



Online Media Planning

Ivan Dimitrijević



Center for Career Development

by LINKgroup

Digitalna Srbija

MEDIA MARKET OVERVIEW



Center for Career Development by LINKgroup

Skoro

3

Miliona

Aktivnih korisnika
svakog meseca
(2.998.000)

Source: Gemius Audience 1/2013

Ali to su tinejdžeri koji vise
na Facebooku...



Tek svaki četvrti korisnik Interneta u Srbiji ima manje od 24 godine!

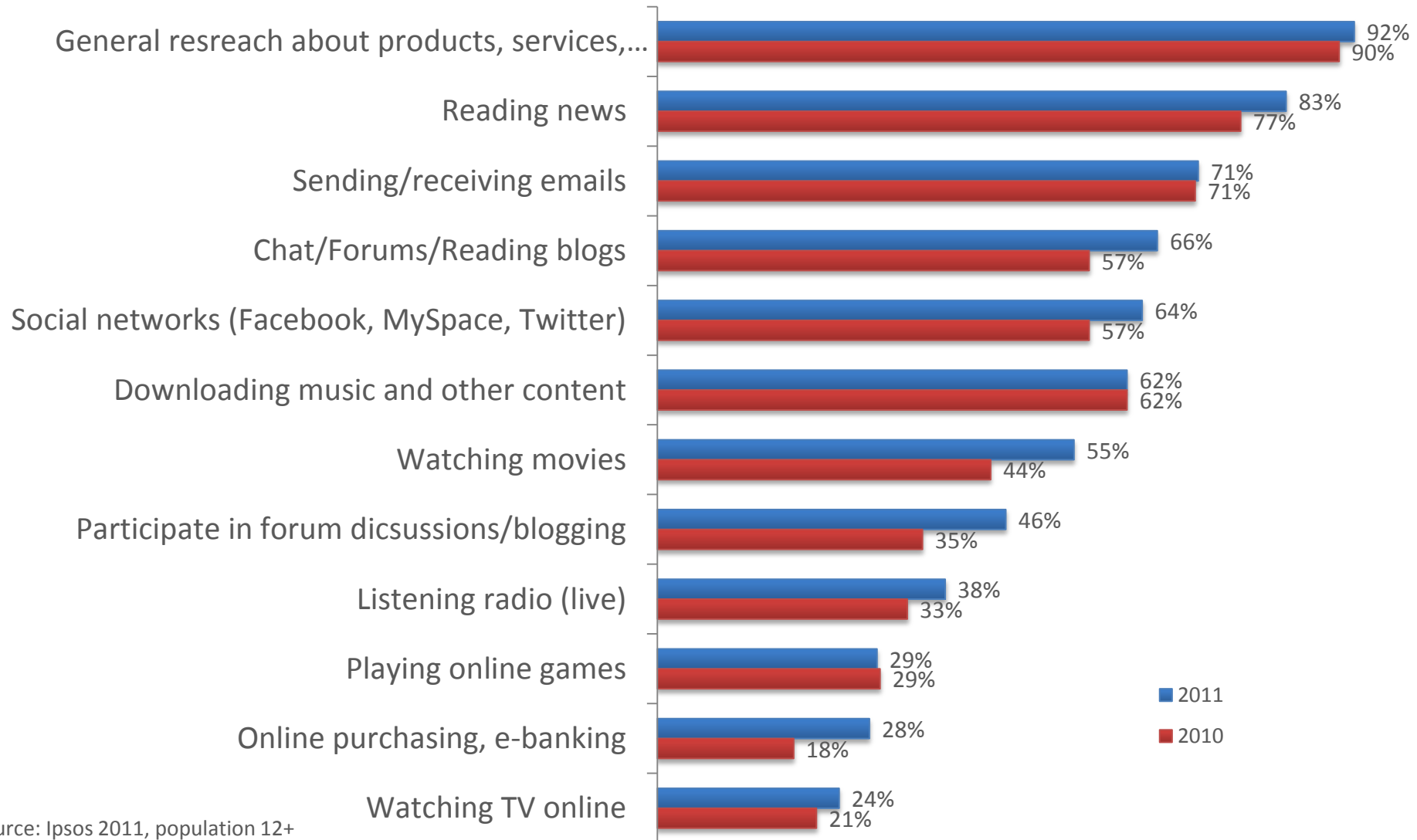
Na Internetu ima isto i ljudi ispod 24 godine i onih preko 45!

Više od 50% Internet korisnika ima od 25 do 45 godina!
A to su ljudi koji imaju posao, uzimaju kredite, kupuju automobile...

98.6%

Konstantna, brza (broad-band) veza

Q: Which of the following are you using the internet for? Internet users, multiple choices



Source: Ipsos 2011, population 12+

Naš Internet
korisnik u
proseku
provede

EU: 14.8
WE:14.0
CEE:16.1

13.0
online sati
nedeljno

Source: IAB MediaScope



95%
korisnika
čita vesti
online

52%
čita vesti
svakoga
dana

36%
je online dok
gleda **TV**

99%
korisnika
komunicira
emailom

57%
tvrdi da im
internet pomaže
da izaberu bolju
uslugu proizvod

82%
koristi internet da
održava kontakt
sa prijateljima



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INVESTICIJA U ONLINE MARKETING



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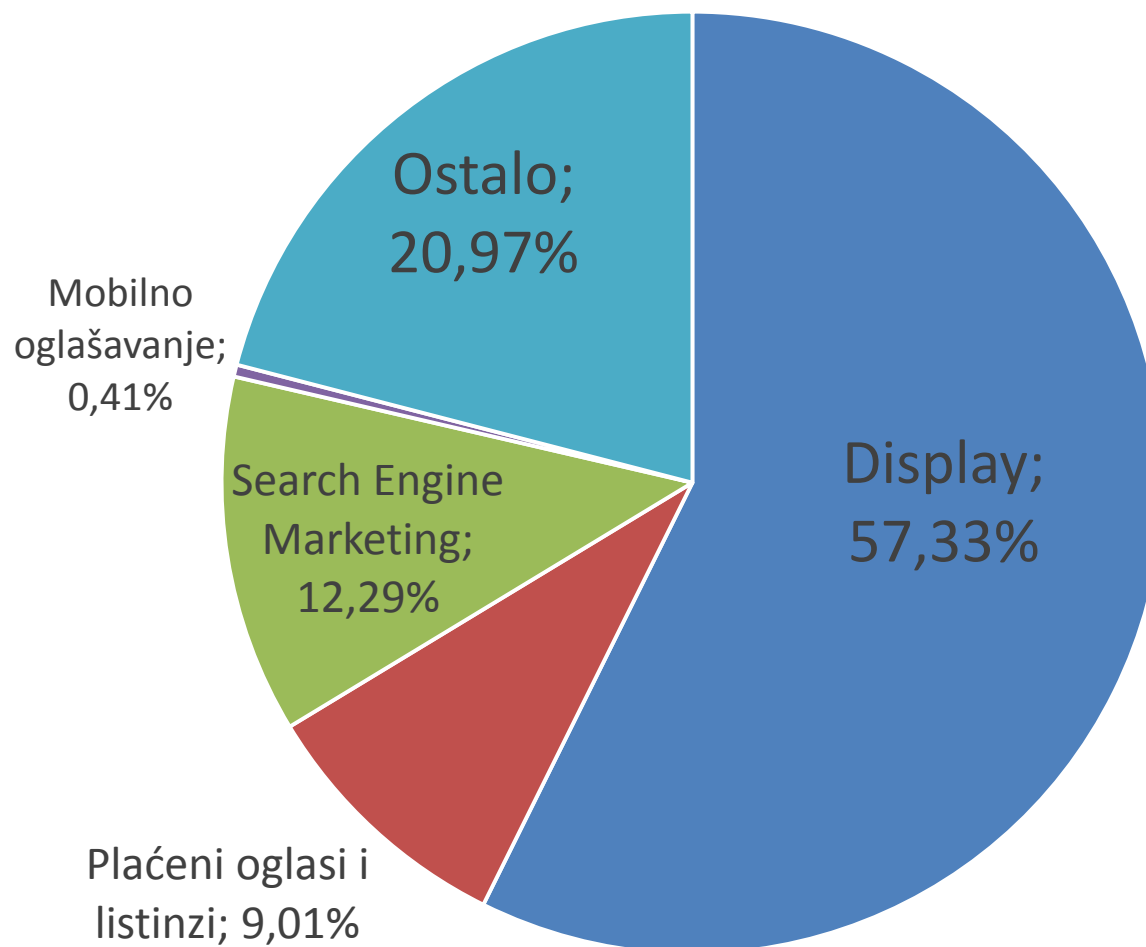
Development

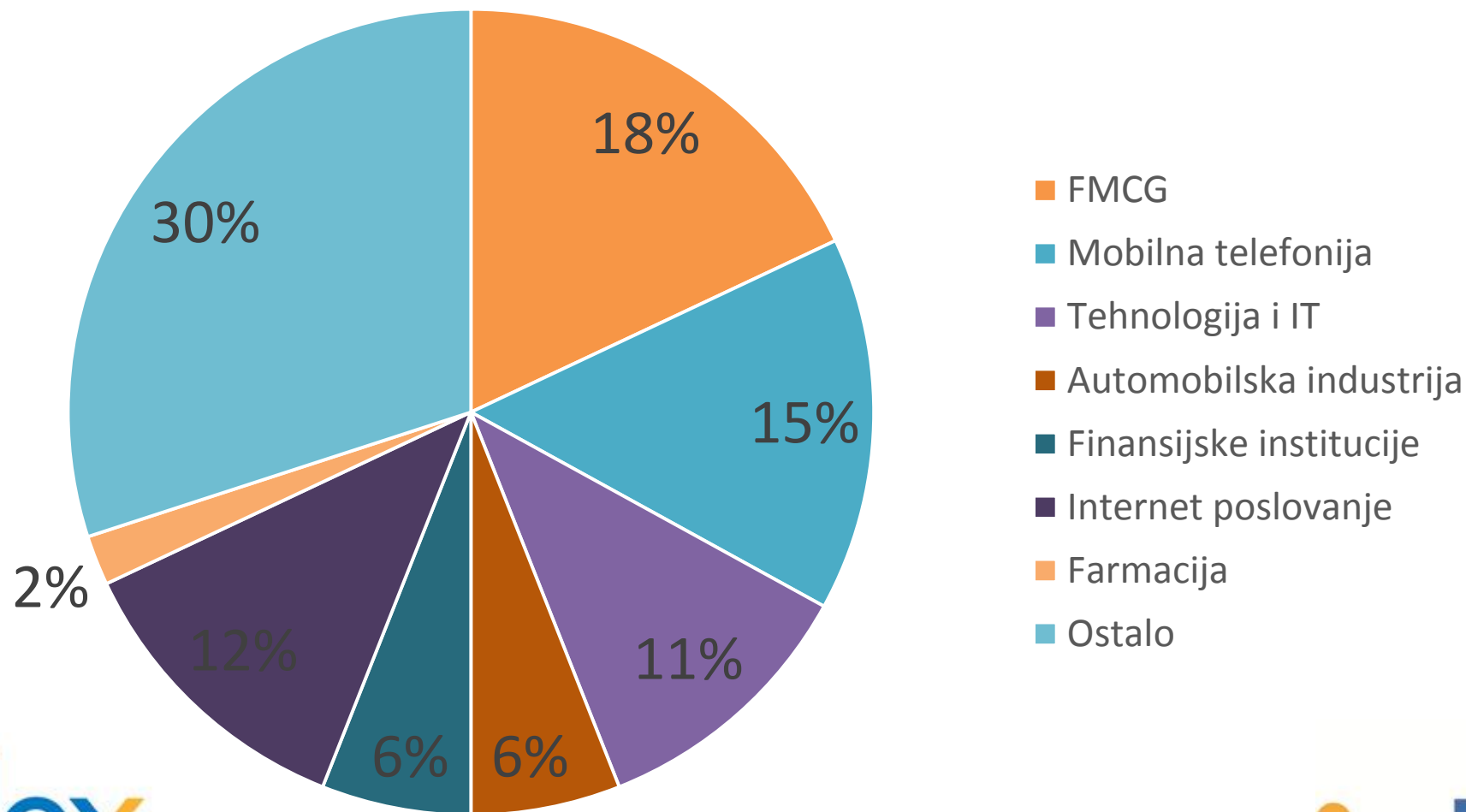
U 2011

adex
IAB Serbia 2011

€12.21

miliona







Kako? Gde? Kako?

DIGITAL CHANNEL ATTRIBUTION



Channel attribution

“The process of quantifying the impact of multiple marketing exposures and touch-points preceding a desired outcome”



Media
Planning

Understand
Cost of
Channels

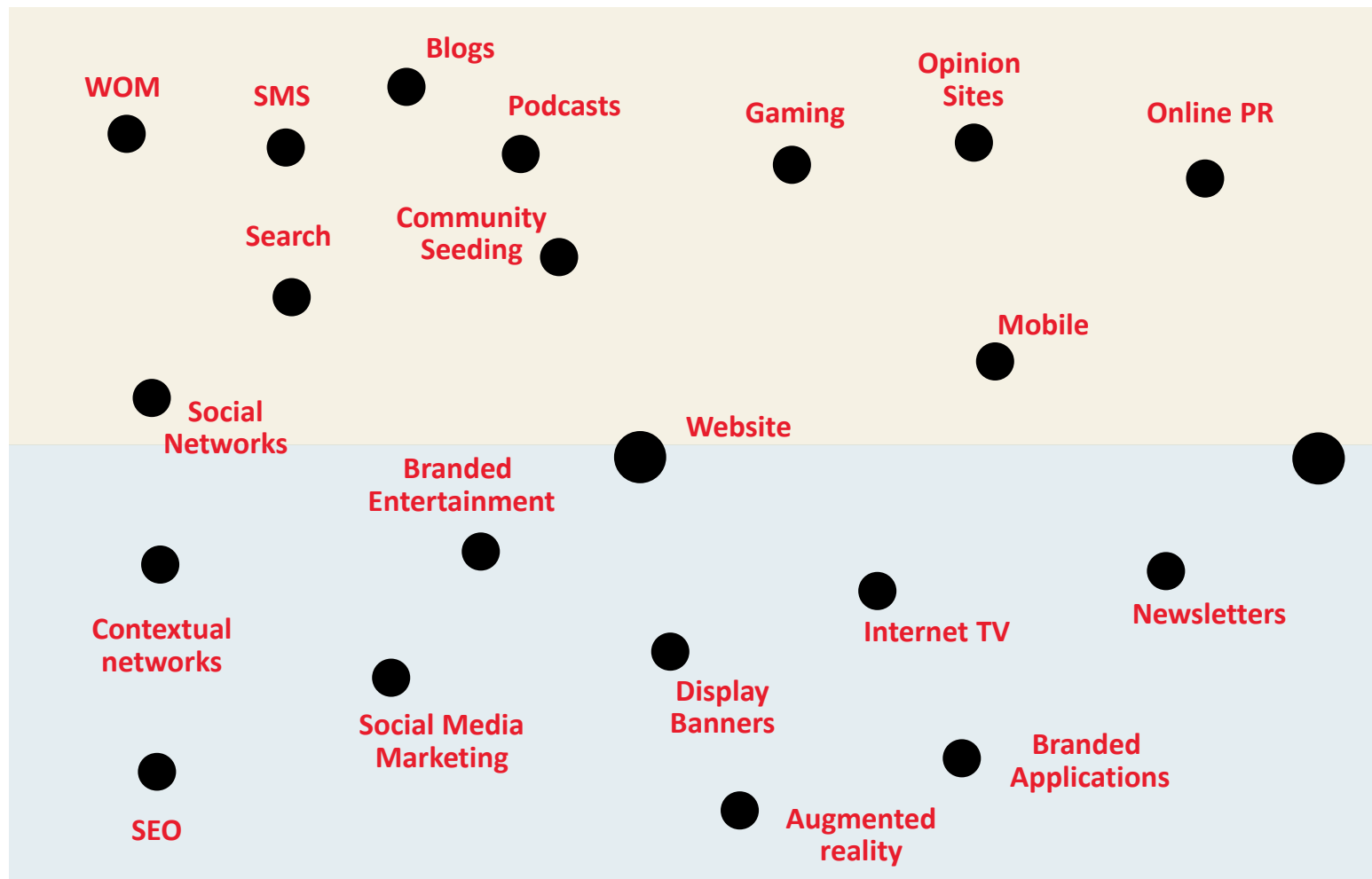
Consumer
Journey



Media Planning



FISH WHERE THE FISH ARE!





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There is no only one way!



Center for Career Development

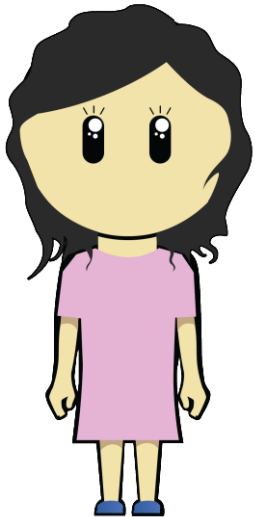
by LINKgroup

**There are a lot of ways which will
bring you to the right destination!**



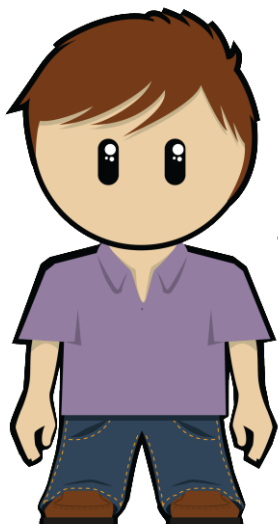
How to pick the good one?





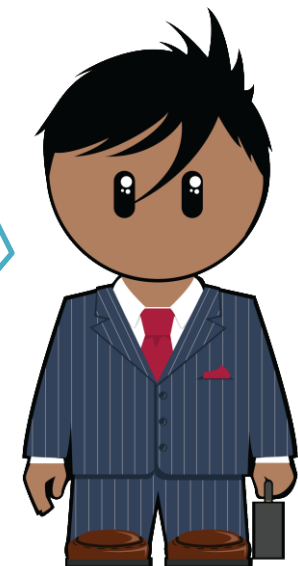
- I am using the internet every day at home.
- I am noticing commercials on TV and internet
- I buy cosmetics in the perfumery (46%)

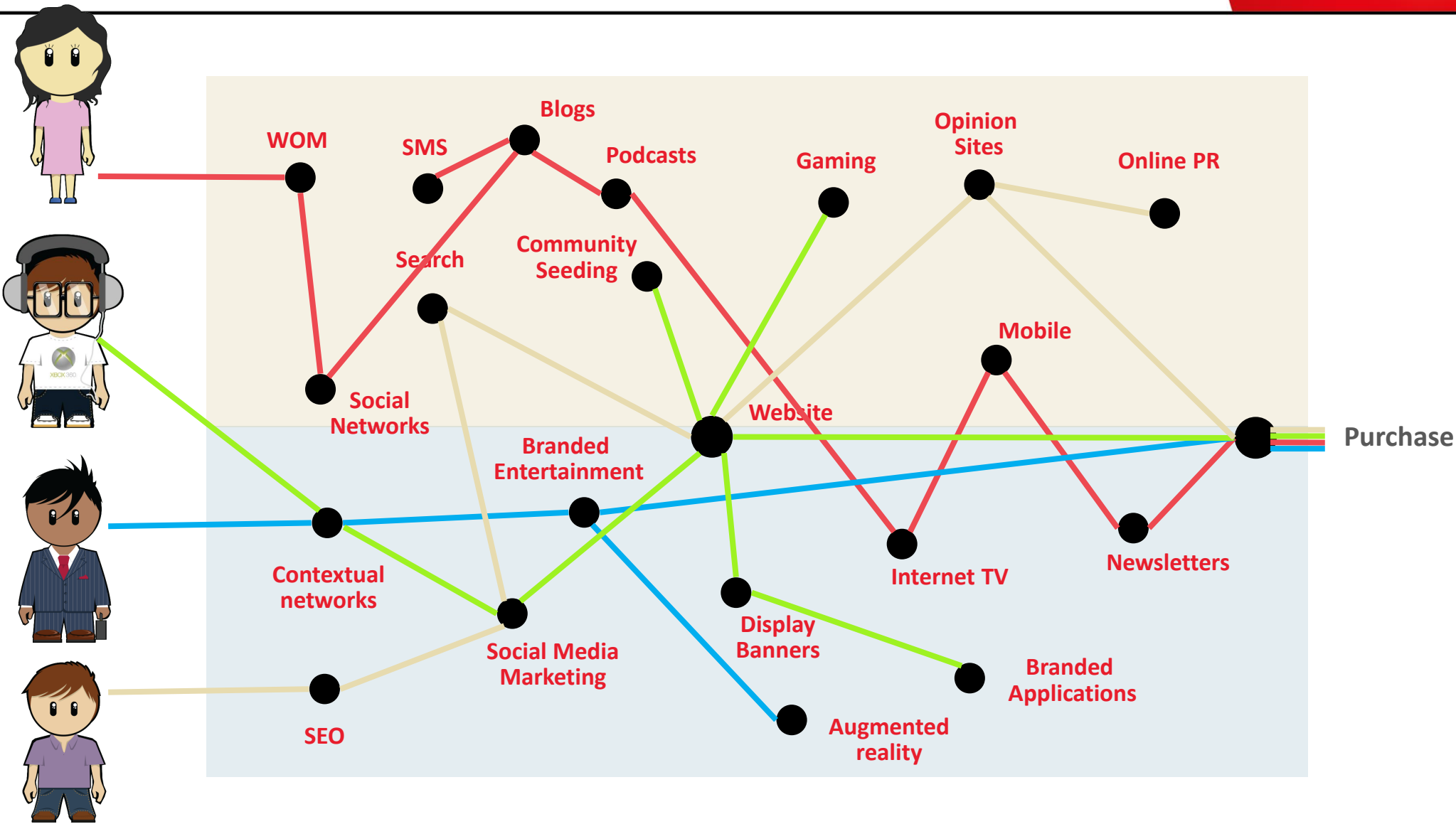
- I'm using the internet on my PC and on the phone
- Key factors for the purchase are friends recommendations, price and advertising

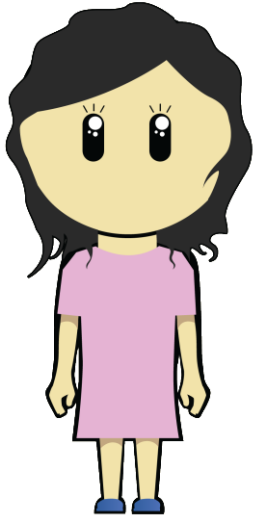


- I am using the internet occasionally, at home.
- I'm using taxi service
- Image is very important to me

- I'm using the internet on a daily basis, at work and on my mobile phone
- Advertisement is the key factor for purchase (54%)





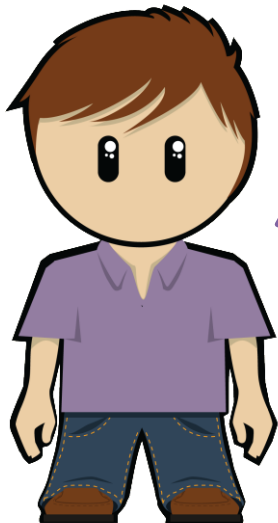


- I visit Zena Blic web site
- Health topics are the most interesting for me

- Mondo.rs serves as a source of news
- I read sport news on Sportal.rs

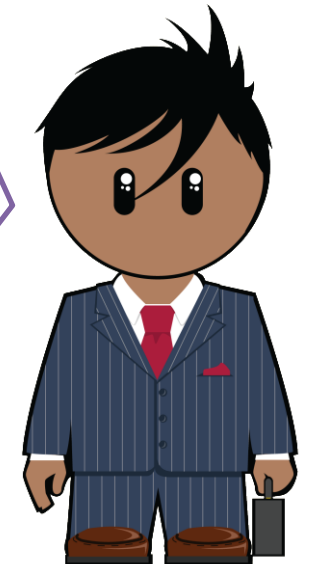


Gemius



- I'm visiting Telegraf every day
- I prefer celebrity topics

- I read the economy news
- For me, the main daily source of information is B92.net





banner ads

Web definitions

A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertise...

en.wikipedia.org/wiki/Banner_ads

[More info - Source](#)

Display banner oglašavanje

BANER, BENER, BANNER

Gemius Audience & Explorer

- Gemius Audience research and Gemius Explorer media planning tool
- Gemius Audience research is most comprehensive research on available on Serbian market
- Allows precise targeting based on data gathered from:
 - site traffic audience
 - demographics of the users
- Provides information about precise location of our defined TA
- Conducted from January 2012

The screenshot shows the Gemius Explorer interface with a table of website data. The table has the following columns: Target group, Host, No. Visitors (real users), Page views, Avg. page views per visitor, Avg. time spent per visitor (seconds), Reach-Internet, Audience composition, and Affinity Index-Internet. The data is sorted by the number of visitors in descending order.

Target group	Host	No. Visitors (real users)	Page views	Avg. page views per visitor	Avg. time spent per visitor (seconds)	Reach-Internet	Audience composition	Affinity Index-Internet
Population	Internet	1. 1.111.070	74.404.042	66,80	1.010,07	42,67%	100,00%	100,00
	242.net	2. 405.891	52.050.243	127,27	2.103,94	31,46%	100,00%	100,00
	netkolej.com	3. 763.794	10.609.539	13,90	0,52,38	29,23%	100,00%	100,00
	bank-efortas.com	4. 456.042	42.723.006	93,12	1.061,32	25,11%	100,00%	100,00
	gokomautomobili.com	5. 547.237	87.191.423	159,10	1.891,57	20,94%	100,00%	100,00
	radioje.net	6. 543.528	10.228.562	18,83	0,52,25	20,72%	100,00%	100,00
	comedia.rs	7. 100.127	10.881.525	108,14	0,91,01	18,52%	100,00%	100,00
	novosti.rs	8. 300.212	11.286.086	37,59	0,26,96	17,14%	100,00%	100,00
	belgrade.rs	9. 487.588	4.580.423	9,41	0,30,34	17,03%	100,00%	100,00
	rtm.rs	10. 463.864	11.371.108	24,51	0,34,34	17,71%	100,00%	100,00
	gromovnik.rs	11. 436.011	11.709.881	26,86	0,29,33	16,69%	100,00%	100,00
	news.rs	12. 278.427	8.271.960	29,71	0,29,11	16,40%	100,00%	100,00
	globo.com.rs	13. 251.001	7.844.371	31,22	0,17,24	13,51%	100,00%	100,00
	kapetanprodajers.com	14. 249.628	47.776.437	191,01	1.261,09	13,38%	100,00%	100,00
	mo.rs	15. 258.968	4.901.908	18,92	0,36,39	9,91%	100,00%	100,00
	svet.rs	16. 296.894	3.202.038	10,78	0,12,25	9,83%	100,00%	100,00
	problemi.rs	17. 211.352	5.729.622	27,11	0,22,08	8,83%	100,00%	100,00
	igraonice.rs	18. 221.155	2.759.626	12,48	0,35,41	8,49%	100,00%	100,00
	radioje.com	19. 206.042	301.024	1,46	0,02,41	7,91%	100,00%	100,00



TA definition

- Age 15-35
(min age is 15)
- Urban

	1	2	3
1	Starosna kategorija=[15-35]		
2	Velicina naselja=25,000 - 99,999 stanovnika	Velicina naselja=preko 100,000 stanovnika	
3			
4			
5			
6			
7			
8			
9			
10			

Sample: 7030

Population: 686,721 (26.28%)



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Target group	Node	Visitors (real users)	Page views	Avg. page views per visitor	Avg. time spent per visitor [hr:min:s]	Reach-Internet	Audience composition	Affinity Index-Internet	
(Starosna kategorija=[15-35]) and (Veličina naselja=25,000 - 99,999 stanovnika or Veličina naselja=preko 100,000 stanovnika)	mtv.rs	12,237	108,359	8.85	0:05:36	1.78%	44.40%	168.96	
	trojka.rs	70,966	1,603,327	22.59	0:12:09	10.33%	37.61%	143.10	
	svet.rs	72,648	1,877,486	25.84	0:25:05	10.58%	36.39%	138.49	
	sportal.rs	65,521	4,672,934	71.32	1:21:04	9.54%	36.10%	137.37	
	tracara.com	34,820	598,650	17.19	0:17:13	5.07%	35.30%	134.34	
	nadlanu.com	69,344	340,237	4.91	0:04:20	10.10%	33.56%	127.70	
	blic.rs-Blic Sport	139,679	3,638,780	26.05	0:36:57	20.34%	31.75%	120.83	
	benchmark.rs	18,956	790,839	41.72	0:48:09	2.76%	30.18%	114.83	
	b92.net	243,317	16,921,804	69.55	2:08:04	35.43%	29.11%	110.77	
	blic.rs-Blic online	283,644	18,137,181	63.94	1:26:56	41.30%	28.75%	109.40	
	rts.rs	132,956	4,063,842	30.57	0:32:08	19.36%	28.72%	109.30	
	burek.com	73,571	1,114,915	15.15	0:14:50	10.71%	28.64%	108.98	
	pressonline.rs	121,561	2,833,019	23.31	0:18:34	17.70%	27.88%	106.09	
	novosti.rs-Beograd	20,114	59,449	2.96	0:02:27	2.93%	26.62%	101.31	
	novosti.rs	130,196	2,159,073	16.58	0:15:10	18.96%	26.03%	99.04	
	polovniautomobili.com	141,438	20,572,049	145.45	1:40:25	20.60%	25.85%	98.35	
	Selected nodes		513,591	79,432,495	154.66	3:04:18	74.79%	27.32%	103.96
	Selected nodes (daily)		-	2,562,339	-	-	-	-	-



TYPE OF BANNER ADS



- Display advertising is banner advertising on chosen web sites
- Dominant online advertising form
- Great for building a reach and creating awareness

Display advertising includes:

- Standard banner ads
- Expandable banner ads
- Floater/takeover banner ads
- Branded background
- Video banner ads
- Other rich media ads



Most used formats:

- 300x250px
- 728x90px
- 160x600px

Great for building a reach and creating awareness

Good way to inform the users about the campaign

Lead visitors to brand web site





Floater banner ads are great for creating awareness

Frequency capping is mandatory (recommended: 1/24 - unique user can see the ad once in 24 hours)

Page branding is great for building a reach

Lead visitors to brand web site



Video ads are great way to extend TV campaign

Video ads could be pre-roll video ads or video ads in standard or rich media banner ads

Rich media ads are great for creating awareness

Great way to engage visitors

Rich media ads on other markets can be purchased by CPE (Cost per Engagement)



Mobile browser ads and mobile apps ads

Great for promotion of mobile app or mobile site, as well as for regular digital campaigns

Advanced targeting options (geotargeting, carrier targeting, OS, screen resolution, phone models)





Na svakoj
stranici koju
otvorite vidite
4-10 banner
oglasa



HOW DOES AD SERVING WORKS?

The collage features several digital assets:

- Telegraf Website:** A screenshot of the Telegraf news website with a 'Web Content' label. It shows a navigation bar with categories like 'NASLOVNA', 'VESTI', 'SPORT', and 'JETSET'. Below the navigation are several news thumbnails with titles such as 'FUDBALER KOGA SU REKETIRALI: VRELU PEGLU SU', 'SRBIJO, REAGUJ: PETICIJA ZA OSLOBAĐANJE SAŠKA', and 'SKANDAL: VLADIKA FILARET NA SABORU SPC POZIVAO'.
- ITS Website:** A screenshot of the Information Technology School (ITS) website with a 'Banner ads' label. It includes the school's logo and text: 'VISOKA ŠKOLA ZA INFORMACIONE TEHNOLOGIJE'.
- ITS School Page:** A vertical page for ITS with a 'Banner ads' label. It features the school's logo and text: 'SREDNJA ŠKOLA Z Postani regionalni li u oblasti:' followed by a list of benefits like '» Organizacija poslovnih sistema' and '» Racunarska multimer'.
- News Article:** A section titled 'U FOKUSU' with a 'Web Content' label. It features a photo of Roman Tolić and the headline 'VEROVALI ILI NE: Producent iz Beča snima film o osobi koja tvrdi da je reinkarnirani Nikola Tesla (FOTO) (VIDEO)'. The text below reads: 'Roman Tolić, ekspert UN, sprema film "Return of Tesla" o čoveku poreklom iz Beograda koji tvrdi da je reinkarnirani Nikola Tesla i kojem ovo ime piše u svim zvaničnim dokumentima'.
- EXIT Festival Banner:** A large yellow banner with a 'Banner ads' label. It says 'Sa ekipom na EXIT! 4=5! Na 4 kompleta ulaznica 5. gratis + besplatan kamp za sve! do 31. maja! MI SMO EXIT REVOLUCIJA 10/11/12/13/14. www.exitfest.org'. At the bottom, it says 'Prijatelji akcije mt:s'.
- MI SMO Banner:** A smaller yellow banner with a 'Banner ads' label. It says 'MI SMO EXIT REVOLUCIJA 10/11/12/13/14. www.exitfest.org'.
- Other Content:** A 'VIDEO' section with a play button icon and a 'Galerija' link. There are also smaller news snippets like 'ZARAZNO: Probajte da se ne nasmejete' and 'NLO IZNAD KALIFORNIJE? (VIDEO)'.



TELEGRAF

NASLOVNA VESTI SPORT JETSET ZANIMLJIVOSTI FOTO SEX & LJUBAV ŽIVOT & STIL HI-TECH

Hronika FUDBALER KOGA SU REKETIRALI: VRELU PEGLU SU

Srbija SRBIJA, REAGUJ: PETICIJA ZA OSLOBAĐANJE SAŠKA

Srbija SKANDAL: VLADIKA FILARET NA SABORU SPC POZIVAO

Jugosfera UHAPŠEN KELJENDIJEV SIN LIRIDON

Jetset BALAŠEVIĆ NA KALEMEGDANU: ZVEZDE

U FOKUSU

TESLA NIKOLA
12. 09. 1966
BORISJI MILANOVAČ
1207966783427

VEROVALI ILI NE: Producent iz Beča snima film o osobi koja tvrdi da je reinkarnirani Nikola Tesla (FOTO) (VIDEO)

Roman Tolić, ekspert UN, sprema film "Return of Tesla" o čoveku poreklom iz Beograda koji tvrdi da je reinkarnirani Nikola Tesla i kojem ovo ime piše u svim zvaničnim dokumentima

VIDEO Galerija →

ZARAZNO: Probajte da se ne nasmejete

NOVO NAJČITANIJE SPORT

Hronika ZBOG ŠVERCA DROGE UHAPŠENI RADNIK ŽELTURISTA...

Hronika AUTOBUS PUN MLADIH KOŠARKAŠA SUDARIO SE SA...

Svet NLO IZNAD KALIFORNIJE? (VIDEO)

Web content loaded from Telegraf.rs servera

The screenshot shows a website banner for ITS (Information Technology School). At the top left is the ITS logo and the word 'TELEGRAF'. To the right, there is a list of services: 'Informacione tehnologije', 'Elektronsko poslovanje', 'Racunarska multimedija', and 'Organizacija poslovnih sistema'. Below this list is a 'PRJAVI SE' button. The central part of the banner features a promotional poster for the 'EXIT' festival, which includes the text 'Sa ekipom na EXIT! 4=5!', 'Na 4 kompleta ulaznica 5, gratis + besplatan kamp za sve!', 'Akcija traje do 31. maja!', and 'MI SMO EXIT REVOLUCIJA 10/11/12/13/14'. At the bottom of the poster is the website 'www.exitfest.org' and the 'Priatelji akcije mt-s' logo. On the right side of the banner, there is a vertical list of services: 'Organizacija poslovnih sistema', 'Racunarska multimer', 'Informacione tehnolo', 'Elektronsko poslovan', 'Direktna prohodnost na najbolje fakultete', and 'Diploma koja garantuje odlicno zaposlenje'. Below this list is the text 'RANI UPIS 2013/14 ISKORISTITE POPUST NA SKOLARINU' and the website 'www.iths.edu'.

- Loaded (Served) from a third-party Servers (Ad Servers)
- Main purpose of the Ad Server is to precisely measure campaign metrics (over 40 parameters) and to verify delivery of the creative formats

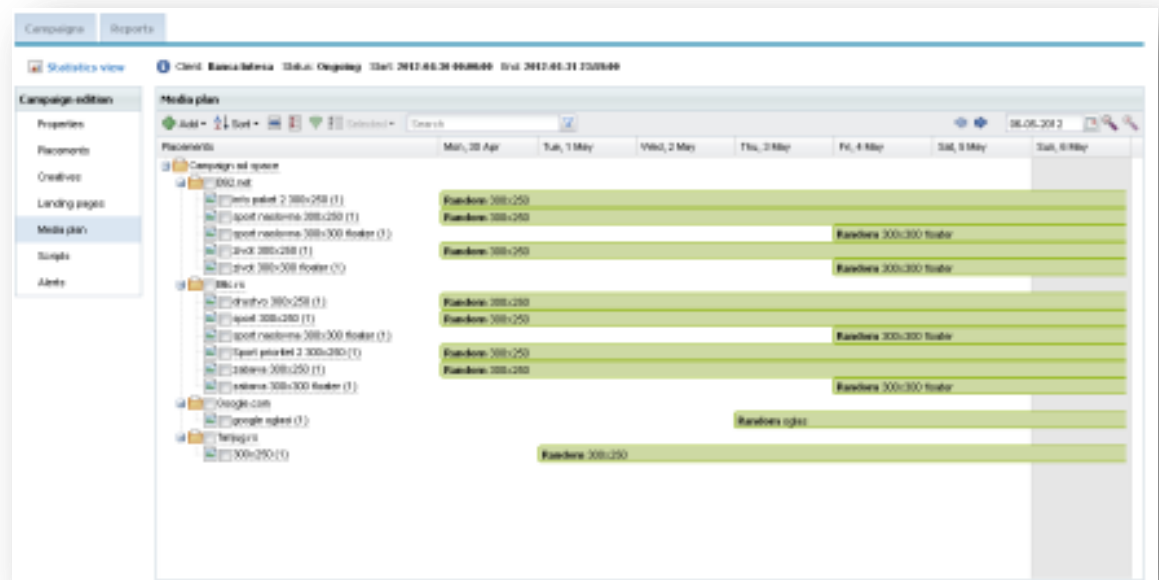
For precise measuring and tracking the KPI success of the campaigns we are using Ad-serving tools
Allows fully transparent real-time control of the campaigns (client web based login)

Using a Ad-Serving tool

- Gathering complete data about the campaign realization
- Detailed post-buy analytics

For every campaign and every used media and placement in REAL TIME we have:

- Exact number of ad impressions
- Number of clicks
- Reach of the campaign
- CTR
- UCTR
- Average frequency
- And over 40 other measured values



Kako kupujemo/Prodajemo banner oglase?

CPD

Po danu,
vremenu
zakupa

CPM

Po
prikazu
(1000
prikaza)

CPC

Po kliku

CPA/E

Po jedinici
željene
akcije



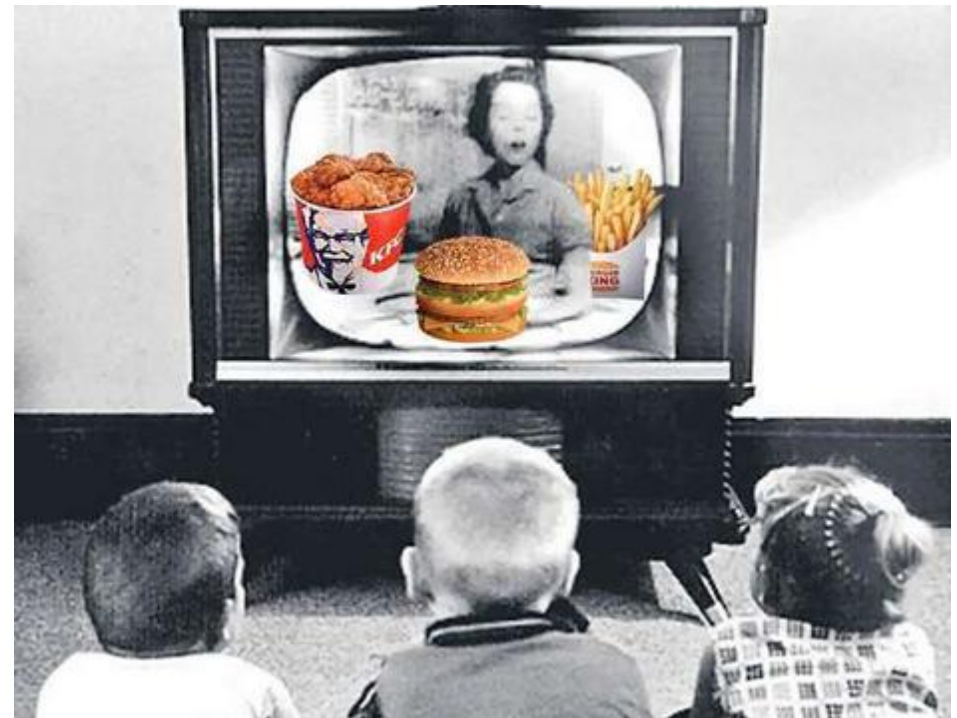
CPD – Cost per day

- Zakupljujemo banner oglas određeni broj dana
- Još uvek popularan model kupovine (u Srbiji)
- Nemogućnost precizne kontrole zakupa prikaza



CPM – Cost per mile (cena za 1000 prikaza)

- Kupujemo tačno određeni broj prikaza oglasa
- Najzastupljeniji globalni model kupovine





CPC – Cost per click

- Kontekstualne mreže
- Search Engine oglašavanje
- Facebook oglasi
- Najbolja kontrola rezultata



CPA-E – Cost per Action/Engagement

- Cena po željenoj akciji
- Prijavi za newsletter
- Kupovini
- Relativno slabo zastupljen na tržištima u razvoju





Ključne metrike banner kampanja...

Number of **impressions** shows how many times ad was shown during the campaign

Reach shows the number of unique users to whom ad was emitted

Number of **clicks** shows the number of clicks on ad made by visitors

CTR (Click Through Rate), a coefficient showing the share of cookie impressions that led to a cookie click

Real time statistics 			
All impressions	1 937 286		
All clicks	2 727		
The statistics above are updated in real time and they show total numbers for the whole campaign period.			
Campaign Summary 			
Number of impressions	cookie	non-cookie	#
	1 932 792	3 839	1 936 631
Reach	817 395		
Number of expansions	725 664		
UExp	411 996		
Number of clicks	cookie	non-cookie	#
	2 720	7	2 727
	first	next	#
	2 579	148	2 727
UC	2 504	126	2 504
Number of successful clicks	---		
SUC	---		
CTR	0.14 %		
UCTR	0.31 %		
CTR d.i.	0.13 %		
UCTR d.i.	0.30 %		
CR-V	---		
CR-U	---		
Frequency	2.36		
Average time from cookie impression to expansion	1 min 13 s		
Average time from cookie impression to first click	2 min 46 s		

Nisu sve kampanje stvorene iste...

Ciljevi kampanje

Građenje REACHa
Podizanje awerness-a

Korisnička Interakcija
Engagement

Prodaja

...

Ključne metrike

Reach (broj jedinstvenih korisnika)

Broj klikovi, broj posetilaca na sajtu...
Proj prijava, downloada...

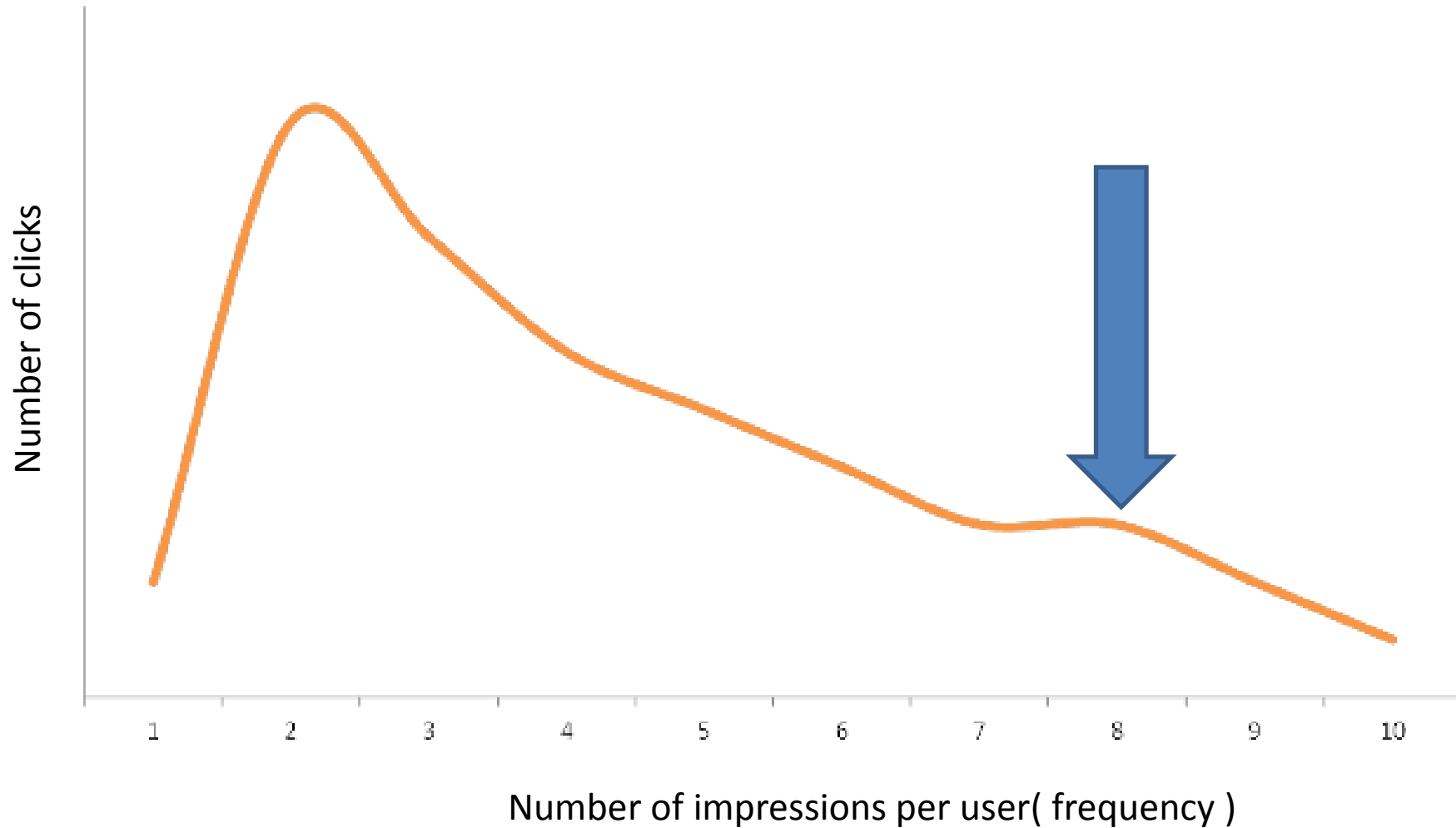
Conversion rate...

...

Reach accumulation graph



Clicks accumulation graph





Hvala vam na pažnji... Još pitanja?

ivan.dimitrijevic@telegraf.rs

@fotomanijak

www.linkedin.com/in/ivandima

www.webmanijak.com

