

adjinn

digital advertising benchmarking data



Online Advertising in Portugal

Resultados 2021

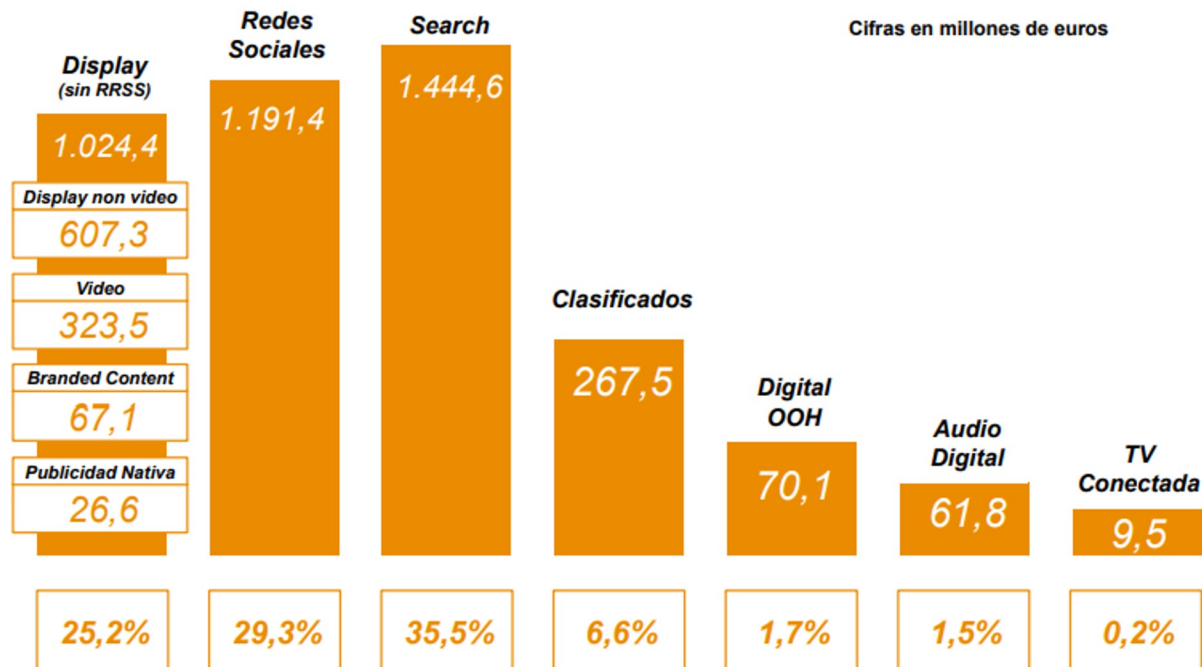
Crecimiento de 34,4% YoY



iab spain
#IABinversion



Cifras en millones de euros



Peso sobre el total:

25,2%

29,3%

35,5%

6,6%

1,7%

1,5%

0,2%

Realizado por:



Patrocinado por:

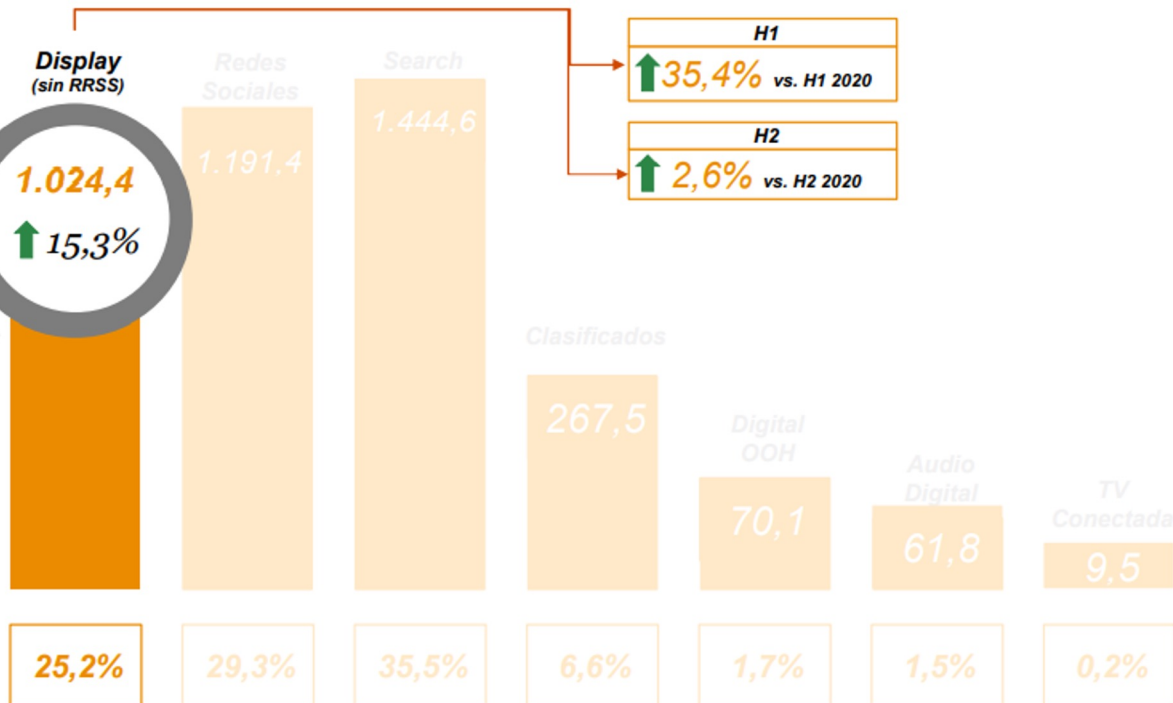


Resultados 2021

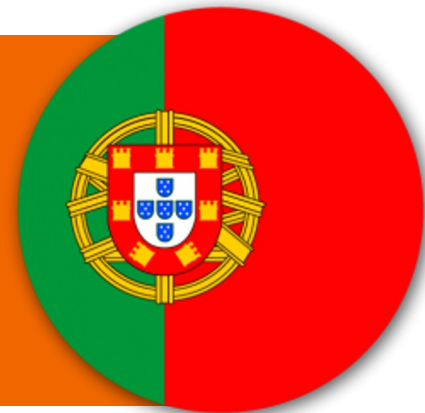
Display (sin RRSS) crece 15,3% YoY



4.069,4 M€
Total inversión
publicidad digital
Crecimiento de 34,4% YoY

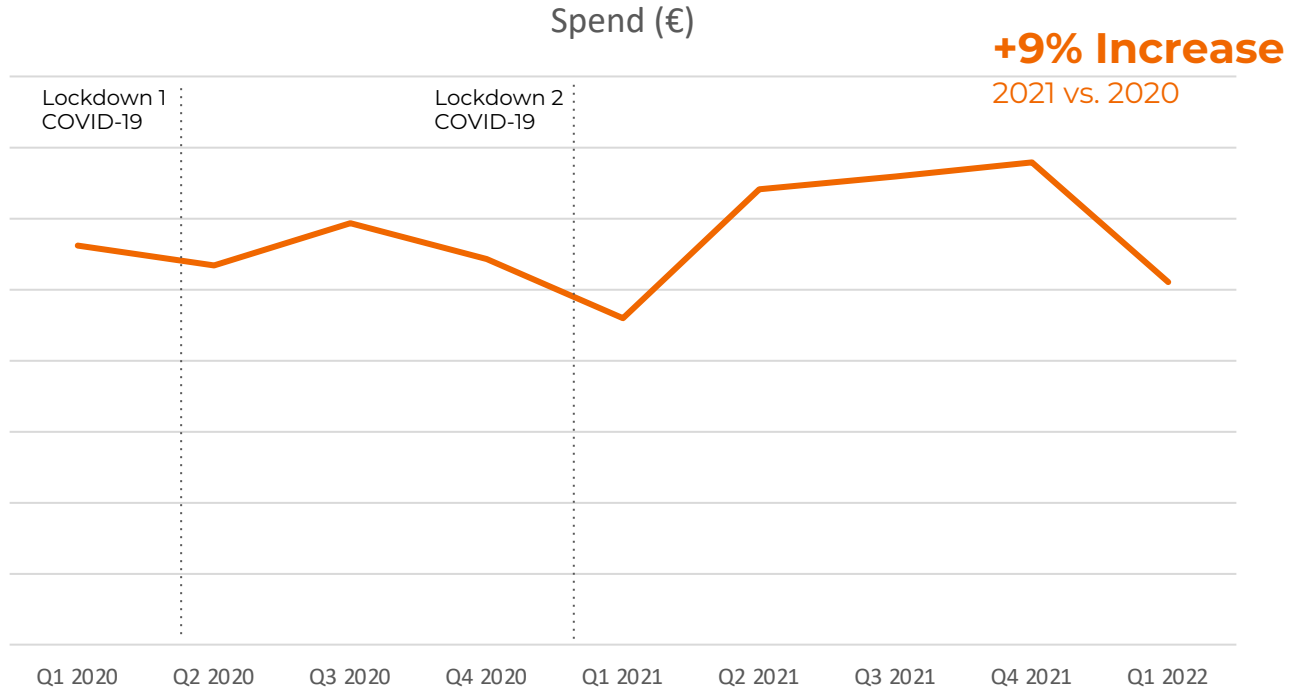


TOTAL SPEND 2021
€ 262 MILLIONS



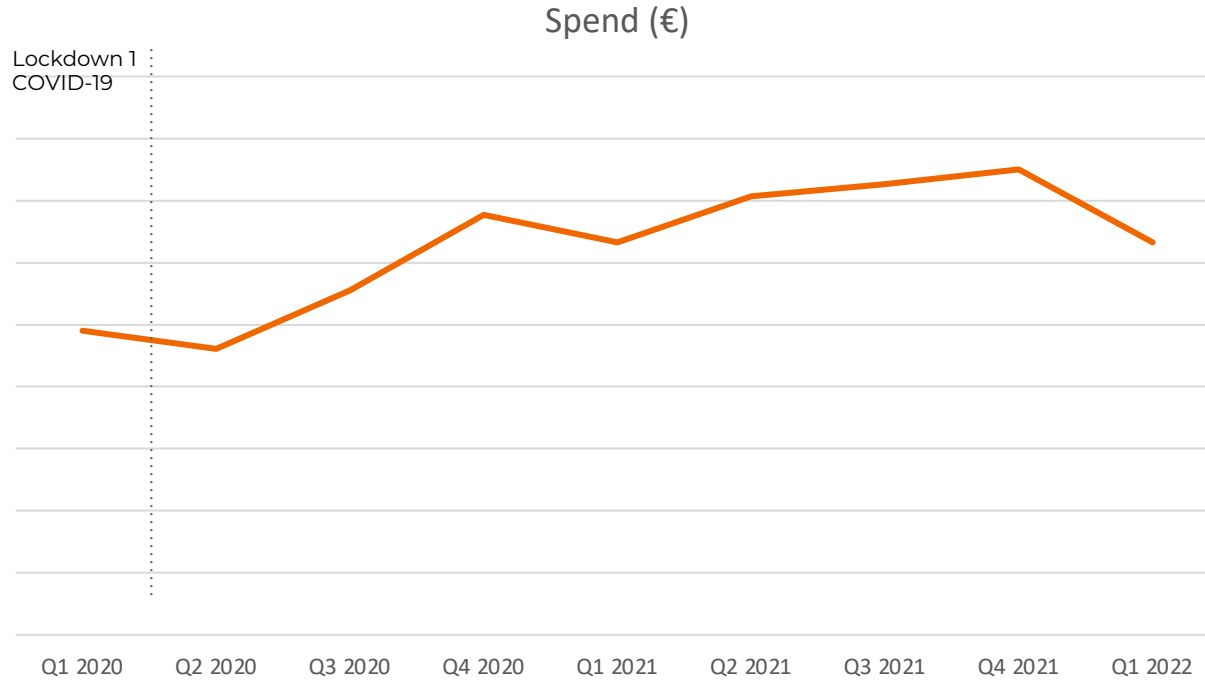


SPEND Trend – Total Market



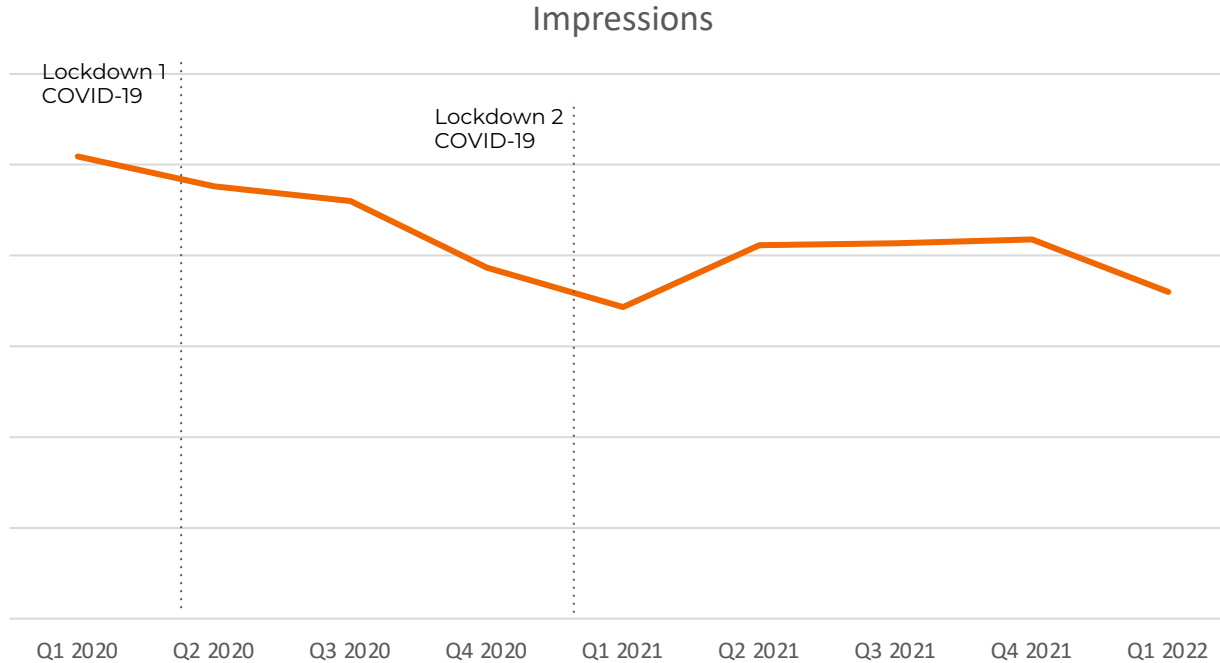


SPEND Trend – Total Market





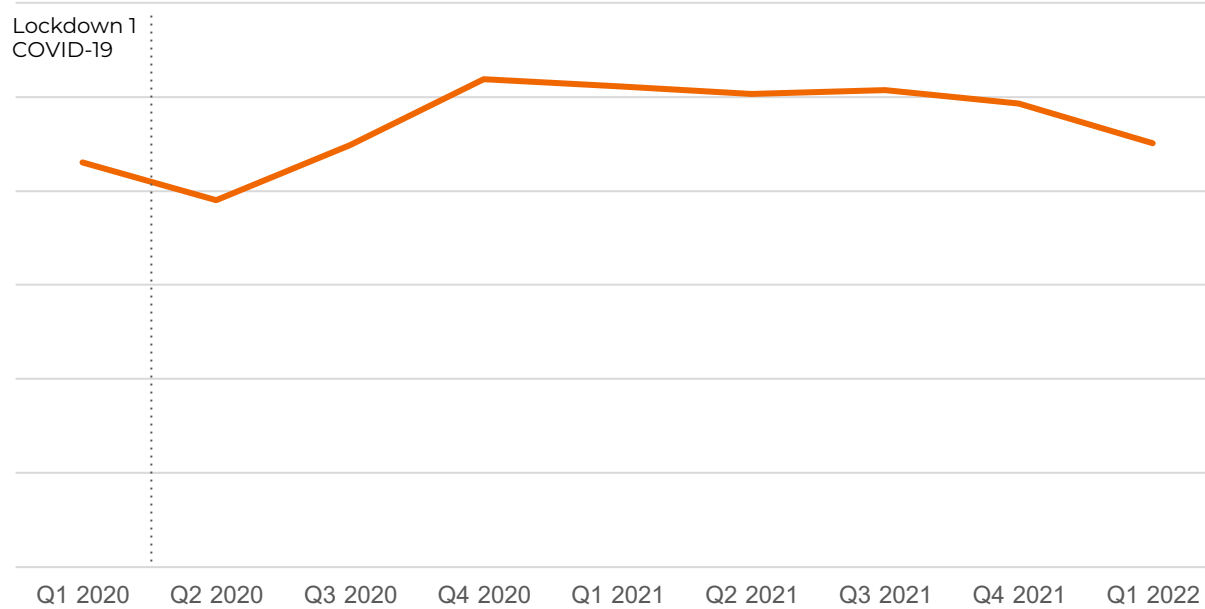
IMPRESSIONS Trend – Total Market





IMPRESSIONS Trend – Total Market

Impresiones TOTAL



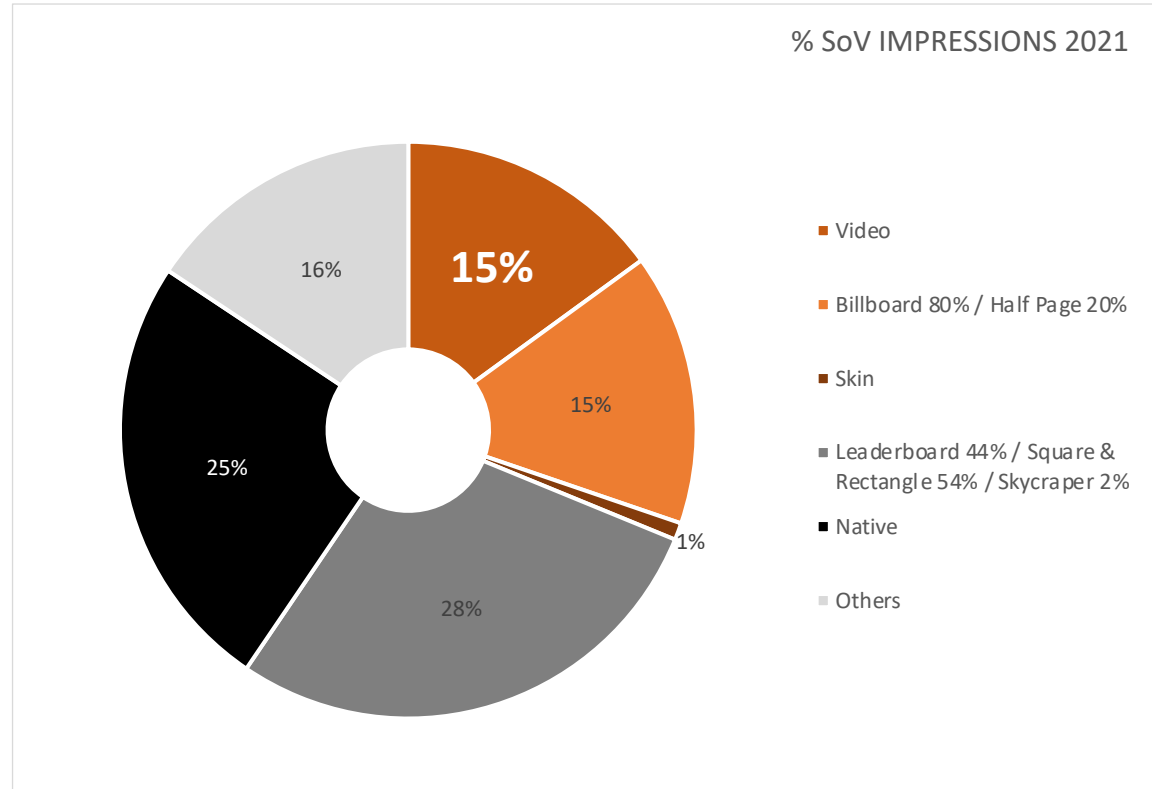


AD FORMATS – Total Market

VIDEO ↑

7 percentage points
more than in 2019
11 pp more than in 2020

INCREASE NATIVE
to the detriment of
the rest of display
(13 percentage points
more than in 2019)





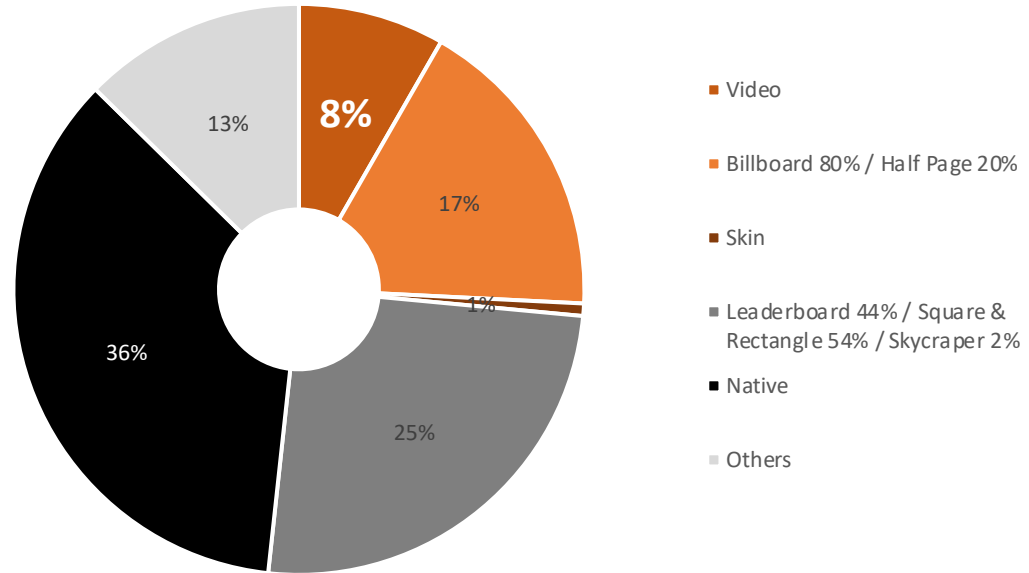
AD FORMATS – Total Market

VIDEO ↑

2 percentage points
less than in 2019
1 pp more than in 2020

INCREASE NATIVE
to the detriment of
the rest of display
(18 percentage points
more than in 2019)

% SoV IMPRESSIONS 2021 - ES

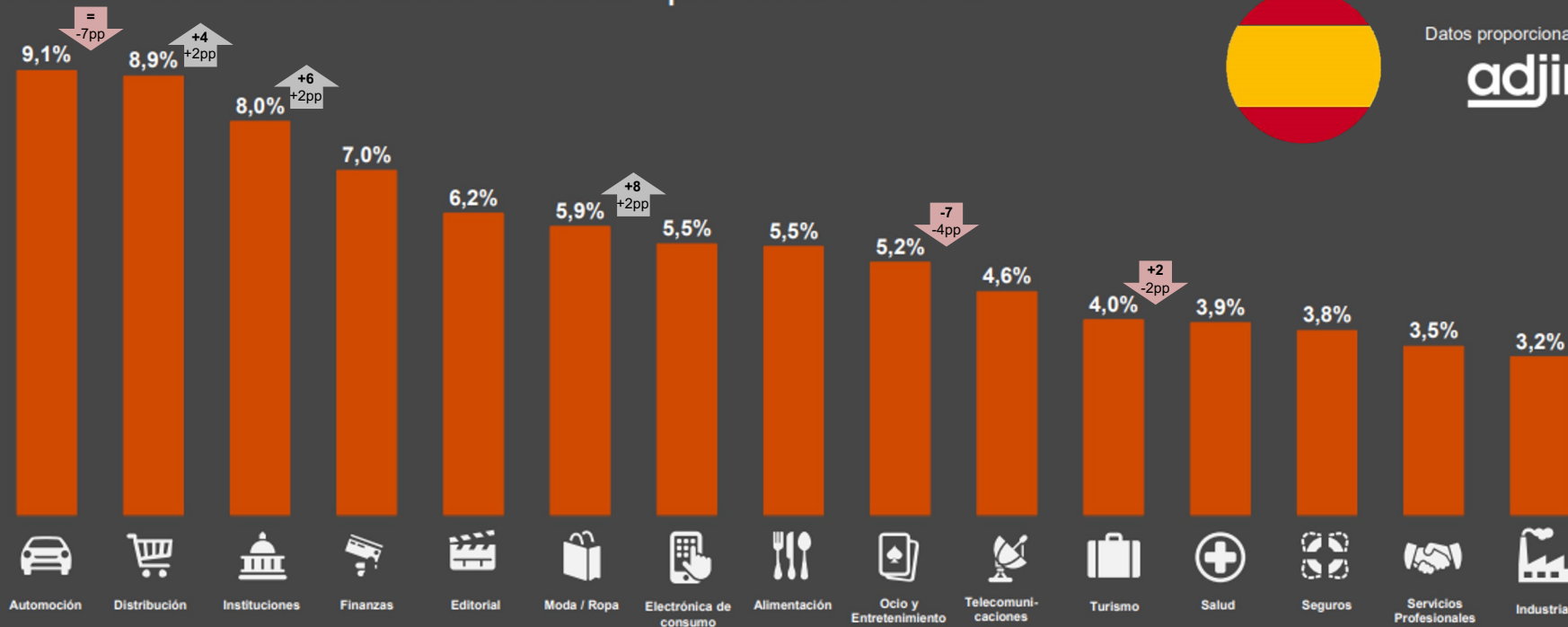


Anunciantes

Sector de actividad del anunciante por Share of Voice

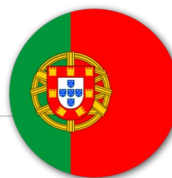
Datos proporcionados por:

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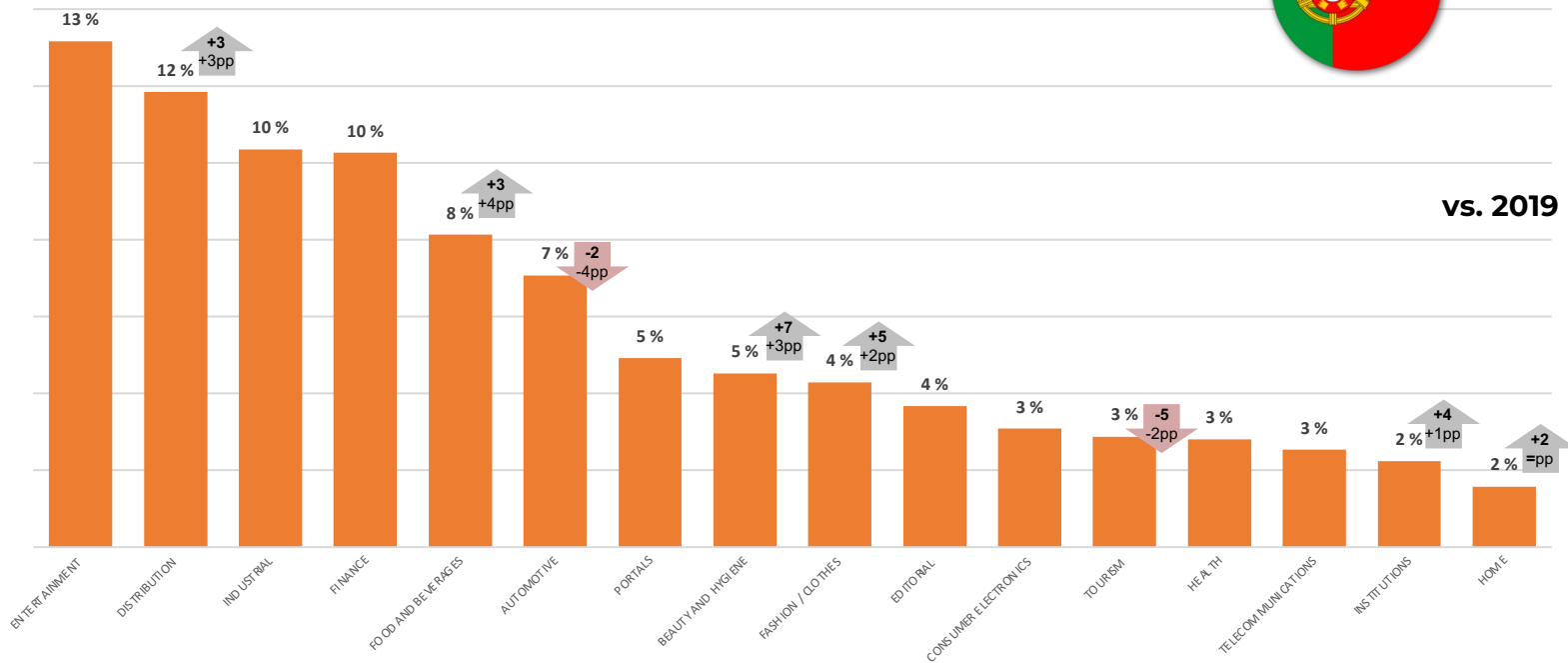


Fuente: adjinn

% SoV TOP15 Sector (Spend) – Total Market Año 2021

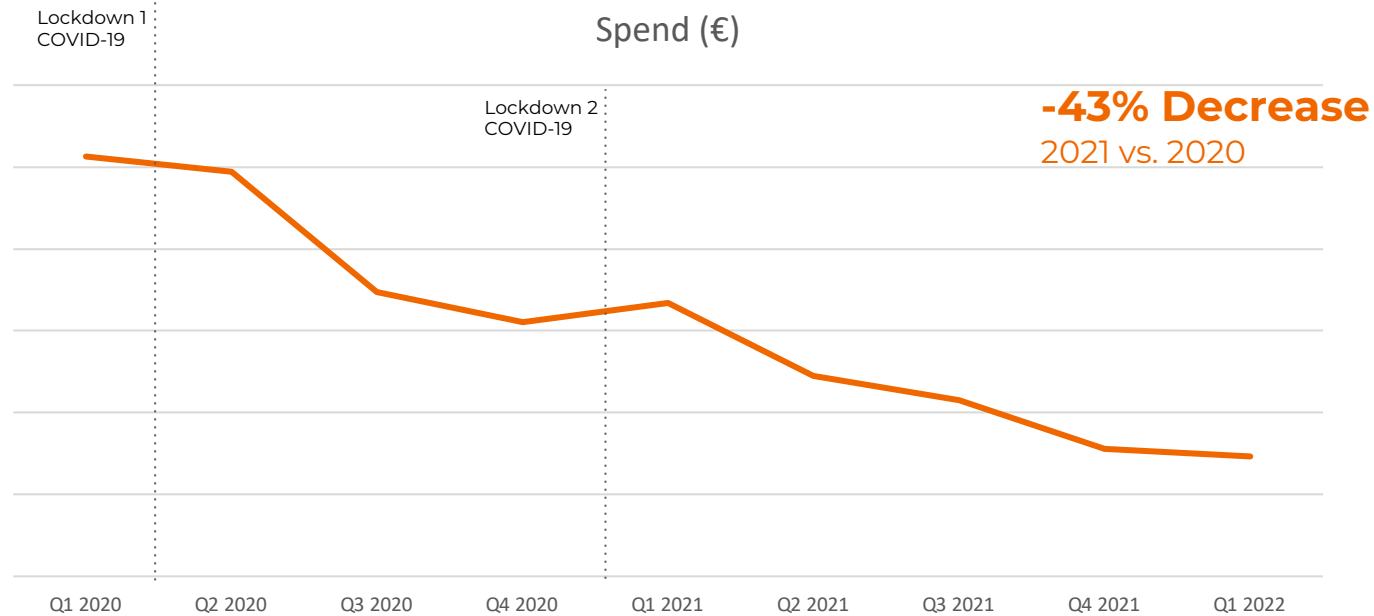


■ % SoV 2021

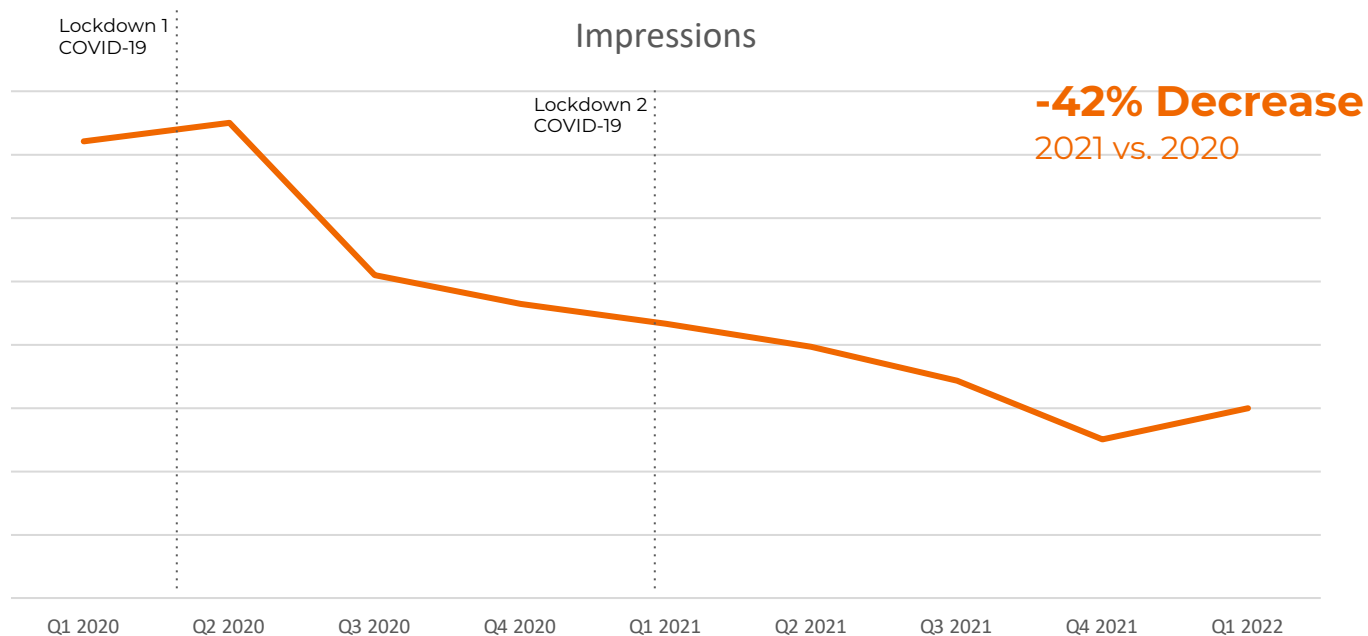


Automotive

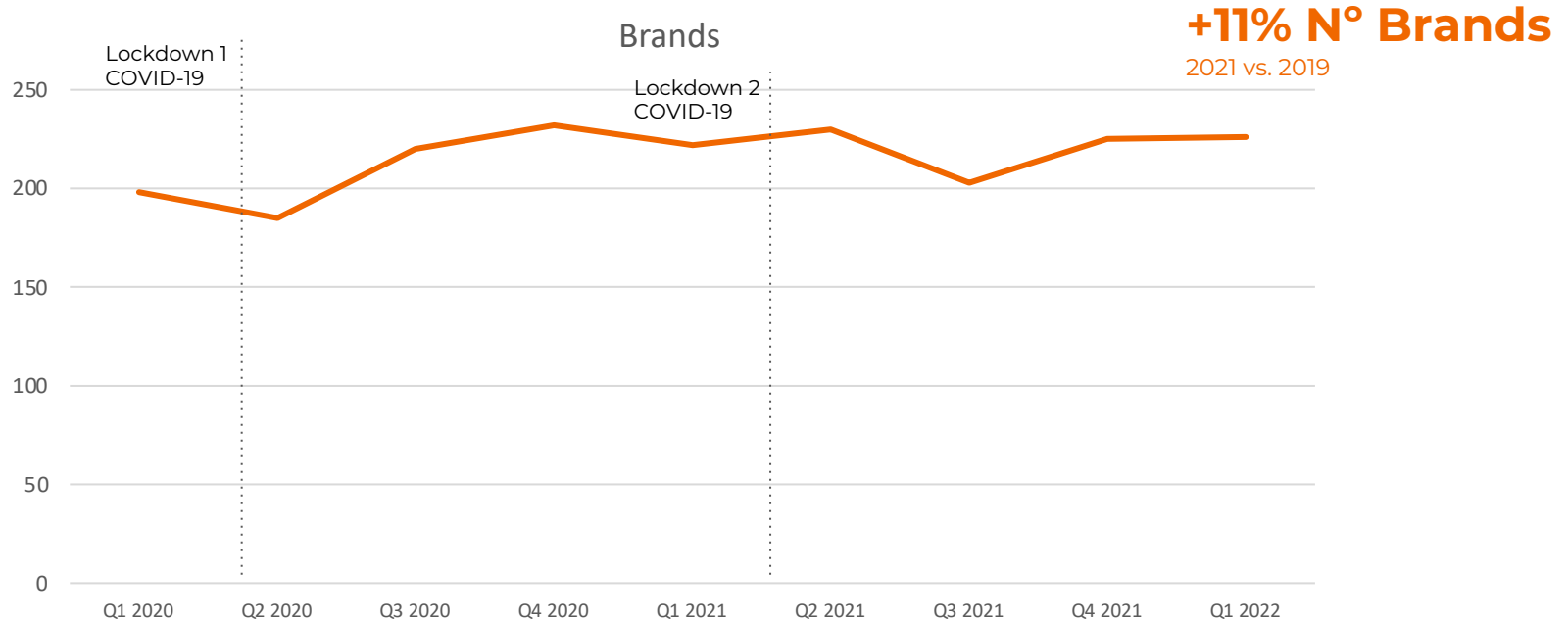
SPEND Trend – Automotive



IMPRESSIONS Trend – Automotive



N° BRANDS Trends – Automotive

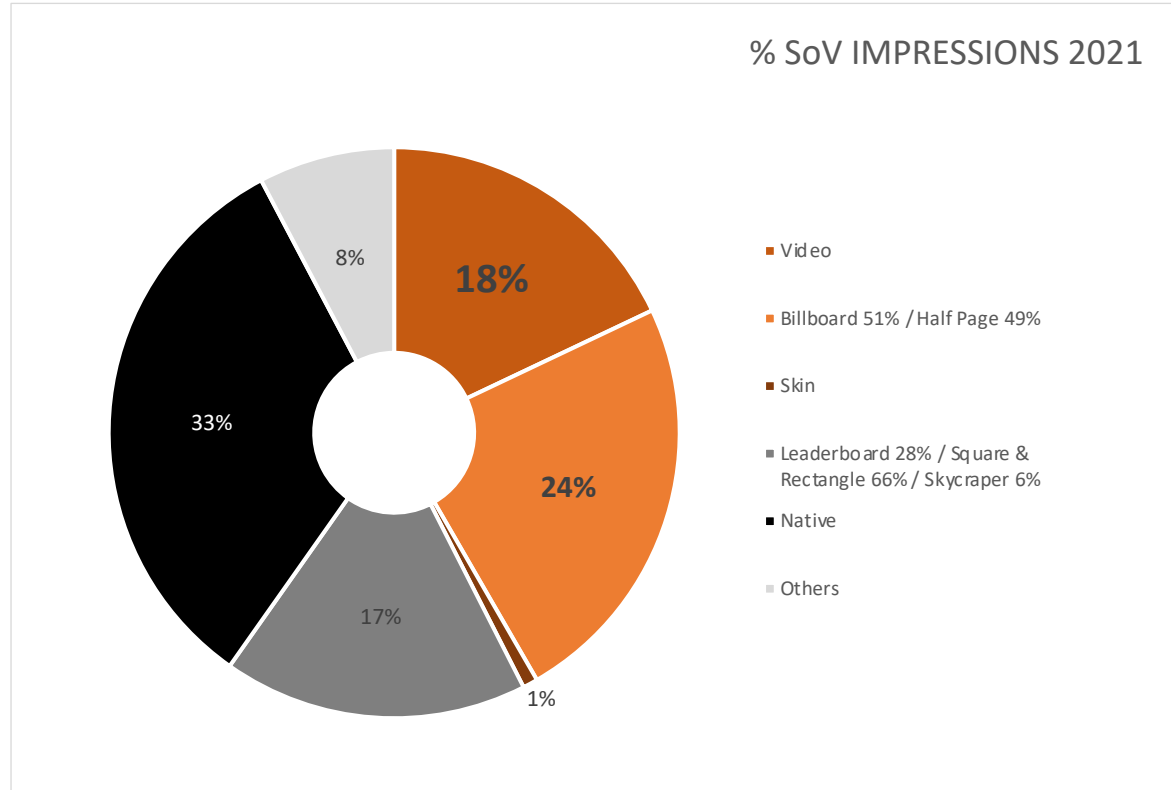


AD FORMATS – Automotive

VIDEO ↑
8 percentage points
more than in 2020

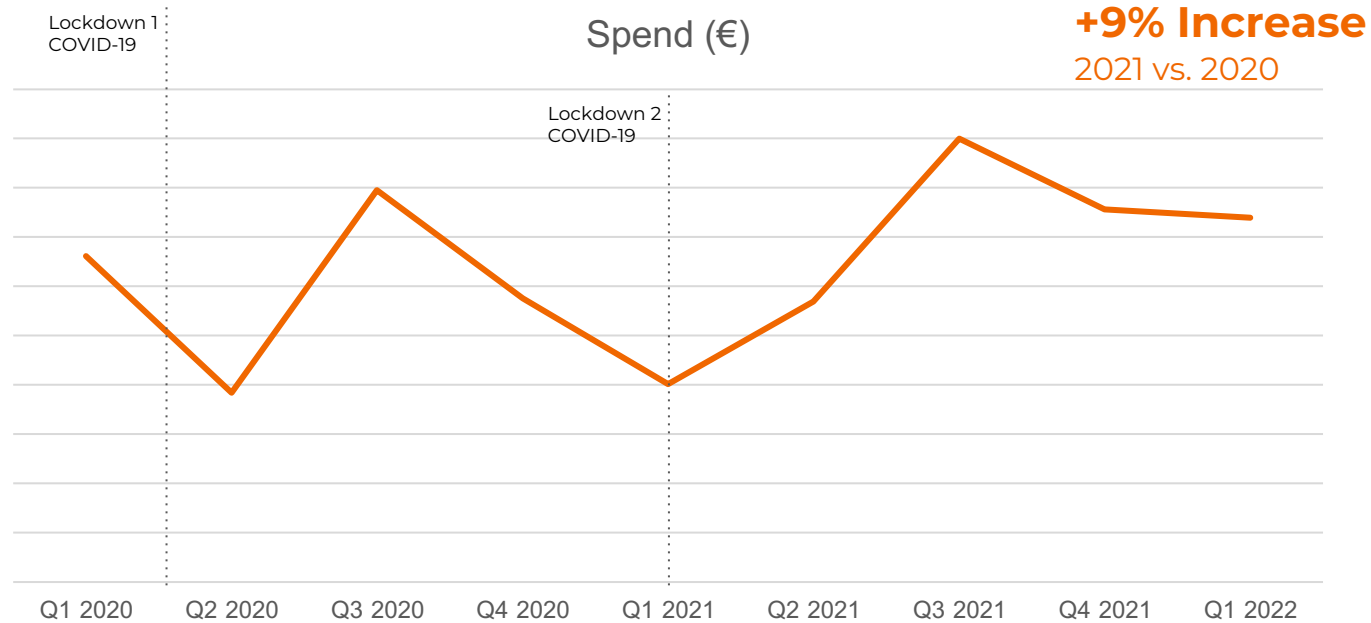
NATIVE ↑
31 percentage points
more than in 2019

BB / HP ↓
15 percentage points
less than in 2019

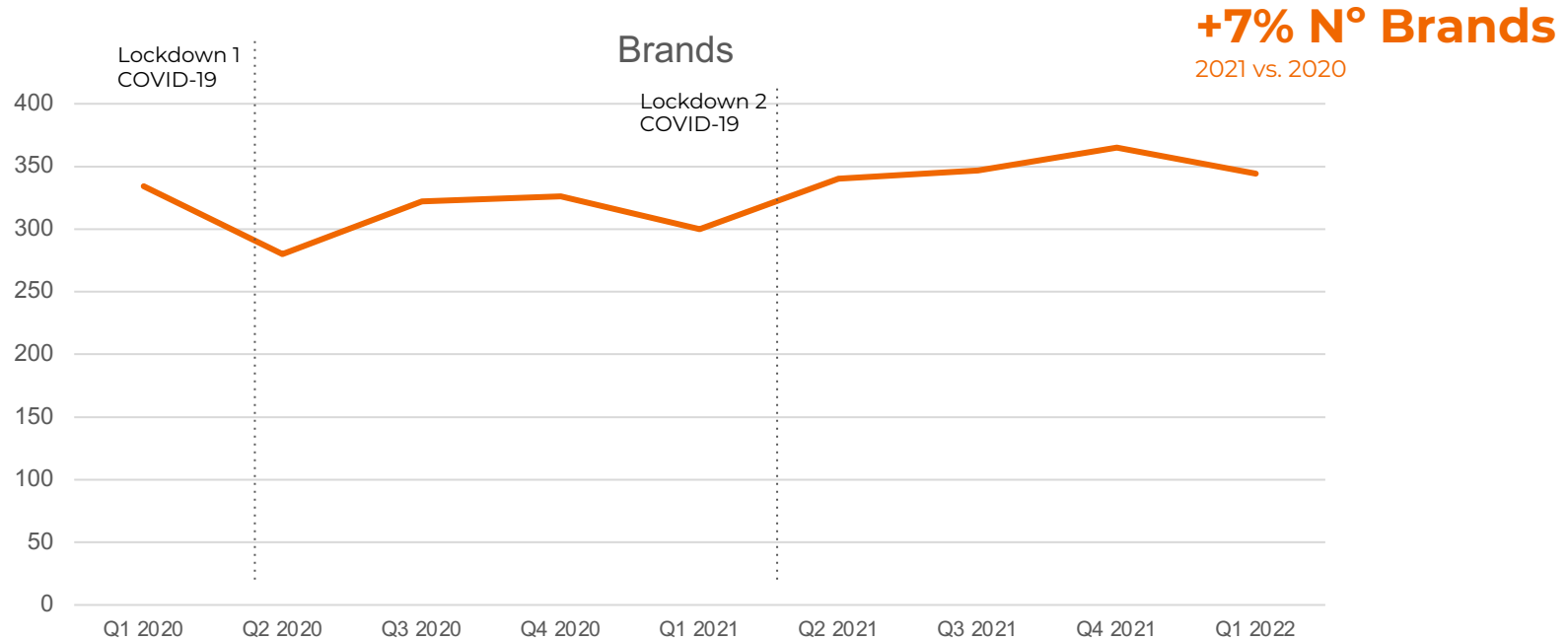


Tourism

SPEND Trend – Tourism



N° BRANDS Trends – Tourism

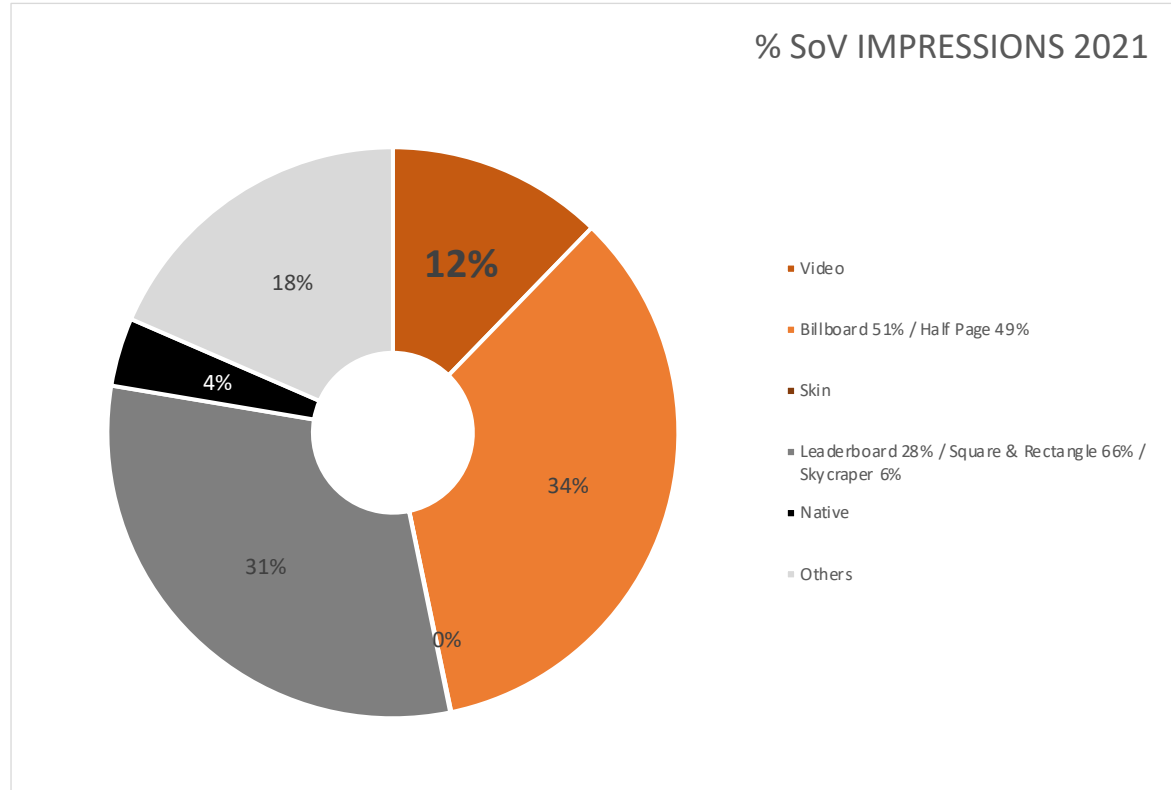


AD FORMATS – Tourism

VIDEO ↑
4 percentage points
more than in 2020

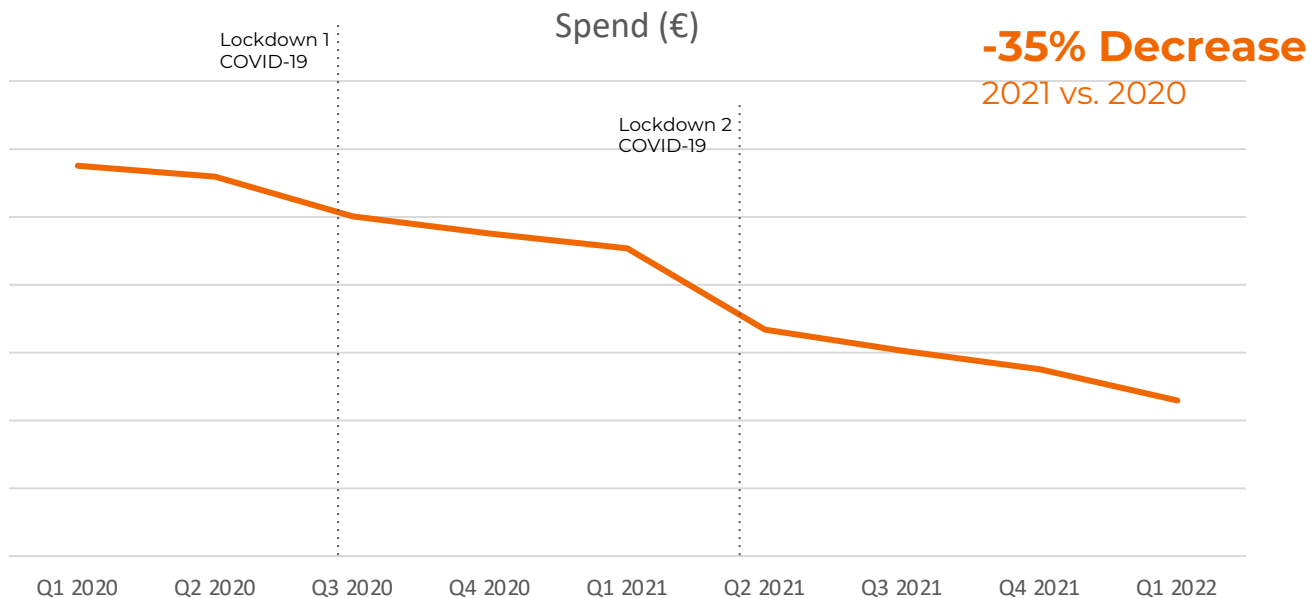
INCREASE BB / HP ↑
to the detriment of the rest of display
(16 percentage points more than in 2020)

NATIVE ↓
14 percentage points
less than in 2020

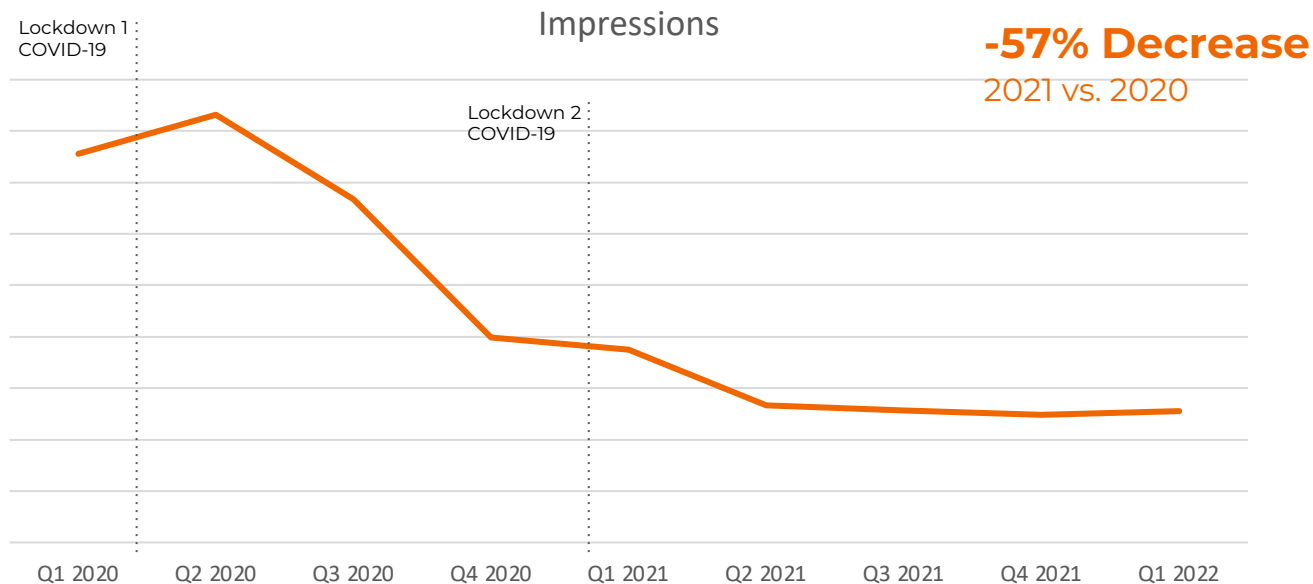


Entertainment

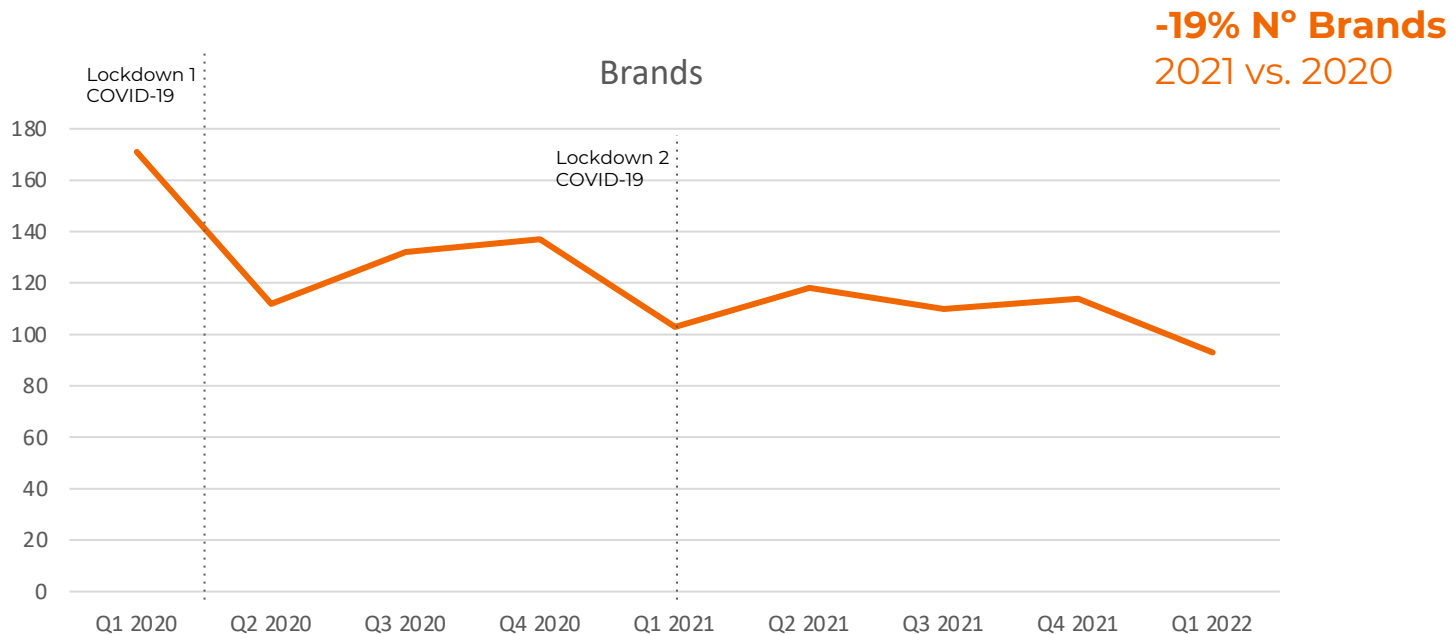
SPEND Trend – Entertainment



IMPRESSIONS Trend – Entertainment

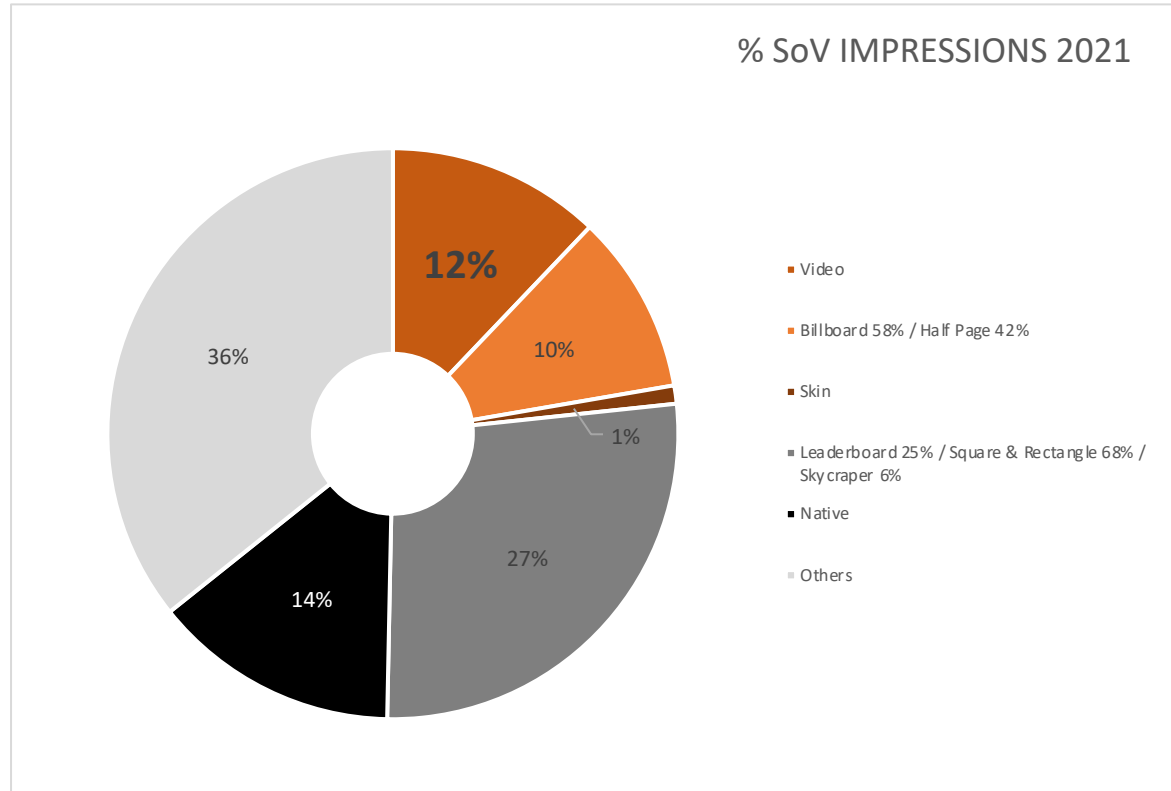


N° BRANDS Trends – Entertainment



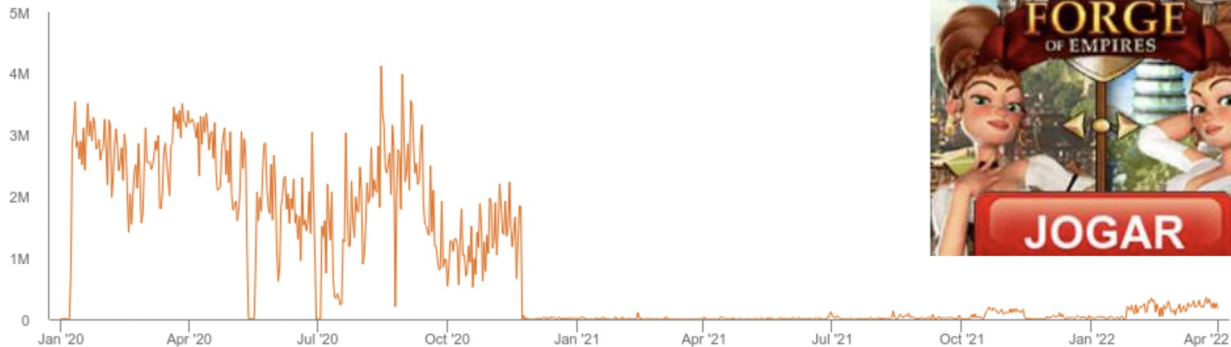
AD FORMATS – Entertainment

VIDEO ↑
+9 percentage points
more than in 2020



Online Games (Entertainment)

Est. Impressions

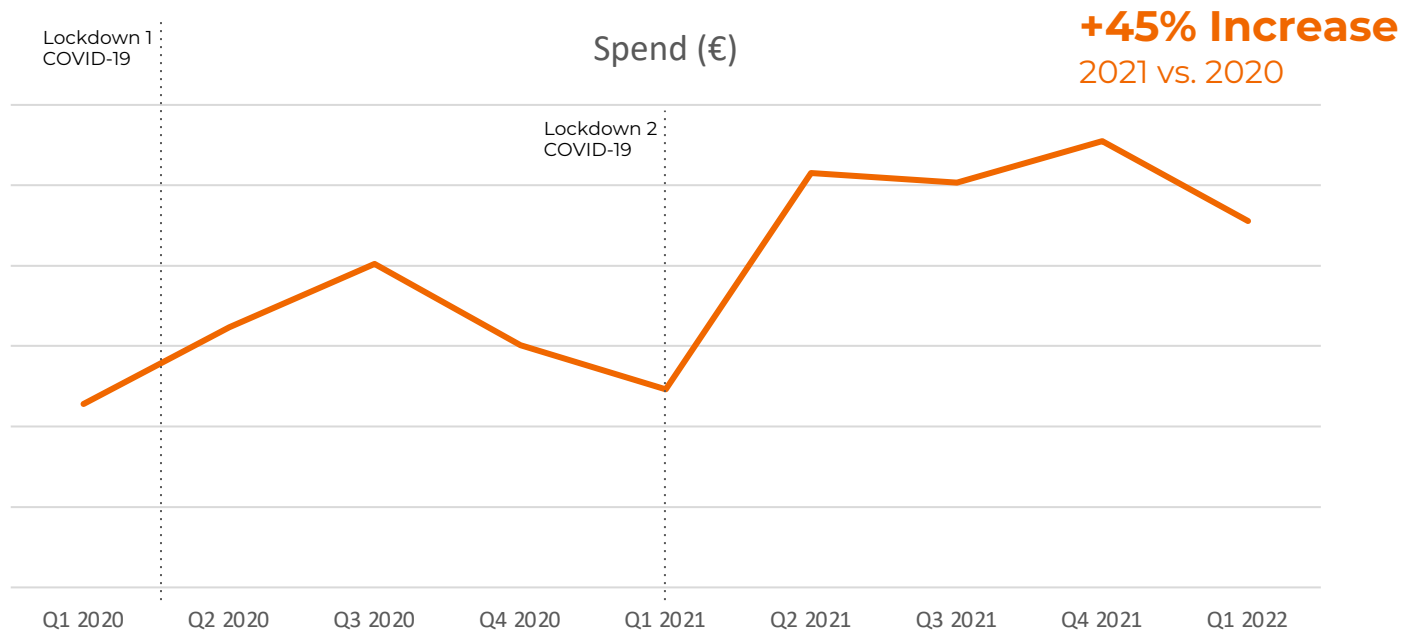


Est. Impressions

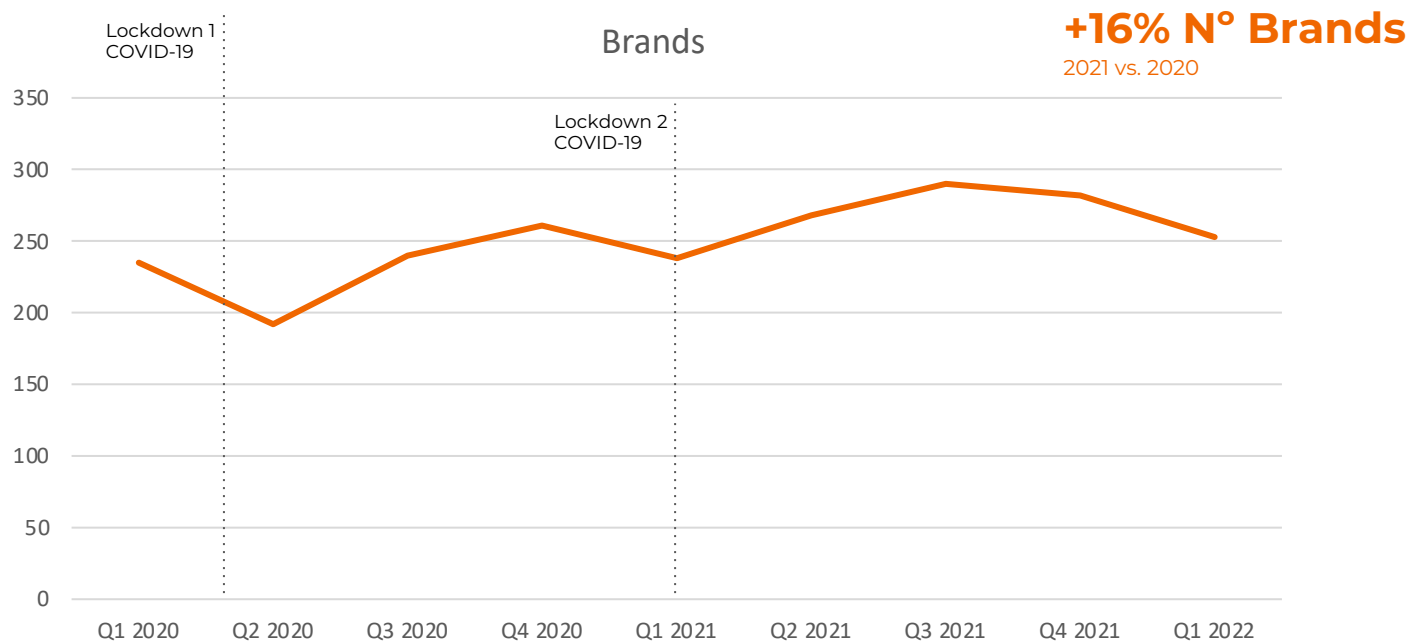


Fashion / Clothes

SPEND Trend – Fashion



N° BRANDS Trends – Fashion



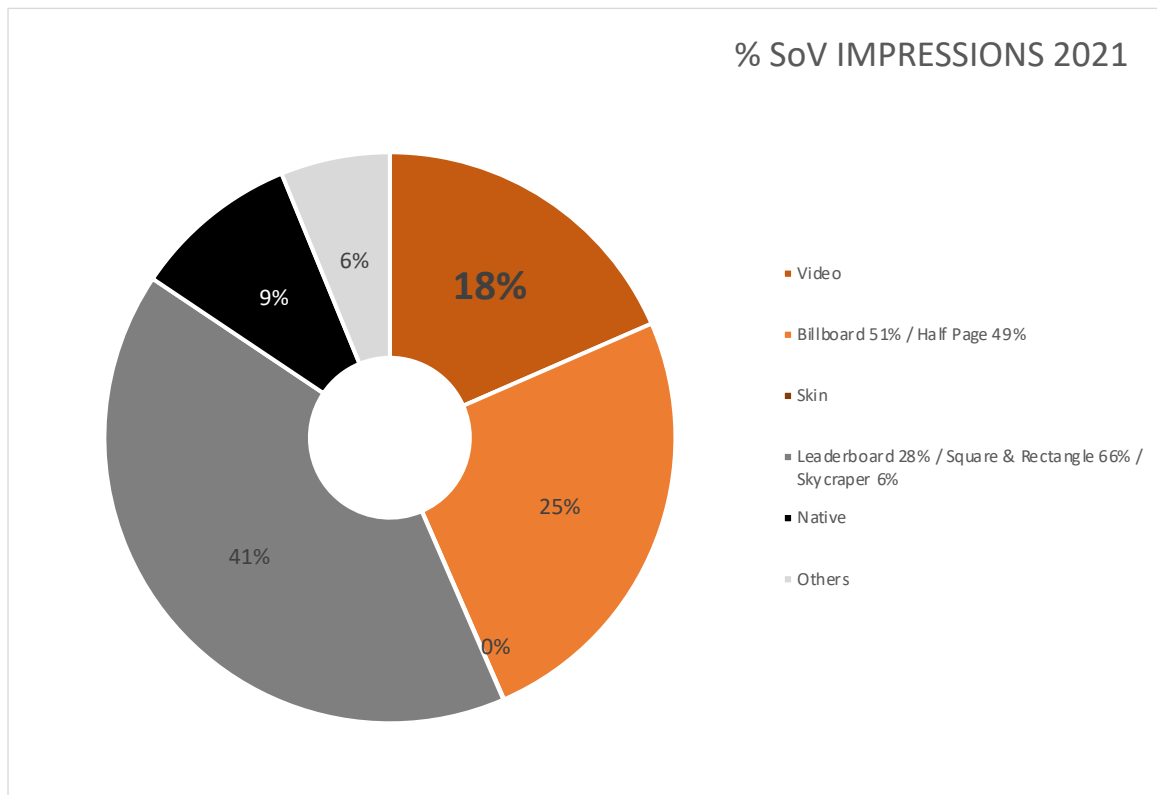
AD FORMATS – Fashion

VIDEO ↑

16 percentage points
more than in 2020

NATIVE ↑

5 percentage points
more than in 2020



Thank you.