

gemiusAdMonitor

Czech Republic, Hungary, Poland, Slovakia, Romania

Most popular and effective display ads

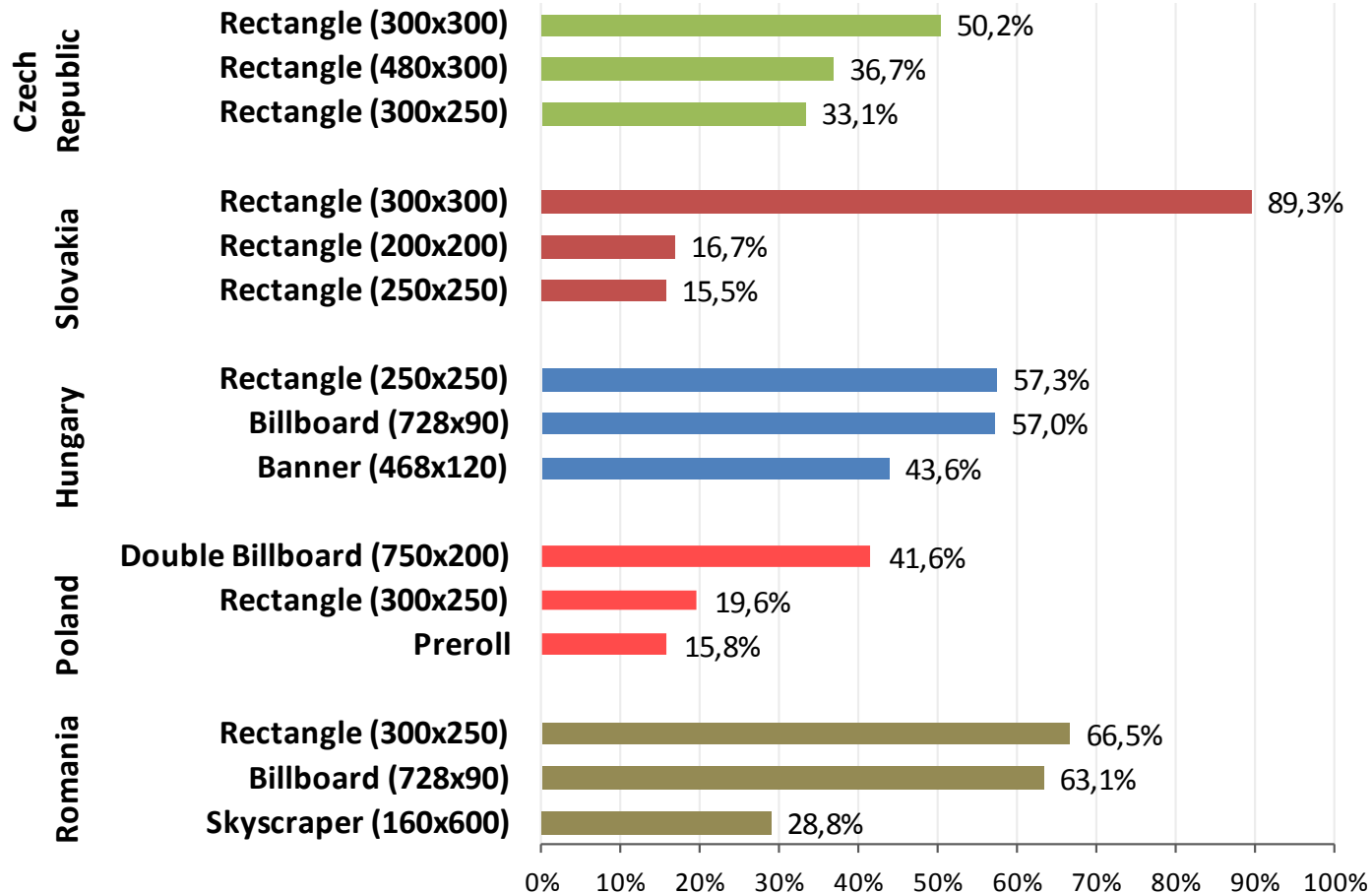
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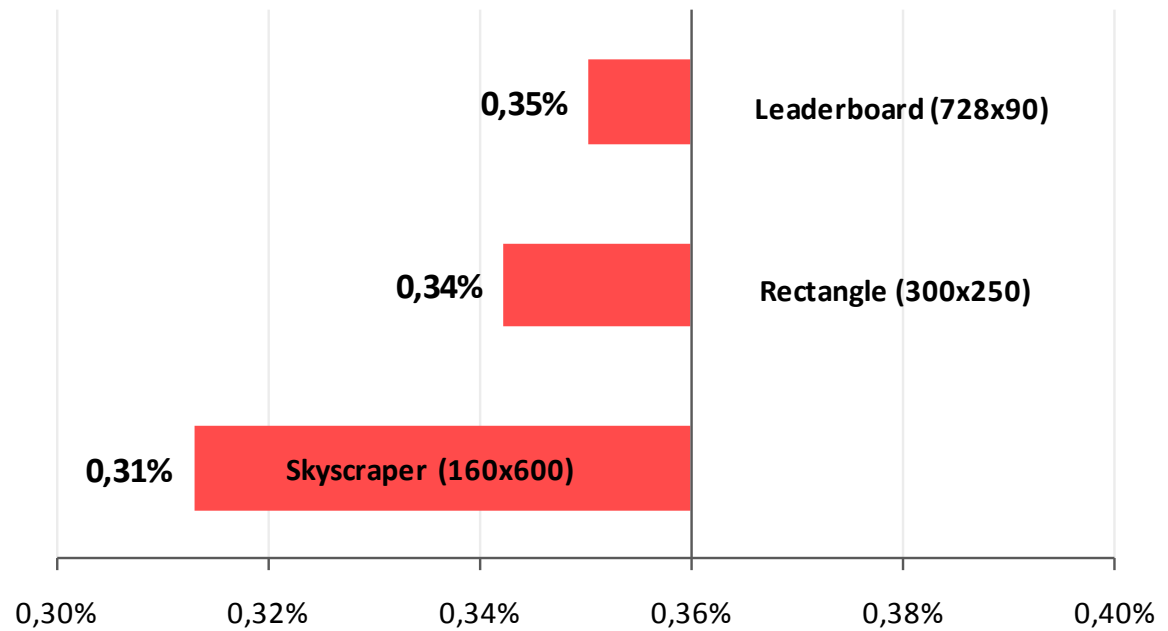
- gemiusAdMonitor is a periodic report made by Gemius. The data originates from the gemiusDirectEffect research service, which is the leading online advertisement monitoring system in the CEE region*. gemiusAdMonitor delivers rankings of the most popular online ad formats and a wide range of indicators concerning display campaigns. Moreover, the report describes the advertising activity in such sectors of online market as: finance, telecommunications, and many more.
- Full report covers:
 - Most frequently used ad formats
 - Average number of impressions per creative for given ad formats
 - Average number of clicks per creative for given ad formats
 - Average CTR for most often used ad formats
 - Share of campaigns using specific ad formats
 - Share of campaigns by sectors
 - Share of ad impressions by sectors
 - Share of clicks by sectors
 - Average CTR for specific sectors
 - Average number of ad impressions per campaign by specific sectors
 - Average number of clicks per campaign by specific sectors
 - Most often used ad formats by sectors

// **Share of campaigns using specific ad formats**
– Hungary, Slovakia and Czech Republic



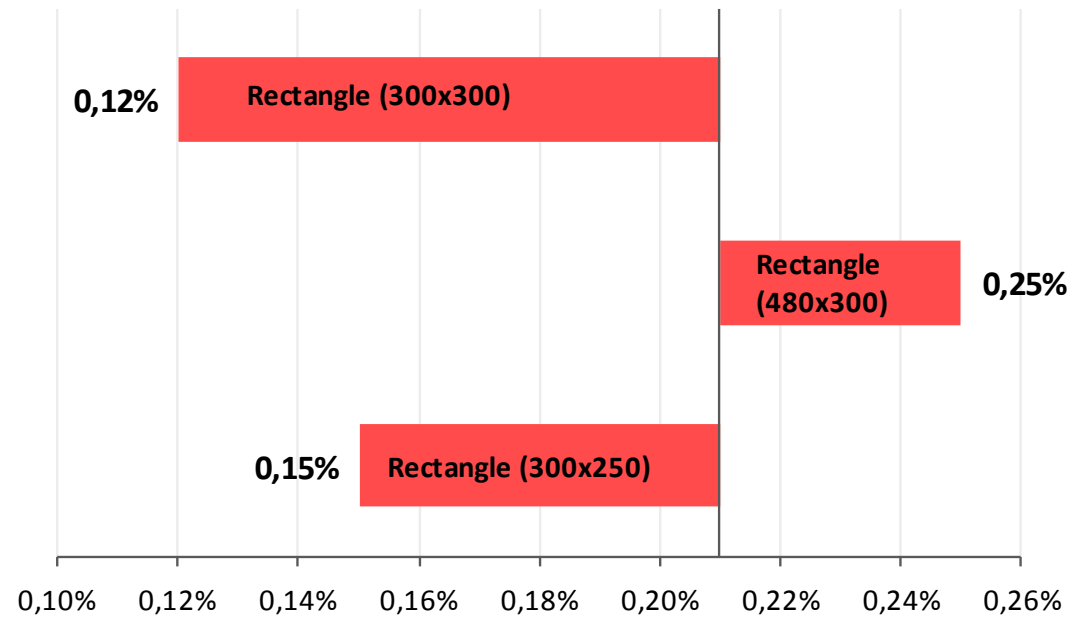
// **CTR for 3 most popular ad formats – Romania**

Average CTR – 0.36%



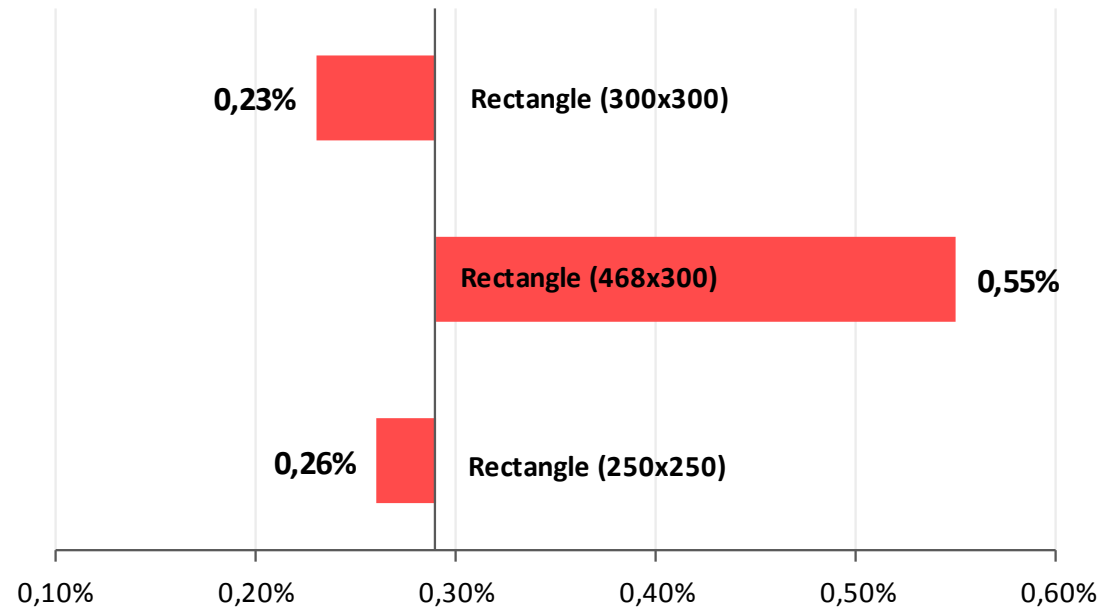
// CTR for 3 most popular ad formats – Czech Republic

Average CTR – 0.21%



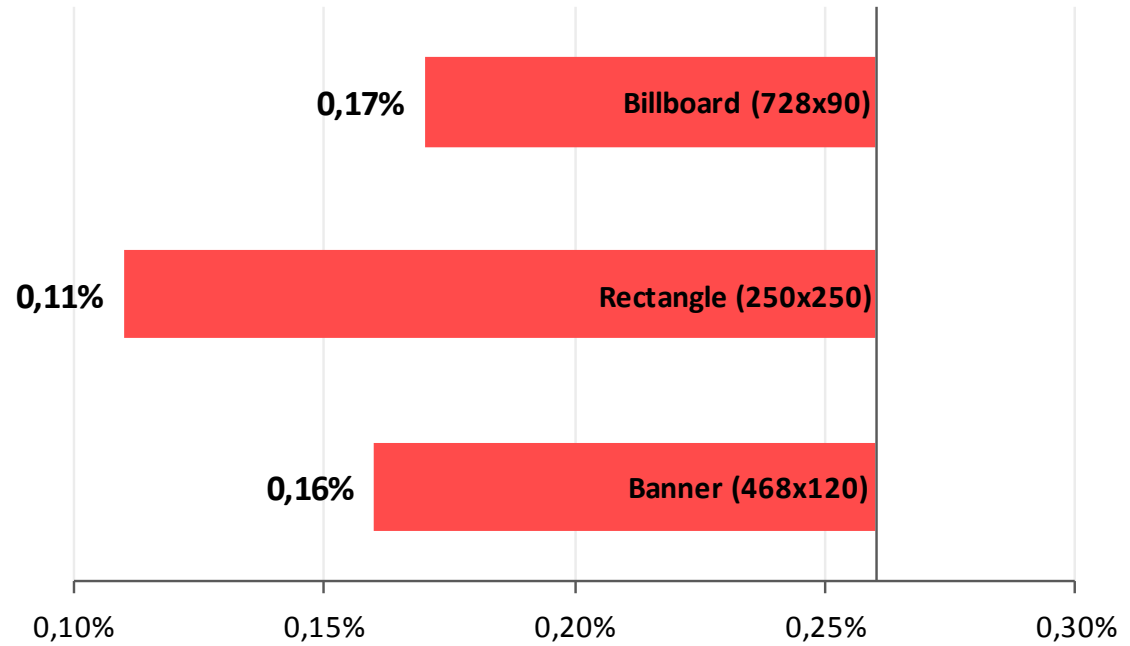
// **CTR for 3 most popular ad formats – Slovakia**

Average CTR – 0.29%

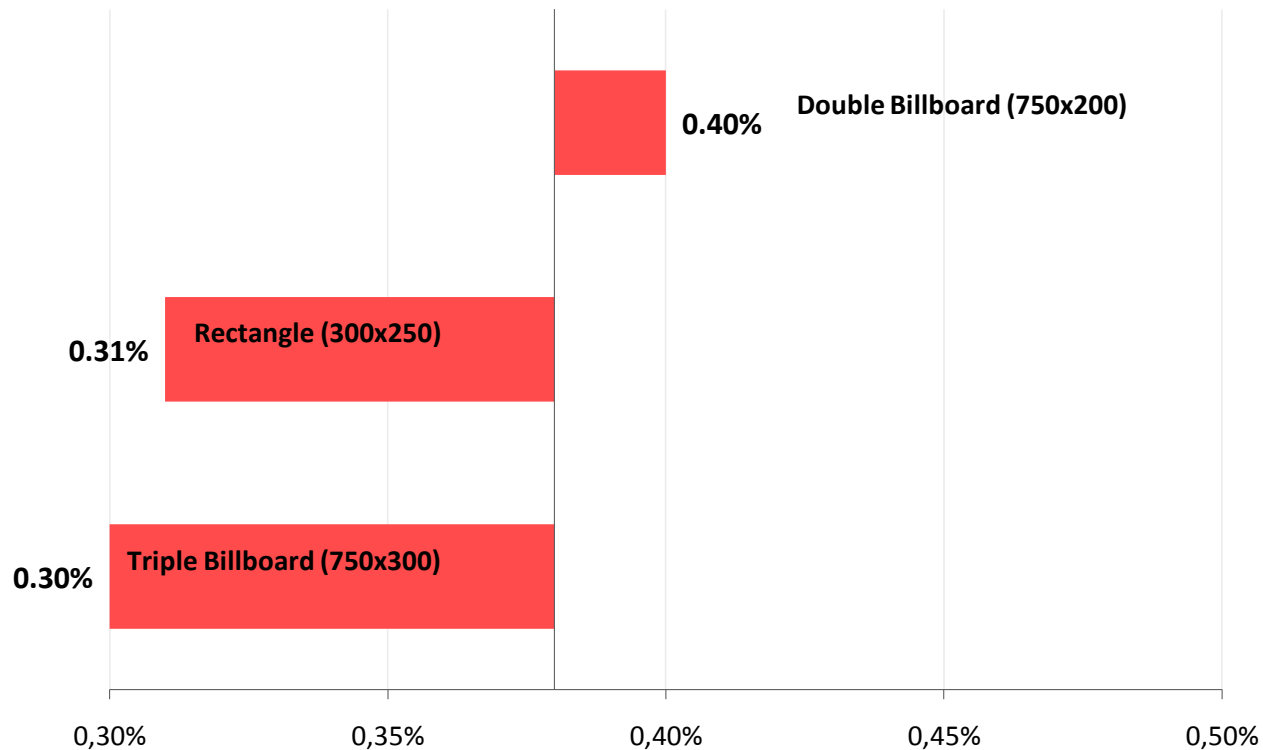


// CTR for 3 most popular ad formats – Hungary

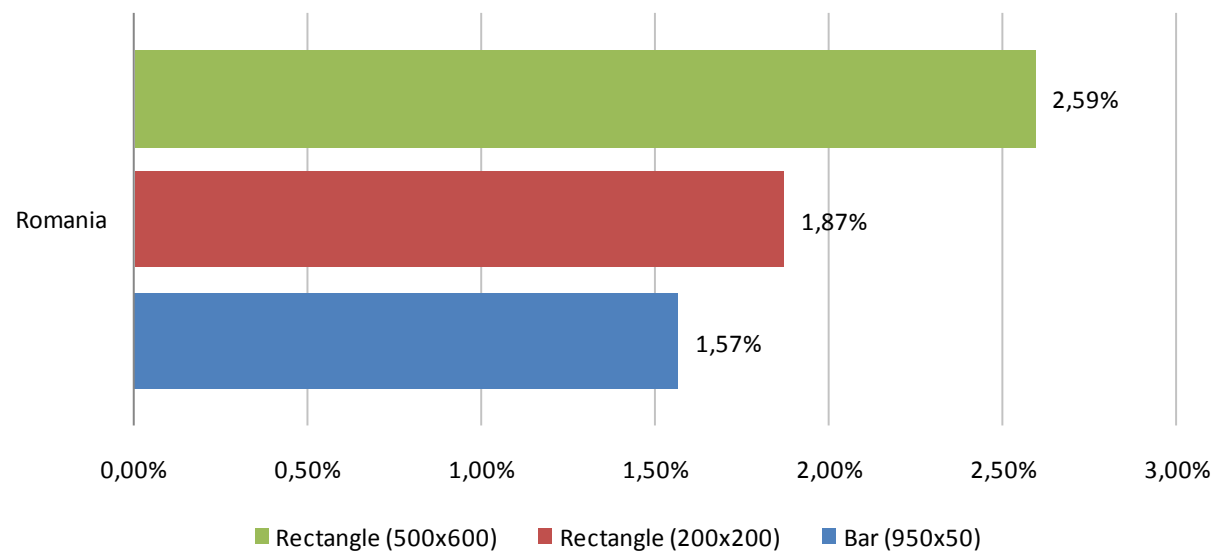
Average CTR – 0.26%



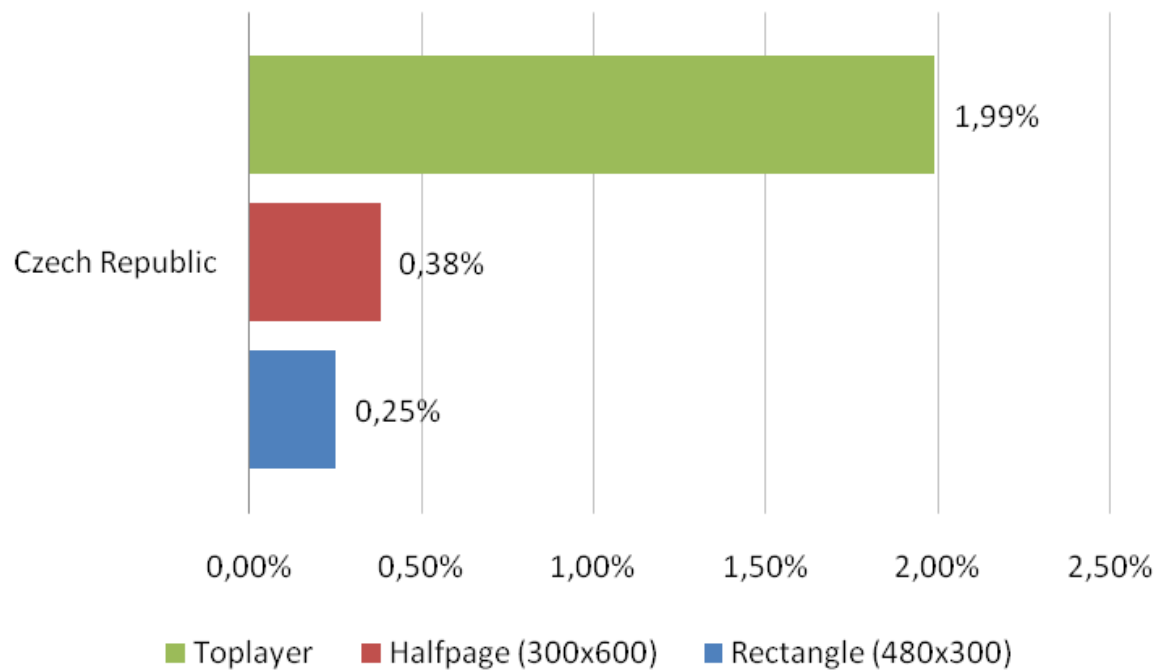
Average CTR – 0.38%



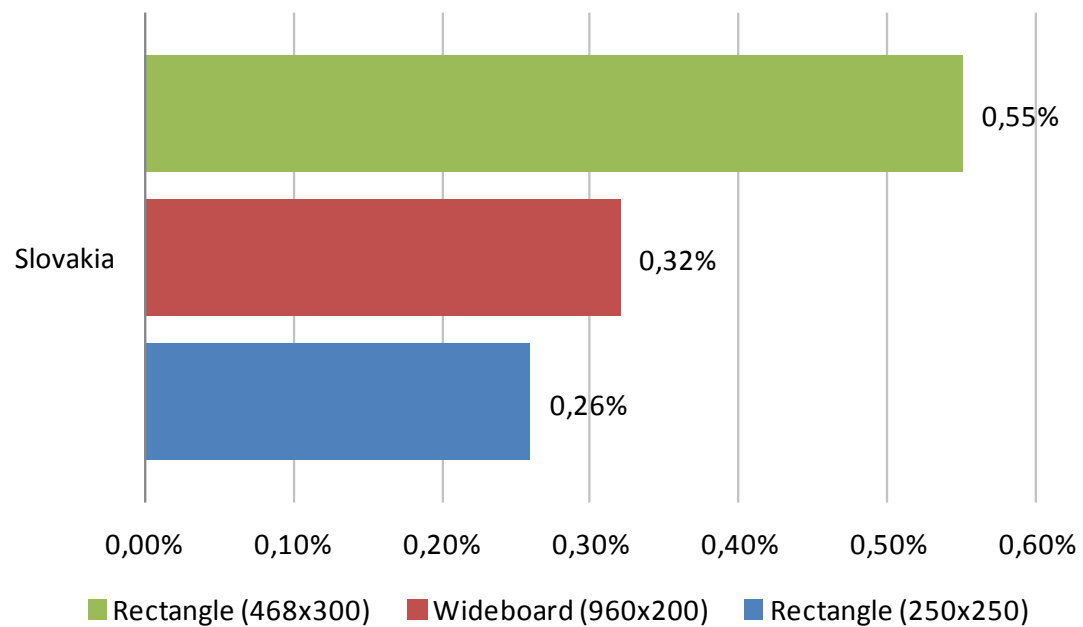
/ gemiusAdMonitor
// Top ad formats by CTR – Romania



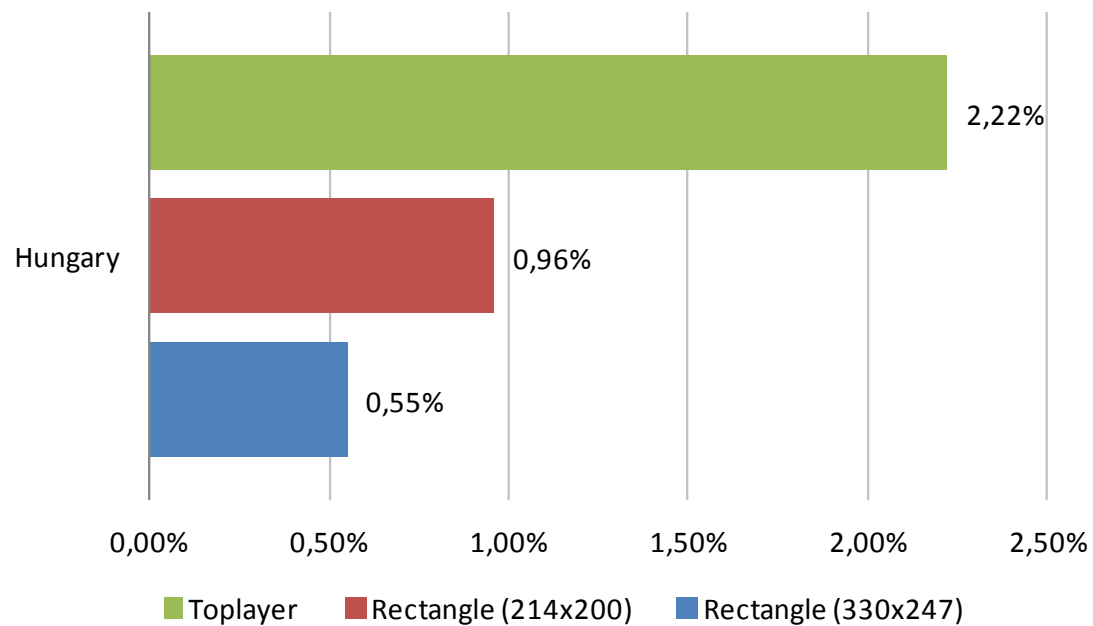
/ gemiusAdMonitor
// Top ad formats by CTR – Czech Republic



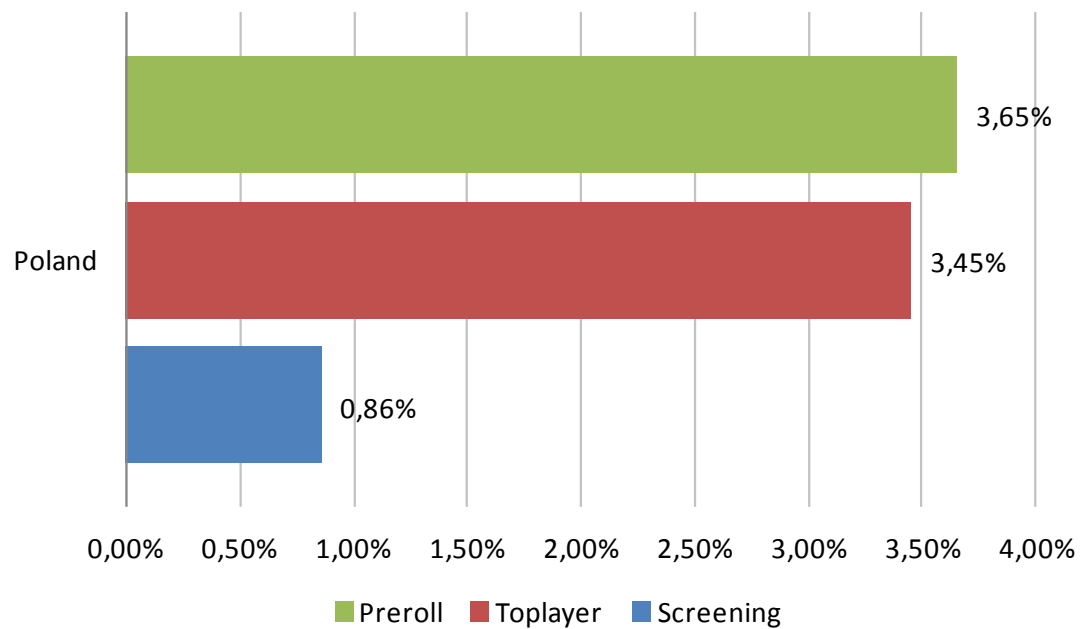
/ gemiusAdMonitor
// Top ad formats by CTR - Slovakia



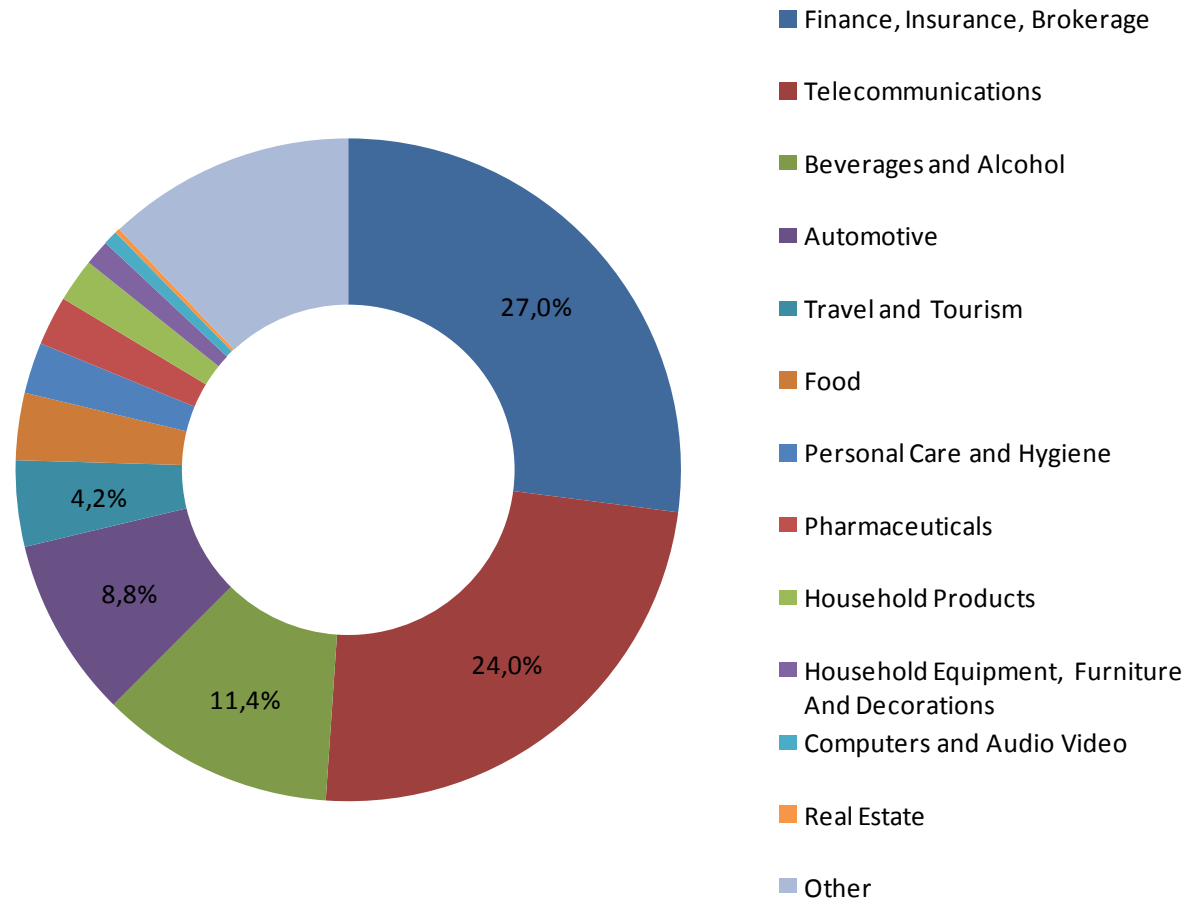
// Top ad formats by CTR - Hungary



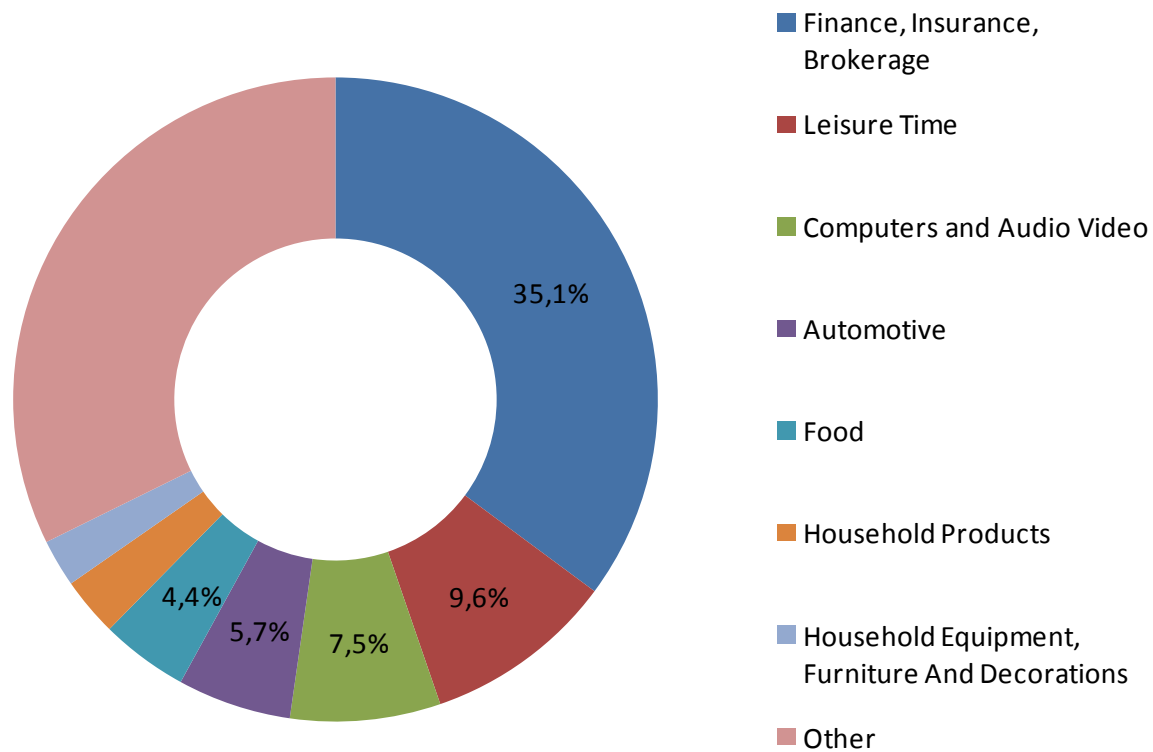
/ gemiusAdMonitor
// Top ad formats by CTR - Poland



// Share of ad impressions by sector - Czech Republic



// Share of ad impressions by sector - Slovakia



To purchase the report for any of the countries please contact:

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