

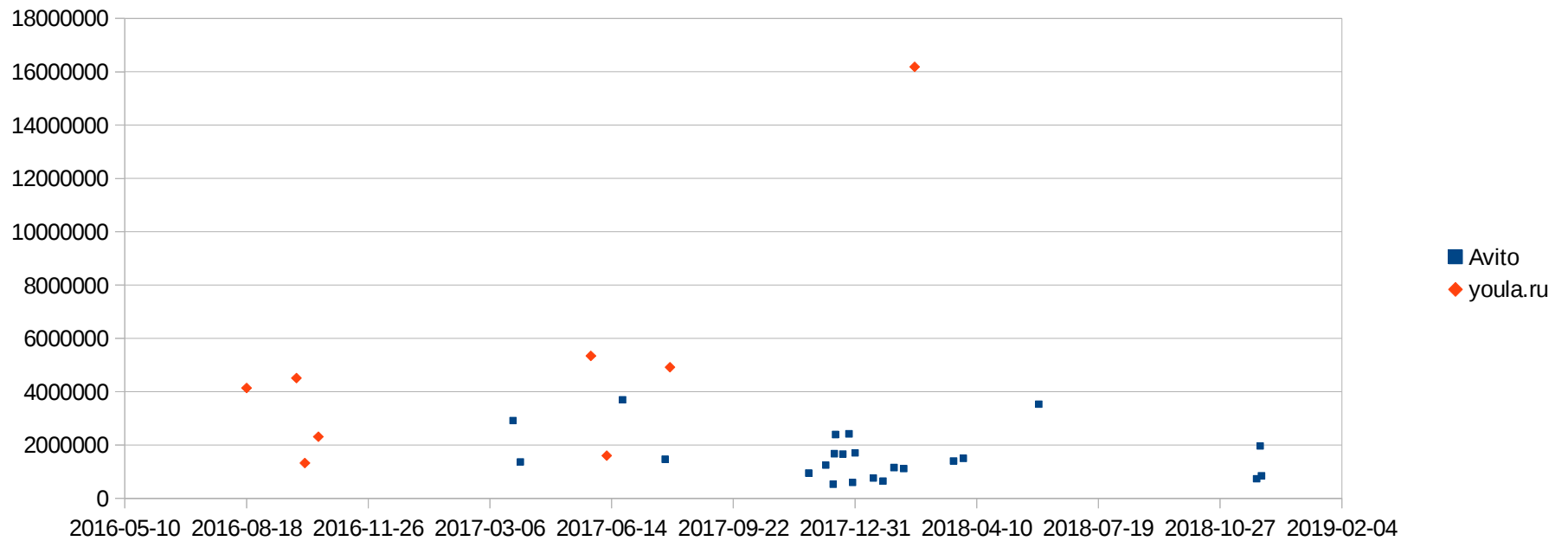
Report 12. How major classifieds sites are advertised through Youtube influencers in Russia

Period: 2016-2018

Based on ads data from 50 Russian speaking Youtube channels

Avito and Youla are large Russian classifieds websites (Avito claims to have more than 10 mln. unique daily visitors and is fully controlled by Naspers after its recent 1,16 billion investment in Avito).

View and dates of Youtube videos with advertisement of Avito and Youla

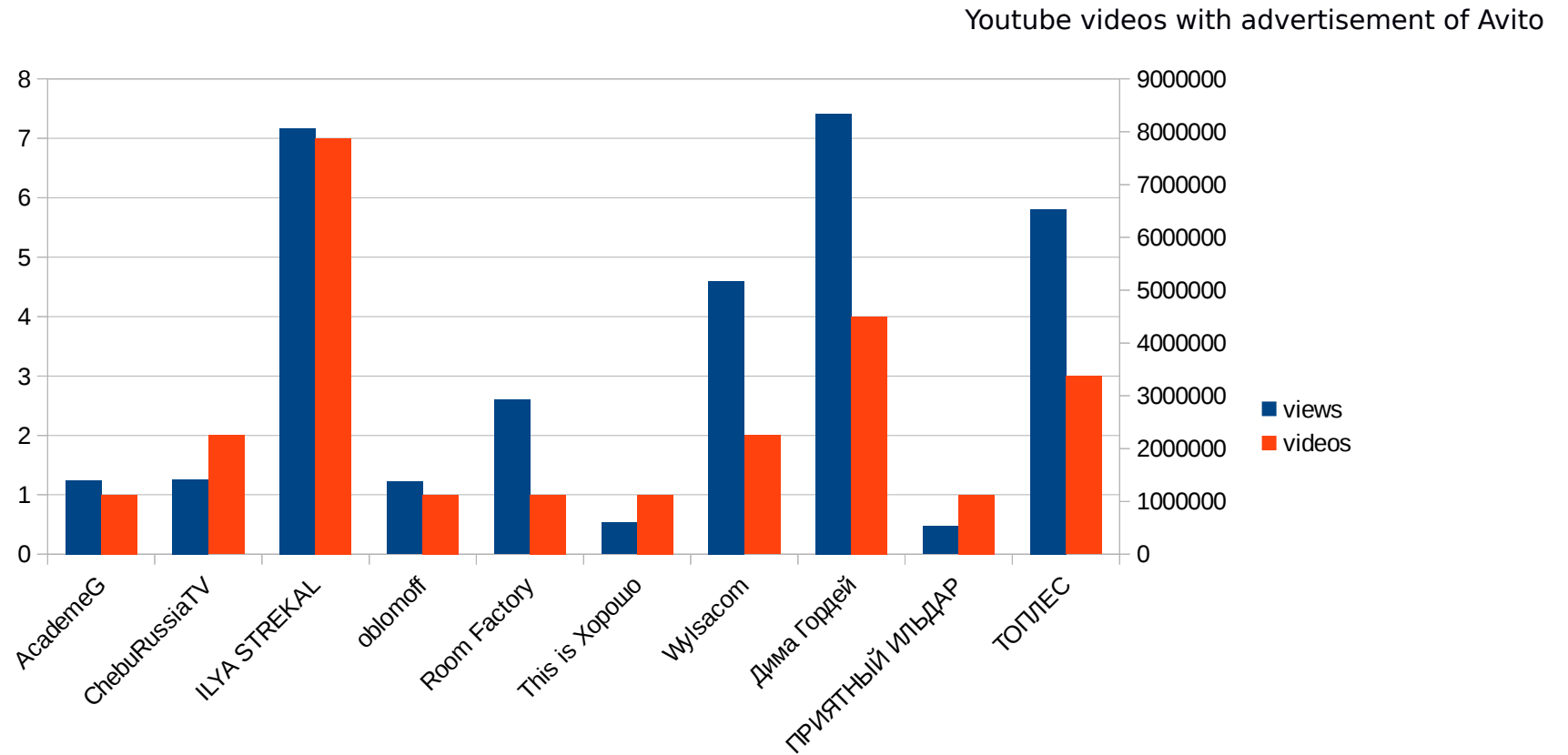


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While Youla had stopped active advertisement through bloggers in 2017, Avito, on the other hand, had peak of its campaign via Youtube influencers in the end of 2017 and in the beginning of 2018.

During 2017-2018, videos with ads of Avito collected more than 36 mln. views. (ads in 23 Youtube videos).



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