

# **DIGITAL ADEX**

---

2023



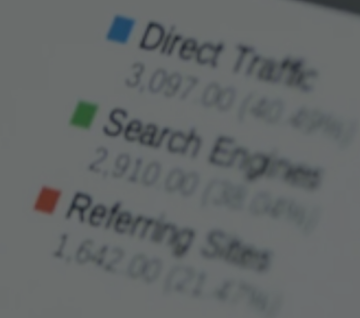
# Analiza ukupnih ulaganja u digitalni marketing u Hrvatskoj

Istraživanje medijskog zakupa kroz sve oblike kanala i tehnologija koje provode agencije Momentum i Ipsos, a temelji se na točnim iznosima oglašavanja od izdavača (Internet portala), marketinških agencija te izvještajima medijskih platforma

Visitors  
2,958

3.32 Pages/Visit

Traffic Source Overview



Apr 19  
Apr 26  
May 3



NET	2022*	GROWTH 23 VS 22	2023	GROWTH 23 VS 24	2024 FC
<b>TOTAL</b>	248.100.000 €	12,40%	279.400.000 €	8,70%	304.300.000 €
<b>DISPLAY</b>	40.400.000 €	3,70%	41.900.000 €	4,30%	44.100.000 €
<b>VIDEO</b>	8.600.000 €	9,40%	9.300.000 €	3,20%	9.900.000 €
<b>NATIVE &amp; SPECIAL PROJECTS</b>	18.600.000 €	23,10%	22.900.000 €	12,70%	25.800.000 €
<b>SOCIAL MEDIA MARKETING</b>	61.900.000 €	7,10%	66.300.000 €	15,40%	76.500.000 €
<b>PAID SEARCH</b>	105.600.000 €	17,40%	124.000.000 €	5,20%	130.500.000 €
<b>CLASSIFIEDS &amp; YELLOW PAGES</b>	12.400.000 €	16,10%	14.400.000 €	16,70%	16.800.000 €
<b>MISCELLANEOUS</b>	600.000 €	0,00%	600.000 €	16,70%	700.000 €

\* 2022 revenue adjusted for final Croatian GDP

**DISPLAY & VIDEO  
REVENUE  
DOMESTIC VS. INTERNATIONAL**

<b>NET</b>	<b>2023</b>	<b>SHARE</b>
<b>DISPLAY</b>	<b>41.900.000 €</b>	
<b>DOMESTIC MARKET</b>	<b>34.700.000 €</b>	<b>82,8 %</b>
<b>INTERNATIONAL (BIG TECH) MARKET</b>	<b>7.200.000 €</b>	<b>17,2 %</b>
<b>VIDEO</b>	<b>9.300.000 €</b>	
<b>DOMESTIC MARKET</b>	<b>3.800.000 €</b>	<b>40,9 %</b>
<b>INTERNATIONAL (BIG TECH) MARKET</b>	<b>5.500.000 €</b>	<b>59,1 %</b>

<b>CATEGORY</b>	<b>AD SPENDINGS</b>	<b>SHARE</b>
<b>TOTAL</b>	<b>138.800.000 €</b>	<b>100%</b>
<b>DISPLAY</b>	<b>41.900.000 €</b>	<b>30,2 %</b>
<b>VIDEO</b>	<b>9.300.000 €</b>	<b>6,7 %</b>
<b>NATIVE &amp; SPECIAL PROJECTS</b>	<b>22.900.000 €</b>	<b>16,5 %</b>
<b>SOCIAL MEDIA MARKETING</b>	<b>38.400.000 €</b>	<b>27,7 %</b>
<b>PAID SEARCH</b>	<b>25.700.000 €</b>	<b>18,5 %</b>
<b>MISCELLANEOUS</b>	<b>600.000 €</b>	<b>0,4 %</b>