



TOTAL GROWTH 21%



In 2014, Digital Ad Spend has reached **1.409 Million TL** by growing 21% compared to previous year.

Display 37%

Search 52%

Classified 6%

Mobile 4%

Other 1%



Stars of 2014 are Mobile and Video

Categories which grew the most have been Mobile and Video with growth rates of 58% and 45% respectively.

DISPLAY 17%

Display/Click



353M 11%

Video



101M 45%

Sponsorship



40M 12%

Affiliate Marketing



27M 21%

In the display advertising category, highest growth belongs to video with 45%.

SEARCH 25%

Keyword Based



492M 23%

Display/Click



241M 30%

Display/Click



26M 58%

SMS / MMS



32M 14%

Search Engine Ad Spending retained the largest share with 733m TL. It has grown by 25% compared to 2013.

In terms of Mobile Ad Spending, mobile display ads have been the fastest growing sub category. Wide adoption of mobile targeting technologies by advertisers has contributed to this.

Classified & Directories 6%

Classified & Directories



84M 6%

OTHER 14%

In Game Advertising



7M 20%

E-Mail



6M 8%

Classified ads consist of ads that are manually submitted by users on the website and are excluded from display advertising spending. Pushing the ad to the top position, opening an in-website store or obtaining premium membership are all examples of this category.