

DIGITAL ADEX

2023

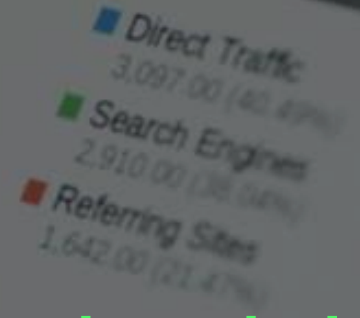


Analiza ukupnih ulaganja u digitalni marketing u Hrvatskoj

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



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

* 2022 revenue adjusted for final Croatian GDP

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

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