



Users engaging with online ads

gemiusAdMonitor report, March 2015



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

What can be found in this report?

- CTR and share of clicking users
- Socio-demographic profile of users generating clicks, impressions, CTR and share of clicking users



Analyzed countries



Bulgaria



Croatia



Czech Rep.



Estonia



Hungary



Latvia



Lithuania



Poland



Romania



Serbia



Slovakia



Slovenia



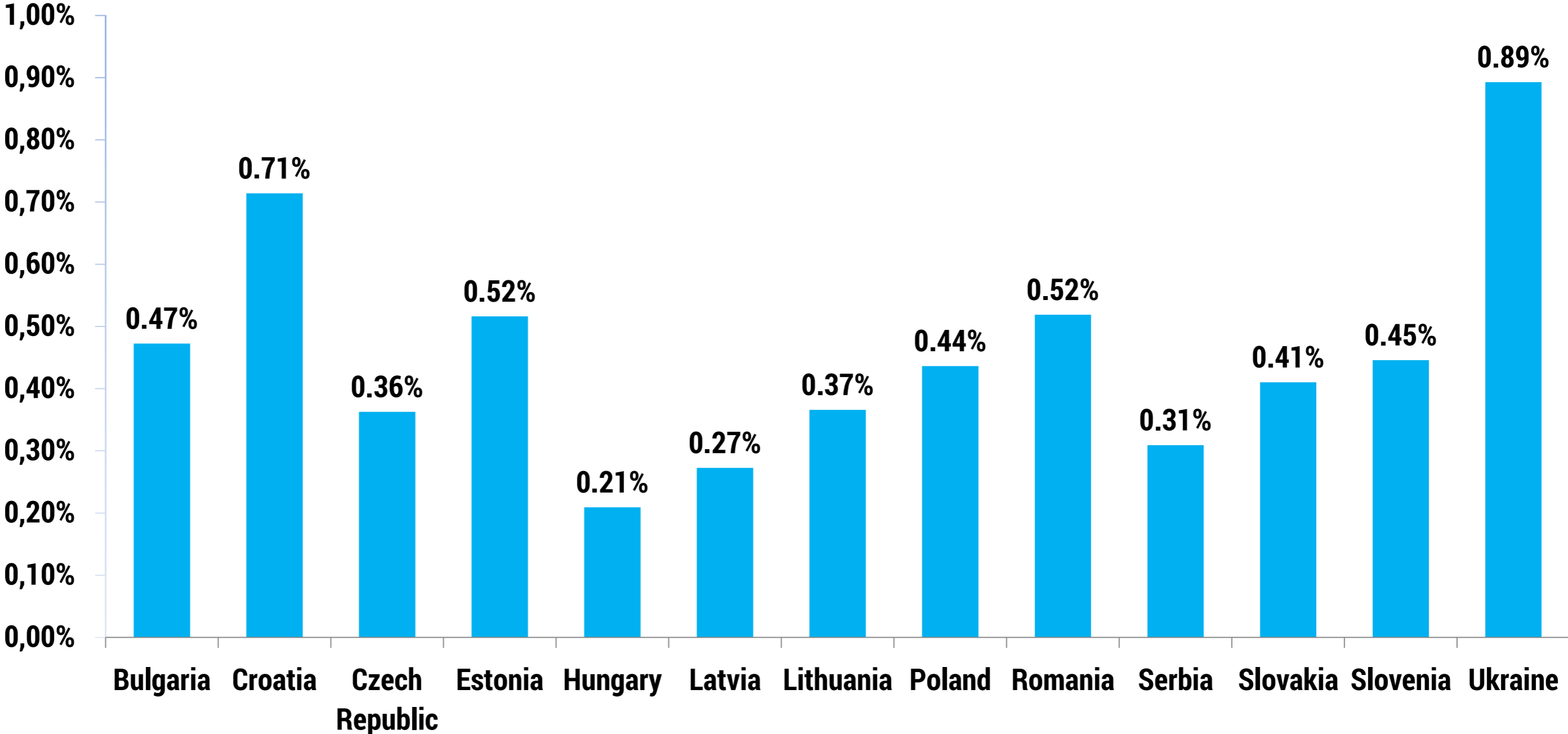
Ukraine



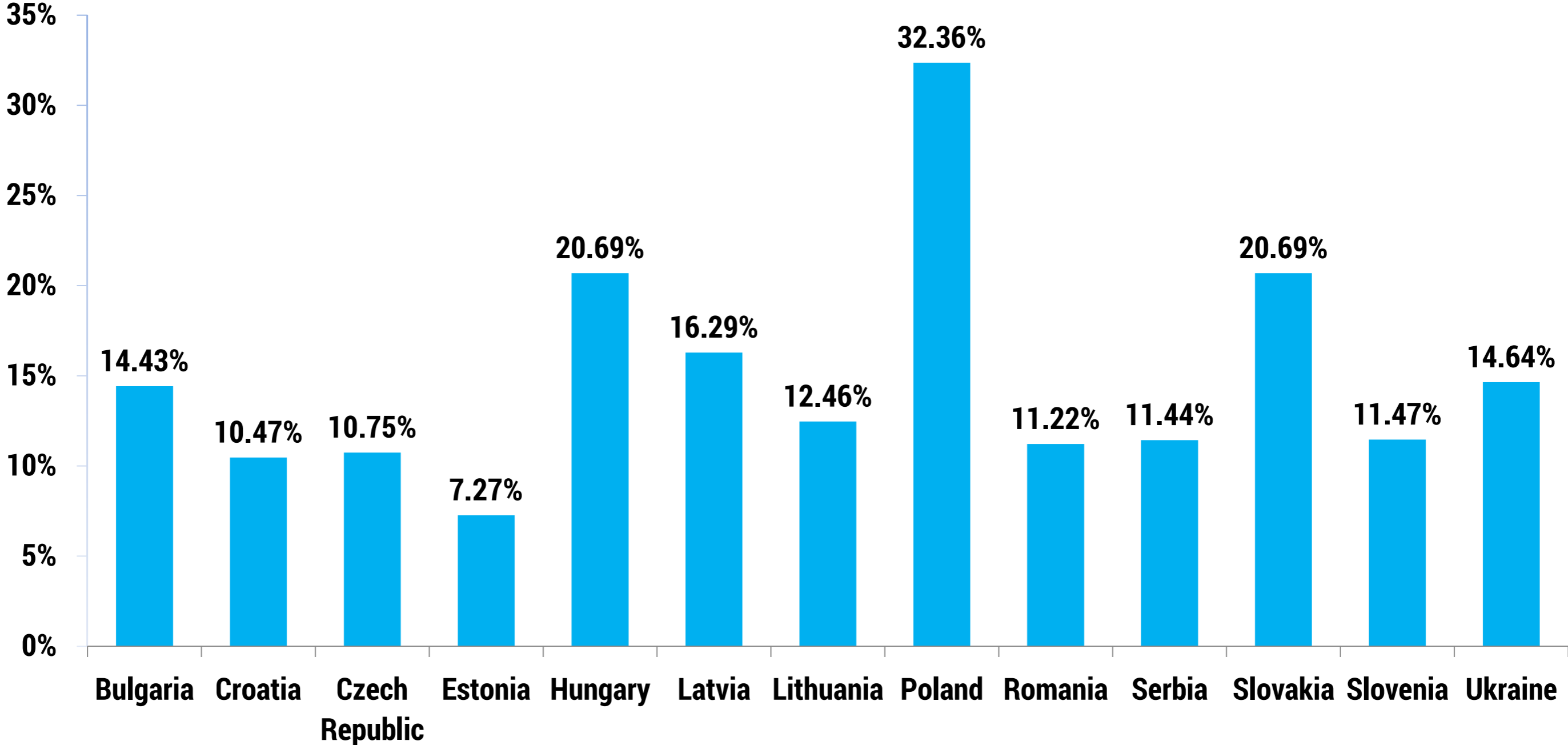
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CTR by country



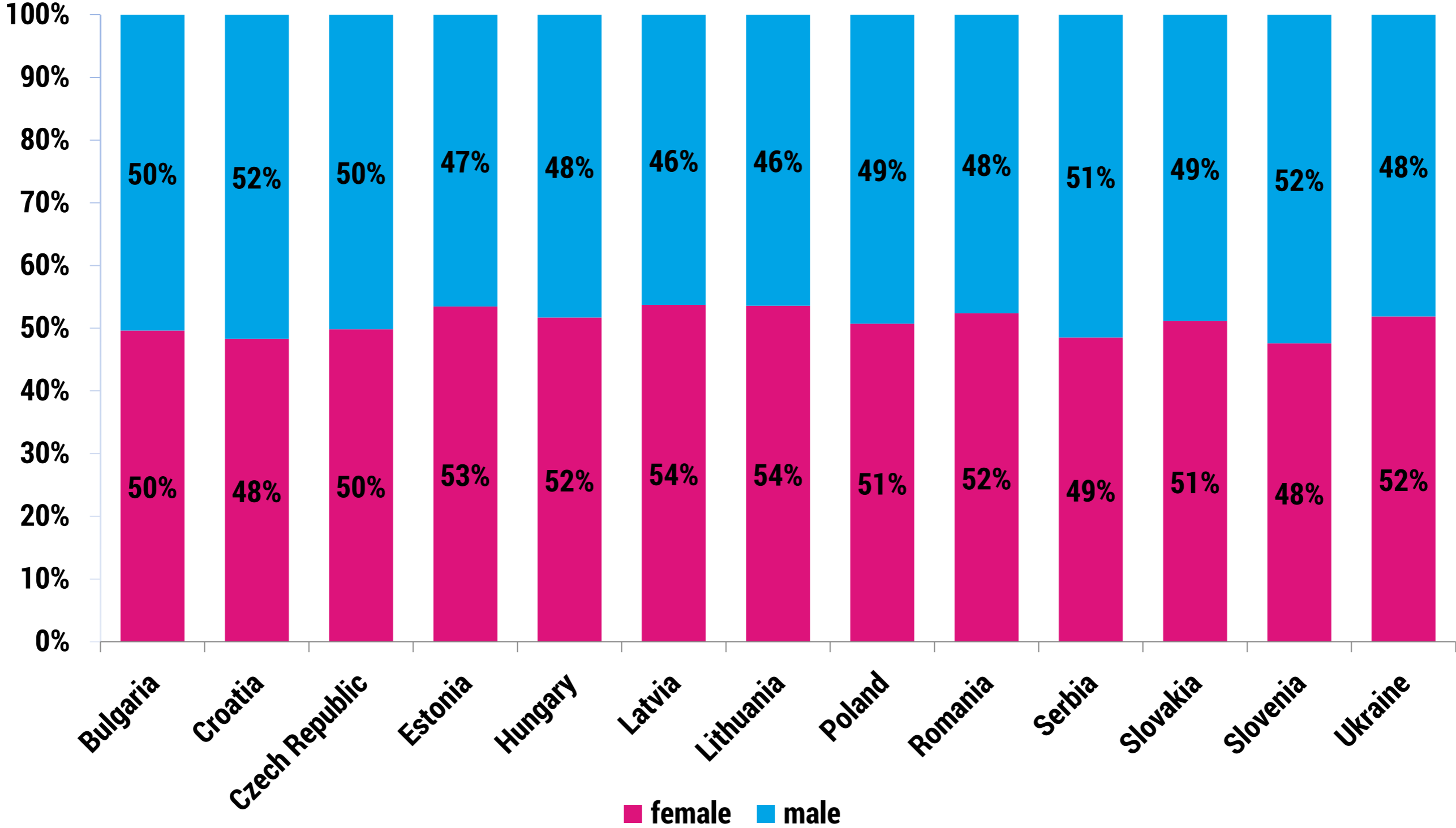
Share of clicking users



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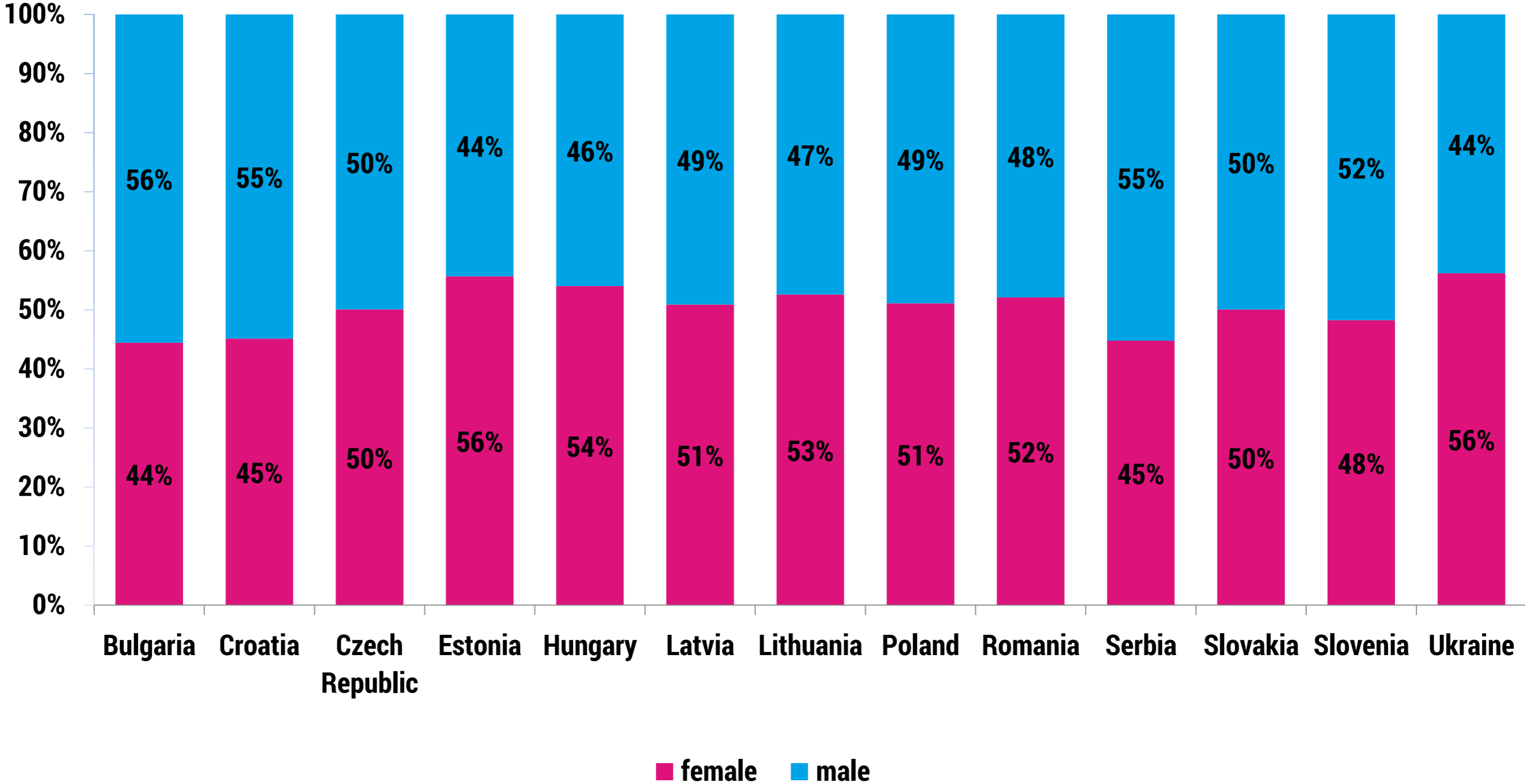
Profile of users generating impressions by country – gender



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



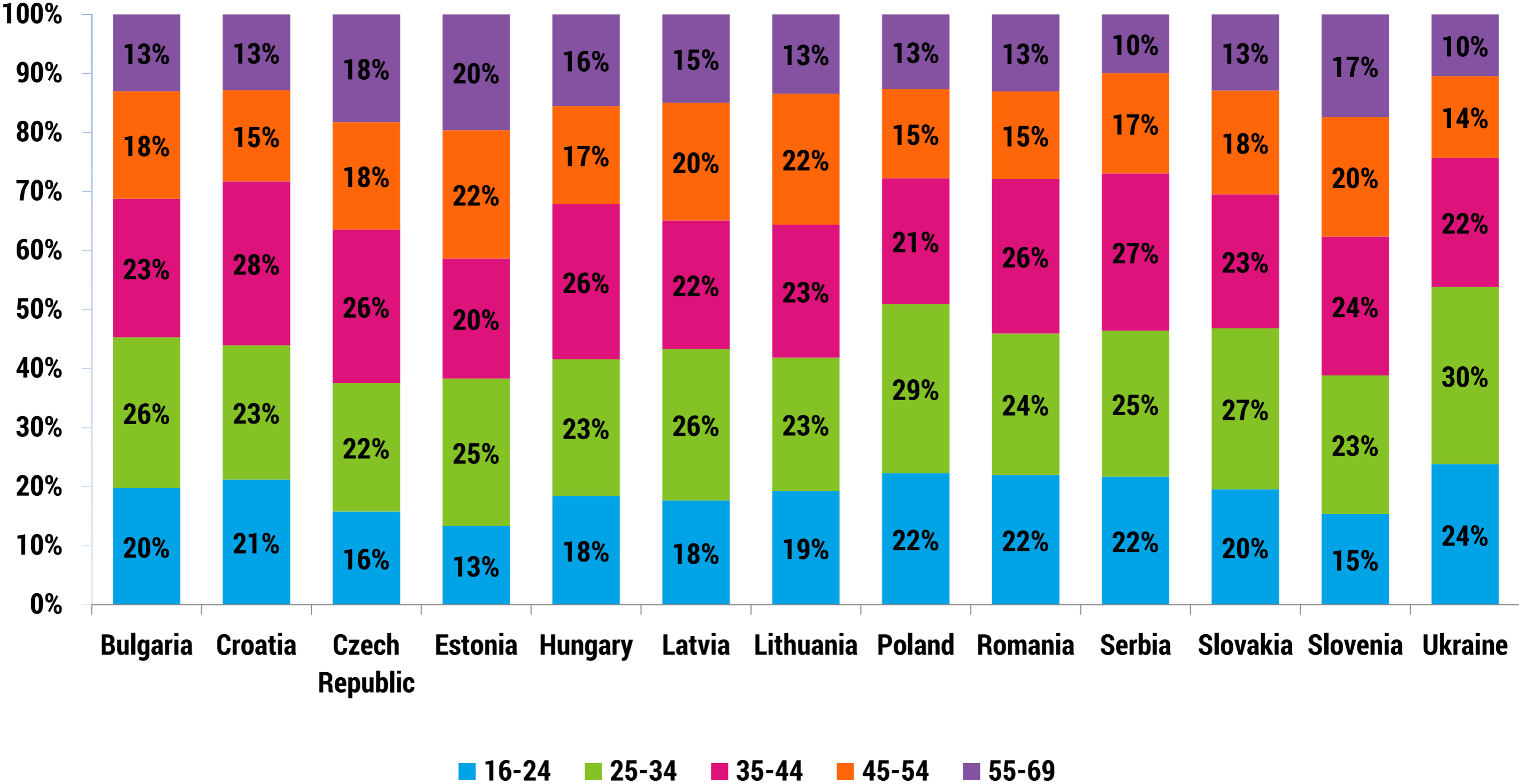
Profile of users generating clicks by country – gender



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69

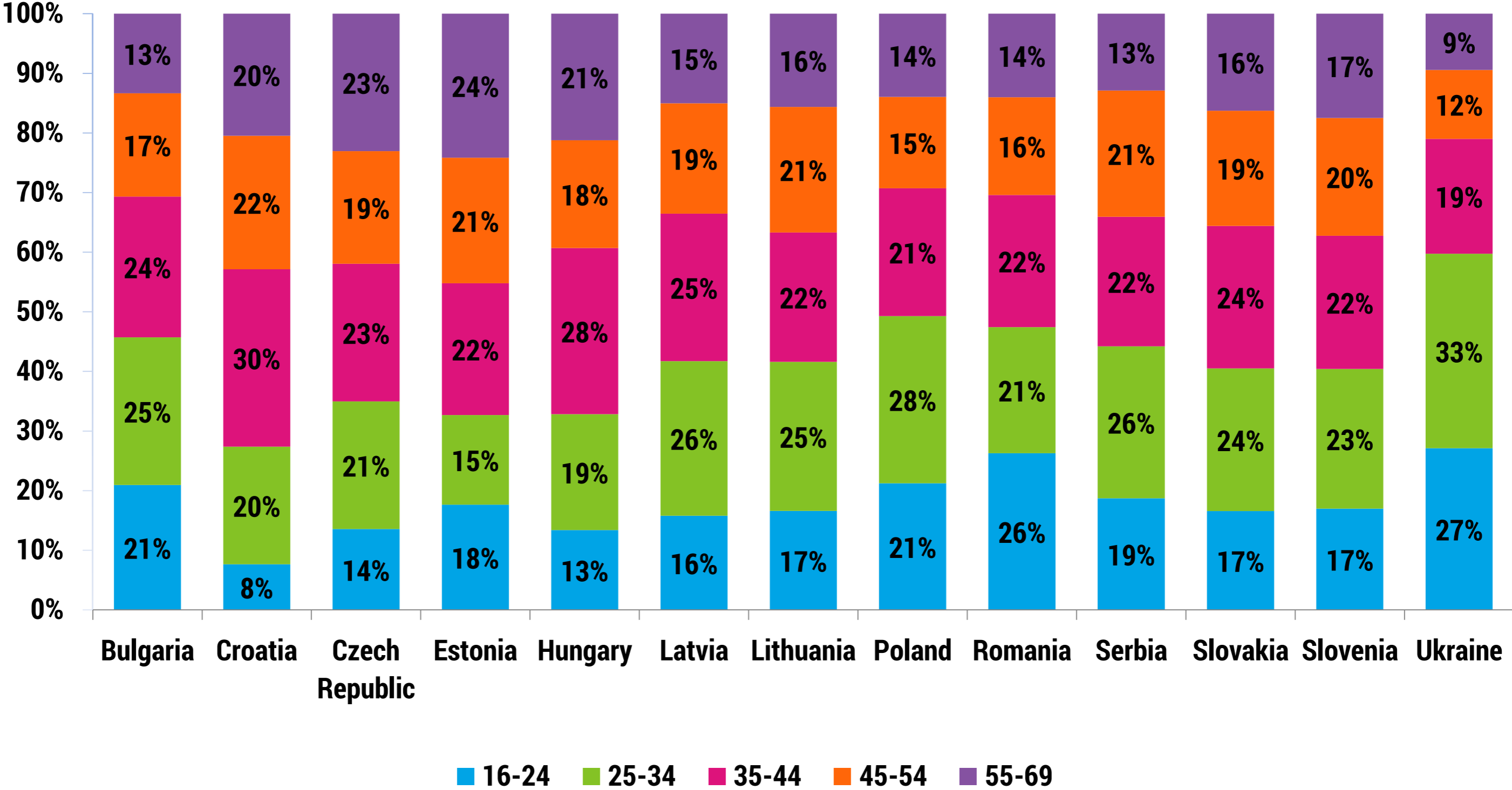


Profile of users generating impressions by country - age



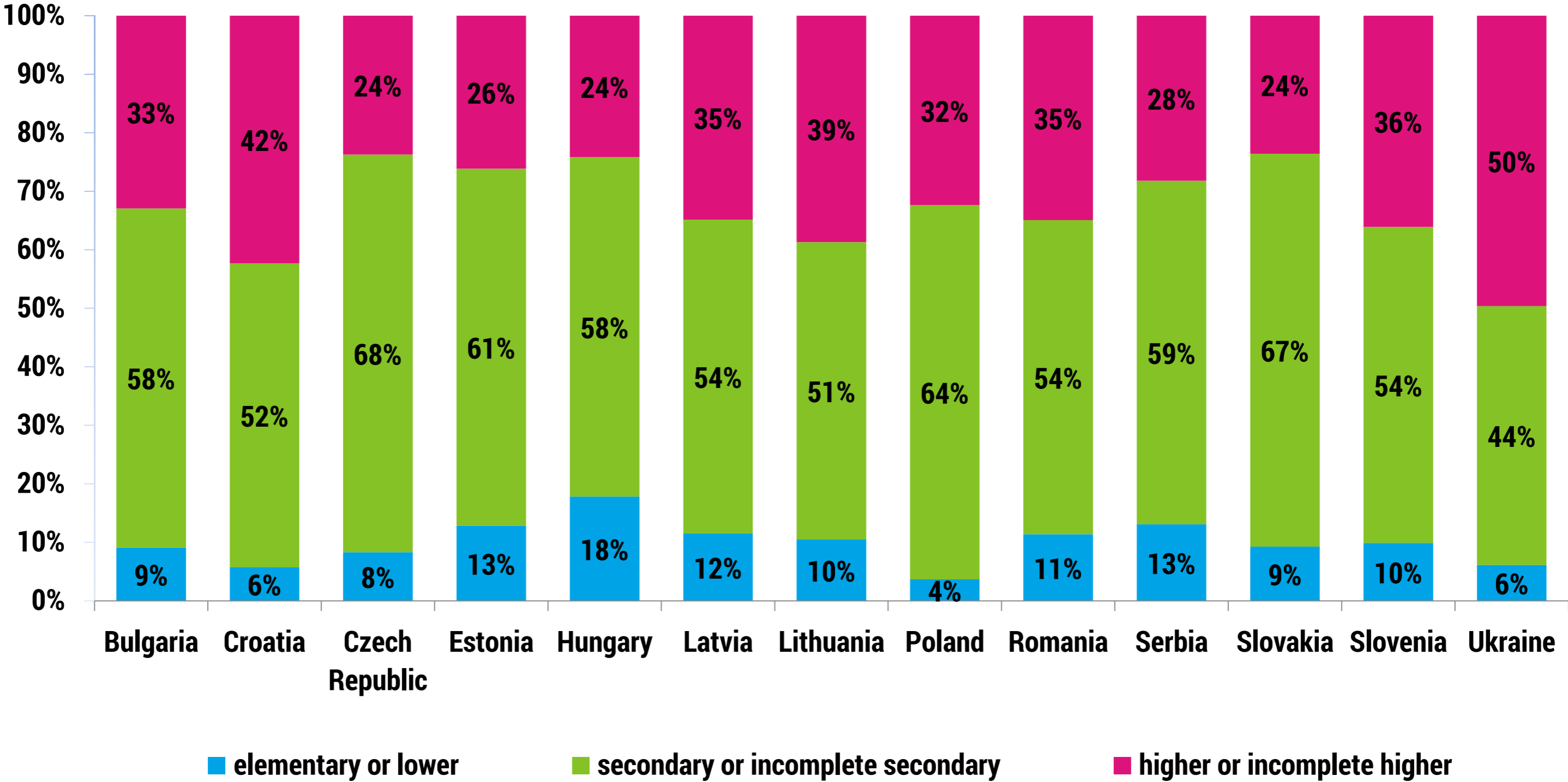
Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69

Profile of users generating clicks by country - age



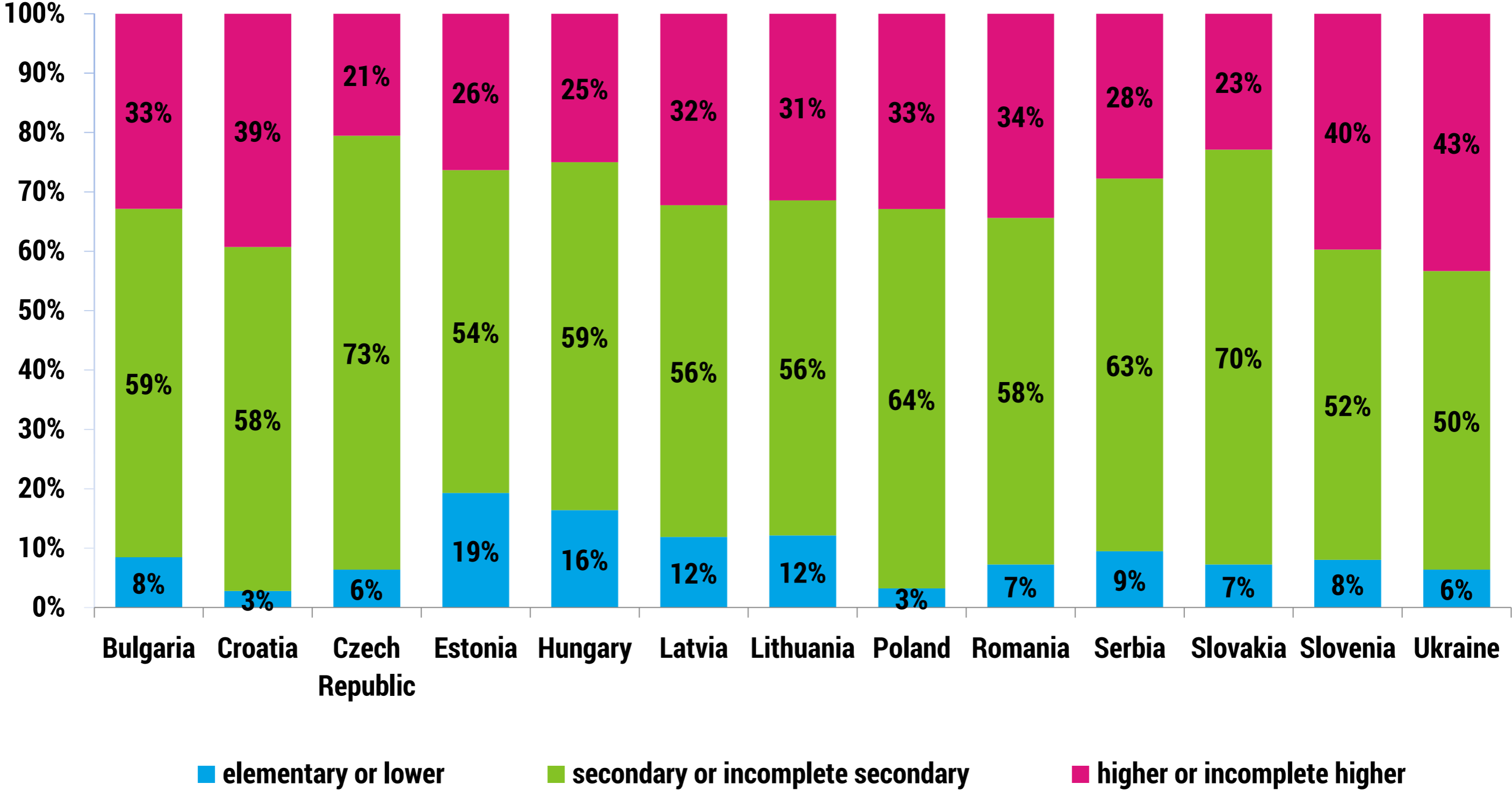
Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69

Profile of users generating impressions by country – education



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69

Profile of users generating clicks by country - education

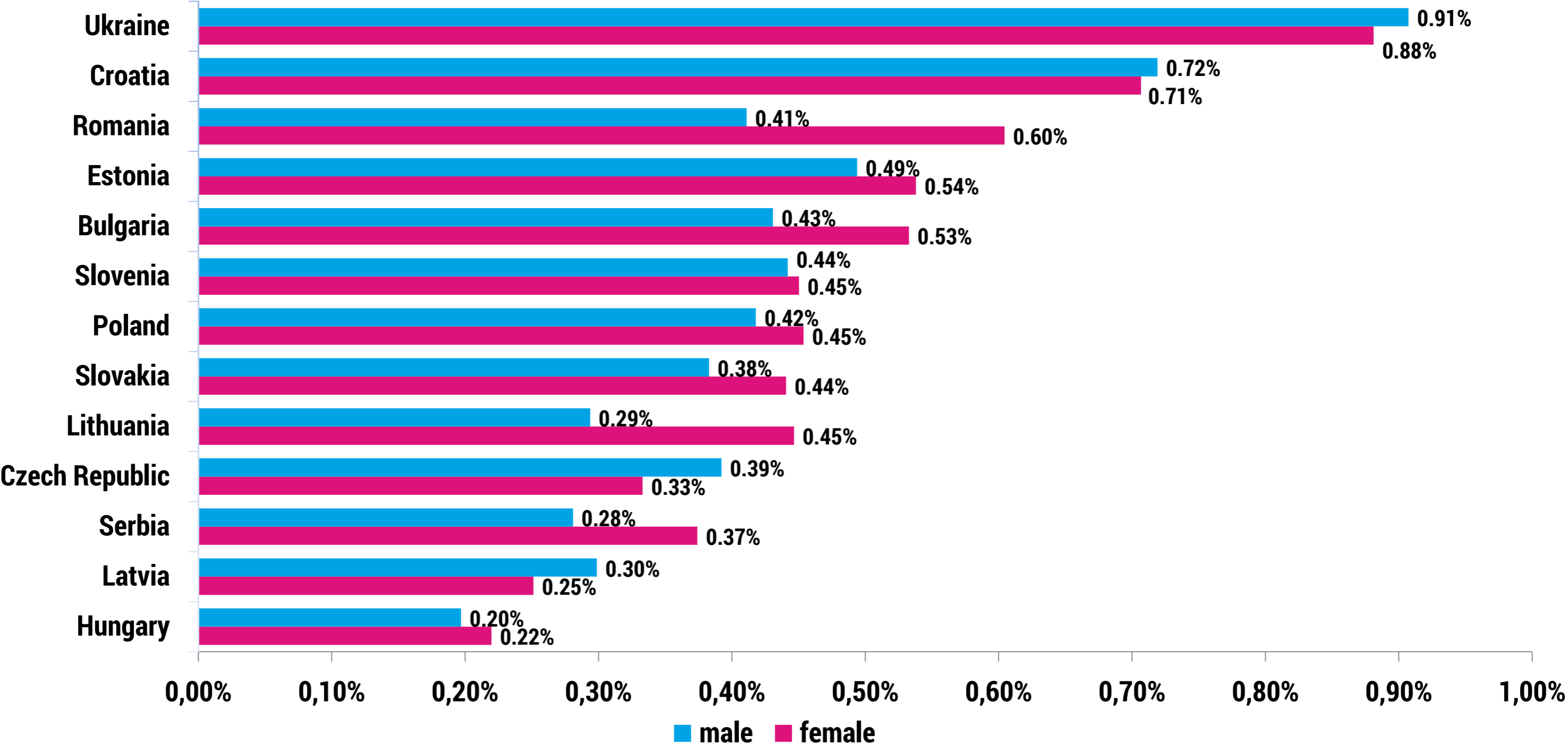


Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69

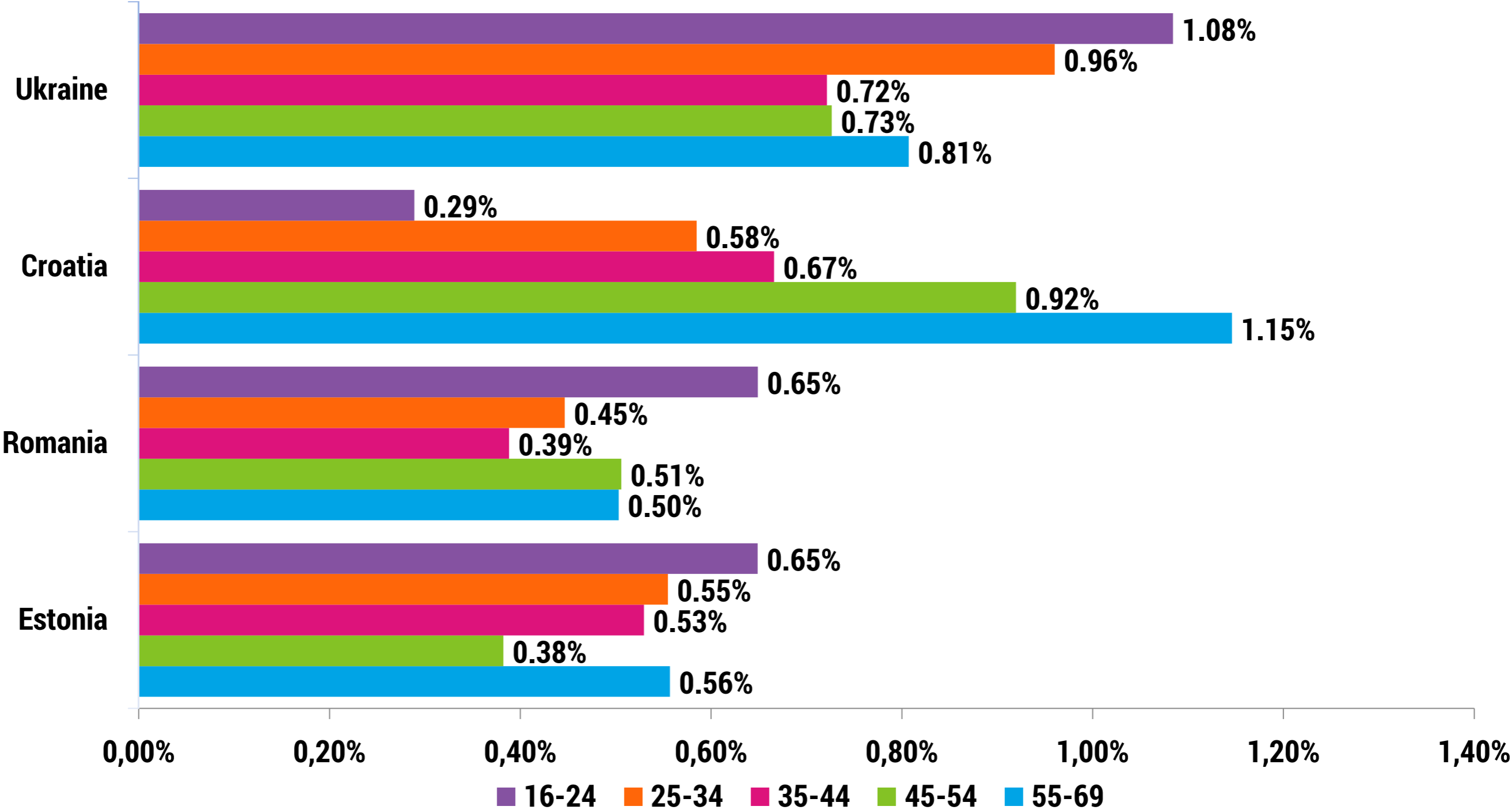
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CTR by country – gender



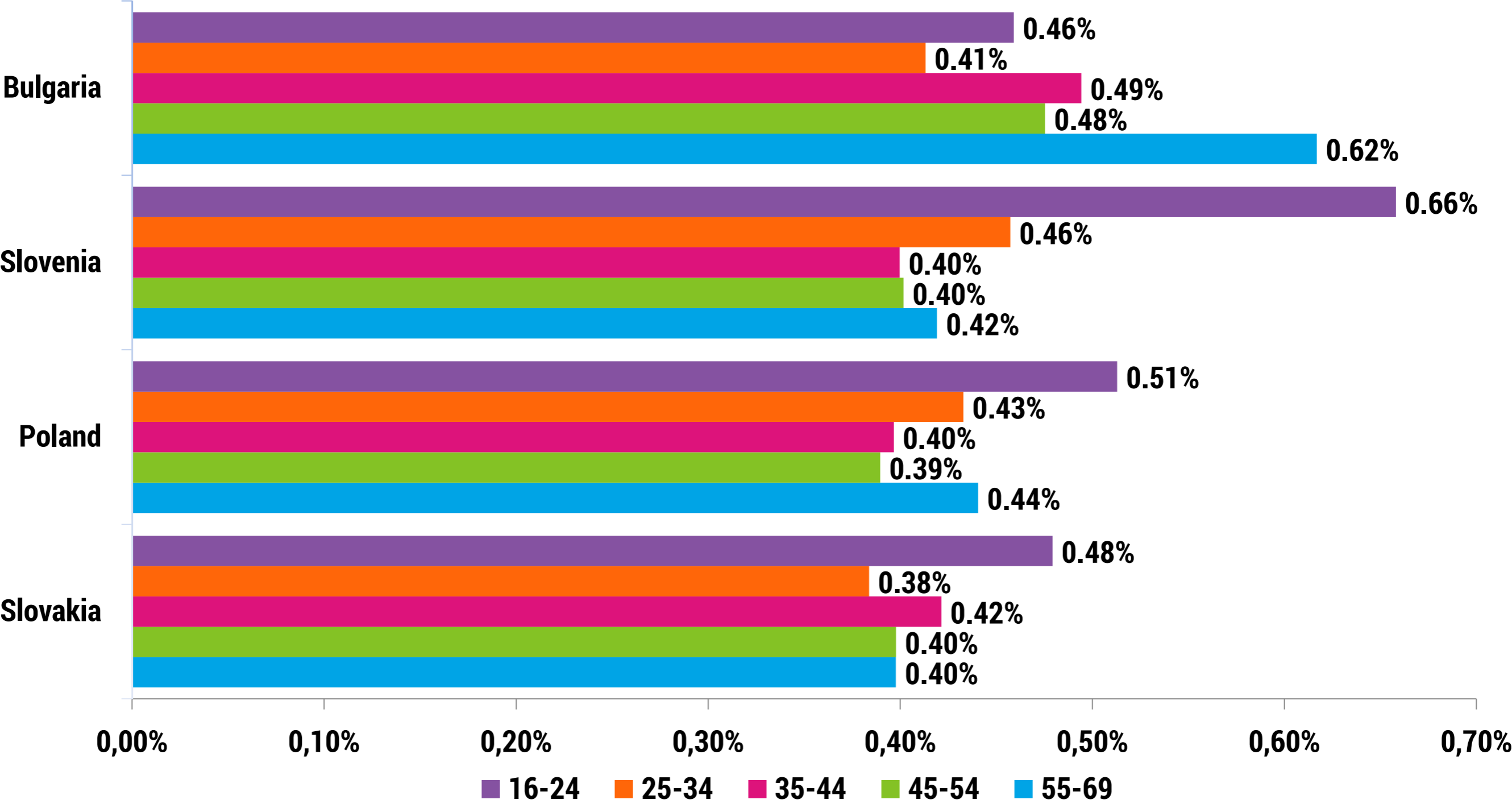
CTR by country – age (1)



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



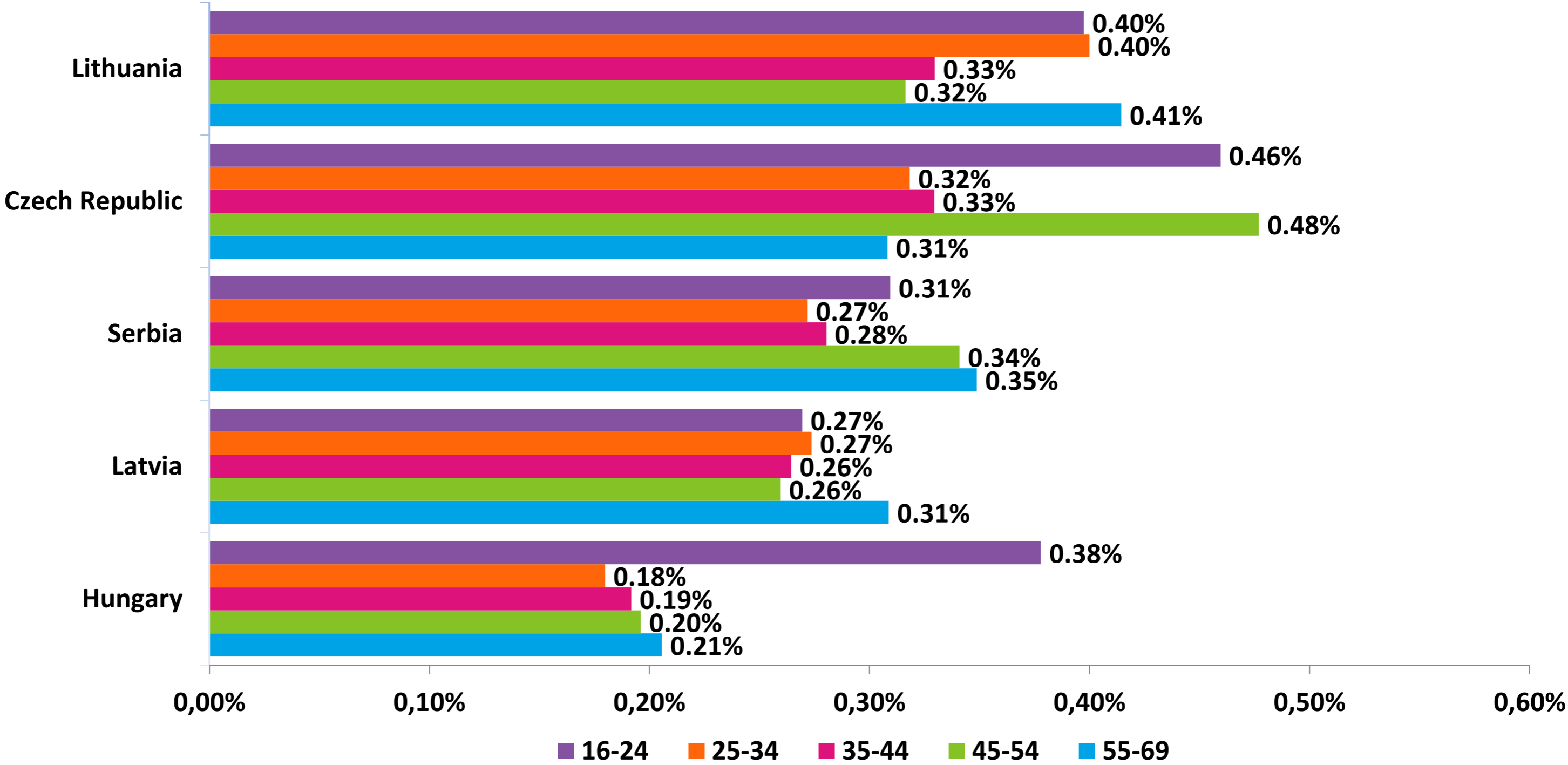
CTR by country – age (2)



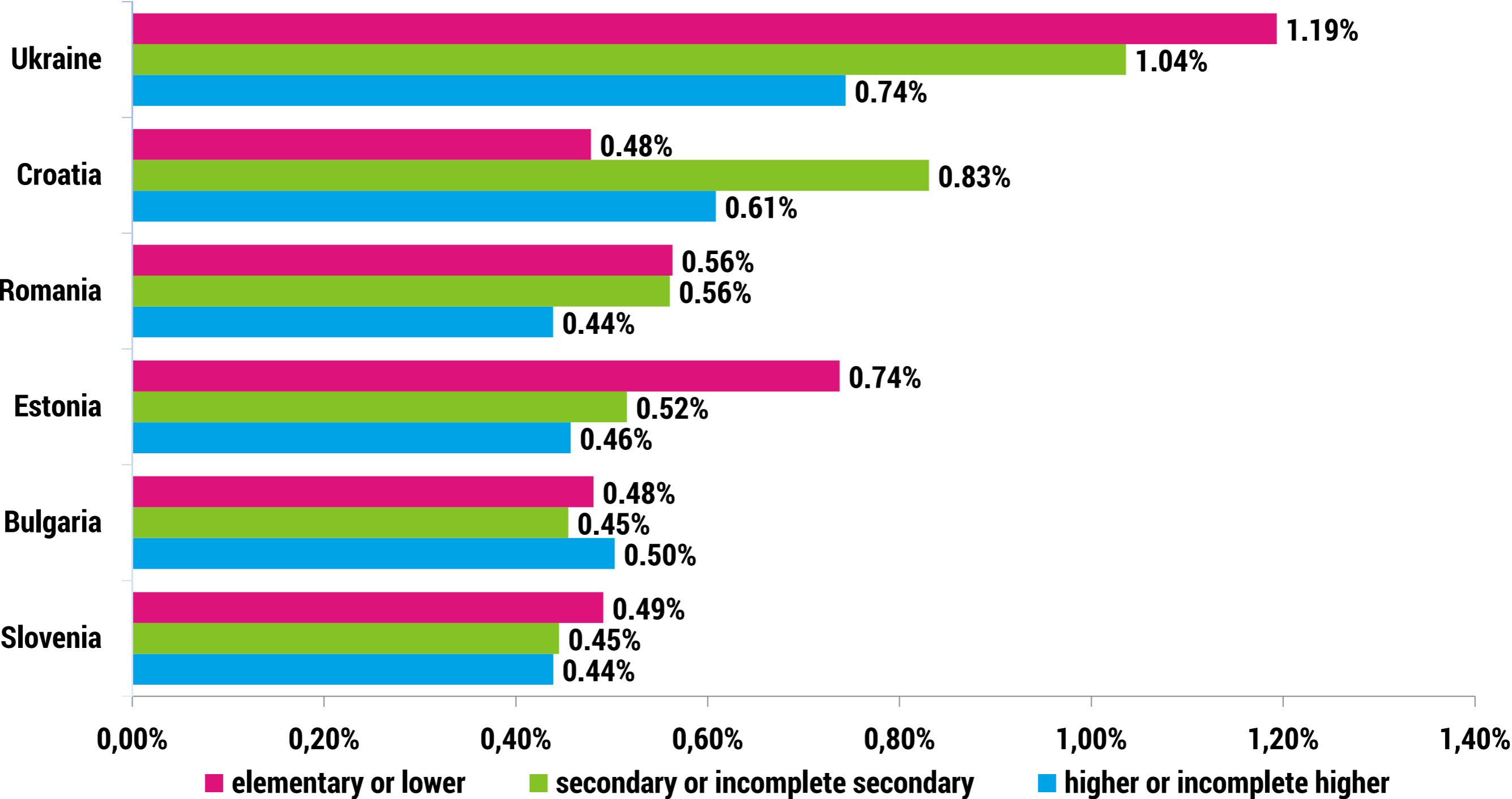
Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



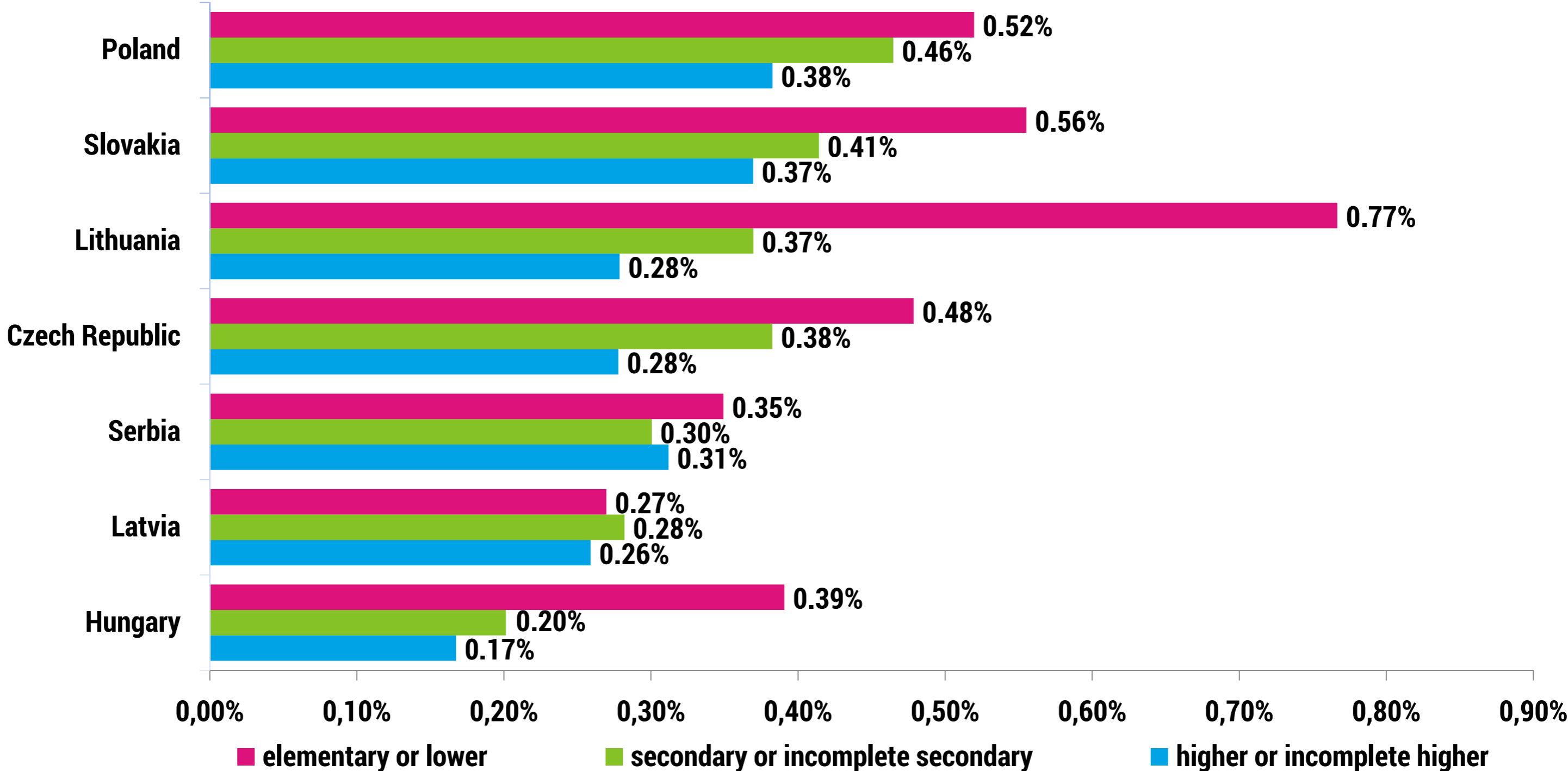
CTR by country – age (3)



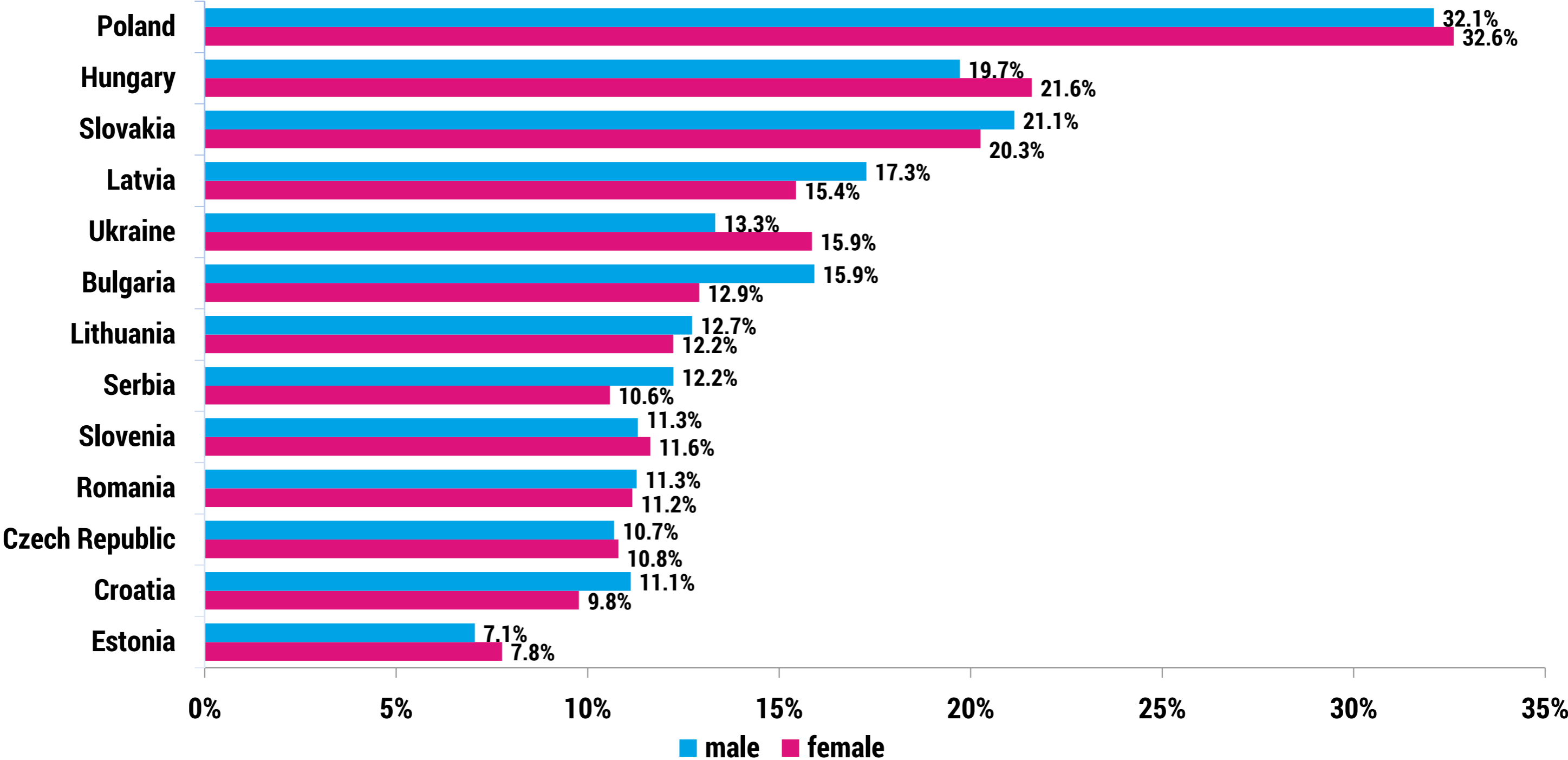
CTR by country – education (1)



CTR by country – education (2)



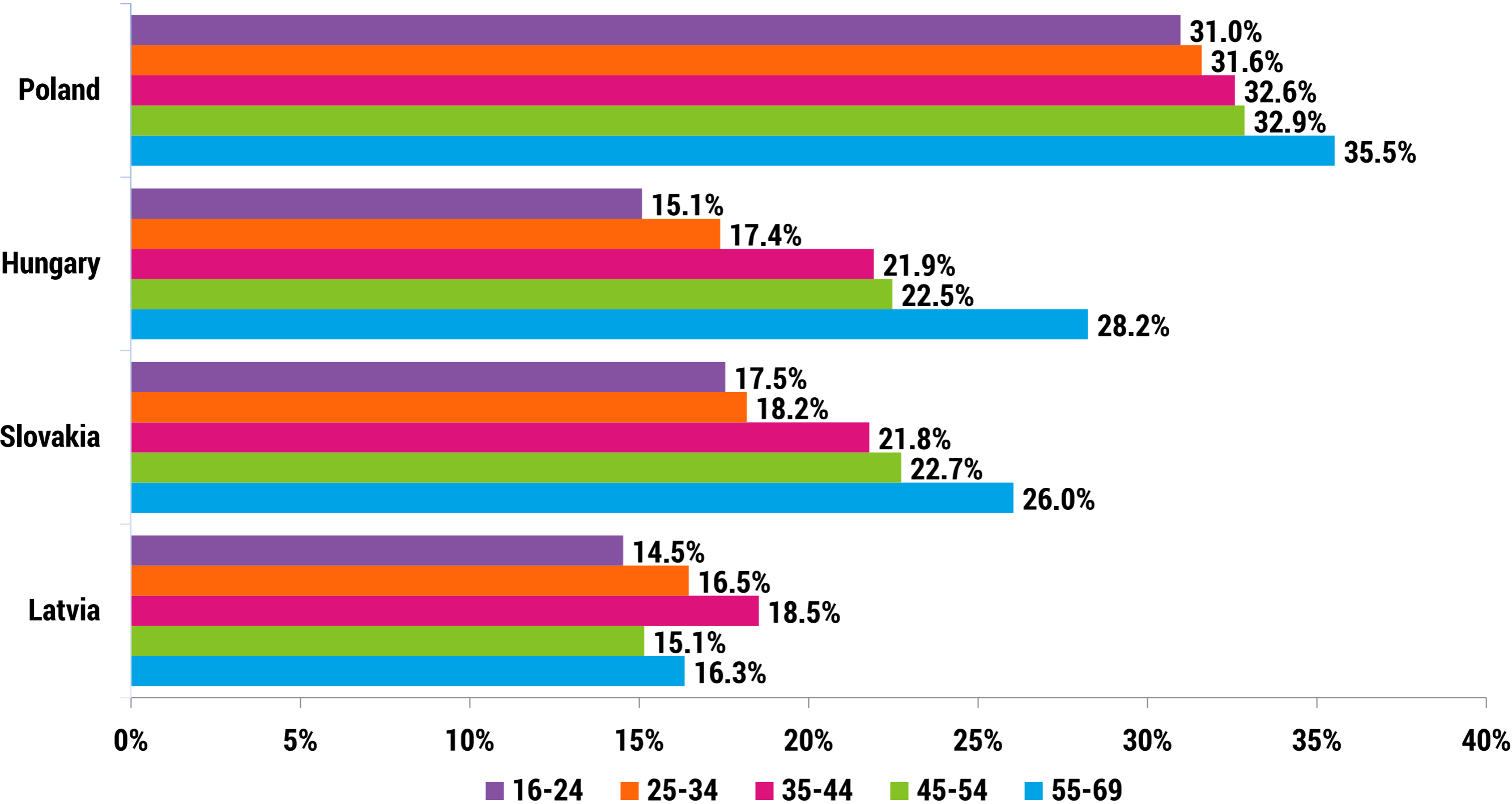
Share of clicking users by country – gender



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



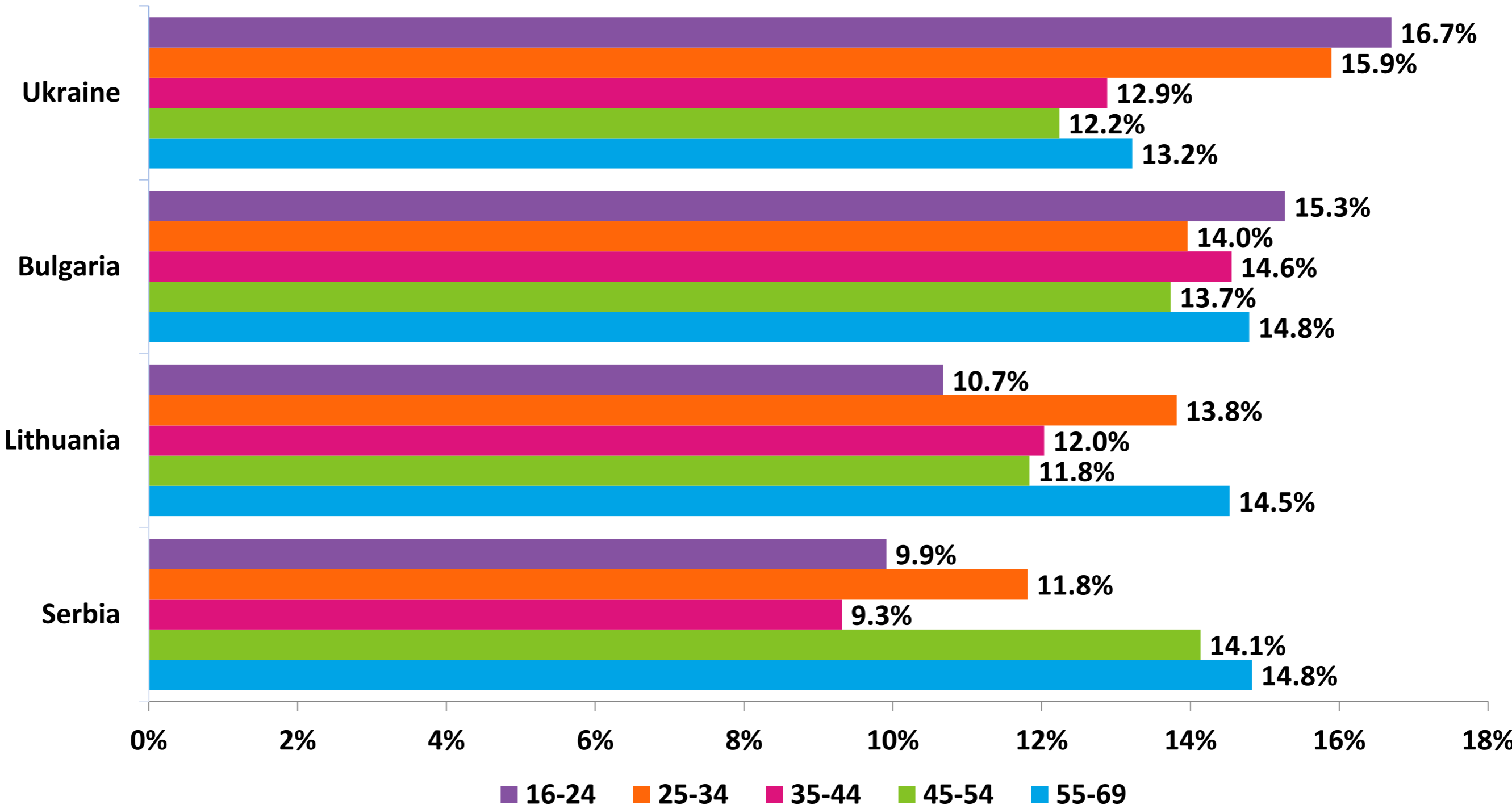
Share of clicking users by country – age (1)



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



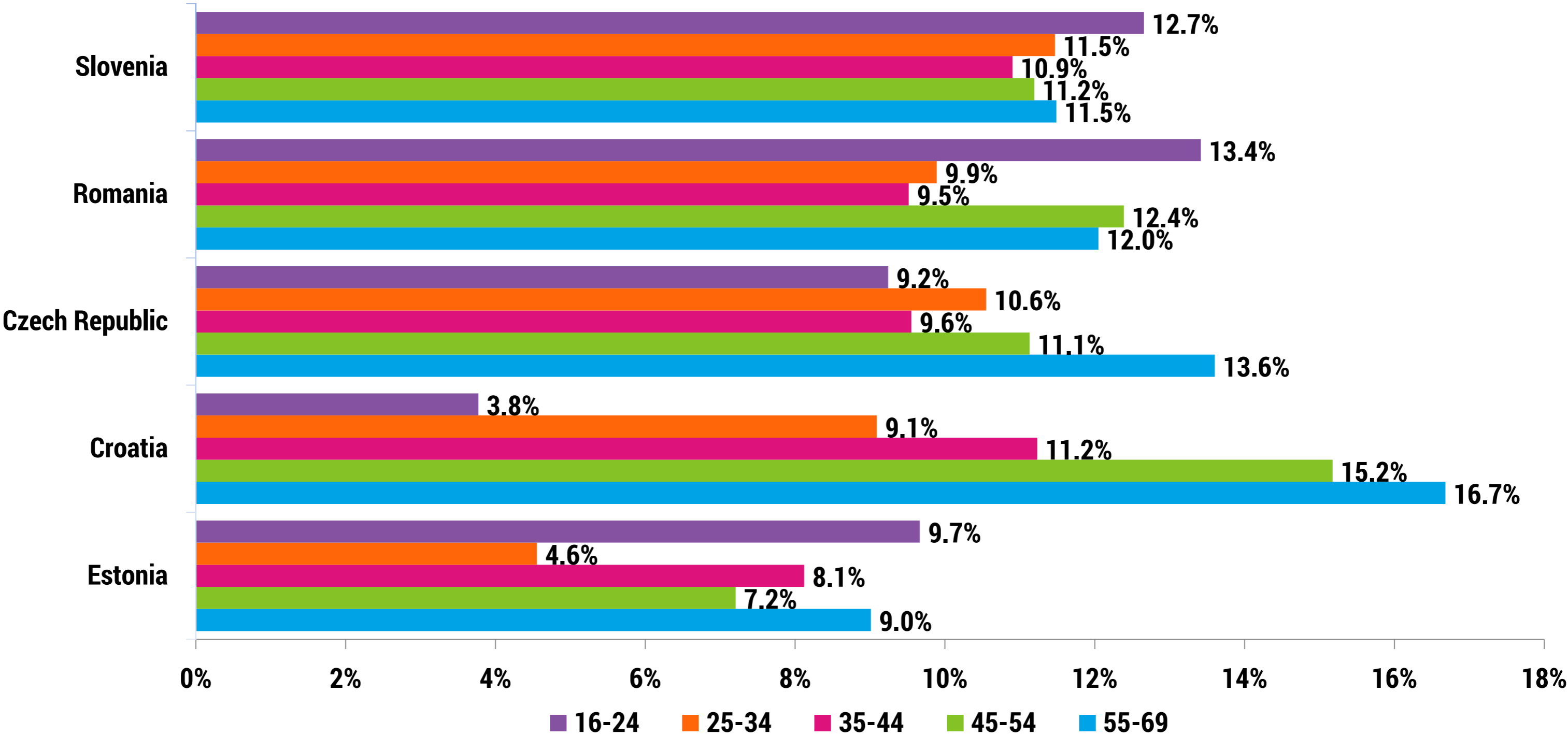
Share of clicking users by country – age (2)



Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



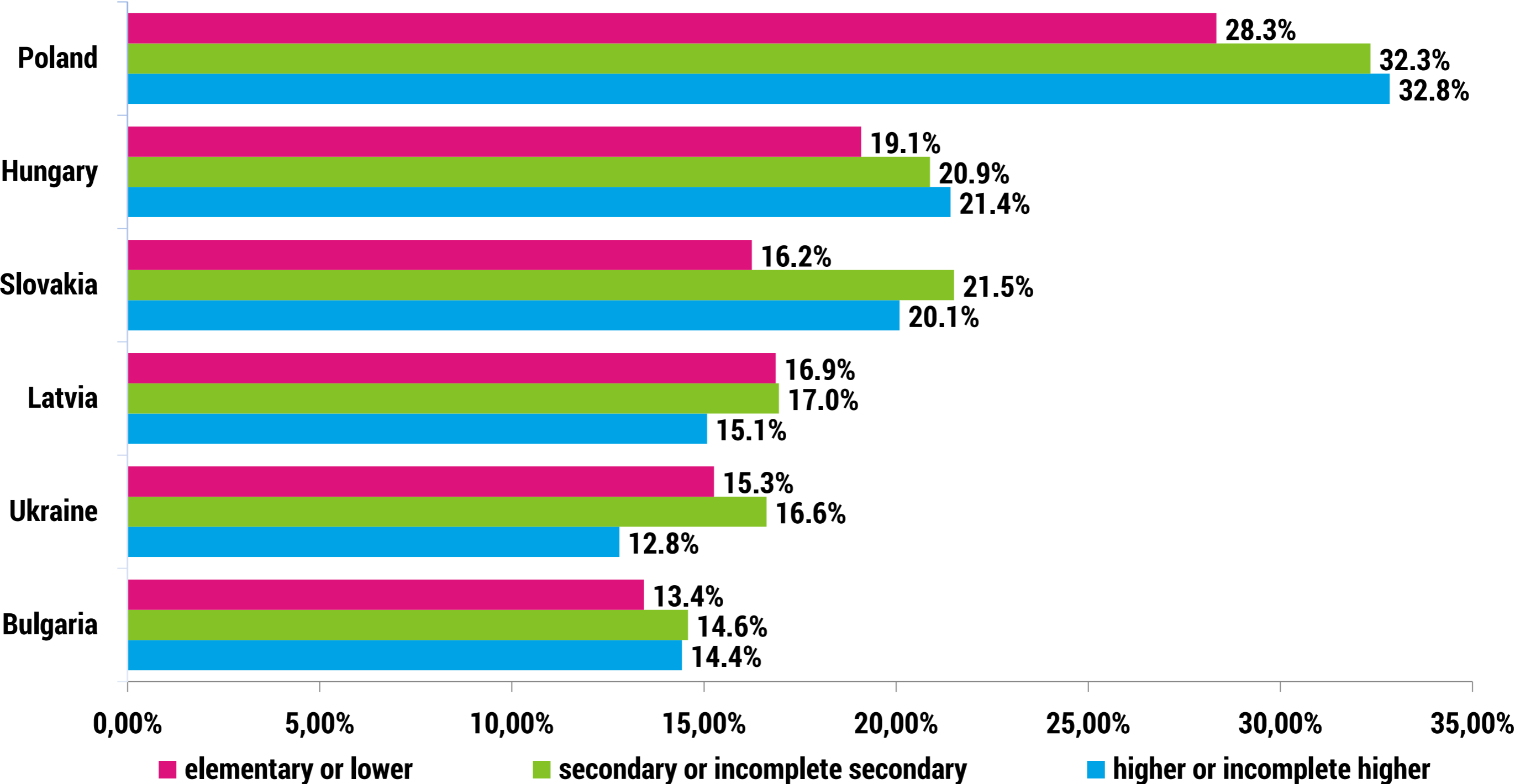
Share of clicking users by country – age (3)



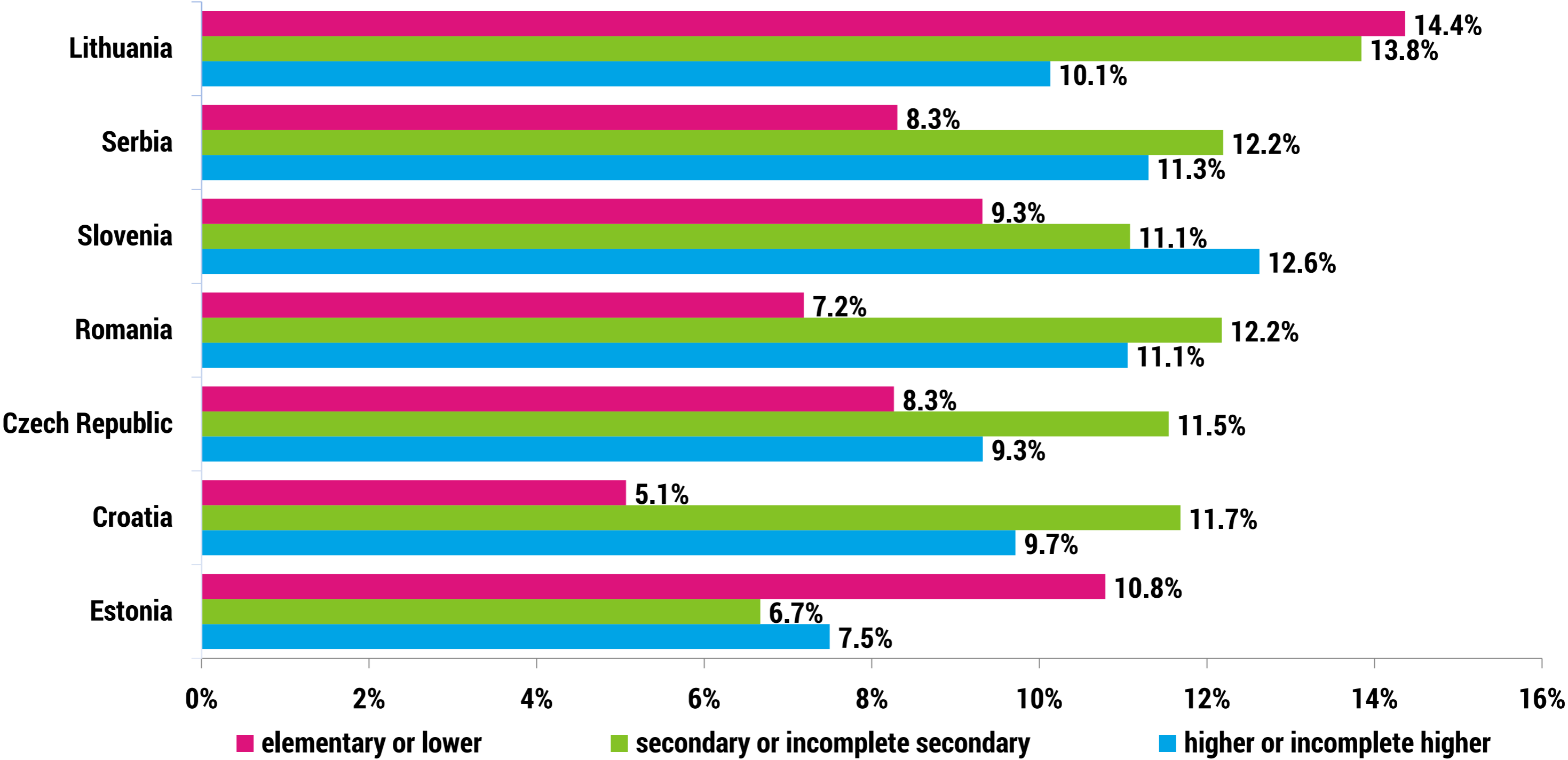
Sources: gemiusDirectEffect, gemiusProfileEffect, September 2014, TG: 16-69



Share of clicking users by country – education (1)



Share of clicking users by country – education (2)



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- The source of data are the **gemiusDirectEffect** which is the leading online advertisement monitoring system in the CEE region, and **gemiusProfileEffect** .
- The **gemiusProfileEffect** study makes use of the two data sources: campaign monitoring system AdOcean/gemiusDirectEffect and the gemiusAudience research. The structure of the analyzed campaigns is presented in a hierarchical form, in which the particular structure elements are defined by the gemiusDirectEffect computational scripts. These scripts are embedded in the creative codes of the campaigns and are responsible for all kinds of event monitoring occurring there (impressions, clicks, etc.). For each structure element of the campaign, the Real Users metric is calculated as well as behavioral data. The calculated campaigns reach is used in the process of sample correction and is consistent with the gemiusDirectEffect system. The gemiusProfileEffect research population is defined as all internet users of the given country (defined as people using the internet at least once a month, permanently residing in the given country), which during the campaign period visited at least one of the websites covered by the site-centric system in the given market. The sampling operator is a set of cookie files registered by the gemiusTraffic system, and the rules for users sampling are defined by the gemiusAudience methodology. The users represented by cookies are invited to take part in the research via survey issuance. In the validation process those cookies are chosen which with high probability represent only one user and were active throughout the whole analyzed period. Those surveys are removed for which there exist probability of unreliability. Then the sample is adjusted according to the socio-demographic and behavioral characteristics gaining representativeness. In the last step, among cookie users which fall into the representative sample of users are chosen those which presence was registered on the analyzed campaign (or group of campaigns) in the analyzed period. The socio-demographic distribution of registered users on the given campaign are determined taking into account analytical weights obtained in the above process.
- Every campaign taking place in the analyzed period was included in the research, except the ones that had fewer than 1000 impressions or less than 100 clicks in the analyzed period.



- **Campaign** – a marketing campaign in which specific creatives are displayed.
- **CTR (Click Through Ratio)** – $\text{cookie clicks} / \text{cookie impressions}$
- **Share of clicking users** – $\text{number of Real Users who performed at least one click} / \text{number of Real Users who saw at least one impression of analyzed campaigns}$.



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

We provide information on 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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