

Latvian Internet advertising market is expected to expand

More than half of marketing professionals plan to increase investments in Internet advertising in 2014.



Yes Rather yes Rather no No

Nielsen study shows that if the investments in the internet advertising are increased for the existing budget, this results in increased audience and reduced CPM.

★ 54%

think that the scope of audience will increase

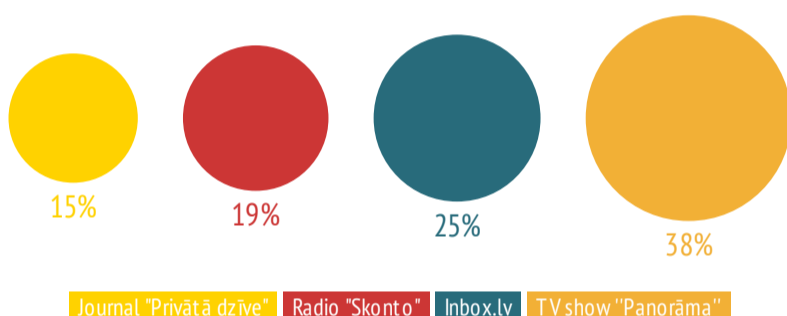
👤 28%

indicators of increasing investment in Internet convincingly prove that the scope of audience increases and CPM decreases

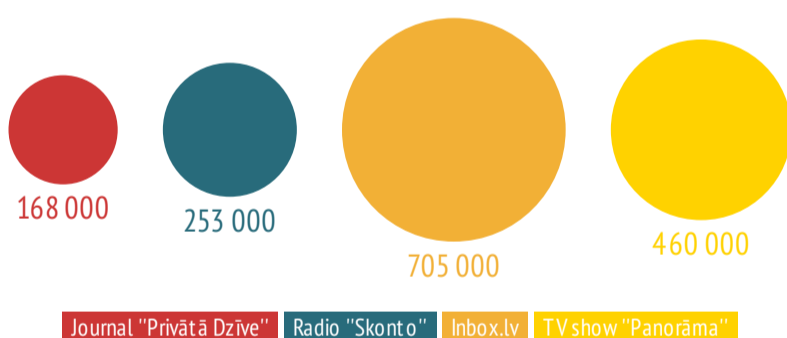
▼ 18%

think that the scope of audience figures remain the same

Where was thought to be “living” 15+ audience?



Truth about 15+ audience!



According to TNS data, 15-74 audience can be reached most effectively using the Internet.



Sequence matters!

Studies have shown that brand awareness and advertising effectiveness in the 18+ group increases if brand first is advertised on the Internet and then on TV.

● 43%

believe that ad campaign for 18+ target group is effective if it is primarily placed on the internet, secondary on TV

▼ 29%

think that the sequence is not significant at all, it has no impact

Participants of "LMT Digital 2014" survey (organised by Inbox.lv)



Student Assistants Project manager Middle level manager Senior manager Company owner Other