GEMIUS

Most popular display ads

gemiusAdMonitor report, Q3 - Q4 2014

www.gemius.com

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About gemiusAdMonitor report

gemiusAdMonitor is a periodical report prepared by Gemius. The source of data are gemiusDirectEffect and AdOcean ad server, which are the leading online advertisement monitoring systems in the CEE region.

This wave of gemiusAdMonitor presents a ranking of the most popular forms of online advertising and click-through rate for them.

What can be found in this report?

- Average CTR and CTR by country
- Average CTR by country and advertising type
- CTR by country and advertising type
- Campaign share by country and advertising type
- Impression share by country and advertising type
- Most popular ad format types by country
- Average CTR and CTR for most popular ad format types
- Top 5 most popular ad formats
- Average CTR and CTR for top 5 most popular ad formats

Analyzed countries

Bulgaria

Croatia

Czech Rep.

Estonia

Hungary

Latvia

Lithuania

Poland

Romania

Serbia

Slovakia

Slovenia

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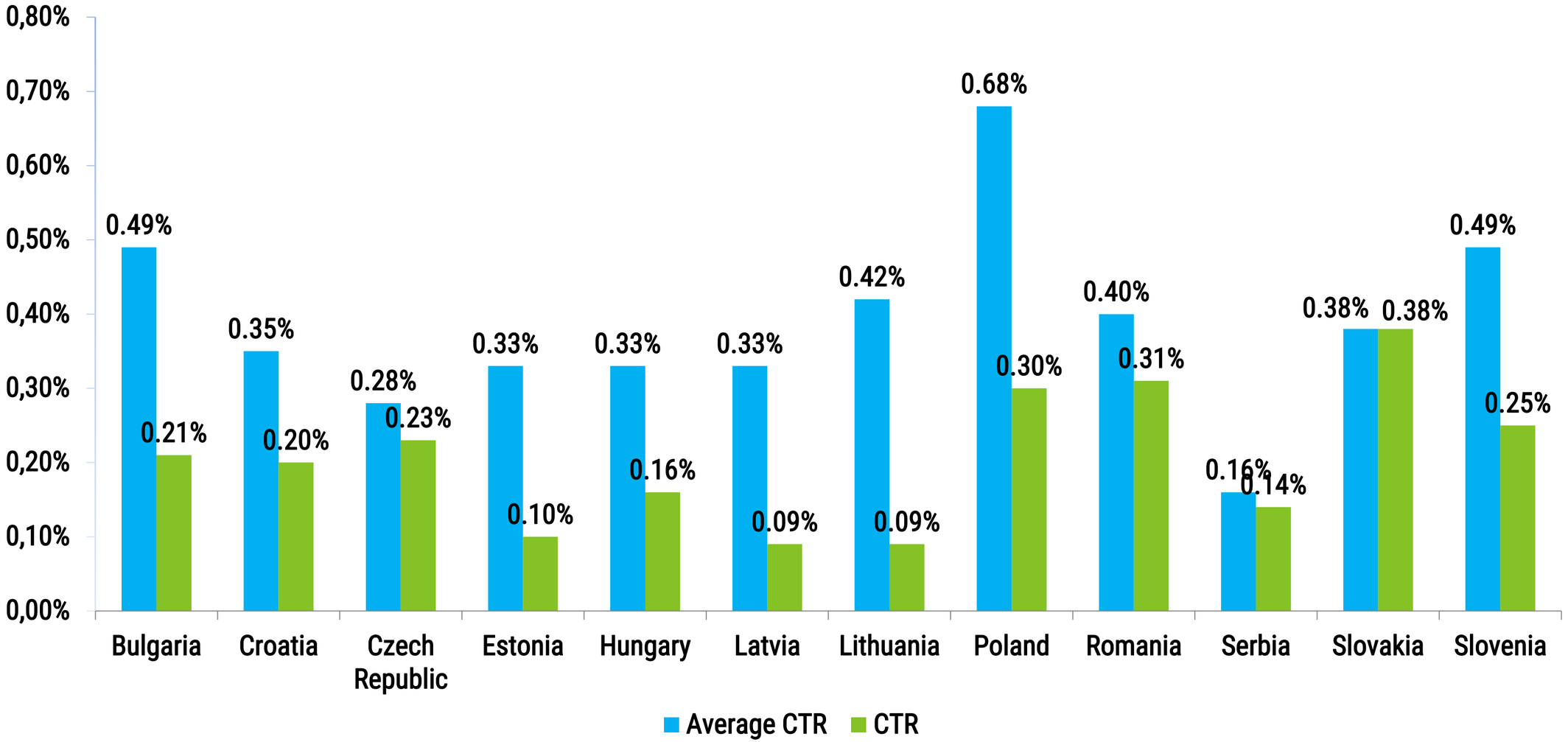
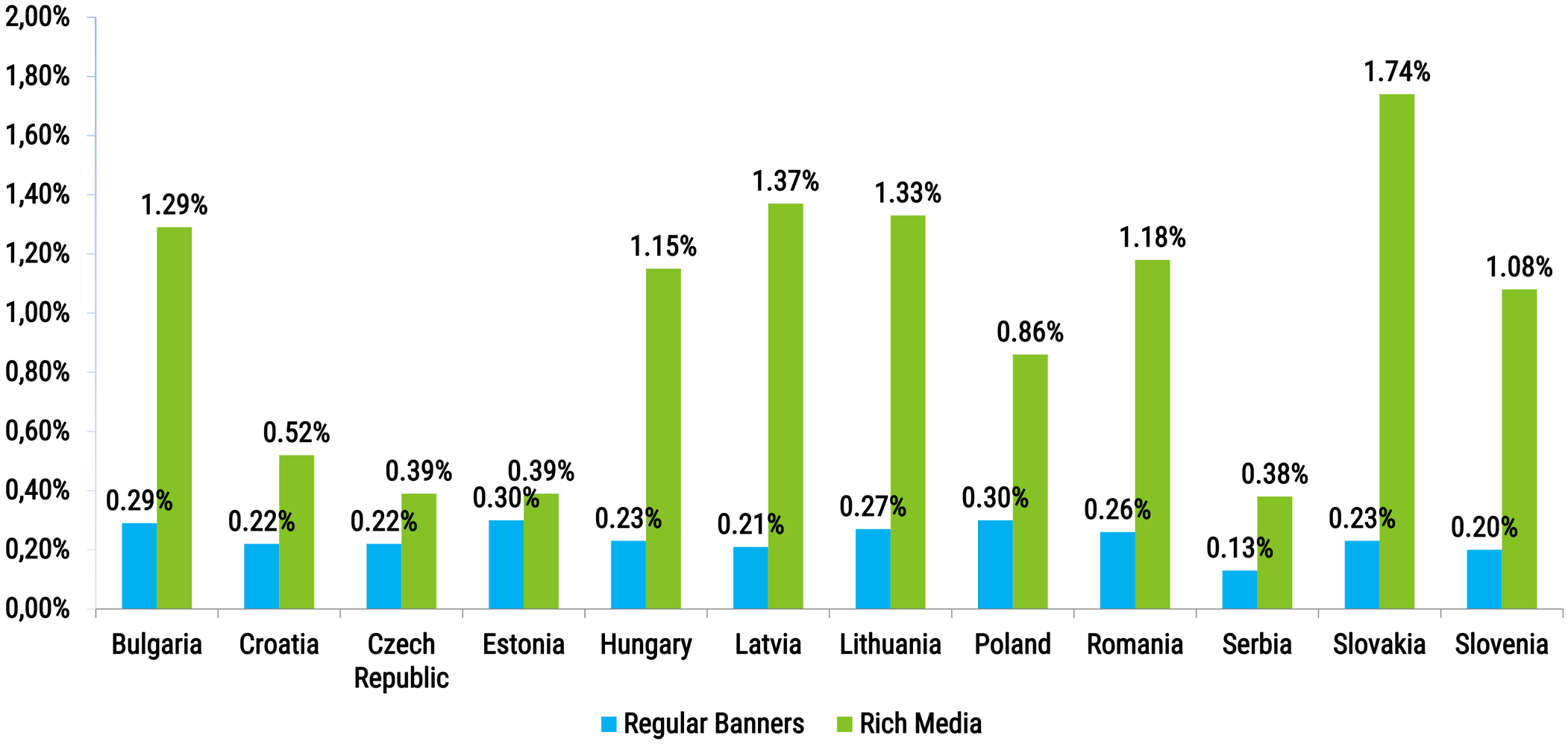
Average CTR and CTR by country



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

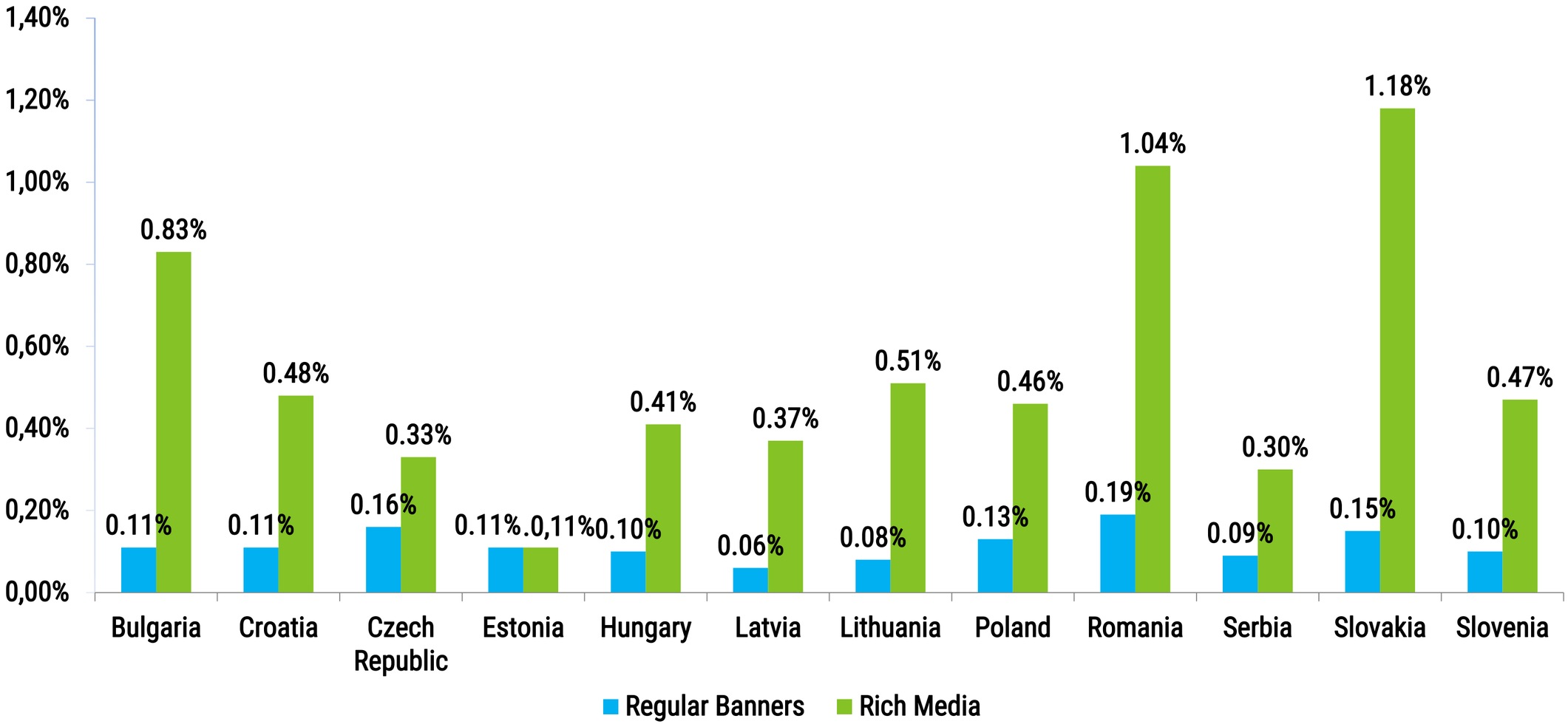
Average CTR by country and advertising type*



(*) advertising types are defined in the methodology and definitions section of the report

Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

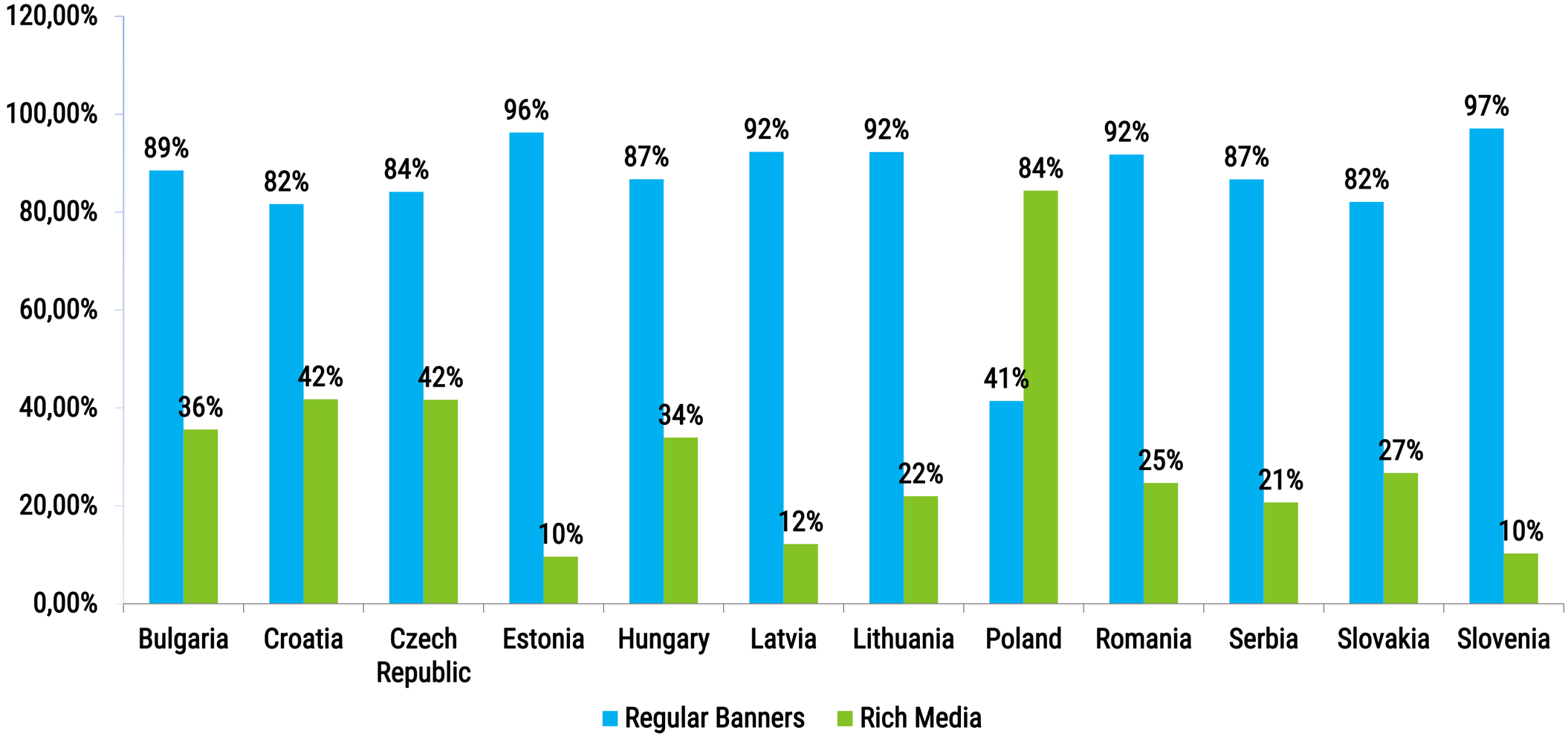
CTR by country and advertising type*



(*) advertising types are defined in the methodology and definitions section of the report

Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

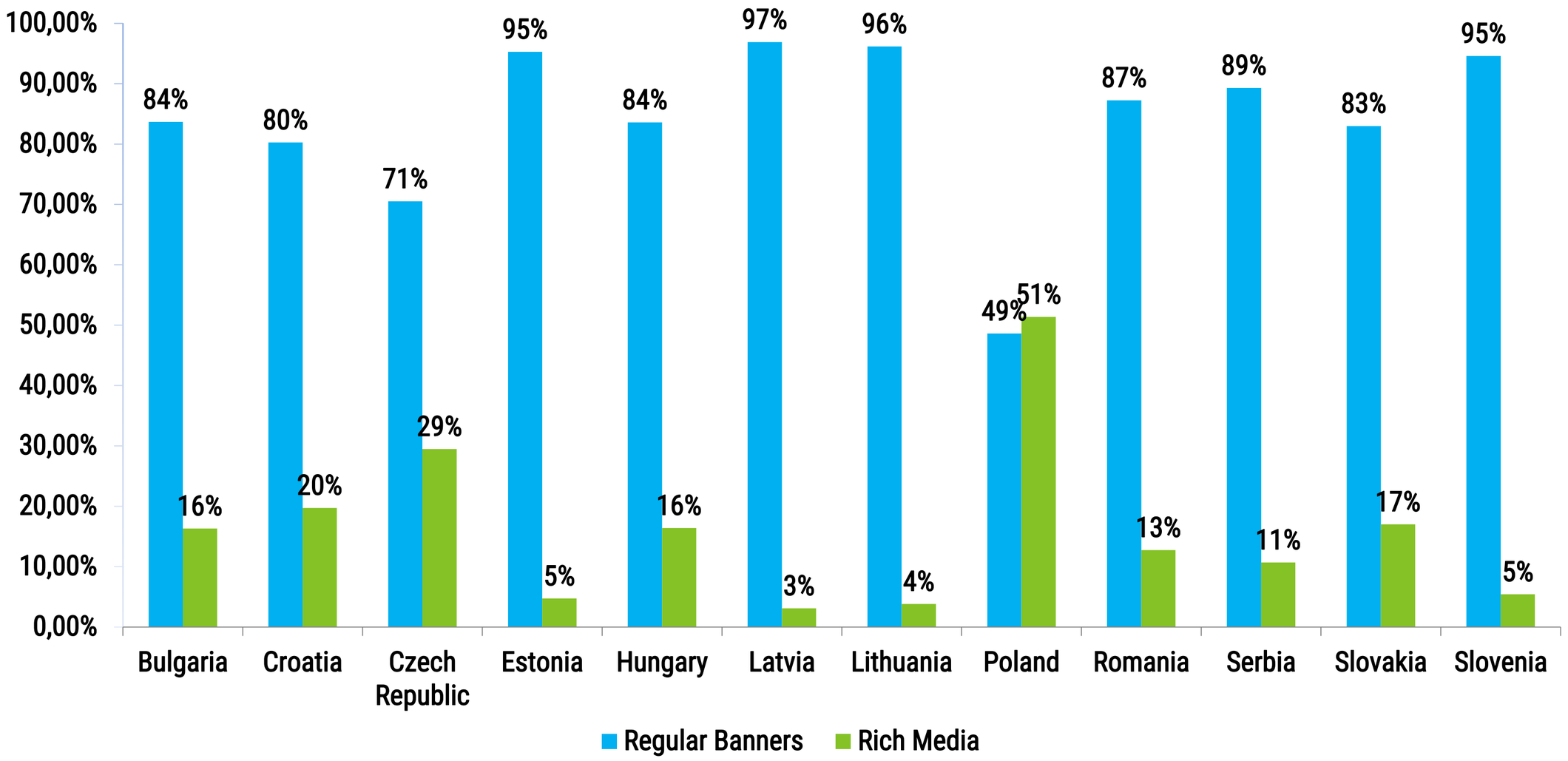
Campaign share by country and advertising type*



(*) advertising types are defined in the methodology and definitions section of the report

Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Impression share by country and advertising type*



(*) advertising types are defined in the methodology and definitions section of the report

Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

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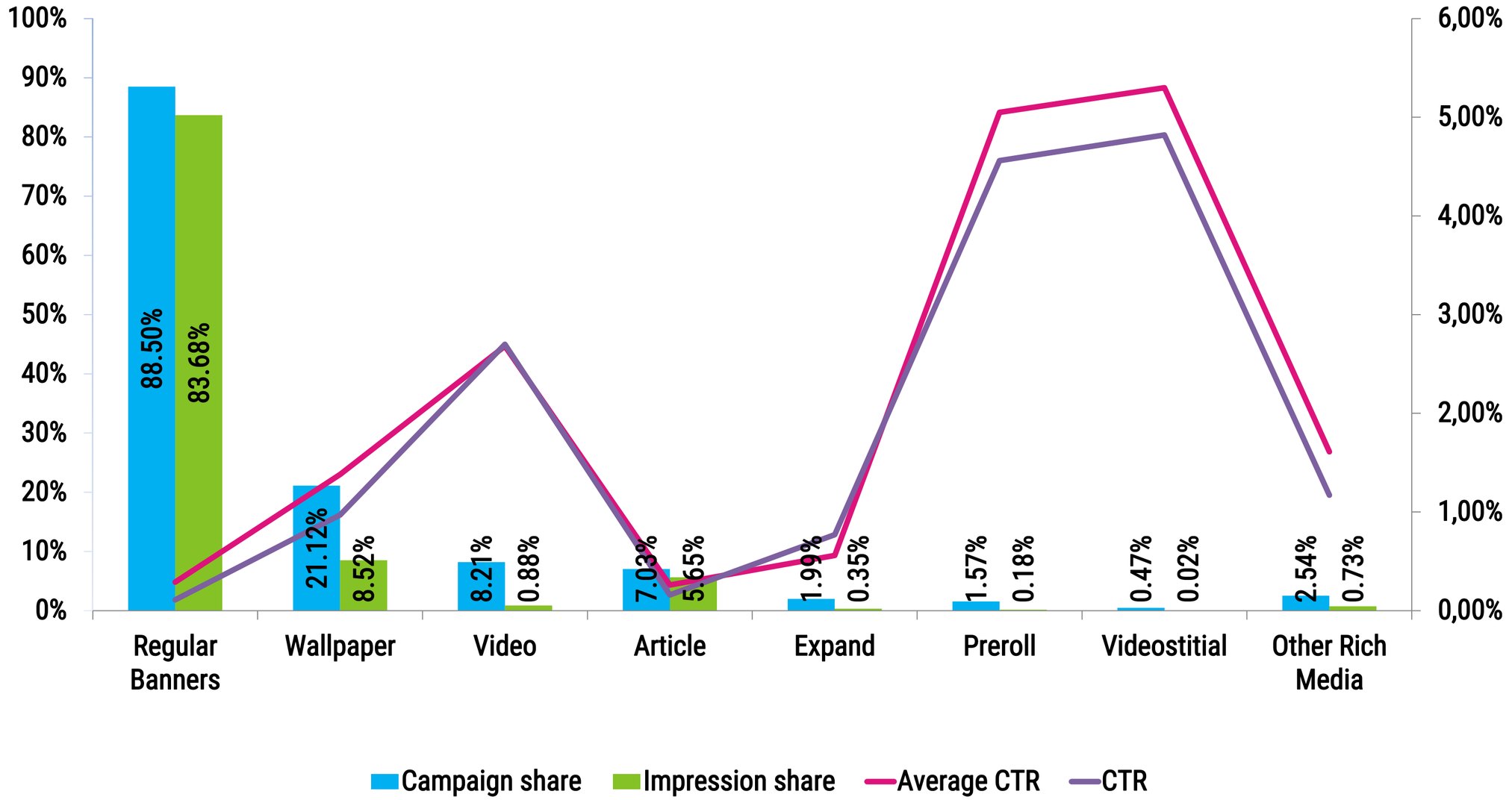
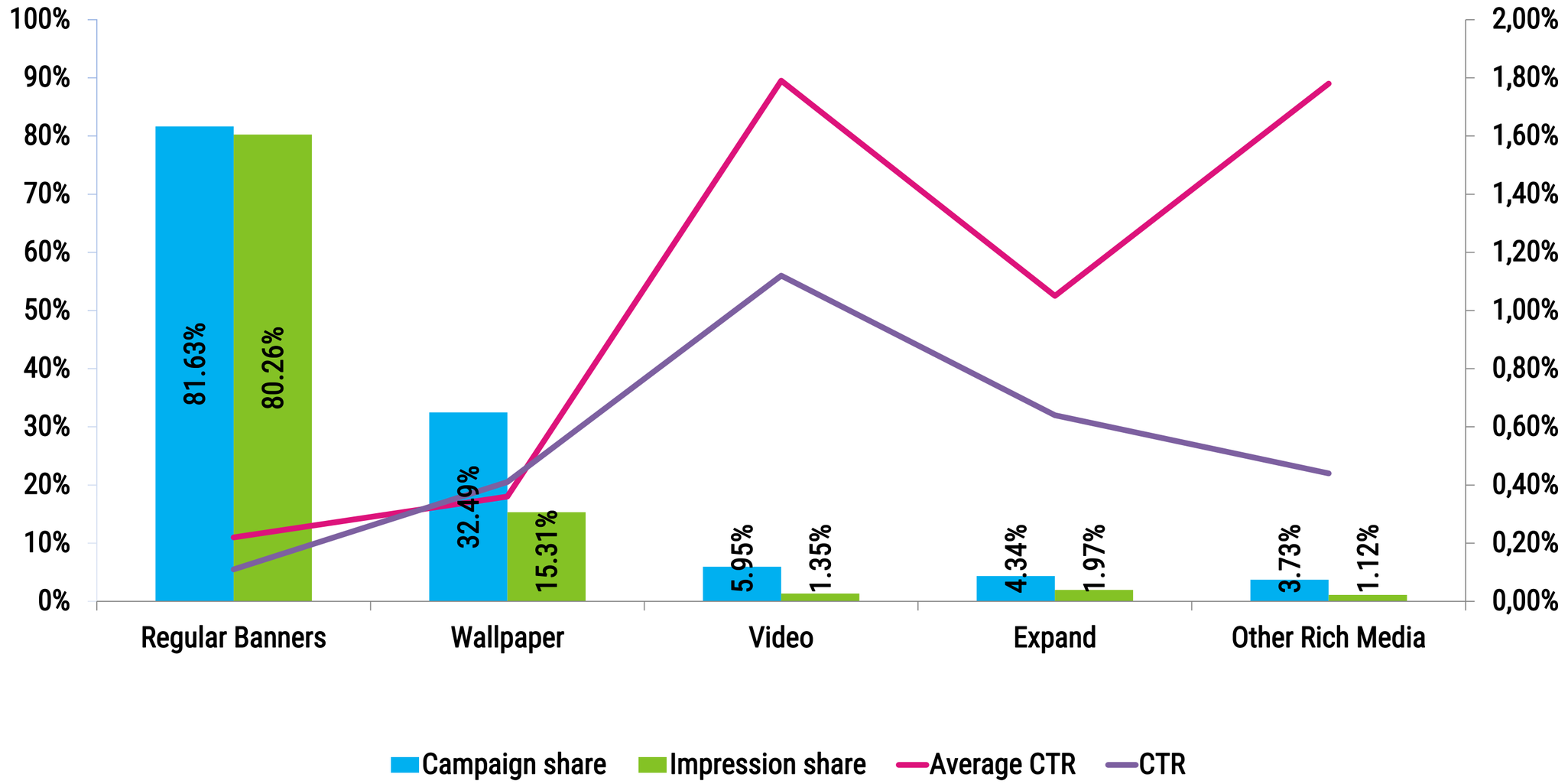
Most popular ad format types – Bulgaria



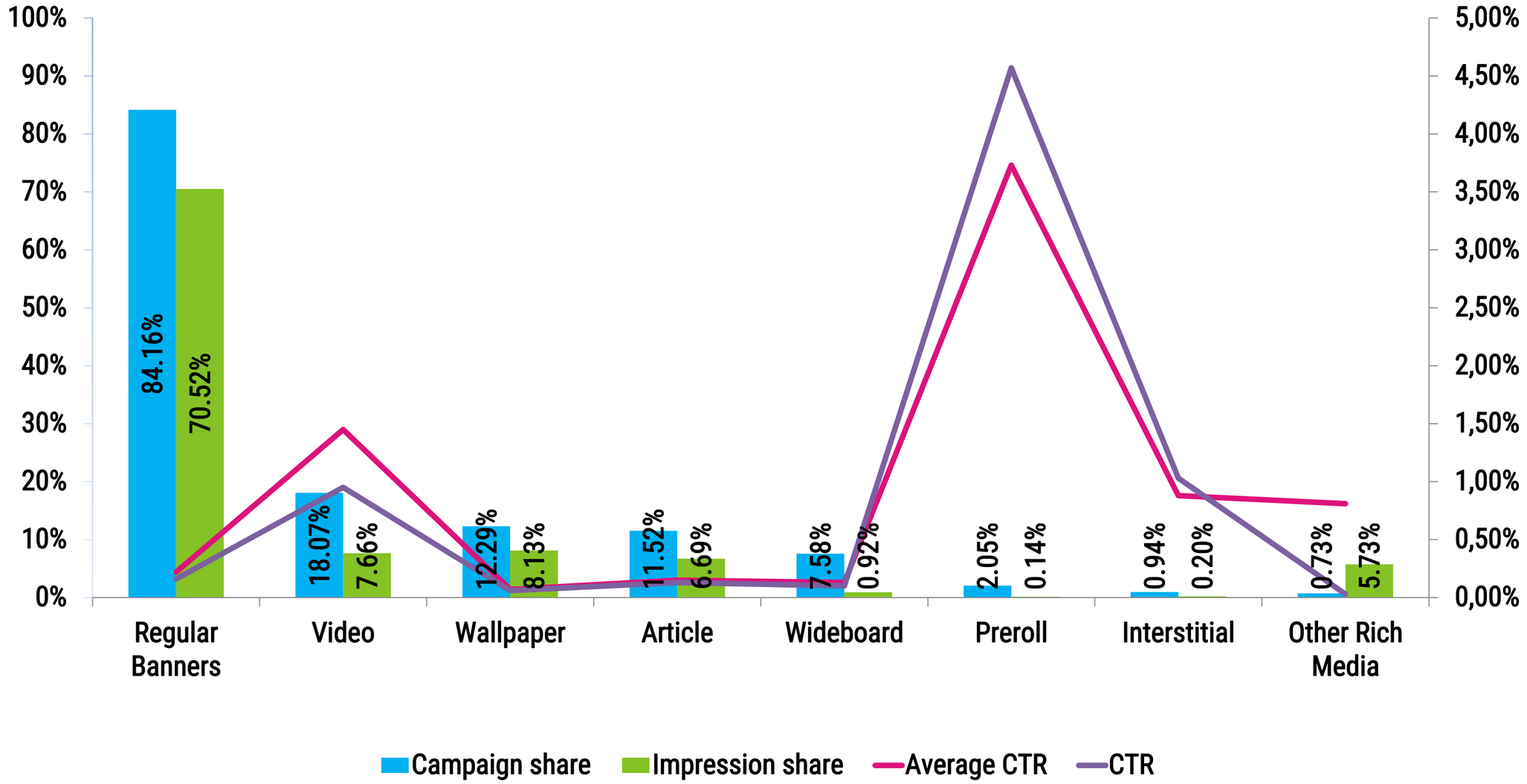
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Croatia



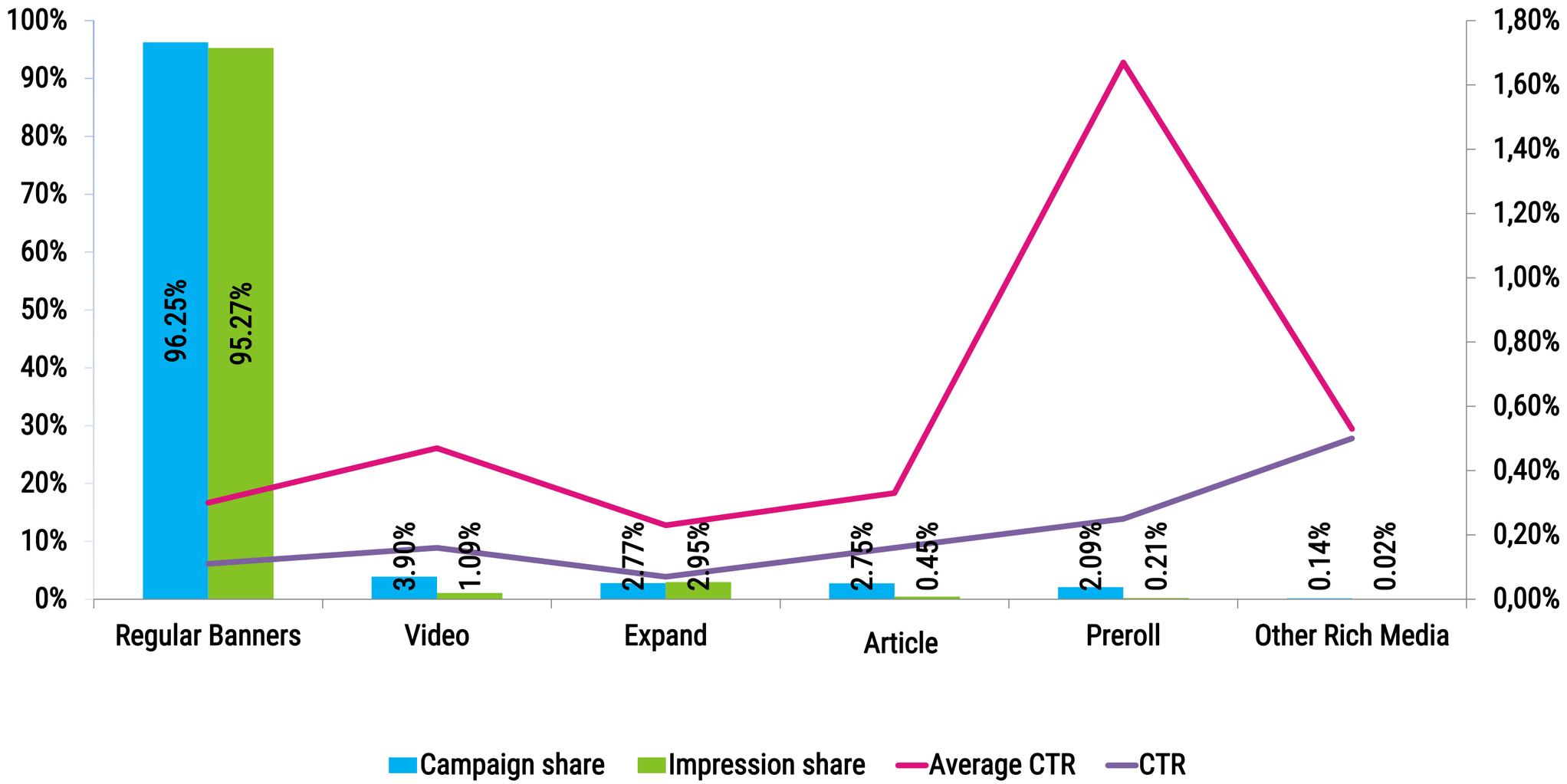
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Czech Republic



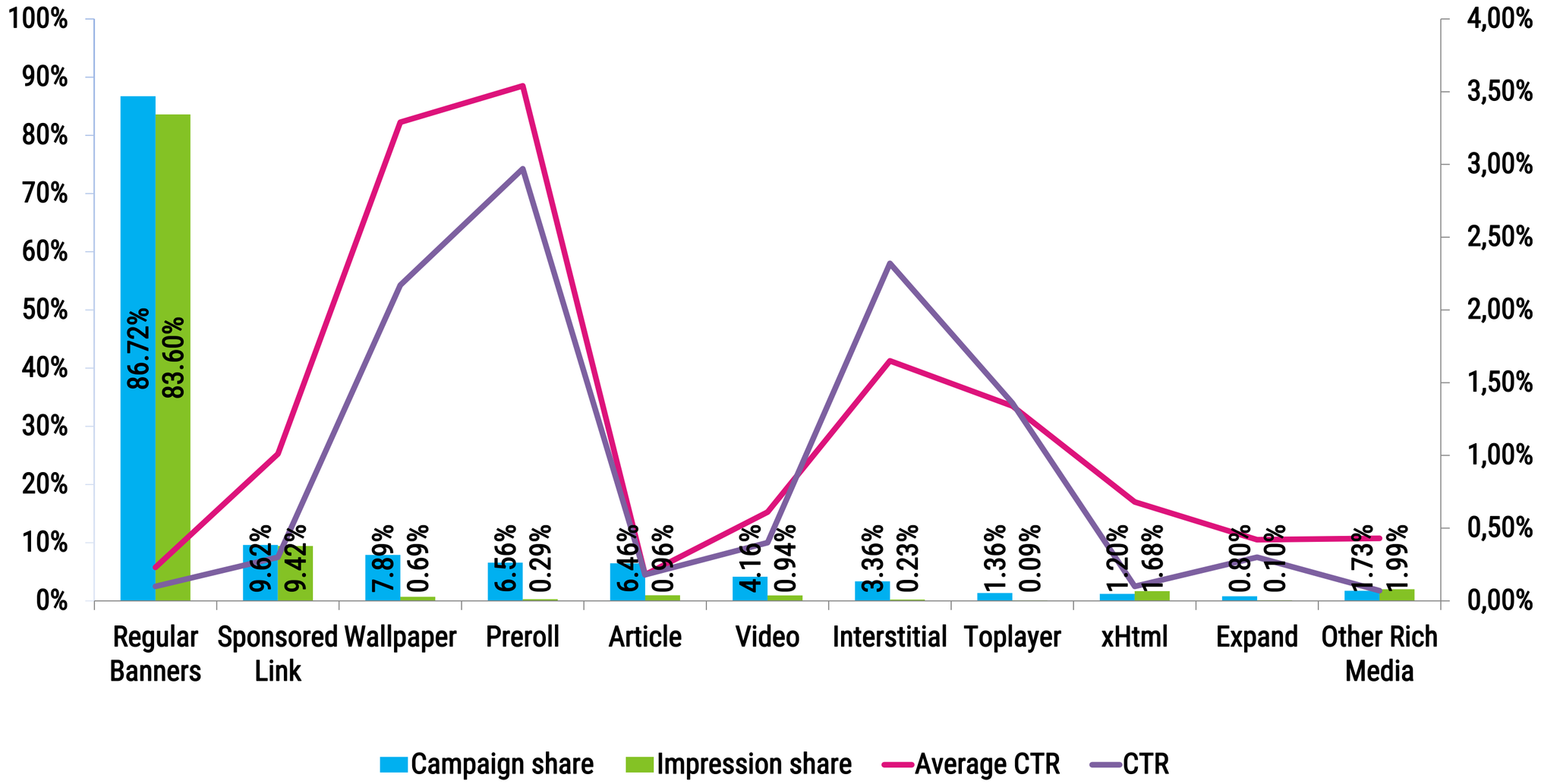
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Estonia



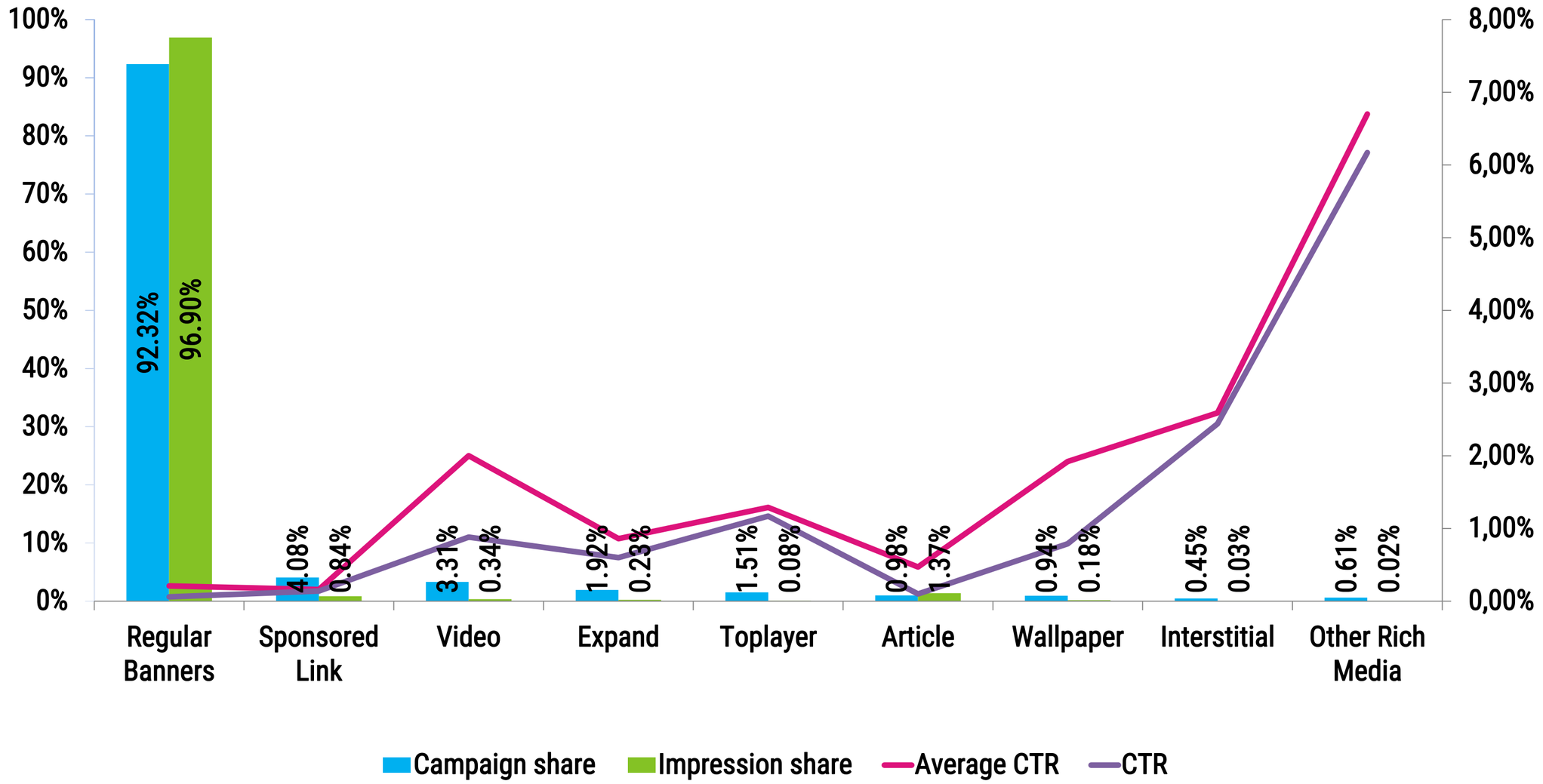
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Hungary



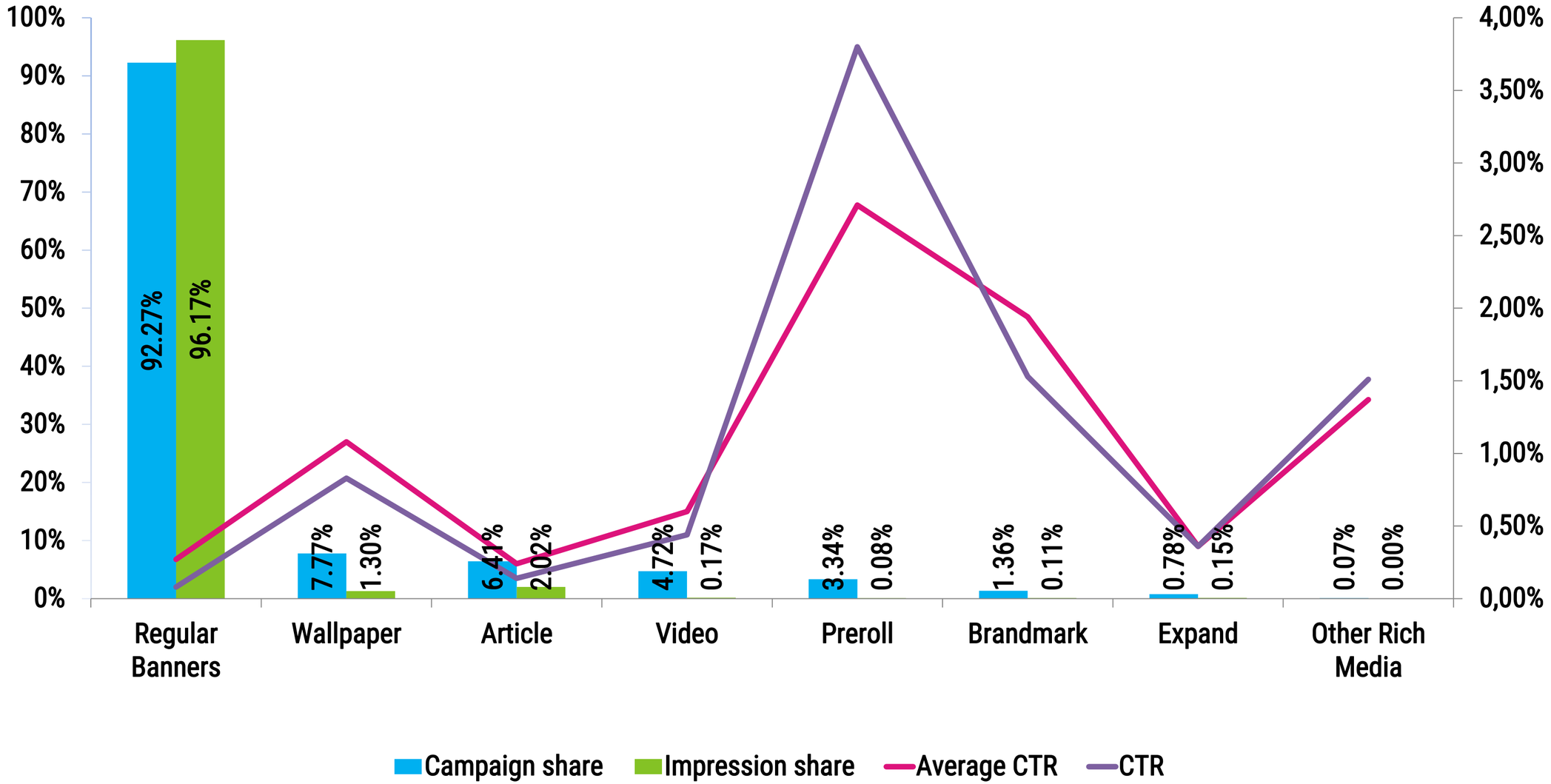
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Latvia



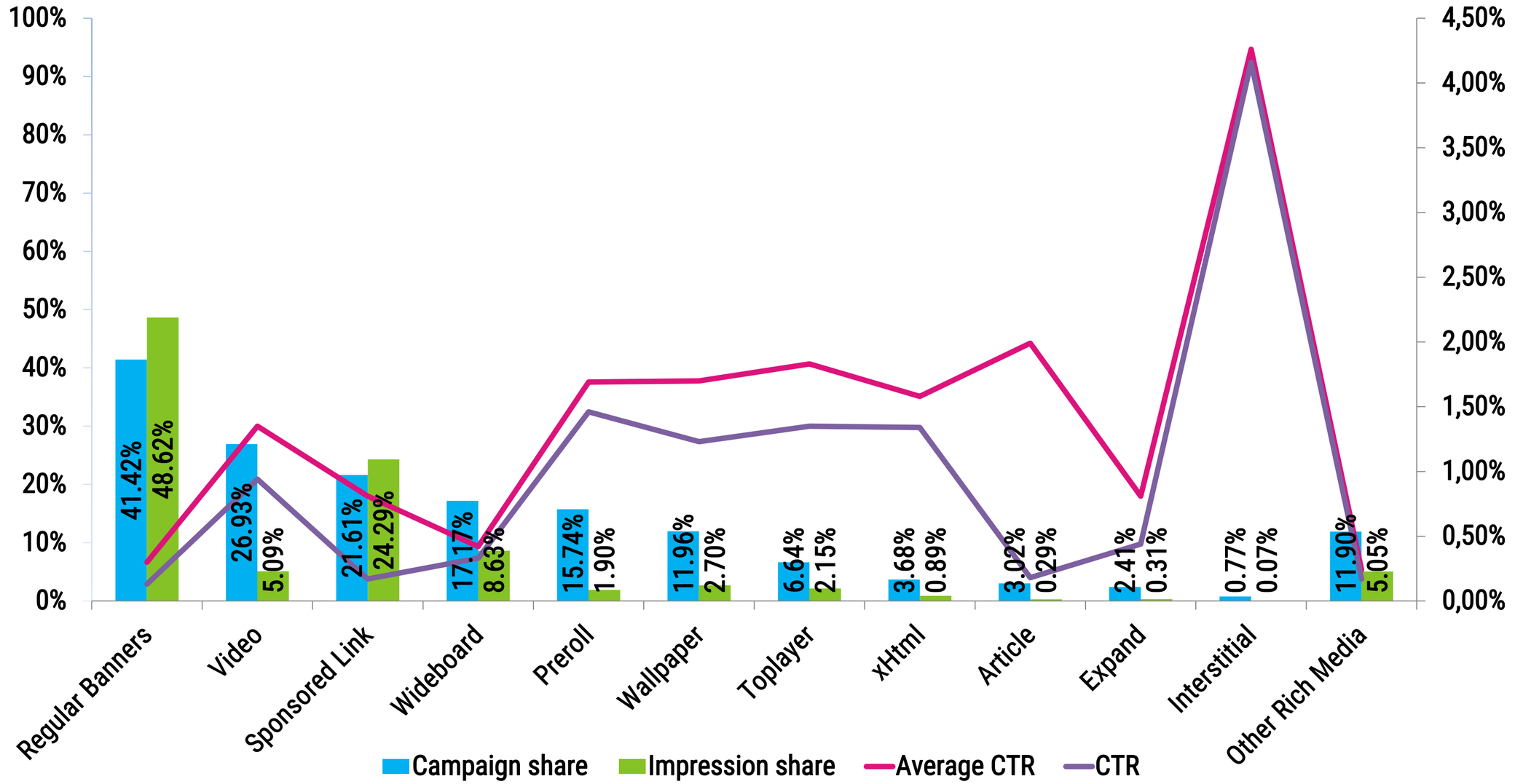
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Lithuania



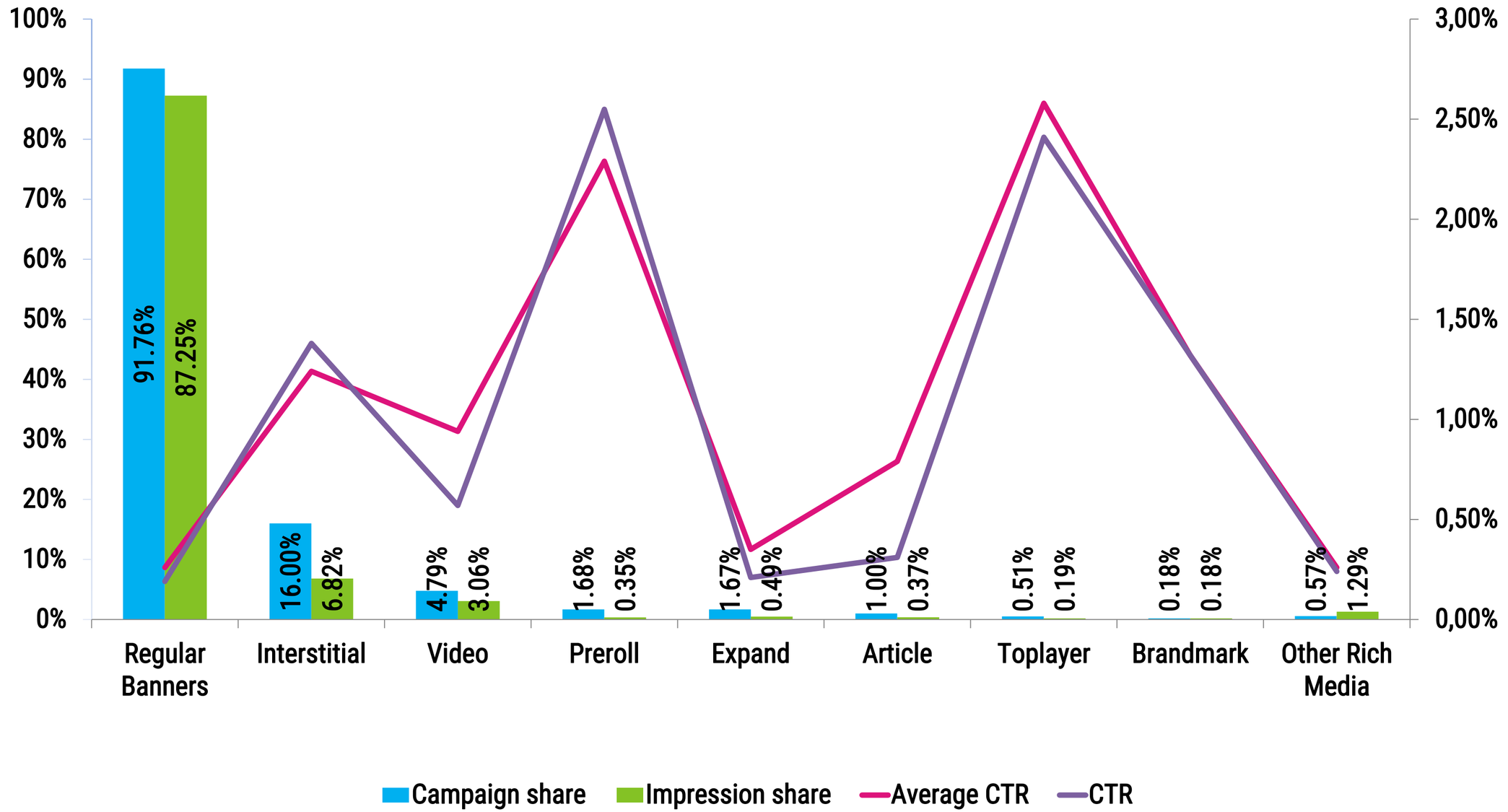
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Poland



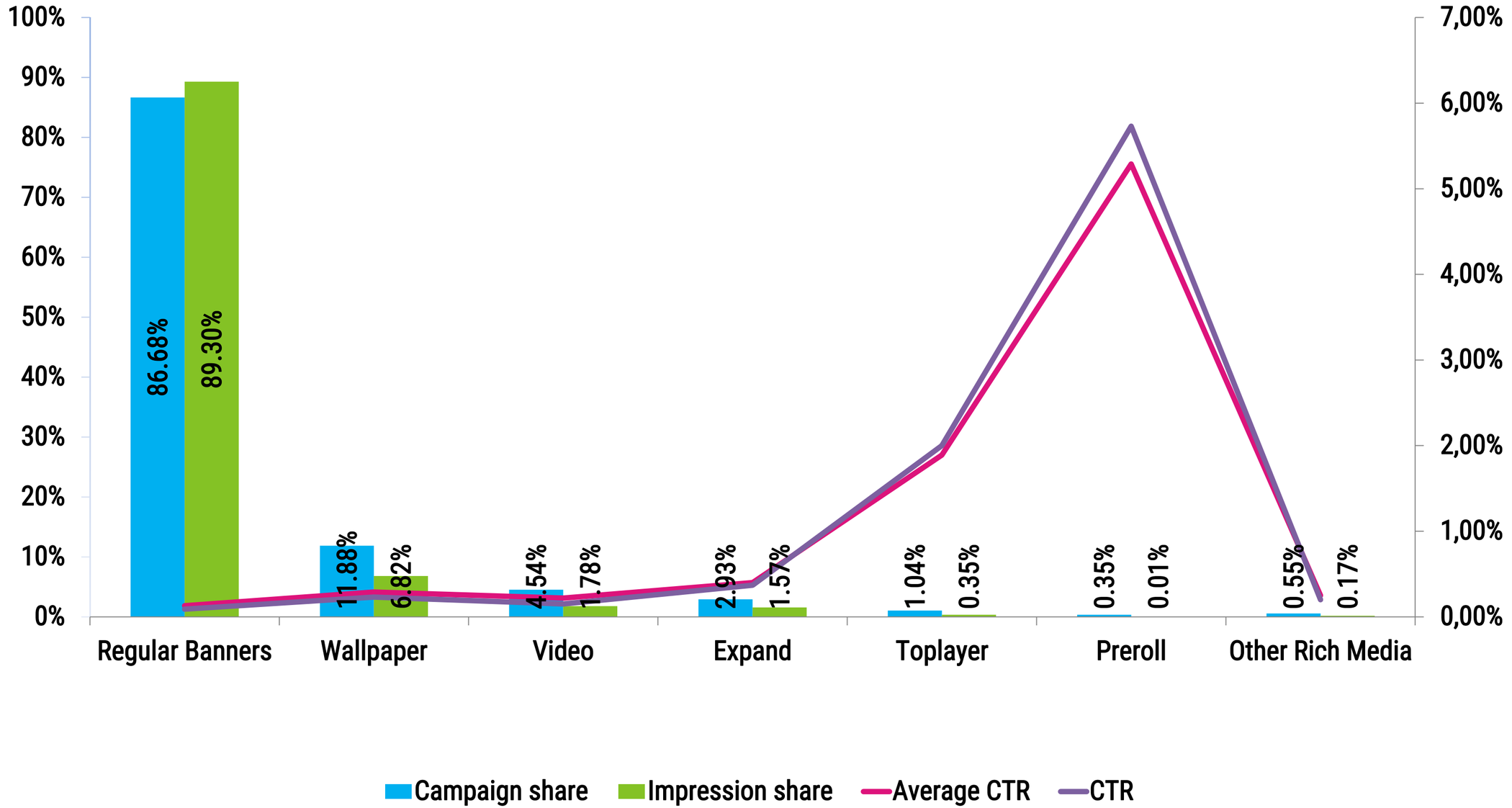
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Romania



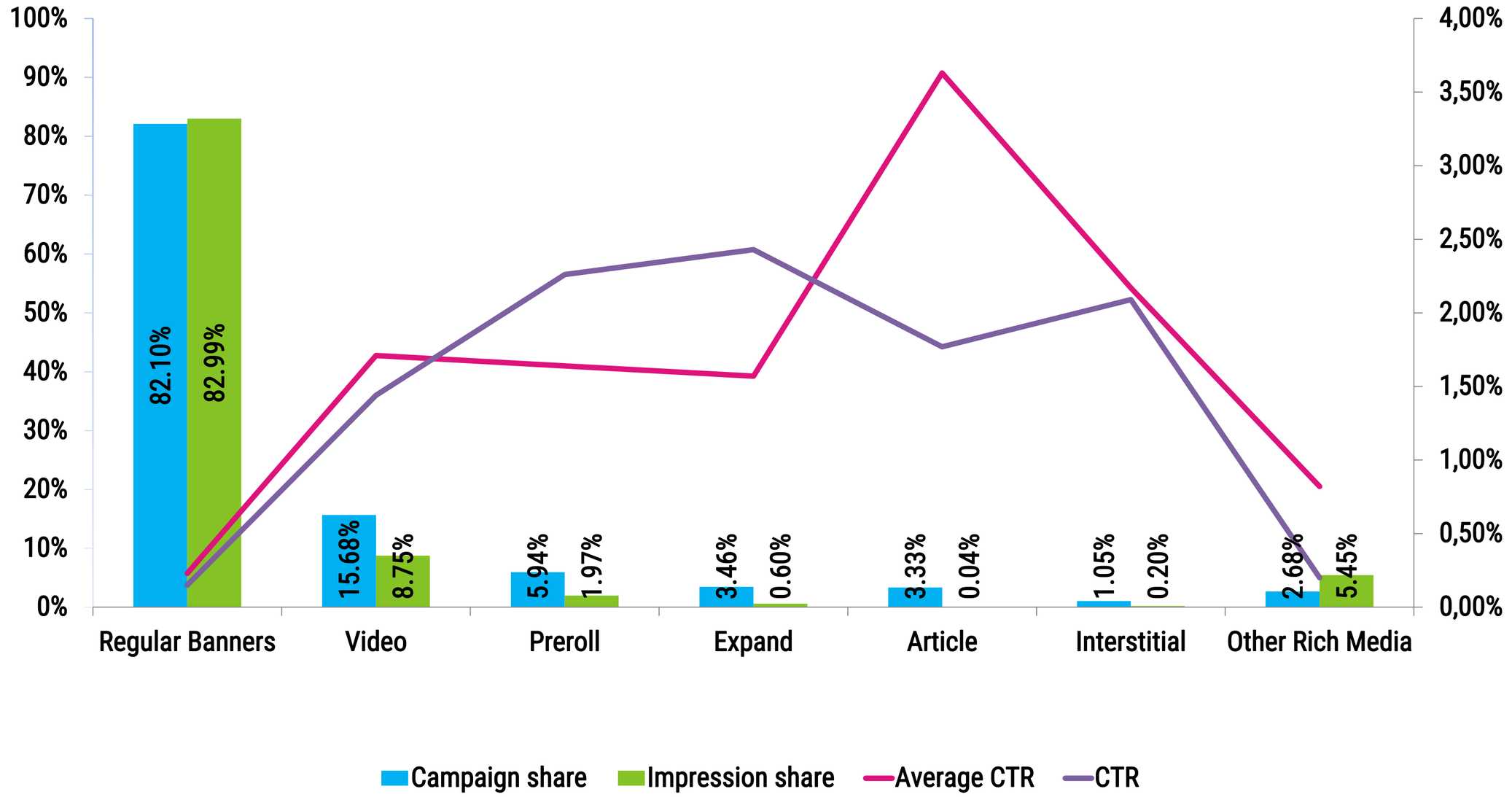
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Serbia



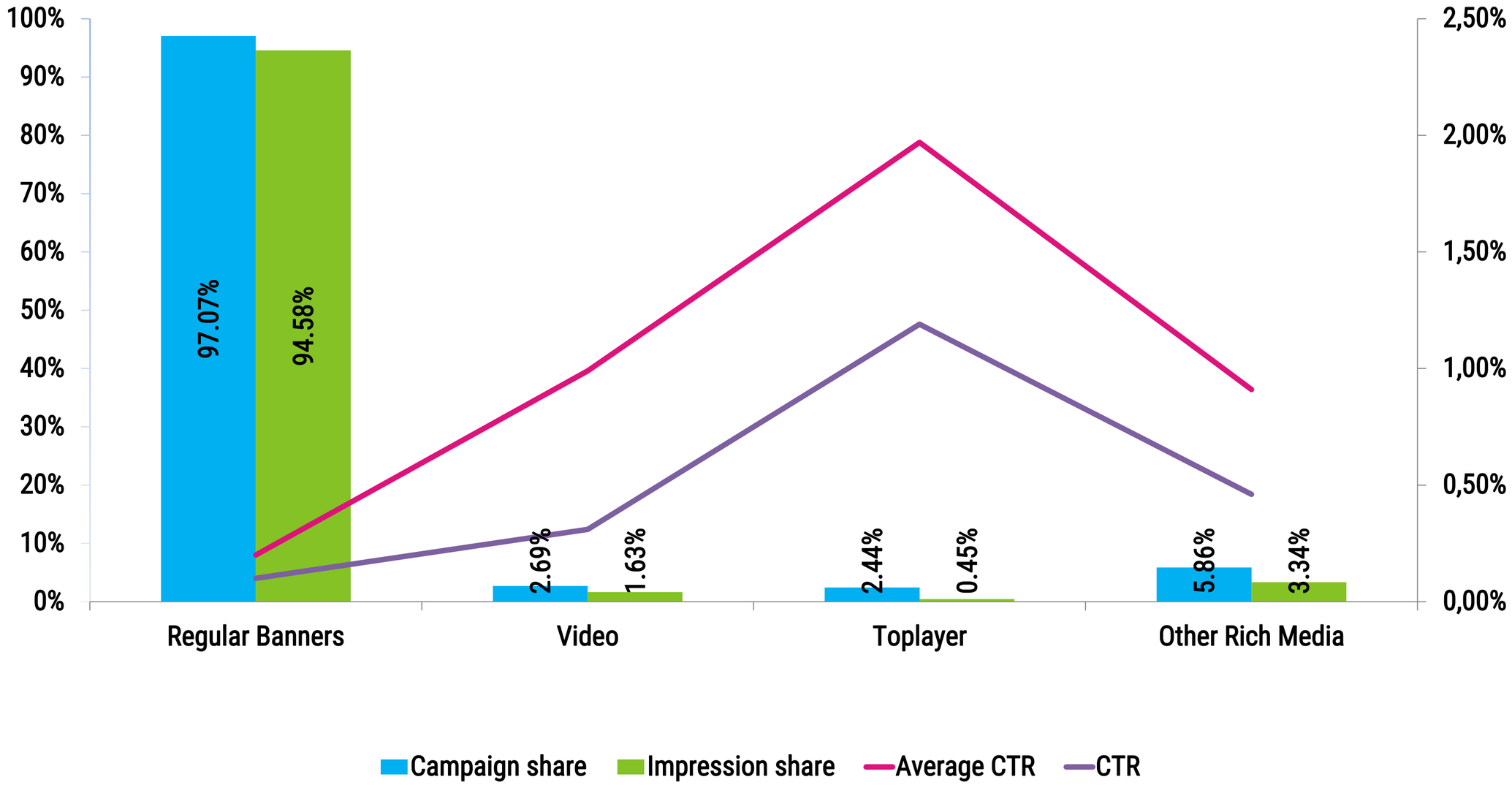
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Slovakia



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Most popular ad format types – Slovenia



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

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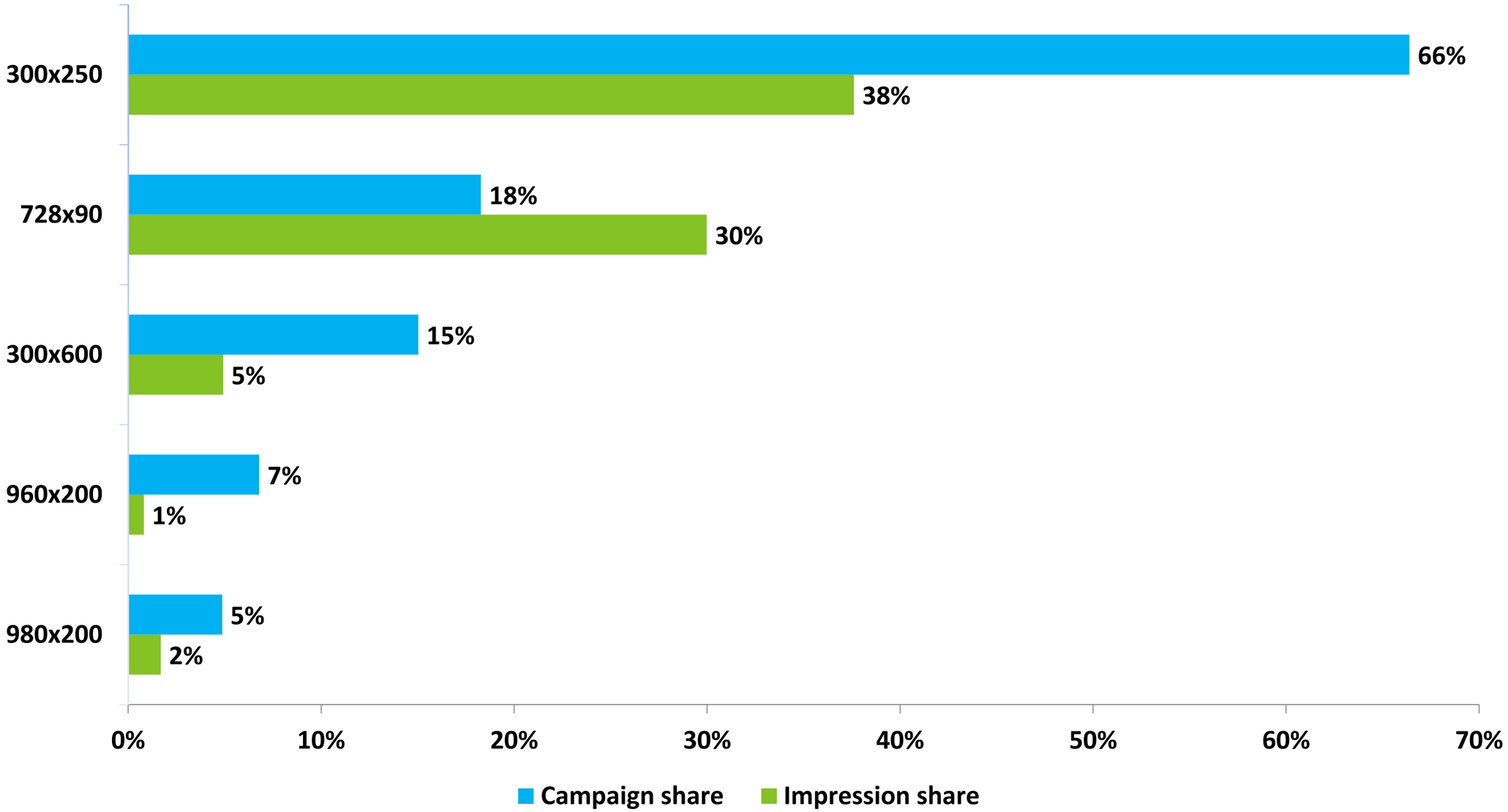
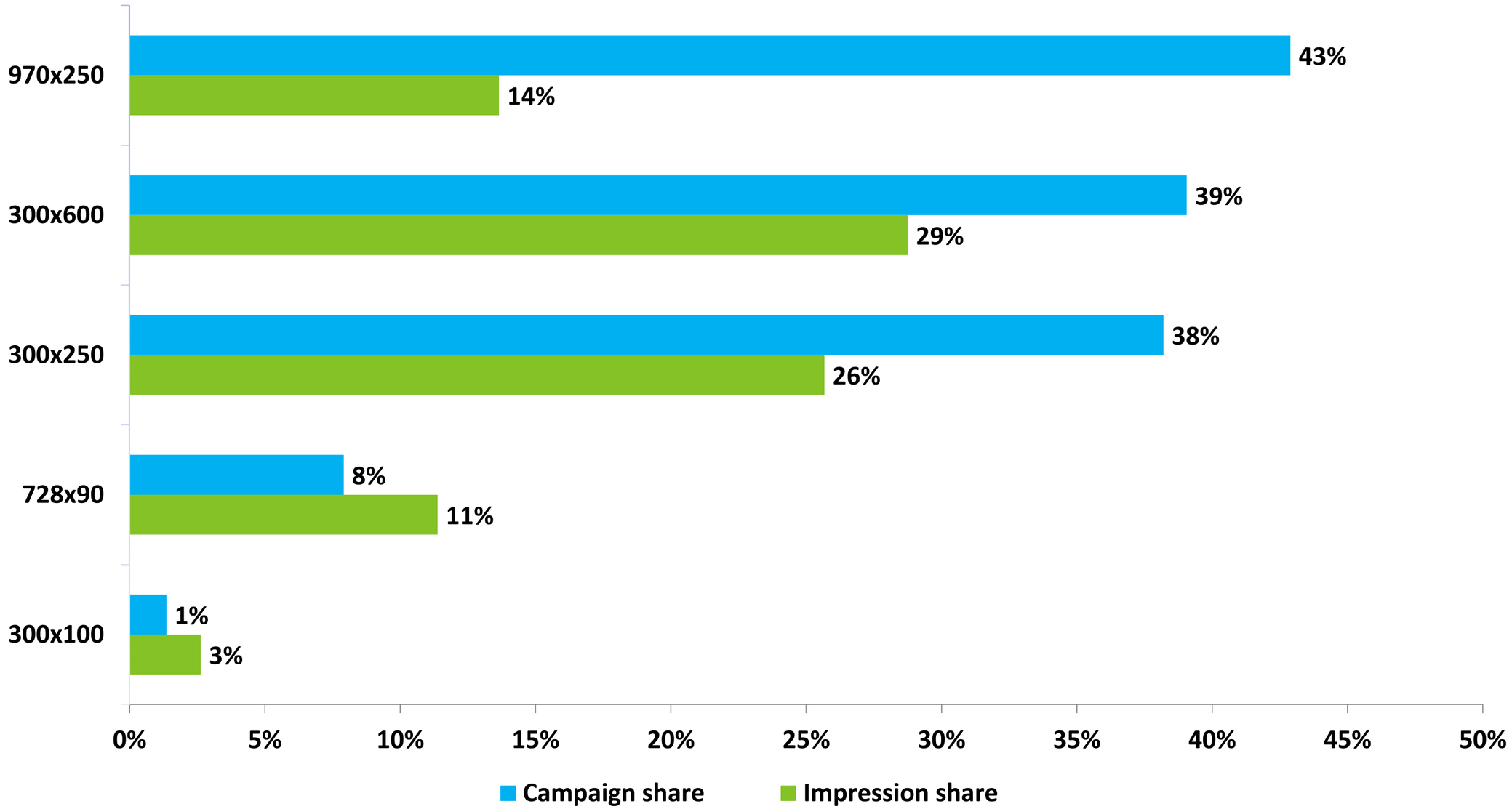
Top 5 most popular ad formats – campaign/impression share – Bulgaria



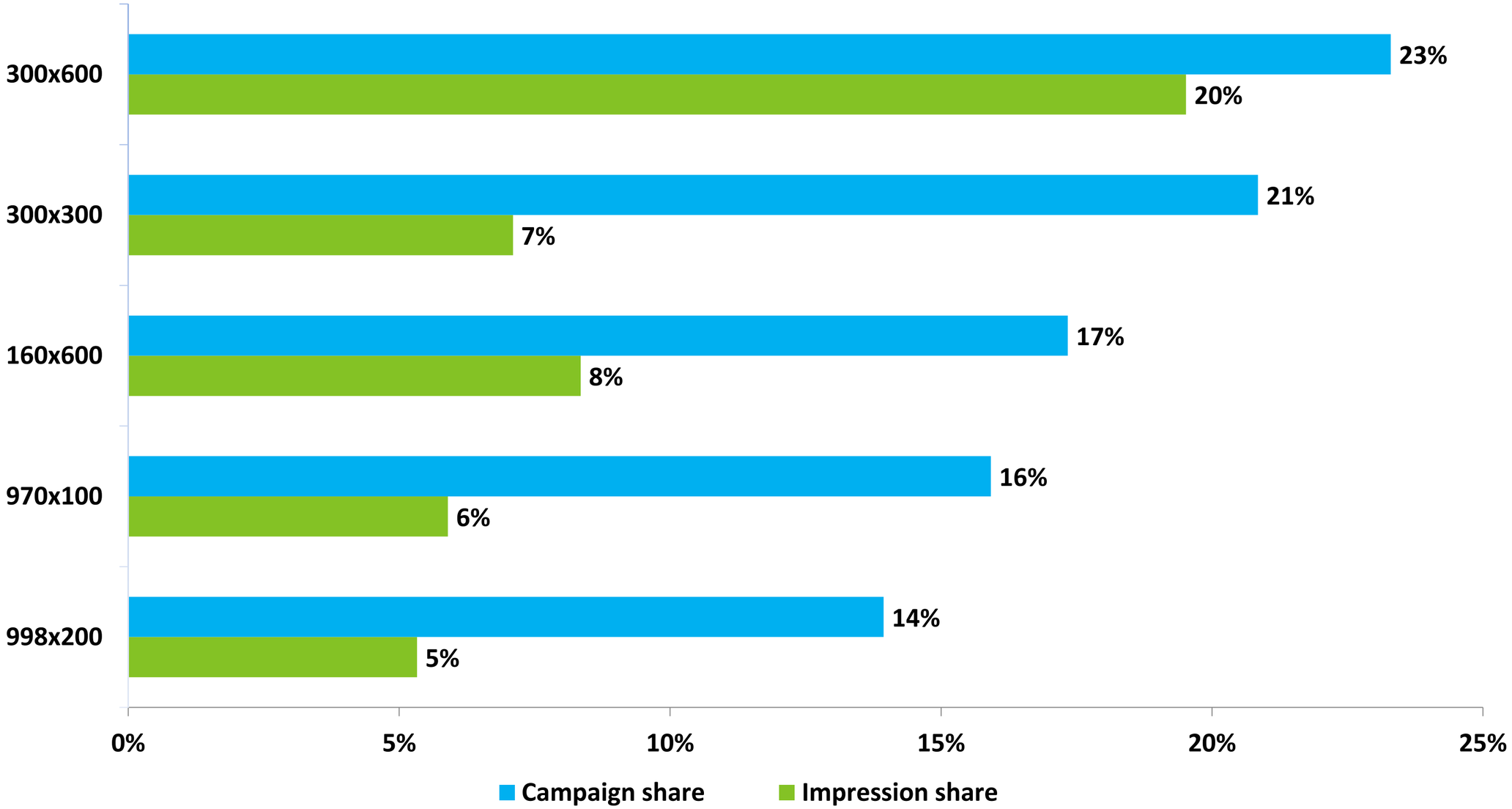
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Croatia



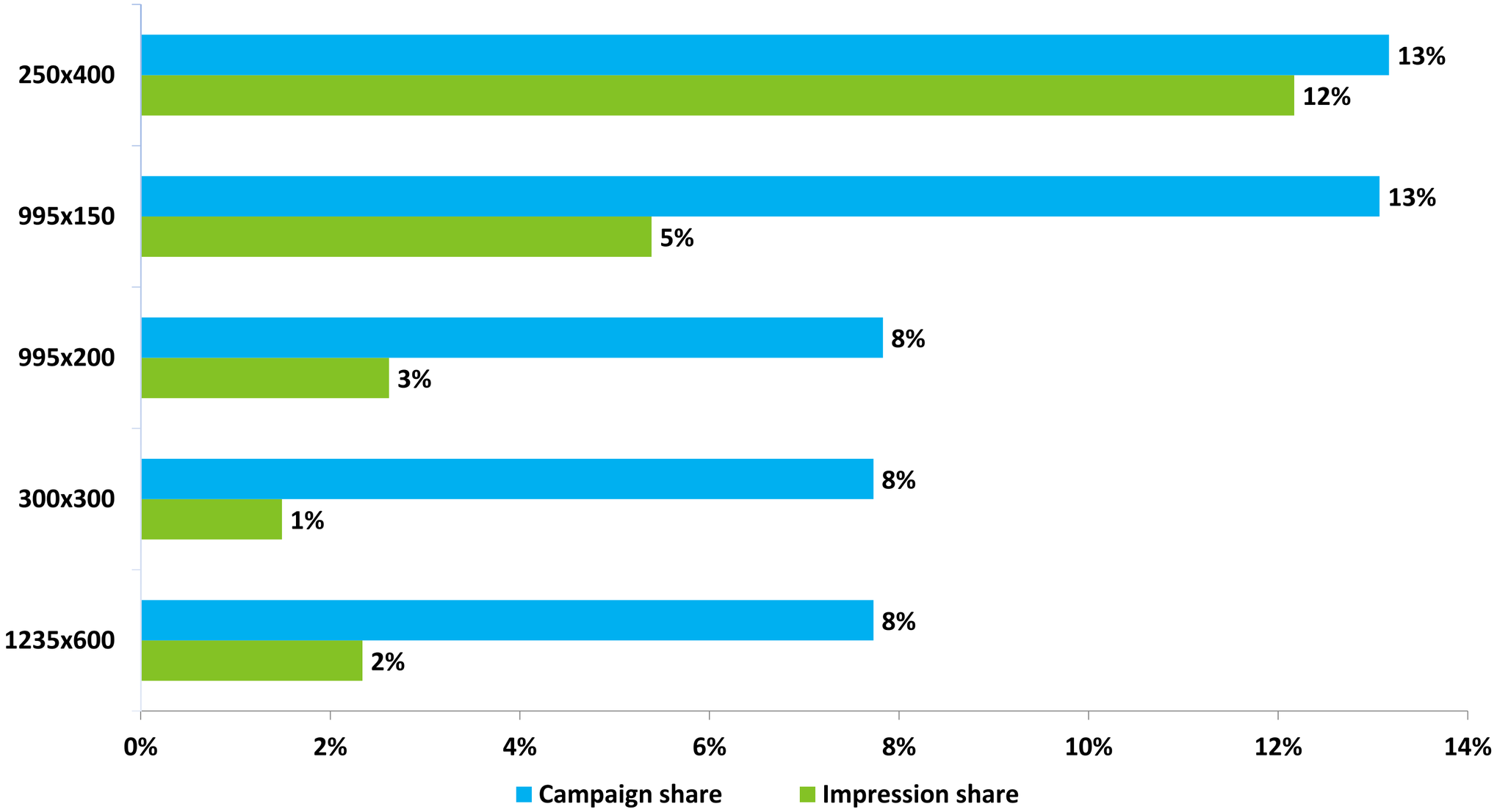
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Czech Republic



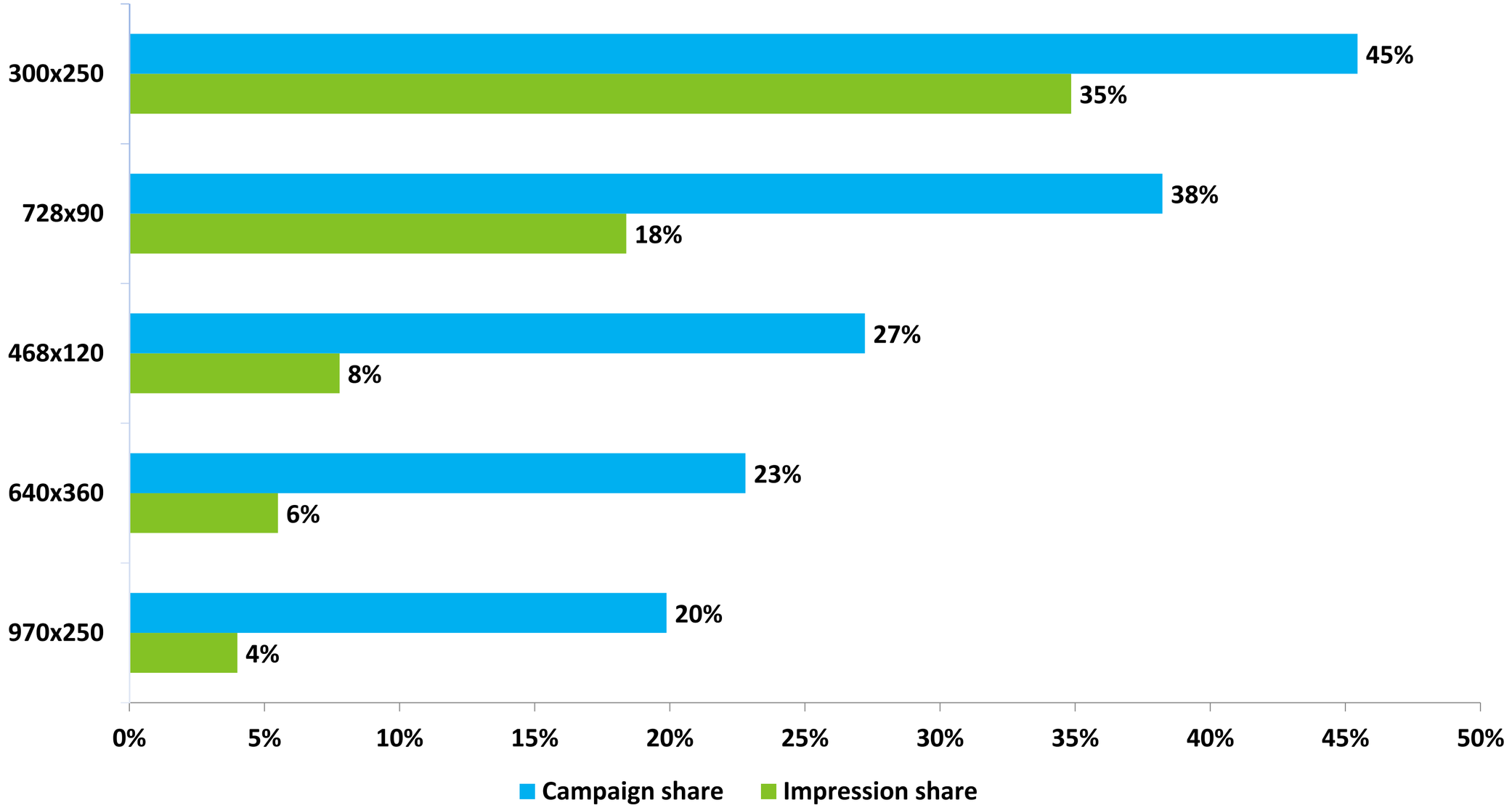
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Estonia



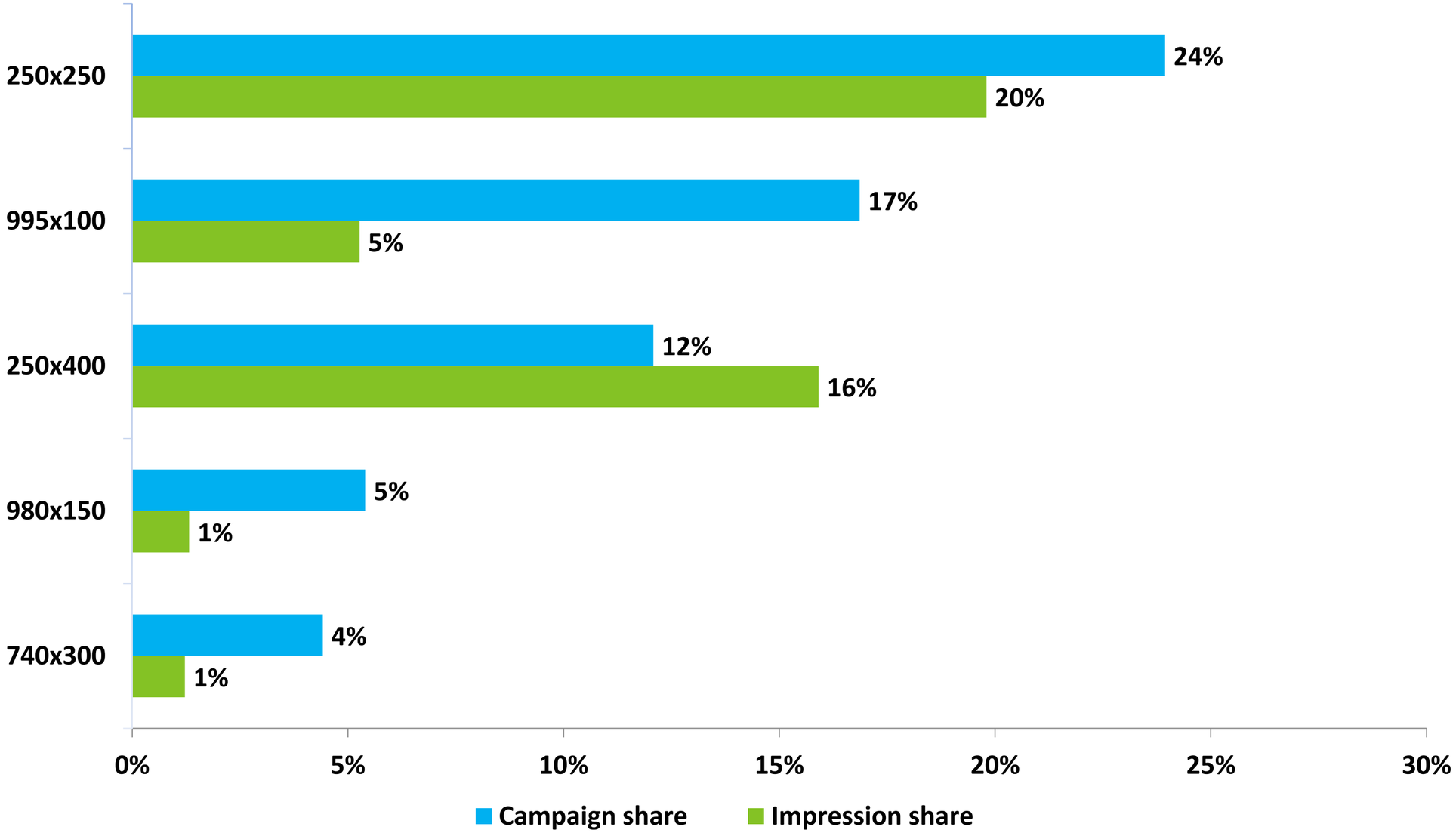
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Hungary



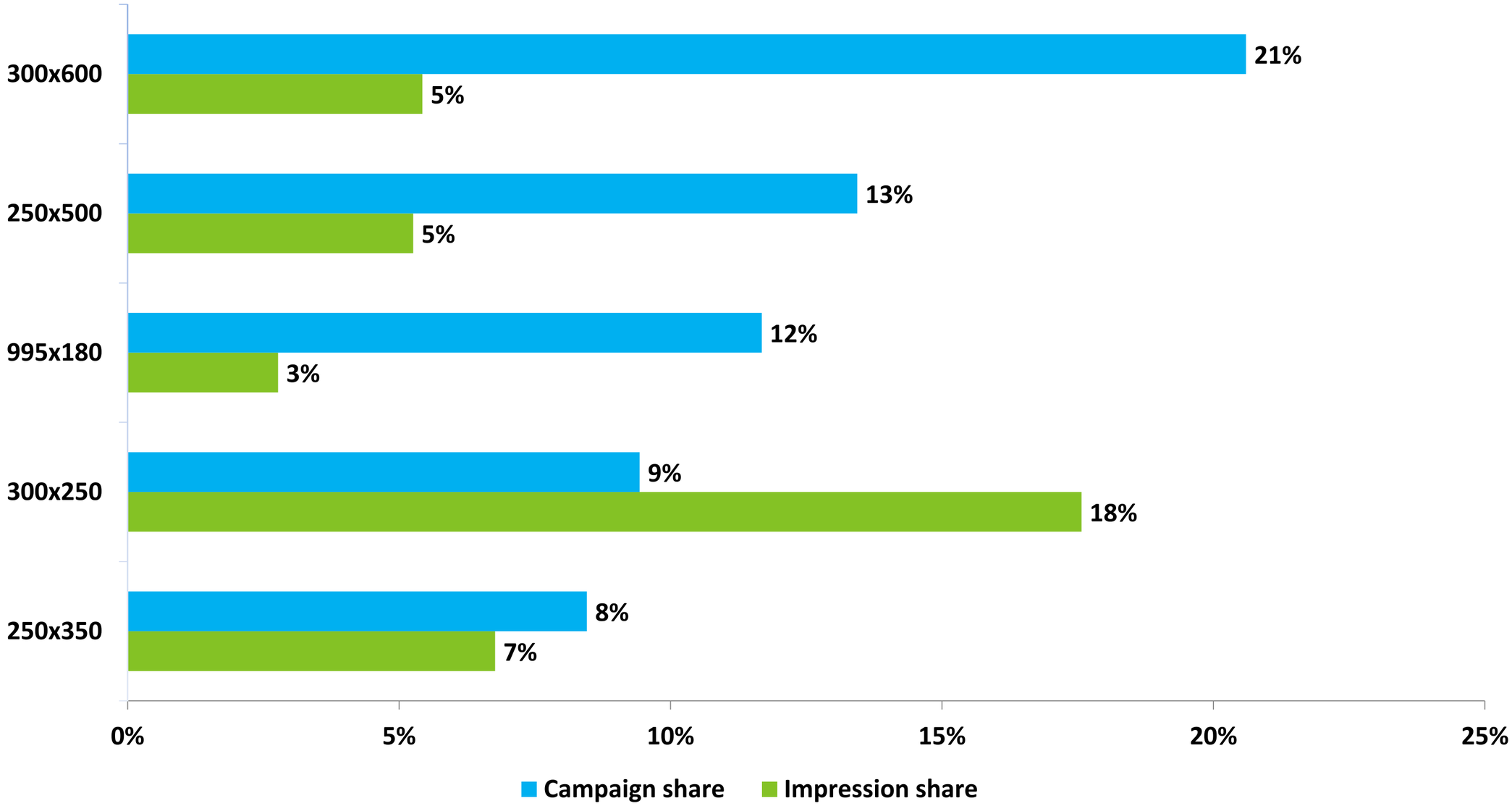
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Latvia



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Lithuania



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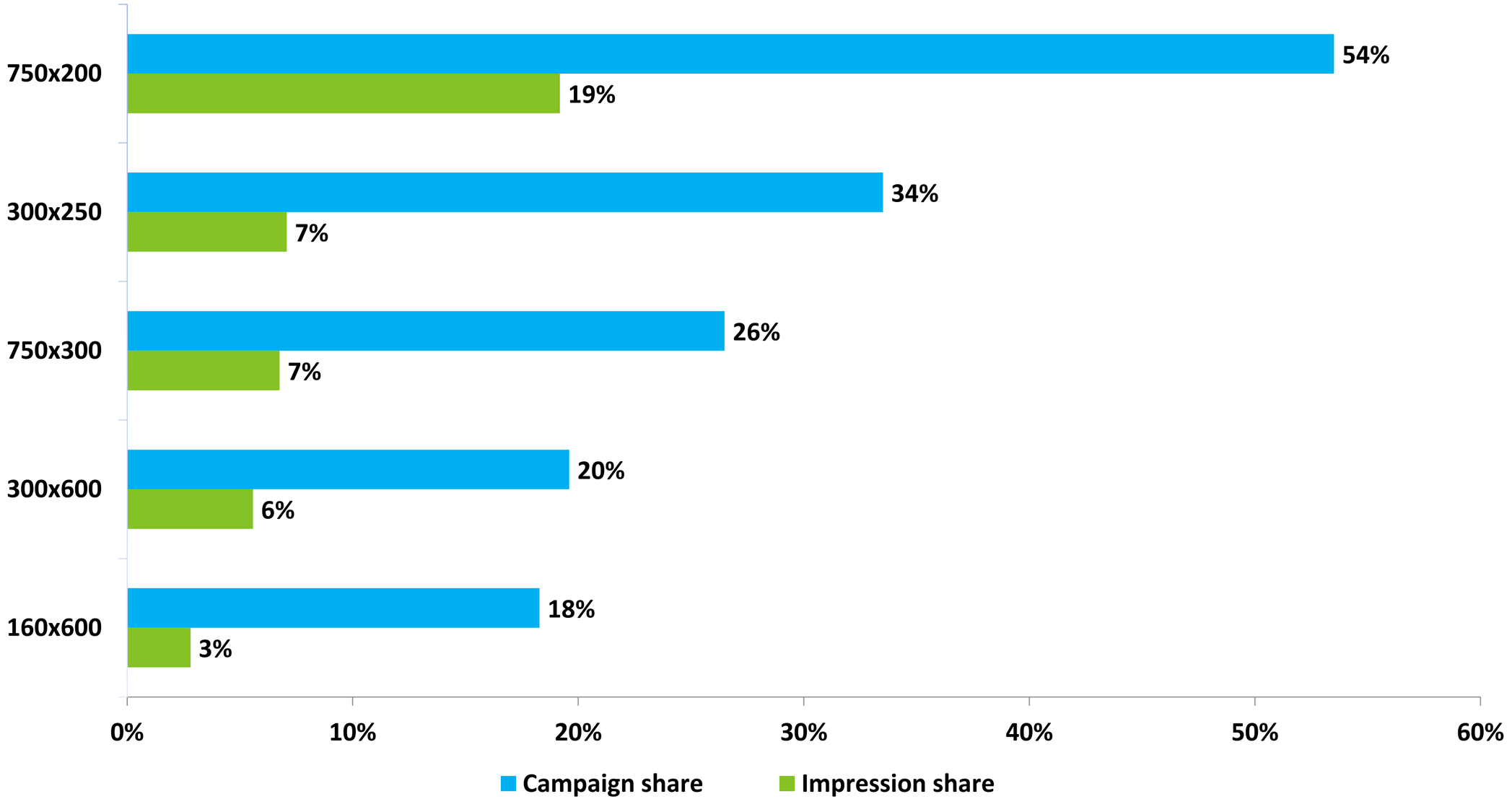
Top 5 most popular ad formats – campaign/impression share – Poland



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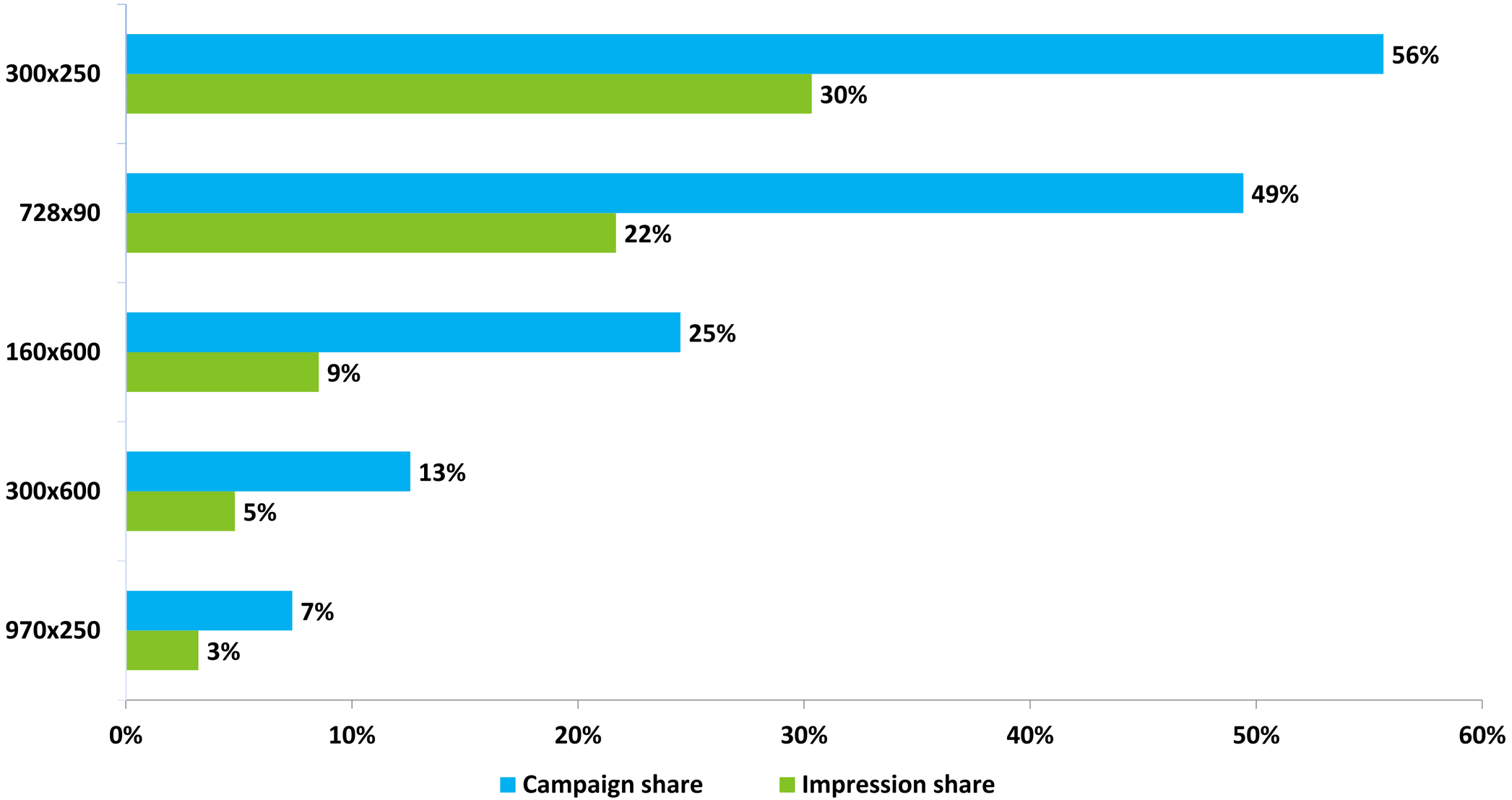
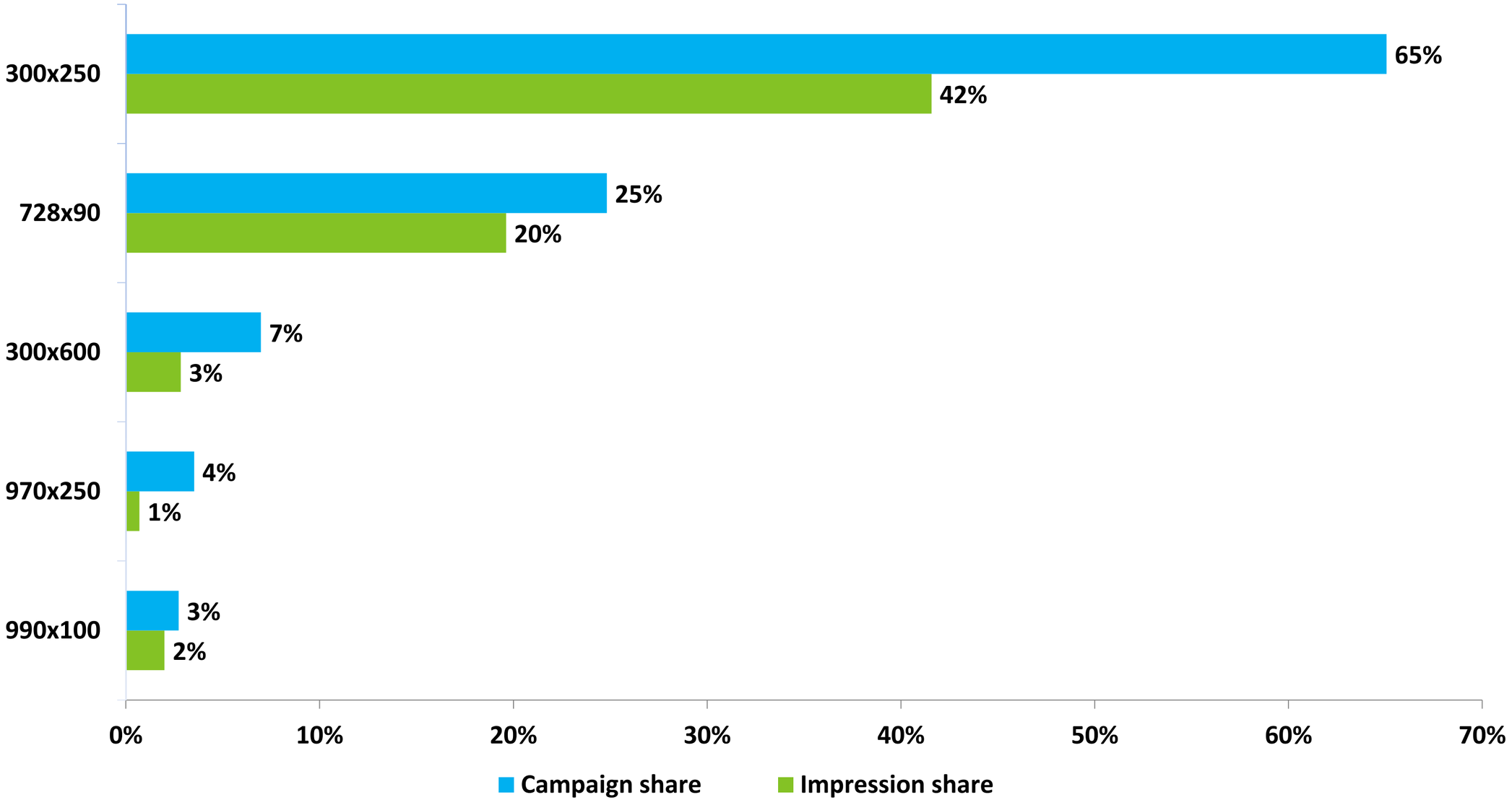
Top 5 most popular ad formats – campaign/impression share – Romania



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Serbia



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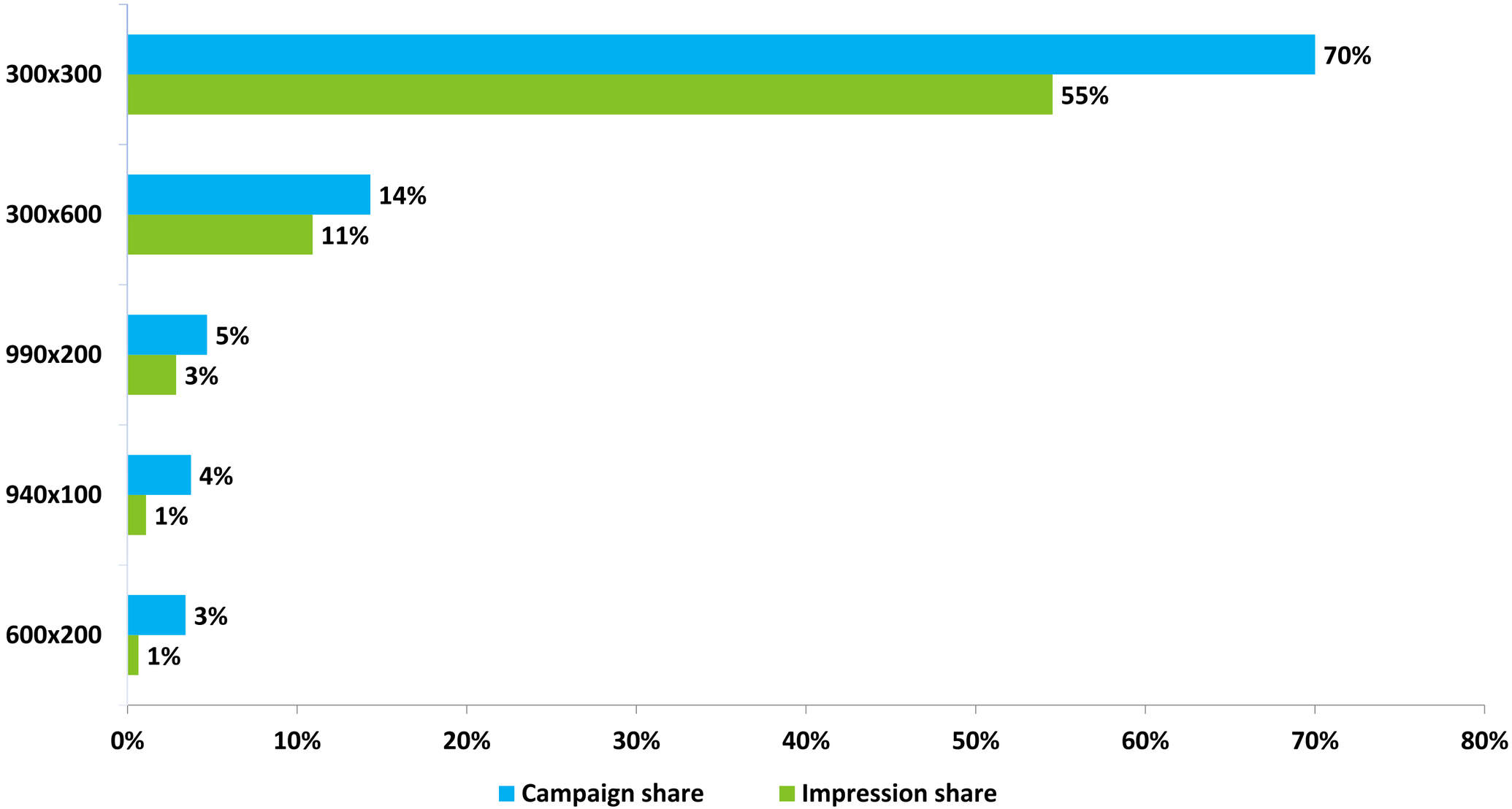
Top 5 most popular ad formats – campaign/impression share – Slovakia



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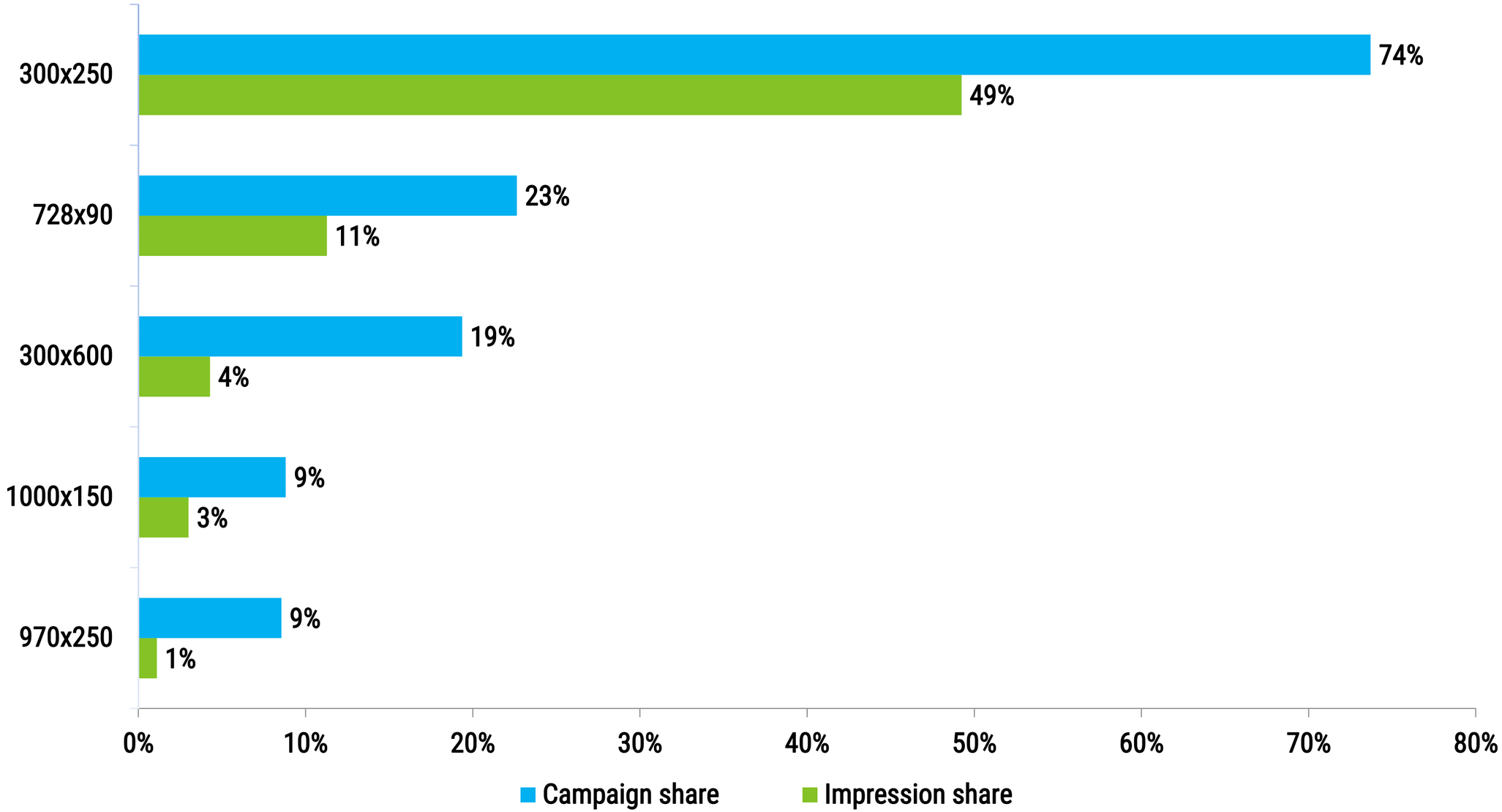
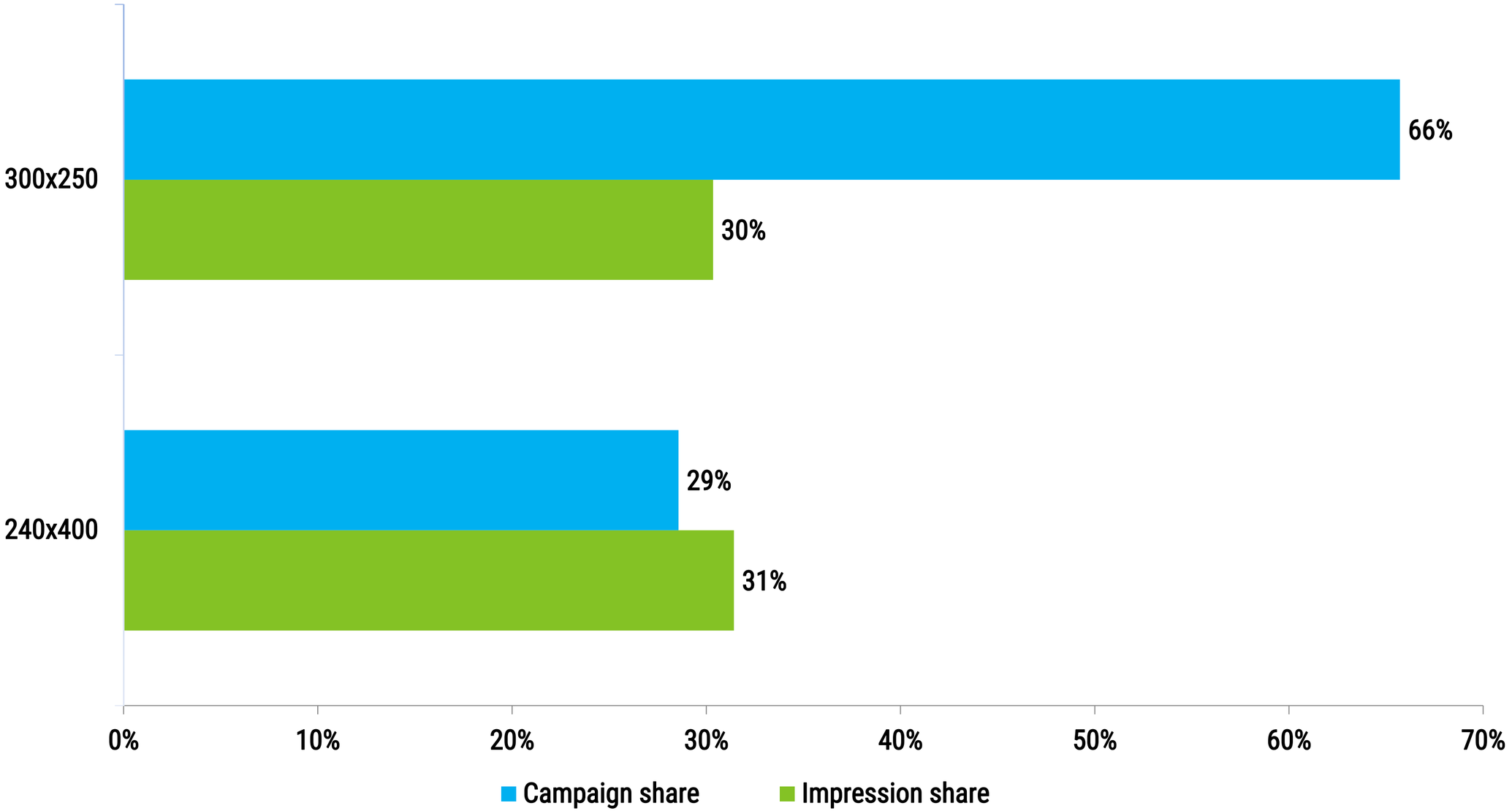
Top 5 most popular ad formats – campaign/impression share – Slovenia



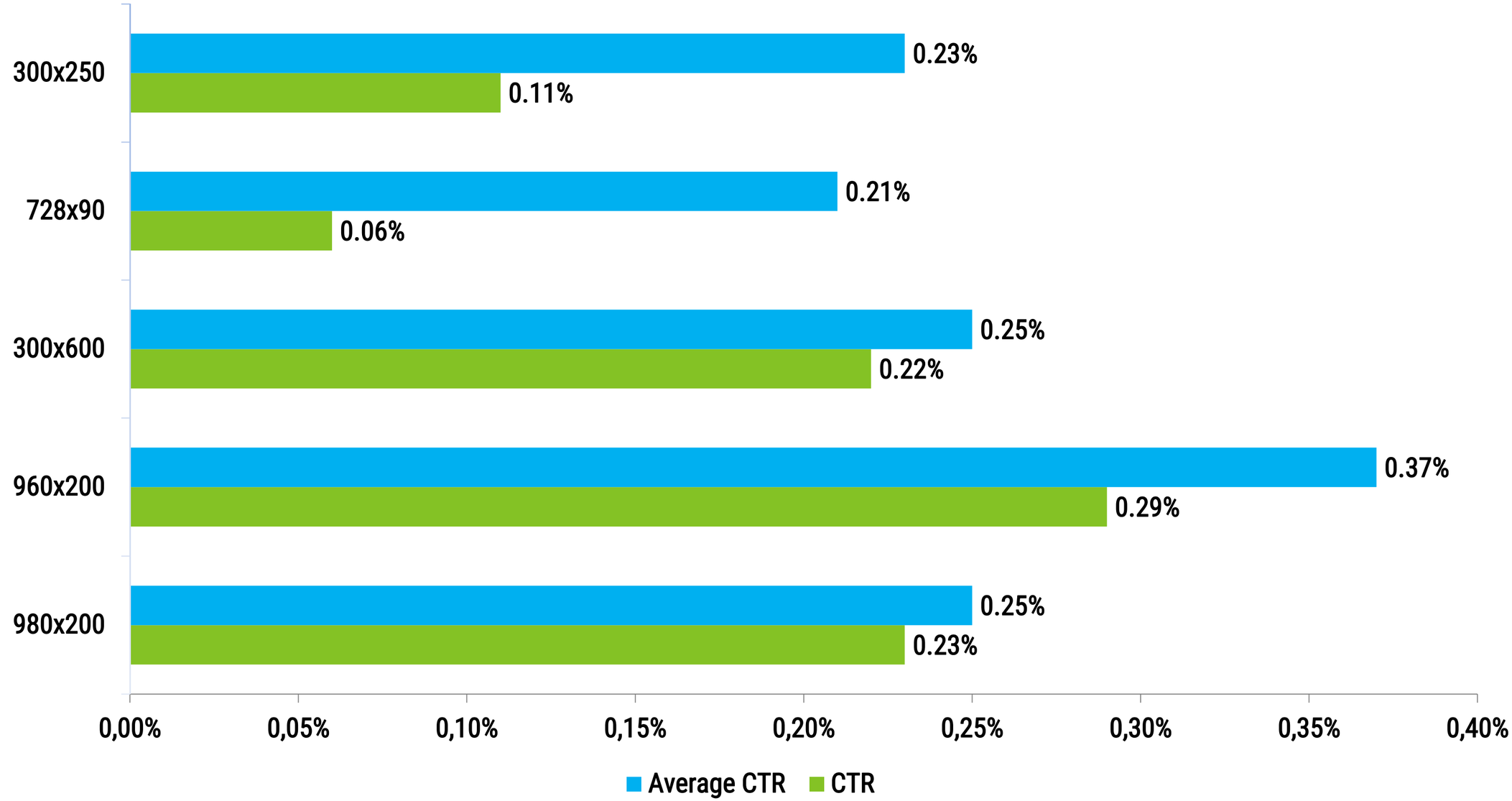
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – campaign/impression share – Ukraine



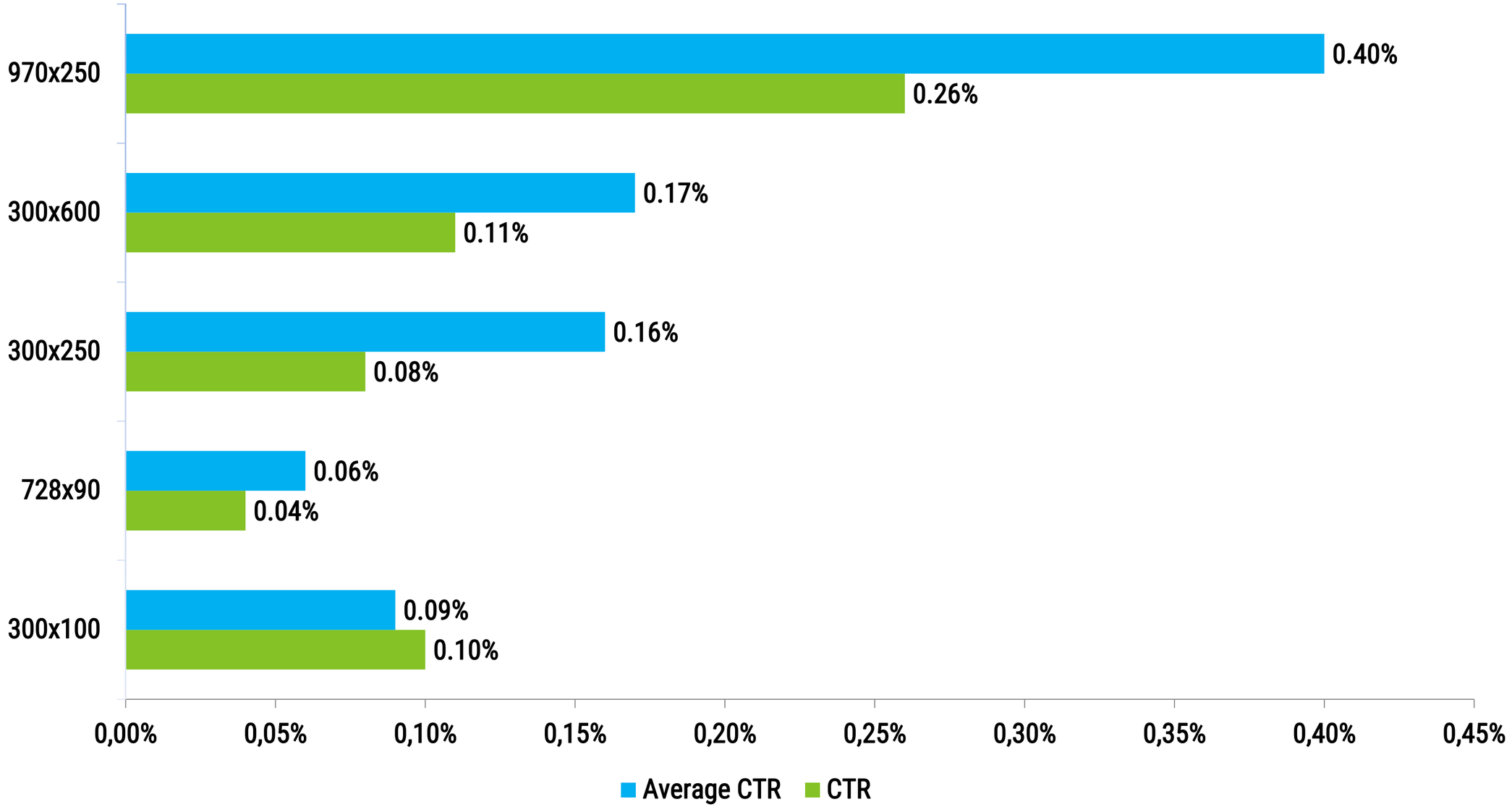
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Bulgaria



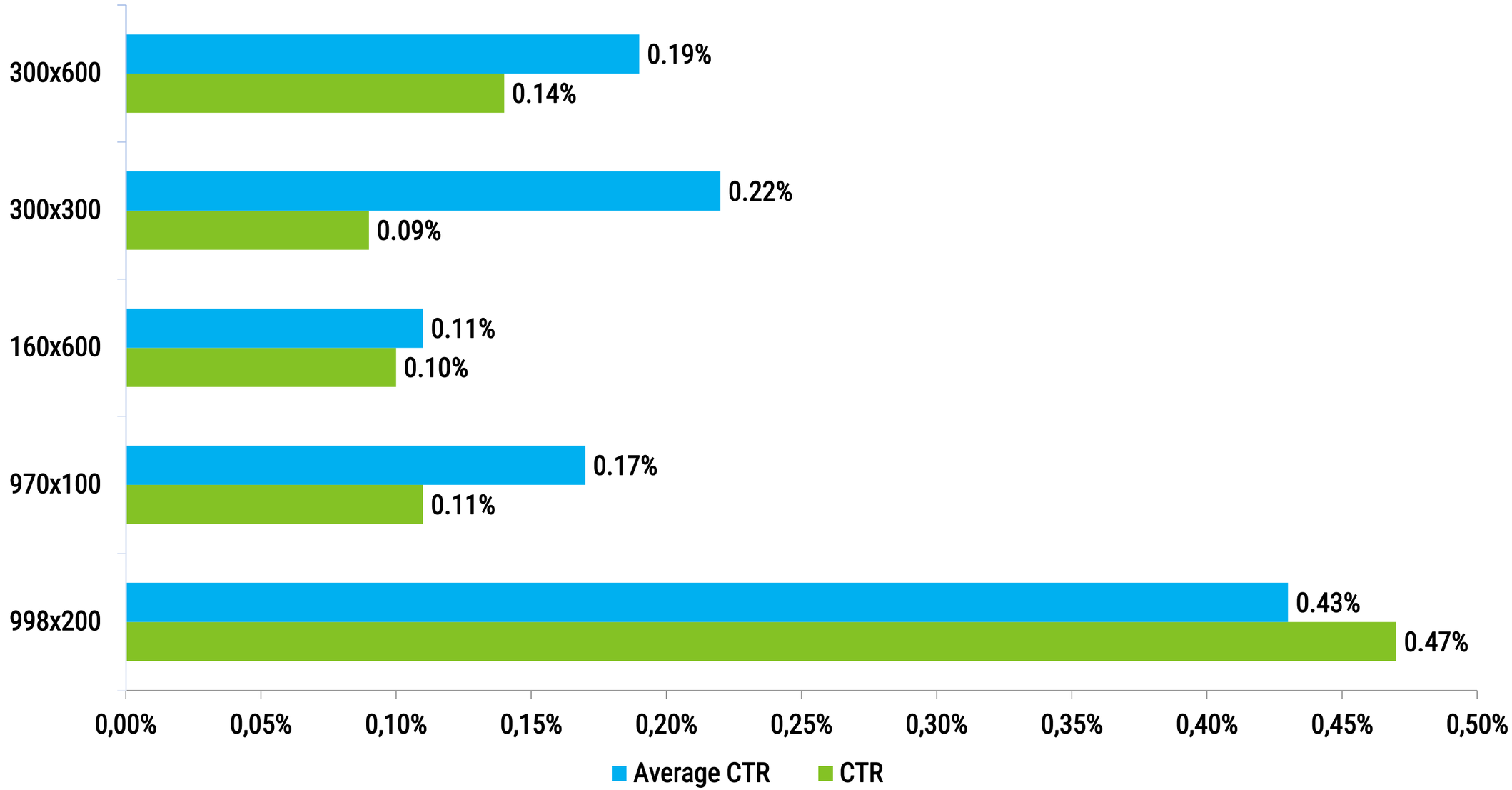
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Croatia



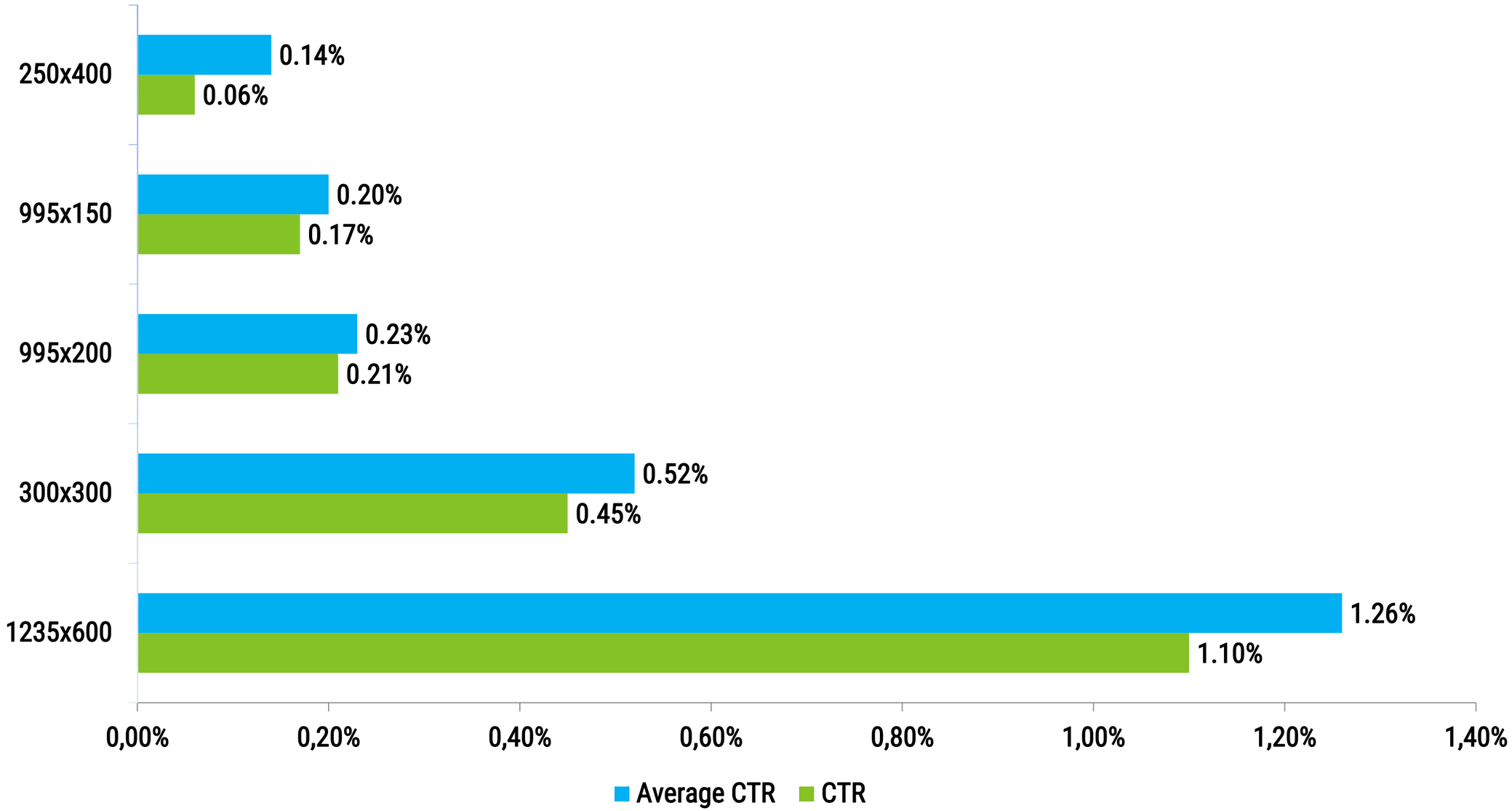
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Czech Republic



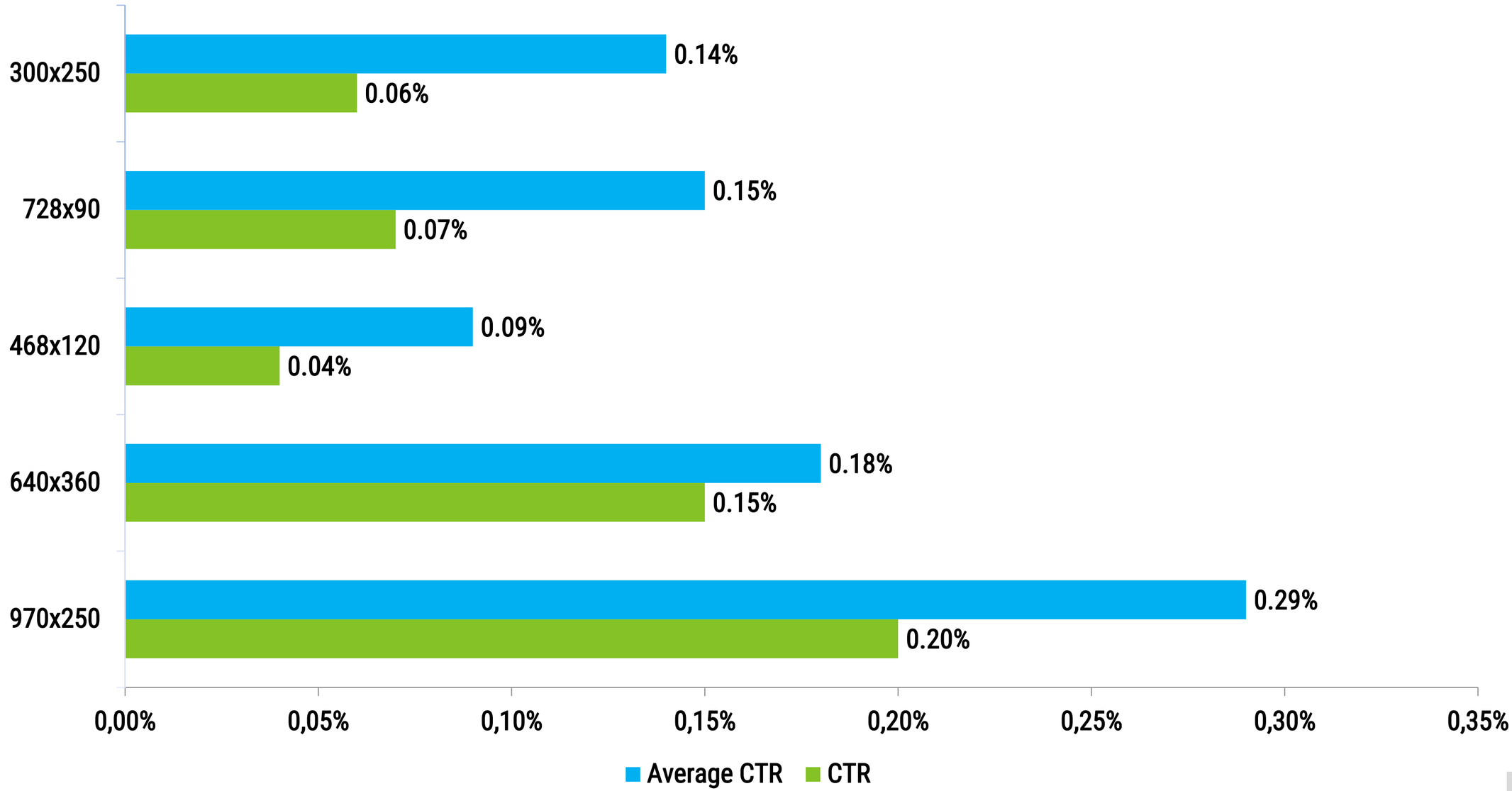
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Estonia



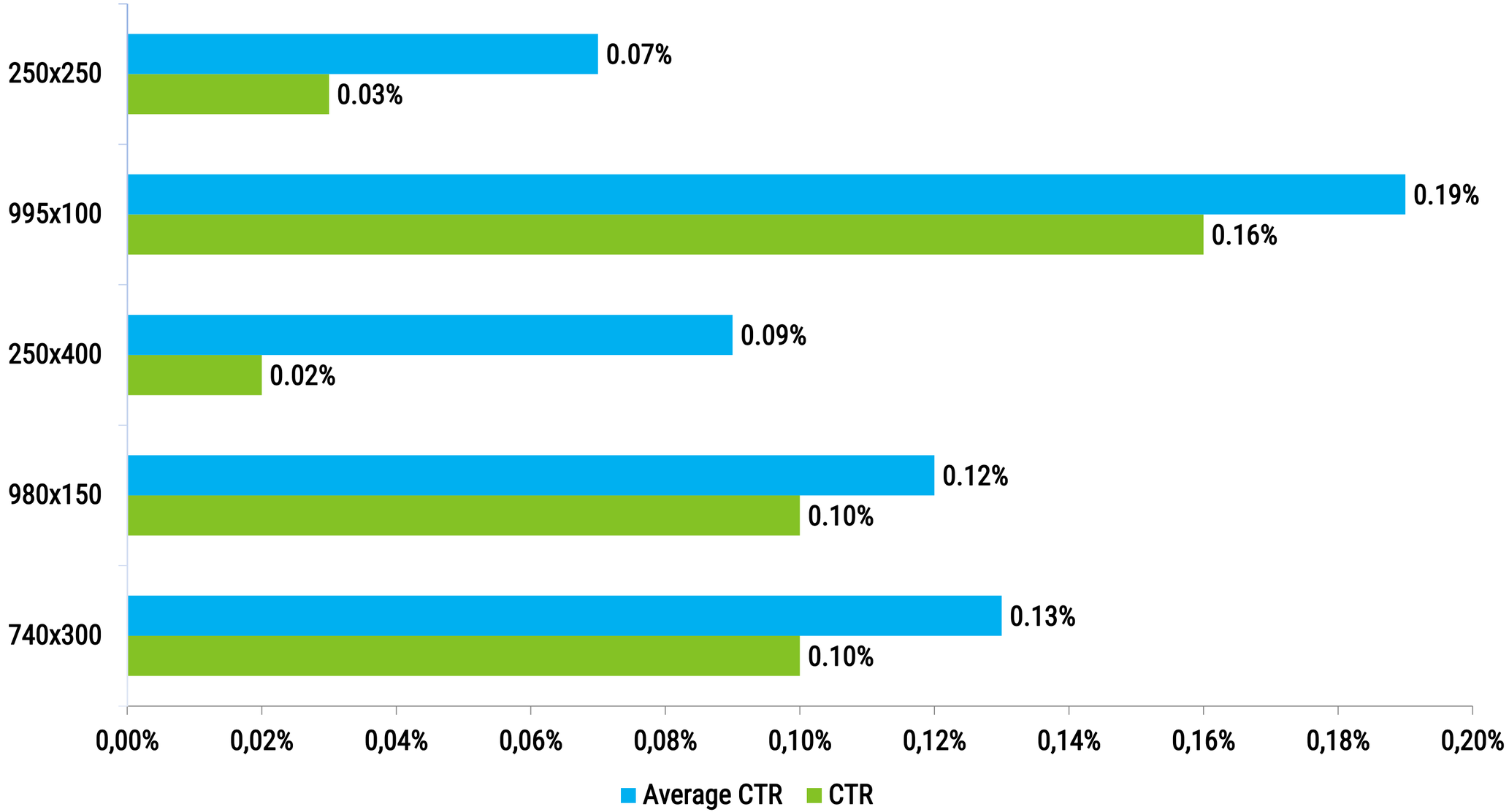
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Hungary



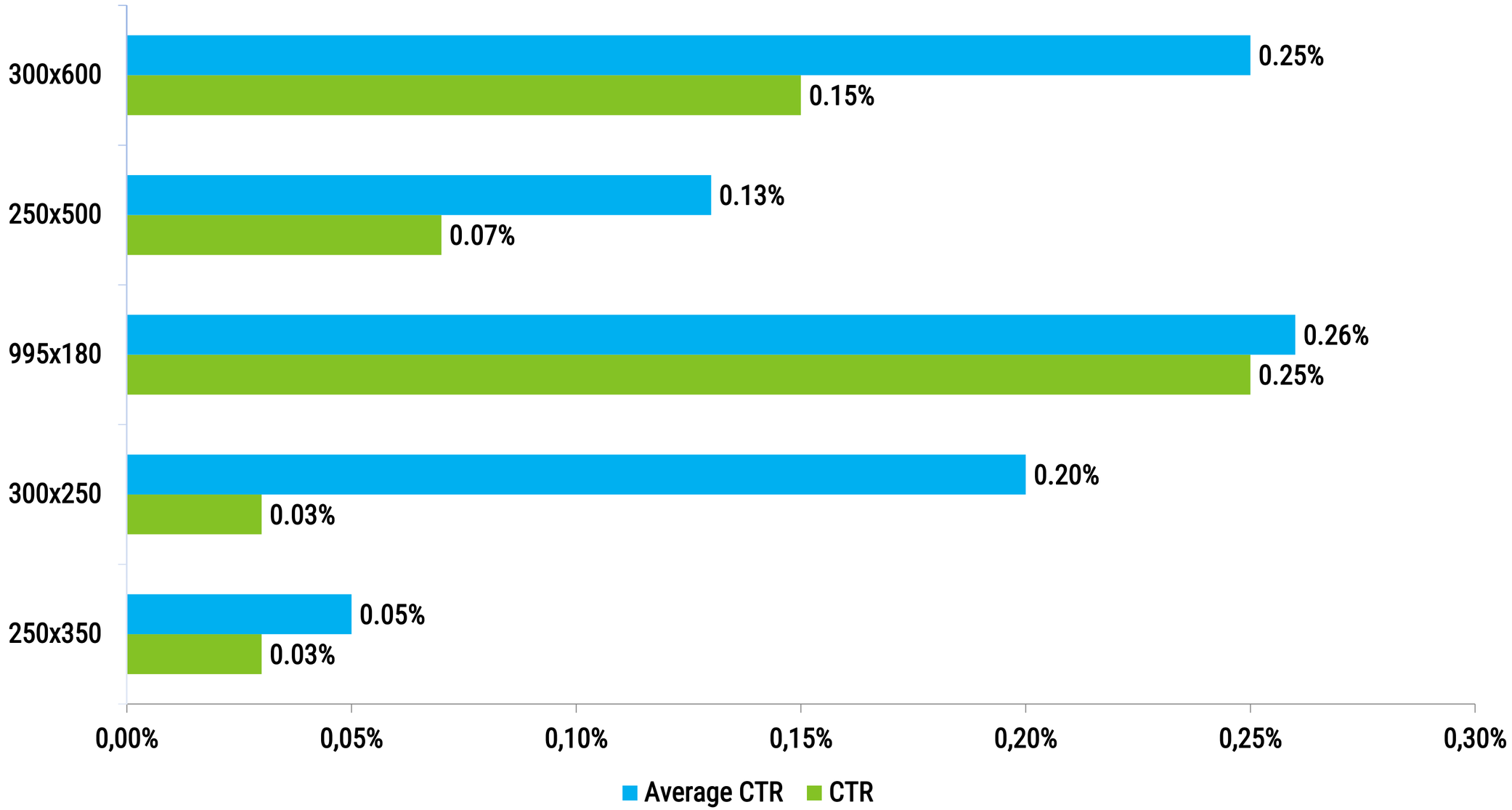
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Latvia



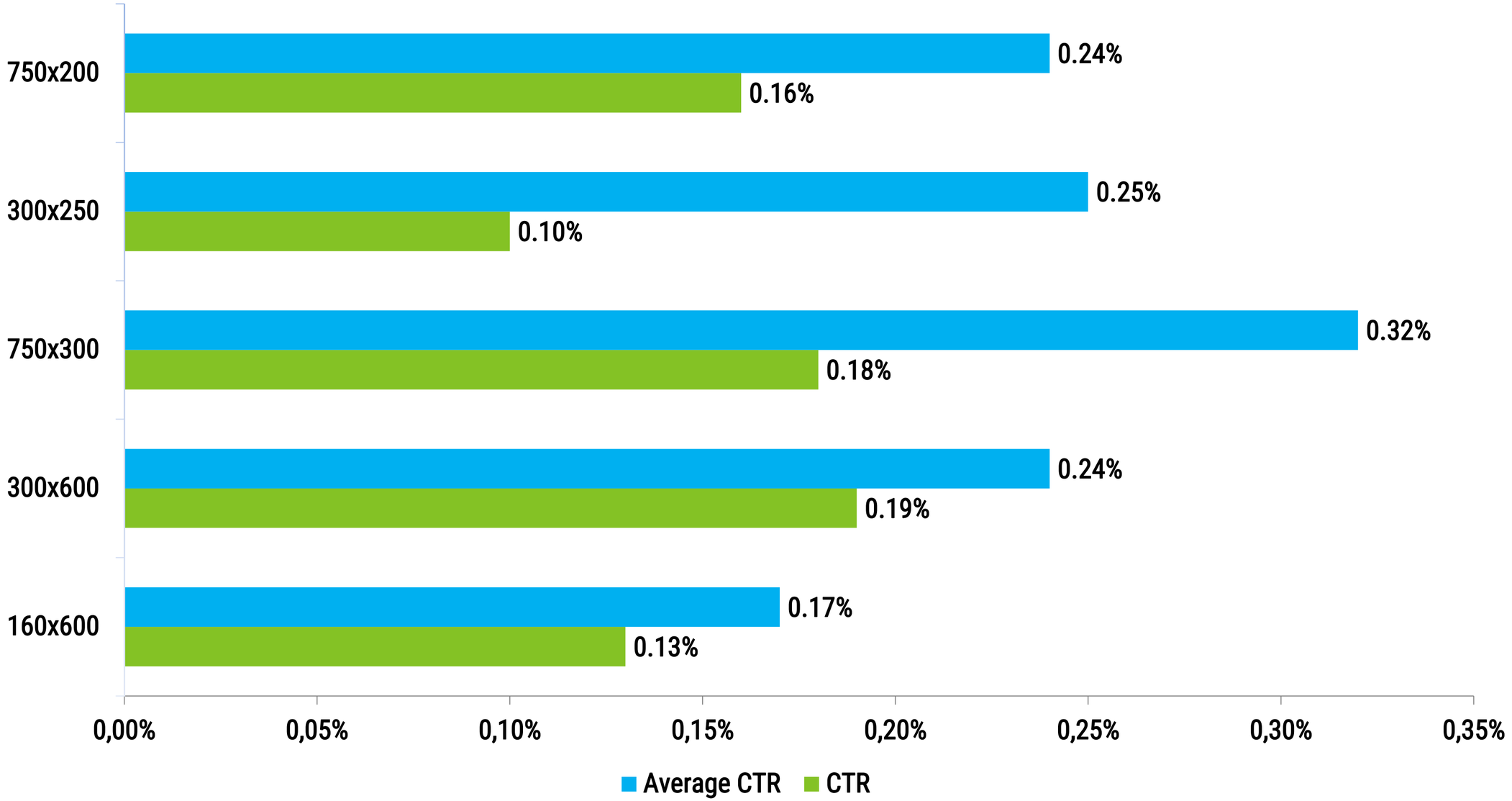
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Lithuania



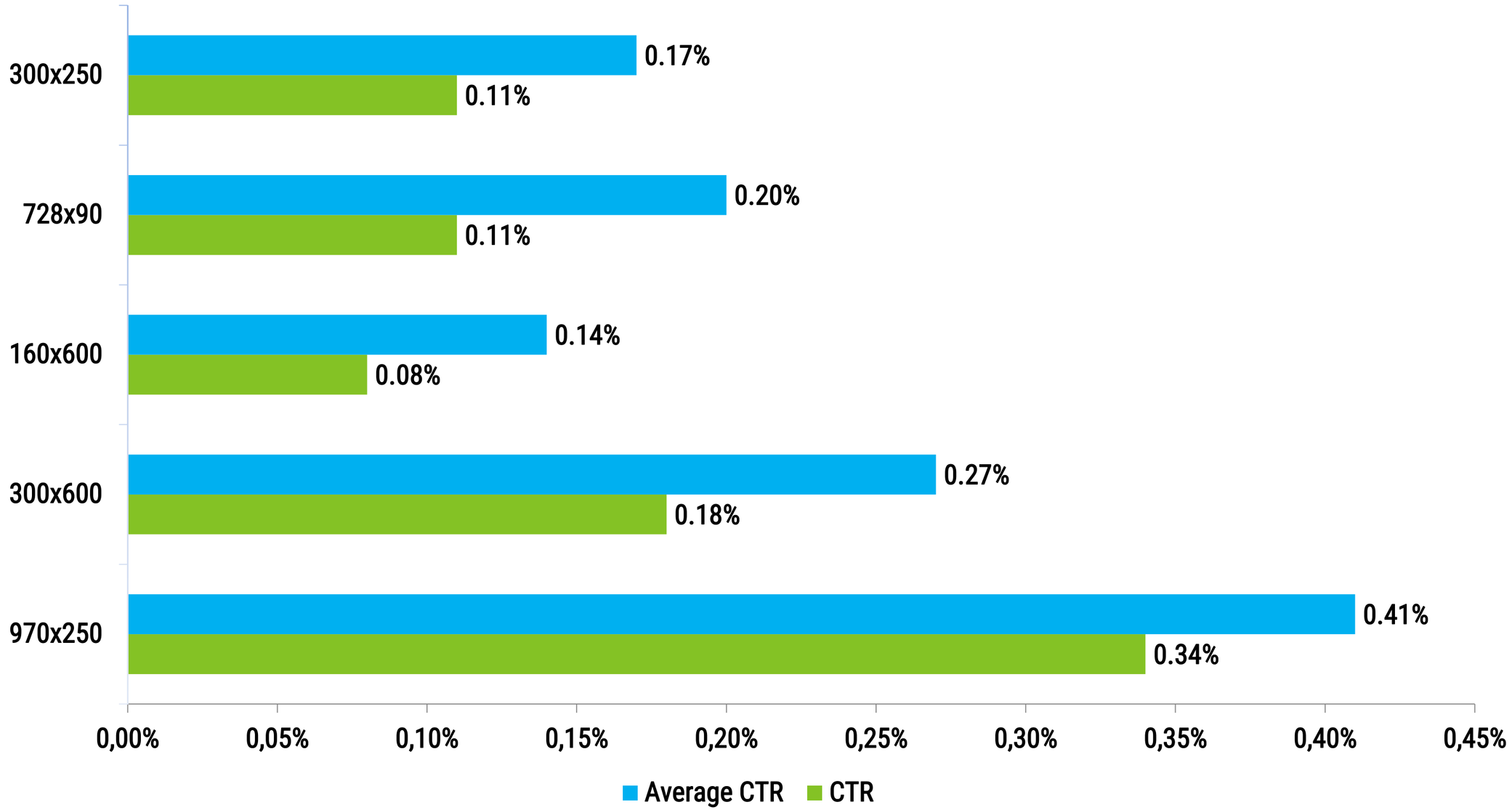
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Poland



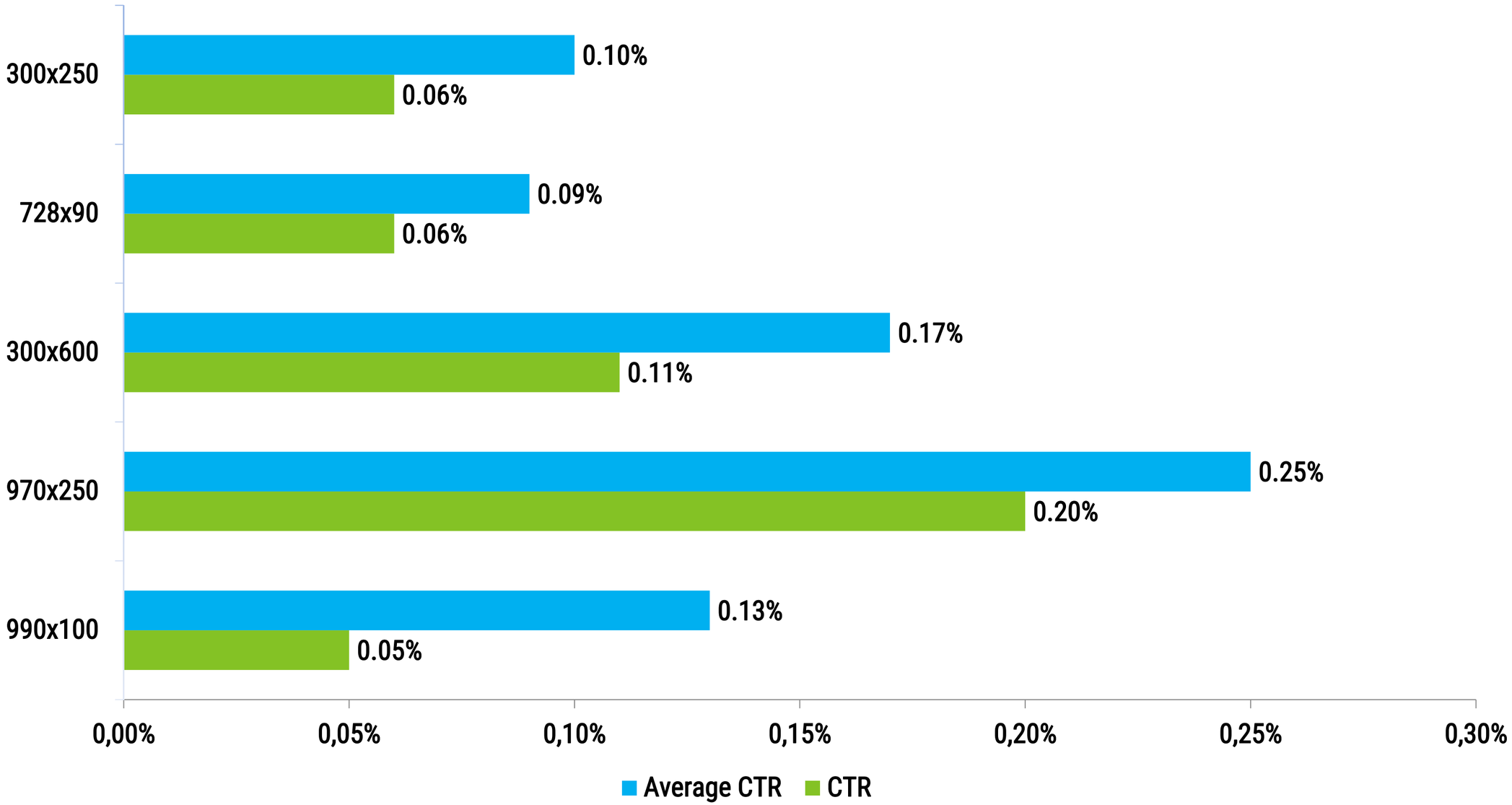
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Romania



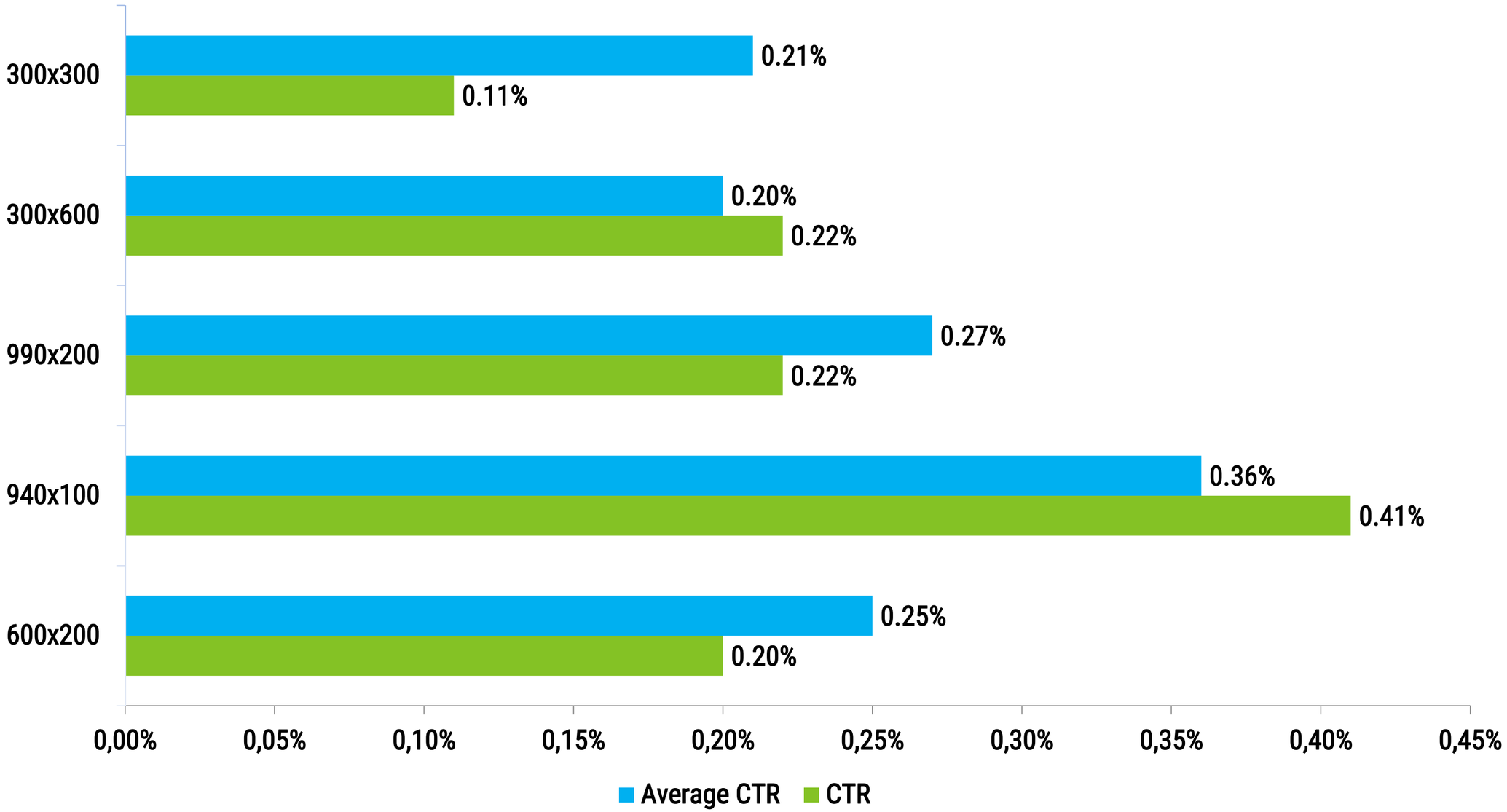
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Serbia



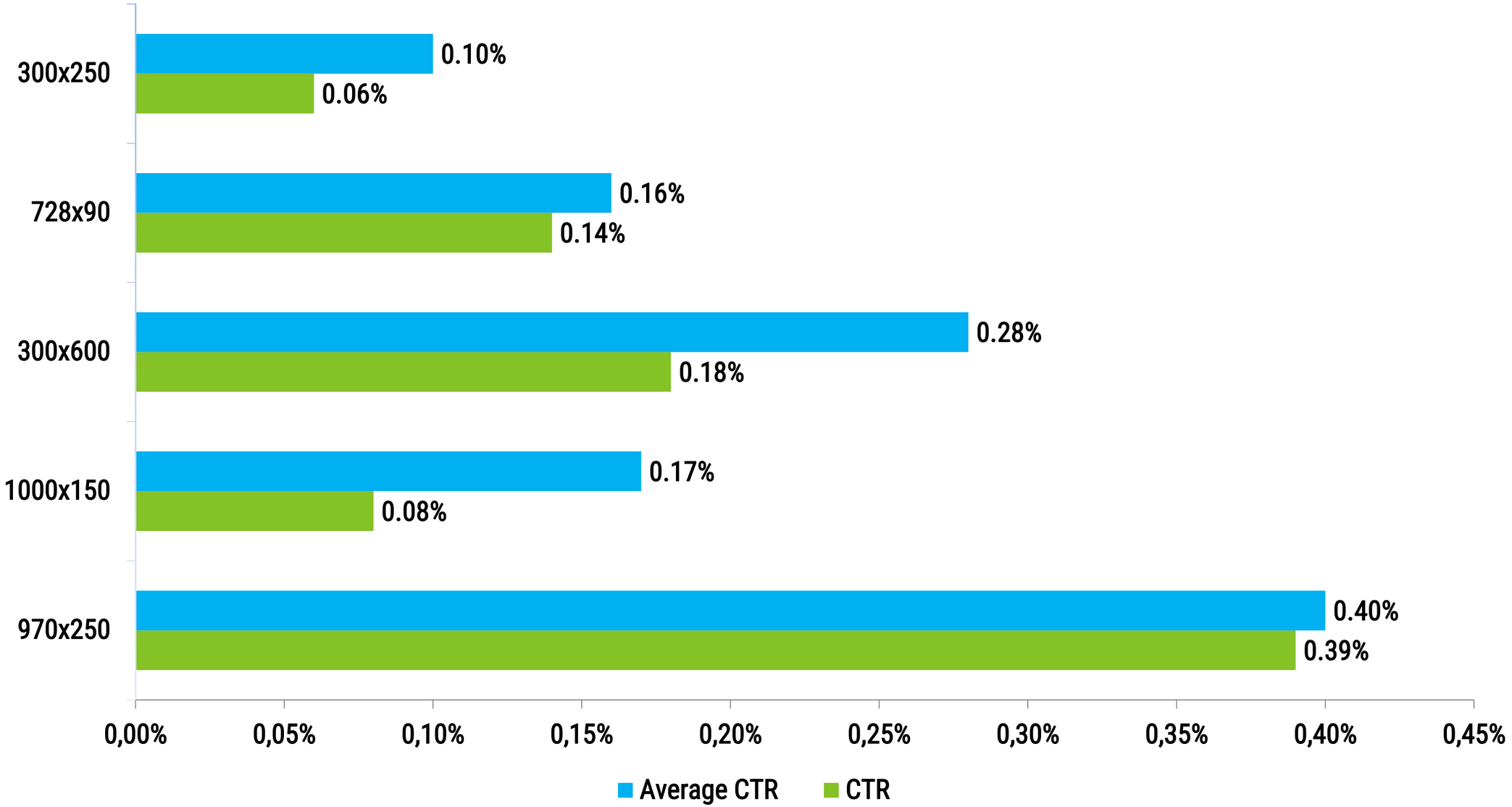
Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Slovakia



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

Top 5 most popular ad formats – average CTR/CTR – Slovenia



Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

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Methodology

- The source of data are the **gemiusDirectEffect** and **AdOcean** ad servers, which are the leading online advertisement monitoring systems in the CEE region.
- Formats typical for e-mailing were excluded from the research.
- Campaigns that had fewer than 1000 impressions in the analyzed period were excluded from the research.
- The presented data on ad impressions and ad clicks are cookie events.

Definitions of concepts

- **Creative** – a graphic, static or dynamic, advertisement placed on websites.
- **Ad format** – the size of a creative expressed in pixels (e.g. 300x300).
- **Ad format type** – the type of a creative expressed in letters or pixels (e.g.,300x300, Preroll, 250x250, Wallpaper).
- **Advertising type** – all creatives categorized by type (regular banners, rich media, unrecognized formats).
- **Unrecognized formats** – an advertising type consisting of creatives which format and type was not recognized.
- **Regular Banners** – advertising type consisting of ad formats (creatives expressed in pixels).
- **Rich Media** – an advertising type consisting of any format type using interactions (without in-screen, dwell and end) or consisting of any of the following ad format types: Preroll, Brandmark, Expand, Pop-up/Pop-under, Scroll Toplayer, Toplayer, Interstitial, Wideboard, Video, Wallpaper, xHtml, Sponsored Link, Article, Videostitial.
- **Campaign** – a marketing campaign in which specific creatives are displayed.

Definitions of concepts

- **Most often used ad format types** – most popular format types used by at least 5 campaigns determined by the campaign share for that format.
- **Ad impression** – a single instance of a creative being displayed.
- **Ad click** – a single instance of a creative being clicked.
- **Average CTR (Click Through Ratio)** – average of quotients (cookie clicks / cookie impressions) for each creative-placement pair of the given ad format.
- **CTR (Click Through Ratio)** – cookie clicks / cookie impressions for the given ad format.
- **Campaign share** – share of campaigns using specific ad formats, the percentage of campaigns that use a given creative format in the total number of campaigns.
- **Impression share** – share of impressions when using specific ad formats, the percentage of impressions that use a given creative format in the total number of impressions.

What is more... a wide range of market level benchmarks

If you would like to learn more about the advertising market, please contact your local Gemius representative!

We provide information around the following topics:

- popularity of advertising forms based on share of impressions or share of campaigns using them,
- effectiveness of advertising forms based on CTR%, interaction rate etc.,
- popularity of advertising placement types based on share of impressions,
- effectiveness of advertising placement types based on CTR%, interaction rate etc.,
- description of an average advertising campaign based on average reach, real user frequency, number of impressions, clicks etc.,
- description of the Internet population in connection with online advertising: share of clicks on ads or interaction with ads in a month, profile of clickers vs. online population etc.,
- share of voice measurement based on share of impressions,
- share of PC vs. mobile impressions.

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