



Most popular display ads

[gemiusAdMonitor report, Q3 - Q4 2014](#)

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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



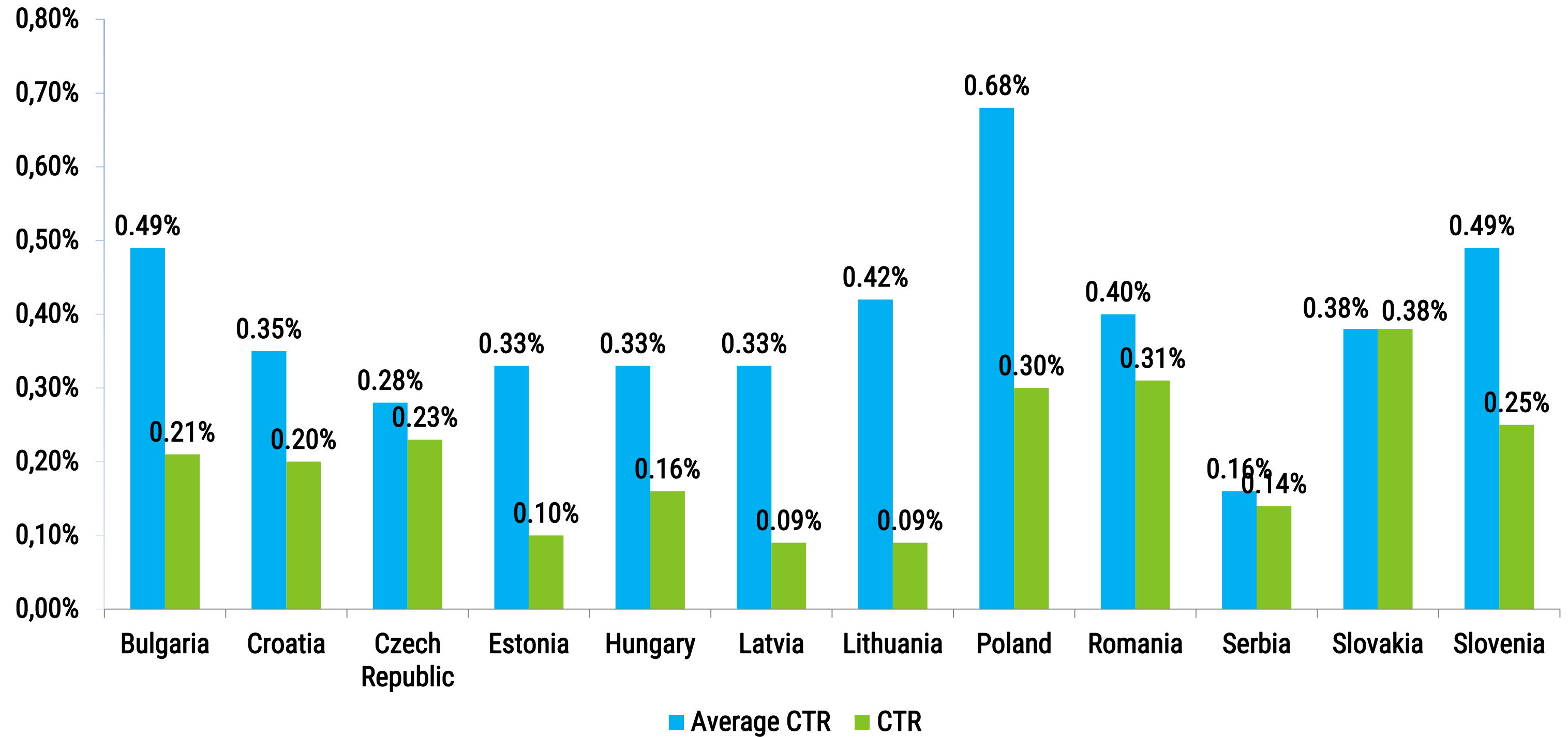
Slovenia



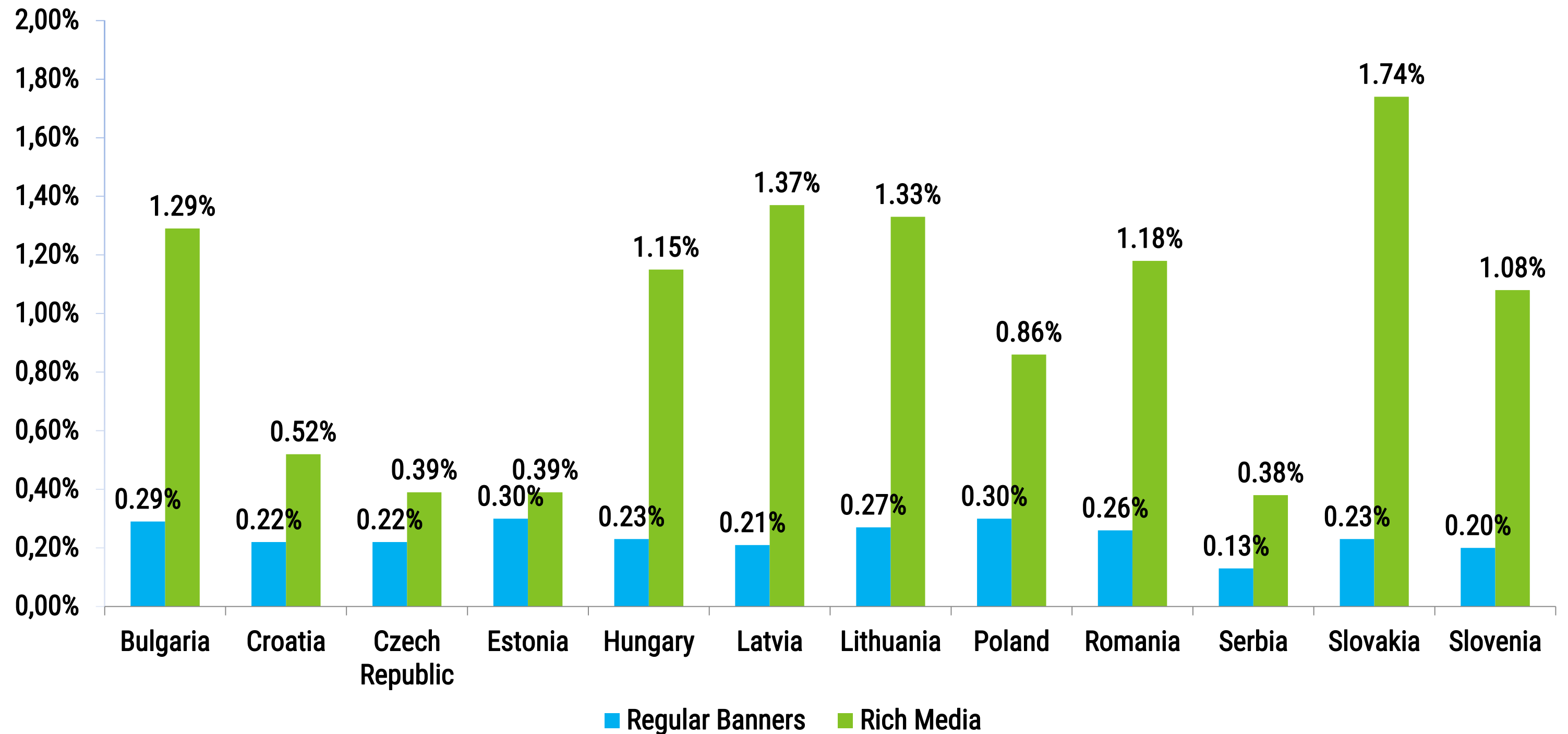
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Average CTR and CTR by country

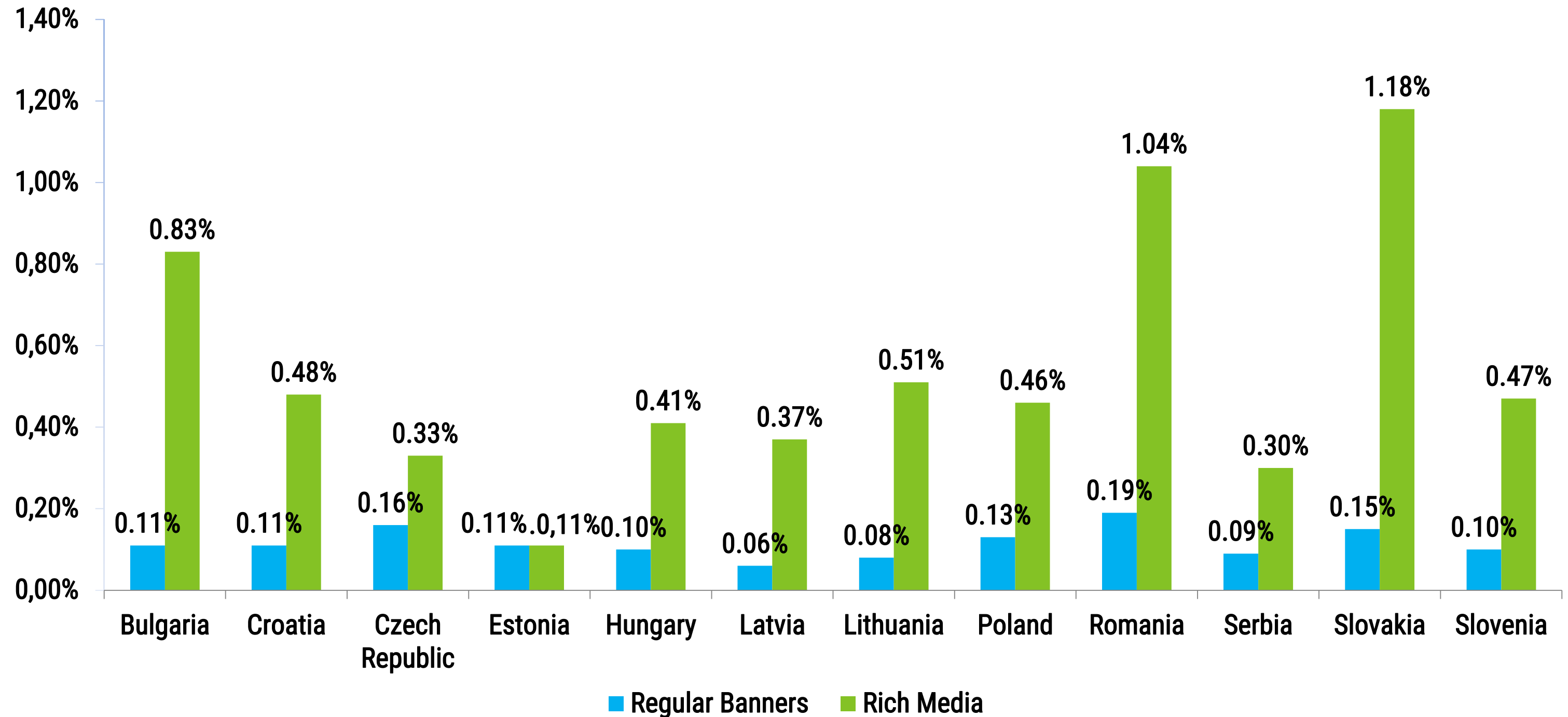


Average CTR by country and advertising type*



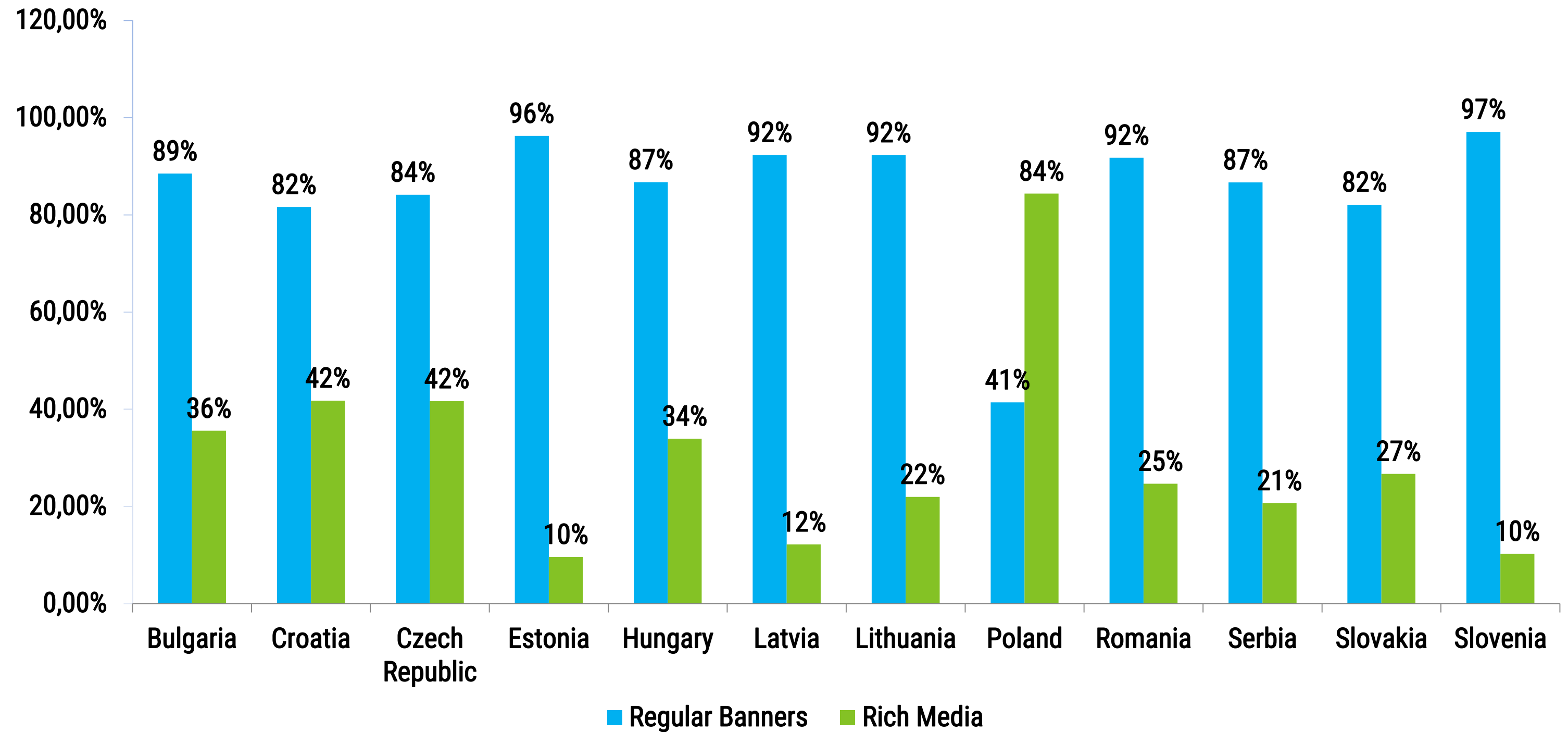
(*) advertising types are defined in the methodology and definitions section of the report

CTR by country and advertising type*



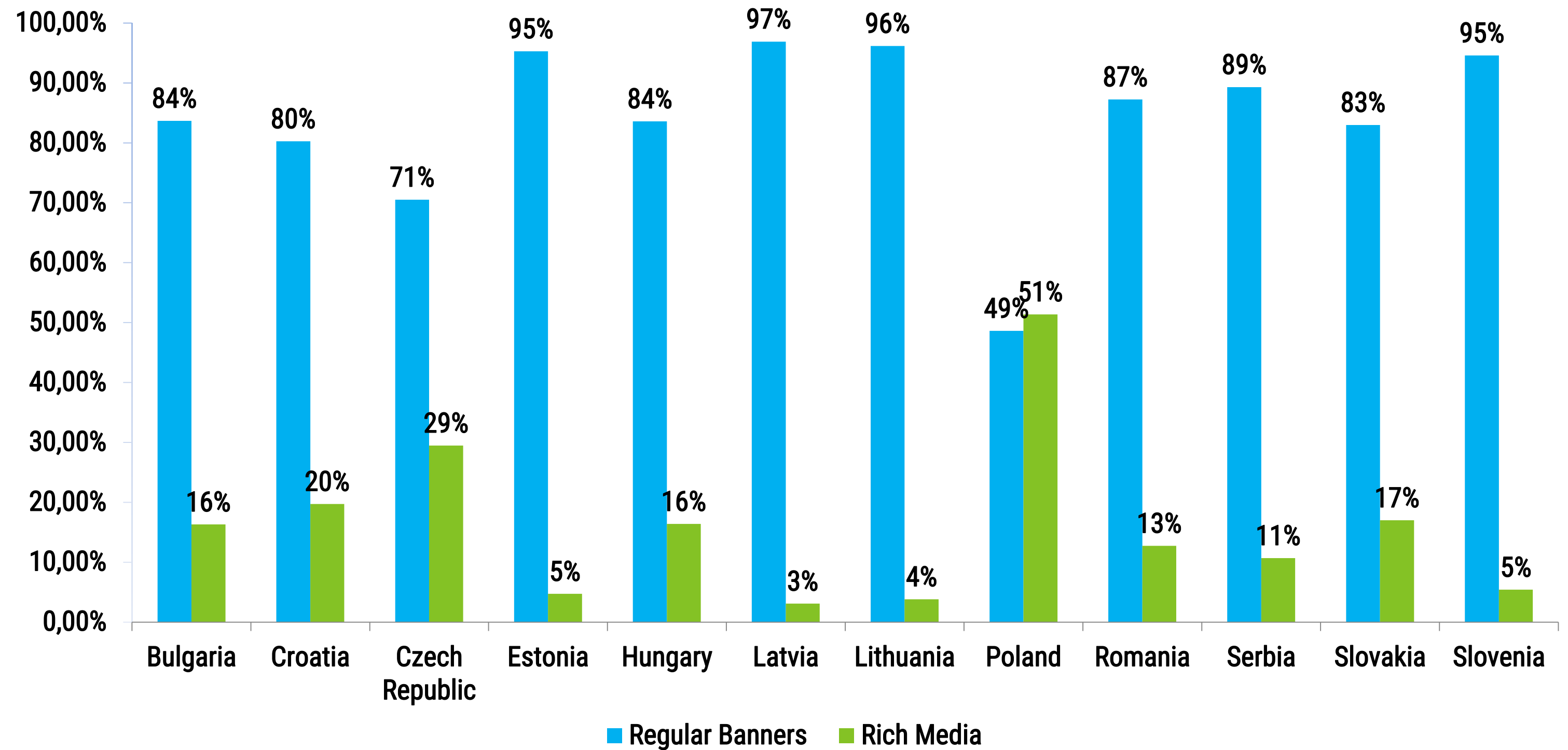
(*) advertising types are defined in the methodology and definitions section of the report

Campaign share by country and advertising type*



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Impression share by country and advertising type*

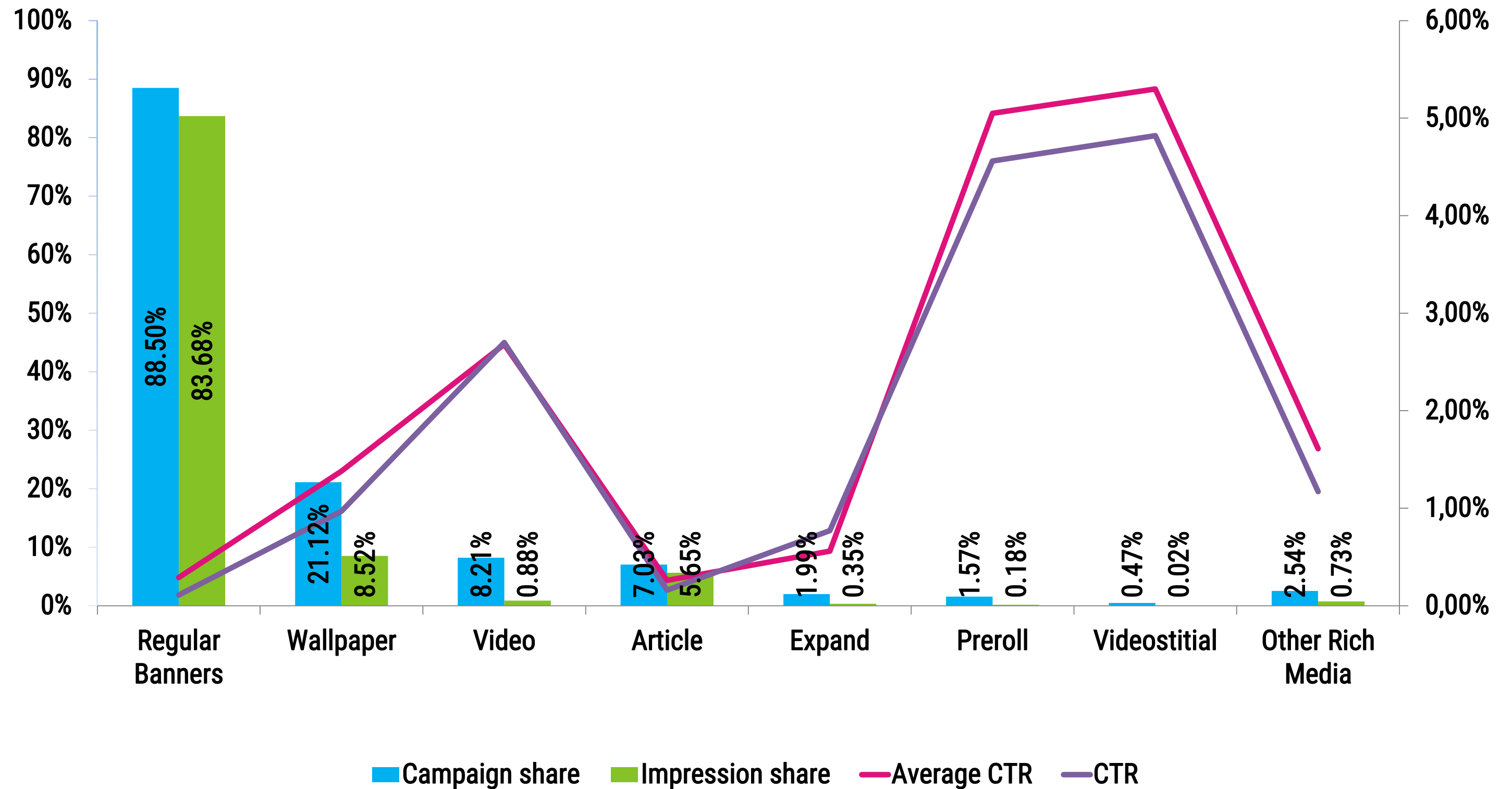


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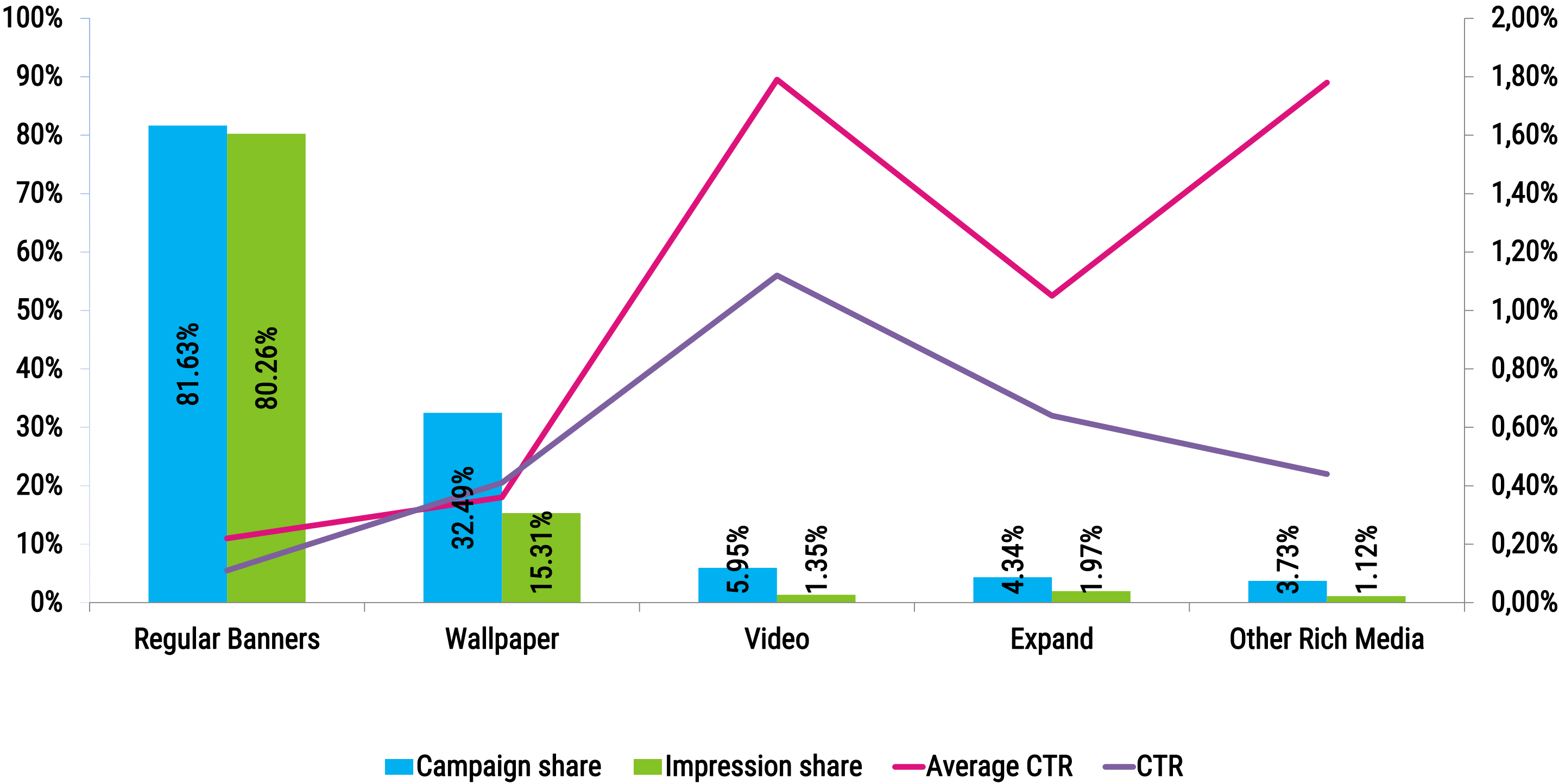
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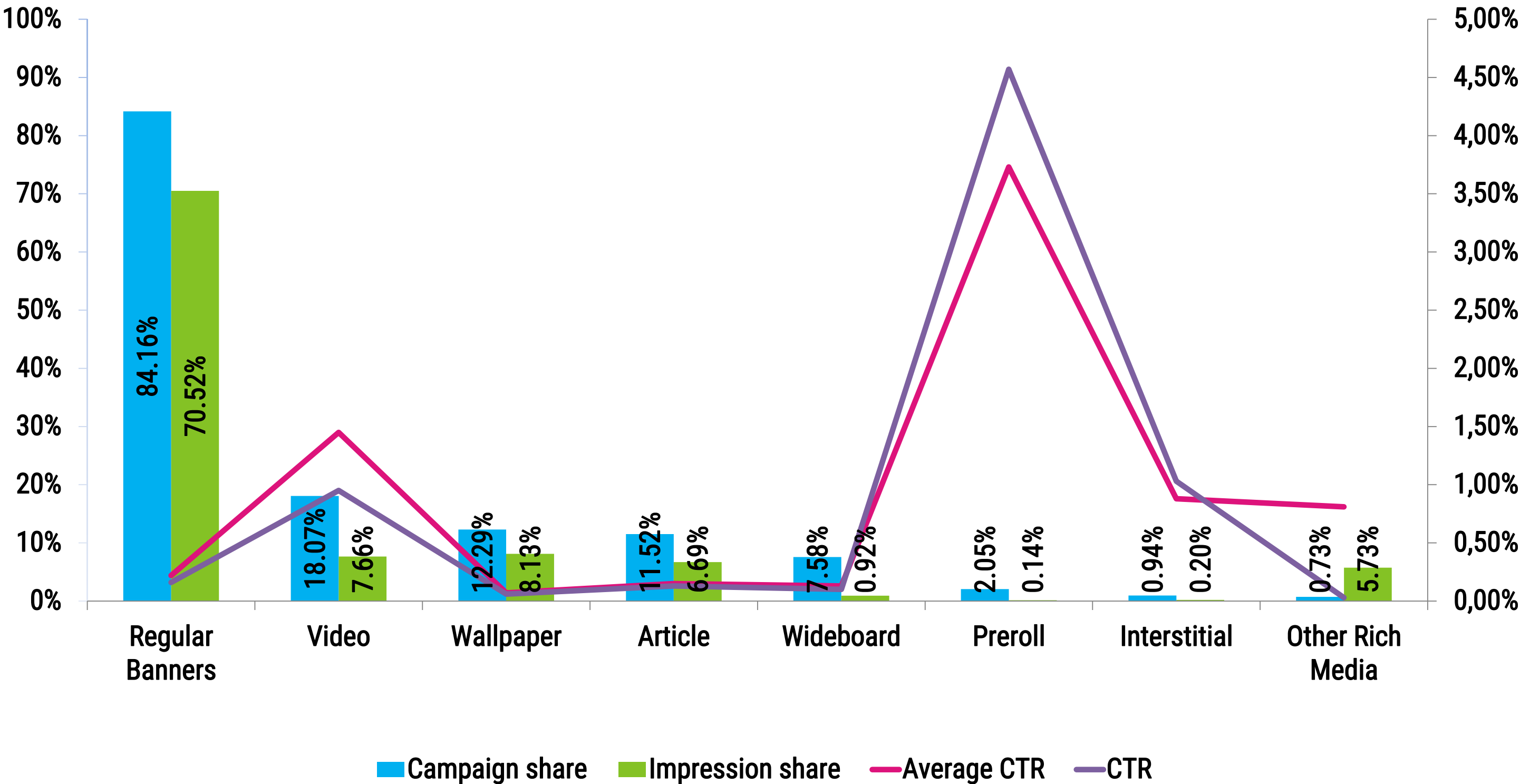
Most popular ad format types – Bulgaria



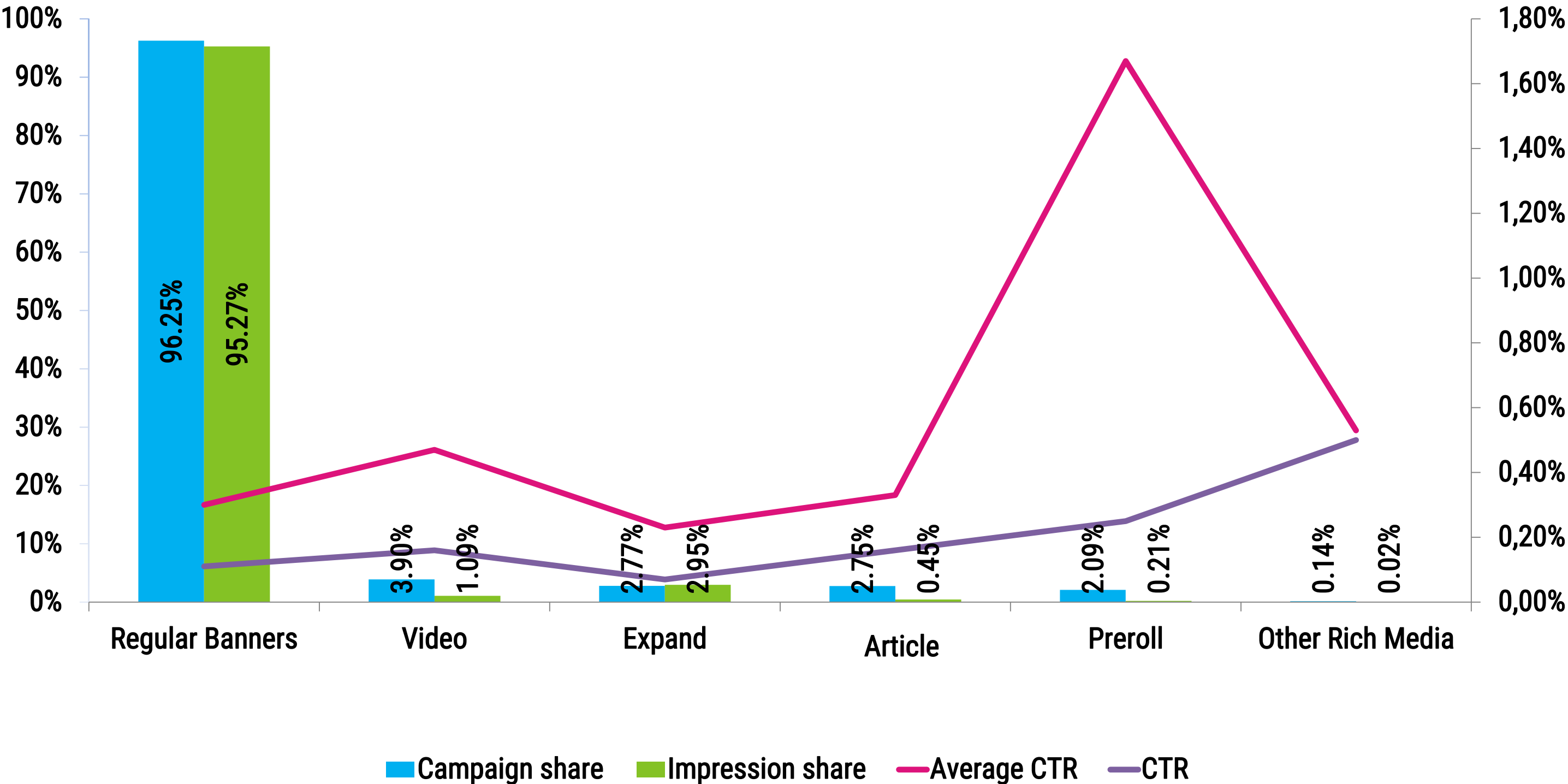
Most popular ad format types – Croatia



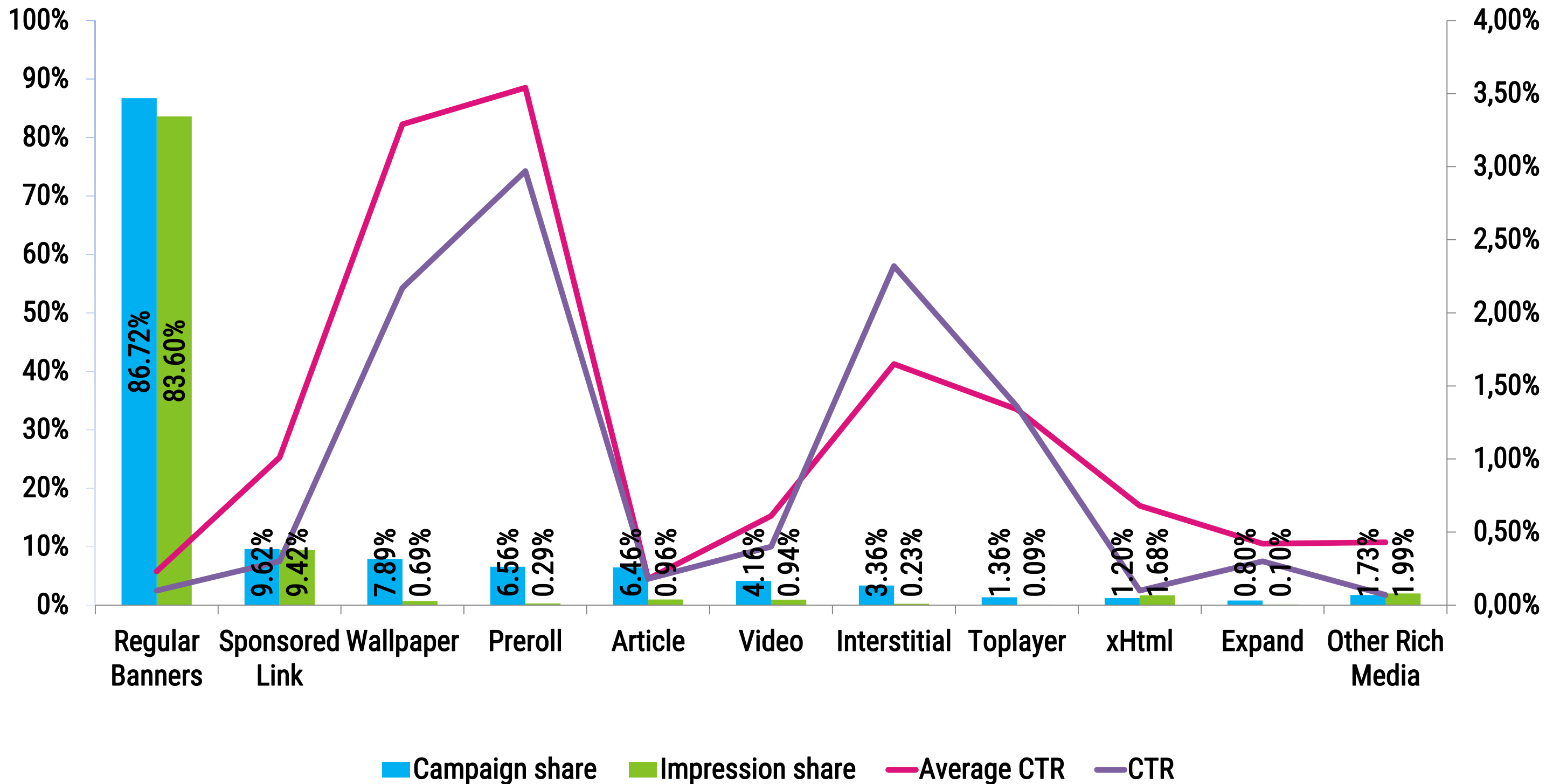
Most popular ad format types – Czech Republic



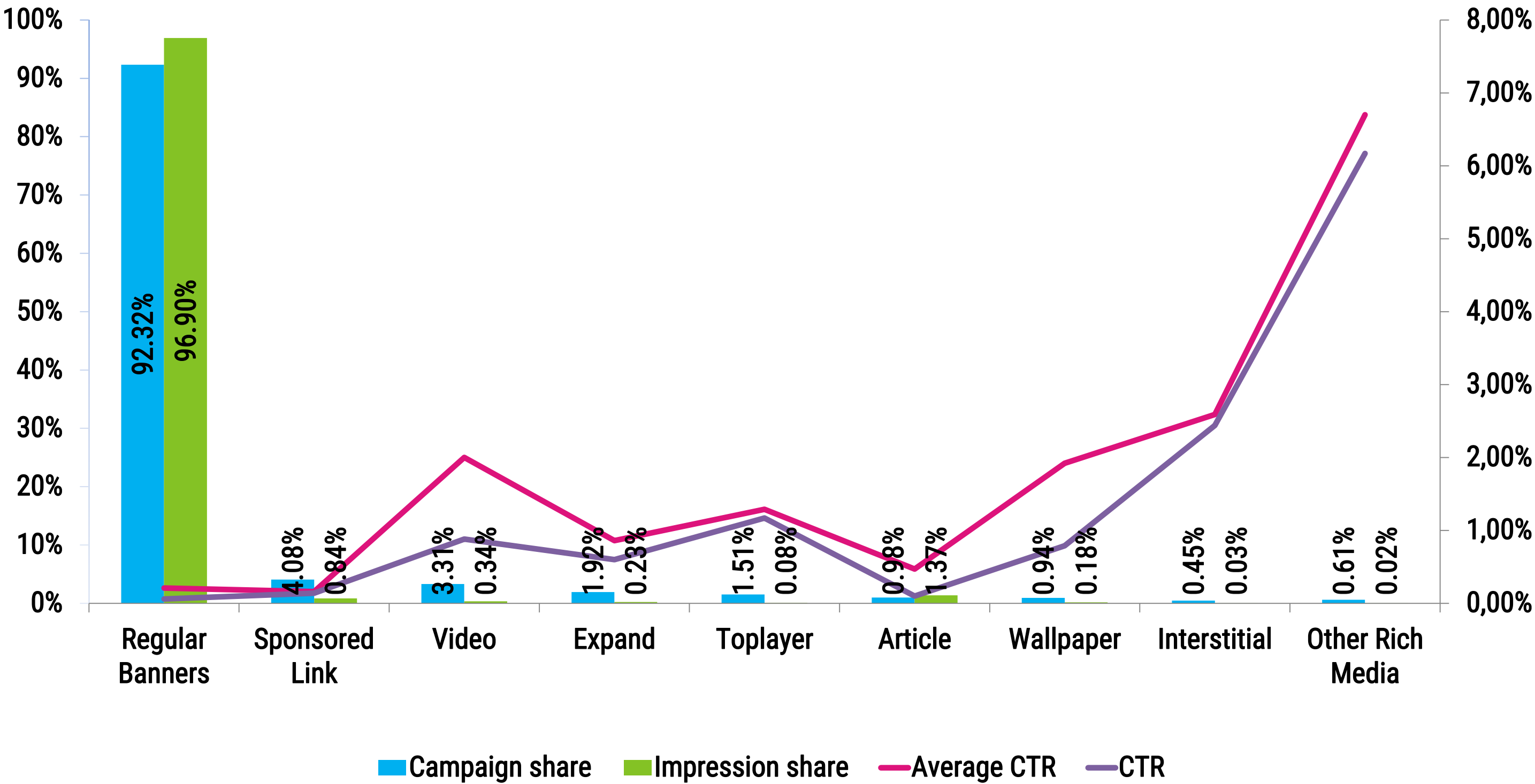
Most popular ad format types – Estonia



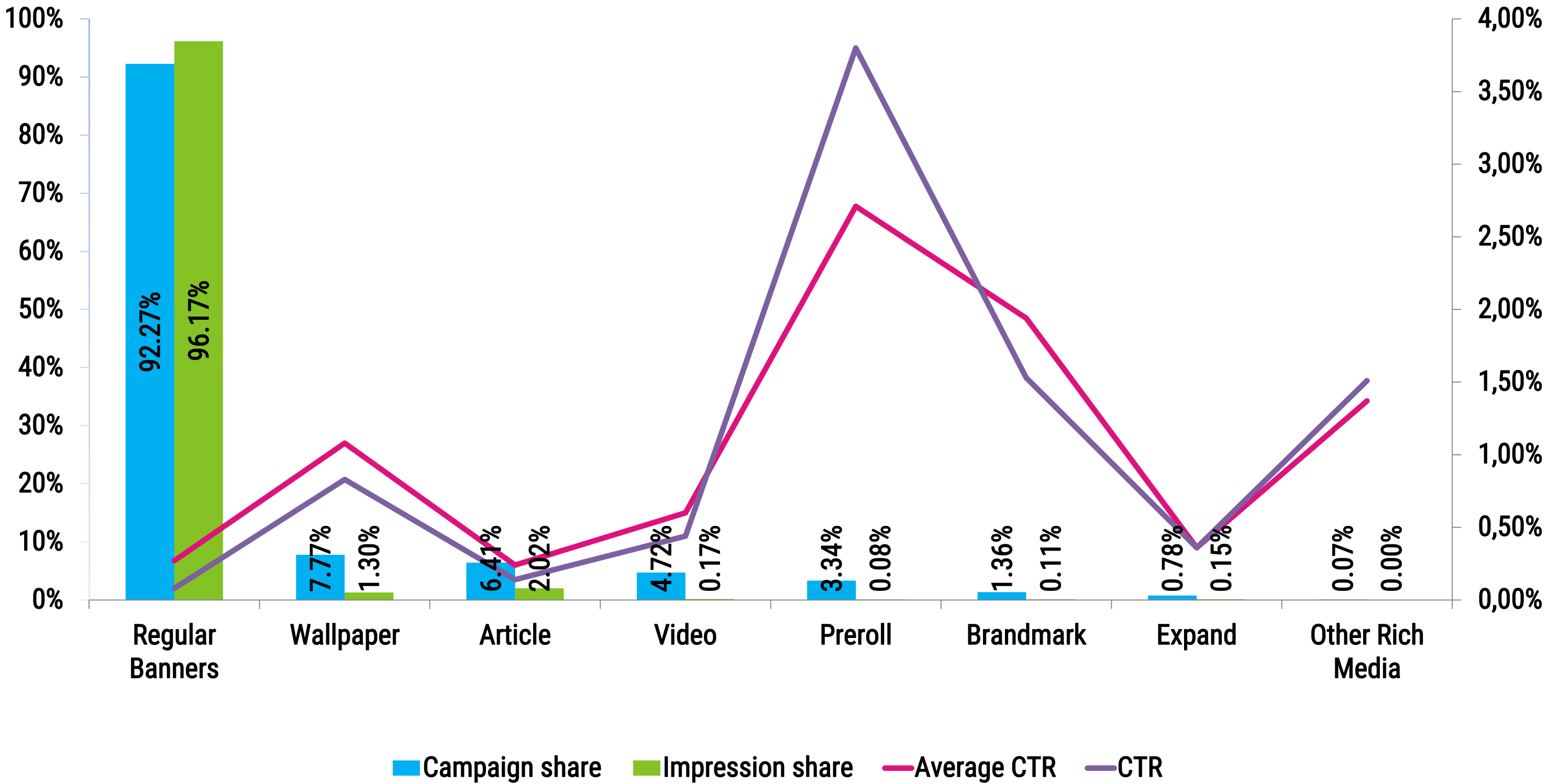
Most popular ad format types – Hungary



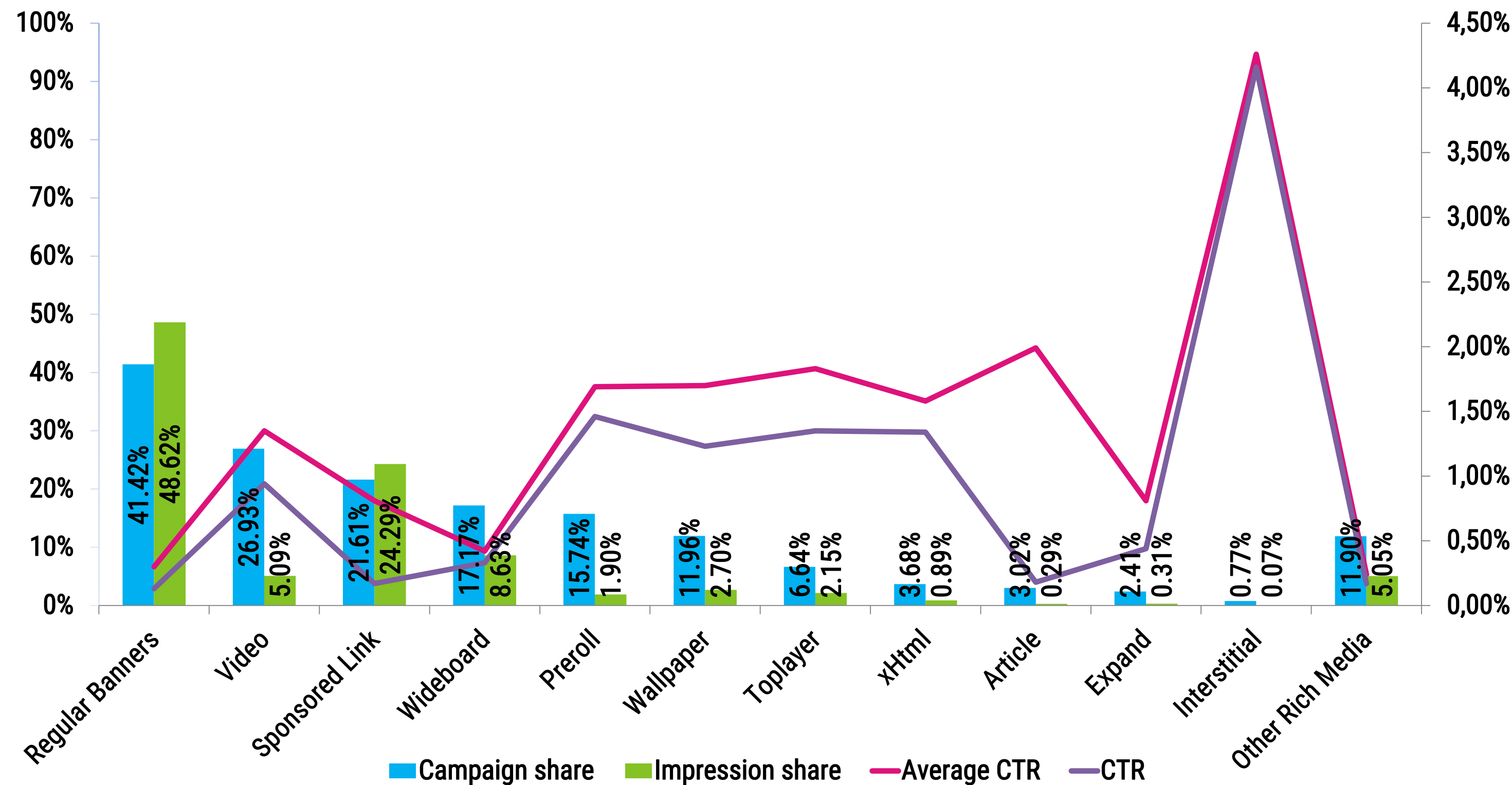
Most popular ad format types – Latvia



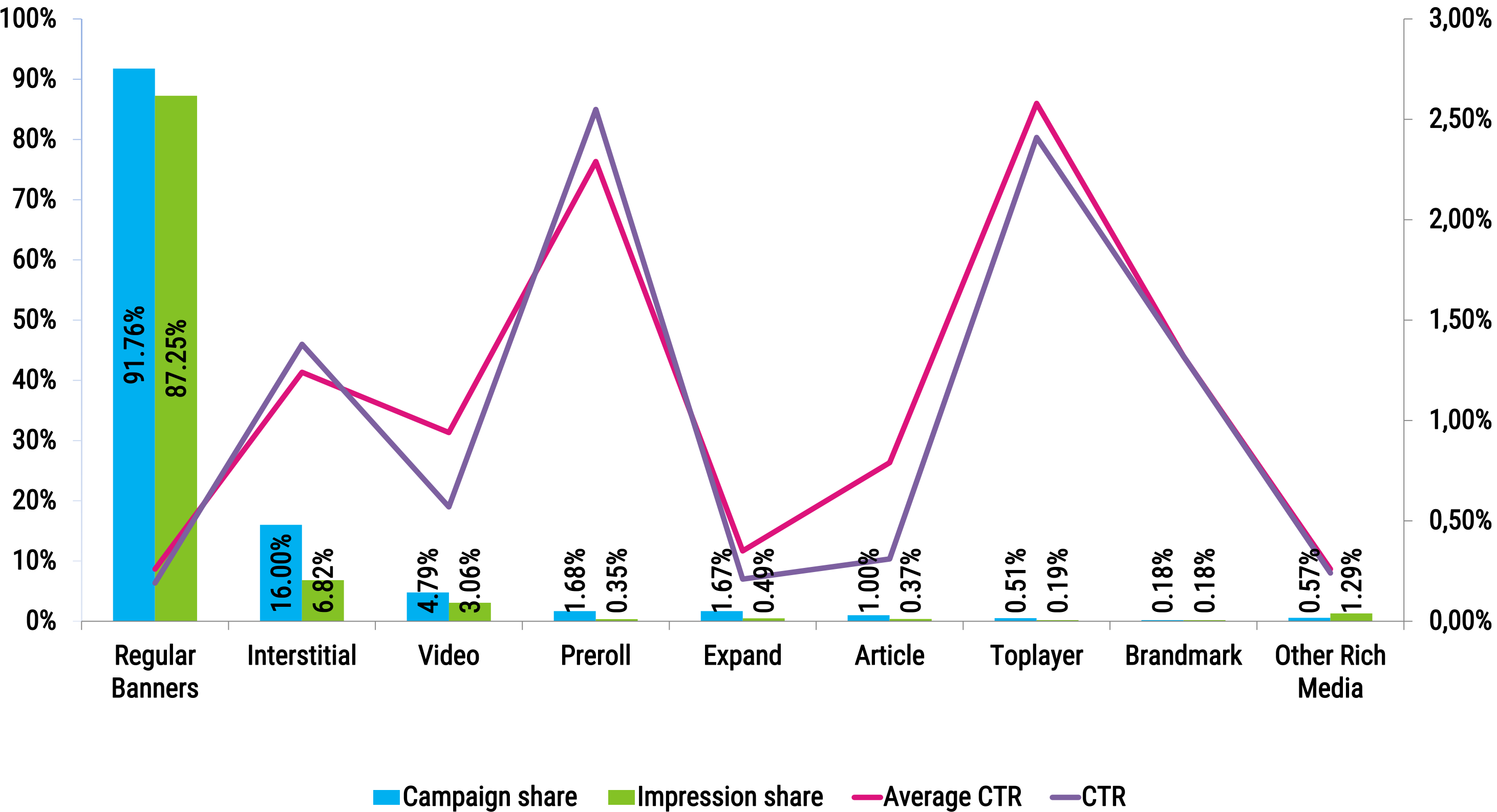
Most popular ad format types – Lithuania



Most popular ad format types – Poland

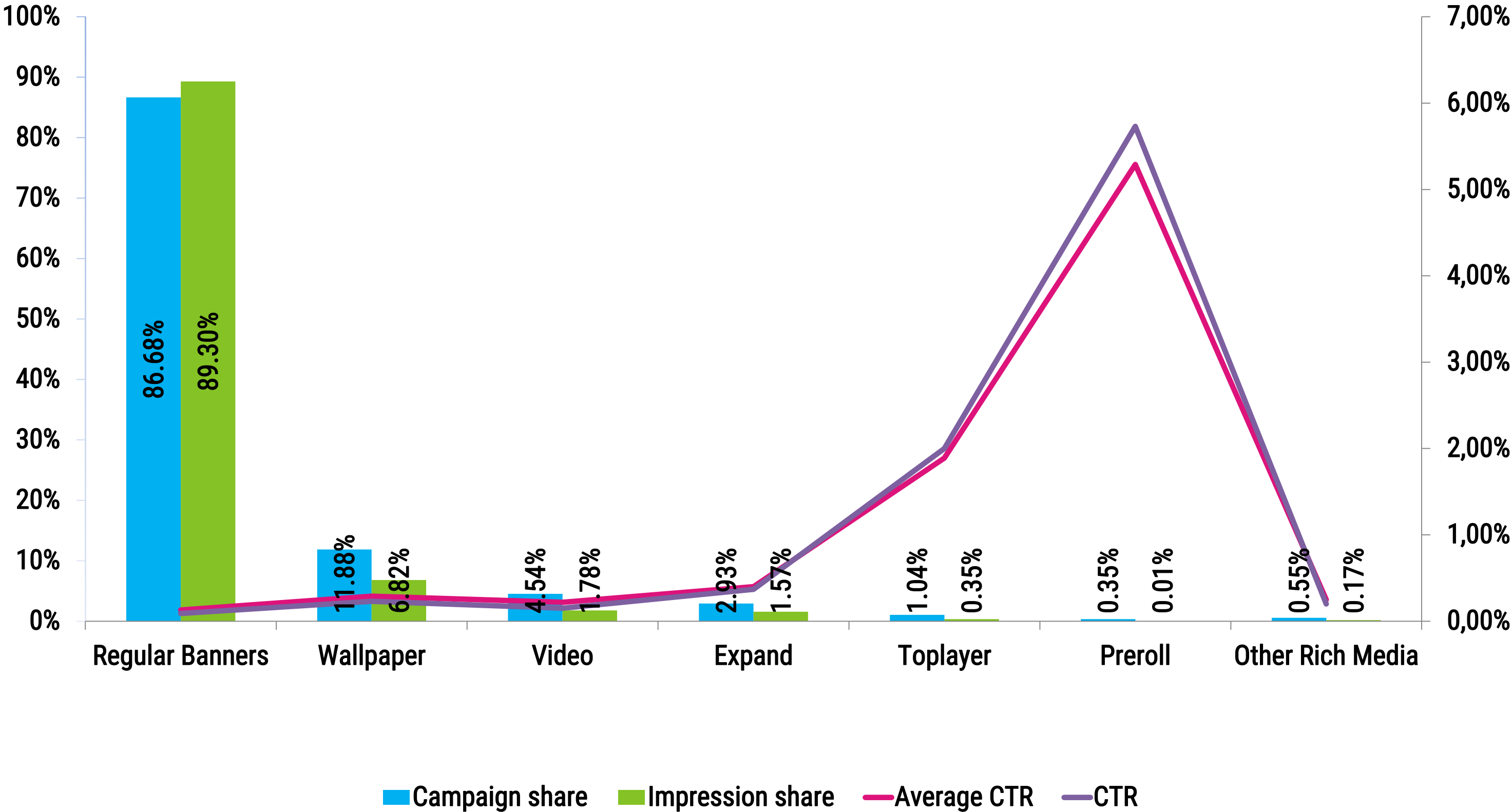


Most popular ad format types – Romania

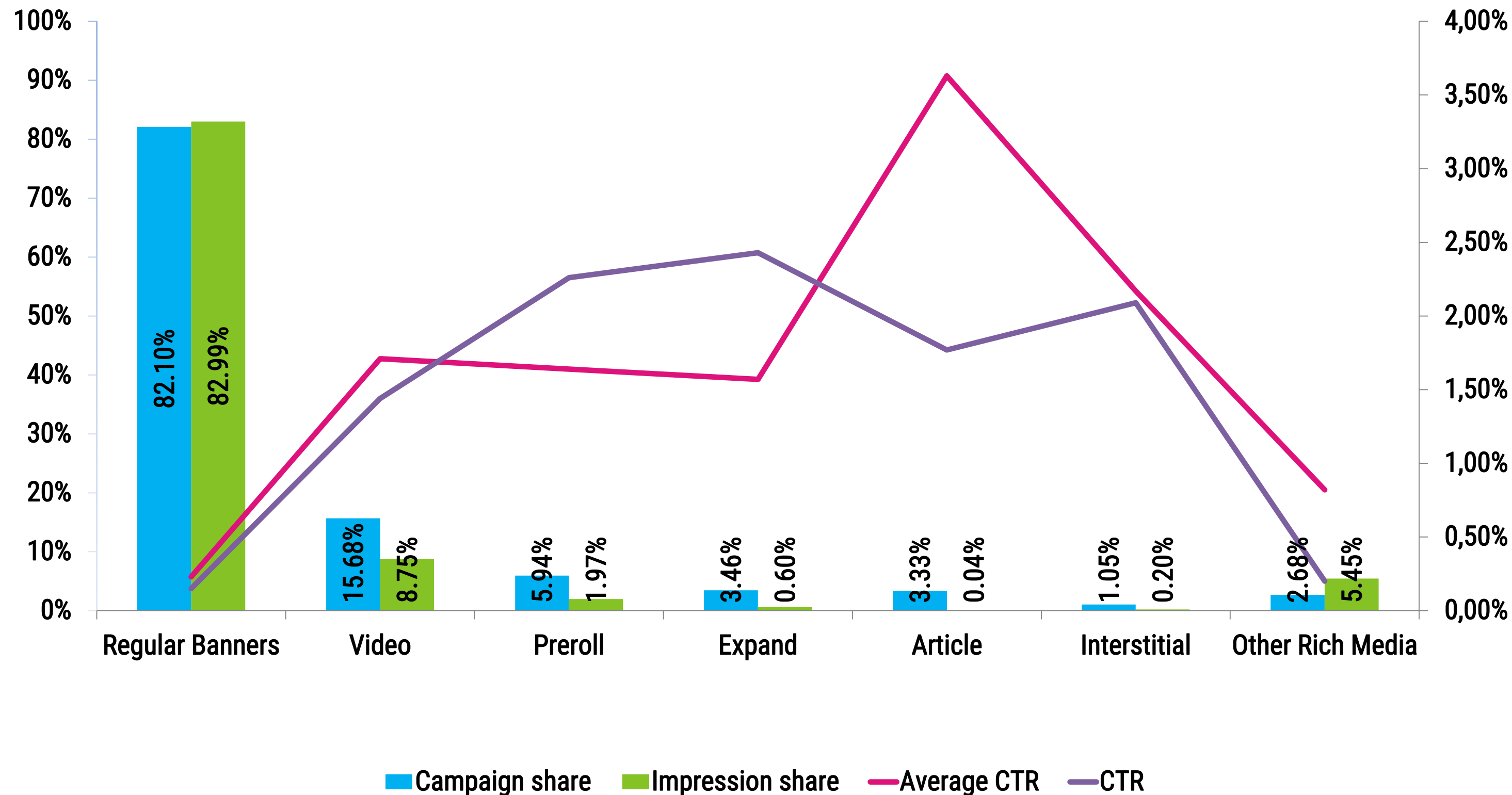


Source: gemiusDirectEffect/AdOcean 2014 Q3-Q4

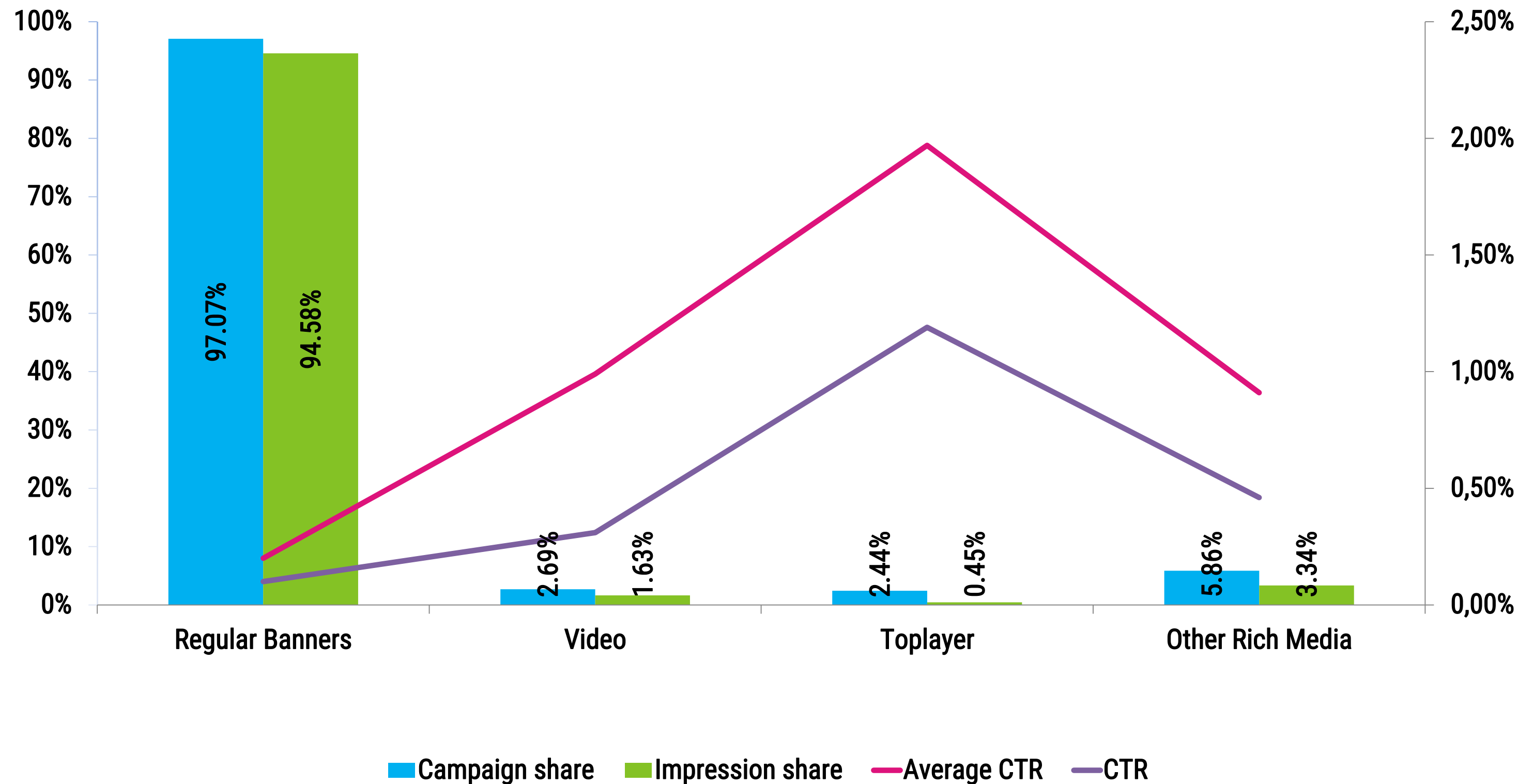
Most popular ad format types – Serbia



Most popular ad format types – Slovakia



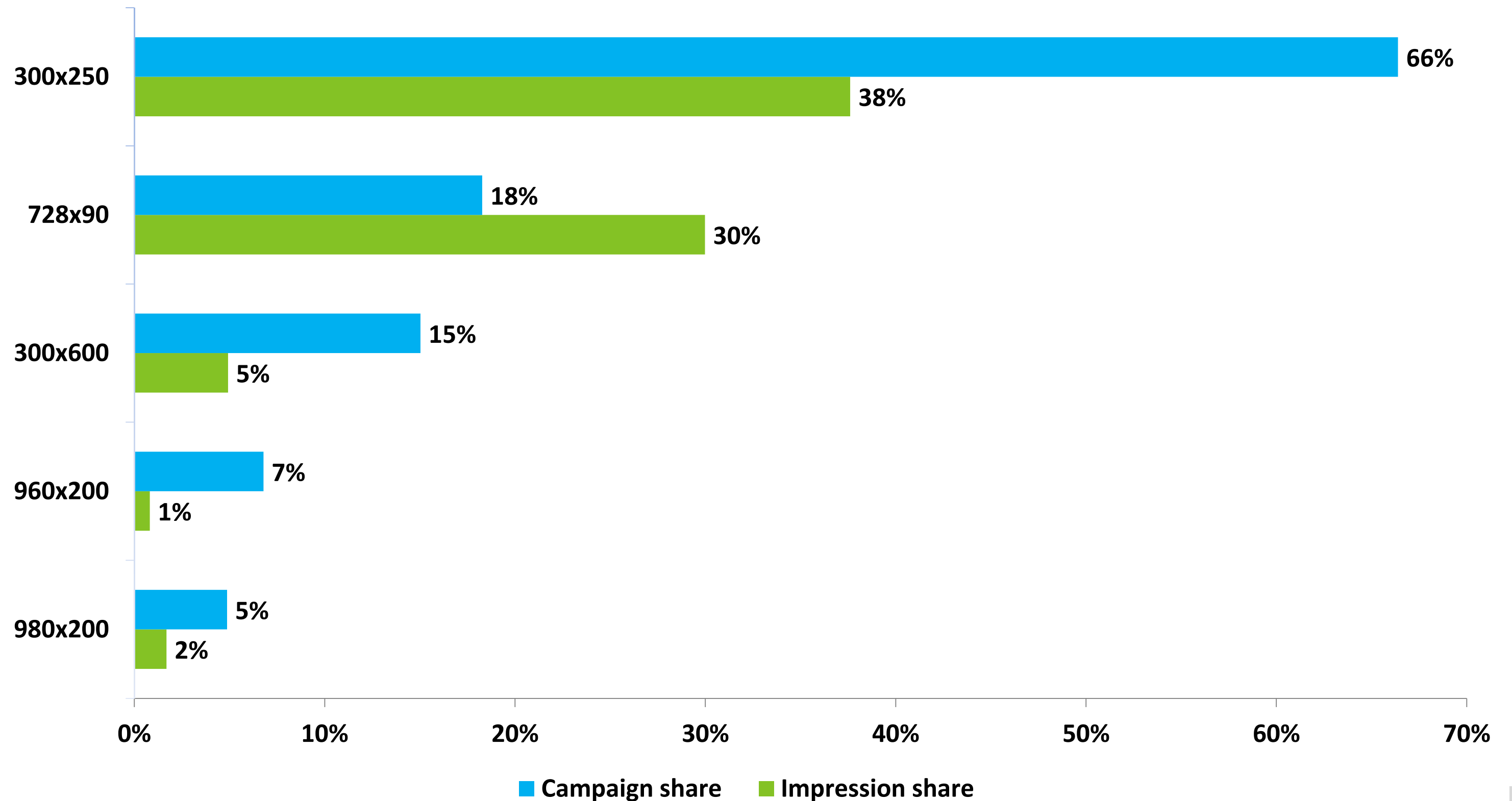
Most popular ad format types – Slovenia



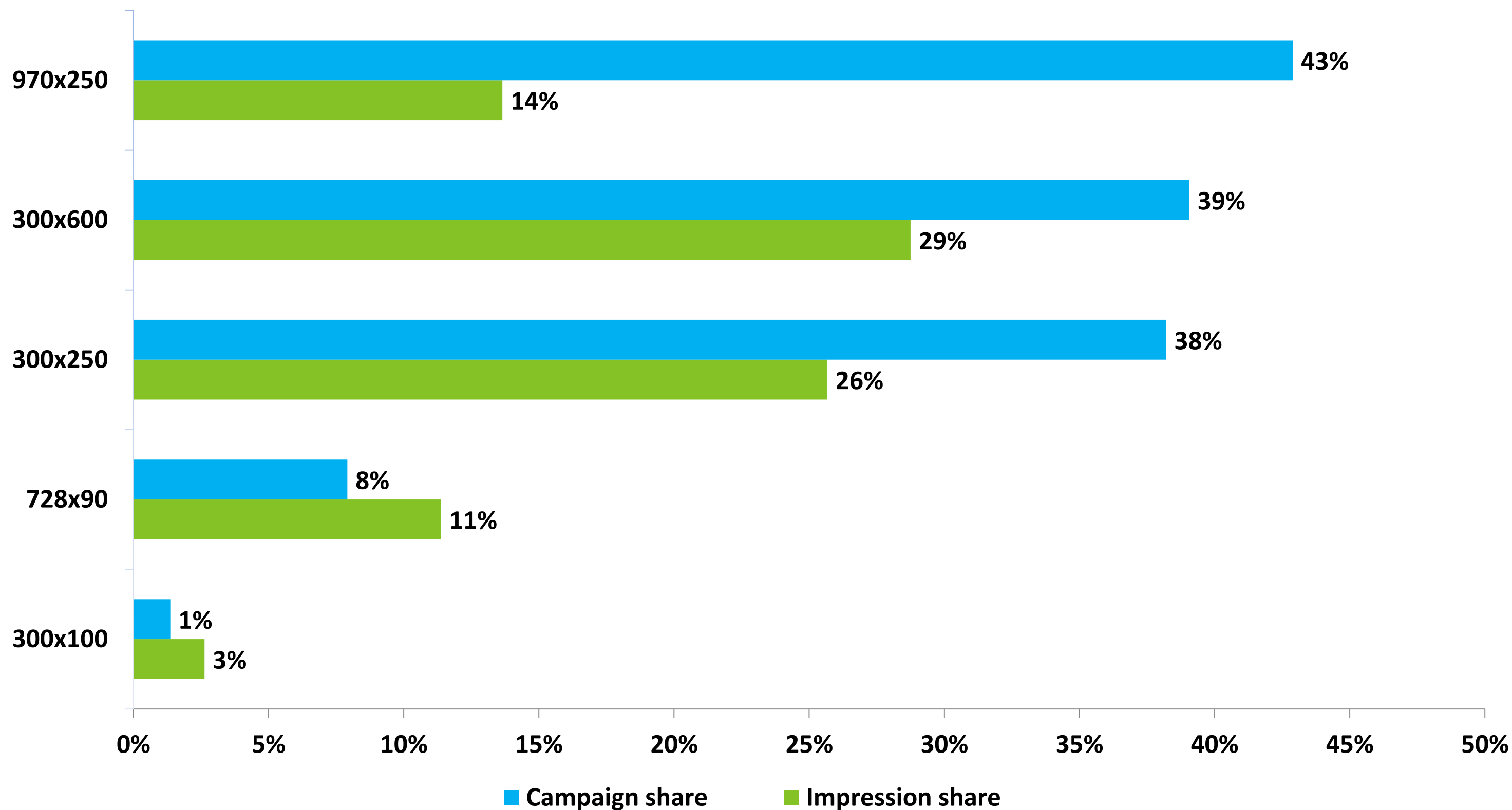
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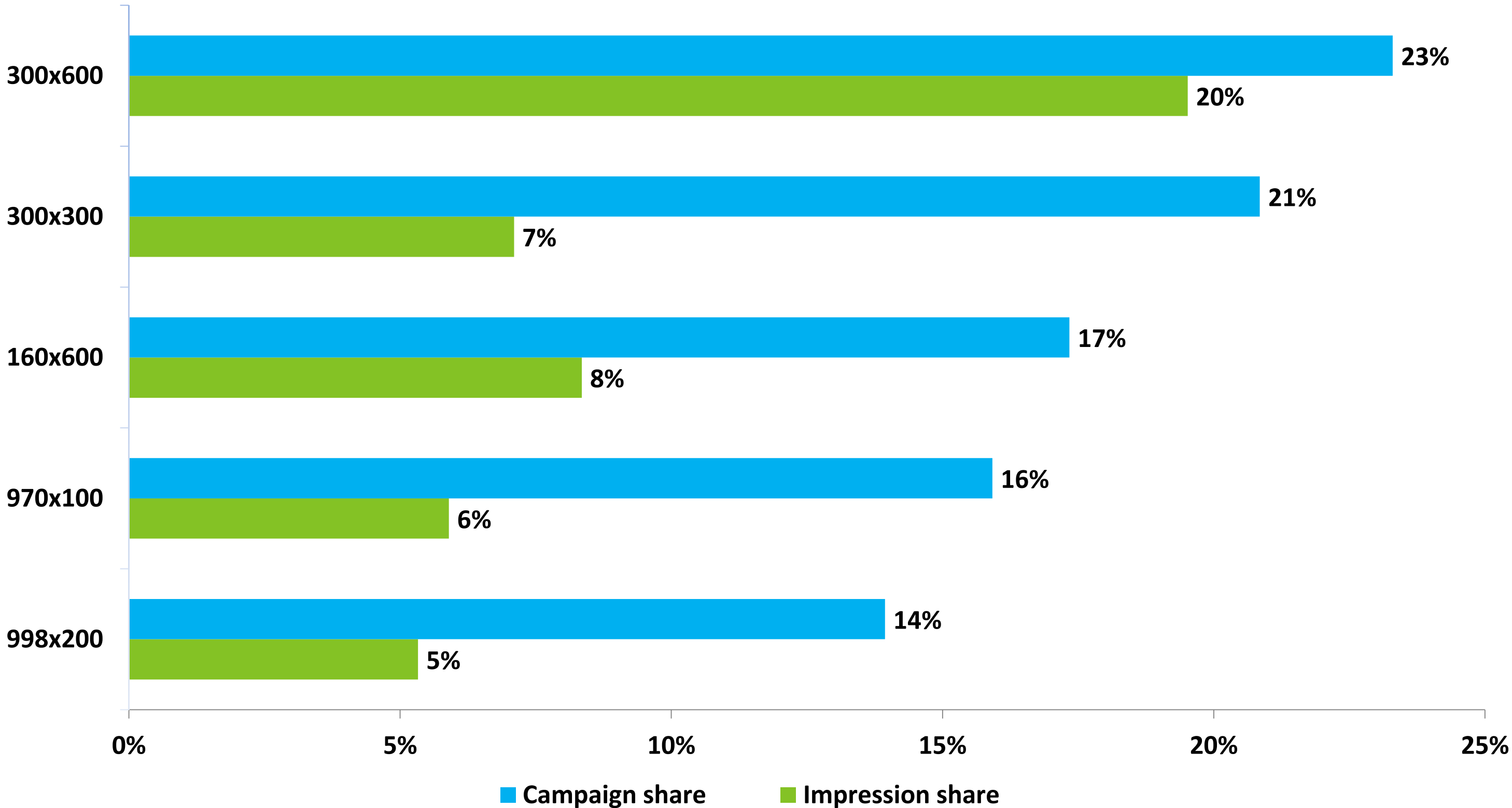
Top 5 most popular ad formats – campaign/impression share – Bulgaria



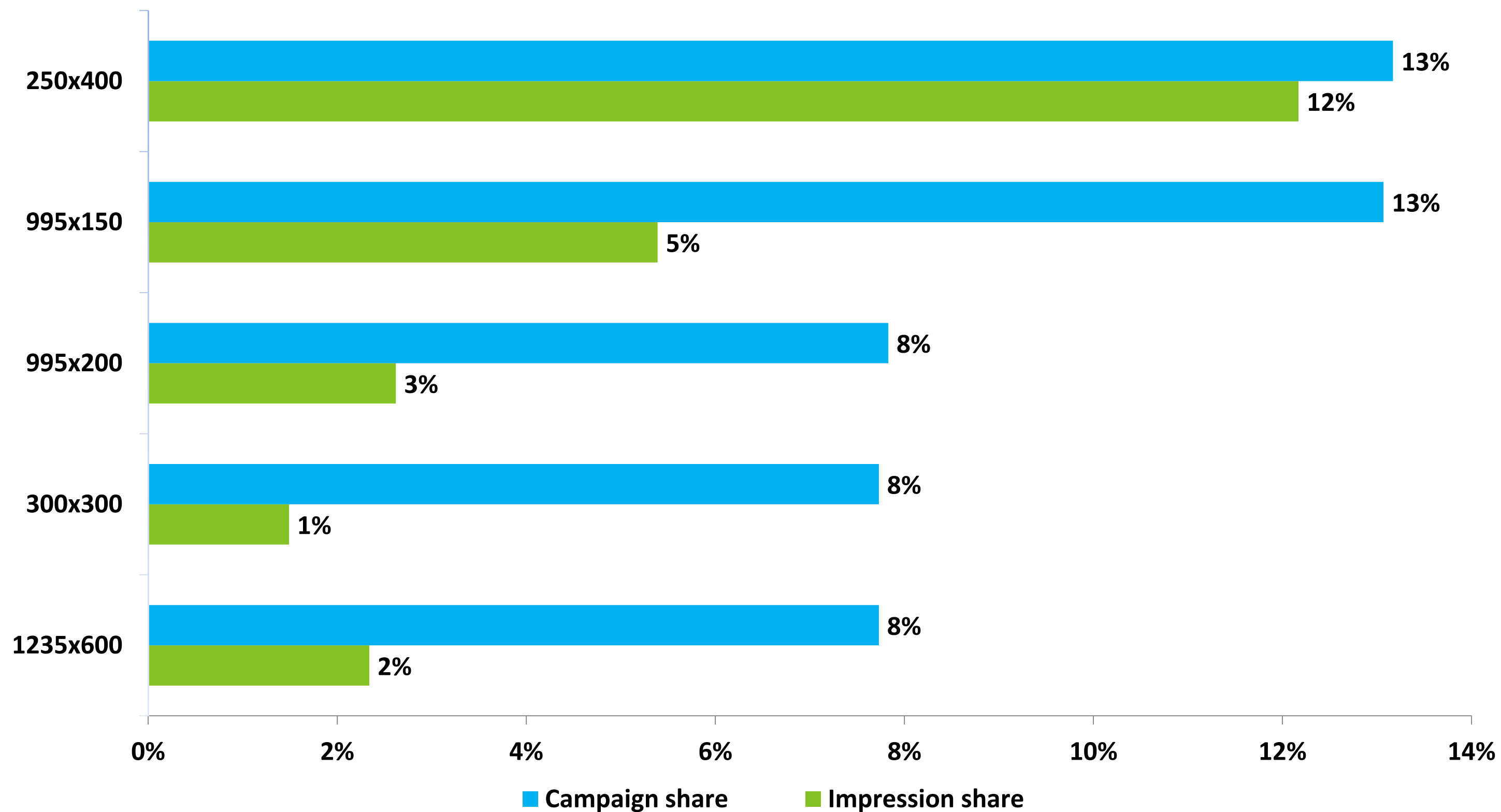
Top 5 most popular ad formats – campaign/impression share – Croatia



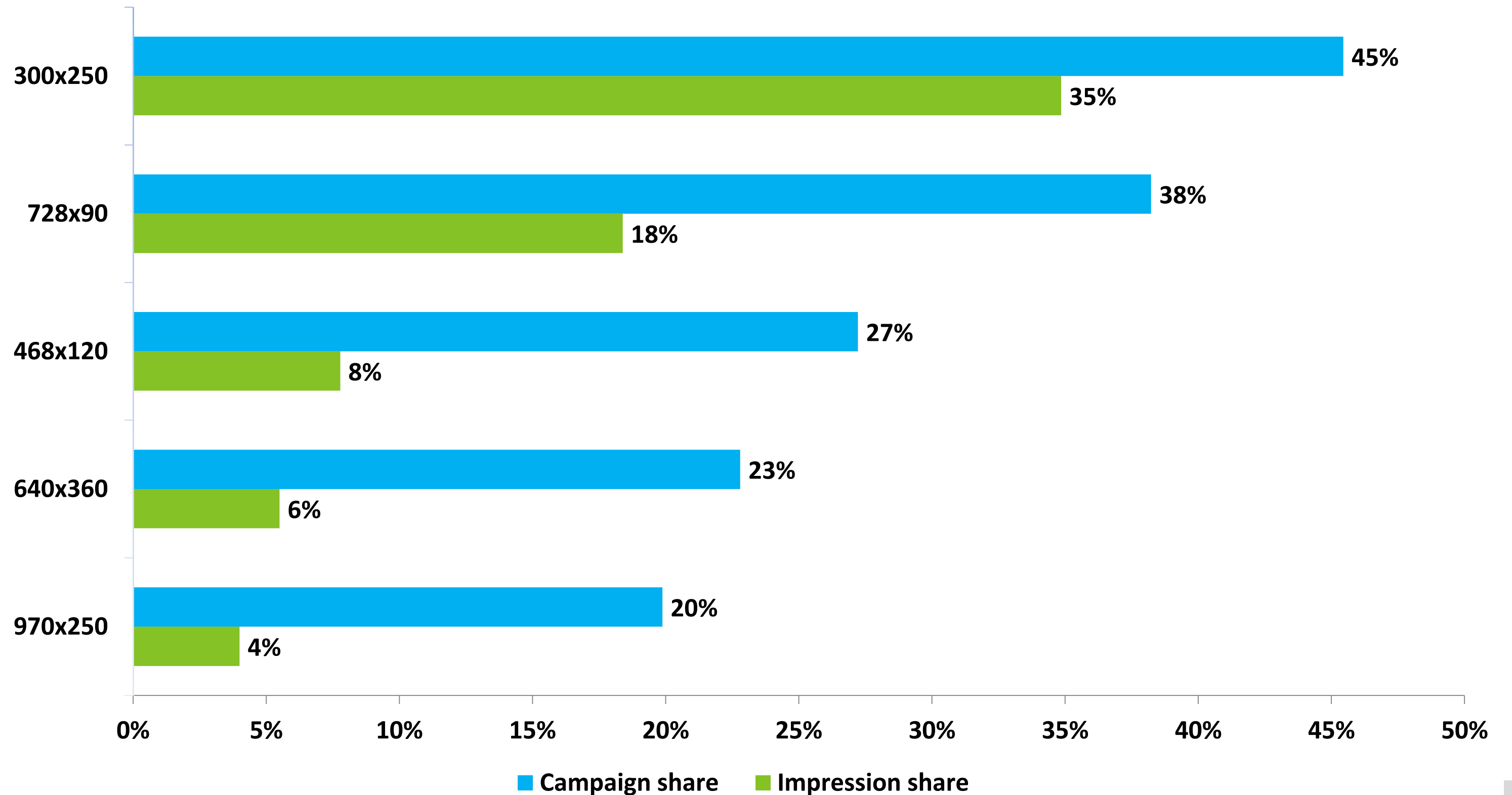
Top 5 most popular ad formats – campaign/impression share
– Czech Republic



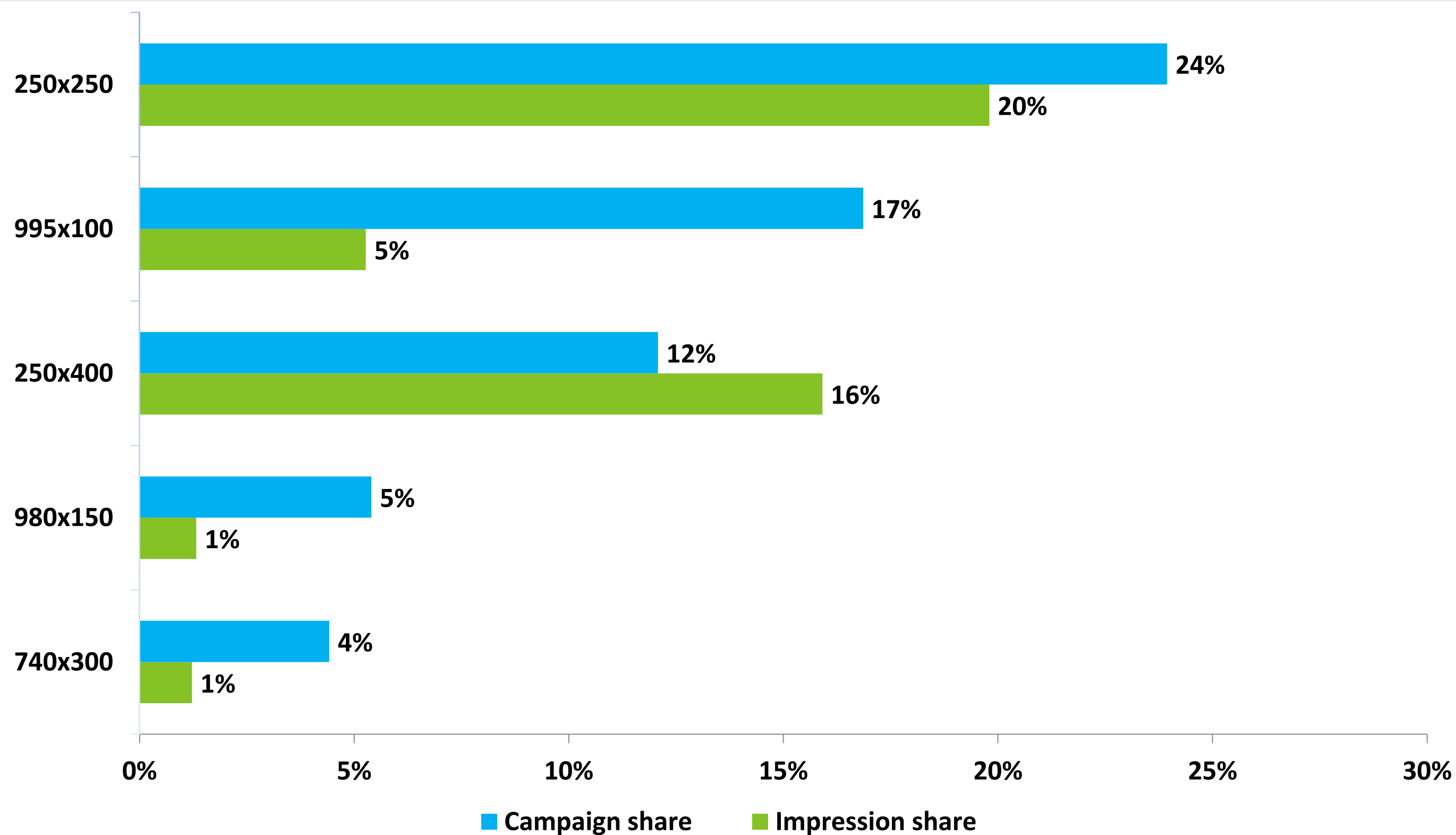
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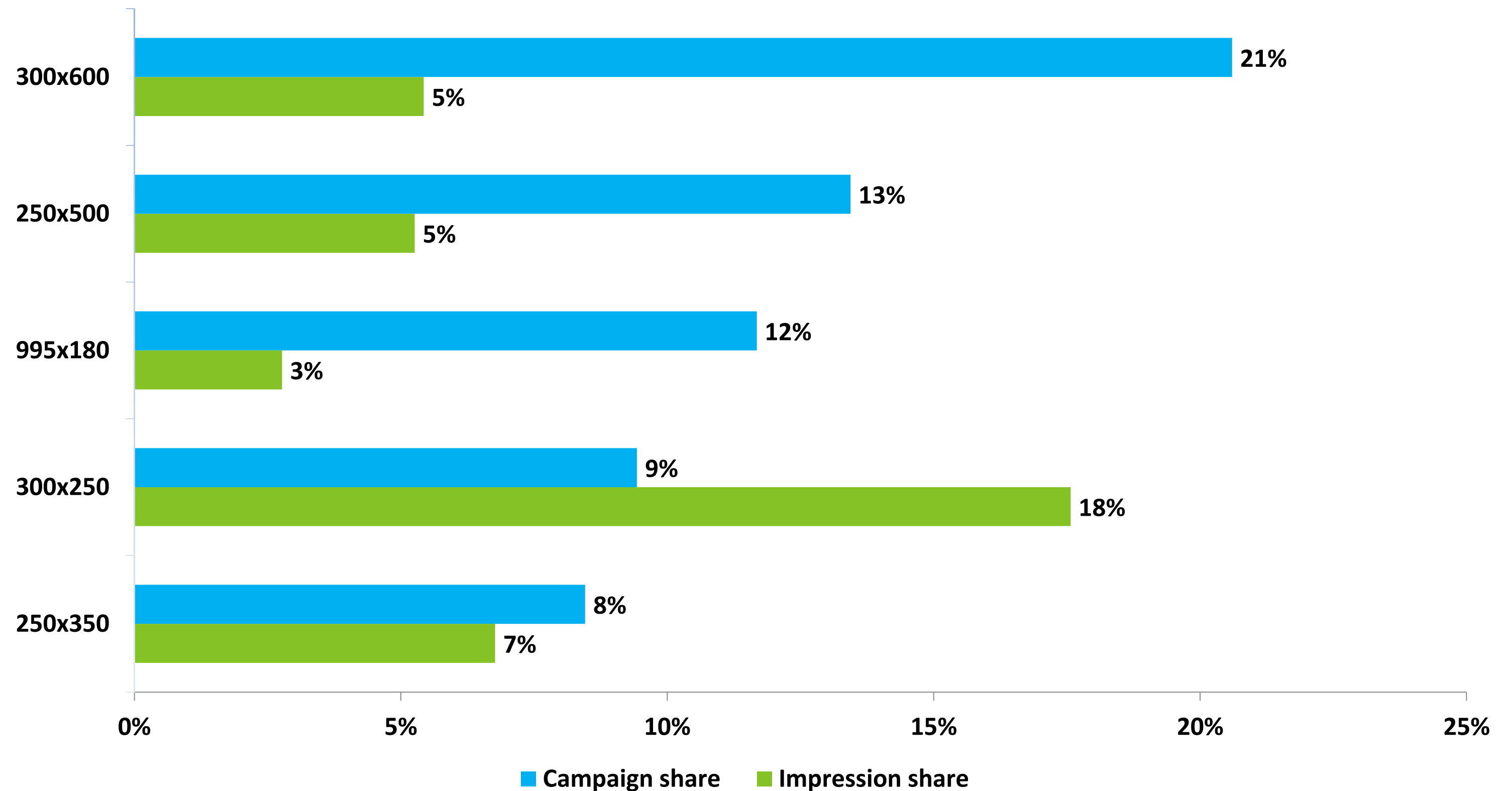
Top 5 most popular ad formats – campaign/impression share – Hungary



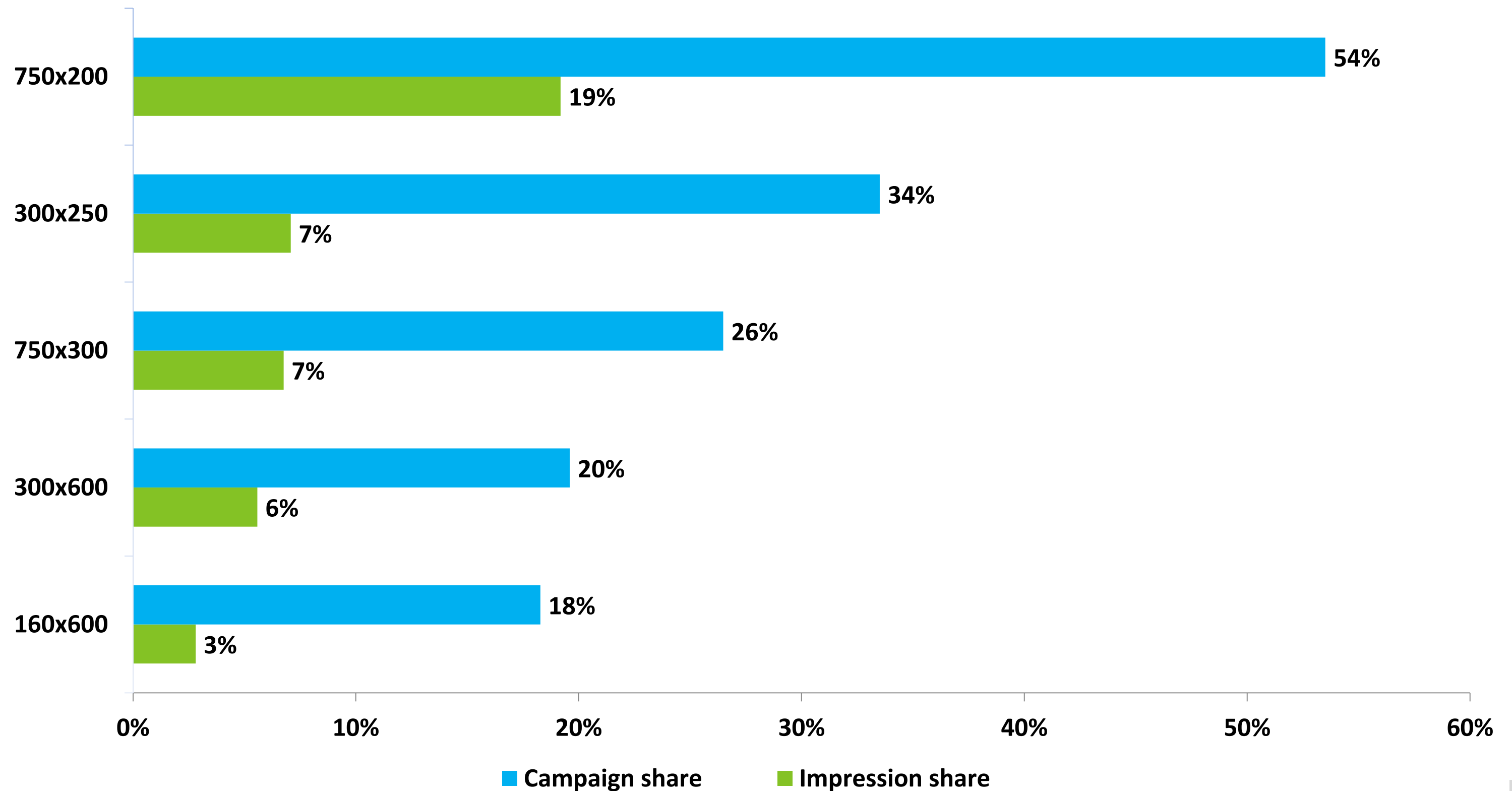
Top 5 most popular ad formats – campaign/impression share – Latvia



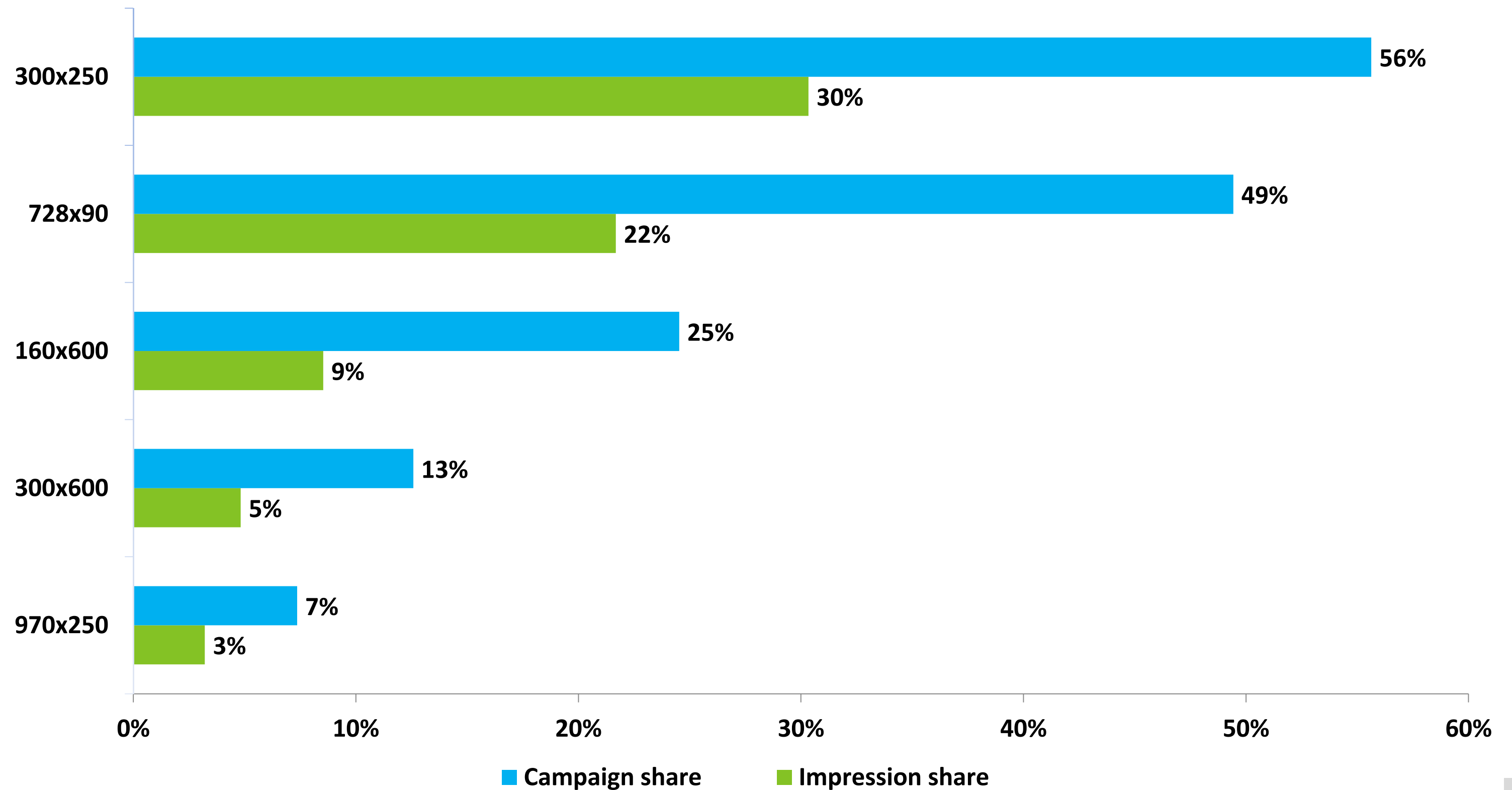
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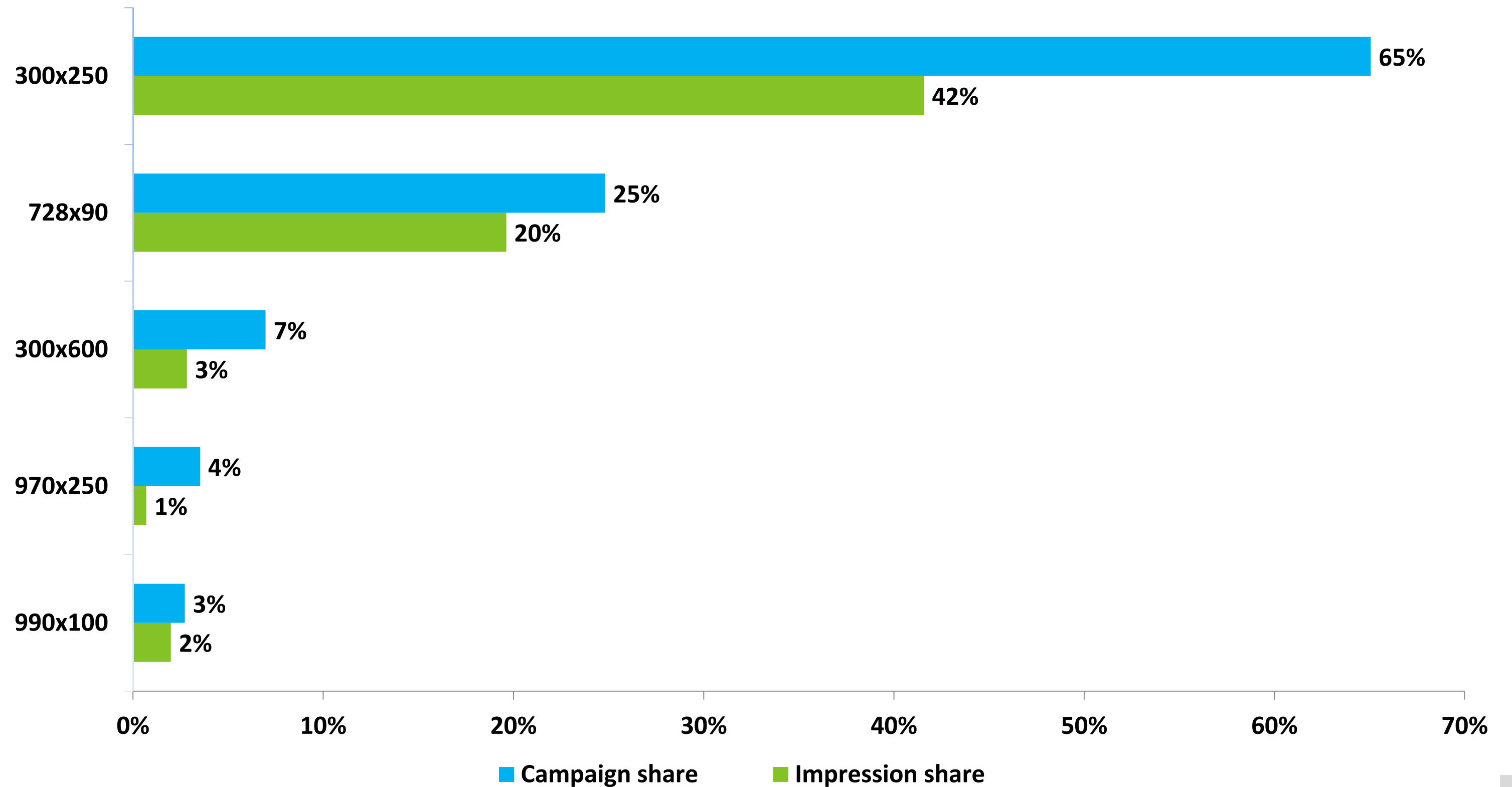
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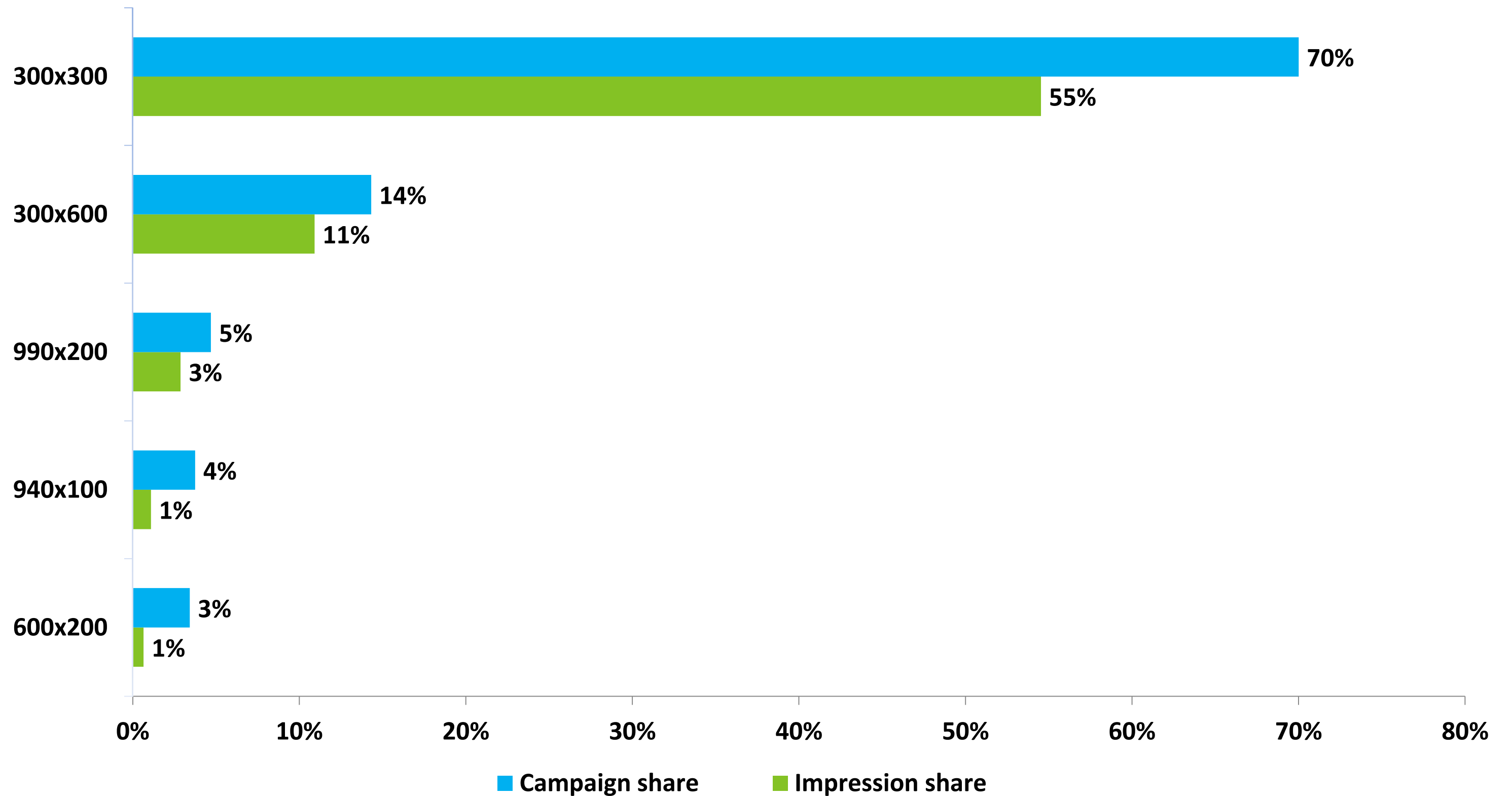
Top 5 most popular ad formats – campaign/impression share – Romania



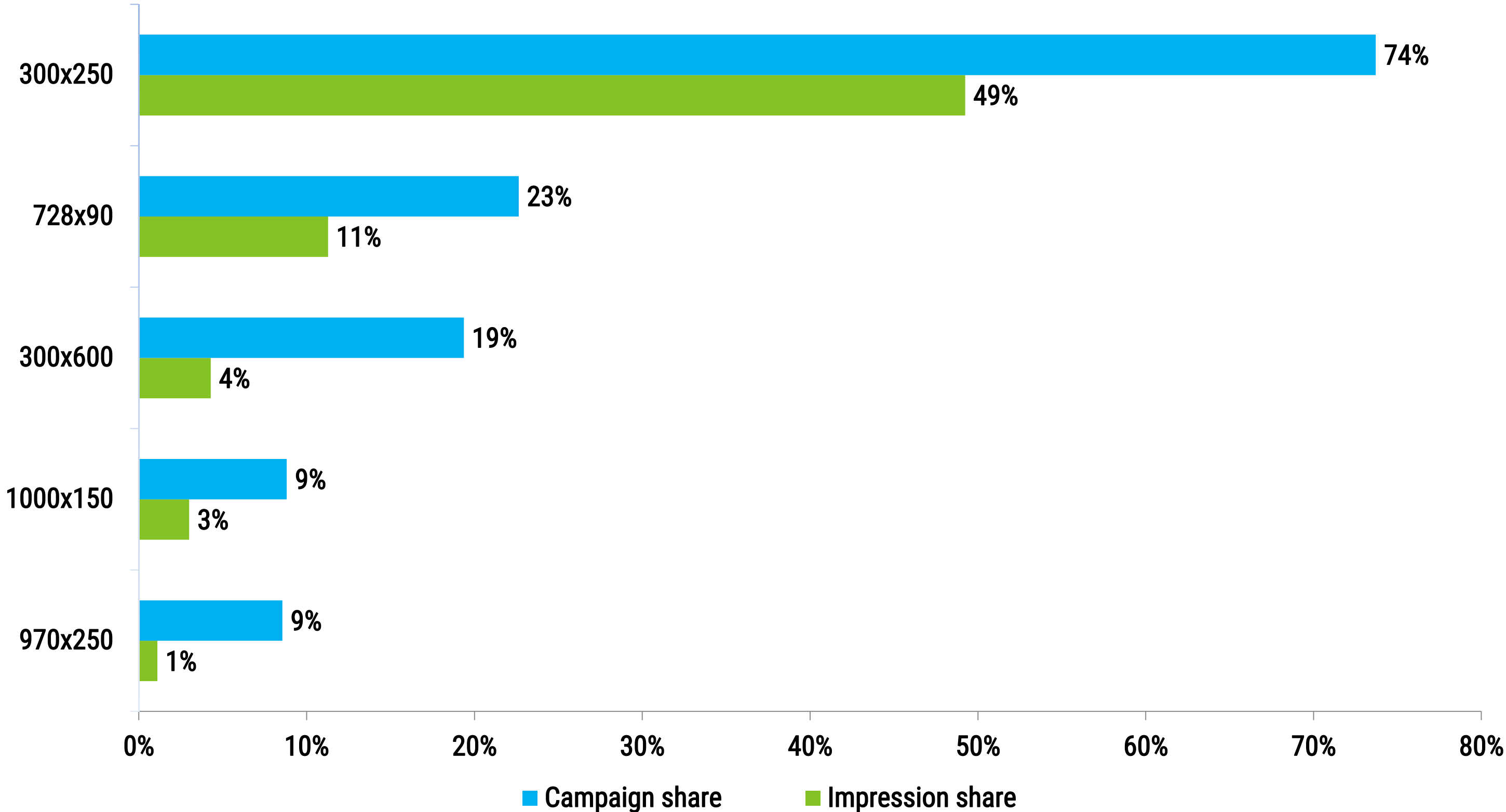
Top 5 most popular ad formats – campaign/impression share – Serbia



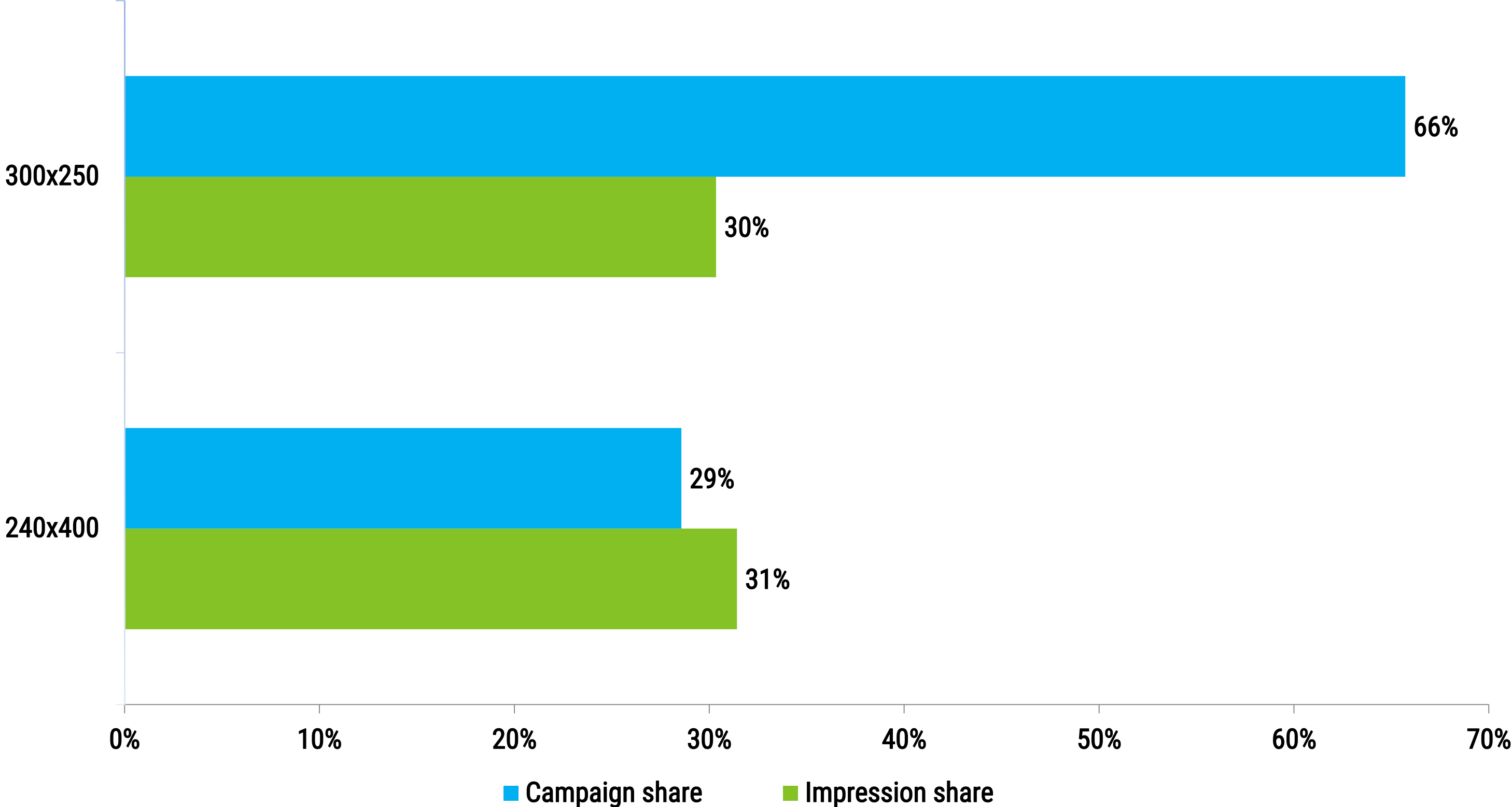
Top 5 most popular ad formats – campaign/impression share – Slovakia



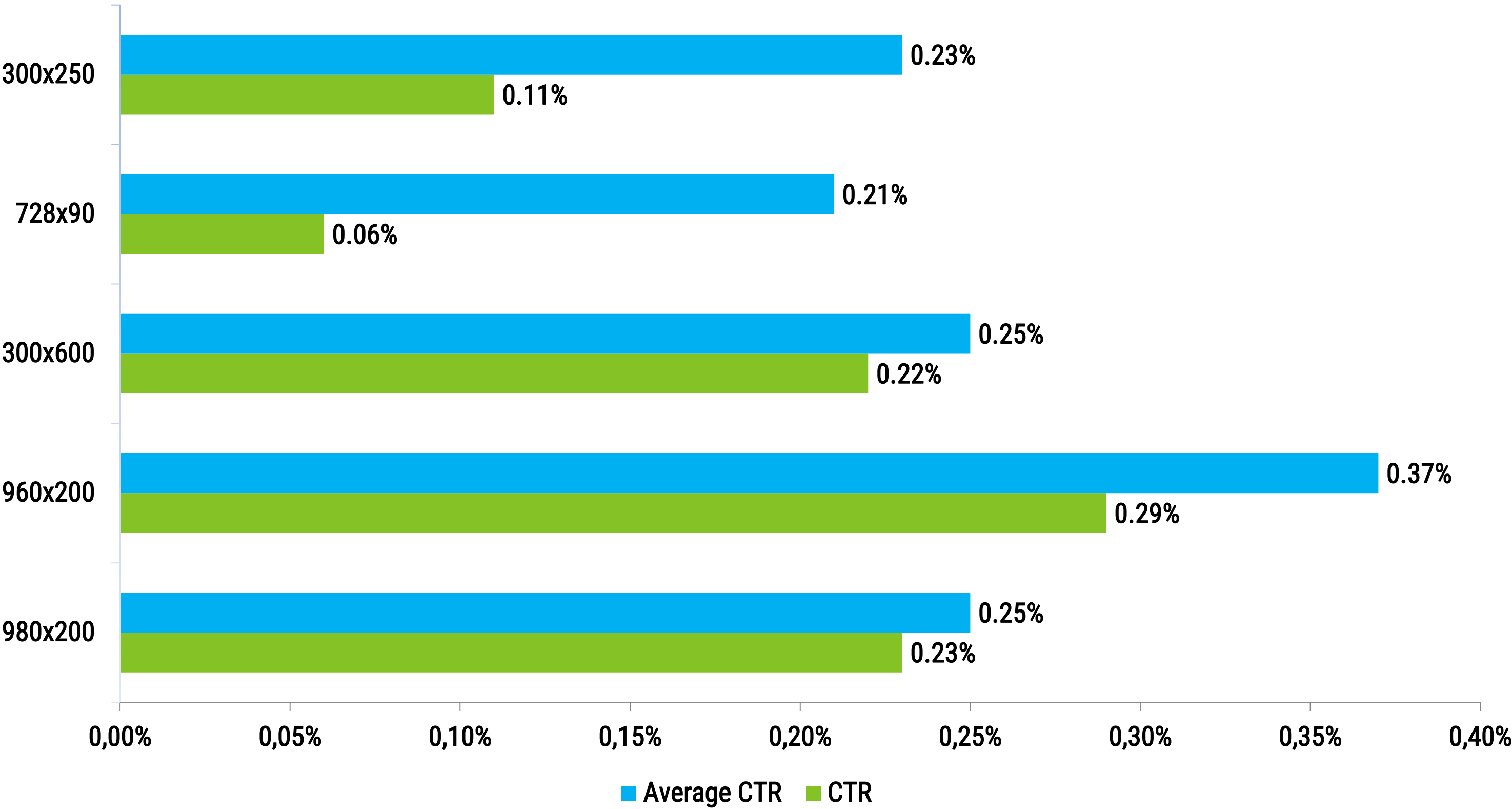
Top 5 most popular ad formats – campaign/impression share – Slovenia



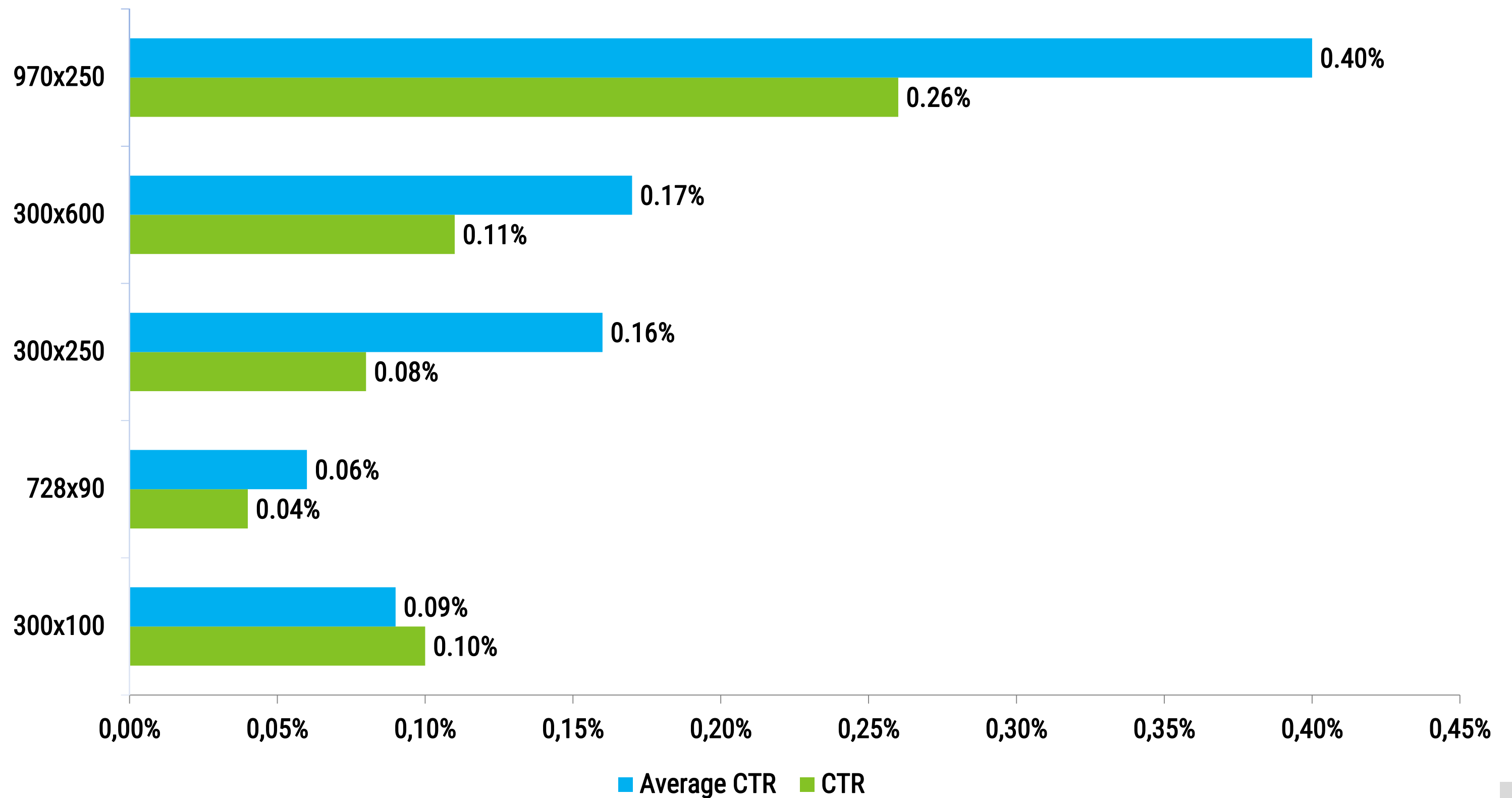
Top 5 most popular ad formats – campaign/impression share – Ukraine



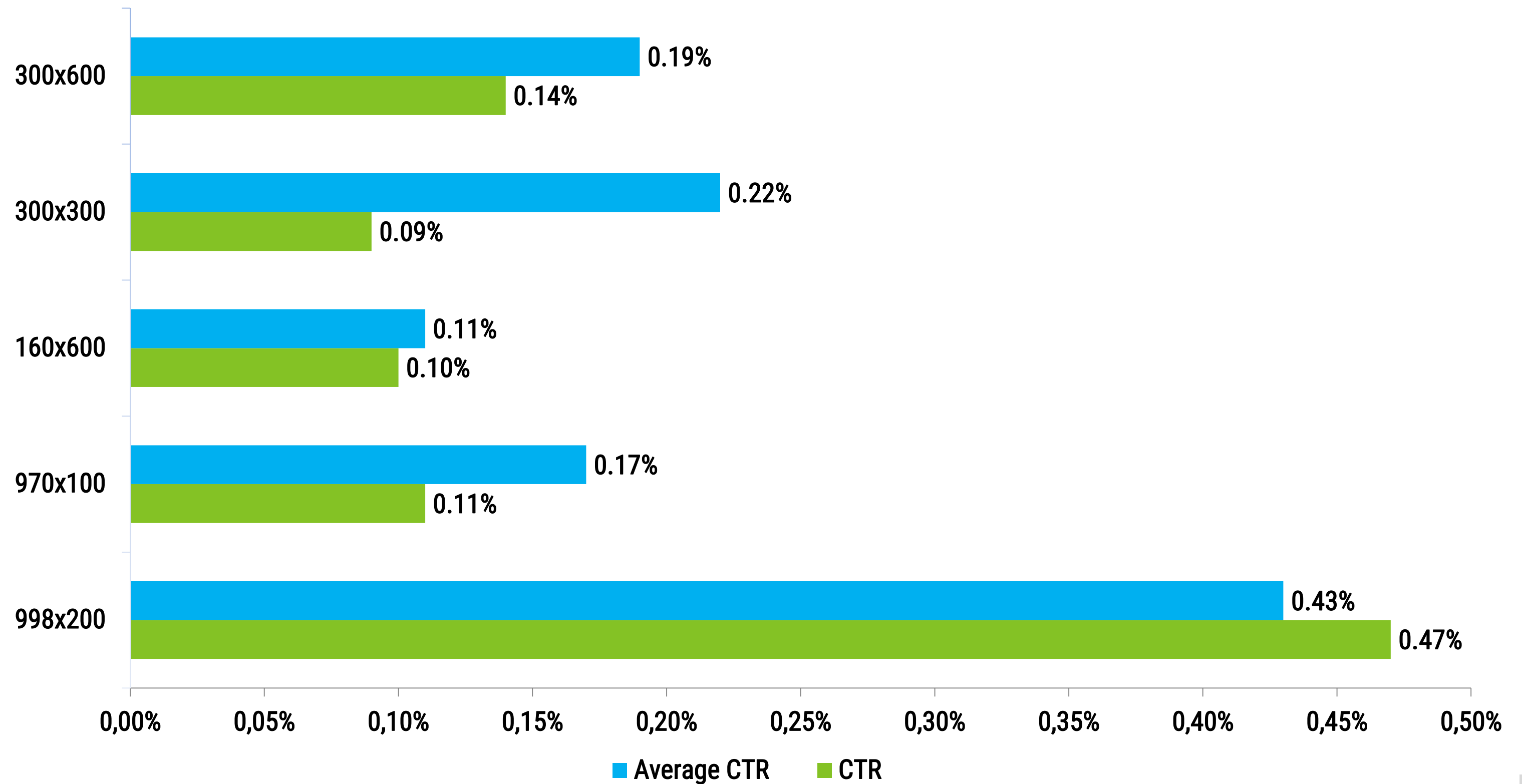
Top 5 most popular ad formats – average CTR/CTR – Bulgaria



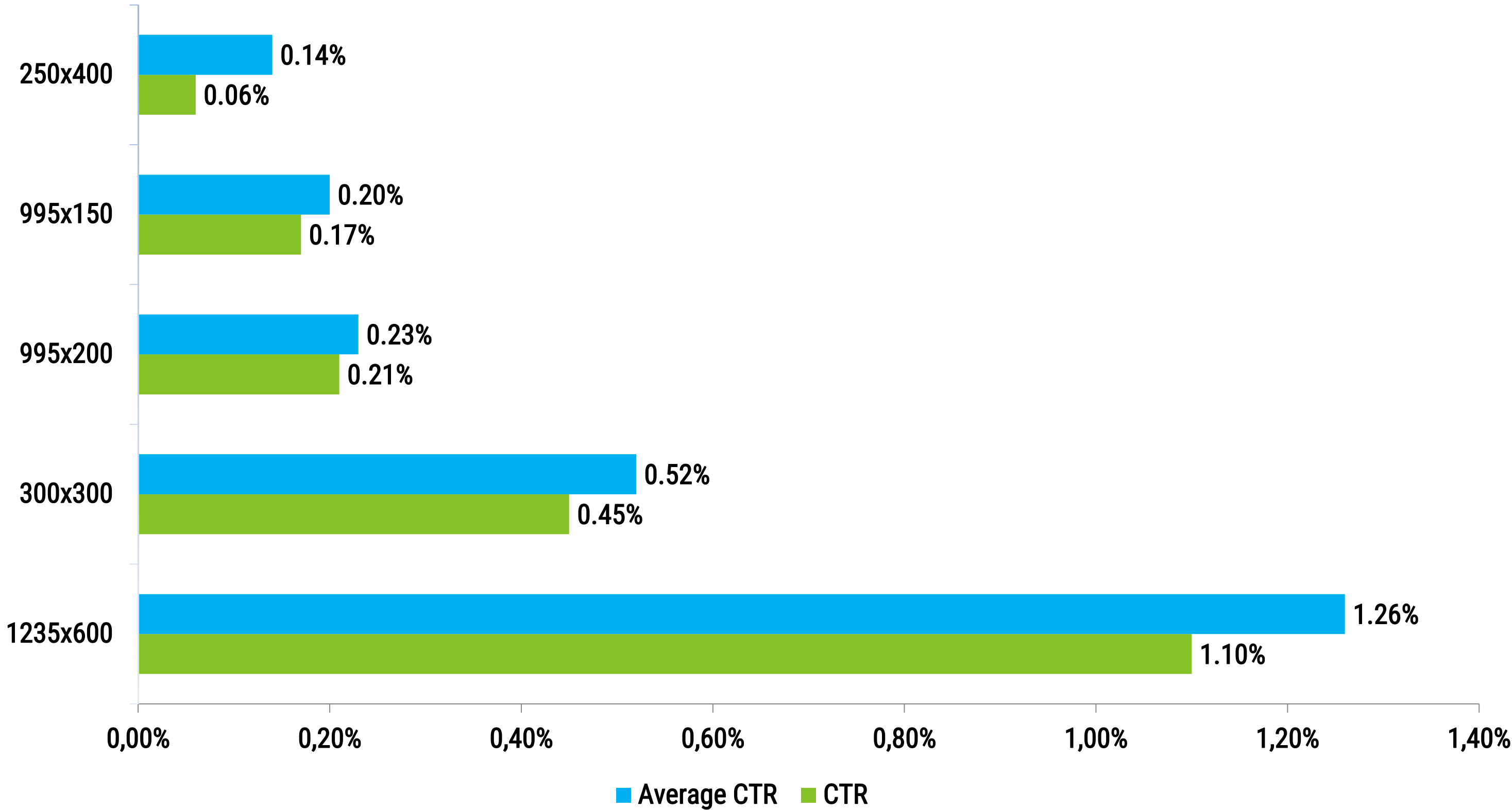
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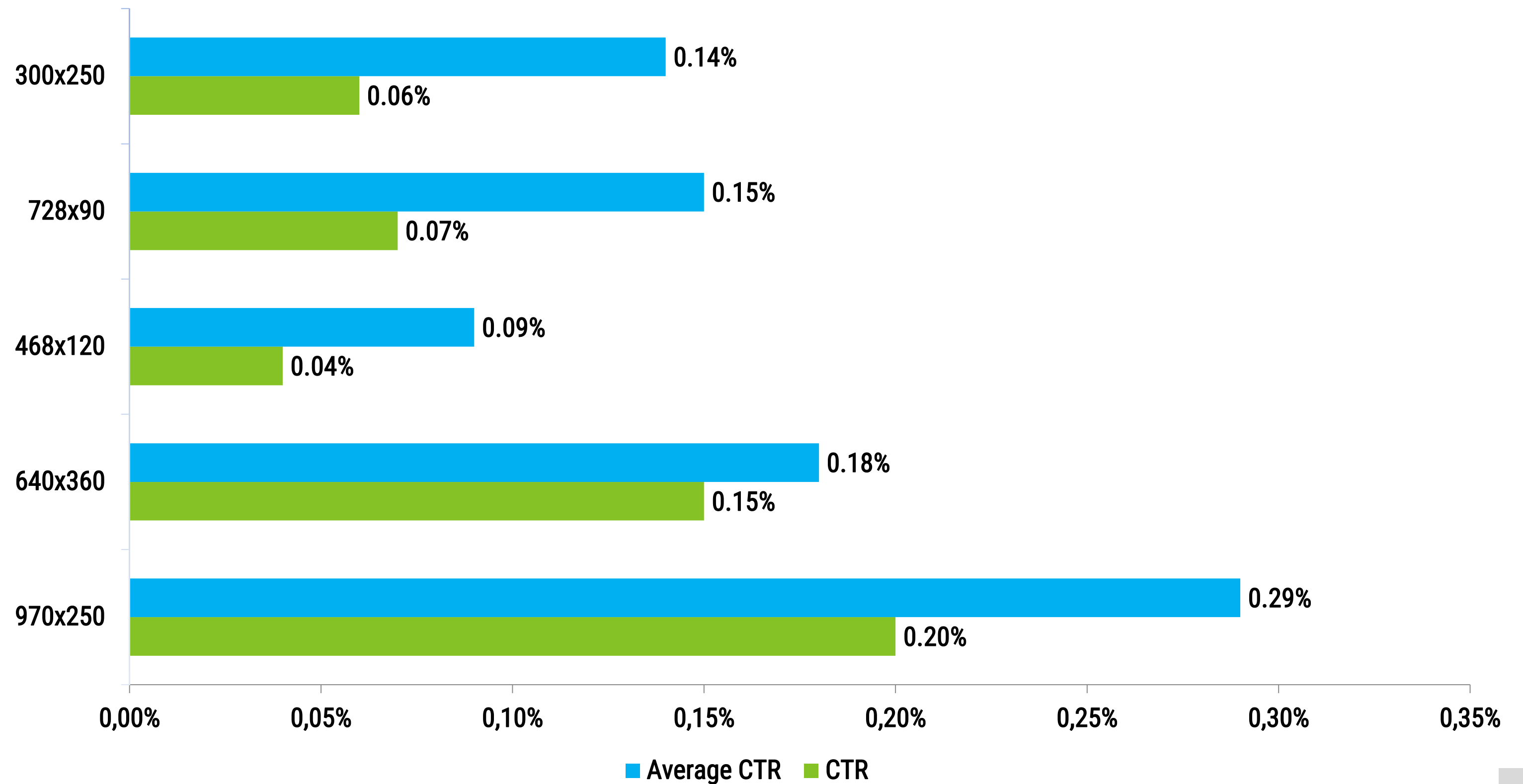
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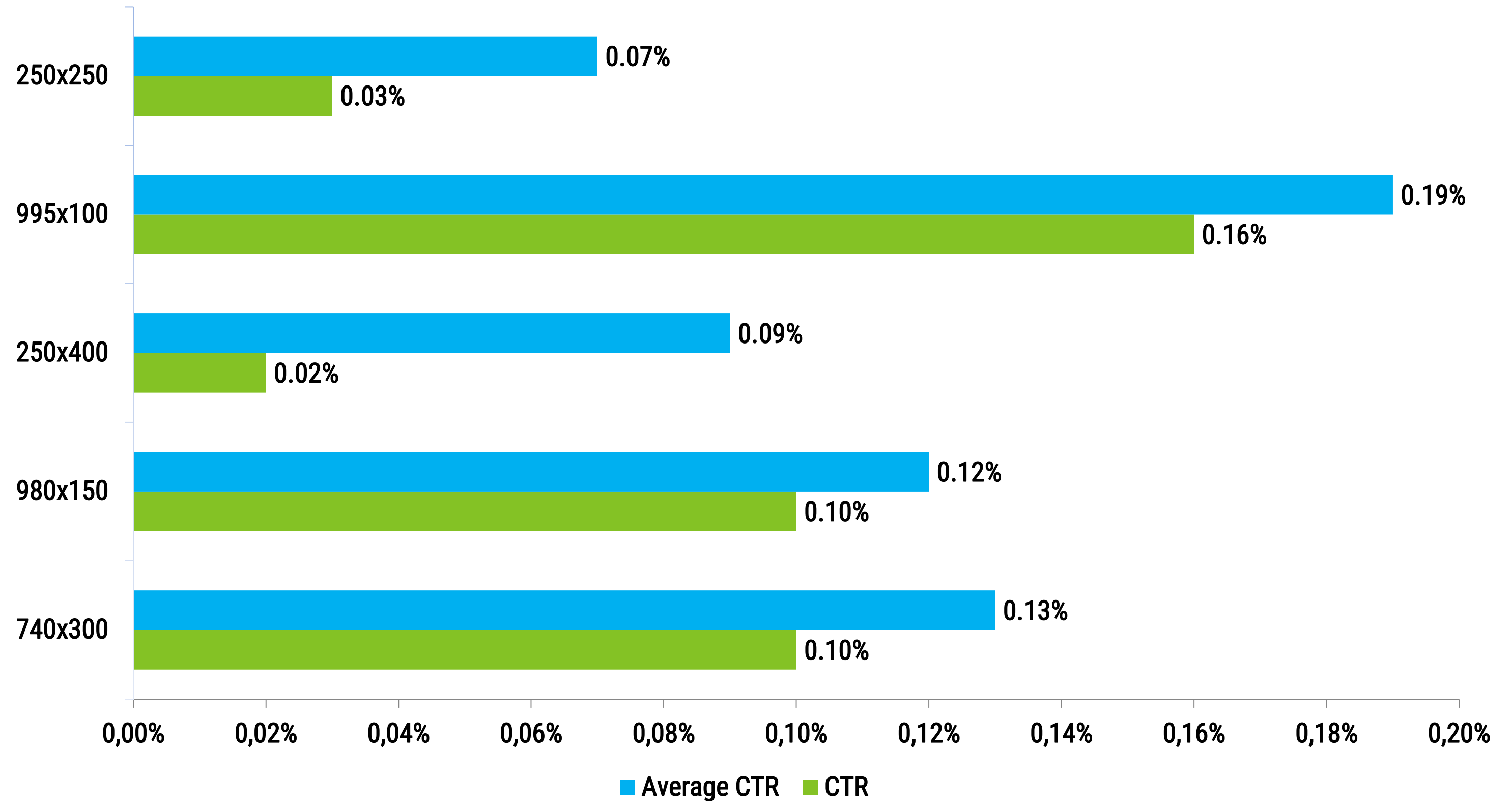
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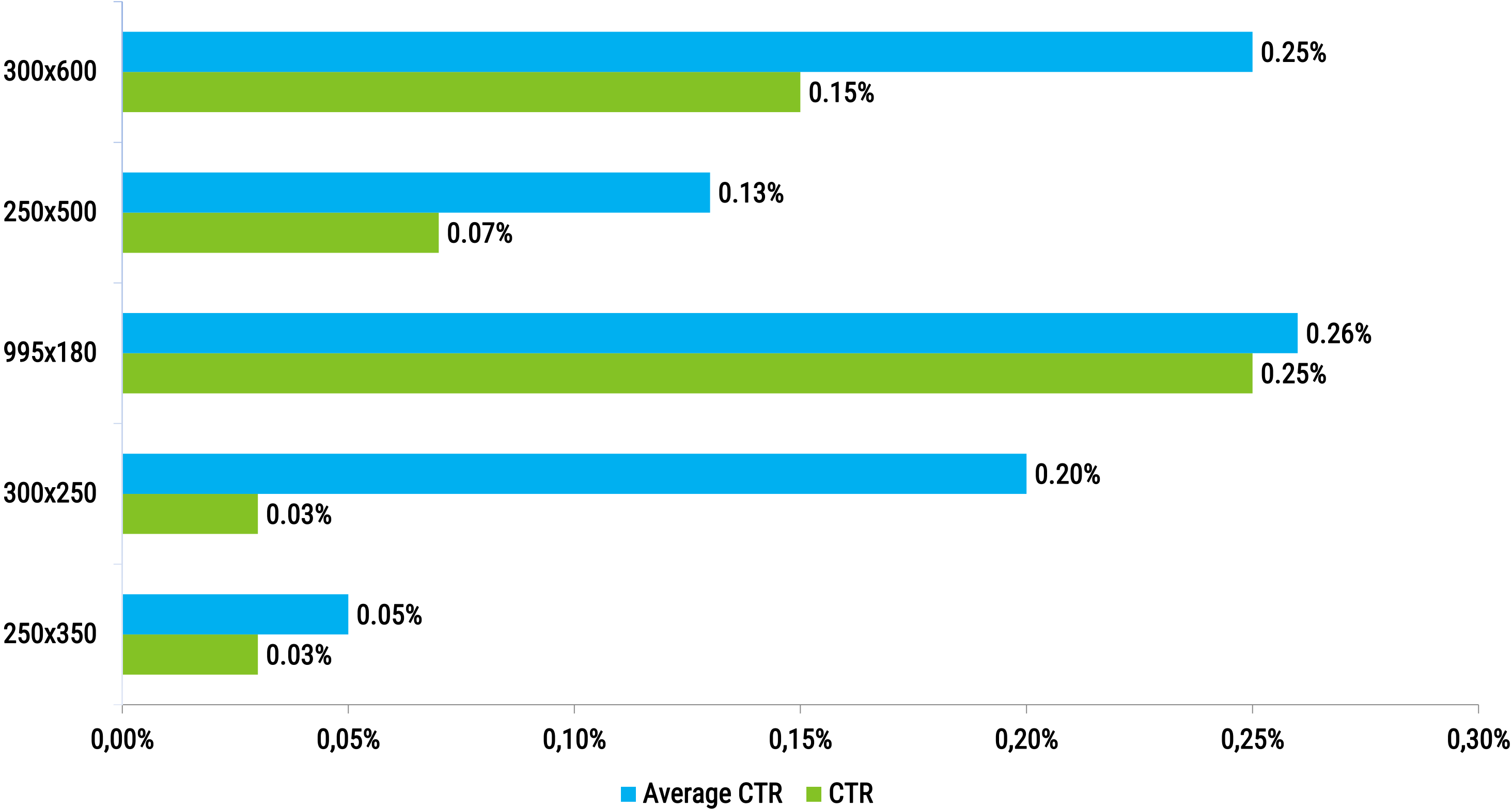
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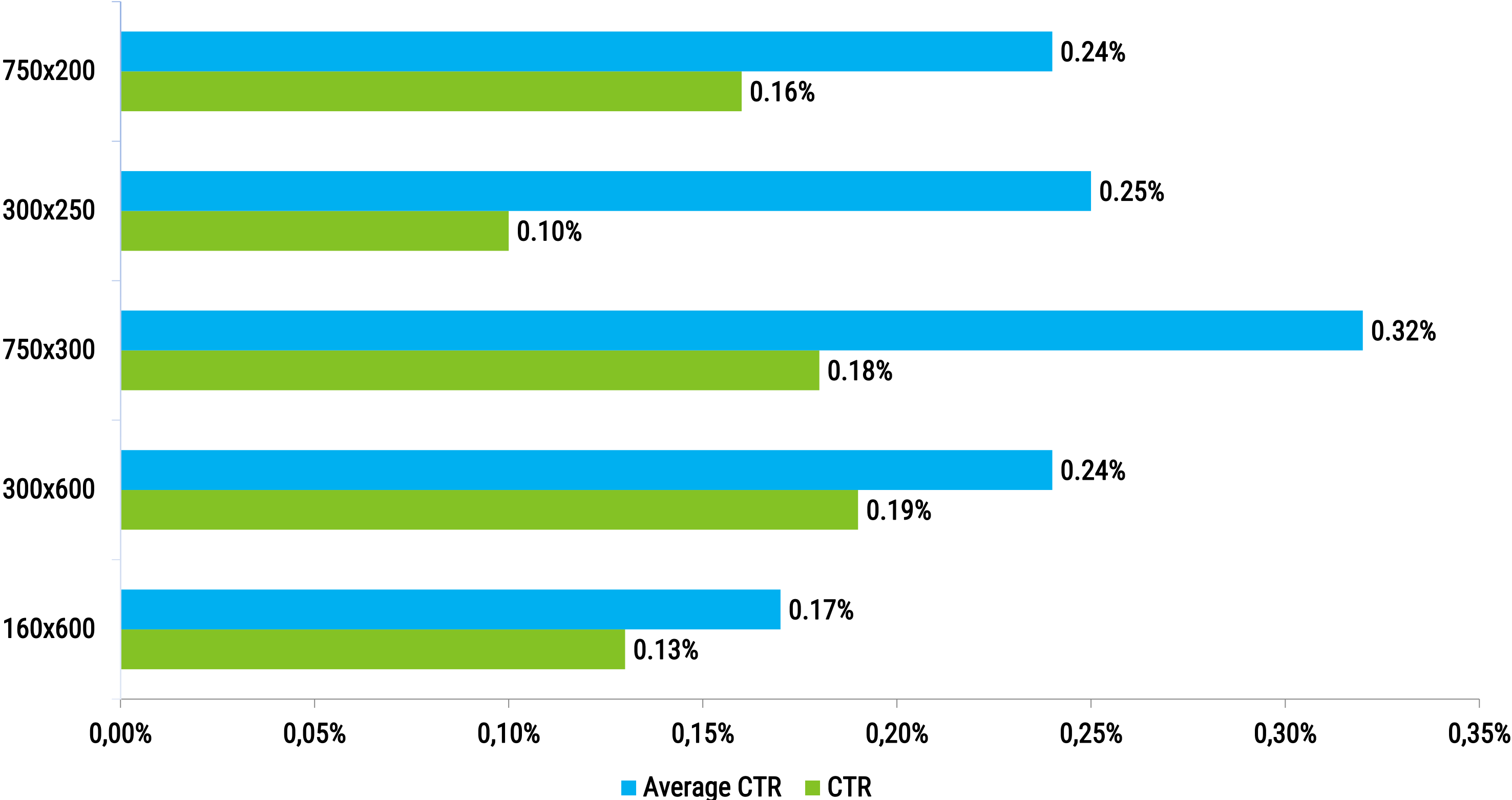
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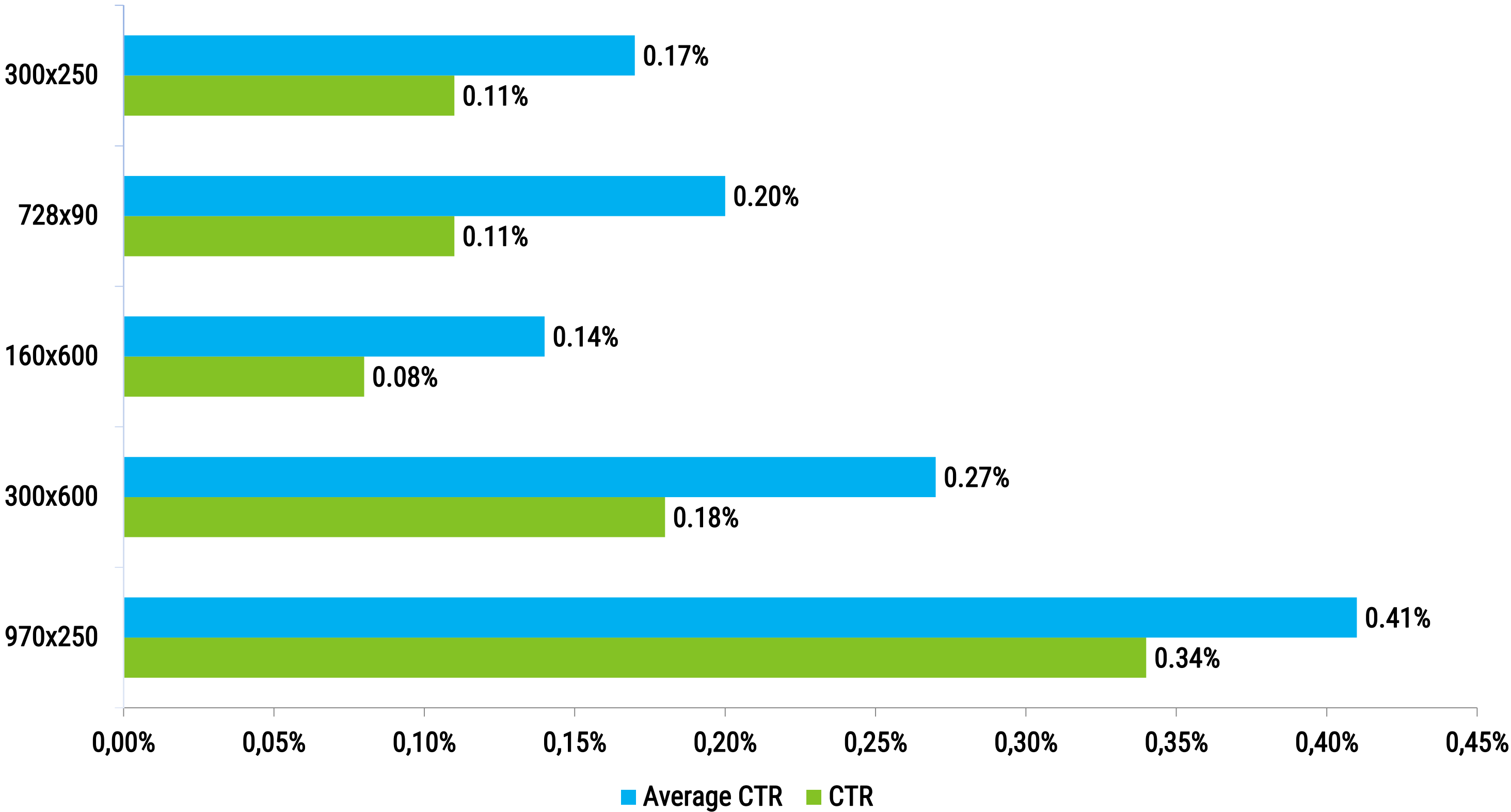
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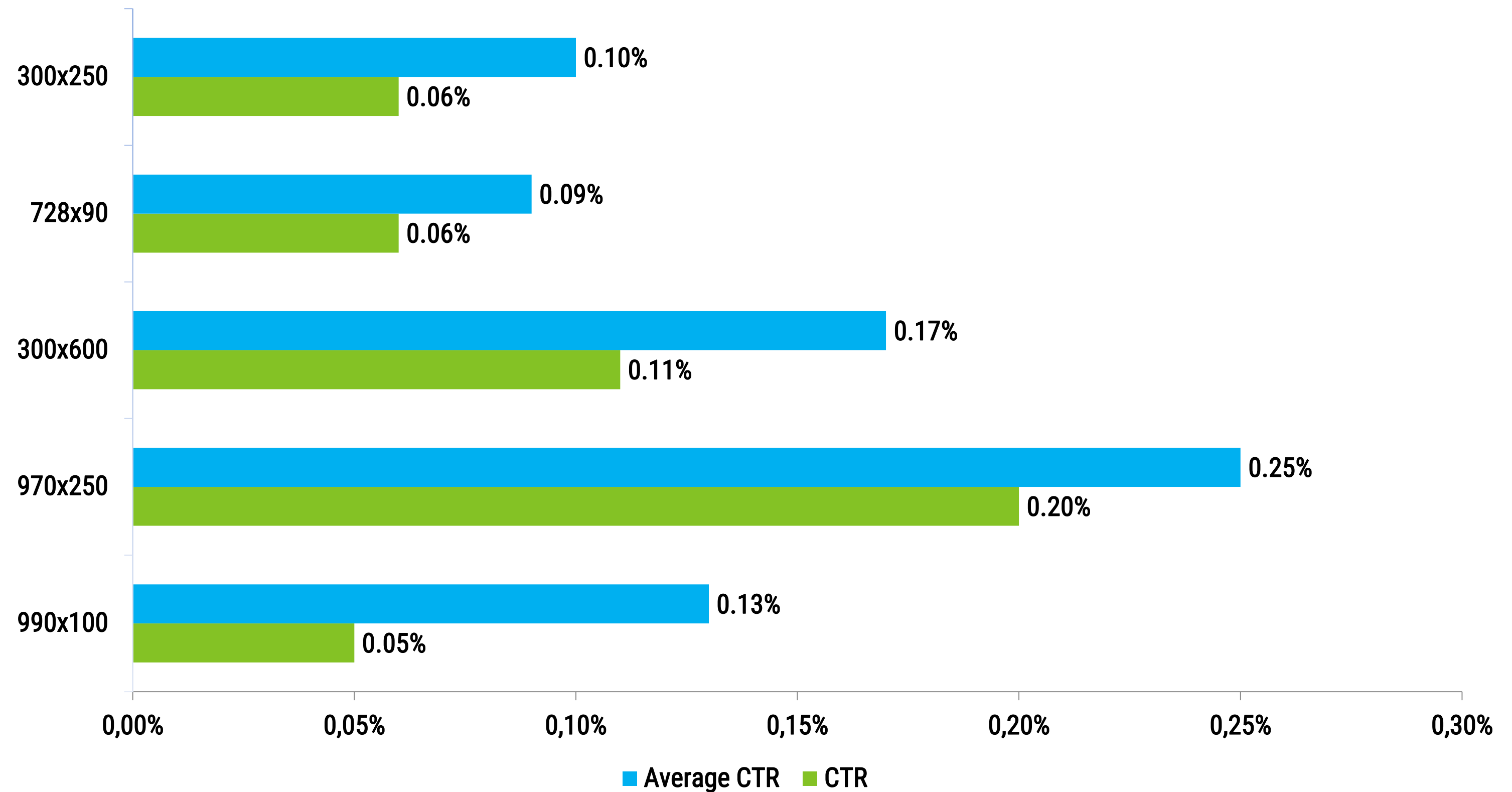
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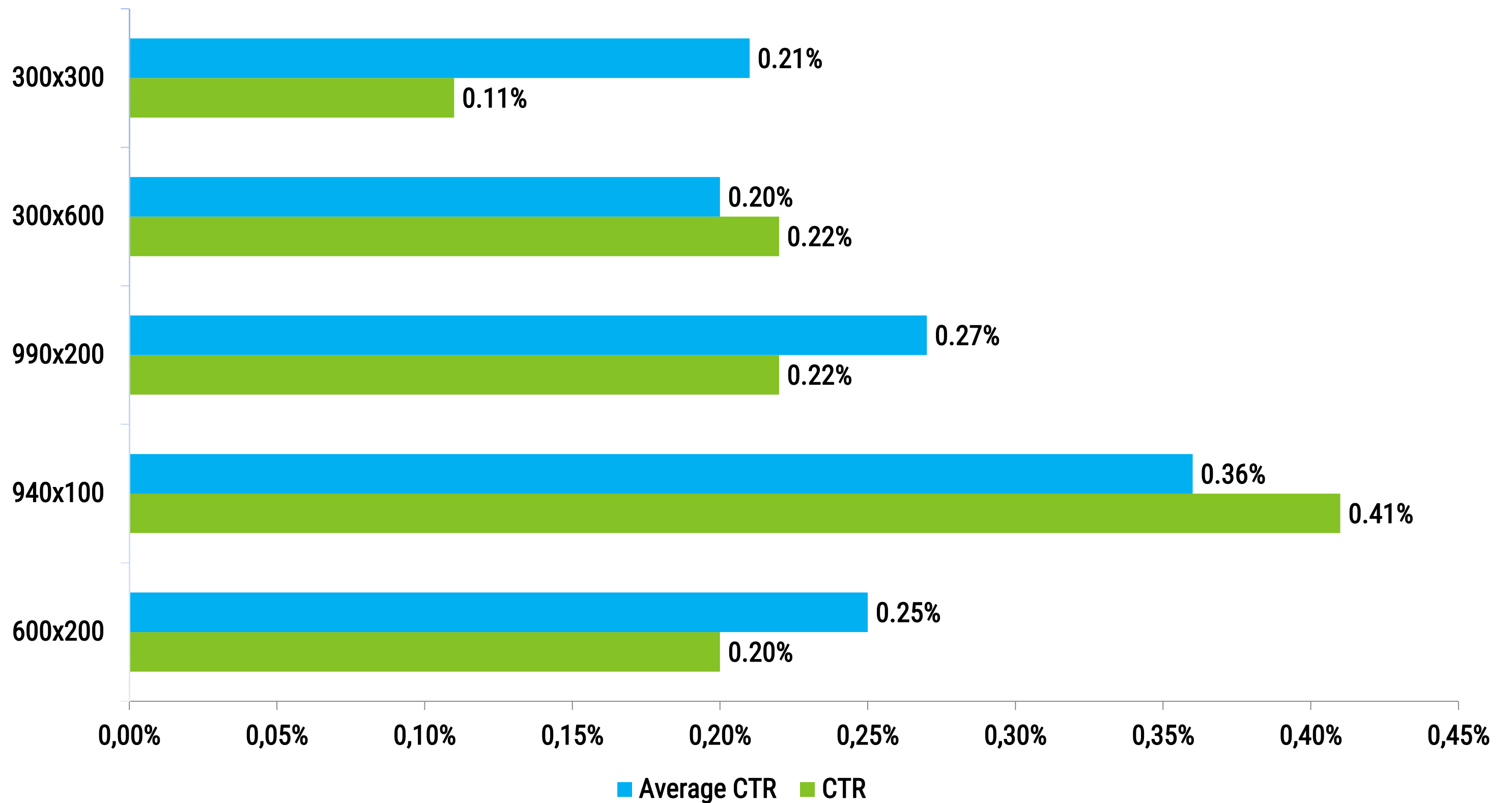
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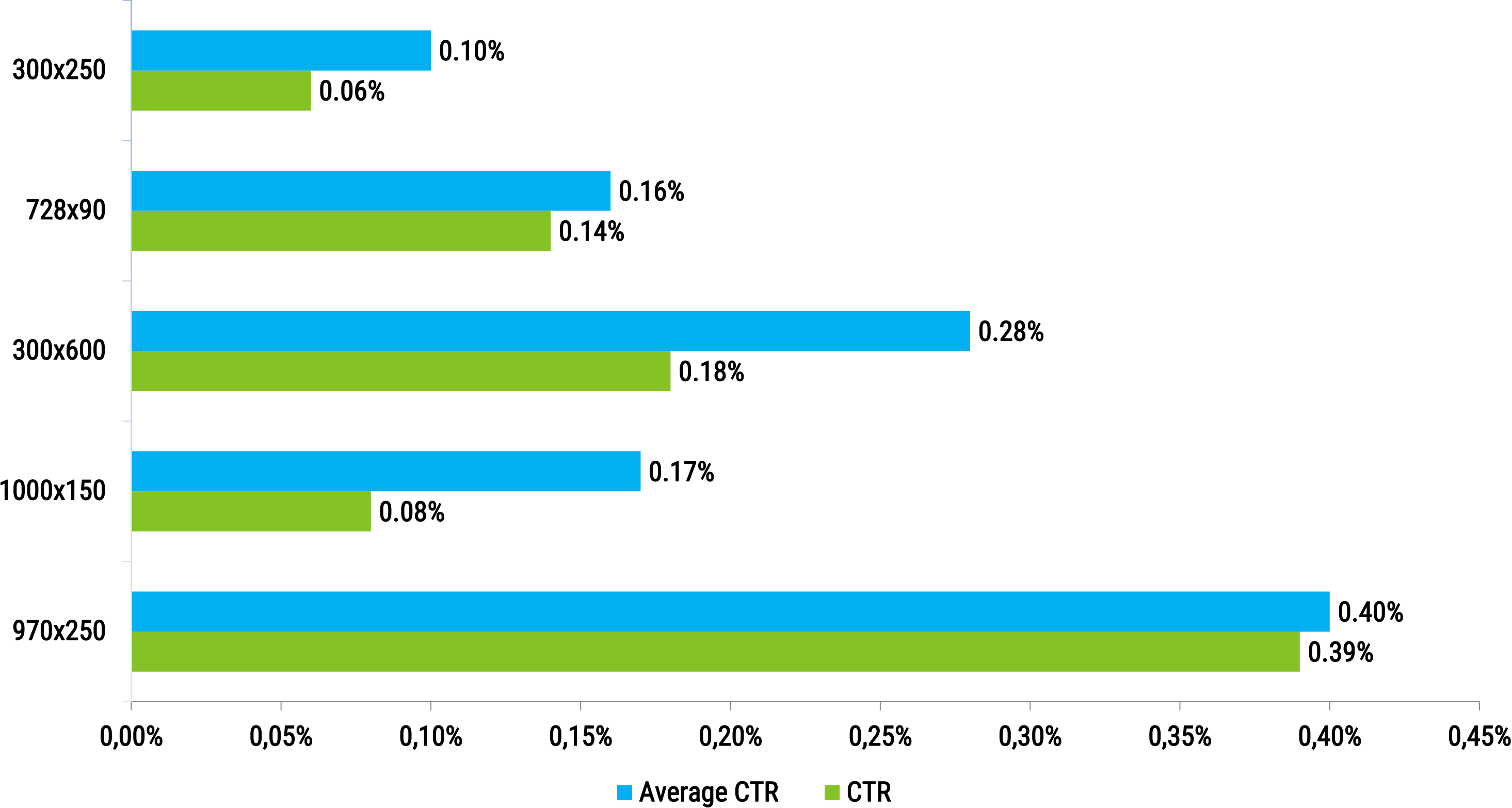
Top 5 most popular ad formats – average CTR/CTR – Serbia



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



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- 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.



- **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.



- **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.





Contact us!

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