



HAPPY education
academy

Dijital Medyaya & Medya Planlamaya Giriş



1. DİJİTAL EVRİM

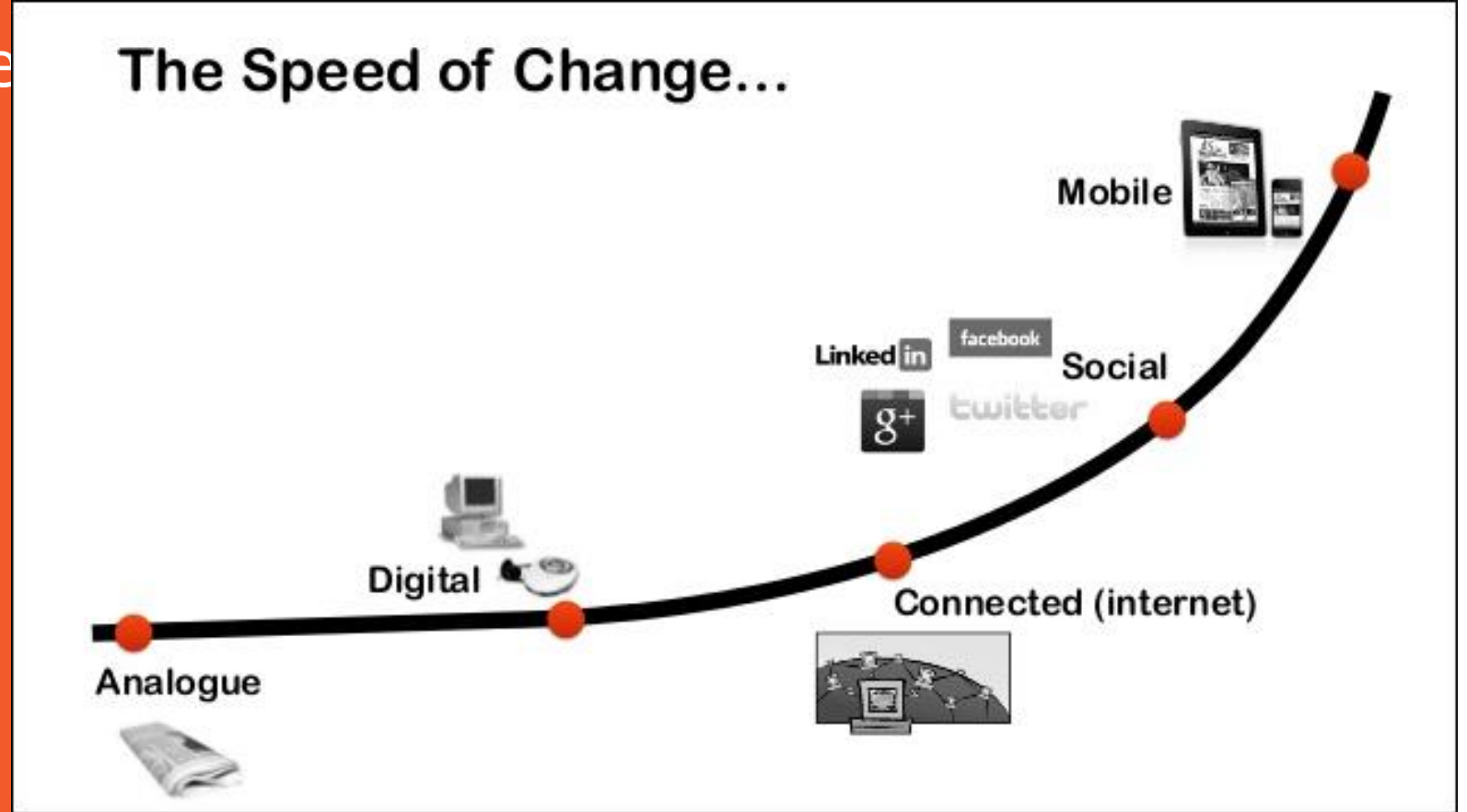


Dünya deęiřti...

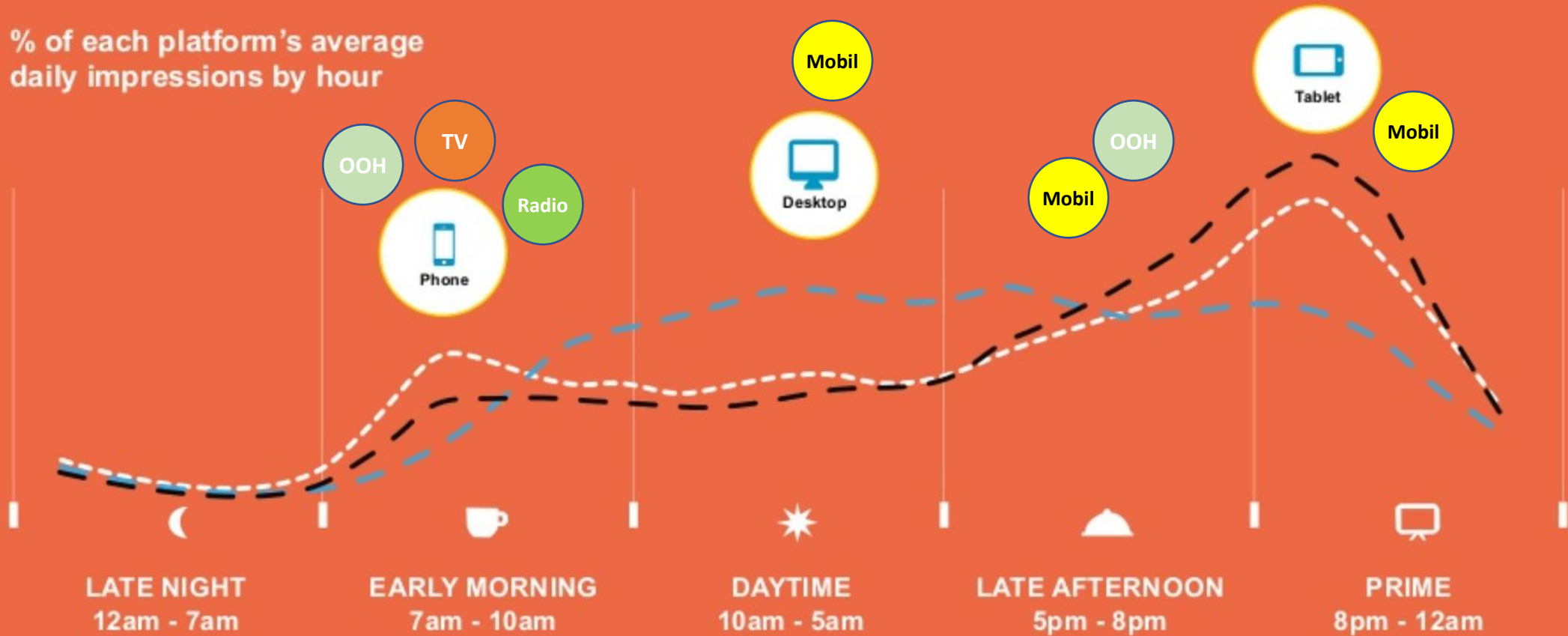
Değişimin Başlangıcı

İnternete teknolojisinin taraflı bir iletişimden çok yönlü bir platforma dönüşmesi ile **Web 2.0 dönemi** başladı.

Bu değişim ticareti, tüketimi ve iletişimi evrilmeye itti.



% of each platform's average daily impressions by hour



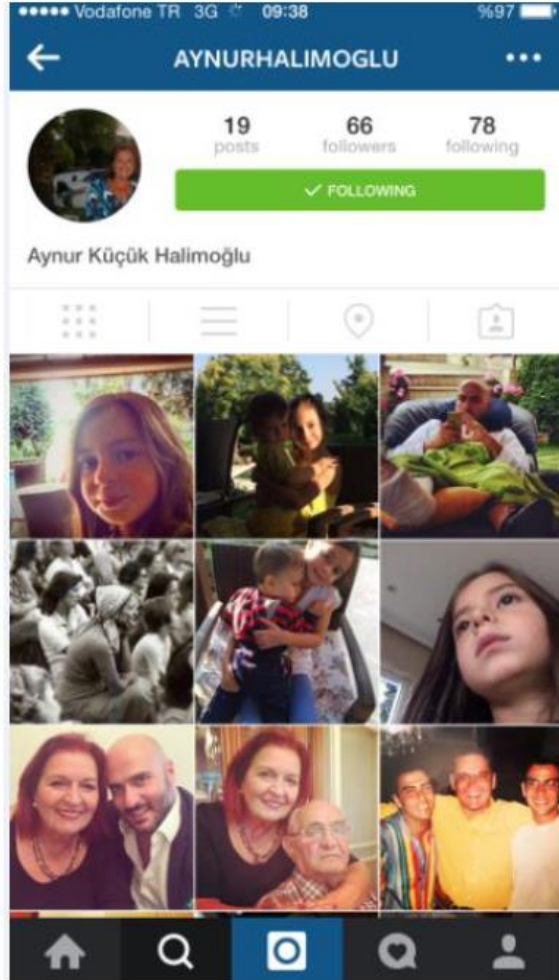
Yeni Medya Düzeninin Yeni İnsanları

<https://subbuiyer.files.wordpress.com/2013/12/gen-y.jpg>

Orta yaş üzerinde dijitalleşme

Dijitale Doğanlar

55 Yaş üstü kullanıcıların %72'si her gün internete giriyor.

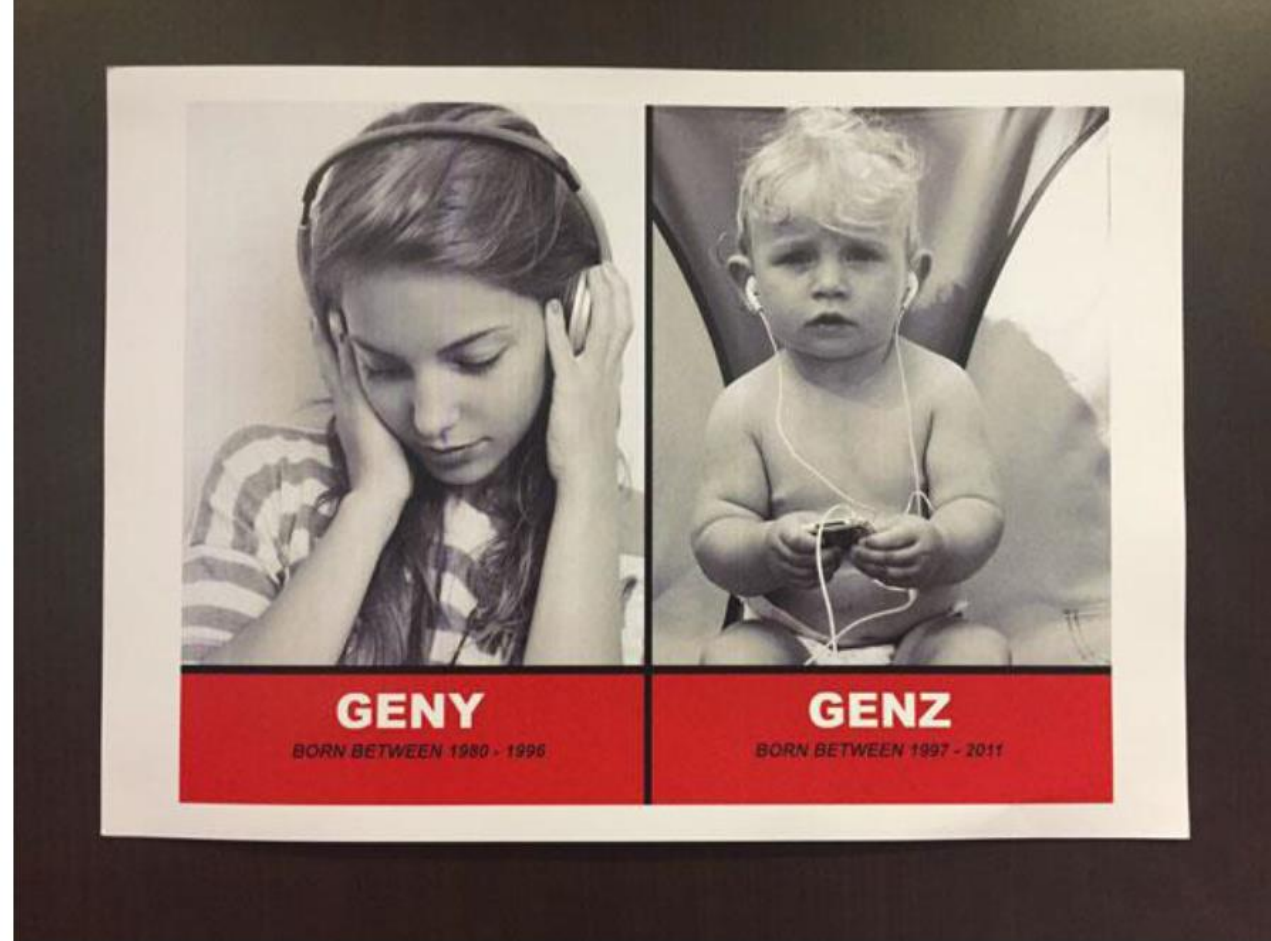


■ Y & Z Kuşuğu nüfusun %57'sini oluşturuyor ve yaş, sınıf olarak değil; ilgi alanları ve davranışlarına göre tanımlanıyor

Dikkat süreleri kısa ancak teknolojik anlamda öncü ve marka deneyimine açık bir kitle.

En kritik noktalar :

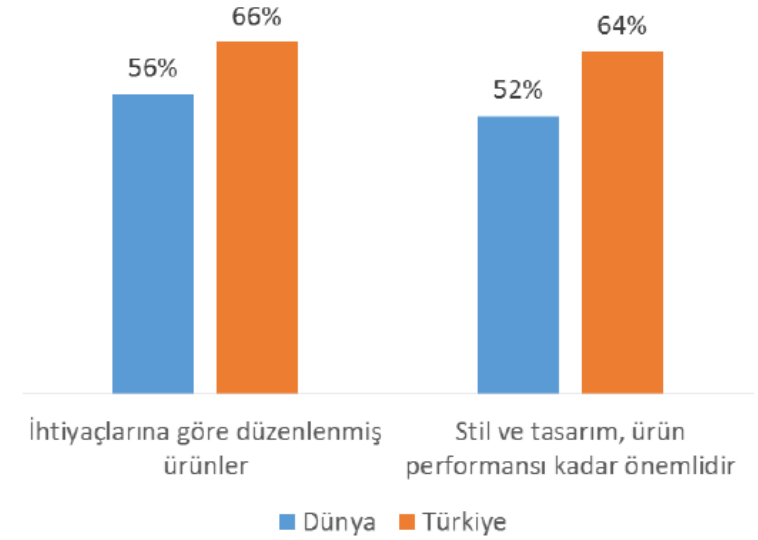
1. Mobil (cihazlar hayatlarının büyük bir parçası)
2. Sosyalleşmek (Sosyal Medya & Mobil)
3. Onların zamanlamasında yer almak



■ Cihazların çoğalmasıyla tüketiciler zaman fakiri olmaya başlıyor



Müşteri hizmetlerini arayanların %80'si 15snden az sürede cevap verilmesini istiyor



I Monitor, Millward Brown

Deđiřen Ne?

Tüketici

ile

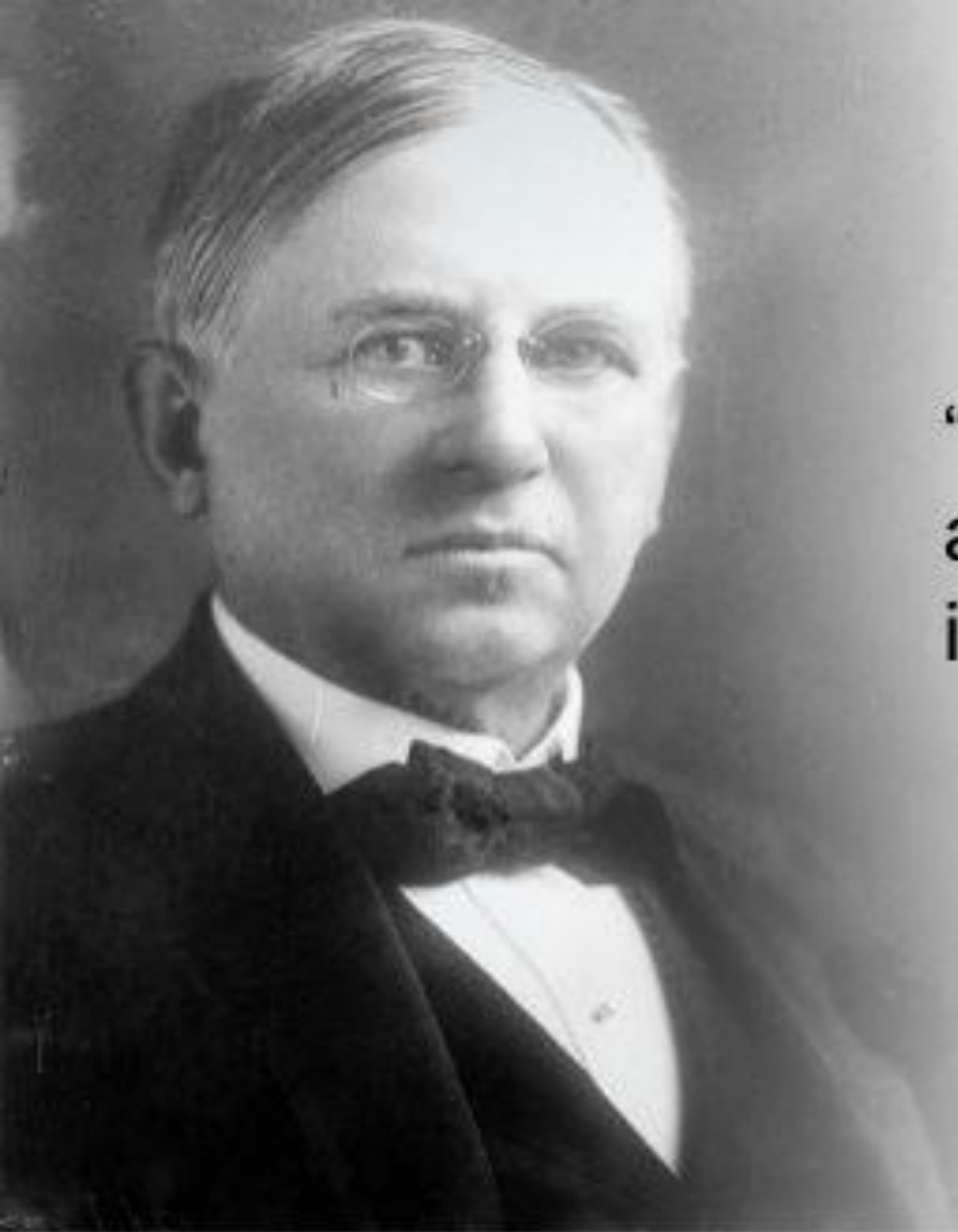
pazarlamacının

arasındaki iliřki

deđiřti!

Deđiřen Ne?

- **Bilgiye** ulařma řeklimiz.
- **İletiřim** biçimimiz.
- **Karar verme** ve **Satın Alma** davranıřlarımız.



“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker

US department store merchant (1838 - 1922)

Değişen Ne?

• ESKİDEN

- Tüketici ile Pazarlamacı arasında tek taraflı bir ilişki vardı.
- Geri bildirim ve bilgi alışverişi güçtü.
- Tüketiciyi ancak araştırmalardan, anketlerden tanıyabiliyorduk.
- Medya spesifik olarak ölçülemiyordu

• ŞİMDİ:

- İnsanlar zaten fikirlerini internette söylüyorlar.
- Satın alma davranışlarını takip edebiliyoruz.
- Pazarlamacıyla tüketici arasında doğrudan bir ilişki var.
- Her bir dijital iletişim yatırımının dönüşü hesaplanabiliyor.

İnternette en çok alınan aksiyonlar:

- Bilgi arama
- Başka insanlarla iletişim
- Fikir önderlerini takip etme
- Video izleme
- Alışveriş
- Yorum
- Oyun



3 Büyükler

Kim Olduğunu Biliyorum **facebook**

Ne istediğini biliyorum **Google**

Ne alacağını biliyorum **ebay™**

amazon

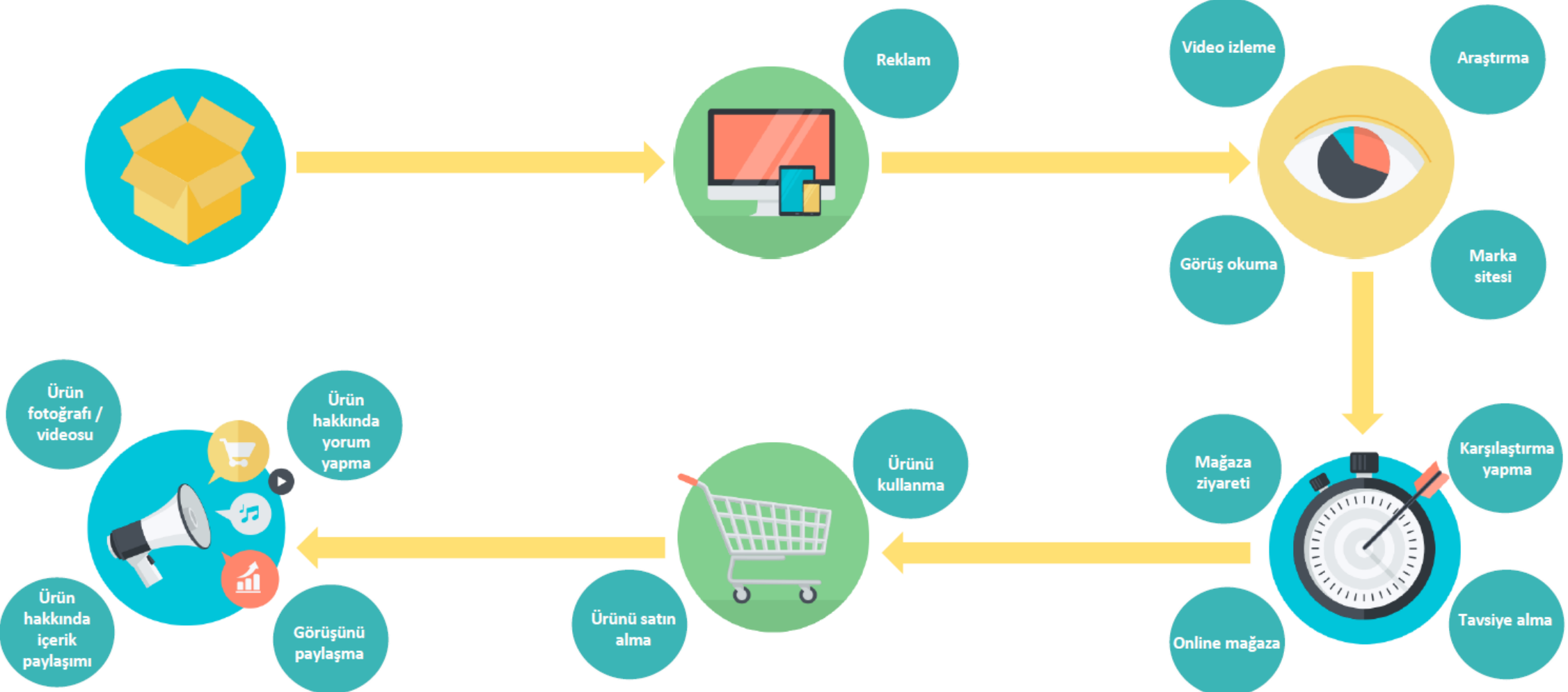
FB ve Google dünya dijital reklam pastasının **%50'sini**

Büyümenin de neredeyse **%100'nü** oluşturuyor.

«Tüketicinin deneyim yolculuğu» devinim içinde



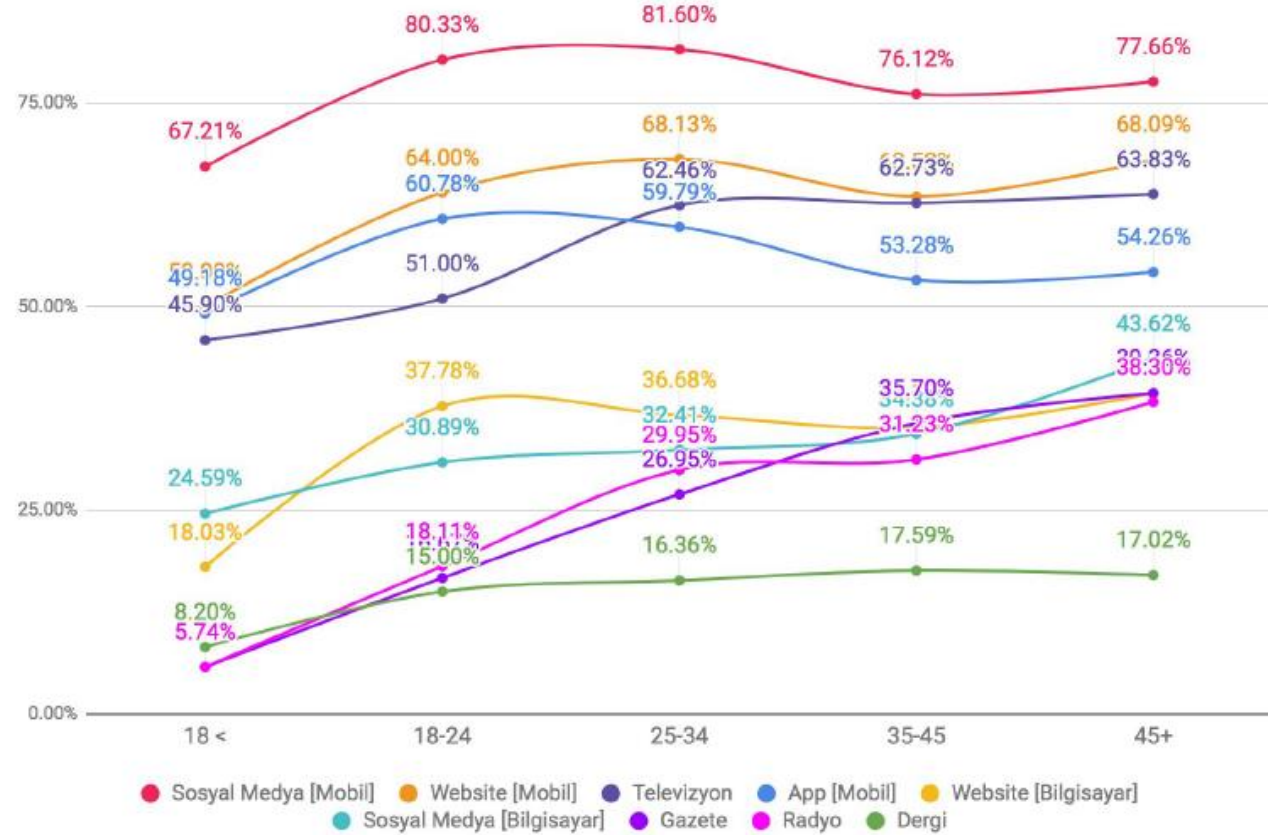
■ Tüketici yolculuğunun bu değişimine paralel olarak, tüketiciyi ürünü satın almaya götüren medya yolculuğu da artan temas noktalarıyla birlikte değişiyor.



Geleneksel mecra onu kullanmaya alışık olanlarda hala güçlü.

Yeni medya alışkanlıkları olan kitle ise çok yakın zamanda satın alma gücüne sahip en büyük grup olacak.

Türkiye'de Aktif Tüketilen Medya Kanalları (Yaş)

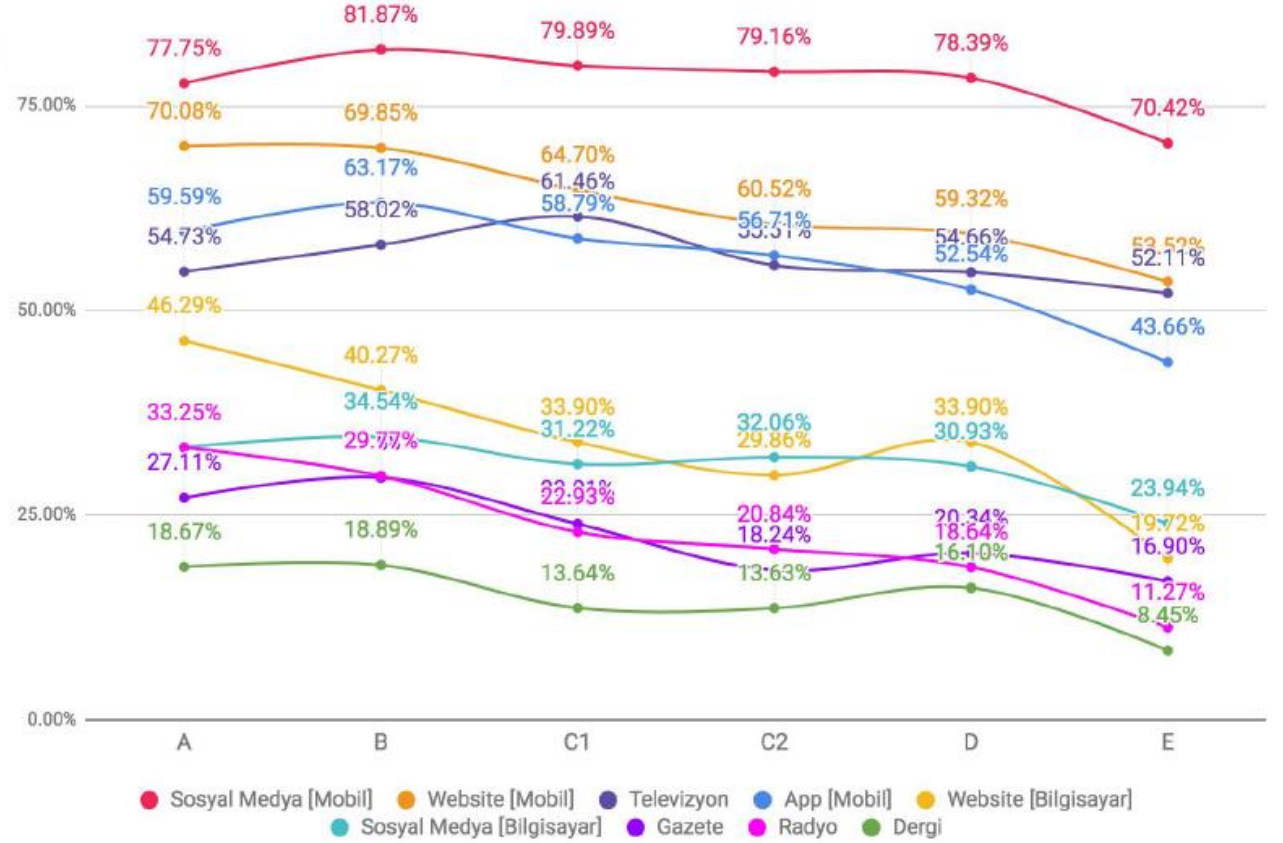


Geleneksel ve Dijital Reklamlarda Tüketici Tercihleri Reklam Mecra Karnesi

Dijital Evrimin sonucunda
mecra tüketimi de yeniden
şekillendi.

Tüketicilerin hemen hepsinin
mecra alışkanlıkları değişti.

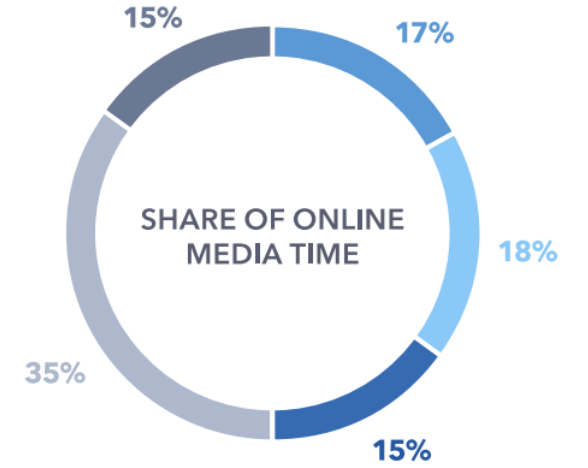
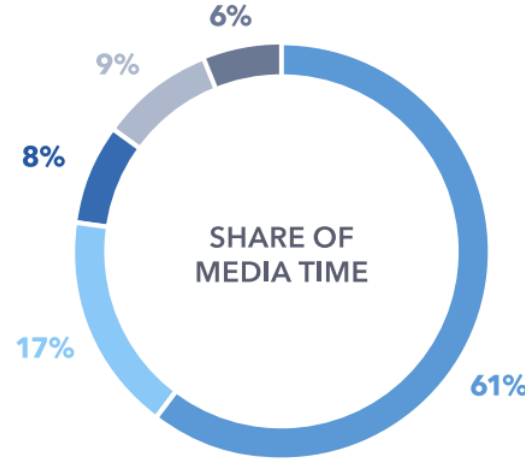
Türkiye’de Aktif Tüketilen Medya Kanalları (SES)



Reklam Mecra Karnesi Geleneksel ve Dijital Reklamlarda Tüketici Tercihleri

Ancak detaylarda Erişim ile mecradan geçirilen süre arasındaki farkı görebiliyoruz.

Çünkü dünya değişti...



Online	06:45
Broadcast TV	01:54
Broadcast Radio	00:53
Games Consoles	00:57
Print Press	00:40

Online TV	01:10
Music Streaming Services	01:14
Online Press	00:59
Social Media	02:20
Other	01:00

Published on MarketingCharts.com in April 2019 | Data Source: Nielsen

Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter for the total population

Connected TV refers to DVD/Blu-Ray Devices, Game Consoles, and Internet-Connected Devices (including streaming media players and smart TVs)

2. GÜNÜMÜZDE DİJİTAL MEDYA



2020 GLOBAL HEADLINES

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE
MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:
49%



we
are
social



SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS: APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. □ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

JAN
2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL
POPULATION



we
are
social

+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE
PHONE USERS



+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET
USERS



+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.2%

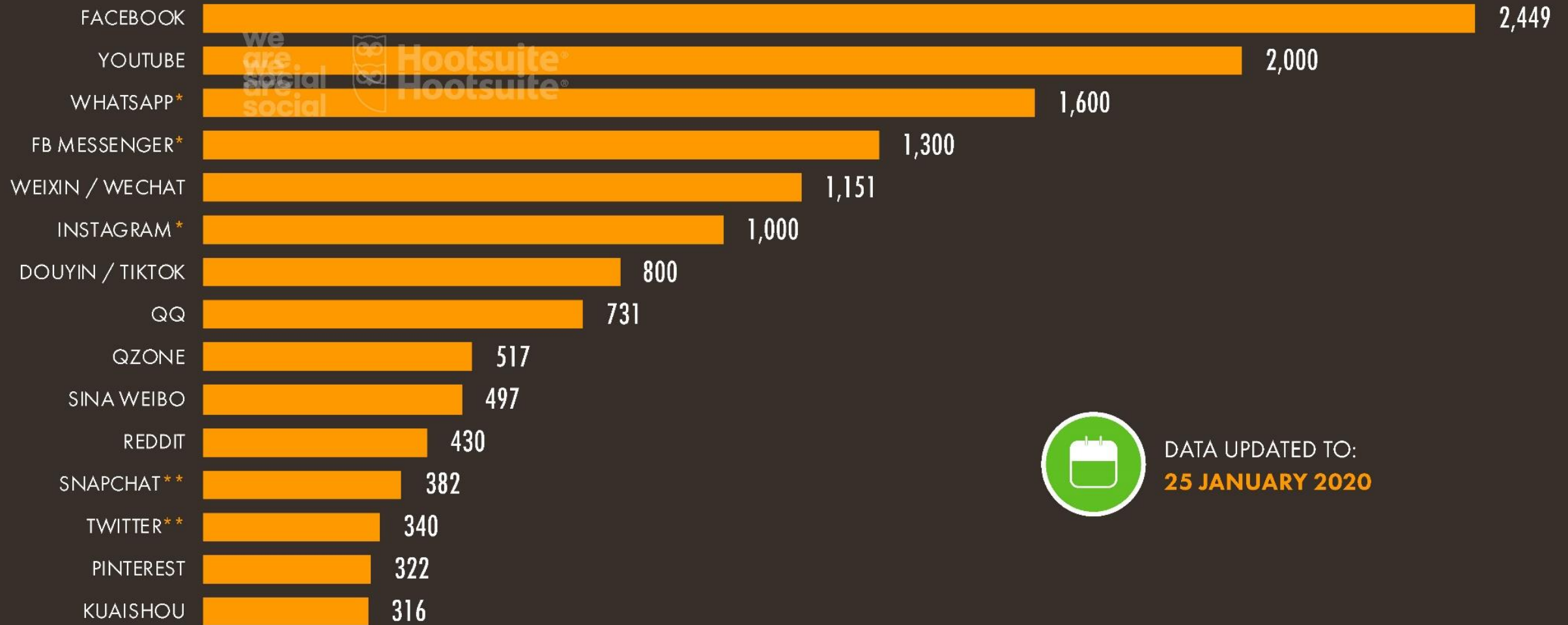
JAN 2020 vs. JAN 2019

+321 MILLION

JAN
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

JAN
2020

GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP 	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCCELL
10	FREE FIRE	SEA

JAN
2020

GLOBAL ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



global
web
index

80%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

74%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
social

36%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



52%



DIGITAL 2020

TURKEY

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



JAN
2020

TURKEY

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TURKEY

TOTAL
POPULATION



83.88
MILLION

URBANISATION:
75%

MOBILE PHONE
CONNECTIONS



77.39
MILLION

vs. POPULATION:
92%

INTERNET
USERS



62.07
MILLION

PENETRATION:
74%

ACTIVE SOCIAL
MEDIA USERS



54.00
MILLION

PENETRATION:
64%



we
are
social



SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN
2020

DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



TURKEY

TOTAL
POPULATION



we
are
social

+1.2%

JAN 2020 vs. JAN 2019

+999 THOUSAND

MOBILE PHONE
CONNECTIONS



+3.4%

JAN 2020 vs. JAN 2019

+2.6 MILLION

INTERNET
USERS



+4.0%

JAN 2020 vs. JAN 2019

+2.4 MILLION

ACTIVE SOCIAL
MEDIA USERS



+4.2%

JAN 2020 vs. APR 2019

+2.2 MILLION

JAN
2020

OVERVIEW OF INTERNET USE

NUMBER OF PEOPLE USING THE INTERNET, AND HOW MUCH TIME THEY SPEND USING THE INTERNET EACH DAY



TURKEY

TOTAL NUMBER
OF INTERNET USERS
ON ANY DEVICE



we
are
social

62.07
MILLION

INTERNET USERS
AS A PERCENTAGE OF
TOTAL POPULATION



74%

ANNUAL GROWTH
IN THE NUMBER
OF INTERNET USERS



global
web
index

+4.0%
+2.4 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET ON ANY
DEVICE BY EACH INTERNET USER



7H 29M

JAN
2020

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



TURKEY

MOBILE PHONE
(ANY TYPE)



90%



SMART
PHONE



89%



NON-SMARTPHONE
MOBILE PHONE



6.8%



LAPTOP OR DESKTOP
COMPUTER



67%



TABLET
DEVICE



45%

DEVICE FOR STREAMING TV
CONTENT OVER THE INTERNET



8.7%



GAMES
CONSOLE



20%



SMART HOME
DEVICE



14%



SMART WATCH
OR WRISTBAND



17%



VIRTUAL
REALITY DEVICE



4.3%

JAN
2020

DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TURKEY

USING THE
INTERNET



we
are
social

7H 29M

USING
SOCIAL MEDIA



global
web
index

2H 51M

WATCHING
TELEVISION*



global
web
index

3H 04M

LISTENING TO MUSIC
STREAMING SERVICES



global
web
index

1H 21M

USING A
GAMES CONSOLE



0H 58M

JAN
2020

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



TURKEY

MOBILE
PHONES



74.8%

DEC 2019 vs. DEC 2018:

+31%

LAPTOPS &
DESKTOPS



24.3%

DEC 2019 vs. DEC 2018:

-40%

TABLET
COMPUTERS



0.9%

DEC 2019 vs. DEC 2018:

-55%

OTHER
DEVICES



0.03%

DEC 2019 vs. DEC 2018:

+50%



JAN
2020

MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



TURKEY

TOTAL NUMBER
OF MOBILE
INTERNET USERS



58.23
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



94%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA SMARTPHONES*



93%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA FEATURE PHONES*



2.0%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



4H 00M



JAN
2020

MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



TURKEY

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	GOOGLE.COM.TR	4M 19S	7.9
04	FACEBOOK.COM	17M 48S	7.8
05	SAHIBINDEN.COM	15M 58S	19.1
06	ENSONHABER.COM	7M 37S	4.4
07	LIVE.COM	4M 53S	5.0
08	N11.COM	10M 34S	7.2
09	HURRIYET.COM.TR	5M 17S	7.7
10	MEMURLAR.NET	4M 24S	3.0

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	EKSISOZLUK.COM	7M 04S	5.7
12	HEPSIBURADA.COM	8M 23S	7.4
13	AKSAM.COM.TR	2M 33S	1.9
14	TRENDYOL.COM	10M 14S	9.3
15	YENIAKIT.COM.TR	6M 43S	3.6
16	NETFLIX.COM	3M 15S	2.7
17	TURKIYE.GOV.TR	4M 36S	4.6
18	SOZCU.COM.TR	6M 50S	5.4
19	MILLIYET.COM.TR	6M 29S	12.1
20	INSTAGRAM.COM	7M 07S	6.8

SOURCE: ALEXA (JANUARY 2020). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2020

TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



TURKEY

#	SEARCH QUERY	INDEX
01	HAVA DURUMU	100
02	YOUTUBE	75
03	FACEBOOK	56
04	SON DAKIKA	38
05	ÇEVİRİ	35
06	HABER	35
07	DOLAR	34
08	SAHIBINDEN	34
09	TWITTER	31
10	INSTAGRAM	30

we
are
social

#	SEARCH QUERY	INDEX
11	GOOGLE	29
12	HABERLER	27
13	MYNET	26
14	ALTIN	23
15	SÖZCÜ	22
16	E DEVLET	19
17	TJK	16
18	TRANSLATE	15
19	MILLİYET	15
20	E OKUL	14



JAN
2020

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



TURKEY

WATCH
ONLINE VIDEOS



global
web
index

93%

WATCH
VLOGS



45%

LISTEN TO MUSIC
STREAMING SERVICES



global
web
index

72%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

42%

LISTEN TO
PODCASTS



30%

JAN
2020

ADOPTION OF DIGITAL INNOVATIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR OWN EACH KIND OF DEVICE OR TECHNOLOGY



TURKEY

USE VOICE SEARCH OR
VOICE COMMANDS EACH
MONTH (ANY DEVICE)



45%

we
are
social

WATCH TV CONTENT VIA A
STREAMING SUBSCRIPTION
SERVICE EACH MONTH



62%

global
web
index

OWN SOME
FORM OF SMART
HOME DEVICE



14%



OWN SOME
FORM OF
CRYPTOCURRENCY



9.2%

JAN
2020

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



TURKEY

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

54.00
MILLION

SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



global
web
index

64%

CHANGE IN SOCIAL
MEDIA USER NUMBERS
(APR 2019 TO JAN 2020)



+4.2%
+2.2 MILLION

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

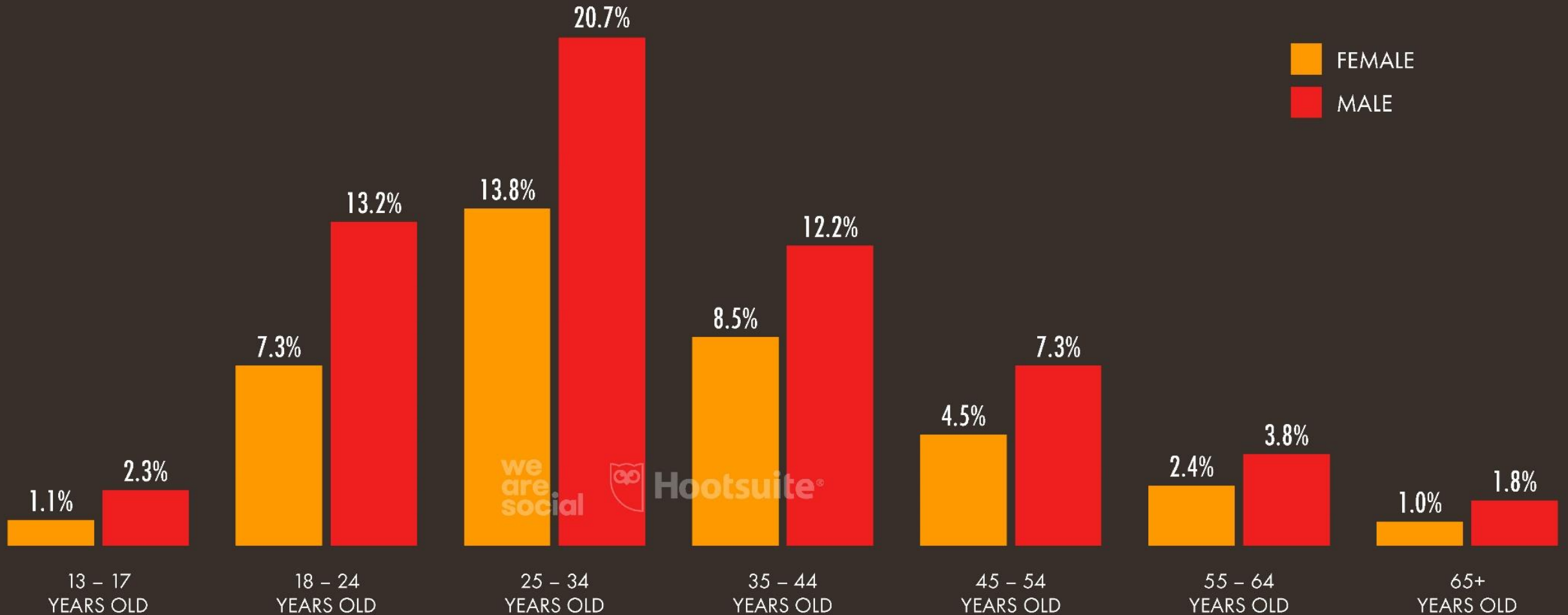
JAN
2020

SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



TURKEY



JAN
2020

SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



TURKEY

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH*



96%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



88%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 51M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



9.1

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



44%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. *ADVISORY: FIGURE FOR PERCENTAGE OF INTERNET USERS WHO VISITED OR USED A SOCIAL PLATFORM IN THE PAST MONTH MAY NOT CORRELATE TO TOTAL NUMBER OF SOCIAL MEDIA USERS DUE TO DIFFERENT REPORTING BASES AND METHODOLOGIES.

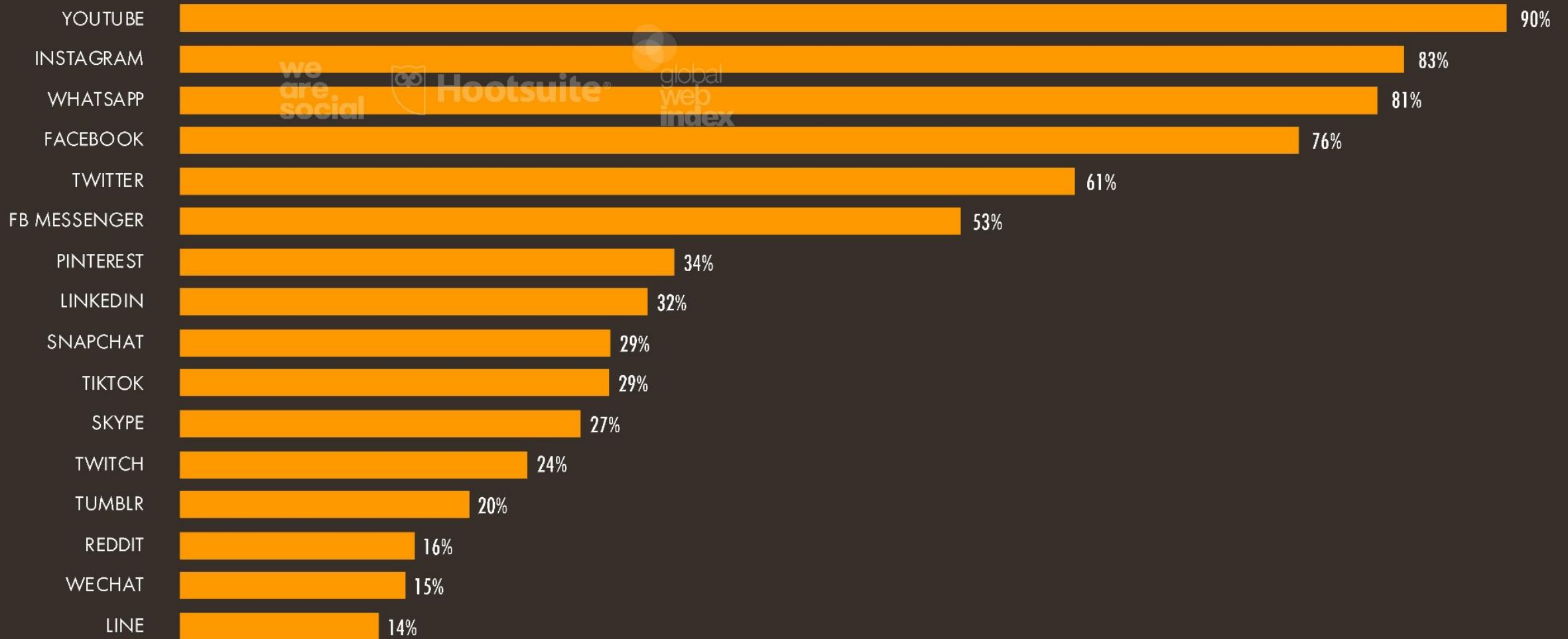
JAN
2020

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



TURKEY



JAN
2020

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



TURKEY

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



we
are
social

37.00
MILLION

FACEBOOK'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



56%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



36.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



63.9%

JAN
2020

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH



TURKEY

CHAT APPS
(MESSENGERS)



92%



SOCIAL
NETWORKING APPS



92%



ENTERTAINMENT
OR VIDEO APPS



83%



GAMES
(ANY TYPE)



60%



SHOPPING
APPS



61%

MUSIC
APPS



64%



MAP
APPS



64%



BANKING
APPS



44%



DATING AND
FRIENDSHIP APPS



12%



HEALTH AND
FITNESS APPS



28%

JAN
2020

MOBILE APP RANKINGS: ACTIVE USERS

RANKING OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019



TURKEY

RANKING OF MOBILE APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	INSTAGRAM	FACEBOOK
03	FACEBOOK	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK
05	TWITTER	TWITTER
06	SAHIBINDEN.COM	SAHIBINDEN
07	E-DEVLET	MINISTRY OF TRANSPORT, MARITIME & COMMUNICATION
08	ZIRAAT MOBIL	ZIRAAT BANK
09	LETGO	LETGO
10	HEPSIBURADA	HEPSIBURADA.COM

we
are
social

RANKING OF MOBILE GAMES BY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	101 OKEY PLUS	ZYNGA
04	BRAWL STARS	SUPERCCELL
05	CLASH OF CLANS	SUPERCCELL
06	MOBILE LEGENDS: BANG BANG	MOONTON
07	WORDS OF WONDERS	FUGO
08	KELIME GEZMECE	BIGSTAR GAMES
09	SUBWAY SURFERS	KILOO
10	CLASH ROYALE	SUPERCCELL



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MOBILE APP RANKINGS: CONSUMER SPEND

RANKING OF TOP MOBILE APPS AND GAMES BY TOTAL CONSUMER SPEND THROUGHOUT 2019



TURKEY

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	AZAR	HYPERCONNECT
02	TINDER	INTERACTIVECORP (IAC)
03	WHO -- CALL&CHAT	SCORP
04	CONNECTED2.ME	C2M
05	NETFLIX	NETFLIX
06	BIGO LIVE	YY INC
07	LIVU	RILEY CILLIAN
08	BERMUDA	BERMUDA INC.
09	FOLLOWERS ANALYTICS FOR INSTAGRAM	MOBILEX
10	BLUTV	DOGAN HOLDING

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RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	101 OKEY PLUS	ZYNGA
03	GAME OF SULTANS	MECHANIST
04	LORDS MOBILE	IGG
05	MOBILE LEGENDS: BANG BANG	MOONTON
06	GAME OF THRONES: CONQUEST	AT&T
07	FUN OKEY 101	QUICK GAME
08	BRAWL STARS	SUPERCCELL
09	THE GREAT OTTOMANS	ONEMT
10	CLASH OF KINGS	ELEX TECHNOLOGY



JAN
2020

ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH



TURKEY

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



global
web
index

81%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



84%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

63%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
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33%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



44%

JAN
2020

ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



TURKEY

FASHION
& BEAUTY



\$1.66
BILLION

statista

ELECTRONICS &
PHYSICAL MEDIA



\$2.81
BILLION



FOOD &
PERSONAL CARE



\$795.0
MILLION

we
are
social

FURNITURE &
APPLIANCES



\$1.43
BILLION

TOYS, DIY
& HOBBIES



\$1.37
BILLION



TRAVEL (INCLUDING
ACCOMMODATION)*



\$12.93
BILLION

we
are
social

DIGITAL
MUSIC



\$60.00
MILLION

statista

VIDEO
GAMES



\$363.0
MILLION

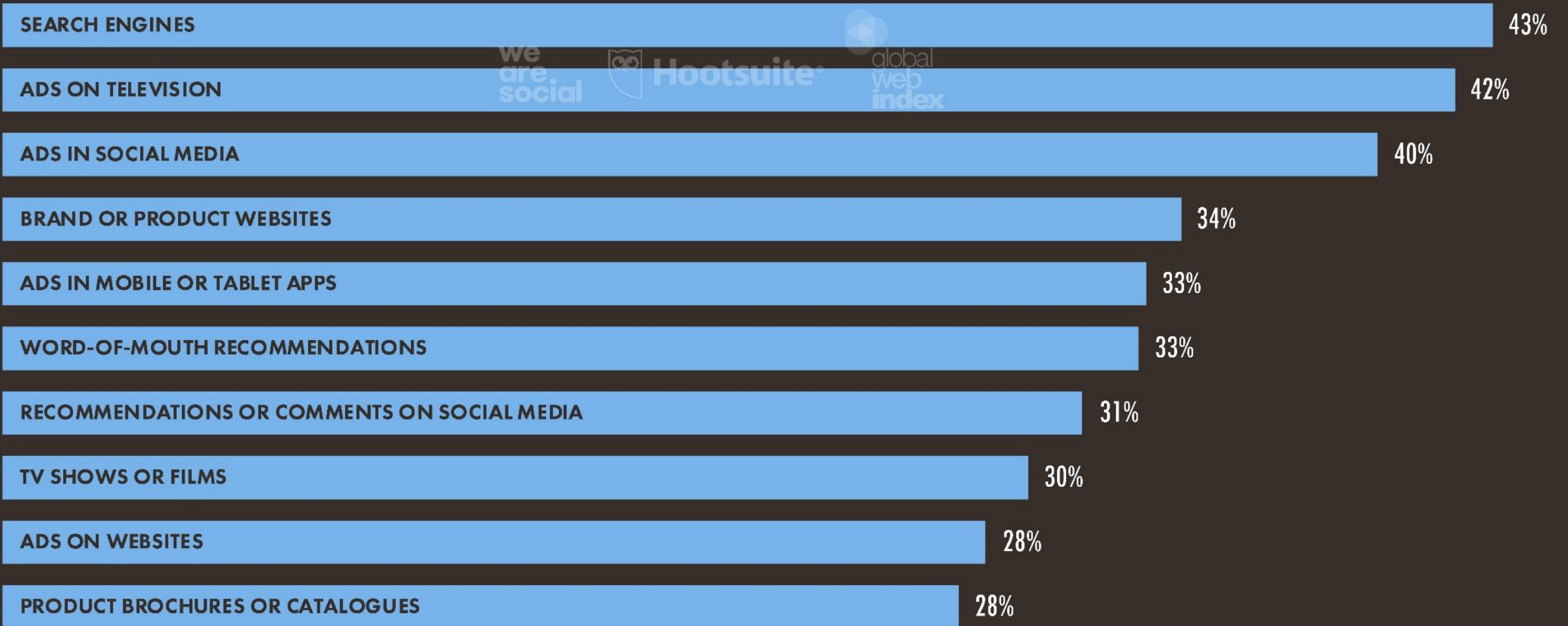
JAN
2020

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL



TURKEY



JAN
2020

TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



TURKEY

#	SEARCH QUERY	INDEX
01	AYAKKABI	100
02	SAMSUNG	70
03	NIKE	58
04	IPHONE	56
05	ELBISE	52
06	SAAT	49
07	HUAWEI	45
08	ADIDAS	41
09	TELEFON	37
10	SPOR AYAKKABI	29

#	SEARCH QUERY	INDEX
11	BOT	29
12	XIAOMI	28
13	TRENDYOL	28
14	N11	28
15	ERKEK AYAKKABI	27
16	BISIKLET	25
17	ABIYE	25
18	HEPSIBURADA	24
19	KULAKLIK	21
20	GITTIGIDIYOR	18

we
are
social



JAN
2020

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



TURKEY

TOTAL DIGITAL AD
SPEND IN 2019



\$2.28
BILLION

we
are
social

SPEND ON DIGITAL
SEARCH ADS IN 2019



\$855.0
MILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2019



\$424.0
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2019



\$486.0
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2019



\$280.0
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2019



\$230.0
MILLION

JAN
2020

DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



TURKEY

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+12%

we
are
social

YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



+8.2%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+19%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+13%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+15%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



+6.7%

3. DIJITAL REKLAM

Dünyada **dijital reklam** yatırımlarının **2021**'de toplam reklam harcamasının yüzde **50'sine ulaşacağı** öngörülüyor.

Bu oran Avrupa'da **üç senedir** televizyona düşen payı geçmiş durumda.

Türkiye'de **11 milyar TL'lik pazarın** yaklaşık **%30'u dijital mecralara** harcanıyor.

Dijital Reklam Türkiye'de birkaç yıl içinde birinci reklam platformu olacak.



REKLAMCILAR DERNEĞİ

DİJİTAL REKLAM TÜRLERİ

1. Internet Marketing

- a. Search Engine Optimization
- b. Social Media Optimisation
- c. Search Engine Marketing
- d. Social Media Marketing
- e. Blogging
- f. Backlinking
- g. Affiliate Marketing
- h. Influencer Marketing

2. Mobile Marketing

- a. Bulk SMS Marketing
- b. Voice SMS Marketing
- c. Short Code Marketing
- d. Long Code Marketing
- e. Missed Call Marketing
- f. Toll Free IVR Number
- g. 10 digit IVR Number
- h. Mobile Apps Push Marketing

3. Email Marketing

- a. Promotional Emails
- b. Transactional Emails
- c. Newsletter Emails
- d. Informational Emails

3. Social Media Marketing

- b. Facebook
- c. Instagram
- d. LinkedIn
- e. Twitter
- f. Youtube
- g. Whatsapp
- h. Google+(Now Obsolete)

DİJİTAL REKLAMIN AVANTAJLARI

1. Düşük Maliyet
2. Real time monitoring
3. Detaylı Ölçüm
4. Kısıtlamasız.
5. Brand building
6. Yüksek etkileşim
7. Kitlesele İletişim
8. Viral
9. İki yönlü iletişim
- 10.Hedefli Reklam
- 11.Re-marketing



Dijital Reklam

- Başlıca hedefler;
 - Marka Bilinirliđi
 - Etkileşim
 - Satış



Başlıca Reklam Alanları

- Display Reklamlar
- Performans Bazlı Reklamlar
- Sosyal Medya Reklamları
- Video Reklamları

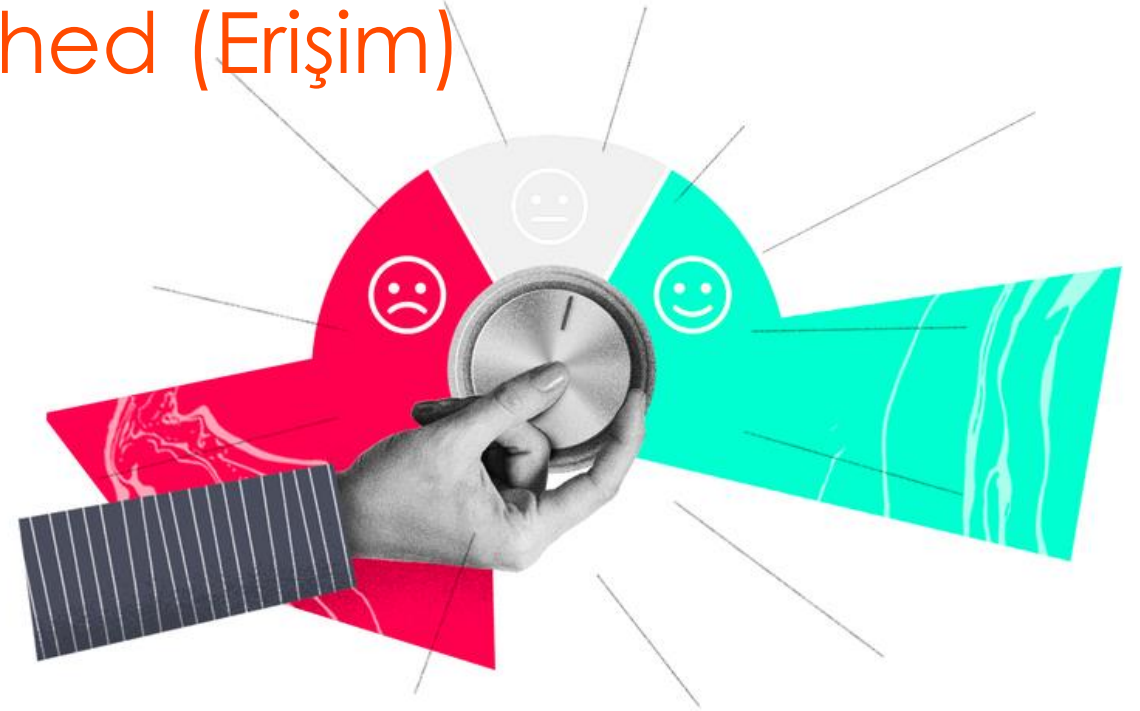


“The Internet will transform advertising because of its trackability, not its beauty.”

-Eric Schmidt, Former CEO / Google

Neleri Takip Edebiliriz

- Number of impressions (Gösterim)
- Number of unique users reached (Erişim)
- Number of clicks (Tıklama)
- Number of Views (İzlenme)
- Number of action (Aksiyon)



Nelere Göre Hedefleme Yapabiliriz?

Segmentasyon ve Hedefleme

- Geotargeting (coğrafi)
- Site specific targeting (link bazlı)
- Behavioral targeting (Davranışsal)
- Demographic targeting (Demografik)
- Retargeting (Dönüşüm odaklı hedefleme)

Reklam Modelleri

Branding

Performance

Social Media

Mobile

Display Reklamlar

728x90

120x600



Branding - Standart Banner example

Display Reklamlar /Rich Media

Anasayfa Müzik Müzik Listeleri Popüler Videolar Çizgi Film Oyun Dizi Tüm Kategoriler Kanallar Video Yükle





REKLAMI KAPAT GENİŞLET

KULÜBE KAÇ

UÇURTMALAR RÜZGAR GÜCÜ İLE DEĞİL,
O GÜCE KARŞI KOYDUKLARI İÇİN YÜKSELİRLER.
W. CHURCHILL

BASE LIFECLUB

SANA ÖZEL MÜZİK VİDEOLARI

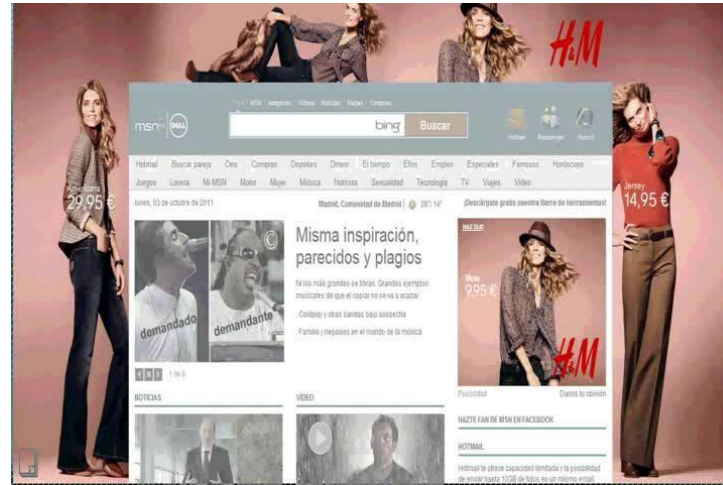
 <p>04:41</p> <p>muse uprising live at grammy awards 2011</p> <p>Sinetif Medya 2.367 izlenme</p>	 <p>04:00</p> <p>Suede - Faultlines</p> <p>suedehead 88 izlenme</p>	 <p>03:00</p> <p>Can Bonomo - İyi Ki Doğdun</p> <p>Can Bonomo 86.750 izlenme</p>	 <p>04:12</p> <p>PSY - Gangnam Style - Psy</p> <p>Kendir 10.685.323 izlenme</p>
--	--	--	---

Display Reklamlar /Rich Media

Drag & Roll [Click to Play]



TakeOver [Click to Play]



Pollte Banner [Click to Play]



Expandable Banner [Click to Play]



Interactive Video Banner [Click to Play]



Product Placement [Click to Play]



Reklam Modelleri

Branding

Performance

Social Media

Mobile

Performans Reklamları

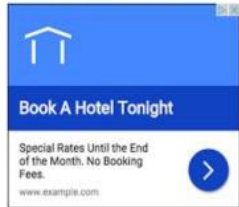
- Google Display Network
- Programatik
- Arama motoru Reklamları (AdWords)

Today: GDN Text Ads

Standard text



Rich media text



Native



Tomorrow: GDN Responsive Ads

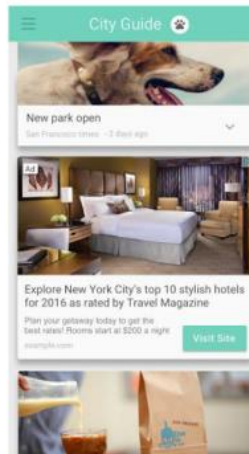
Responsive text



Responsive image

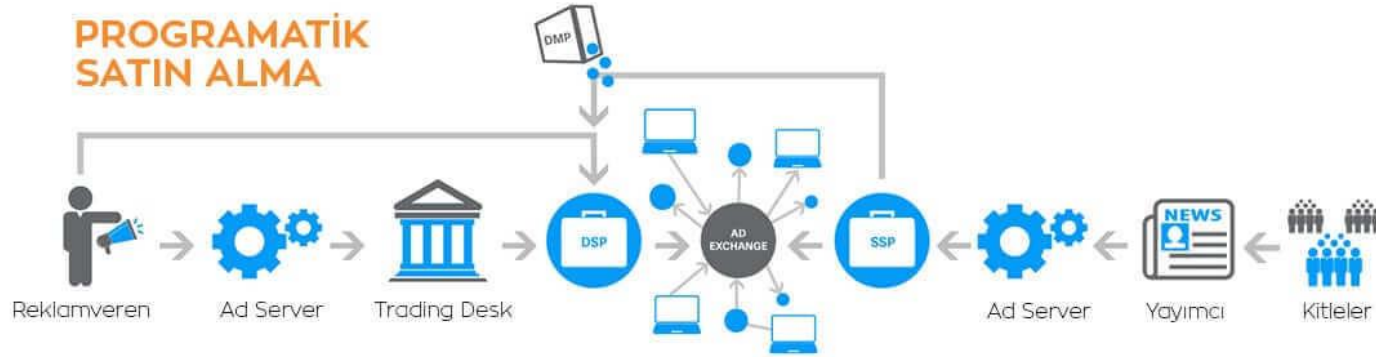


Native







Programatik Reklamlar

- Yapay zeka ile yönetilen tıklama ve aksiyon bazlı reklam modeli.



Arama Motoru Reklamları



[Web](#) [Görseller](#) [Haberler](#) [Videolar](#) [Uygulamalar](#) [Daha fazla ▾](#) [Arama araçları](#)

Yaklaşık 114.000.000 sonuç bulundu (0,37 saniye)

iPhone 6s Turkcell'de - turkcell.com.tr **PAID**
Reklam www.turkcell.com.tr/iPhone_6s ▾
iPhone 6s Turkcell'de Satışta! 12-24 Ay Taksit, Ücretsiz Kargo.
iOS 9 İşletim Sistemi · Touch ID Özelliği · 4K Videolar · 12MP Fotoğraflar

iPhone 6s 64GB iPhone 6s 64GB Turkcell'de 3.479 TL 24 Taksit İmkaniyle.	iPhone 6s 128GB iPhone 6s 128GB Turkcell'de 3.879 TL 24 Taksit İmkaniyle.
--	--

iPhone 6s - Apple (TR) **ORGANIC**
www.apple.com/tr/iphone-6s/ ▾
Yeni özellikleri ve baştan sona geliştirilen olağanüstü yönleriyle iPhone 6s'i gömeniz, hissetmeniz ve deneyimlemeniz gerek.

iPhone 6s ve iPhone 6s Plus satın alın - Apple (TR)
www.apple.com > [iPhone](#) > [iPhone 6s](#) ▾
Apple tasarımı bu lüks kılıflar, özel olarak tabaklanmış ve işlenmiş Avrupa derilerinden üretilir. iPhone 6s ve iPhone 6 için büyük bir titizlikle üretilen bu kılıflar, ...

iPhone 6s - Teknik Özellikler - Apple (TR)
www.apple.com > [iPhone](#) > [iPhone 6s](#) ▾
Teknik özelliklere göz atın, iPhone 6s ve iPhone 6s Plus'taki yenilikleri görün.

Reklamlar **PAID**
iPhone 6S 16GB Telefon
www.mediamarkt.com.tr/iPhone_6S_16GB ▾
iPhone 6S 16GB Telefon 2988TL
İnternete Özel Fiyatları Kaçırmayın!
Mustafa Kemal Mahallesi Eskişehir Y...
0850 222 1500

En Ucuz Apple iPhone 6S
cimri.com/En_Ucuz_Apple_iPhone_6S ▾
Apple iPhone 6S Cimri'de
Satış Mağazalarını Kıyasla,Ucuza Al

Apple iPhone 6 16 GB Gold
www.kliksa.com/iphone-Telefon-Fiyatları ▾
En Uygun iPhone Telefon Fiyatları.
Sabancı Güvencesiyle Hemen Alın!

Apple iPhone 6S
www.n11.com/Apple_iPhone_6S ▾
Düşük Fiyat ve Fırsatlarla iPhone.
Telefon Modelleri n11.com'da!

Reklam Modelleri

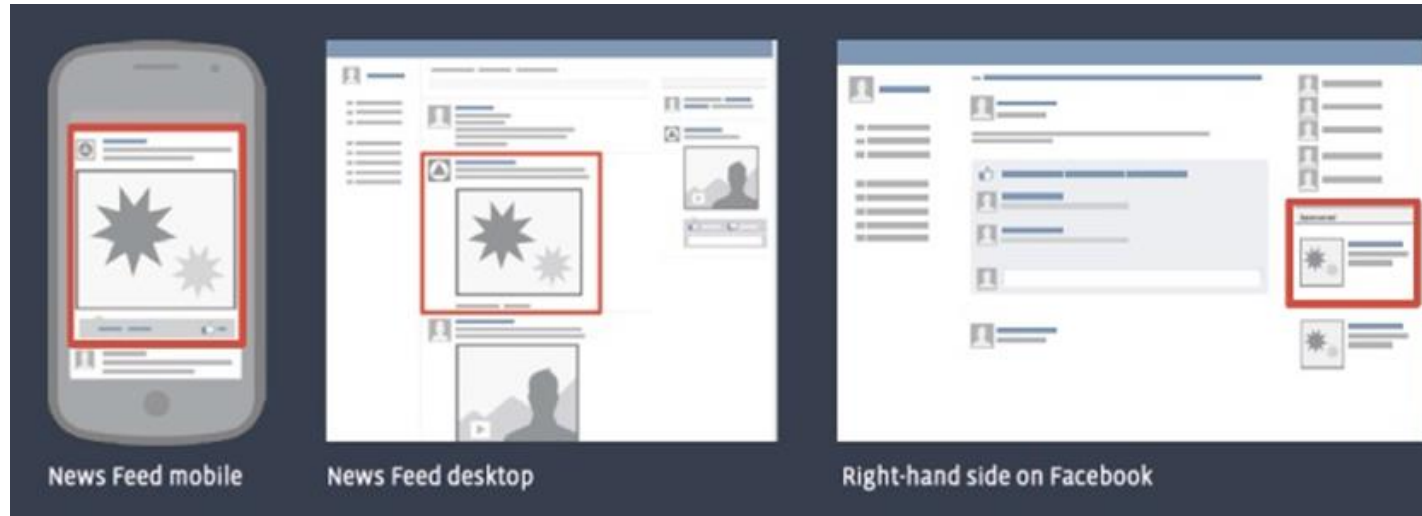
Branding

Performance

Social Media

Mobile

Social Media – Instagram / FB




Targeting similar to facebook

- Gender
- Age
- Interest
- Contextual
- Page likes
- Etc

Promoted post Carousel
ad App download














Objectives

CAMPAIGN: Choose your objective  [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Auction ⓘ
Bid to reach your audience for the lowest possible price

Reach and Frequency ⓘ
Pay a fixed price to predictably reach your brand's audience

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	

Audience by geo + interests

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Add locations

Add Bulk Locations...

Age ⓘ

18 ▼

- 65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions | Browse

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 196,000,000 people

Estimated Daily Reach

 3,100 - 8,000 people on Facebook

0 of 150,000,000 ⓘ

 2,200 - 5,800 people on Instagram

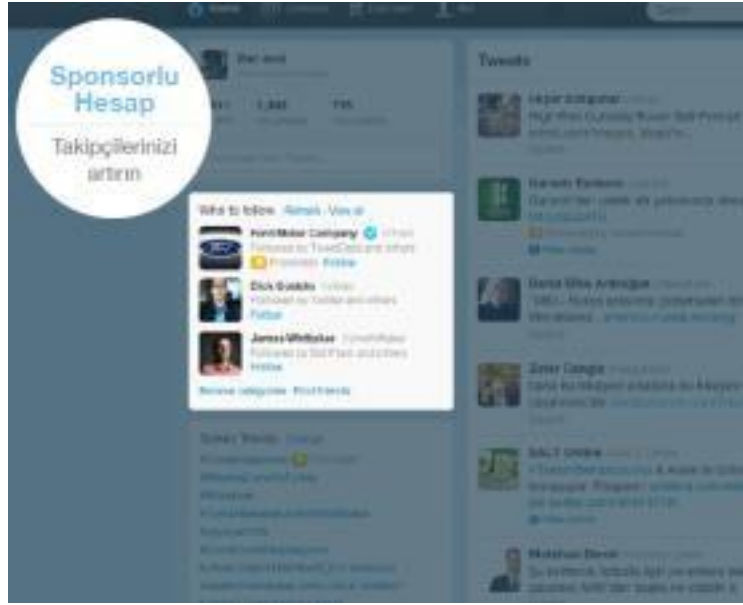
0 of 42,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 31 days

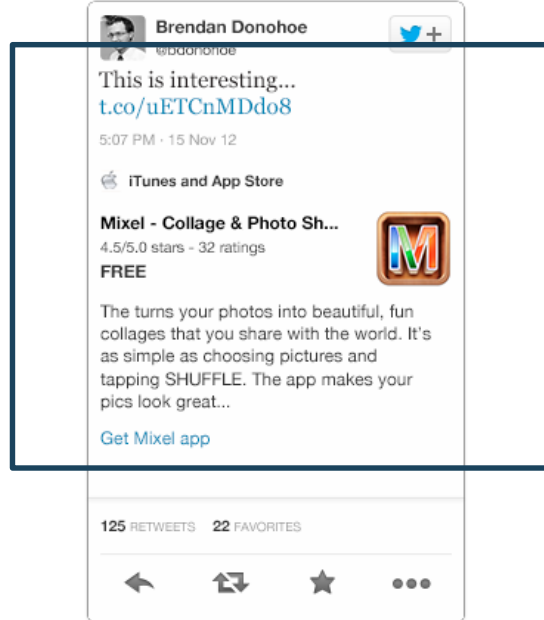


Social media - Twitter



Targeting Options

- Interest keywords
- Followers
- Location
- Device
- Gender
- Interest based targeting



Celebrity Seeding



Native and Content

- Gönüllü reklam tüketimi, marka bilinirliğinin olumlu olmasına yol açıyor.
- Marka ve performans (etkileşim) kombinasyonu sayesinde daha iyi yatırım getirisi

onedio HABERLER GALERİLER VİDEOLAR TESTLER KATEGORİLER ▾

Birleştiğinde Tadından Yenmeyen 10 Şaşırtıcı Derecede Uyumlu Şey

27 Mayıs, 06:58'de eklendi

Onedio Content
Onedio Üyesi

0 Paylaşım Paylaş Twitter'da Paylaş ★

1. Aynı evde yaşayan ve sağlam kanka olan kedi ve köpek

10. Break Dance'in Anadolu ezgileriyle buluşması



Ve hatta birbirini zenginleştirmesi!



1 2 3 4 5 6 7 8 9 10

Gökhan KIMSESIZCAN

İş, sanat ve medya dünyasının ünlü isimleri ile çocukları Hürriyet Çocuk Kulübü'nün Vialand'de düzenlediği eğlencede buluştu. Bu yıl ikincisi gerçekleştirilen etkinliğe katılanlar, Vialand'in fantastik dünyasındaki heyecanlı ünitelerde günün tadını çıkardı.

TEKİRBAZ ÇOCUK SPOR & OUTDOOR

YENİ

Reklam Modelleri

Branding

Performance

Social Media

Mobile

Mobile advertising



Videostitial



Advertorial



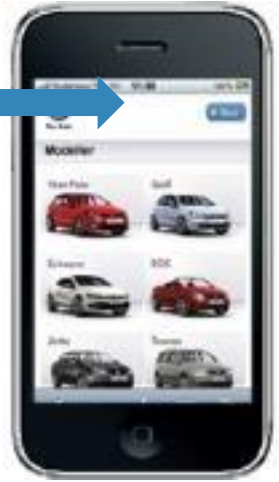
HTML5



Click to app store



Standard Banner



Click to landing page



İlan üzerinde video



Click to SMS



Click to video

4. Dijital Medya Planlama & KPI



Medyanın temel kullanım alanları

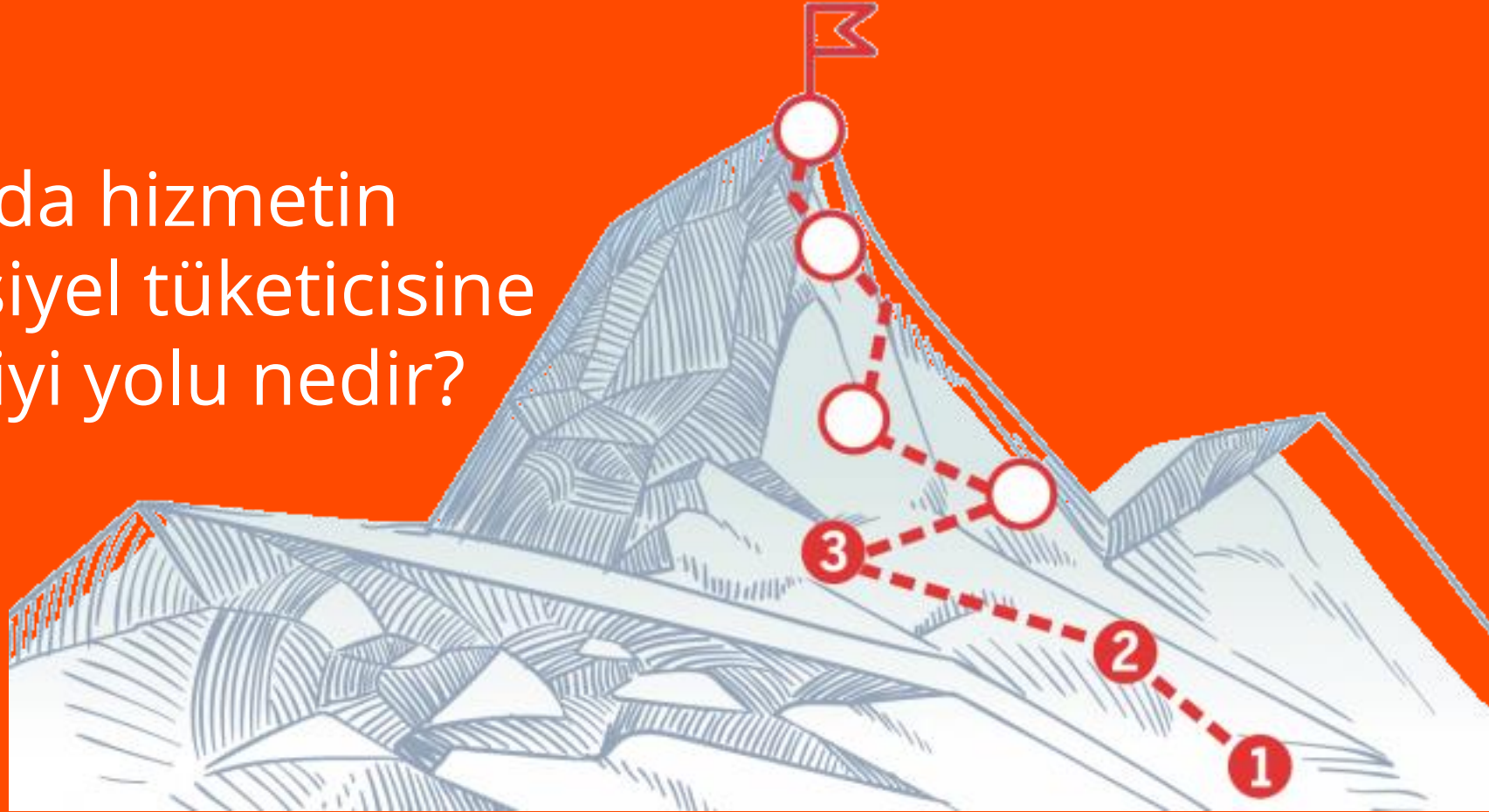
Bilgi

Eğlence

Reklam

Medya Planlamada Ana soru?

Bir markanın ya da hizmetin
reklamını potansiyel tüketicisine
ulaştırmanın en iyi yolu nedir?



Klasik anlamda medya planlama

Pazarlama hedeflerini gerçekleştirmek için kampanyanın

ne zaman

nerede

kime

ne seviyede

ne şekilde

ne bütçeyle



buluşturulacağını belirler.

Bir medya planlaması hazırlanırken cevap verilmesi gereken temel sorular vardır;

Kampanyada verilmek istenen ana mesaj nedir?

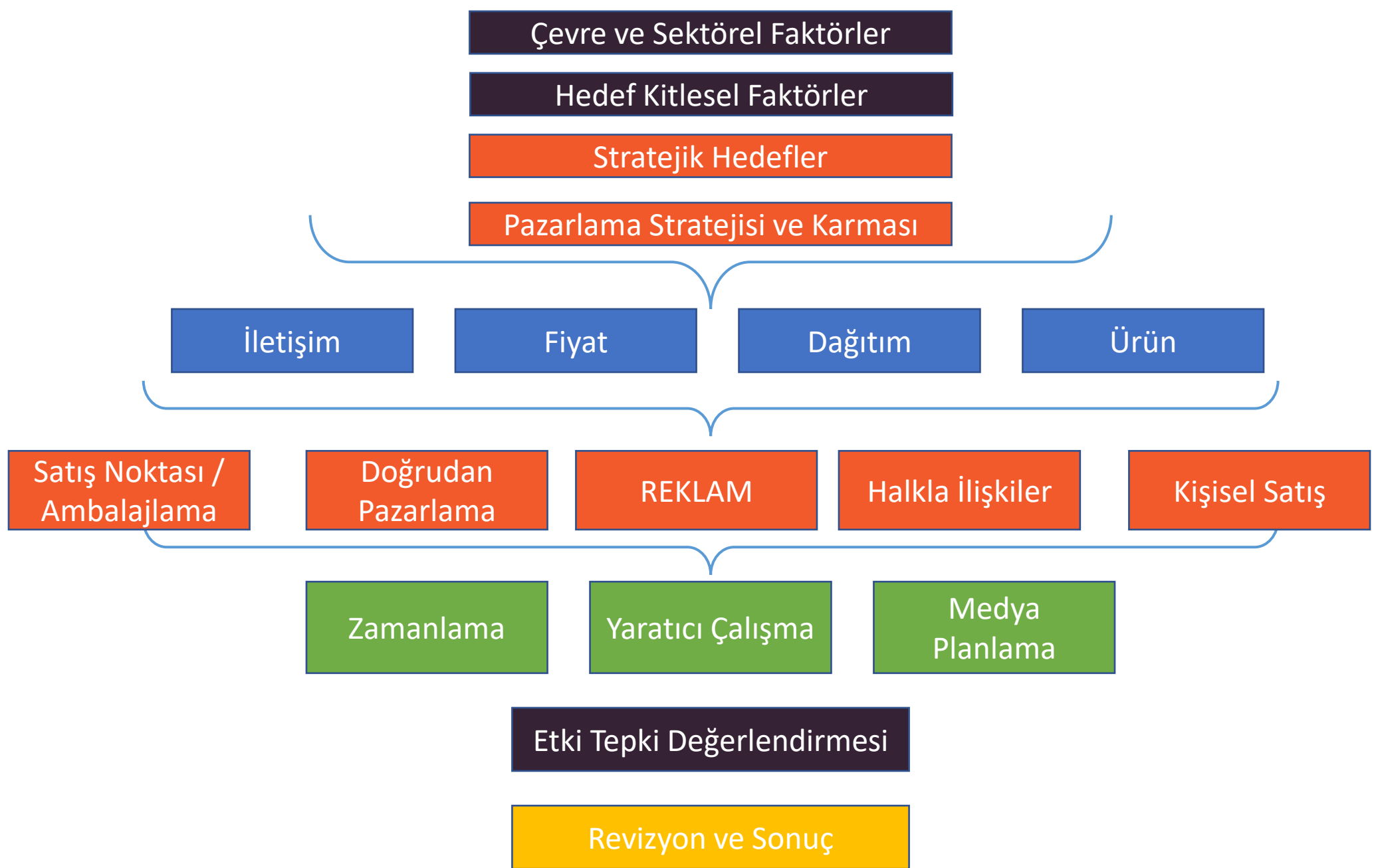
Hedef kitle (tüketici) kimdir?

Hedef kitleye hangi mecralar aracılığı ile ulaşılmalıdır?

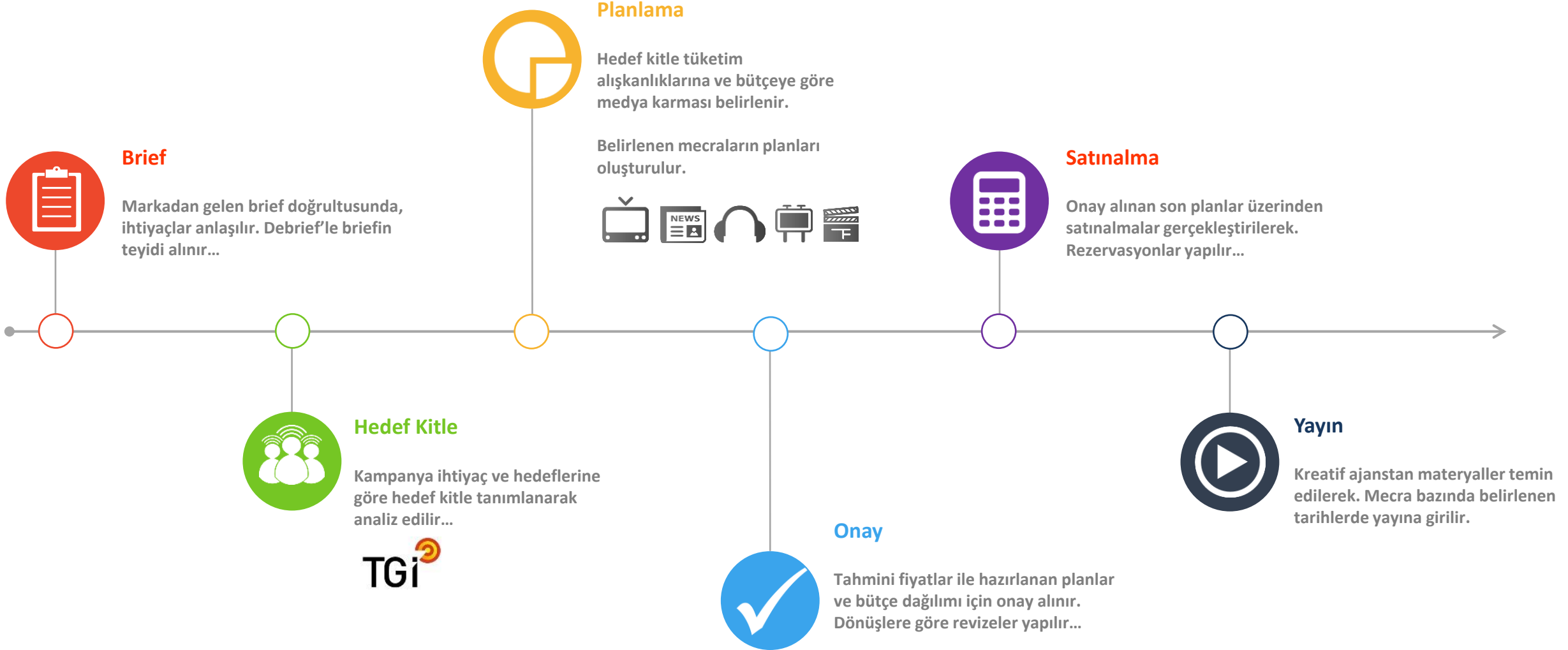
Tüketici ile temas kurduğumuzda sağlayacağımız marka deneyimi nedir?

Hangi zamanda yapılmalıdır?

Bütçe nedir?



Medya planlama işleyiş süreci & terminoloji



MEDYA PLANIN REKLAM ÜZERİNDEKİ ETKİSİ

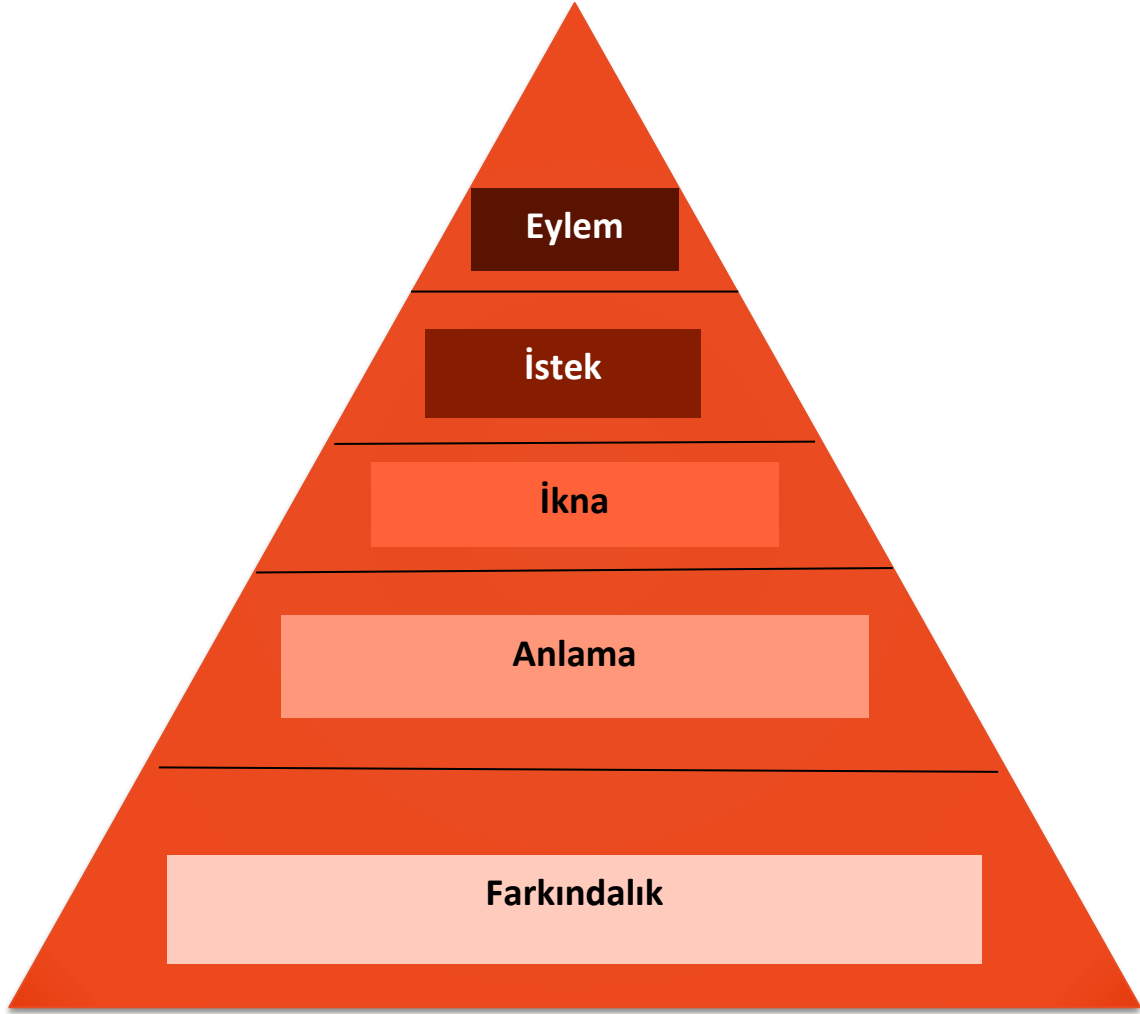
«Pazarlama satar, reklam anlatır»

REKLAM Sürecinin içinde Medya Planlama

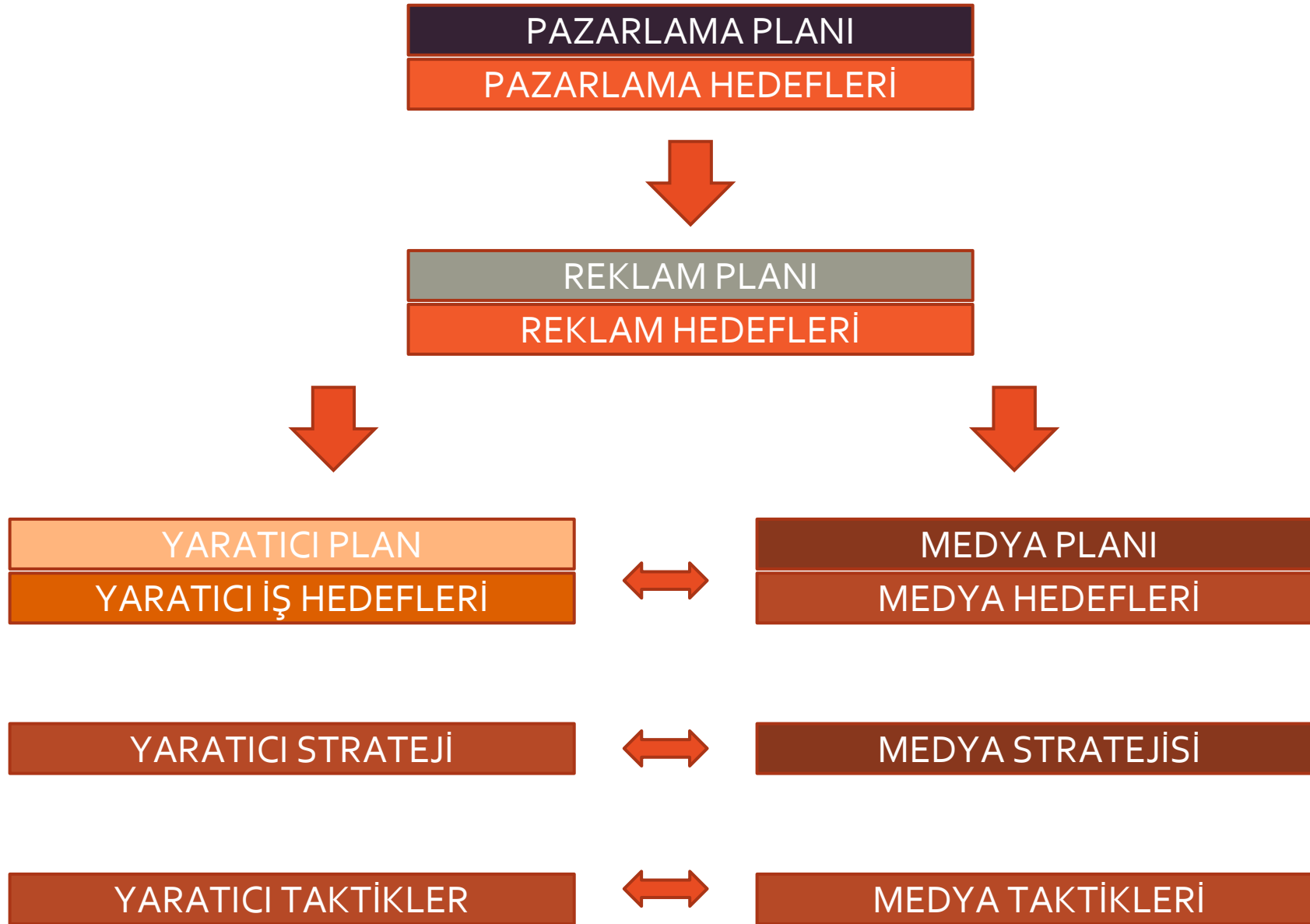
Reklam ve medya planlama ilişkisinde öne çıkan unsurlar

- Uygulanabilirlik
- Uygunluk
- Uyum





Reklamın yerine getirebileceđi bazı görevleri ve işlevleri...



YENİ MEDYA DÜZENİ

Kullanıcıların Temas Noktaları Arttı



BÜTÜNLEŞİK DİJİTAL İLETİŞİM

Tasarım, Planlama, Data

Planlama & Strateji



Tasarım



Web Analiz & Raporlama



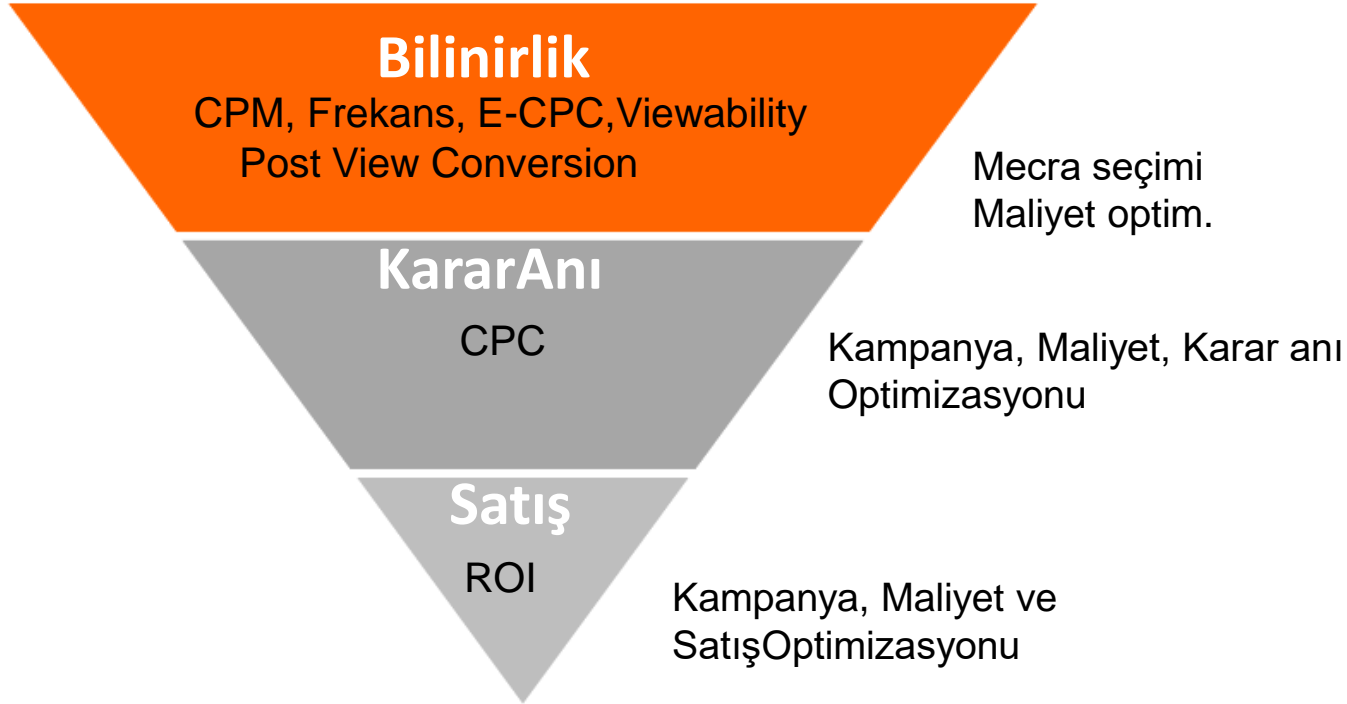
Dijital Medya Planı Stratejisi
Medya planlama & Satın Alma
Performans Bazlı Pazarlama
Sosyal Medya Reklam Yönetimi
Arama Motoru Pazarlaması (SEA & SEO)
Programatik Satın Alma
Mobil Pazarlama

Web Site Tasarımı
Landingpage Tasarımı
Sosyal Medya Yönetimi
Banner / Medya
2D Animasyon
Mobil Aplikasyon
Masaüstü Video
HTML 5 Animasyon
Yazılım

Google Analytics Danışmanlığı
Data Yönetim Platformları
Consumer Insight
Rakip Analizi
Raporlama
Bid Optimizasyonu

BÜTÜNLEŞİK MEDYA PLANI YAKLAŞIMI

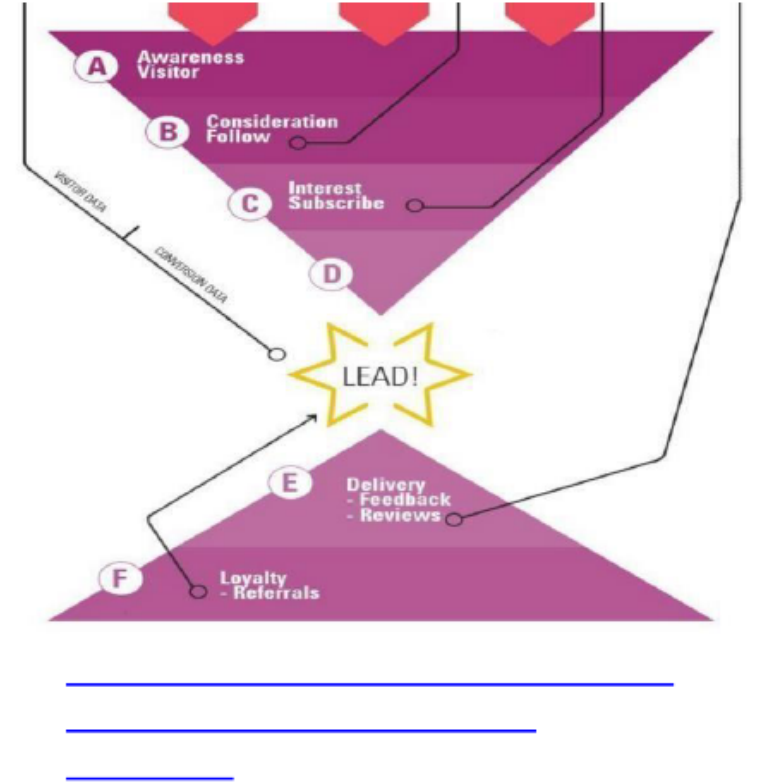
Değerlendirme ve Karar Yönetimi



Hacim



Değer



Impressions: Advertising impression

Pageviews: Site pages impression number

CPM (Cost per Mille): Most valid and most current unit.
1.000 impression (Imp) = 1 CPM

CTR (Click Through Rate): Screened ad click rate

CPC (Cost per Click) Paying price perclick.

CPA (Cost Per Action)

Publication unit post delivered through targets such as member collecting, form filling, sale .

CPV (Cost Per View) Paying price per «View» .

Digital Term Vocabulary

Demo Targeting (Demographic Targeting)

Ad impression according to users demographic knowledge
Ex. Showing the ad just to 20-34 age woman.

Behavioral Targeting (Behavioural Targeting)

Examining users of what kind of sites and pages they are visit and ad impression according to this
Ex. Showing medical banner product to examining health content site mass

Interest Based Targeting (Interest Targeting)

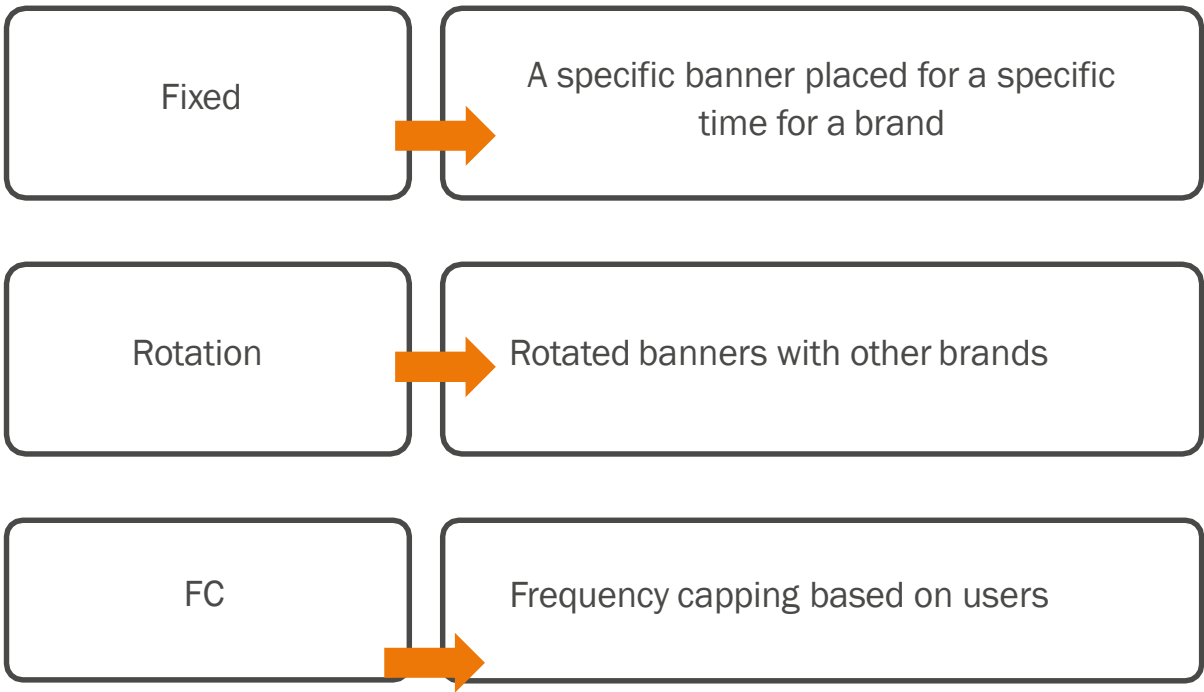
Ad showing according to users interests after 30 days of following
Ex. Seyahat sitelerini gezen bir kullanıcıya, havayolları şirketinin video sitesinde hedefleme ile ulaşması

Retargeting (Repetition Targeting)

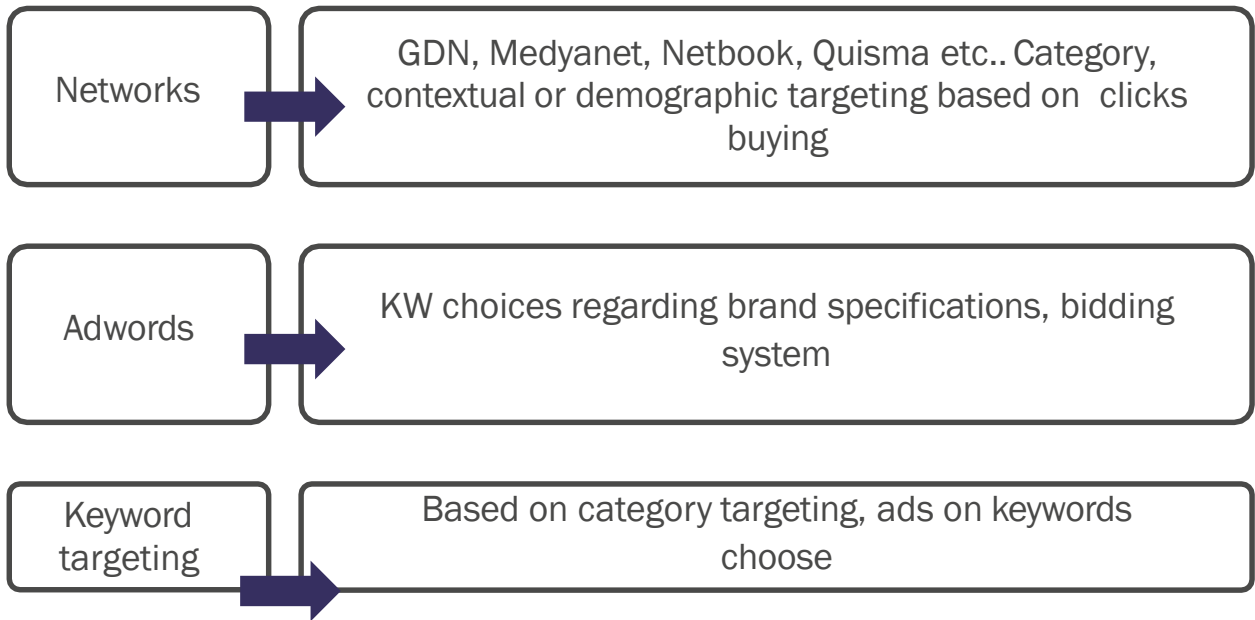
A tag integrated to the client website allow to collect «cookie» for people visiting the website.
Thanks to the cookie, we are able to communicate again with the same consumer and show personalized message.

Buying Model and terminology

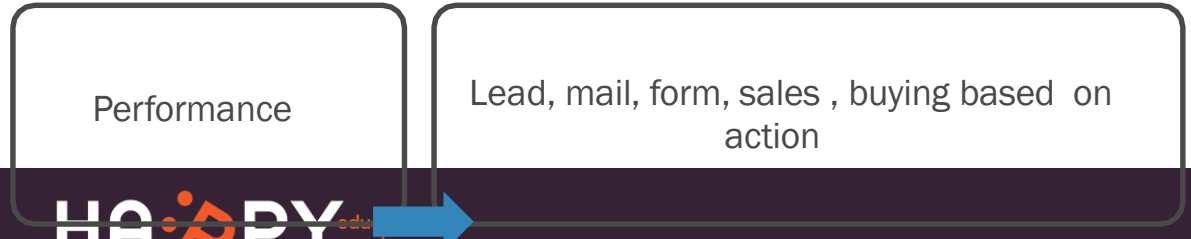
CPM



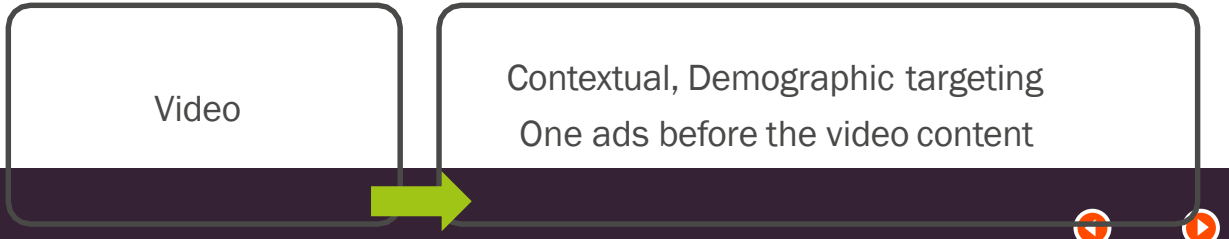
CPC



CPA



CPV



KPI nedir?

KPI'lar veya Temel Performans Göstergeleri, bize iş hedeflerimizin neler olduğunu söyler.



Zorlu

Ulaşılabilir

Pazarlama tarafından kontrol edebilir veya etkiedebilir

CMO nelere dikkat eder?

ROI

Cost of Acquisition

Leads & Cost/Lead

Customer Lifetime Value

KPI'lar farklı iş tipleri için farklılık gösterir



BİLGİ

Blog, News

Source/medium

Engagement

Pages per Session

Subscribe to
Newsletter



E- Ticaret

Online Shop

Conversion Rate

Revenue

Transactions

Customer Lifetime
Value



Üyelik / Kayıt

SaaS, ISP Carrier

Cost of Acquisition

Leads Generated

Avg. Revenue per
Month

Churn Rate



Sosyal Medya

Social Network, Forum

Engagement

Source of Traffic

Session Duration

Subscribers

İşletmenizi düşünün ve hangi ölçümlerin olduğunu belirleyin

KPI'lar farklı aşamalarda deęiřir



Daha kolay öğrenme için – KPI'ları segmente edin

Traffic Source

Interactions per visit

Bounce Rate

Conversion

Cost of Acquisition

Customer Lifetime Value

Attribution System

Leads in Pipeline

ROI

KPI
Groupings

Revenue
(ecommerce)

Brand

Total Revenue

Transactions

Time to Purchase

Product Performance

Recommendation

New & Returning Visitors

Sentiments

Visitor Loyalty

Marketing ROI

Özetle pazarlama faaliyeti sonunda firmaya giren cirodur.
Ancak ROI sadece nakit midir?

Customer
Revenue



Marketing
Costs



Marketing
ROI

REACH



Planning tool

Comscore

Gemius

Sizmek

Adrelevance

Brandwatch

Planning tool : Comscore Site-centric

MyMetrix Search Manage Support mgt_ccangul Go To...

Media Metrix Video Metrix Mobile MediaBuilder Segment Metrix Reach Frequency qSearch Office Link

Key Measures

Learn Pivot Filter Save Print Download Send Edit

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes per Visit
	Total Internet: All Fe...	13,059	100.0	42.6	100	100	7,469	22,806	37,512	756,397	30.2
	Web Domains	N/A	N/A	N/A
1	GOOGLE.COM.TR	12,031	92.1	42.3	99	109	5,408	1,674	5,616	462,295	3.6
2	FACEBOOK.COM	10,606	81.2	42.2	99	126	4,906	8,382	11,712	457,722	18.3
3	GOOGLE.COM	8,350	63.9	40.5	95	116	1,603	324	380	84,382	3.8
4	IZLESENE.COM	7,633	58.4	40.3	94	124	1,162	618	435	50,870	12.2
5	YOUTUBE.COM	7,574	58.0	37.0	87	81	2,022	1,394	1,011	104,009	13.4
6	MYNET.COM	6,787	52.0	37.1	87	76	860	143	235	40,577	3.5

Tool	Society	Panel	Panel Y.O	Population represented	Method	Reporting
Comscore	Nielsen Media Research	15,000 people	+15	34 M	Via web	Monthly

Planning tool : Gemius User-centric

Hedef kitle	Öge	Gerçek kullanıcı	Sayfa gösterimi	Ziyaretçi başı ortalama süre [saat:dak:sn]	Erişim (İnternete girenler arasında)	Kullanıcıların dağılımı	Benzerlik endeksi (İnternet'e girenler arasında)	Benzerlik endeksi (İnternet'e girenler arasında, nispi)
(Yaş=[15-35]) ve (Cinsiyet=Kadın) ve (Hane SES=AB	facebook.com	6.582.528	1.703.090.440	10:53:53	90,08%	27,75%	104,38	104,38
	google.com	6.915.597	1.219.652.968	05:57:02	94,64%	27,32%	102,75	102,75
	youtube.com	5.713.299	520.918.132	03:23:55	78,19%	29,05%	109,27	109,27
	hurriyet.com.tr	1.830.899	434.667.297	03:28:51	25,06%	25,60%	96,29	96,29
	sahibinden.com	1.485.739	359.511.923	01:55:34	20,33%	19,63%	73,83	73,83
	twitter.com	3.203.651	173.484.374	01:43:10	43,84%	31,03%	116,72	116,72
	live.com	2.767.000	117.940.749	00:37:53	37,87%	24,71%	92,96	92,96
	markafoni.com	1.321.344	101.055.952	01:04:19	18,08%	52,71%	198,28	198,28
	haberturk.com	928.248	95.509.791	01:21:28	12,70%	23,78%	89,45	89,45
	trendyol.com	979.941	84.641.035	01:31:16	13,41%	39,15%	147,25	147,25
	hocam.com	97.547	77.375.441	06:55:55	1,33%	36,51%	137,32	137,32
	eksisozluk.com	1.341.056	59.494.966	00:54:11	18,35%	33,10%	124,52	124,52
	ask.fm	843.908	58.167.031	01:02:15	11,55%	34,35%	129,21	129,21
	qittiaidiyor.com	1.232.373	56.414.299	00:34:38	16,87%	26,21%	98,58	98,58

Tool	Society	Panel	Panel Y.O	Population represented	Method	Reporting
Gemius	Ipsos KMG	895 sites	+12	24 M	Via web	Monthly

Faaliyet alanı seçin :



İlgili kimlik kartına erismek için faaliyet alanına tıklayın.

Tüm sektörleri azaltmak için

Araba ve motosiklet

Aksesuar, bayi	Otomobil
Karavan, bot, yat ve diğerleri	Motorsikletler

Arama Motoru /Portallar

Belli bir alanda arama motoru ve rehber	Kişisel Sayfalar ve chat odaları
Multi-Servis Portal (Portal / ISP)	Portallar
Sosyal Ağ (Social Networking)	

Basilmedya

Cd, plak	Kitaplar
Sinema filmleri	Televizyon/Radyo
Video,Cd-Rom,DVDler	

Bilgisayar

Bilgisayar Donanım(Sunucular,iç ve dış donanım)	Hizmetler (domain ve web barındırma)
Tüzel bilgiler	Yan Donanım
Yazılım	

Dağıtım, e-ticaret,alış veris

le

Yatırımcılar reklam harcamaları ve reklam görüntülenme rakamlarını tahminlerini inceleyebilir. butonlarla uygun olarak logolarla beklenti.

Ürün grubu tarafından sınıflandırıldı

Başlıca sıklıkla (Özellik: 2002)

Kampanya	Renault 2 Finansman Kampanyası
Reklam veren kurum	Renault
Faaliyet alanı	Araba ve motosiklet / Otomobil
Süre / Dönem	'den 11/03/2013 'e kadar 11/03/2013 => 1 Gün
Hedefle bağlan	http://www.renault2.com/page.aspx
Siteler	Netbook Media - Haberturk.com
Reklam görüntülenme rakamları (000)	1,382



Kampanya	Renault 2 Finansman Kampanyası
Reklam veren kurum	Renault
Faaliyet alanı	Araba ve motosiklet / Otomobil
Süre / Dönem	'den 02/02/2013 'e kadar 02/02/2013 => 29 Gün
Hedefle bağlan	http://www.renault2.com/page.aspx
Siteler	Medyanet - Ekolay.net, Medyanet - Hürriyet, Milyet - Milyet.com.tr, Mynet - Mynet, Netbook Media - Haberturk.com, Netbook Media - Memurlar.net
Reklam görüntülenme rakamları (000)	24,304

Sizmek MDX Campaign Management

Yigit Baykam (Mediasedge cia TR) Sign Out

Search Campaigns Search

Campaign: Beymen Club İletisimi (Advertiser: Beymen)

Home > Campaigns > Beymen Club İletisimi (401293) > Monitor Delivery

1 Setup 2 Contacts 3 Media Plan 4 Ads 5 Ad URLs 6 Tags 7 Monitor

Monitor Delivery | AdSnap | Media Costs

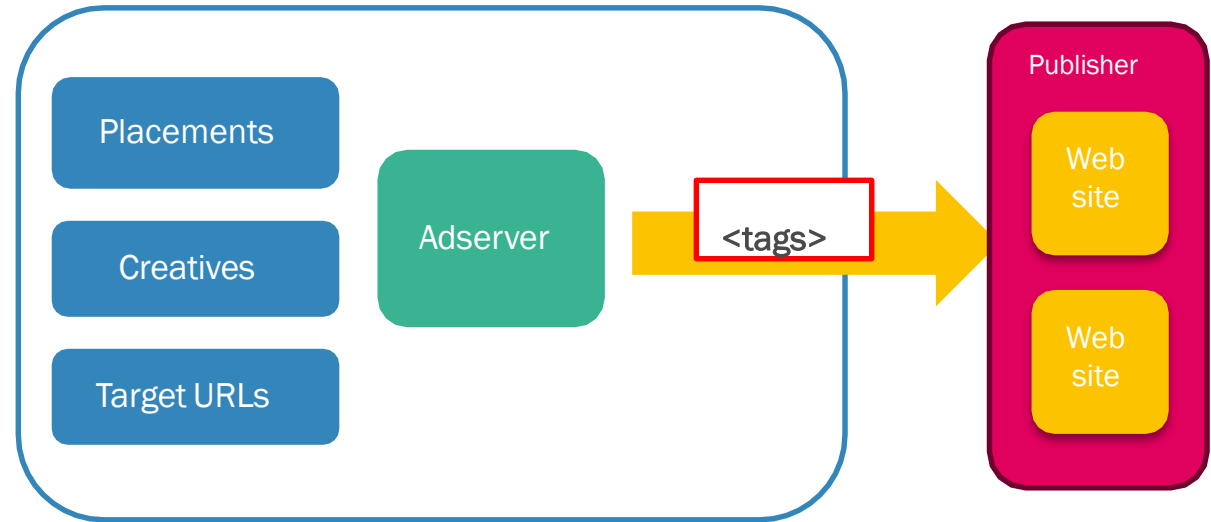
Filters: All Placements Reset Filter

Campaign Monitor Reports

Status	ID	Site	Section	Name	Start Date	Actual Start Date	End Date	Booked Impression	Actual Impressions	Delivery Rate	Clicks	CTR	IR
Site: instyle TR (2 Placements/Packages)													
	9407965	instyle TR	ROS	beym...	3/14/2014	3/17/2014	4/15/2014	Unlimited	80,975	N/A	177	0.22 %	0.22 %
	9407874	instyle TR	ROS	beym...	3/14/2014	3/17/2014	4/15/2014	Unlimited	76,023	N/A	421	0.55 %	0.55 %
Site: Milyet TR (1 Placements/Packages)													
	9514067	Milyet TR	ROS	milye...	3/14/2014		4/15/2014	Unlimited	2	N/A	1	50.00 %	50.00 %
Site: Trendus TR (3 Placements/Packages)													
	9407847	Trendus TR	ROS	beym...	3/14/2014	3/17/2014	4/15/2014	Unlimited	331,841	N/A	763	0.23 %	0.23 %
	9407851	Trendus TR	ROS	beym...	3/14/2014	3/17/2014	4/15/2014	Unlimited	458,358	N/A	1,032	0.23 %	0.23 %
	9407852	Trendus TR	ROS	beym...	3/14/2014	3/19/2014	4/15/2014	Unlimited	740	N/A	43	5.81 %	5.81 %
Site: Vidyoda TR (1 Placements/Packages)													
	9534066	Vidyoda TR	ROS	beym...	3/14/2014	4/1/2014	4/30/2014	Unlimited	13,532	N/A	446	3.30 %	8.85 %

Total of 7 Placements/Packages Show 50 Placements/Packages in Page Expand All Export to Excel Customize View

Please note that the data presented above is for live campaigns only.





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