

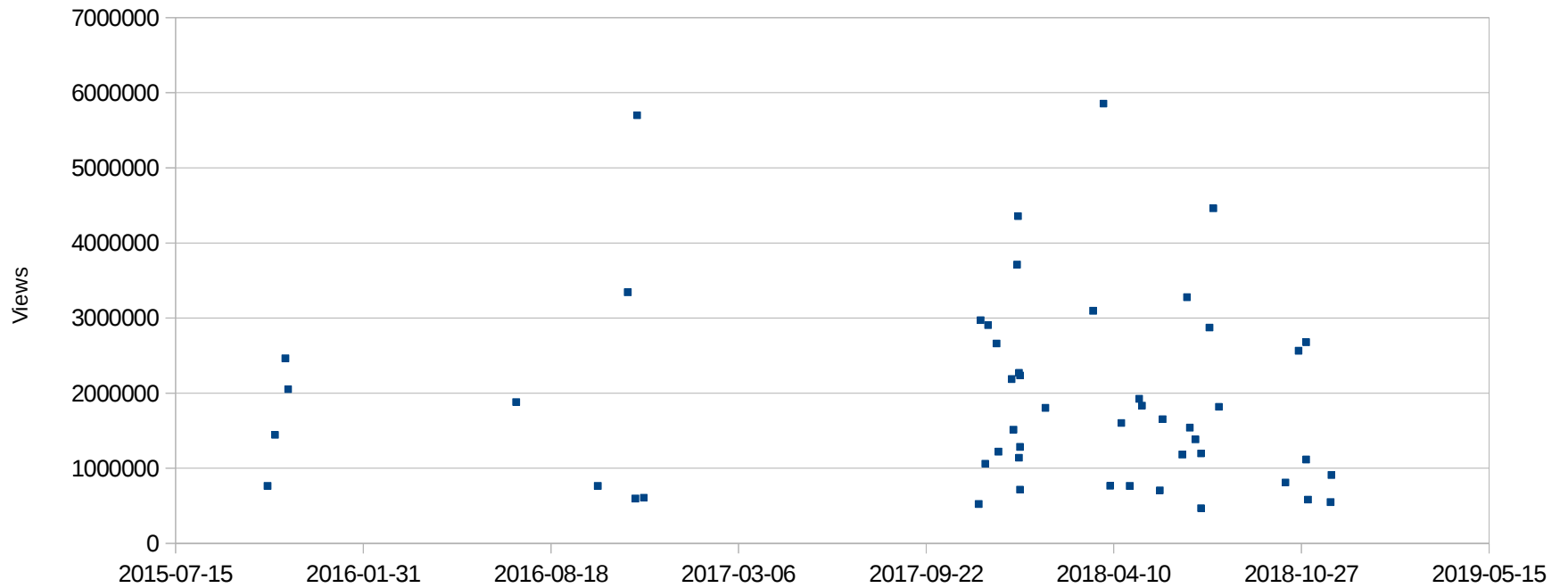
Report 14. Promotion of Yandex through Youtube influencers

Period: 2015-2018

Based on data from 50 Russian speaking Youtube channels

Advertisement of Yandex and its services (including beru.ru)

Views and dates of Youtube videos which contain advertisement of Yandex and its services



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It can be seen that Yandex began intensive promotion campaign using Youtube bloggers in the end of 2017. During 2015-2018 videos with advertisement of Yandex and its services gathered almost 100 mln. of views. Yandex was using relatively wide range of Youtube channels for promotion and did not use the same channel more than 6 times. Pauses between the videos with ads within one channel were quite long.

Views and number of videos with ads of Yandex by Youtube channels

