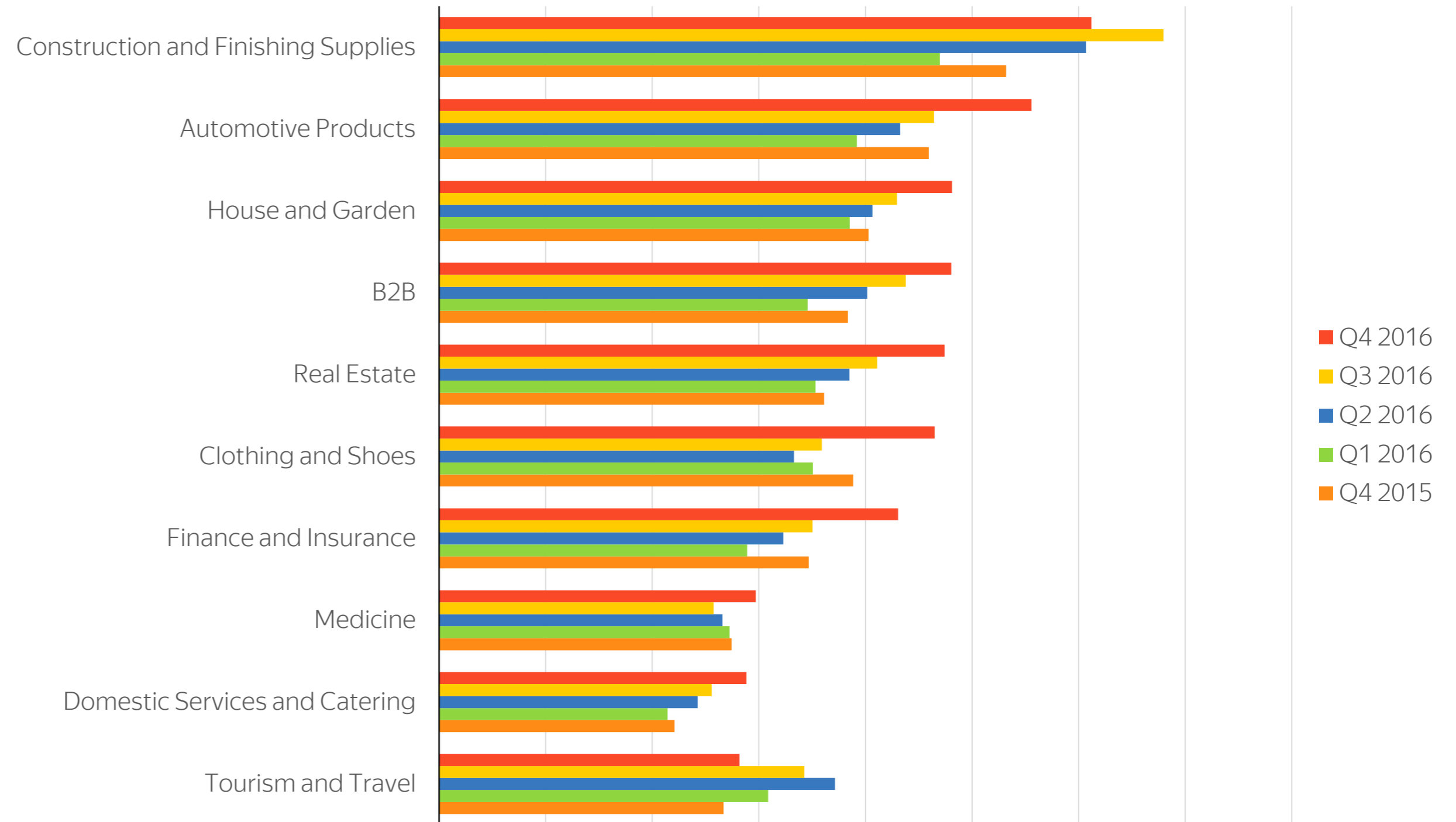


Yandex Direct

Yandex.Direct Verticals
Q4 2016

Spend Dynamics

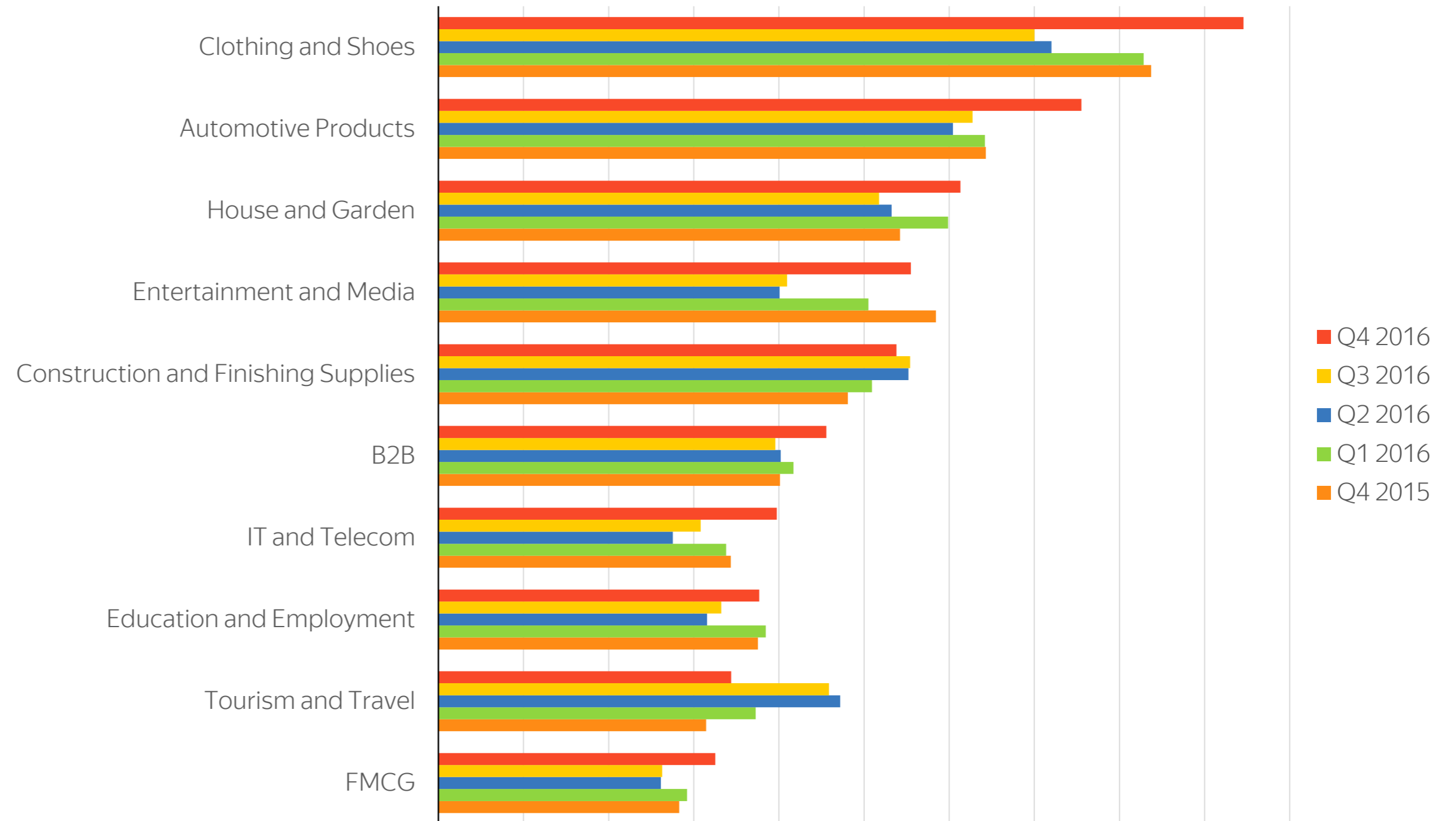
Largest verticals by spend Q4 2015 – Q4 2016



Source: Yandex.Direct data, Q4 2016

Click Dynamics

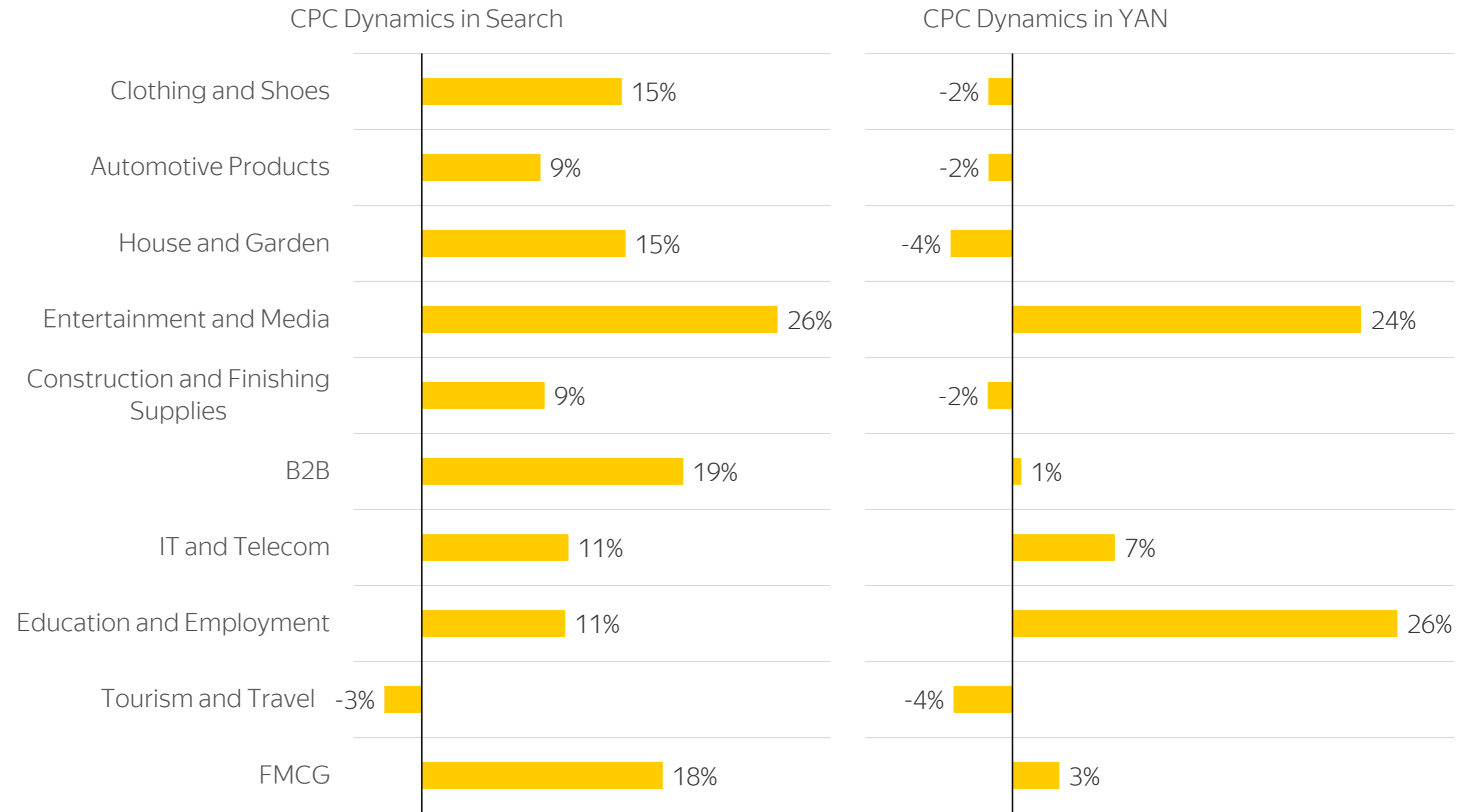
Largest verticals by clicks. Q4 2015 – Q4 2016



Source: Yandex.Direct data, Q4 2016

CPC Dynamics

Largest verticals by clicks. Q4 2015 – Q4 2016

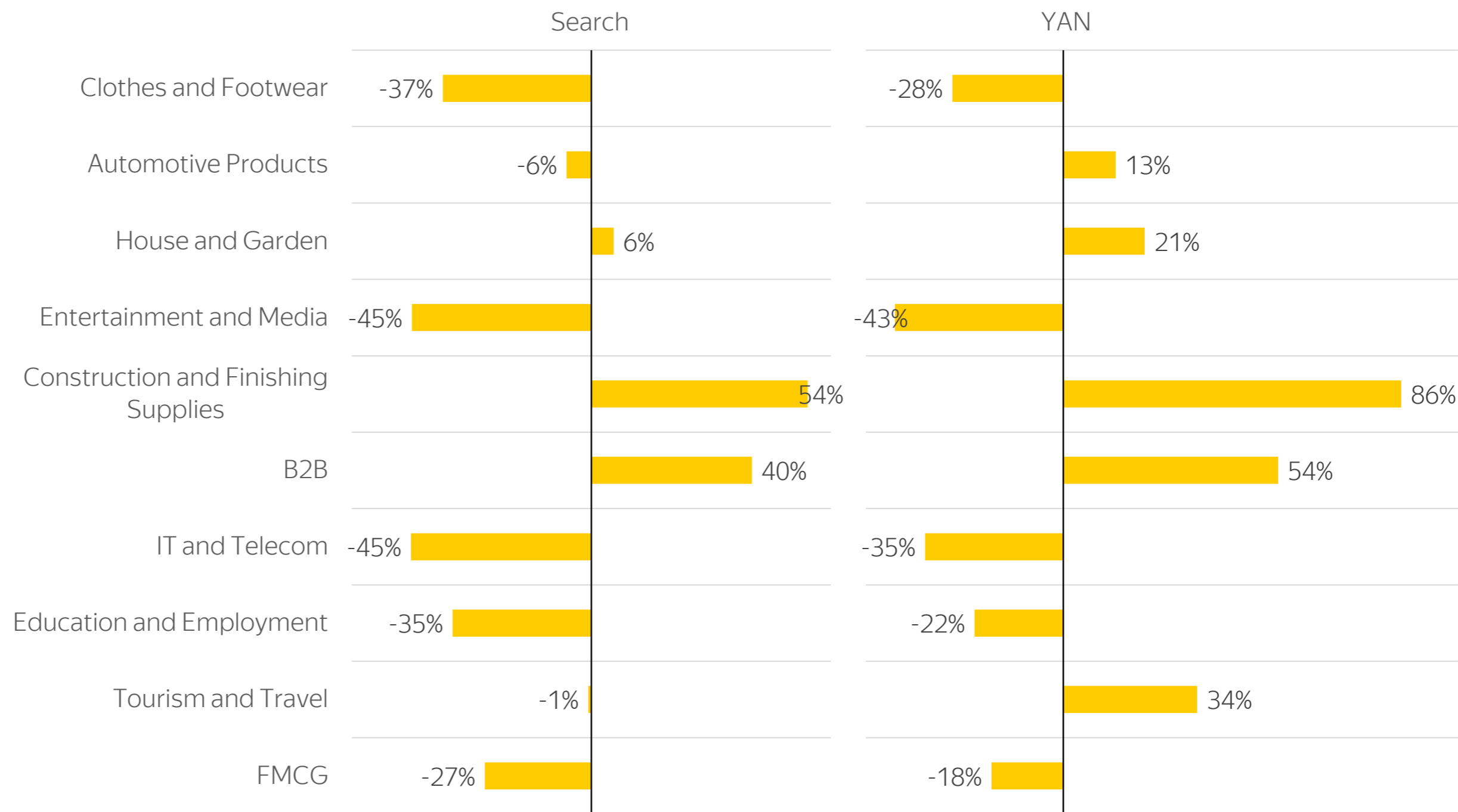


Average search CPC in “IT and Telecom” showed 11% YoY growth in Q4. Yandex Advertising Network CPC also grew by 7%.

Source: Yandex.Direct data, Q4 2016

Variation of CPC from average

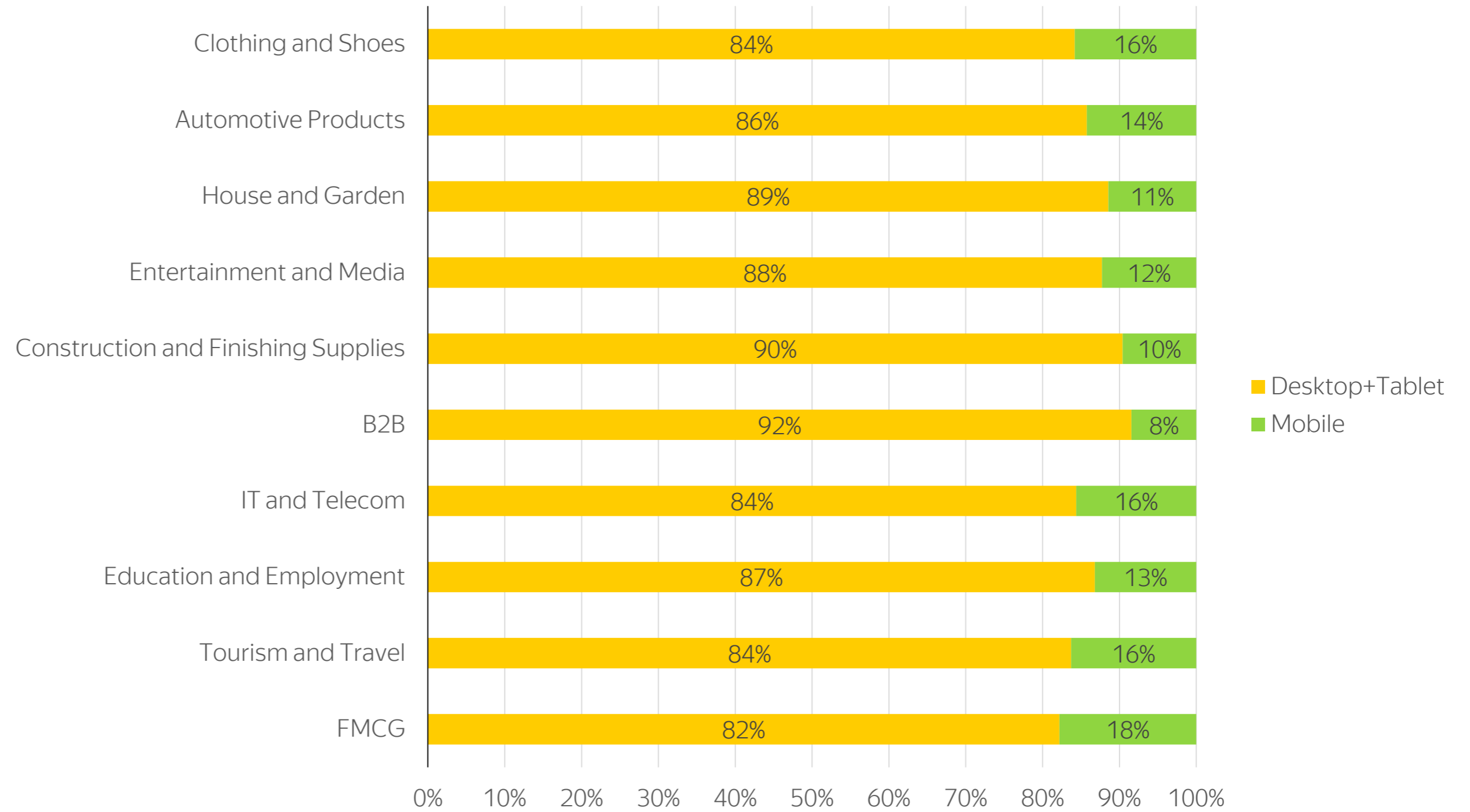
Largest verticals by clicks



The “Construction and Finishing Supplies” category has the highest CPC compared to the averages in Yandex.Direct.

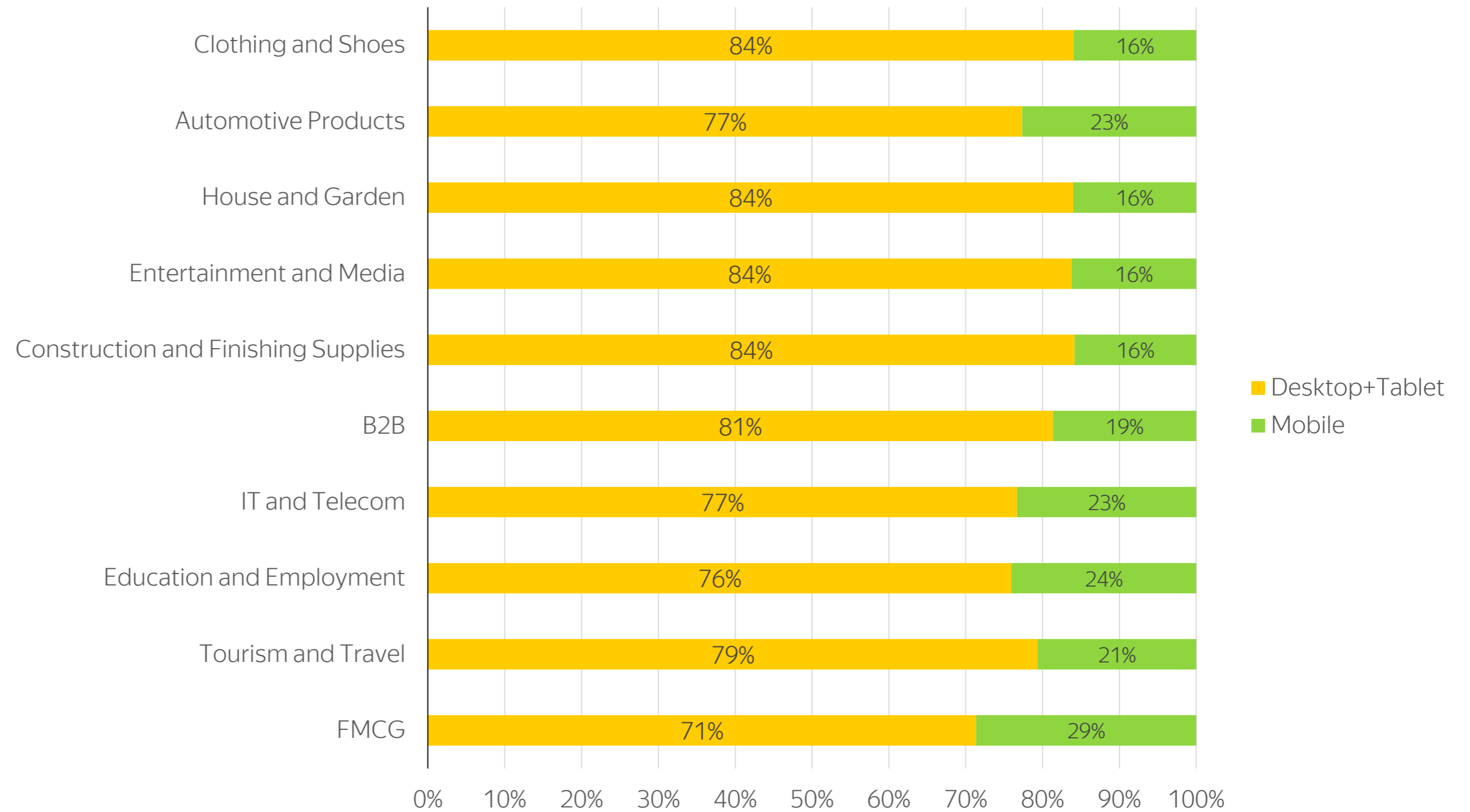
Source: Yandex.Direct data, Q4 2016

Mobile Traffic on Search



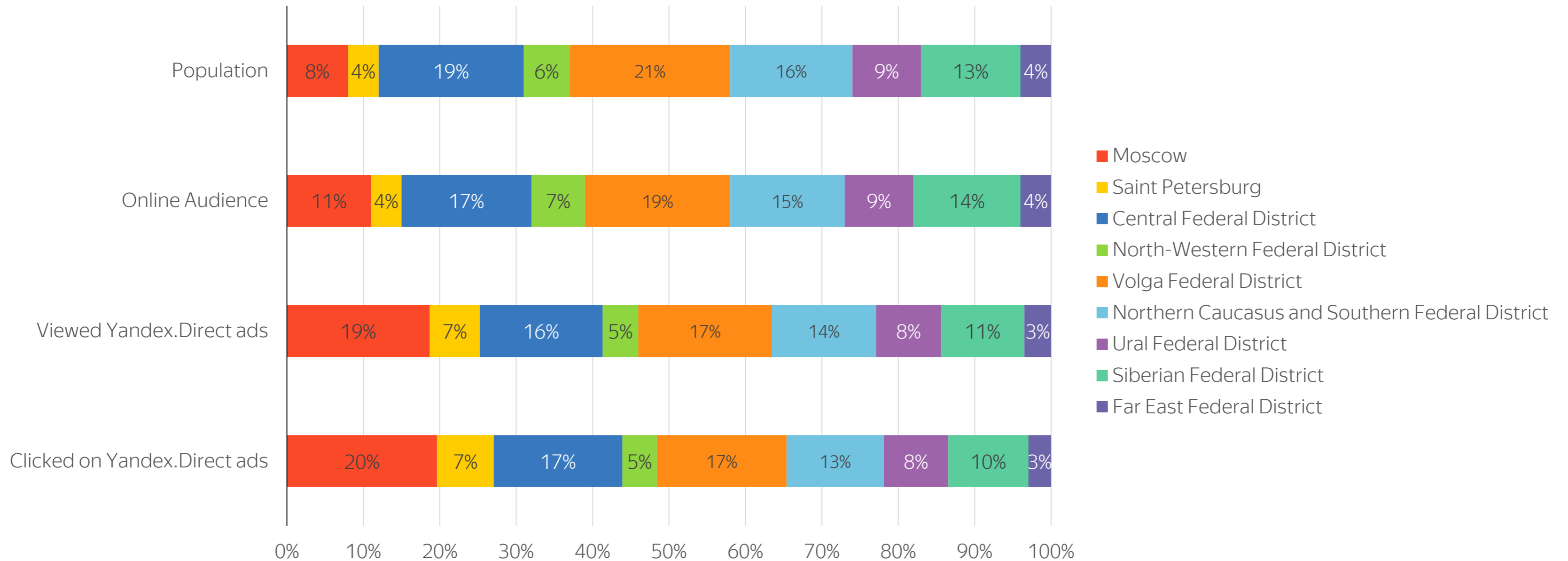
Source: Yandex.Direct data, Q4 2016

Mobile Traffic on Yandex Advertising Network



Source: Yandex.Direct data, Q4 2016

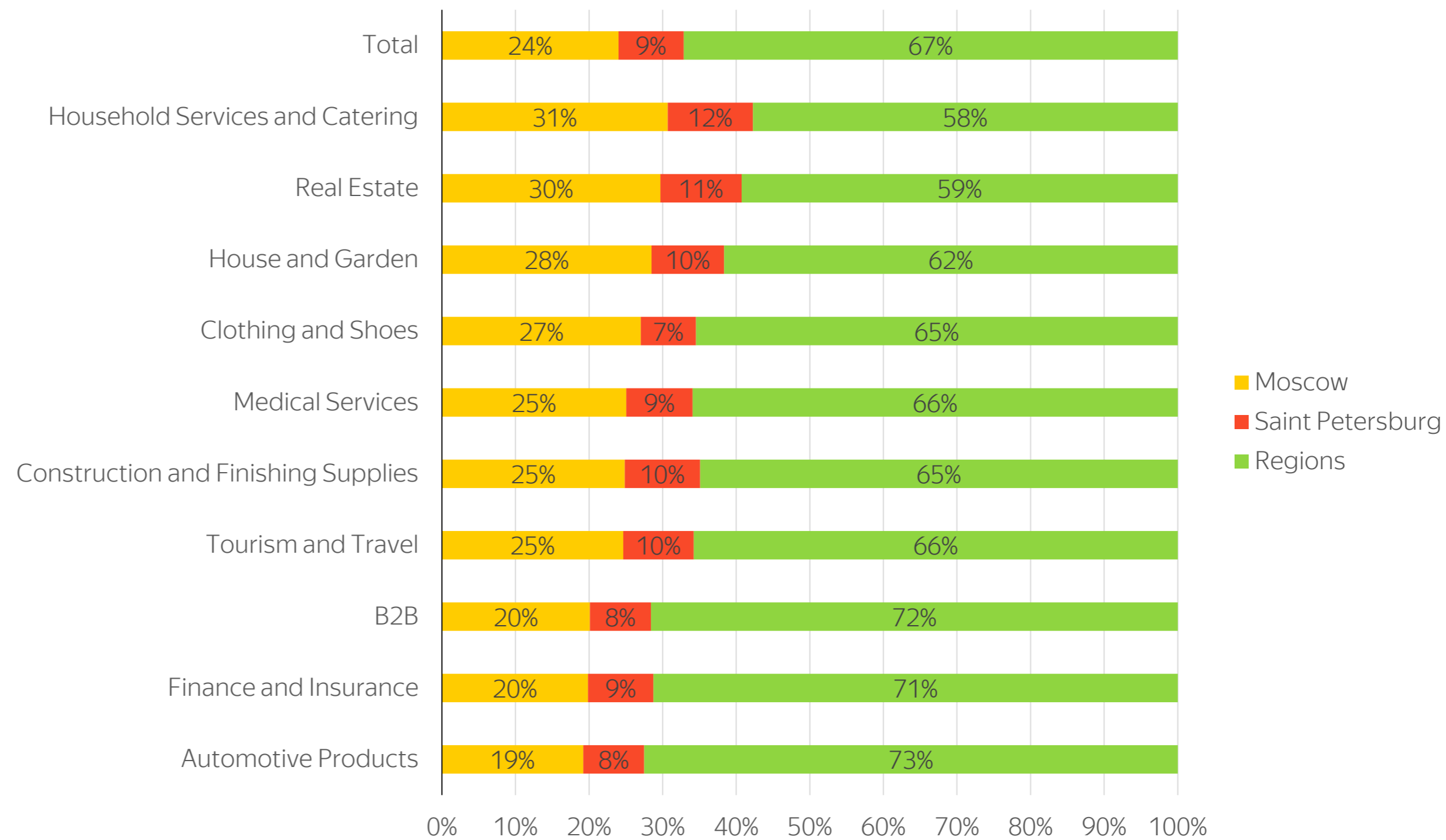
Yandex.Direct by Region



Source: Yandex.Direct data, Q4 2016

Traffic by Region

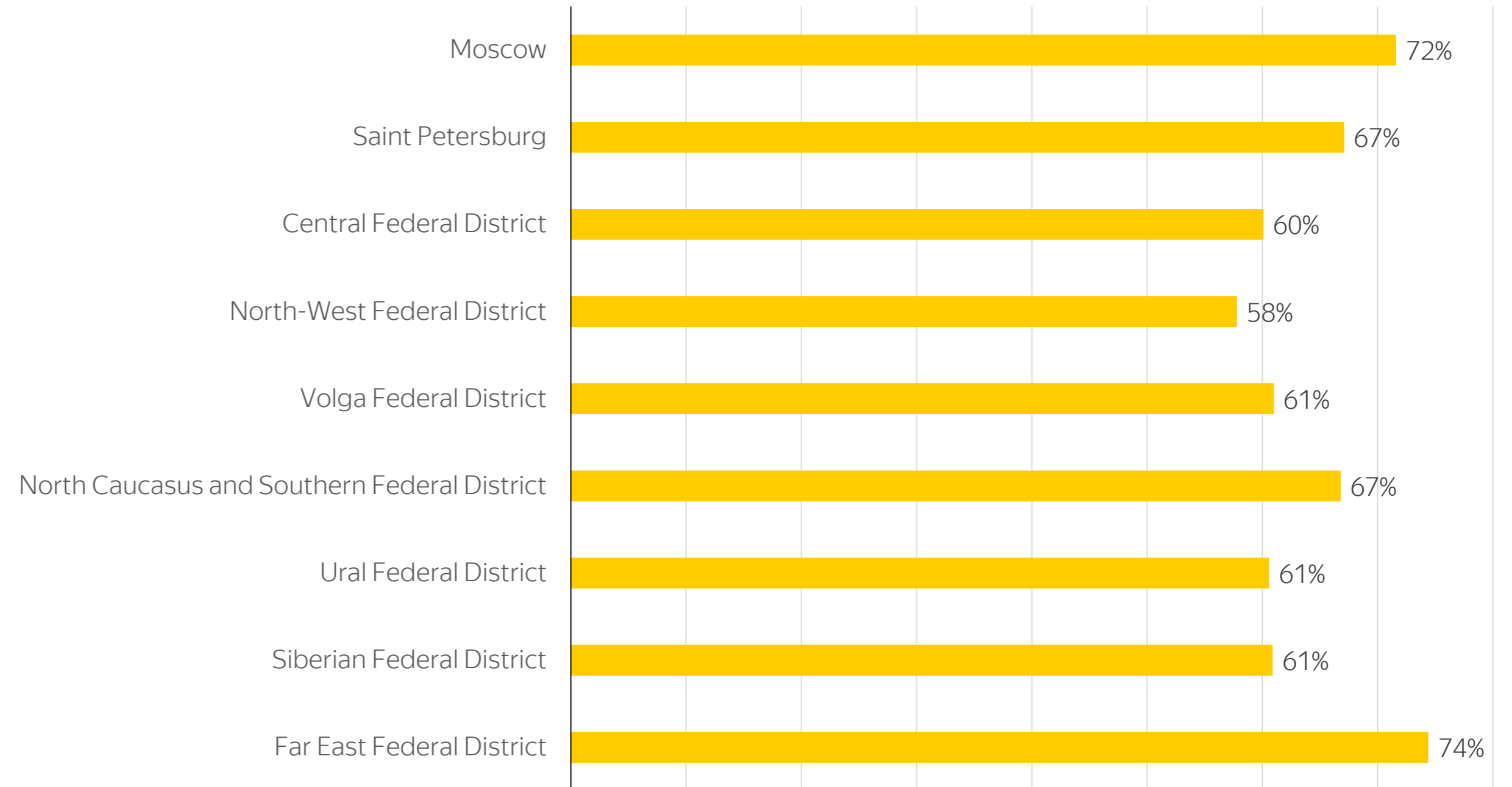
Largest verticals by clicks



Source: Yandex.Direct data, Q4 2016

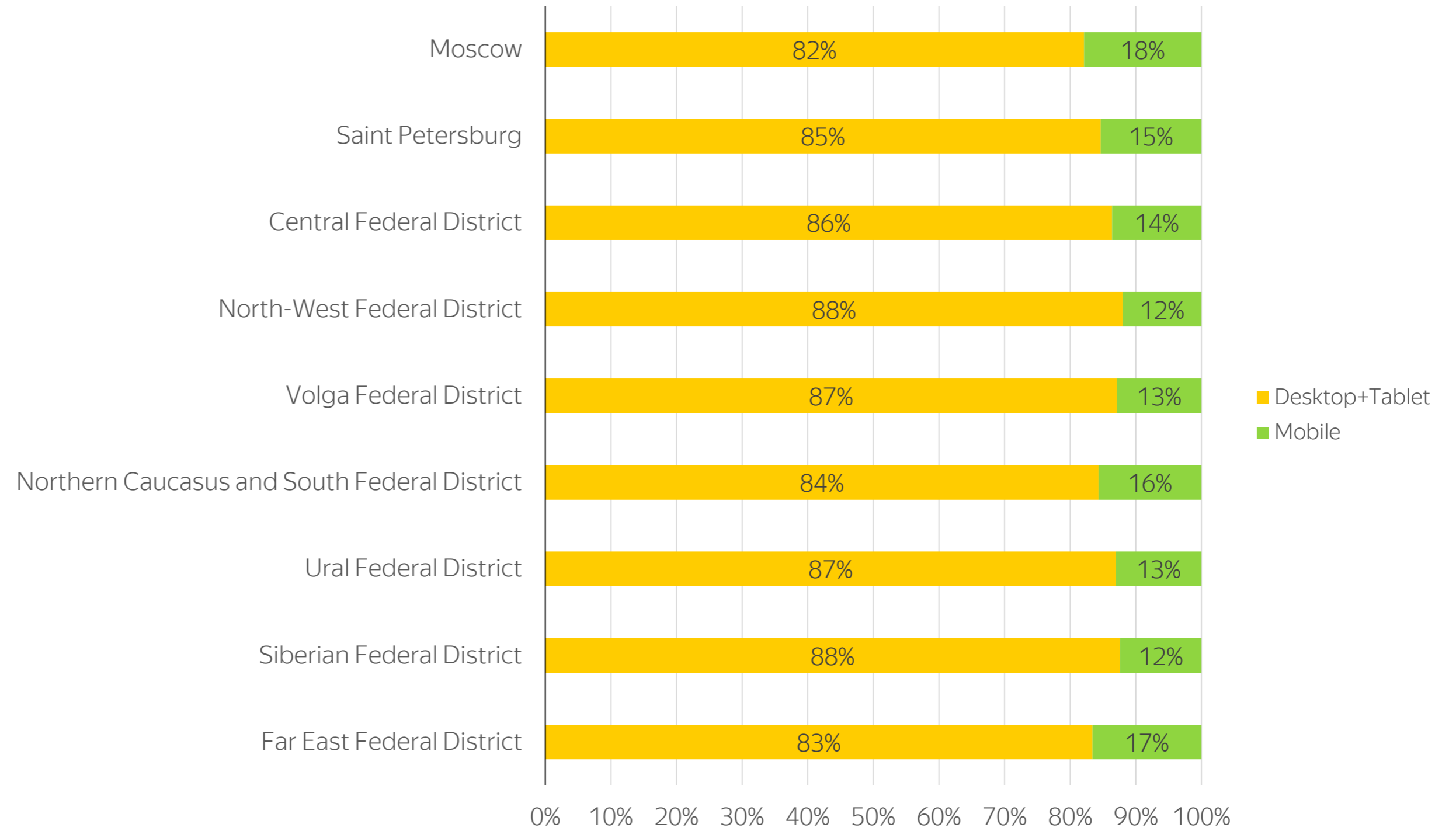
Share of Smartphone Users by Region

% of users



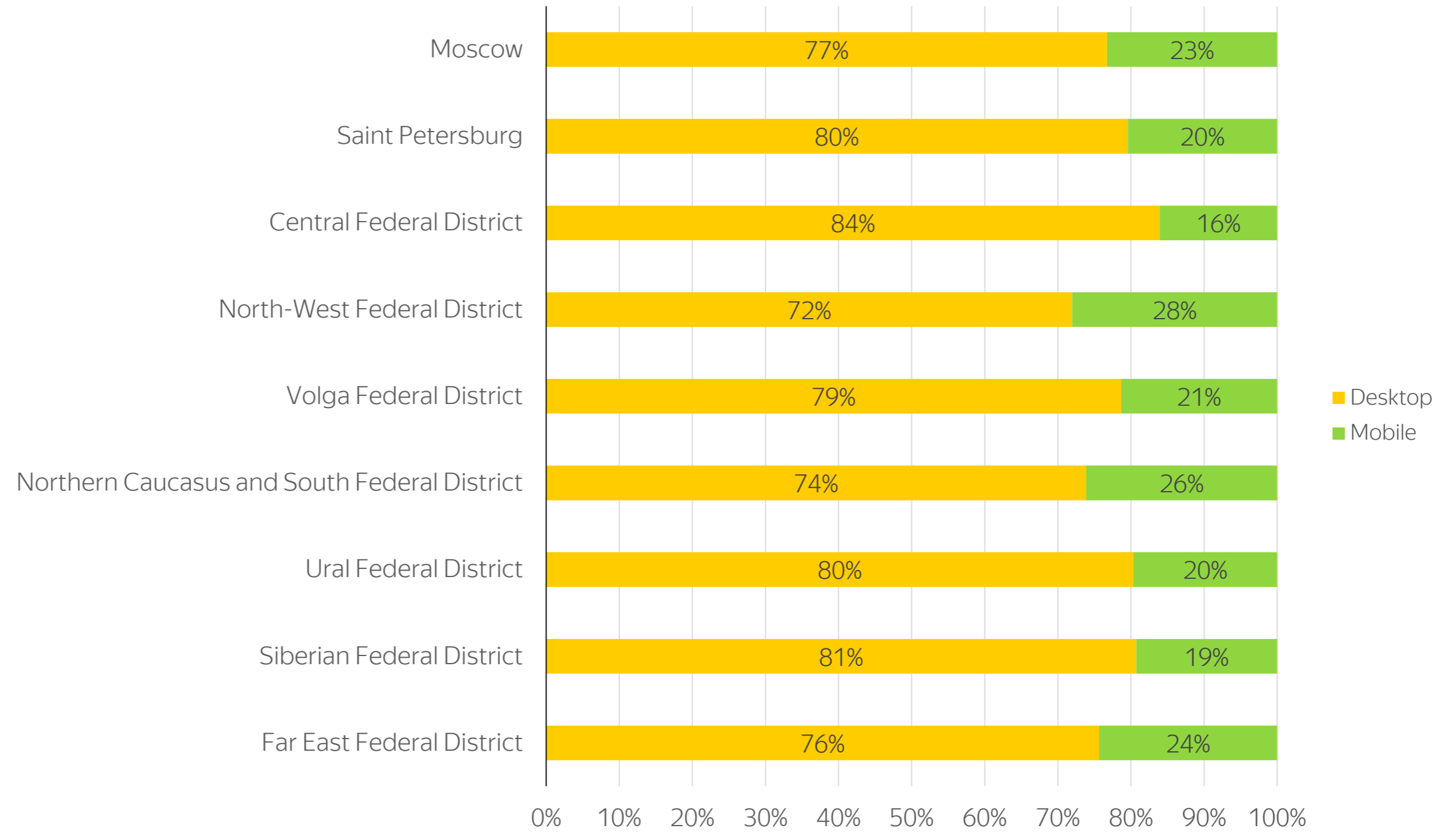
Source: TNS Web Index, July - December 2016, Russia, Cities, Age 12+

Mobile Traffic on Search by Region



Source: Yandex.Direct data, Q4 2016

Mobile Traffic on Search by Region



Source: Yandex.Direct data, Q4 2016