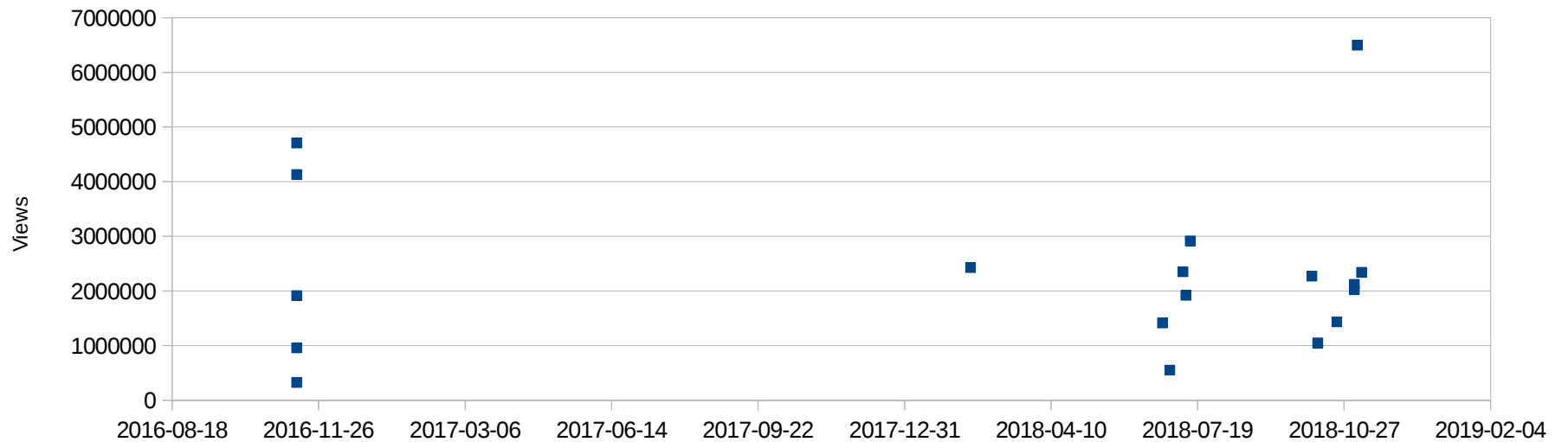


## Report 9. Advertisement of Aliexpress on Russian market with the help of Youtube influencers

Based on advertisement data from 50 Russian speaking Youtube channels

Dates and views of videos containing advertisement of Aliexpress



In total Aliexpress sponsored content in 18 Youtube videos (5 videos in 2016 and 13 — in 2018). In 2018 it cooperated with 11 different bloggers. In cases when advertisement was published several times on the same channel, the pause between videos was relatively long. It can be clearly seen that campaigns were targeting specific time periods. For example, in 2016 all ads were published at 11.11 — Singles' Day in China. In 2018 Aliexpress decided to start the Youtube campaign earlier — in the beginning of October and finished it 08.11 — just three days before Singles' Day. In general, videos with ads in summer and autumn were

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located quite densely. A lot of views of ads Aliexpress received from bloggers who are partnering with advertisement agency Wildjam.

Views of videos with advertisement of Aliexpress, by Youtube channels

