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Online display advertising in Slovakia

gemiusAdMonitor
Most popular and effective display ads
in 4th quarter of 2010



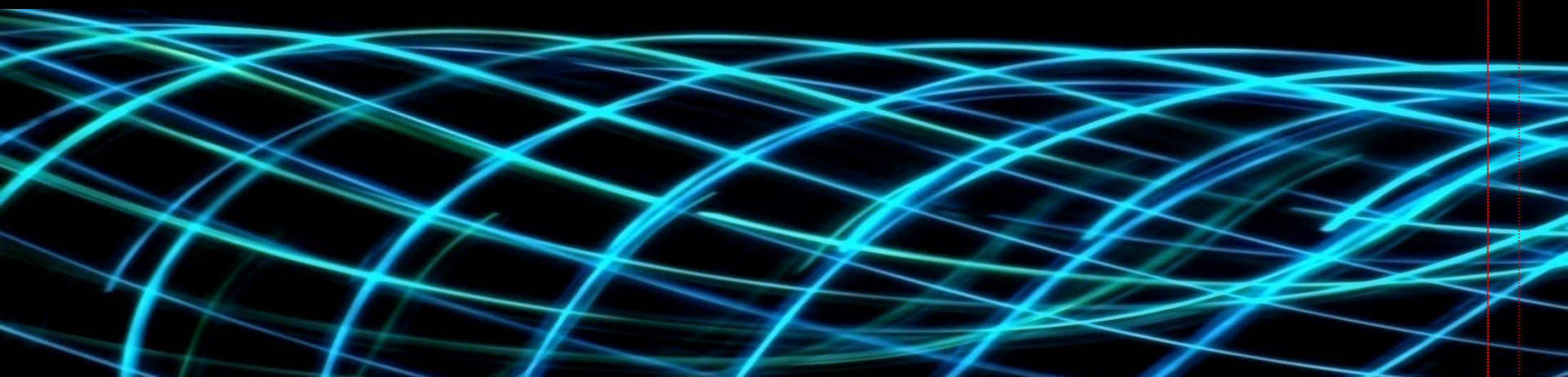
Warsaw, March 2011

// About the report

- **gemiusAdMonitor** is a periodic report made by **Gemius**. The source of the data is the **gemiusDirectEffect** research, which is the leading online advertisement monitoring system in the CEE region. **gemiusAdMonitor** presents the ranking of most popular online ad formats and a wide range of indicators for display campaigns. Moreover, the report describes the advertising activity within chosen sectors* of online market such as: finance, telecommunication and other.
- Information in the report:
 - Most often 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 ad clicks by sectors
 - Average CTR for specific sectors
 - Average number of ad impressions per campaign by specific sectors
 - Average number of ad clicks per campaign by specific sectors

*The Telecommunication sector is not shown in this research, because there were not enough telecommunication companies to generate the data for this sector.

Most popular advertising forms



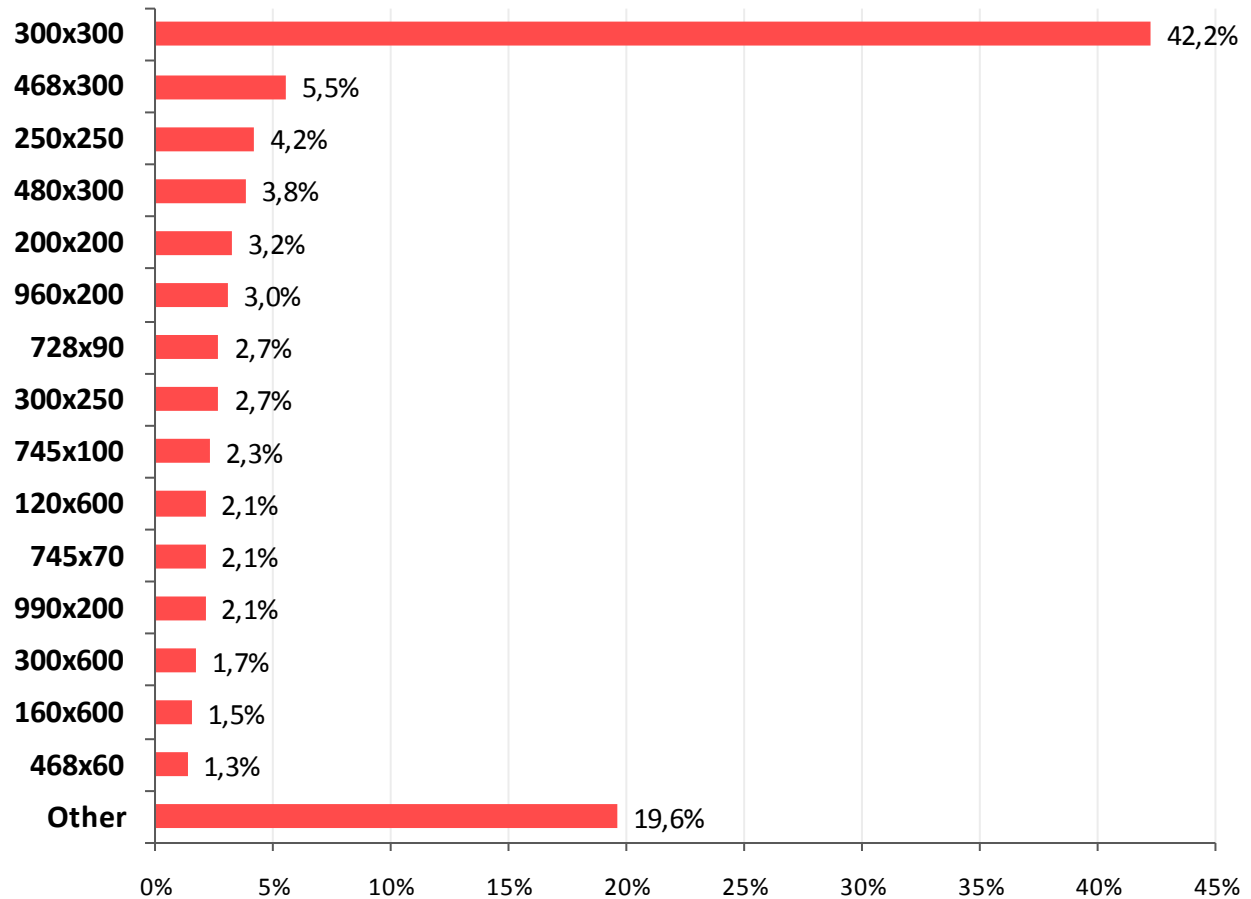
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// Key findings

- 300 x 300, 468 x 300, and 250 x 250 were the most common ad formats present on the Slovakian market in the 4th quarter of 2010. Among these formats 300 x 300 proved to be the indisputable leader, being used by almost 9 out of 10 campaigns and leaving the other behind. The second format in terms of the number of campaigns featuring it, 200 x 200, scored 5 times less.
- 468 x 300 not only was one of the most common formats, it was also the leader in terms of CTR, with value of 0,55%. Other common formats were not so effective and their CTR was rather average.
- Forms with a noticeably high CTR also include 960 x 200 and 250 x250 with 0,32% and 0,26% respectively.
- Average number of impressions per creative did not correspond highly neither with the popularity of a format among advertisers, nor with the number of campaigns using it – rather the opposite. Considering this indicator the undoubted leader turned out to be 745 x 70, with 3,24 mil. impressions.

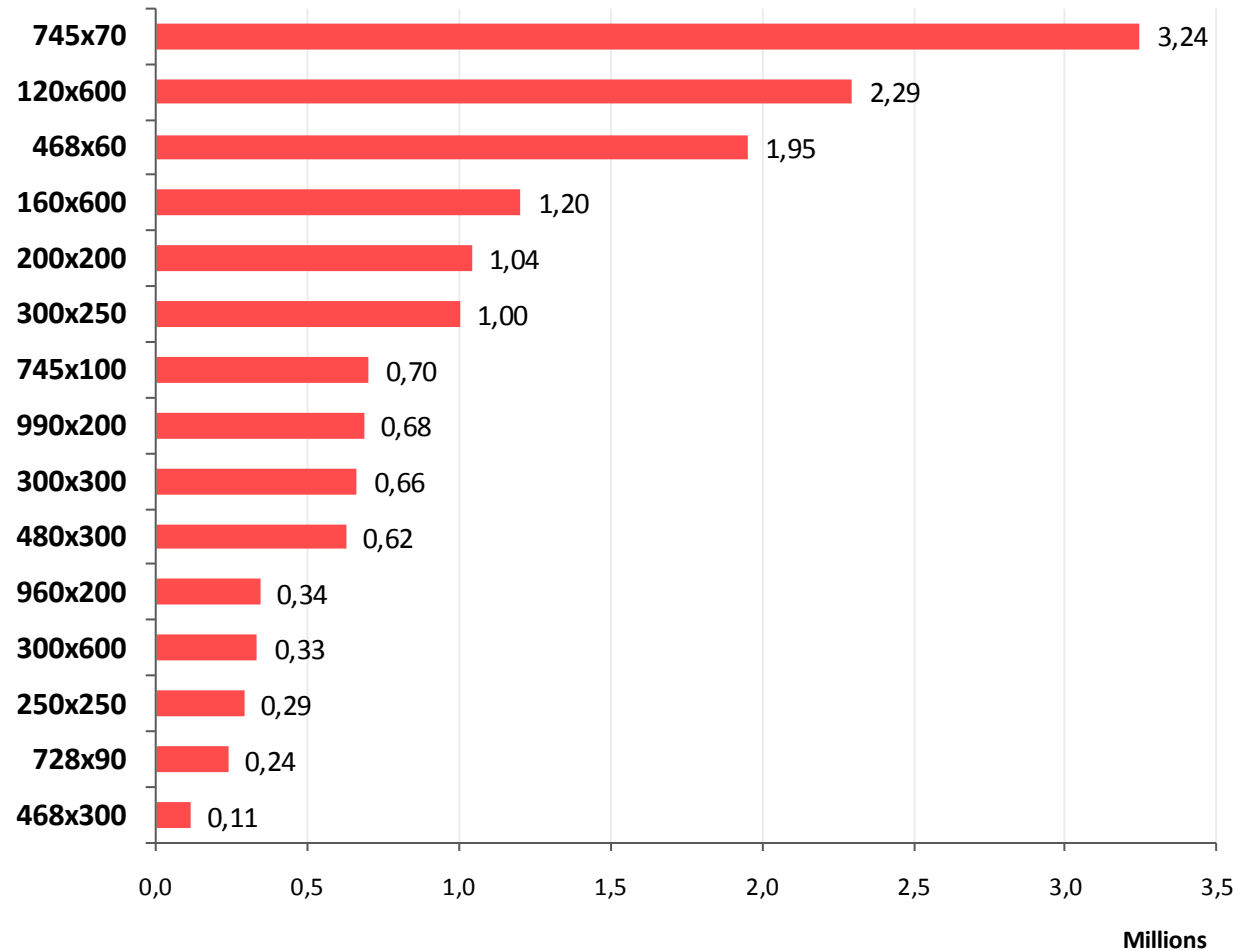
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// Most often used ad formats



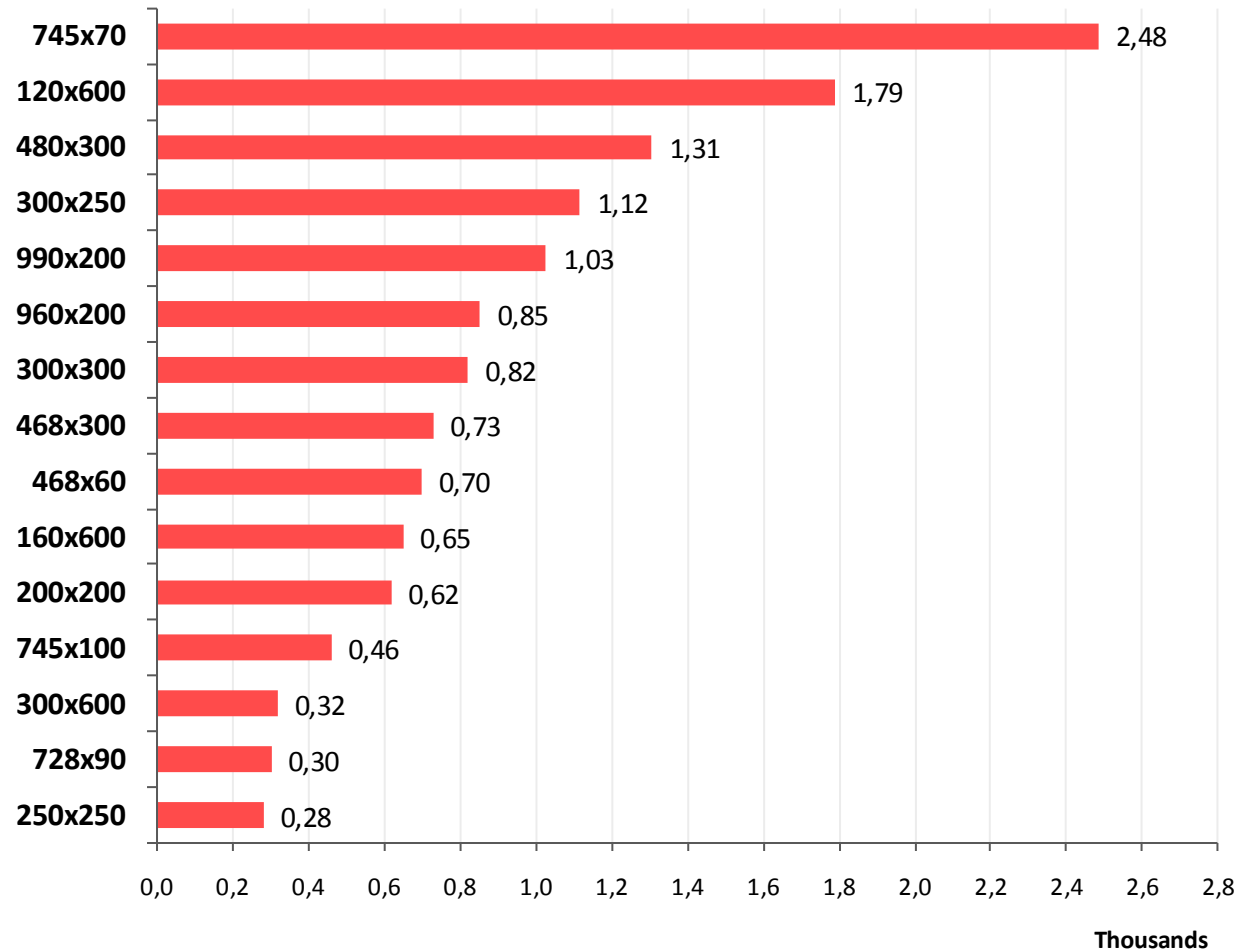
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// 15 most popular formats - Average number of impressions per creative for given ad formats



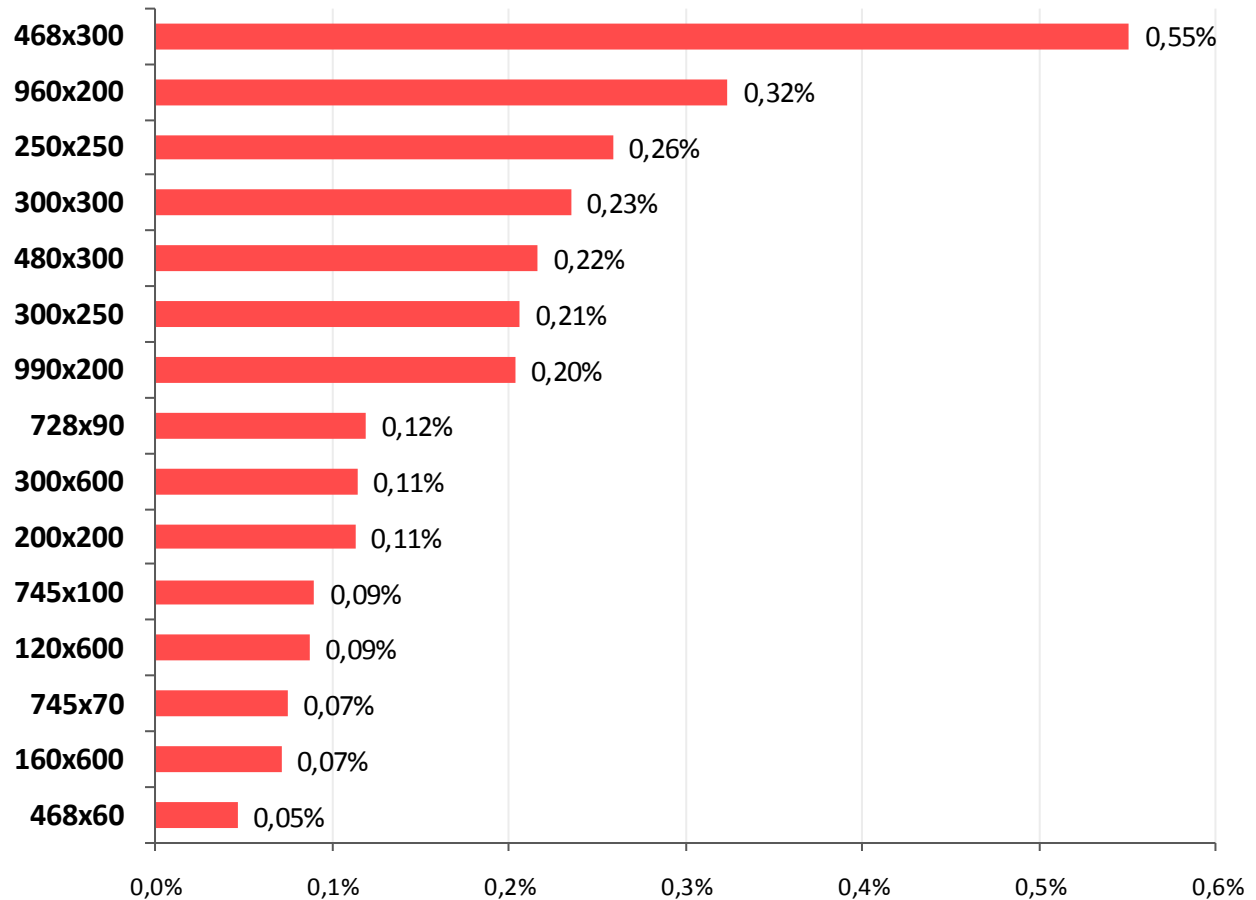
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// 15 most popular formats - Average number of clicks per creative for given ad formats



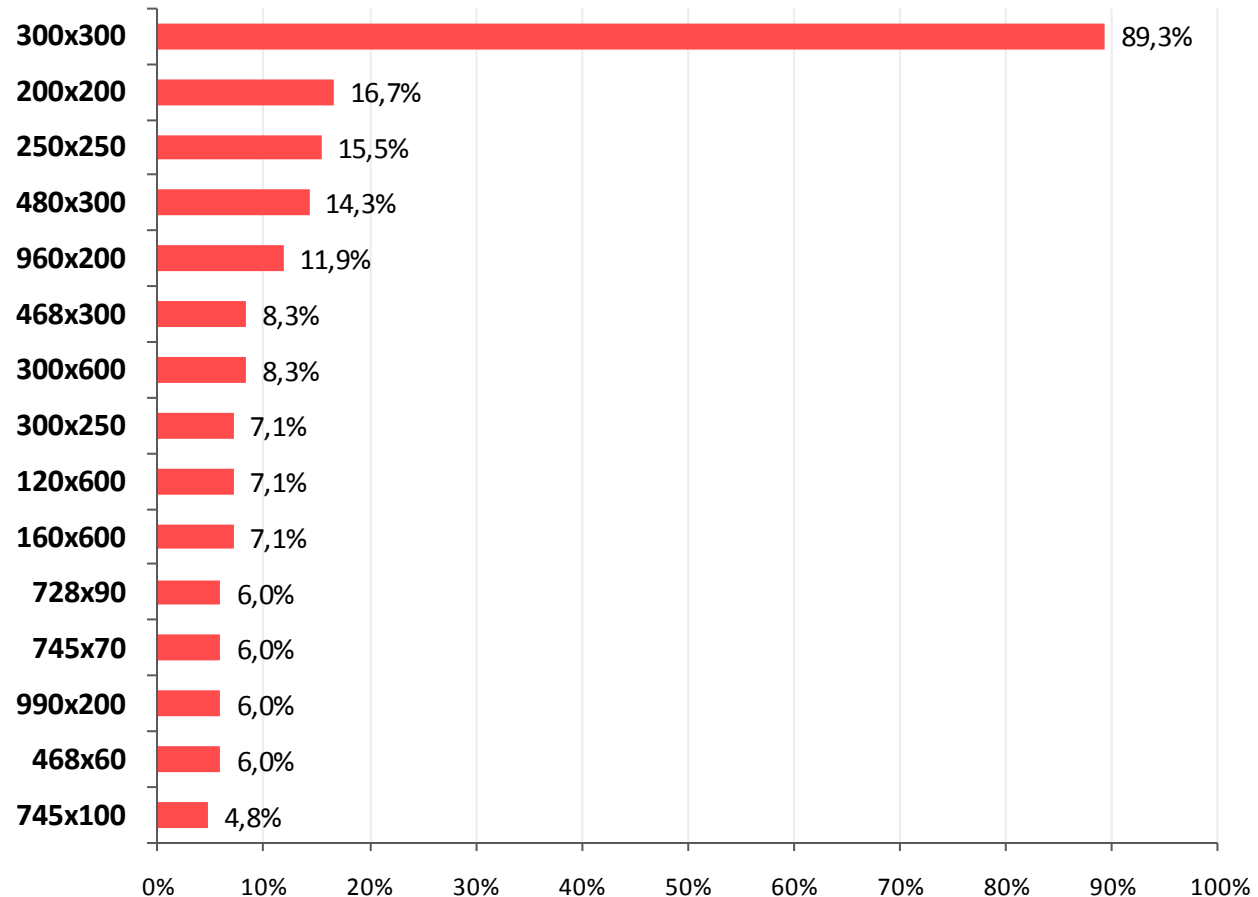
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// 15 most popular formats - Average CTR (click through ratio)



source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

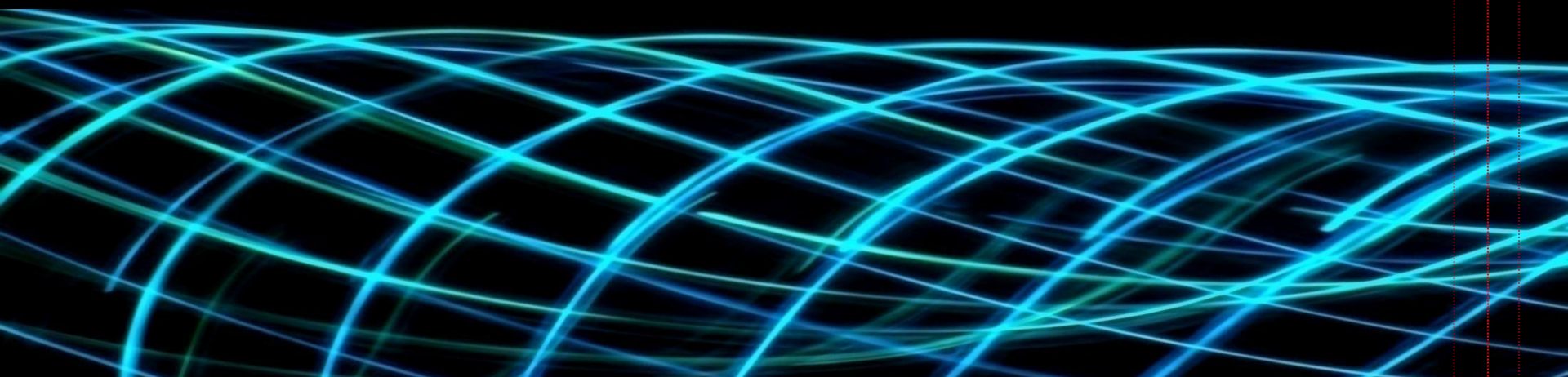
// 15 most popular formats - Share of campaigns using specific formats *



* The numbers do not sum up to 100% as a campaign can use more than one form.

source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

Chosen market sectors*



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*The Telecommunication sector is not shown in this research, because there were not enough telecommunication companies to generate the data for this sector.

// Key findings

- As far as market sectors are concerned Finance and Automotive are the ones with the greatest share of campaigns (34% and 13% respectively). Campaigns concerning Computers and Audio Video have taken the next place with 7%.
- Taking impressions into consideration the relation remains more or less the same, with Leisure taking place of Automotive. One out of three impressions is generated by a creative from Finance sector. The impressions per campaign indicator with almost 6,5 mil. is highest in Leisure Time sector. Next in the ranking there are 3 sectors with similar values between 3 and 4 mil.: Food, Finance and Computers and Audio Video.
- Computers and Audio Video sector is the one with the highest CTR: 1,26% and is followed by Finance, Insurance, Brokerage, with 0,83%.

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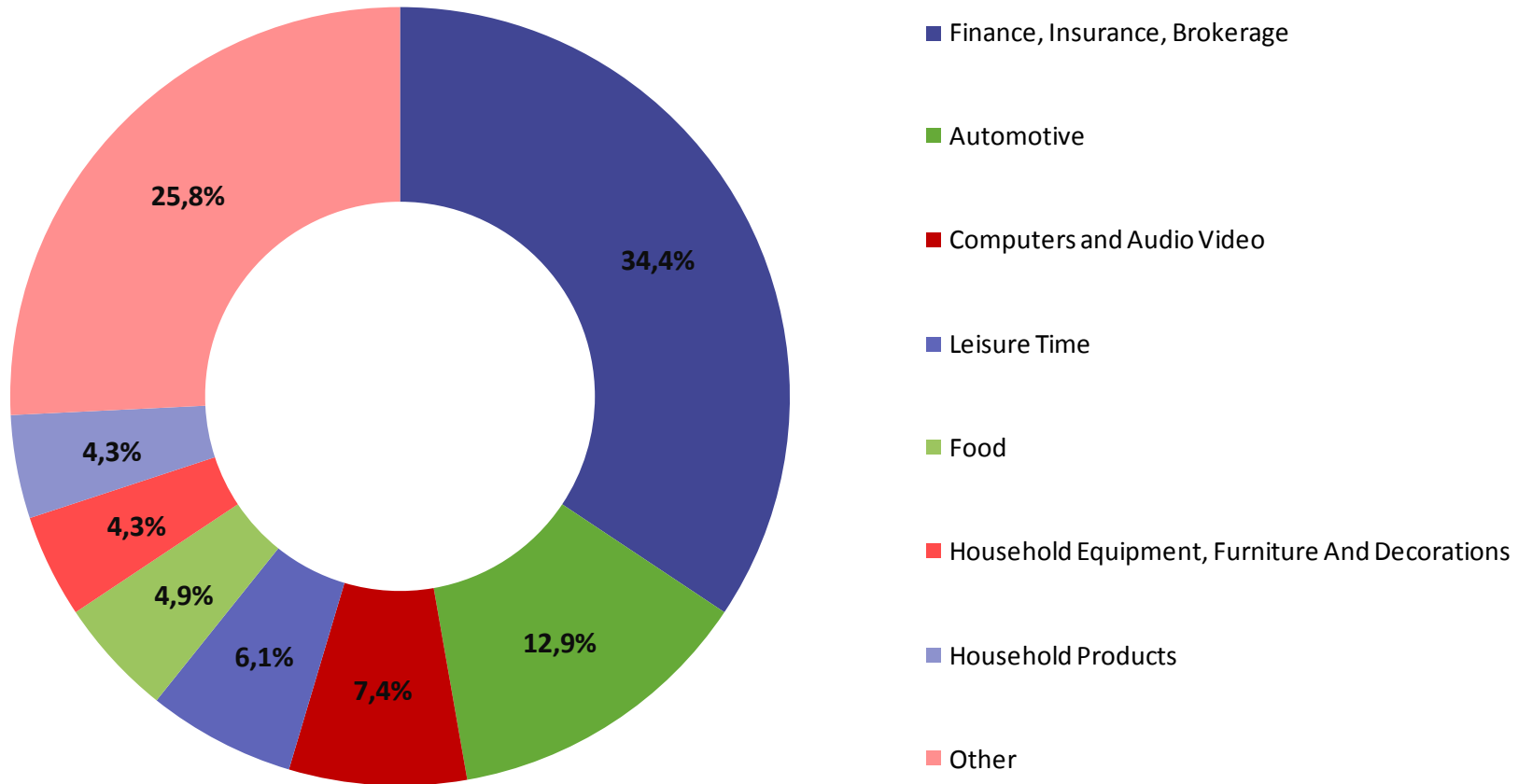
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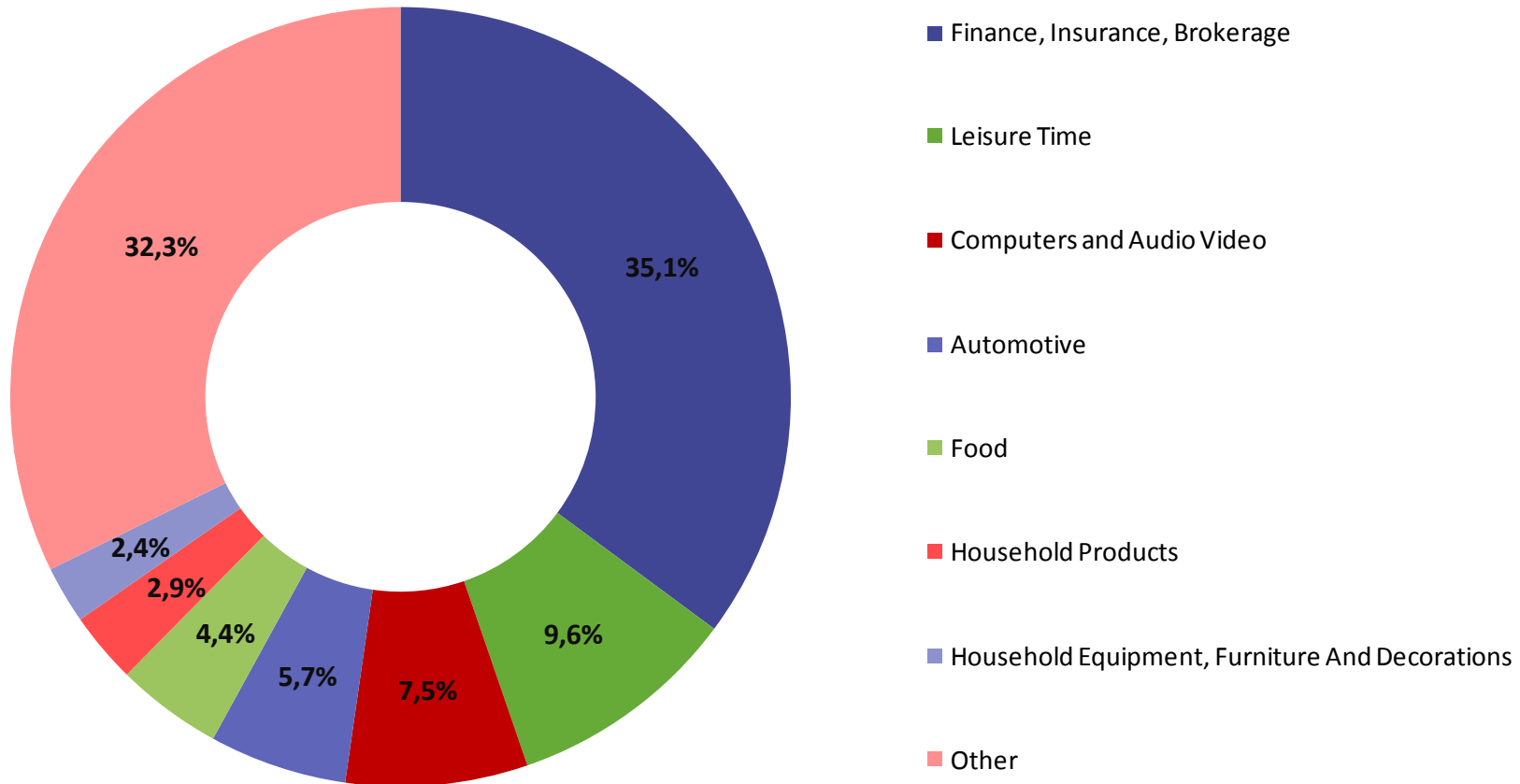
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// Share of campaigns by sectors



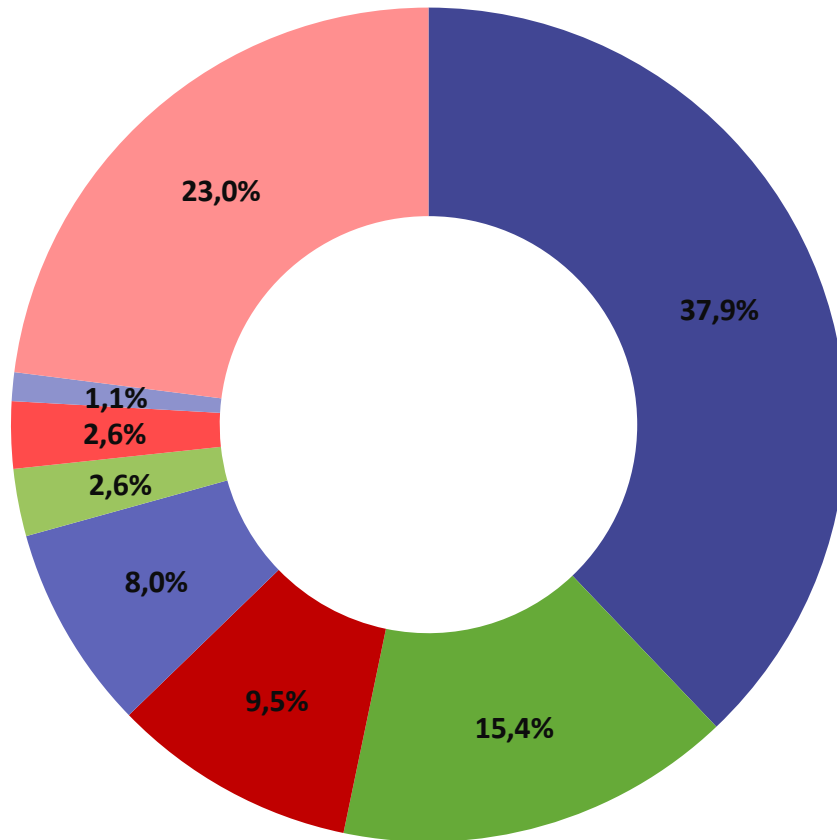
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// Share of impressions by sectors



source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

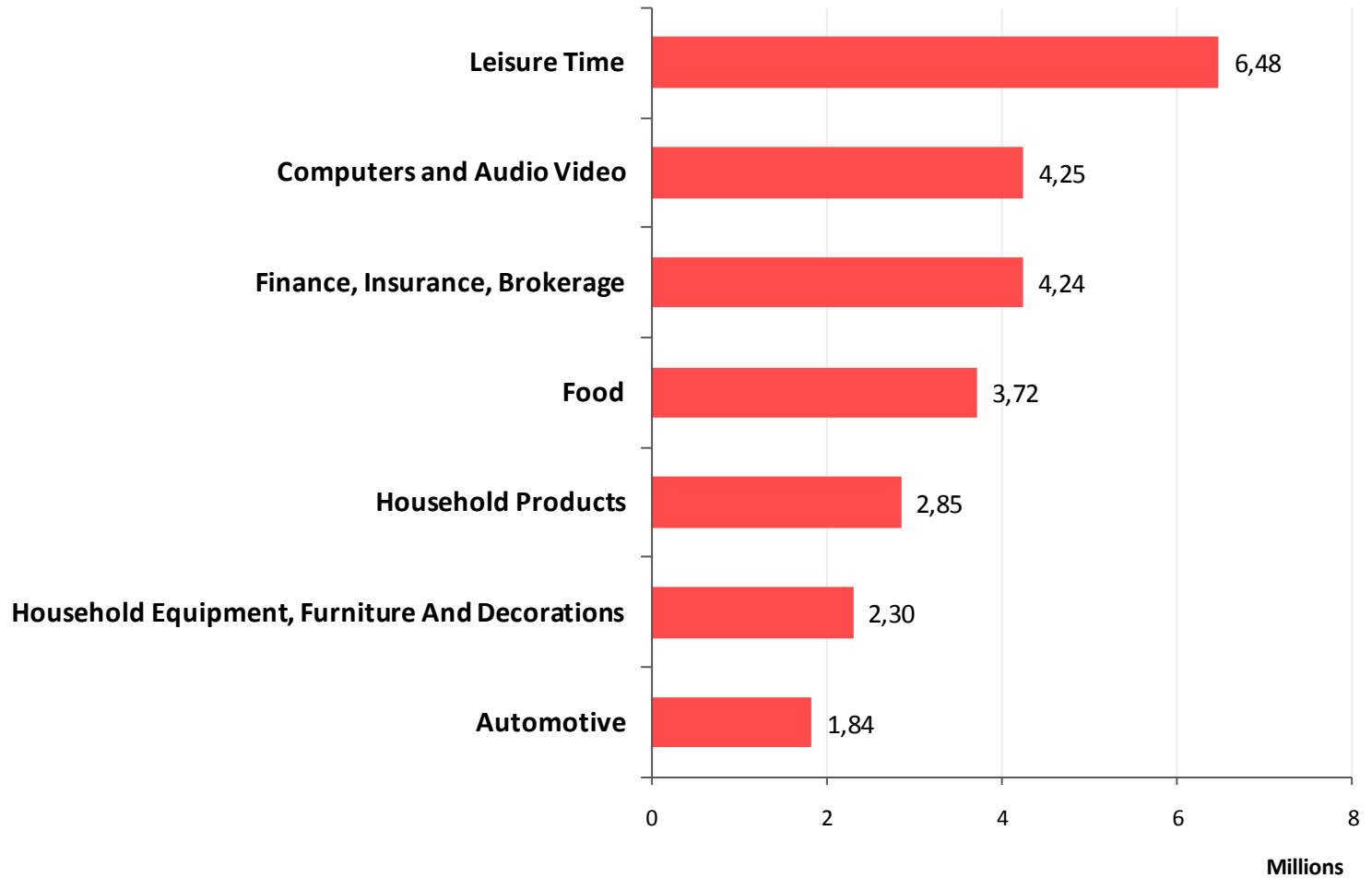
// Share of clicks by sectors



- Finance, Insurance, Brokerage
- Automotive
- Leisure Time
- Computers and Audio Video
- Food
- Household Products
- Household Equipment, Furniture And Decorations
- Other

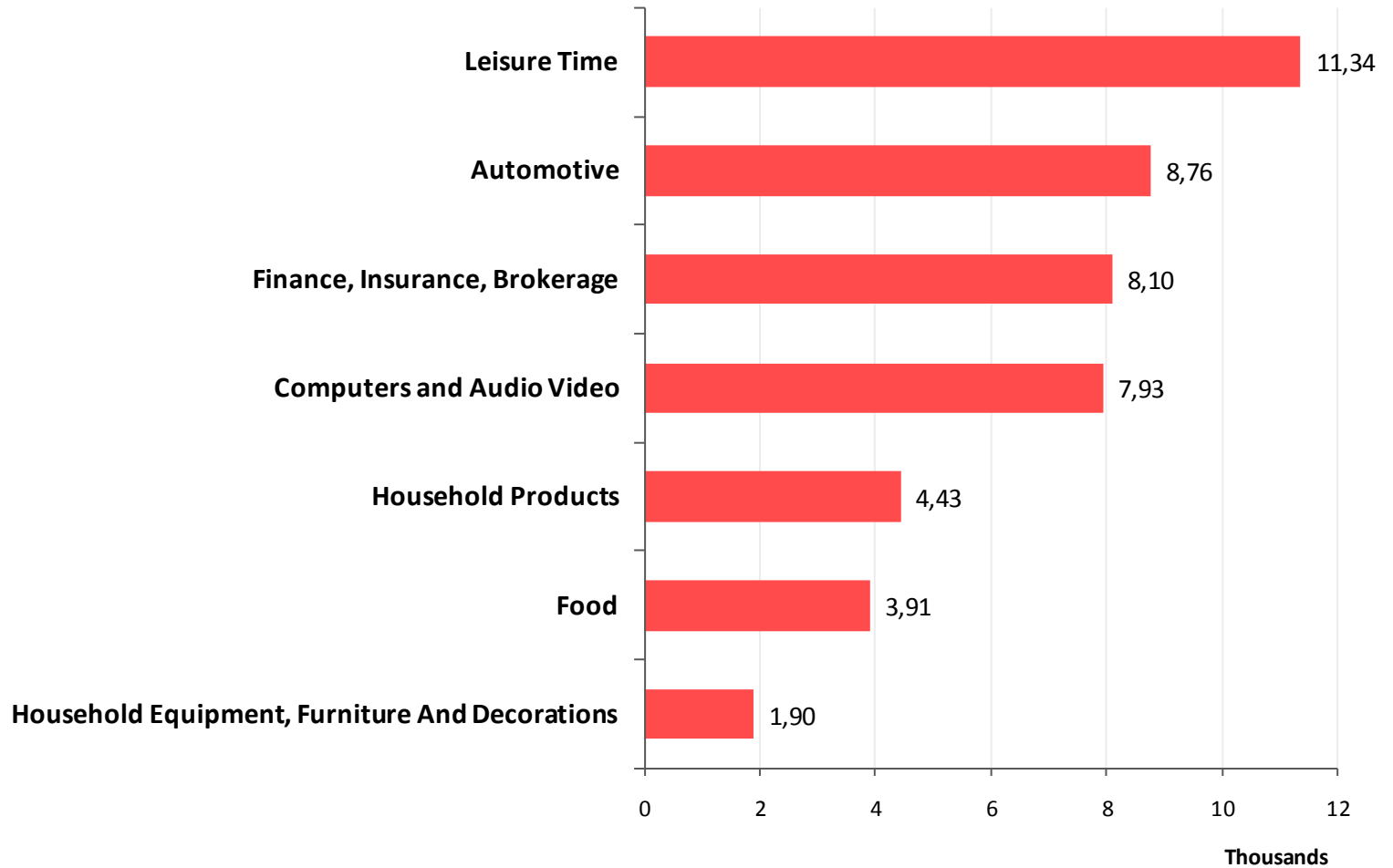
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// Average number of ad impressions per campaign by sectors



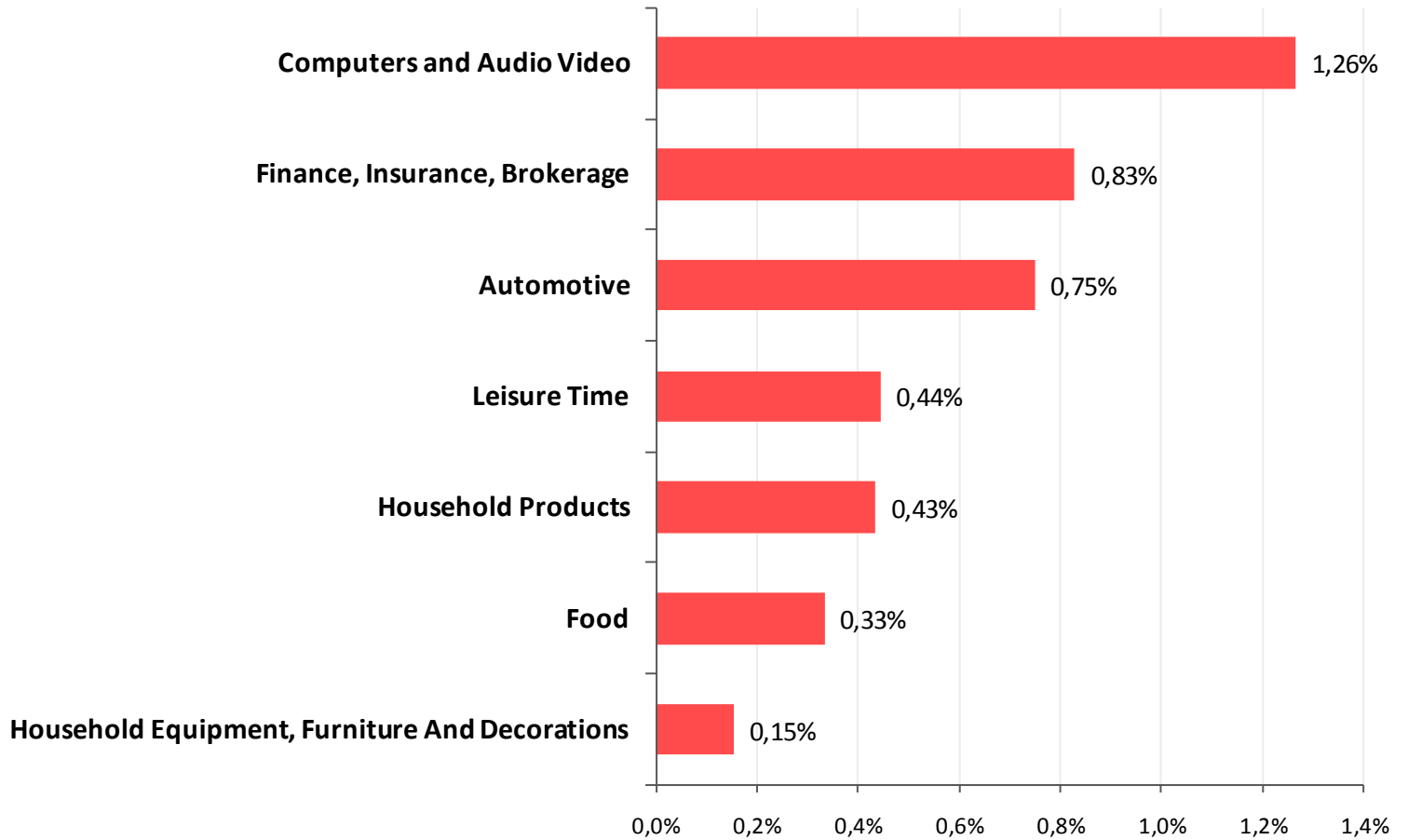
source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// Average number of ad clicks per campaign by sectors



source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// Average CTR (click through ratio) by sectors



source: gemiusDirectEffect, 4th quarter of 2010, Slovakia

// Methodological note

- The source of the data is the **gemiusDirectEffect** research, which is one of the most often used advertisement monitoring systems in the CEE region.
- Formats typical for online messengers and mailing were excluded from the research – the scope of analysis are the display advertisements on websites.
- Every campaign having place in the scrutinised quarter was included in the research, except the ones that had less than 1000 impressions in the analysed period.
- The presented data on ad impressions concerns cookie impressions.
- Average CTR (click through ratio) - an average of quotients (cookie clicks/cookie impressions) for each creative of a given ad format/sector.
- 17 market sectors were distinguished for the research.
- The category „other” gathers all sectors, for which there occurred less than 5 campaigns, and sectors, which were not distinguished.
- The „Most popular advertising forms” section results are calculated on data from less campaigns, than in the „Chosen market sectors” section.
- The Telecommunication sector is not shown in this research, because there were not enough telecommunication companies to generate the data for this sector.

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// Definitions (1/2)

- Creative – a graphic static or dynamic advertisement placed on websites
- Creative form – a sort of creation, which name is dependant of the size and the way of displaying (e.g. Scroll, Expand, toplayer).
- Ad format – the size of a creative showed in pixels (e.g. 300x300).
- Ad impression – a single display of a creative.
- Campaign – marketing campaign, within which specific creatives were displayed.
- Most often used ad formats – The relation between the number of each of creatives being one of 15 most popular forms of creative to the overall number of creatives.
- Average number of impressions per creative for given ad formats – average number of cookie impressions per creative in a given creative form.
- Average number of clicks per creative for given ad formats – average number of cookie clicks per creative in a given creative form.
- Average CTR (click through ratio) – average of quotients (cookie clicks/cookie impressions) for each creative of a given ad format.

// Definitions (2/2)

- Share of campaigns using specific ad formats – the percentage of campaigns that use a given creative format in the total number of campaigns.
- Share of campaigns by sectors - the percentage of campaigns in a given sector in the total number of campaigns.
- Share of ad impressions by sectors – the percentage of cookie impressions for a given sector in the total number of impressions.
- Share of ad clicks by sectors – the percentage of cookie clicks for a given sector in the total number of clicks.
- Share of ad clicks by sectors – the percentage of cookie clicks for a given sector in the total number of clicks.
- Average number of ad impressions per campaign by sectors – the number of cookie impressions for a given sector by the number of campaigns in these sectors.
- Average CTR (click through ratio) by sectors – average of quotients (cookie clicks/cookie impressions) for each creative of a given sector.
- Most often used ad formats by sectors – top three most often used ad formats in particular sectors.

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