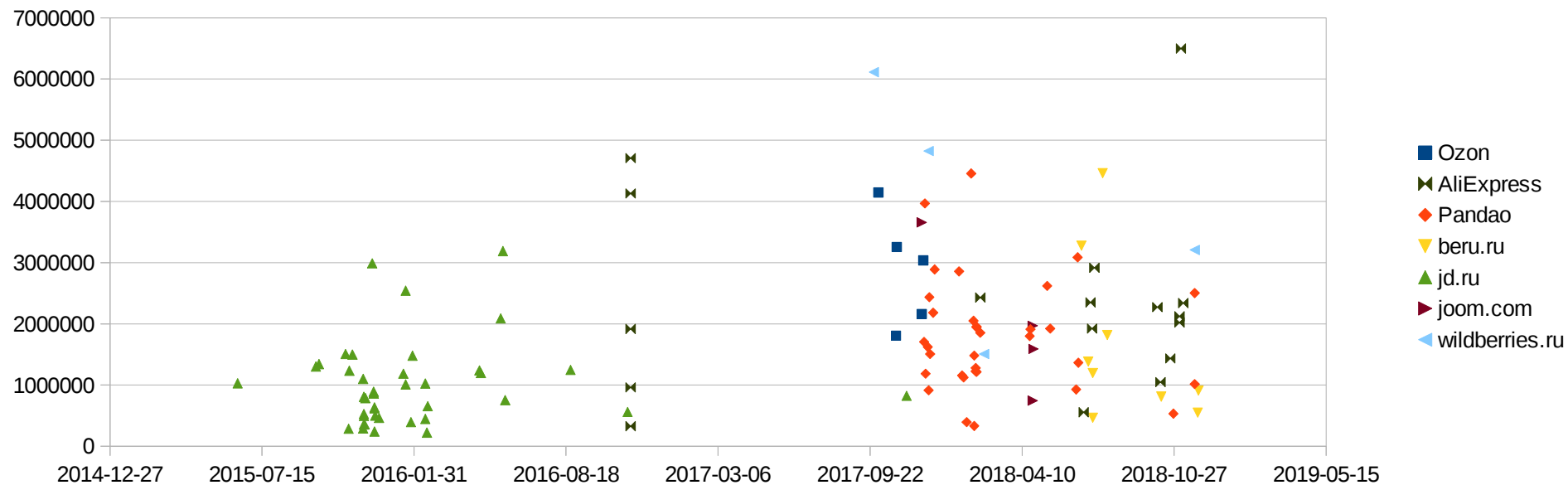


How e-commerce companies are promoted on Russian market with the help of Youtube influencers

Period: 2015-2018

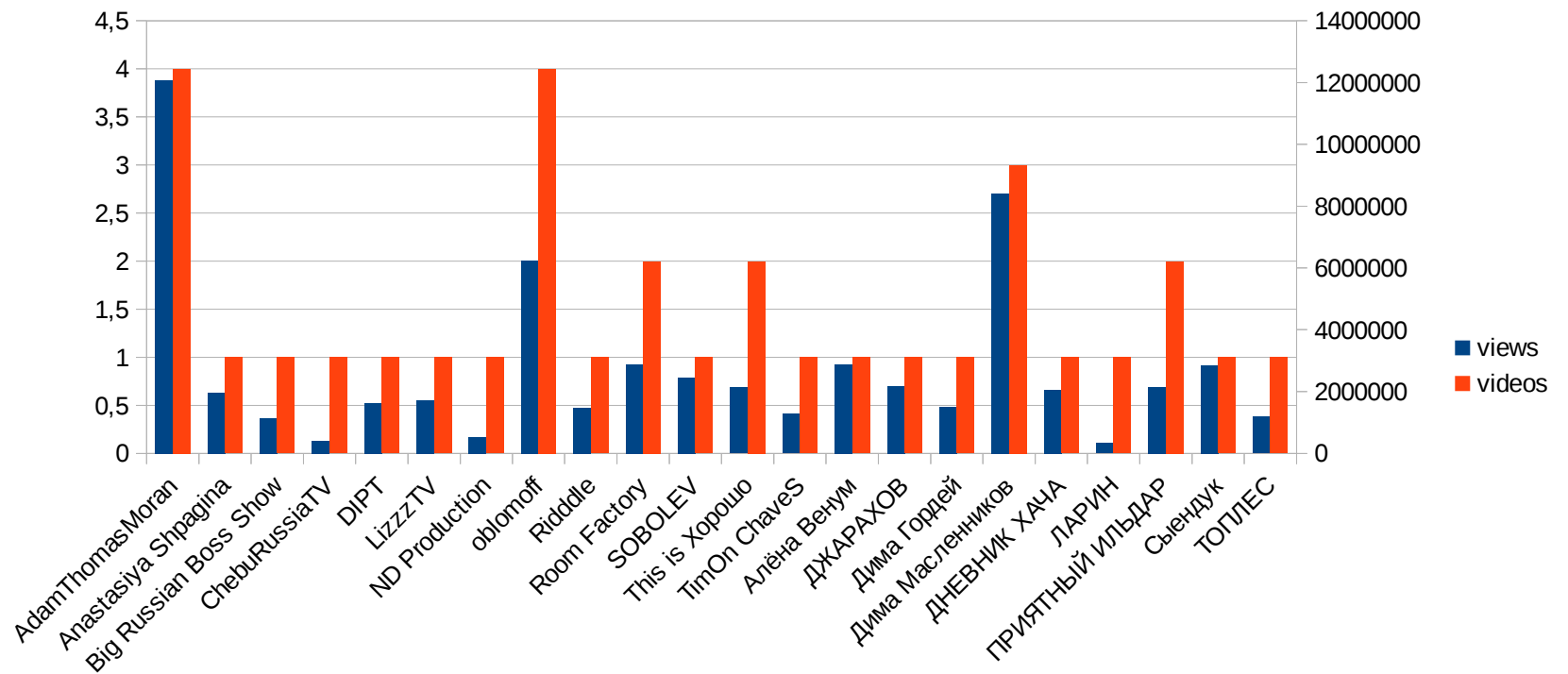
Based on ad data from 50 Russian speaking Youtube channels

Views and dates of videos containig advertisement of e-commerce companies

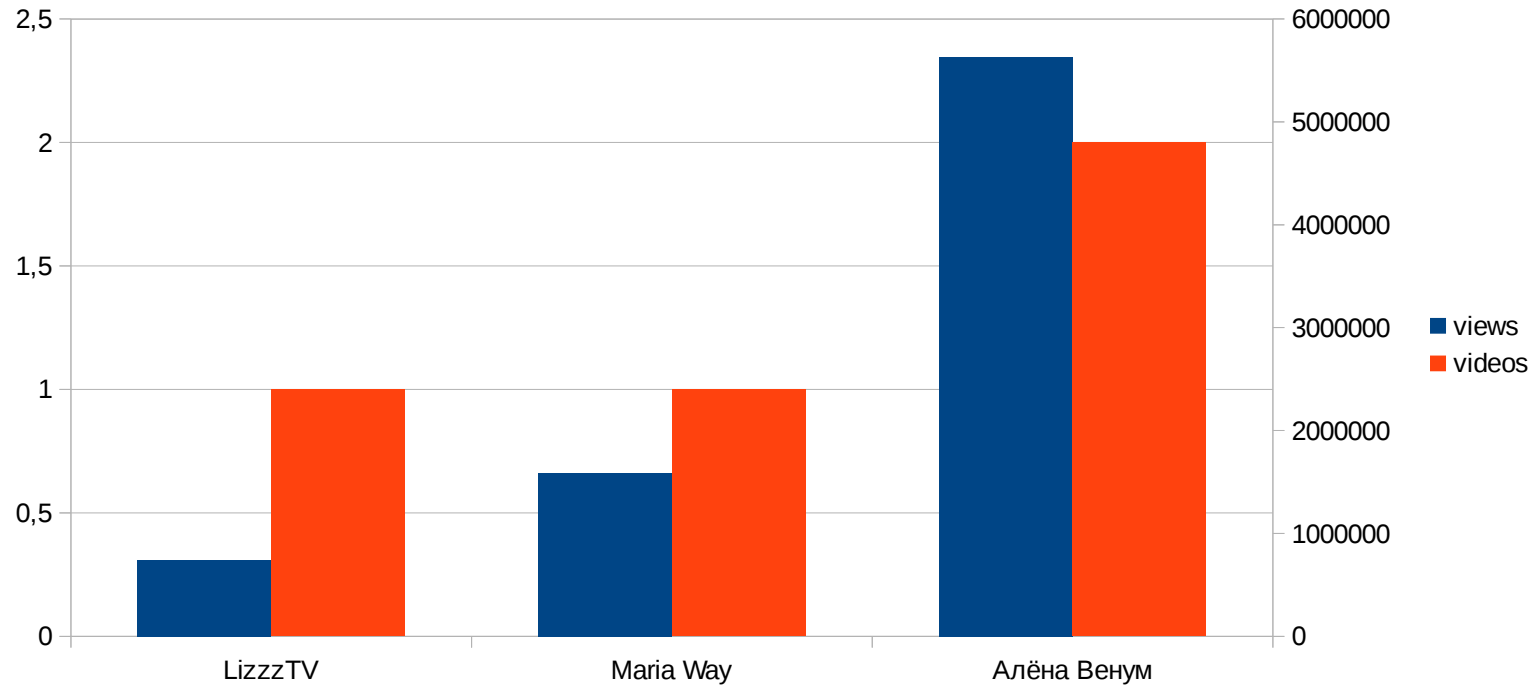


It can be observed that Aliexpress, beru.ru and Pandao have most intensive campaigns via Youtube bloggers. It is interesting that (based on available data) jd.ru had stopped advertising through Youtube bloggers. If we will not see the renewal of its campaign in 2019, it may be considered that JD reconciled with the fact that they will not be able to compete with Mail.Ru Group (Pandao), Aliexpress and Yandex together with Sberbank (beru.ru).

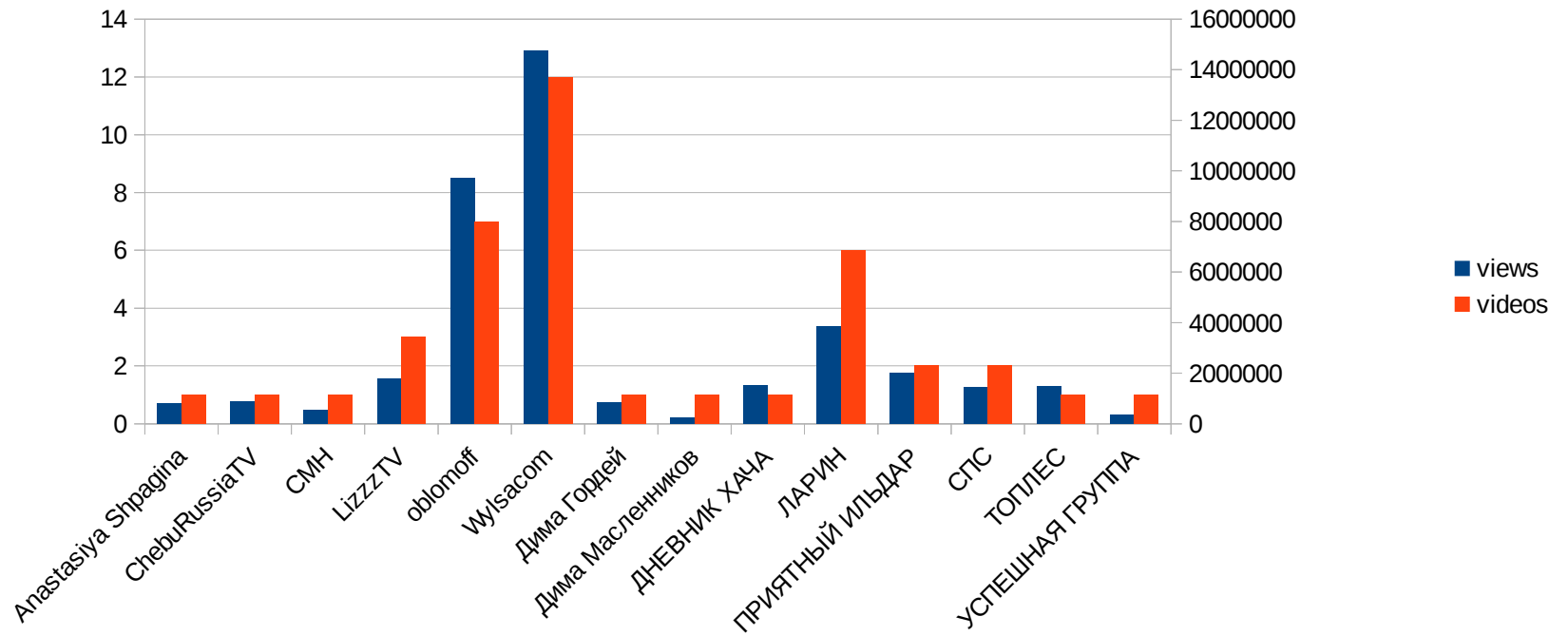
Pandao, total views and number of videos by Youtube channels



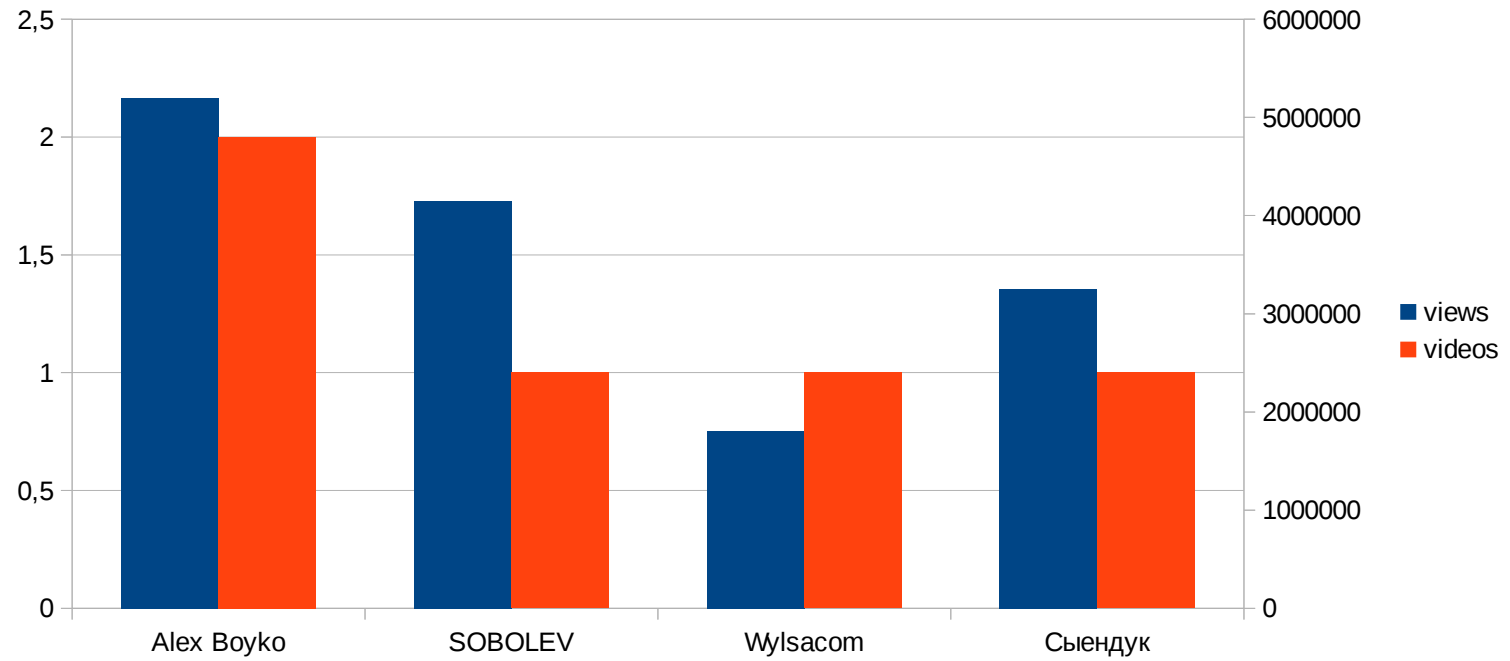
joom.com, total views and number of videos by Youtube channels



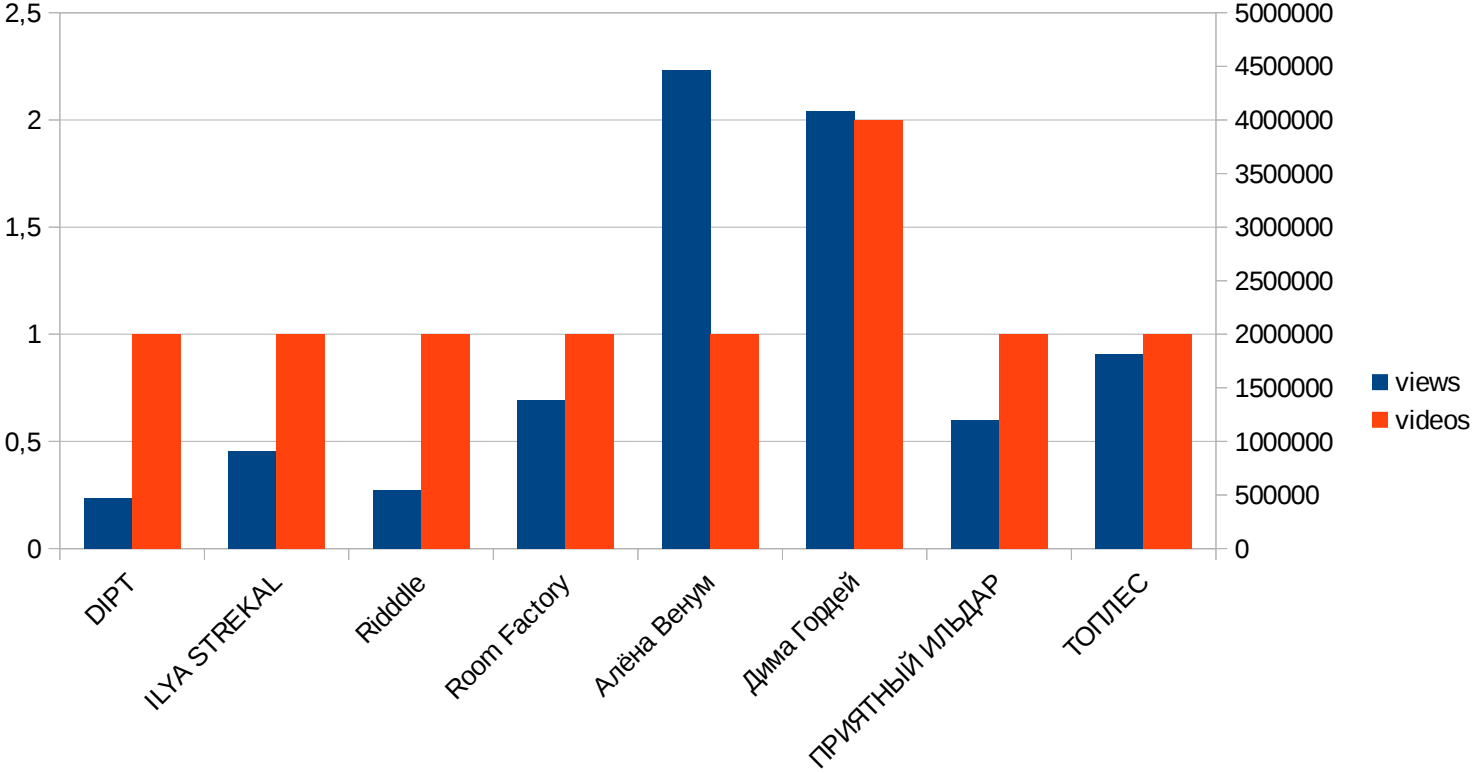
jd.ru, total views and number of videos by Youtube channels



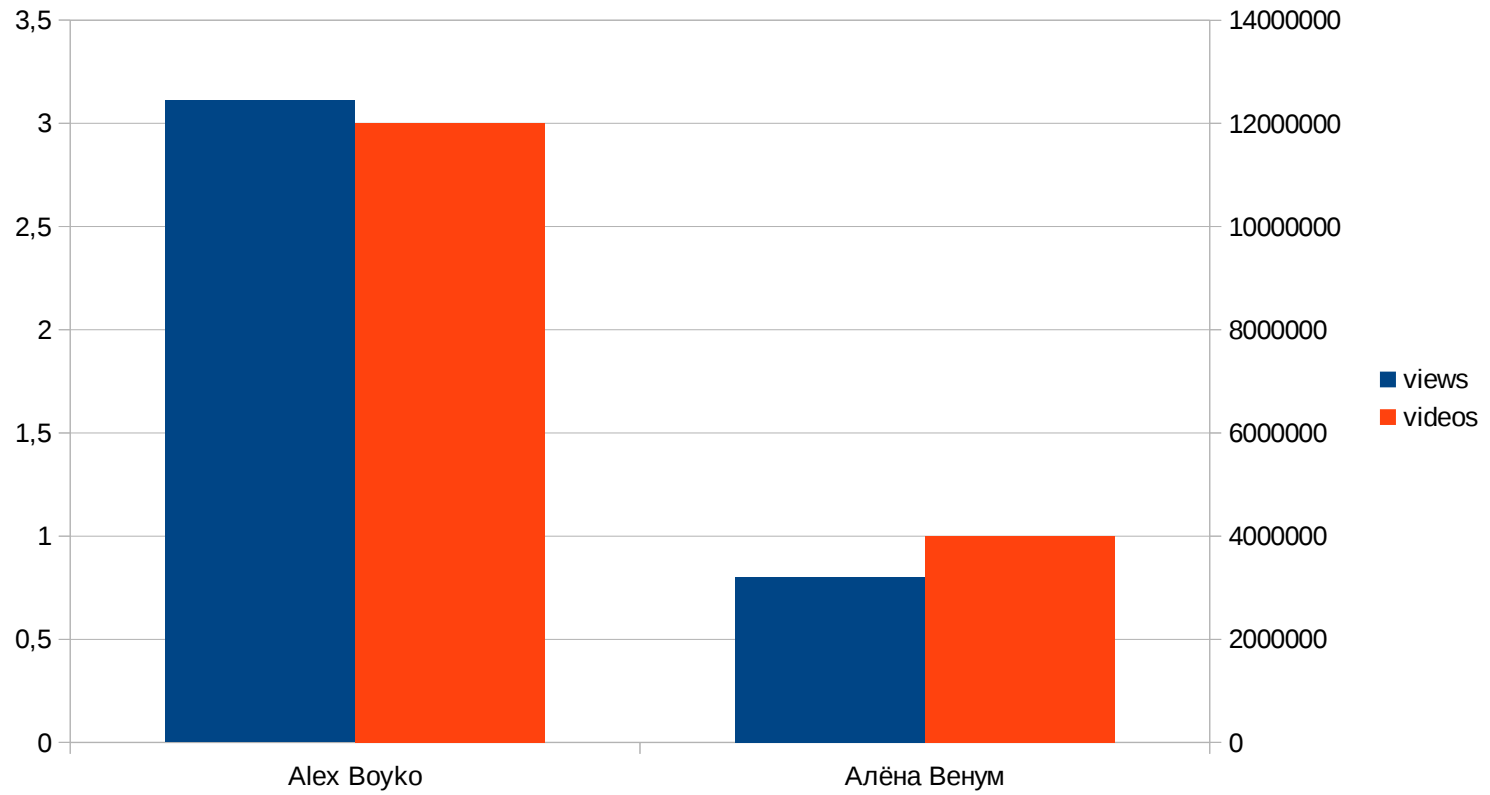
Ozon, total views and number of videos by Youtube channels



beru.ru, total views and number of videos by Youtube channels



wildberries.ru, total views and number of videos by Youtube channels



Aliexpress, total views and number of videos by Youtube channels

