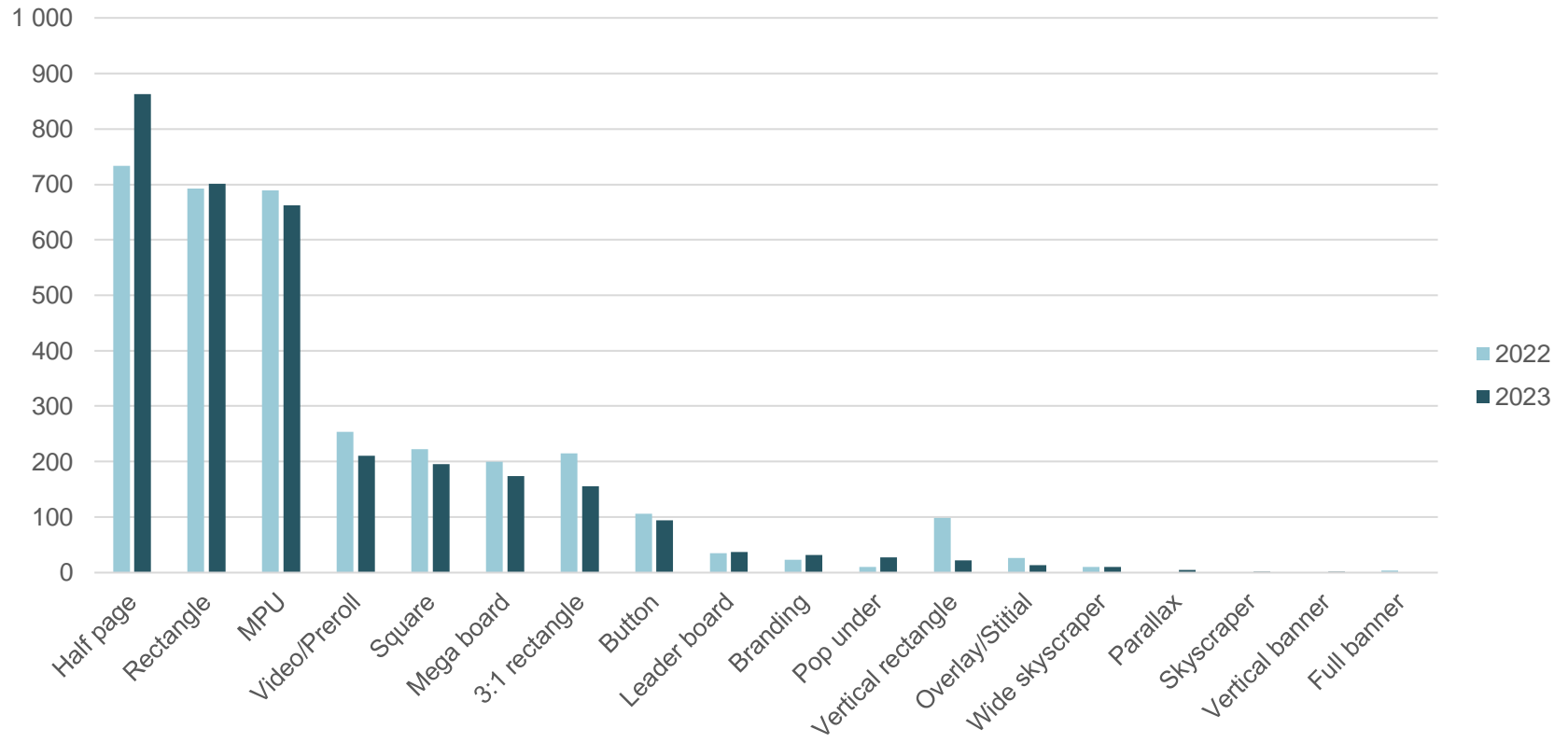


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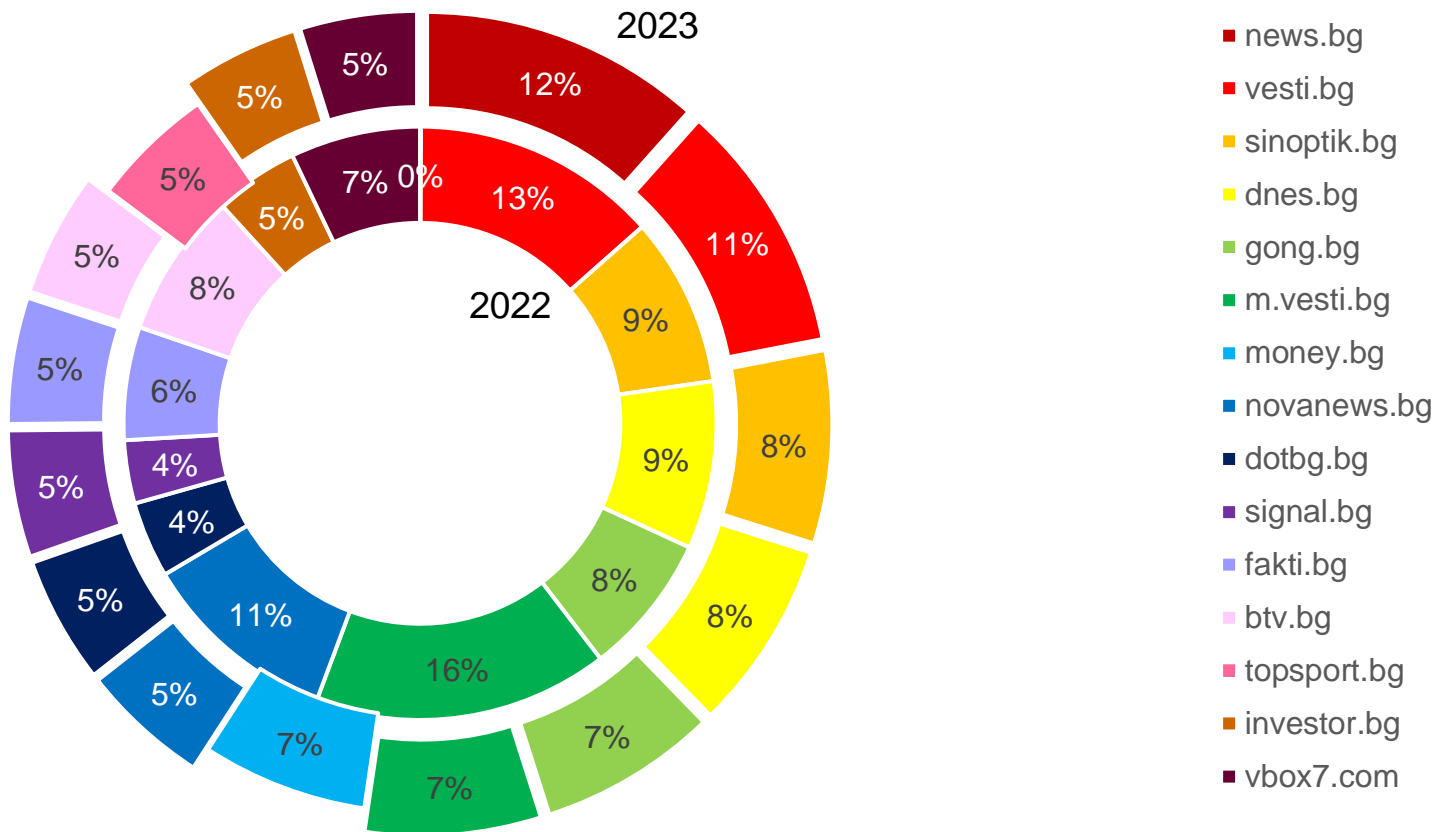


BANNER FORMATS by number of creatives – 2022 & 2023





TOP 15 WEBSITES by campaigns strength – 2022 & 2023





Banner Monitoring

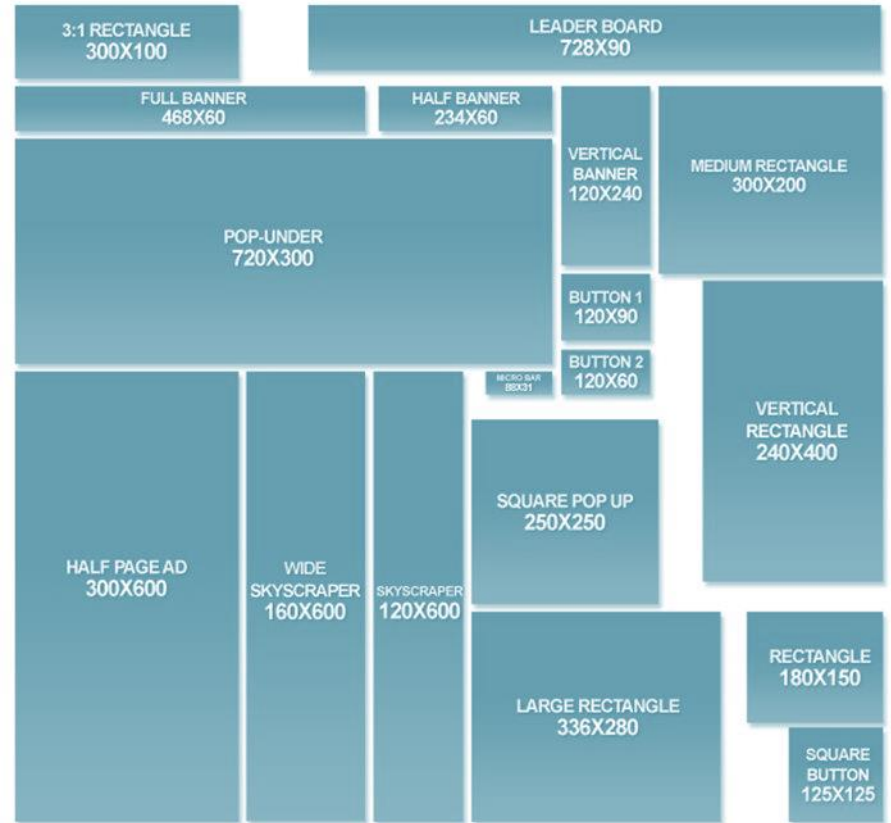
03 Legend



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





Banner Monitoring

For more information you can contact us on:

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+ 359 888 510027

bannermonitoring.com

Stefan Stefanov





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!