

Yandex

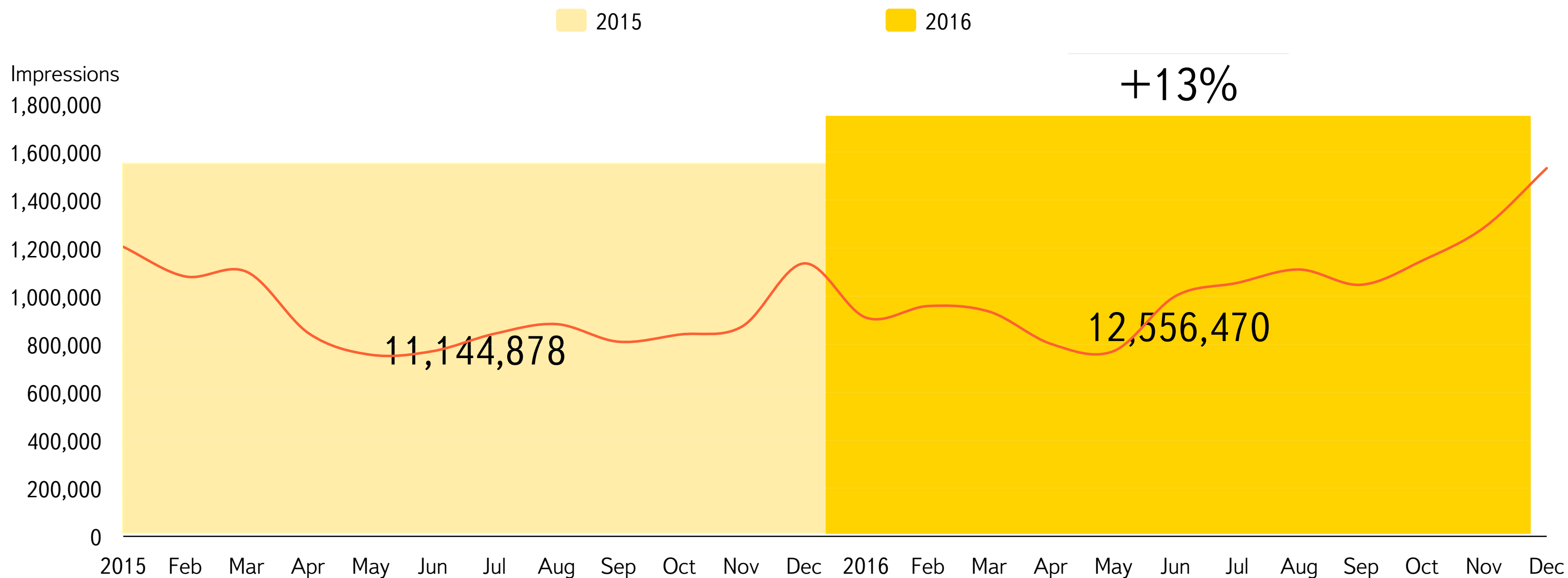
Russian Jewelry Market Industry Report

2017

01

Russian user interest
JEWELRY

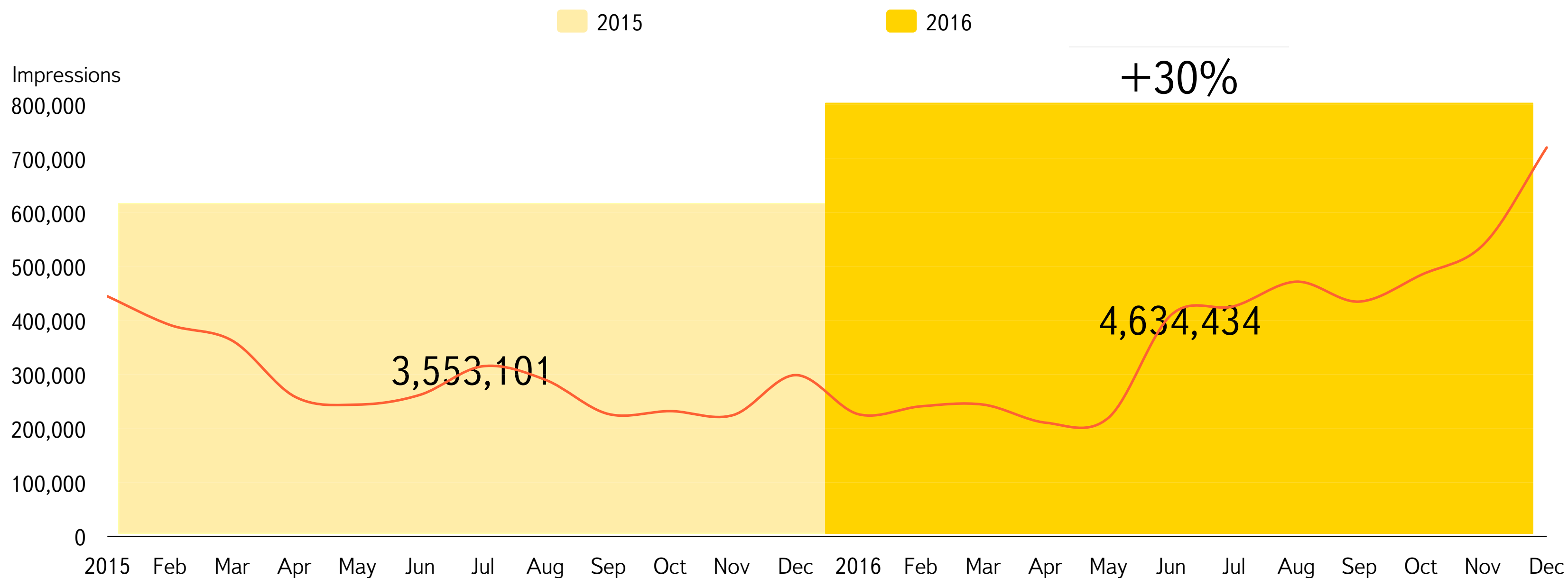
Dynamics of Jewelry category (all devices)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

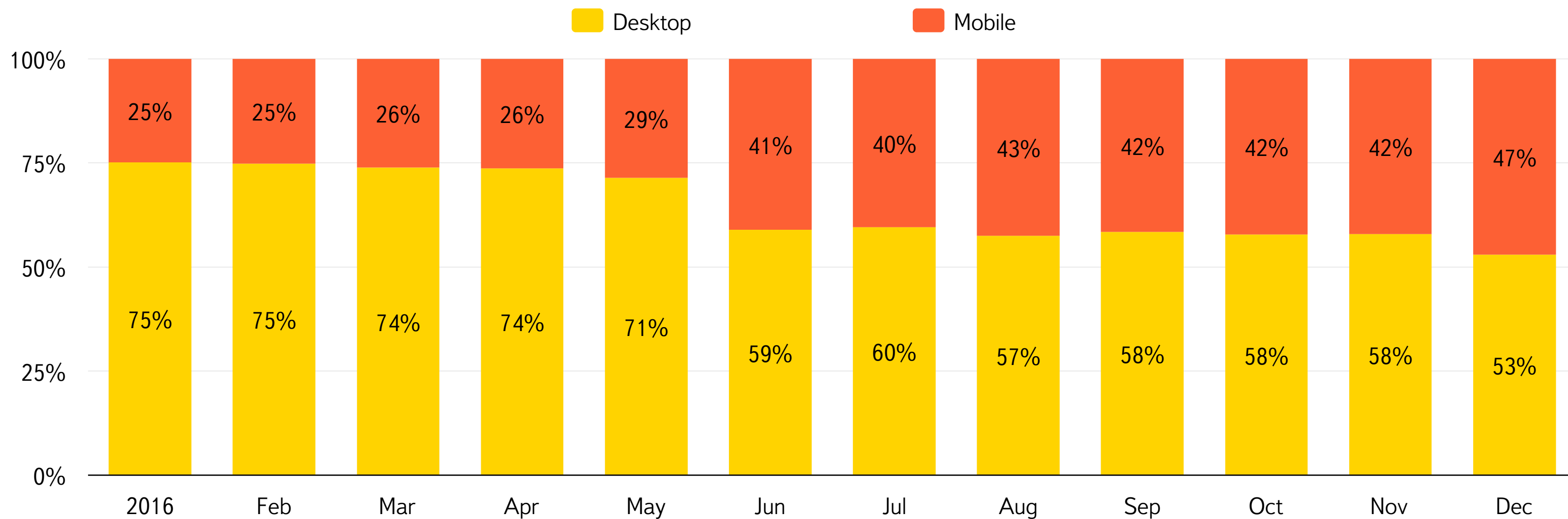
Dynamics of Jewelry category (mobile)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

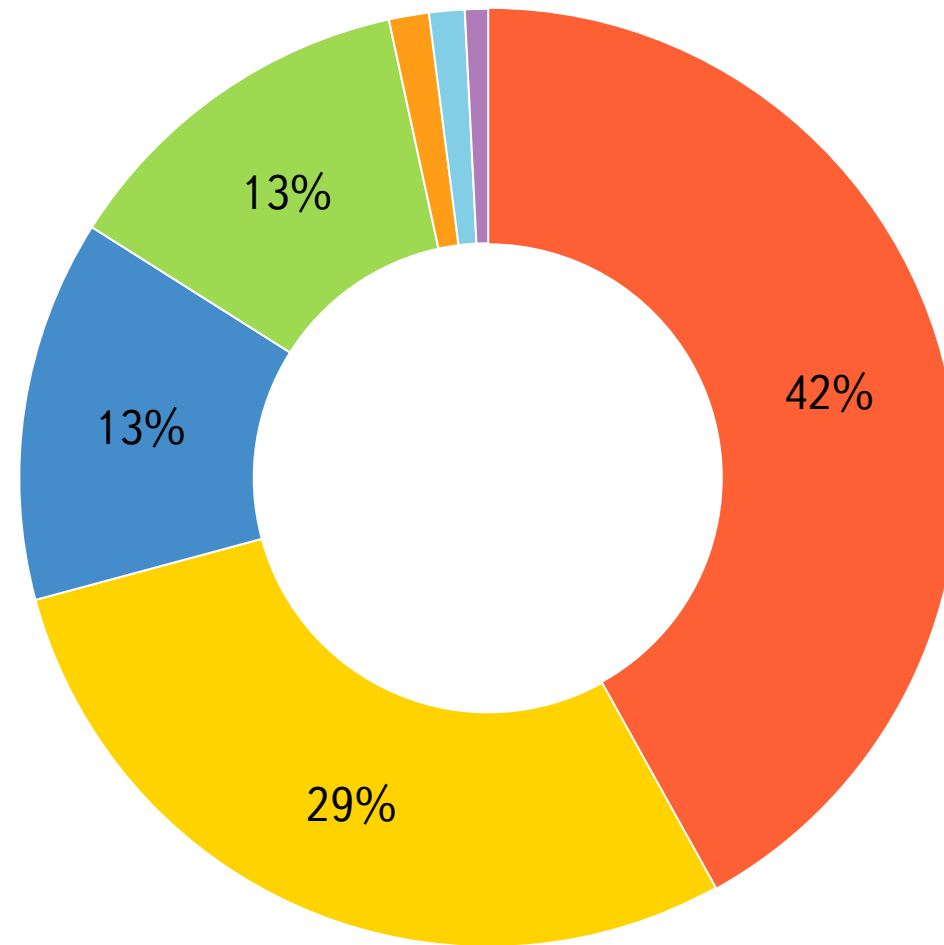
Source: wordstat.yandex.ru. Region: Russia

Share of mobile queries for jewelry



Source: wordstat.yandex.ru. Region: Russia

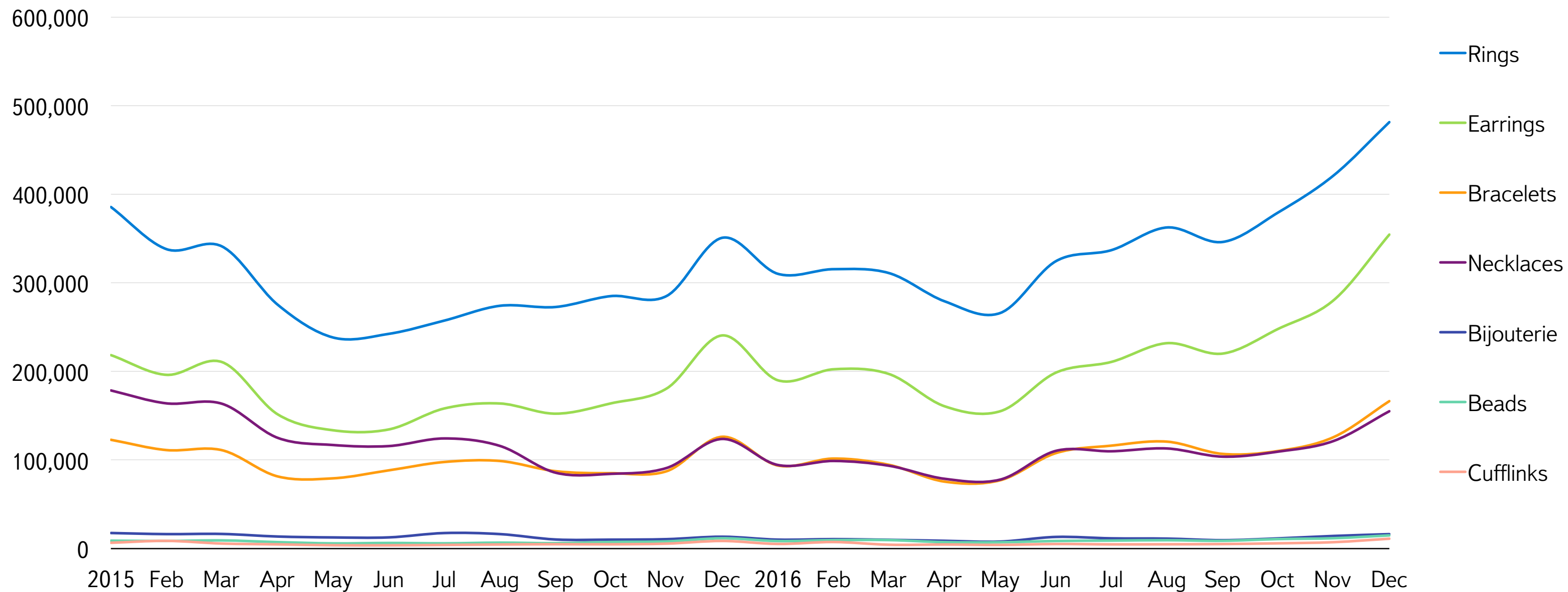
The most popular types of Jewelry in Russia



■ Rings ■ Earrings ■ Bracelets ■ Necklaces ■ Bijouterie ■ Beads ■ Cufflinks

Q4, 2016. All devices: desktop, mobile, tablets

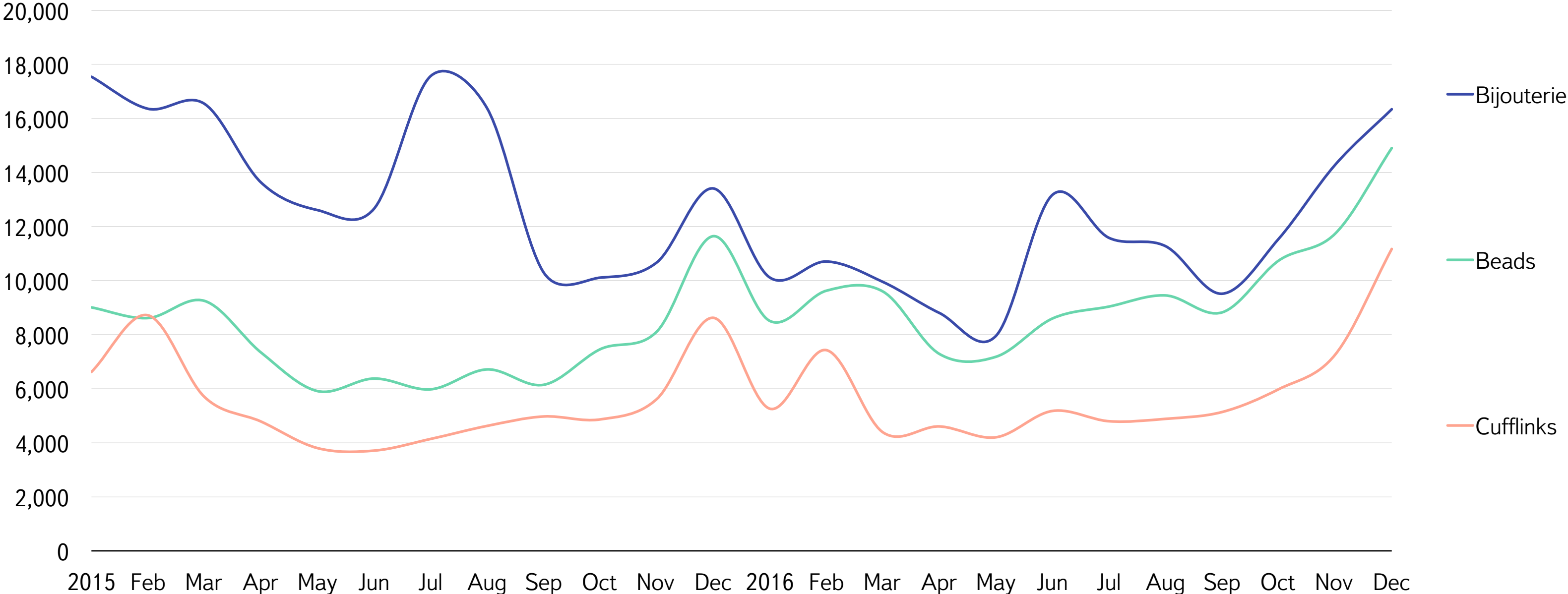
Different types of Jewelry dynamics (all devices)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

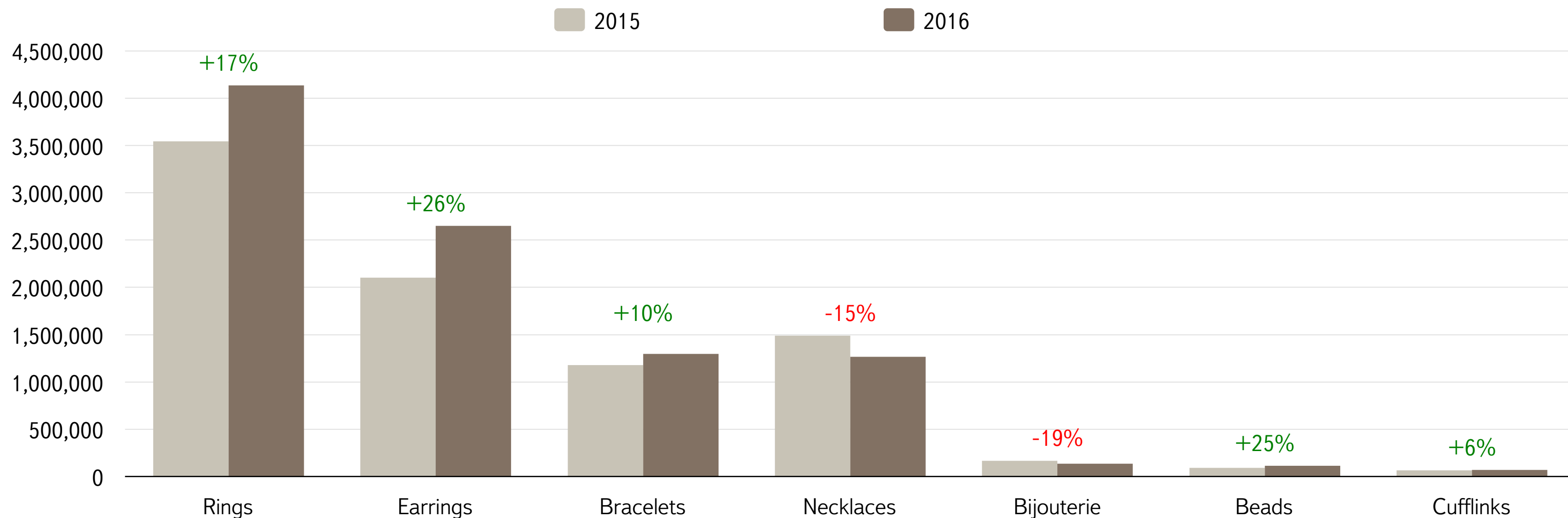
Different types of Jewelry dynamics (all devices, scale)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

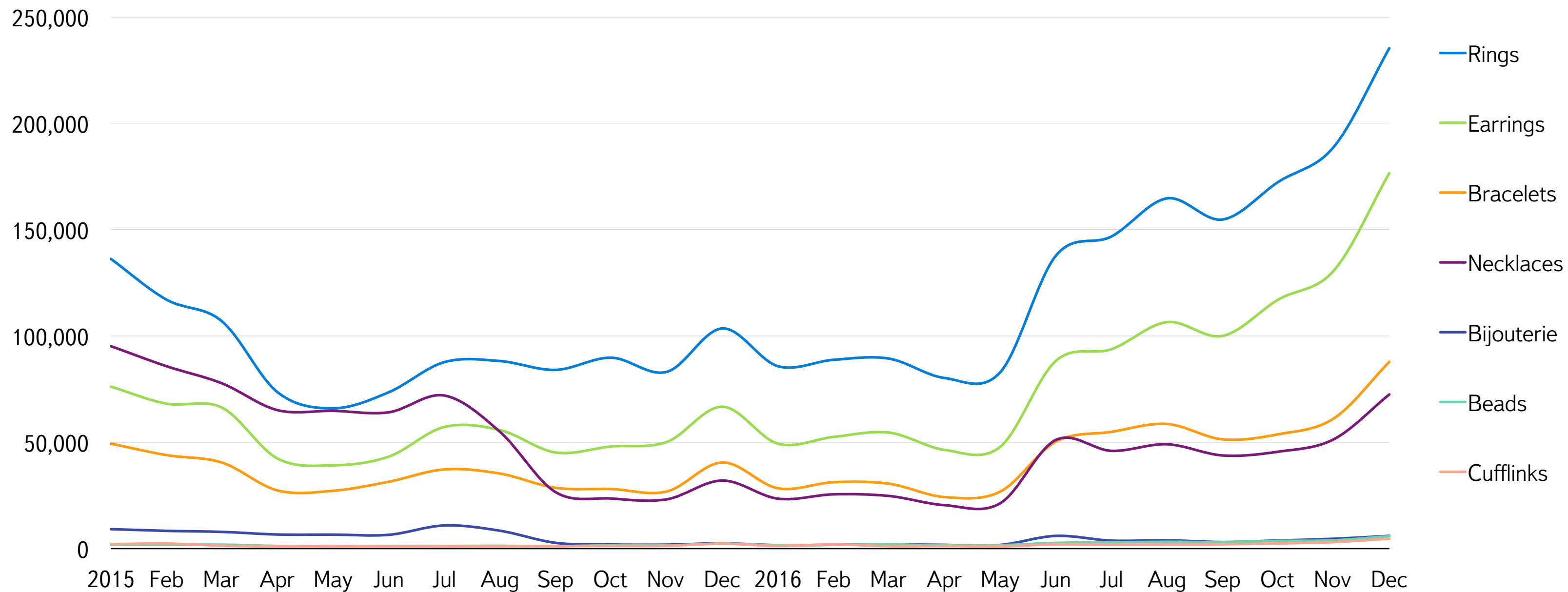
Different types of Jewelry dynamics (all devices)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

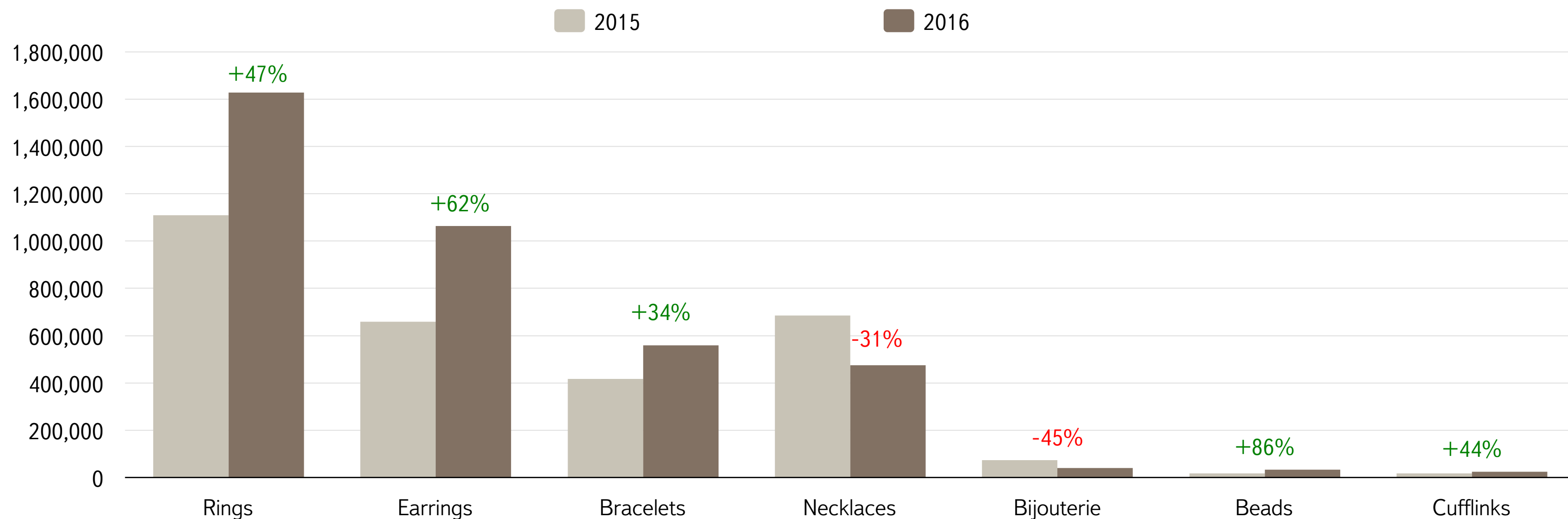
Different types of Jewelry dynamics (mobile)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

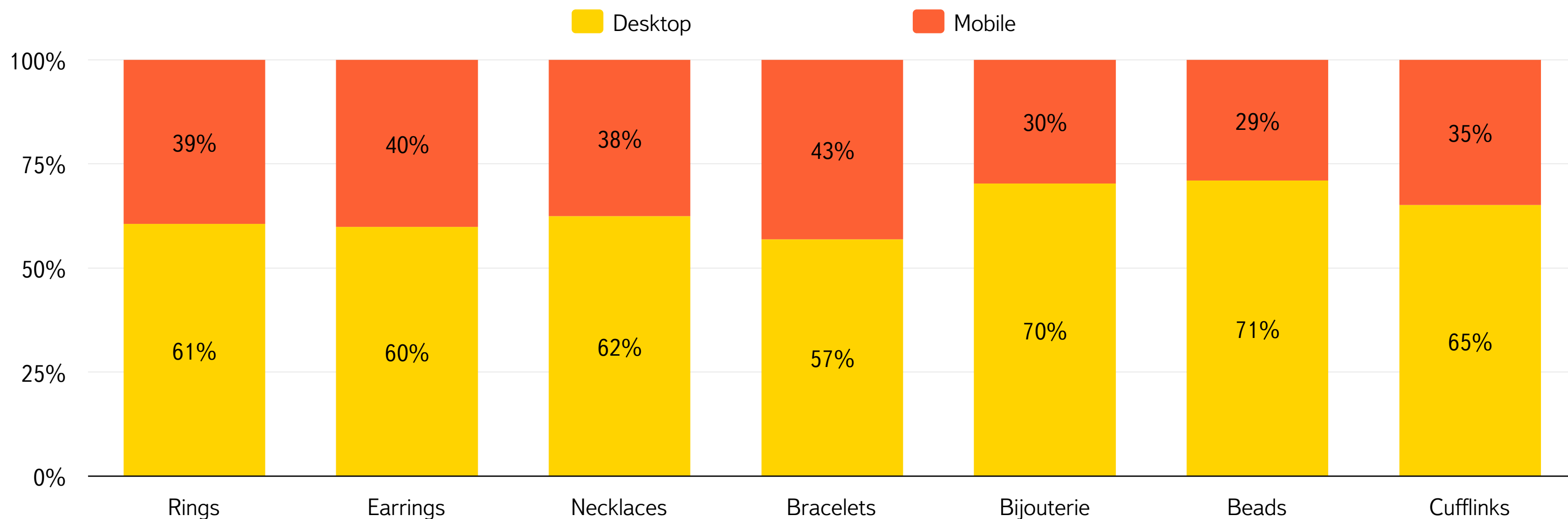
Different types of Jewelry dynamics (mobile)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

Share of mobile queries



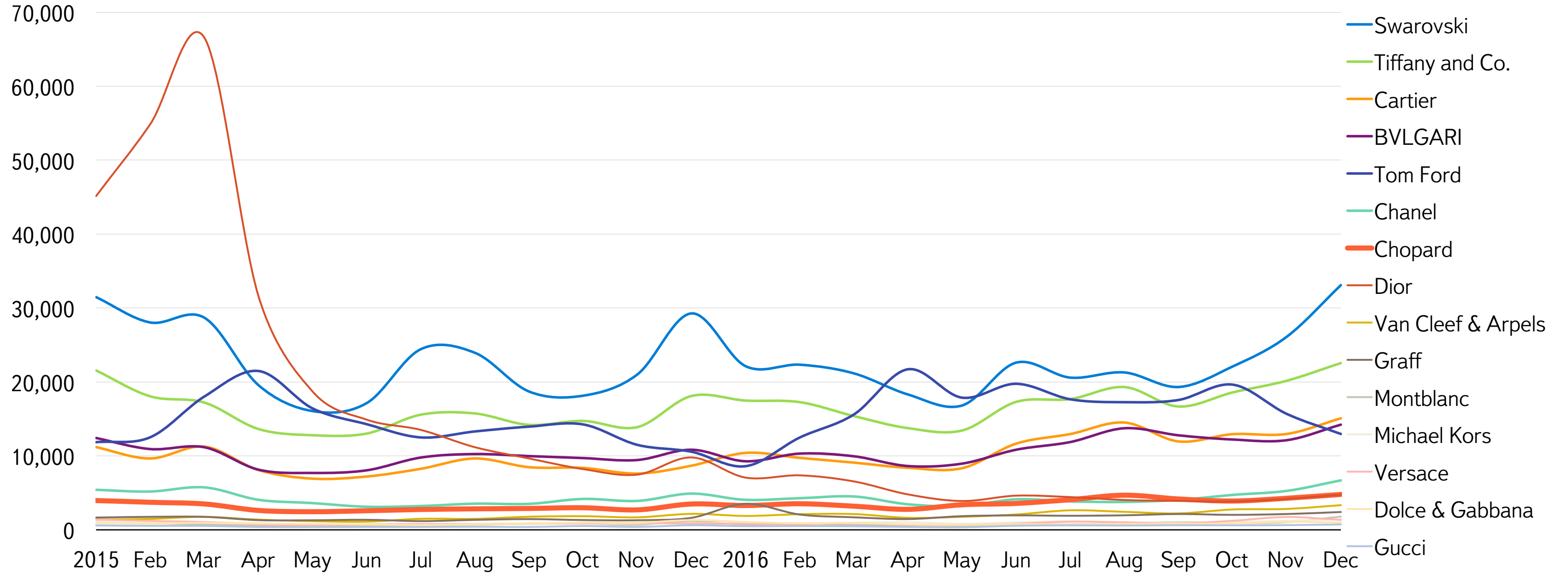
The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

02

Competitive landscape
JEWELRY

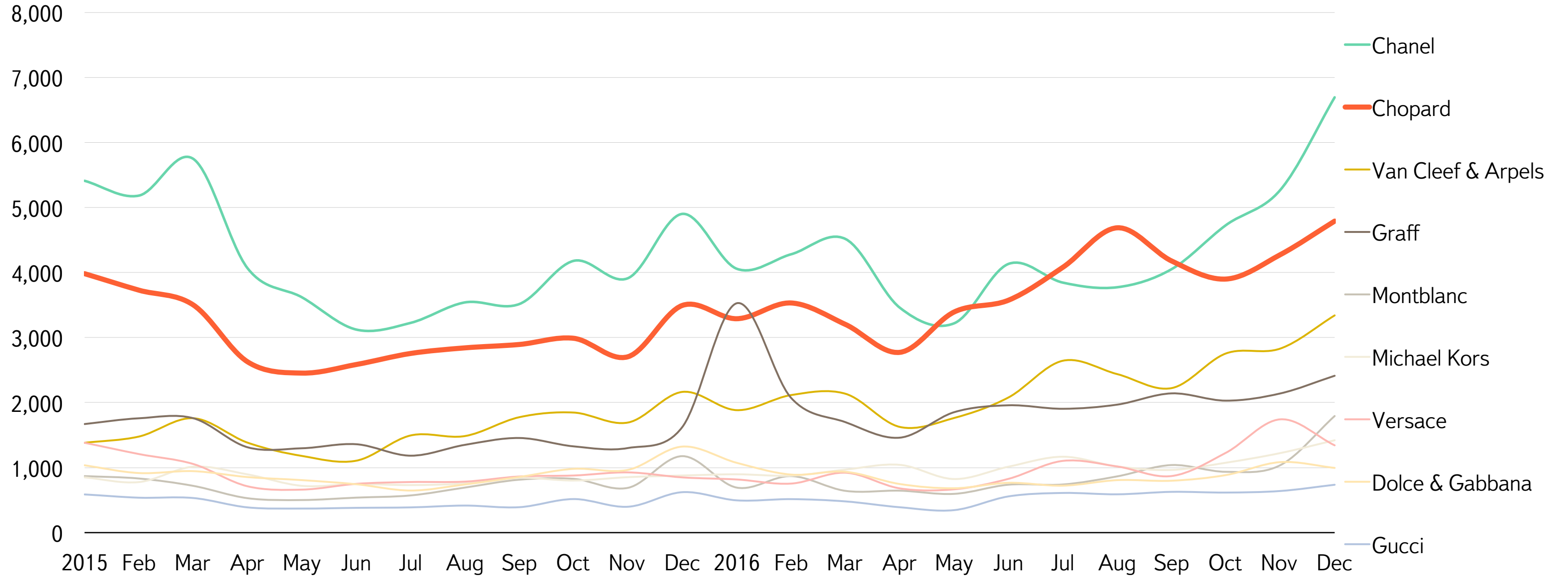
Competitor dynamics (all devices)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

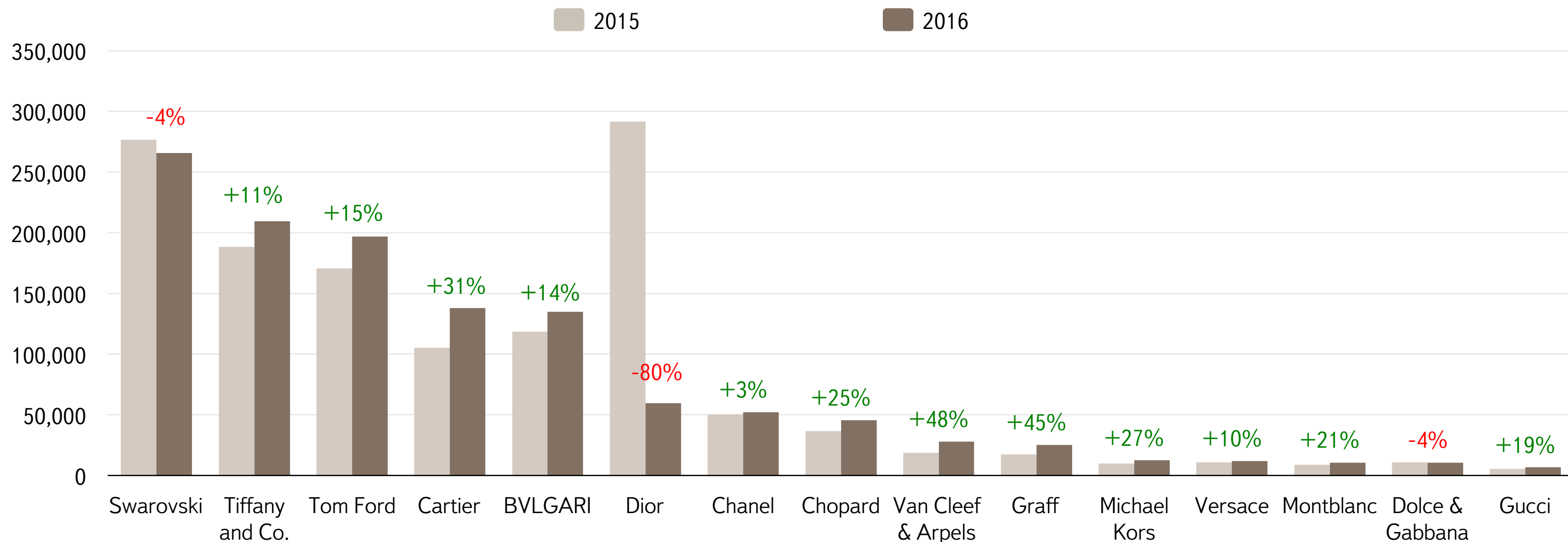
Competitor dynamics (all devices, scale)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

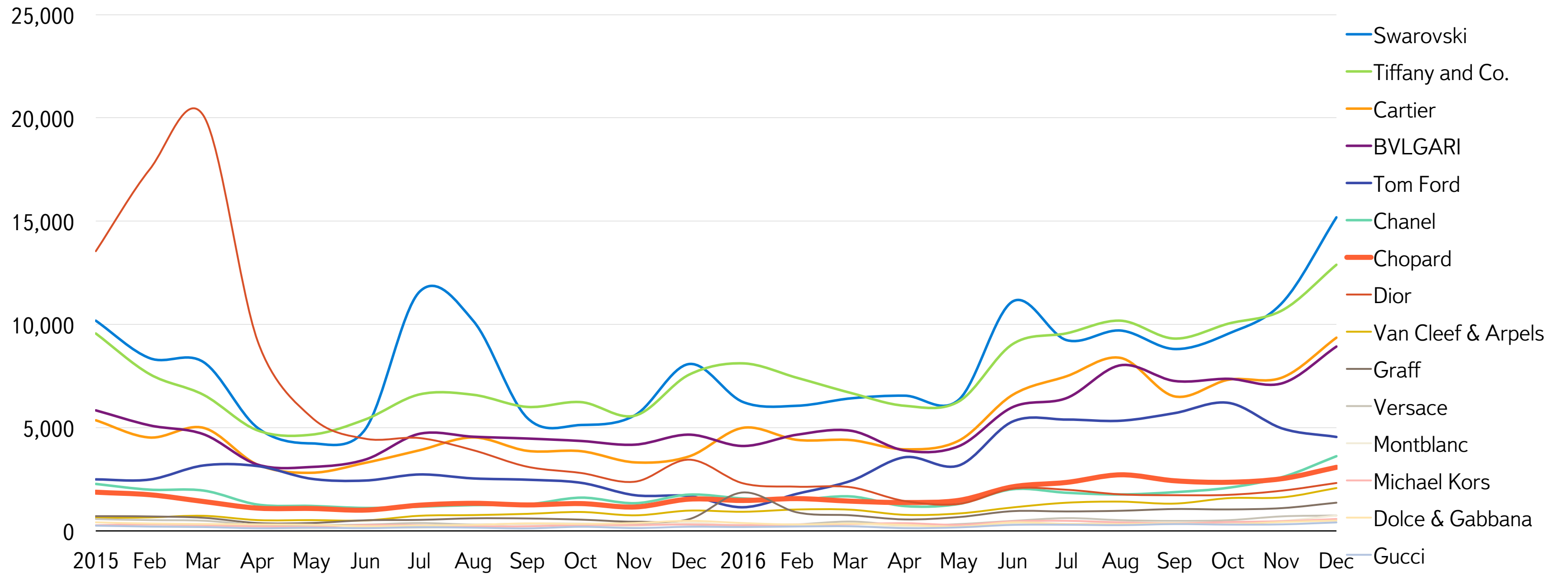
Competitor dynamics (all devices)



All devices: desktop, mobile, tablets

Source: wordstat.yandex.ru. Region: Russia

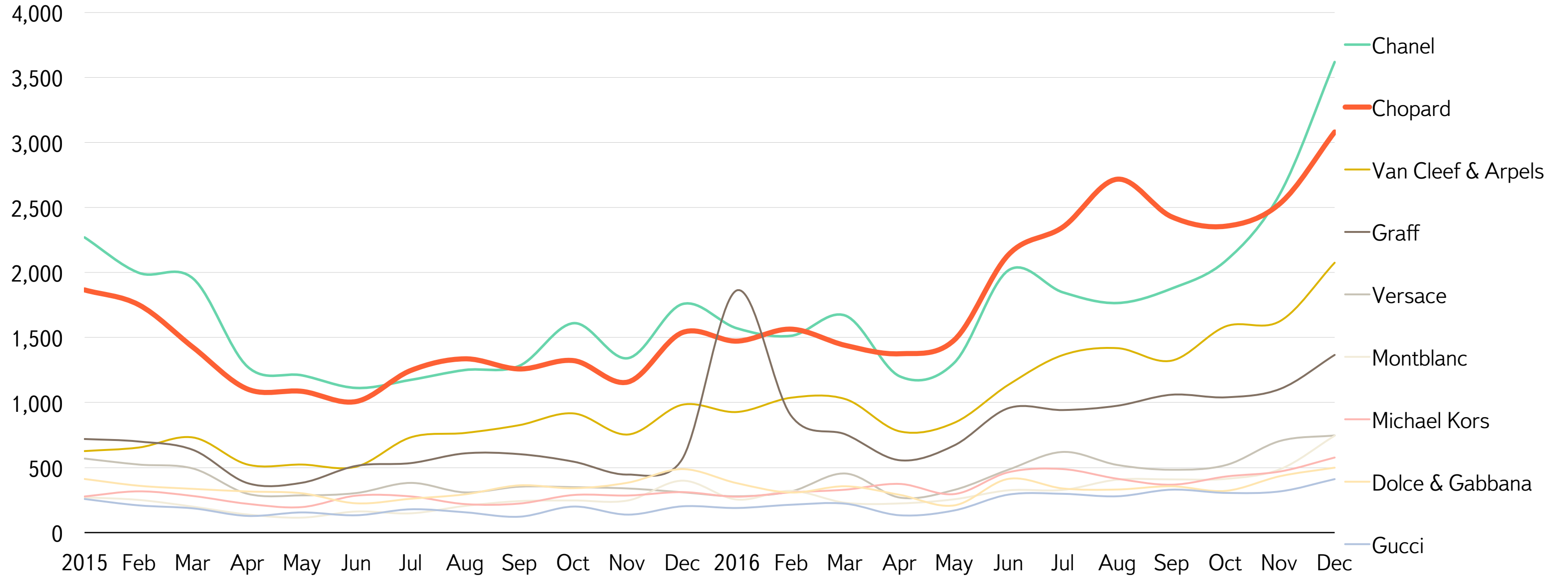
Competitor dynamics (mobile)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

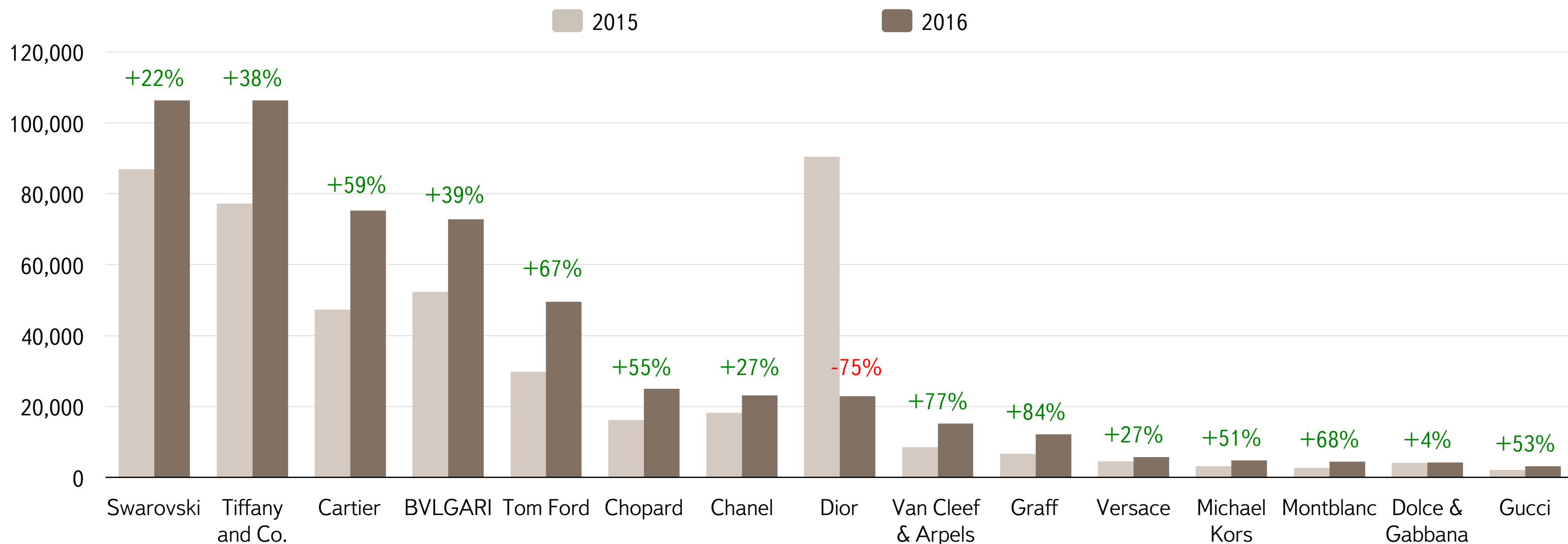
Competitor dynamics (mobile, scale)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

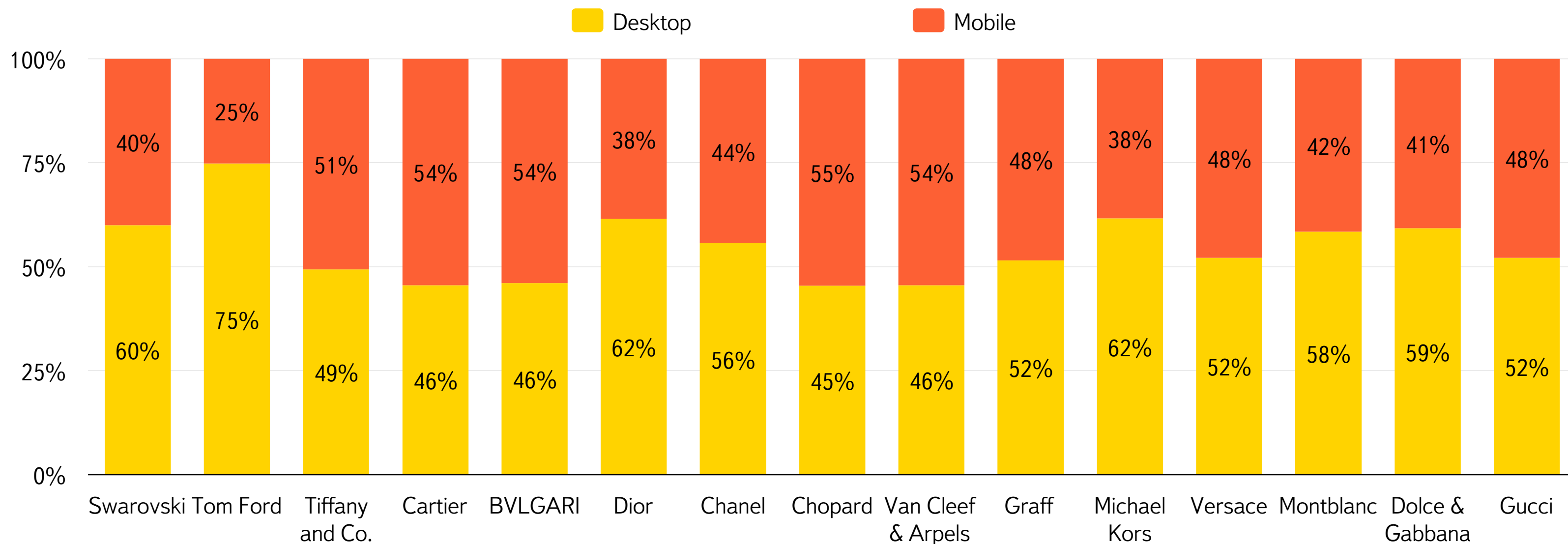
Competitor dynamics (mobile)



The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

Source: wordstat.yandex.ru. Region: Russia

Share of mobile queries



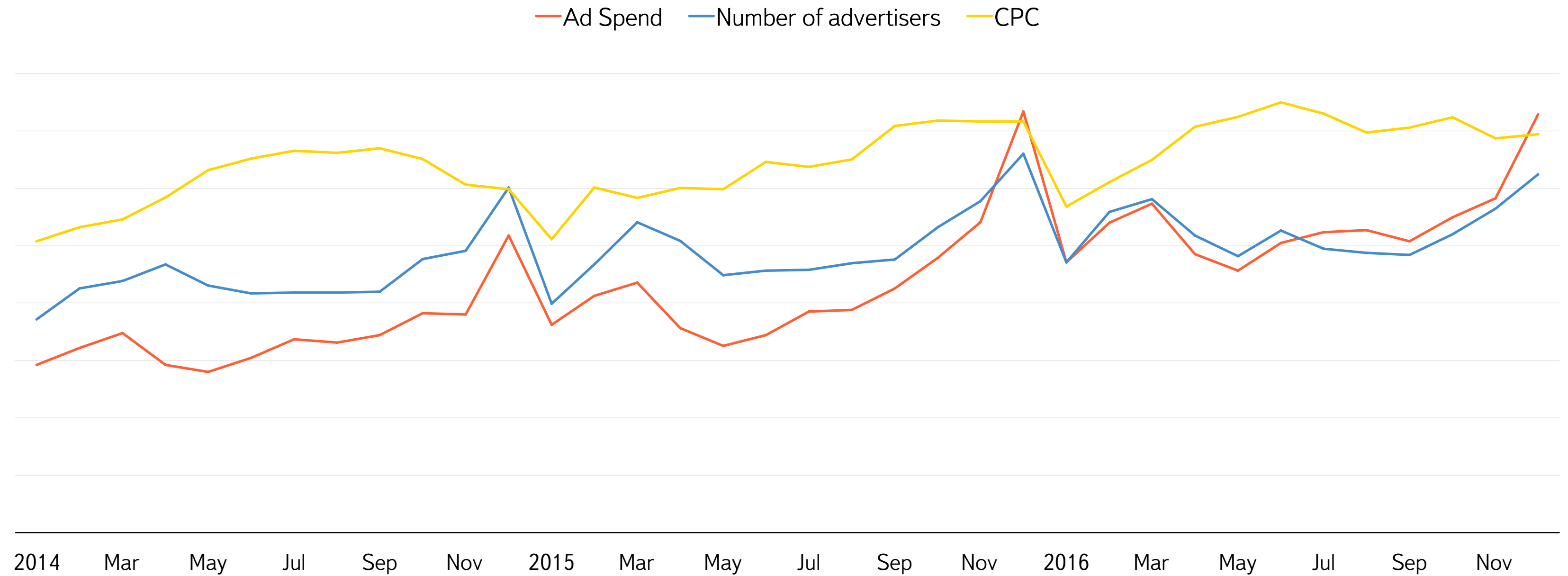
The calculation of mobile queries was changed in March, 2016. Moreover, in June, 2016 new mobile platforms were added.

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03

Segment Dynamics
JEWELRY

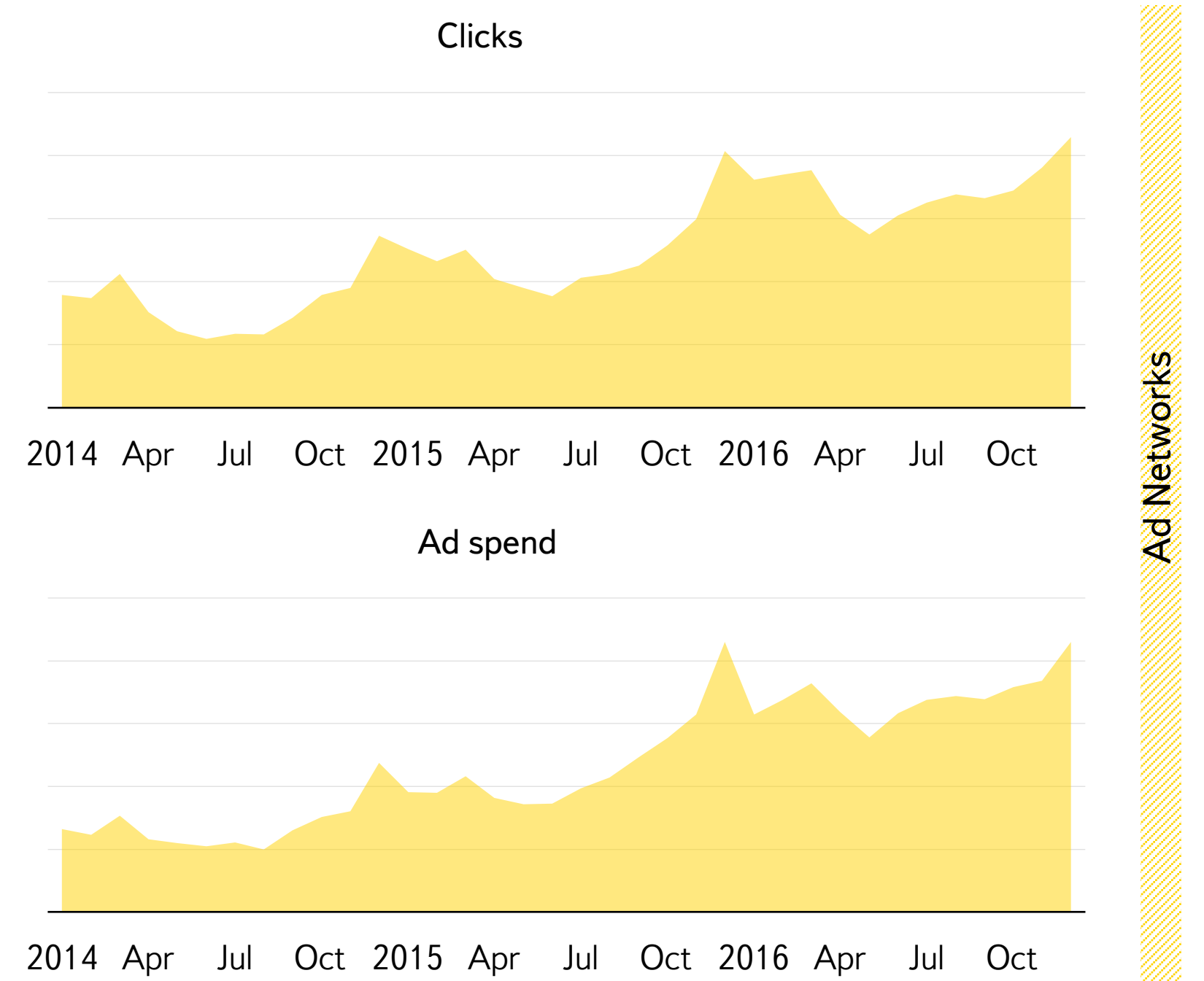
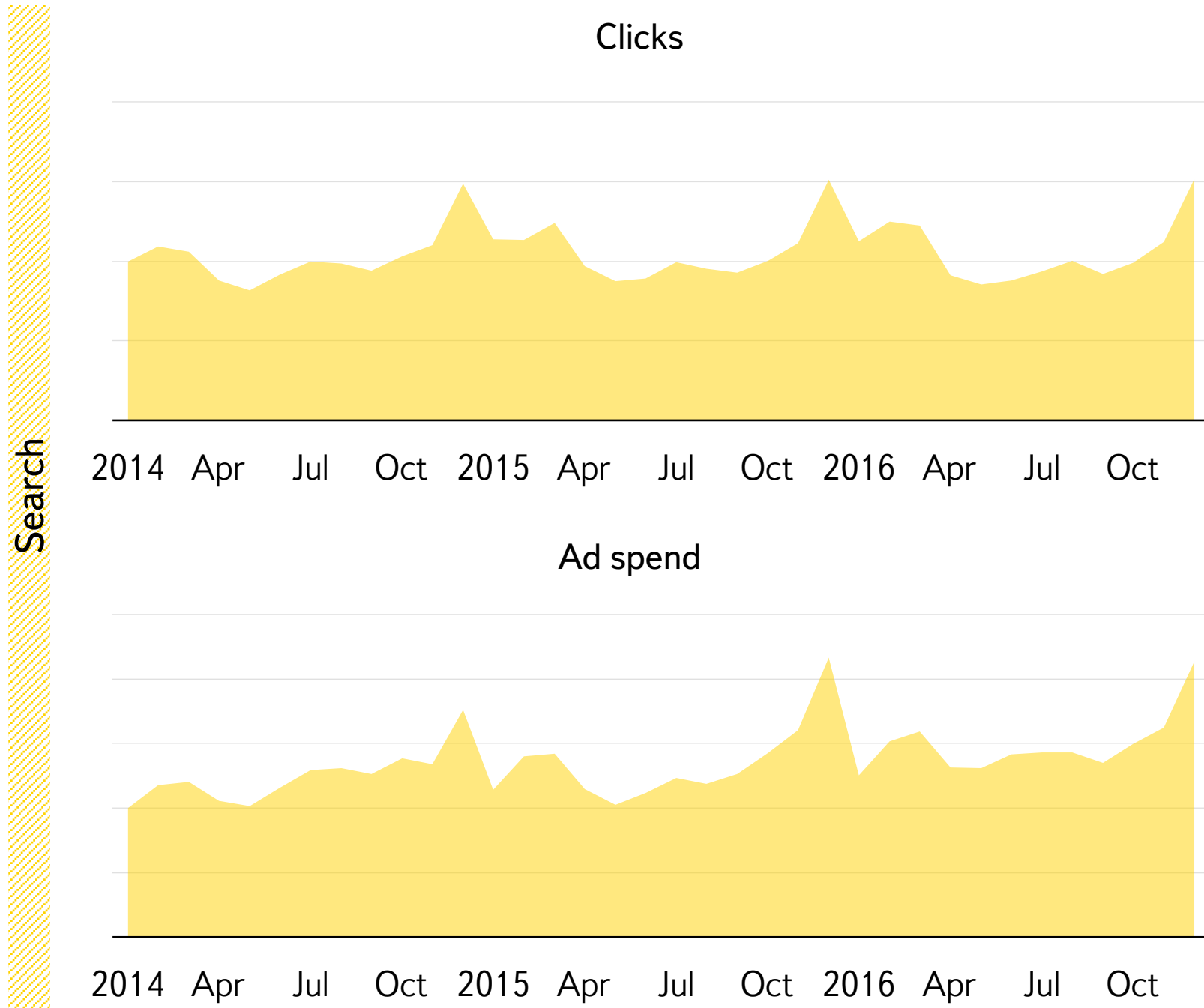
Jewelry Segment dynamics



Yandex data. December, 2016.

Click and ad spend dynamics

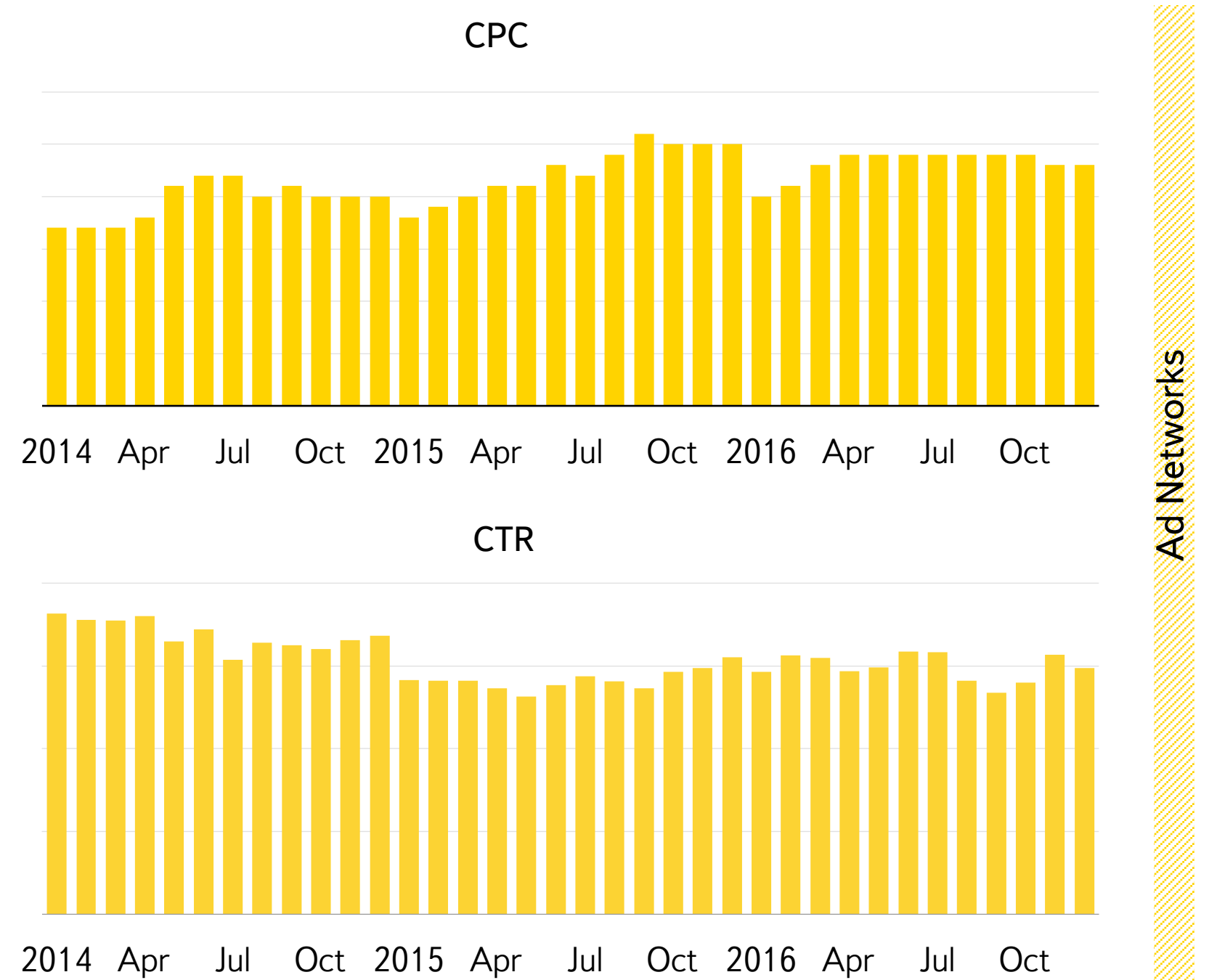
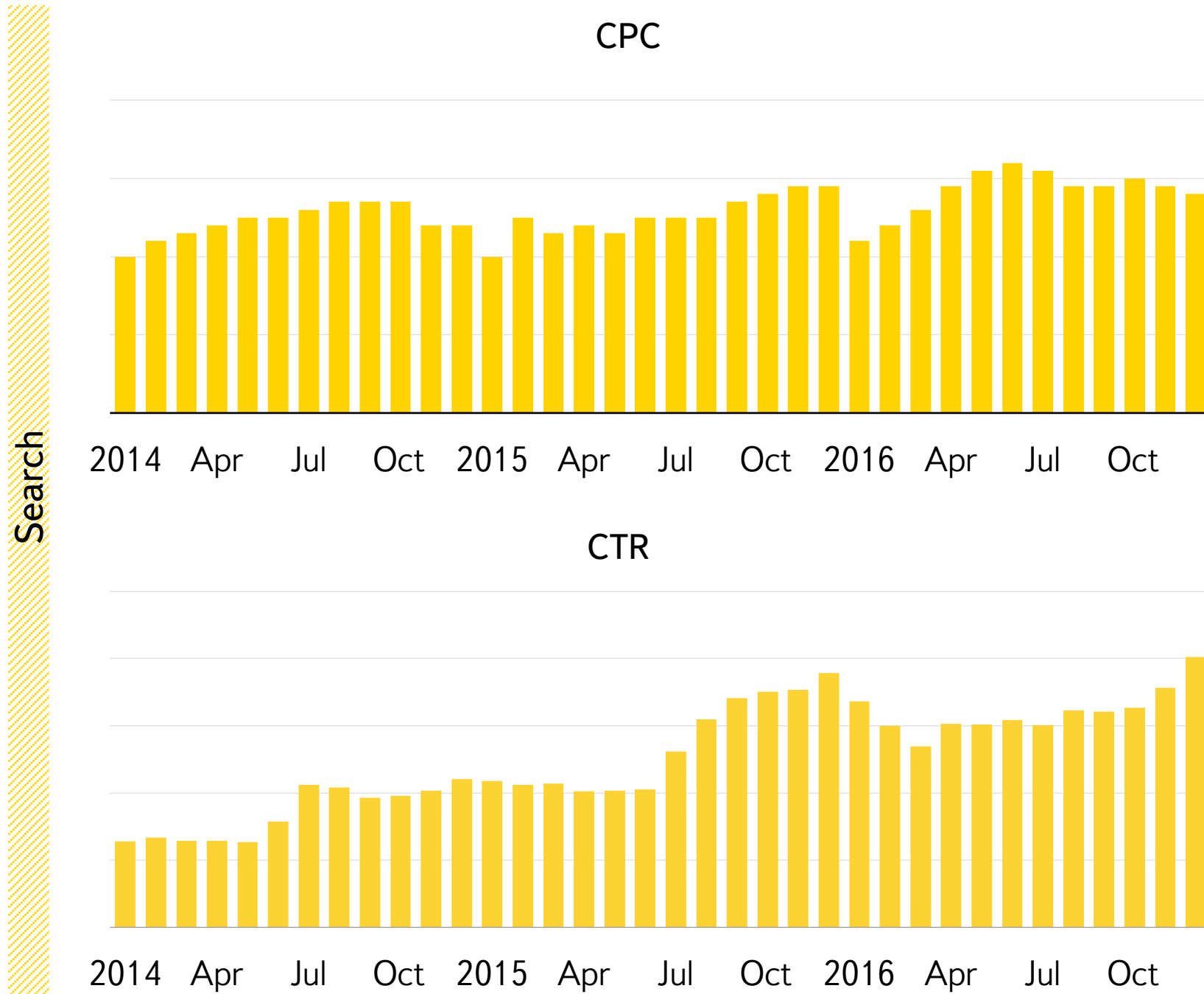
JEWELRY



Yandex data. December, 2016. Currency: units.

CPC and CTR dynamics

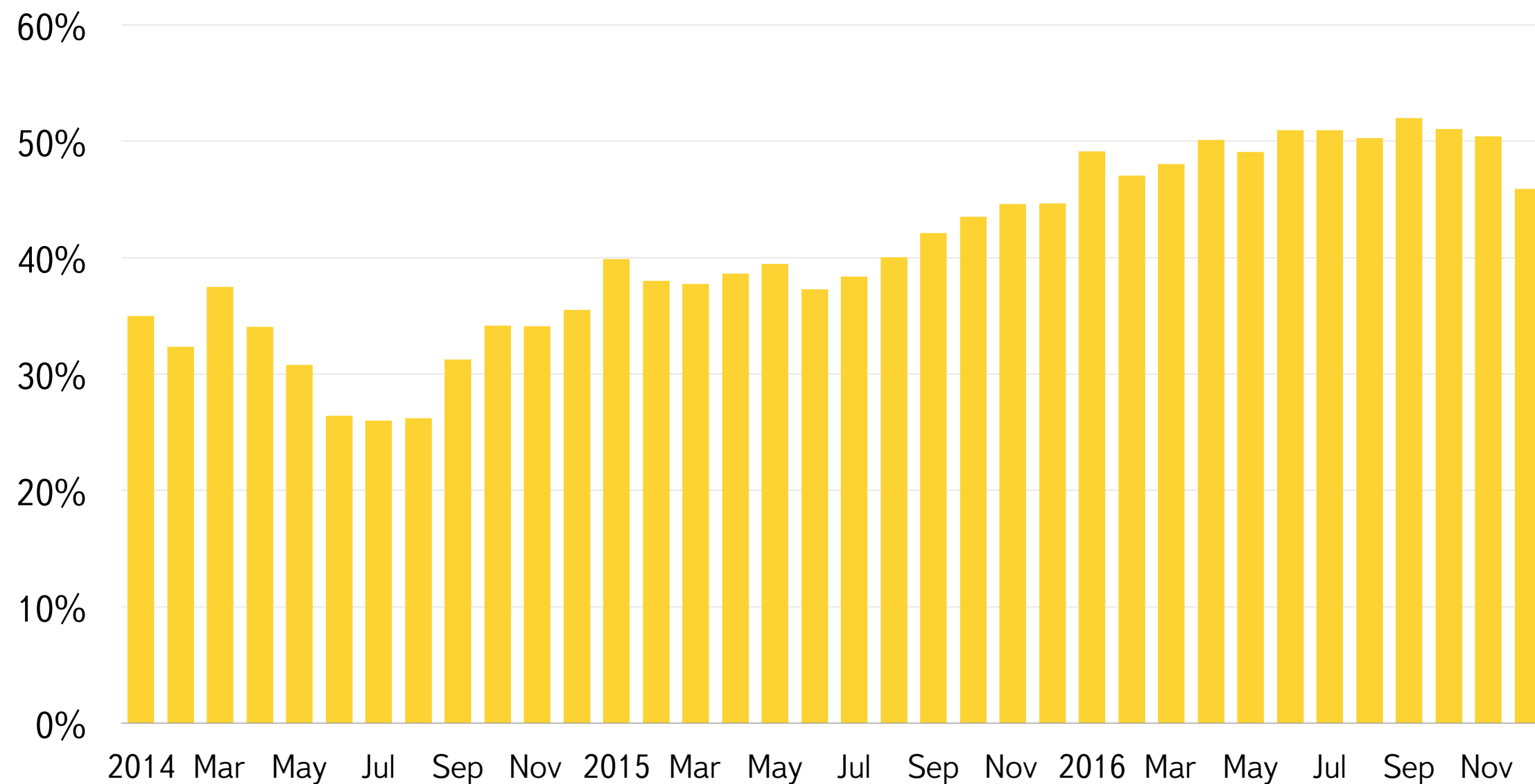
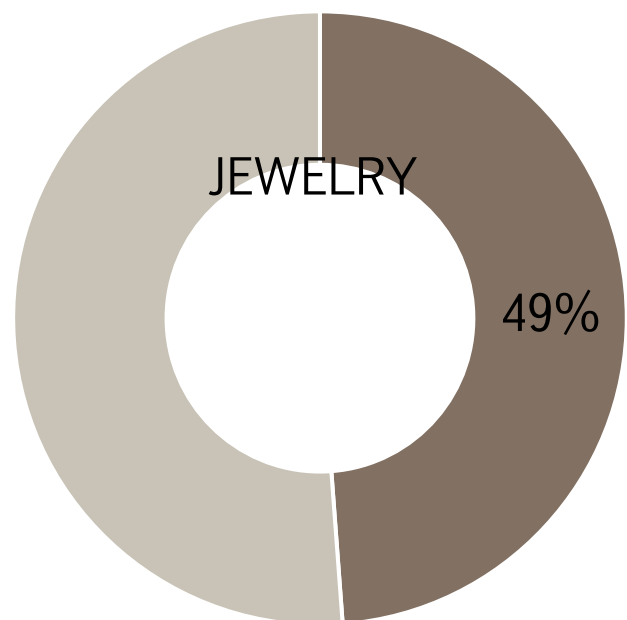
JEWELRY



Yandex data. December, 2016. Currency: units.

Traffic from ad networks

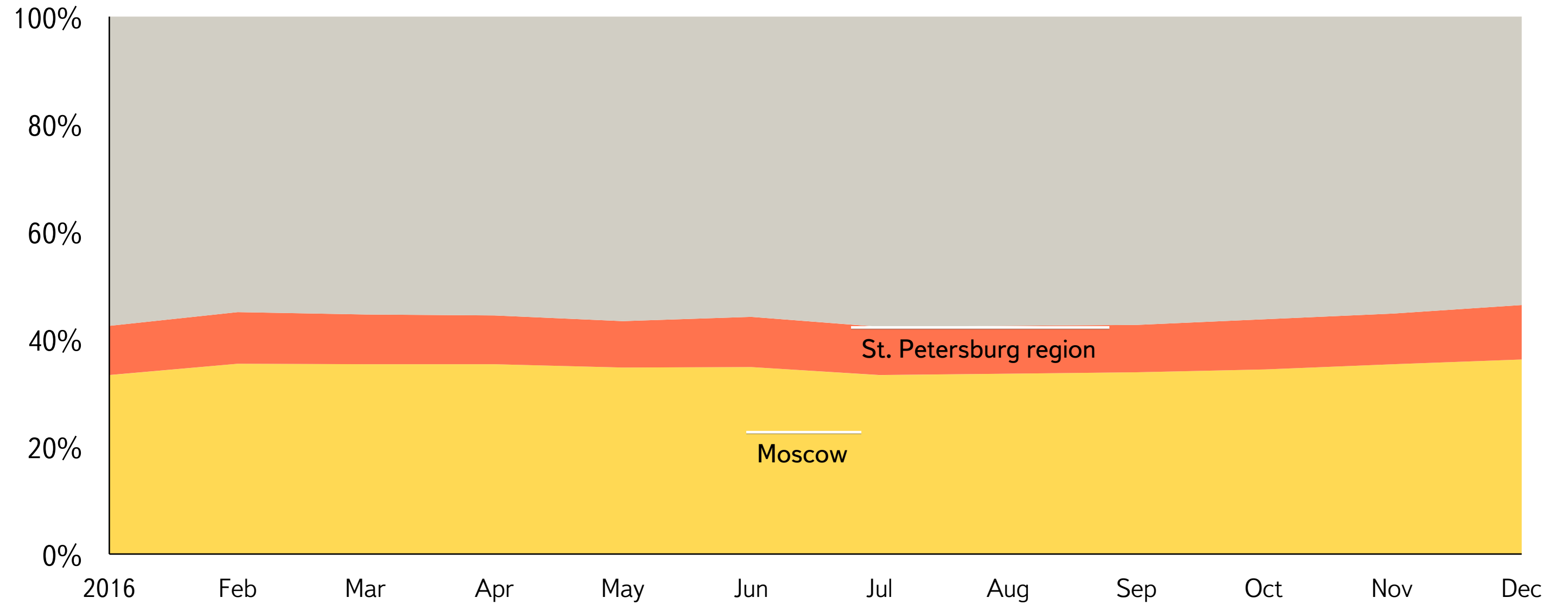
Ad Networks Search JEWELRY



Period: Oct'2016 — Dec'2016.

Click distribution by regions

JEWELRY



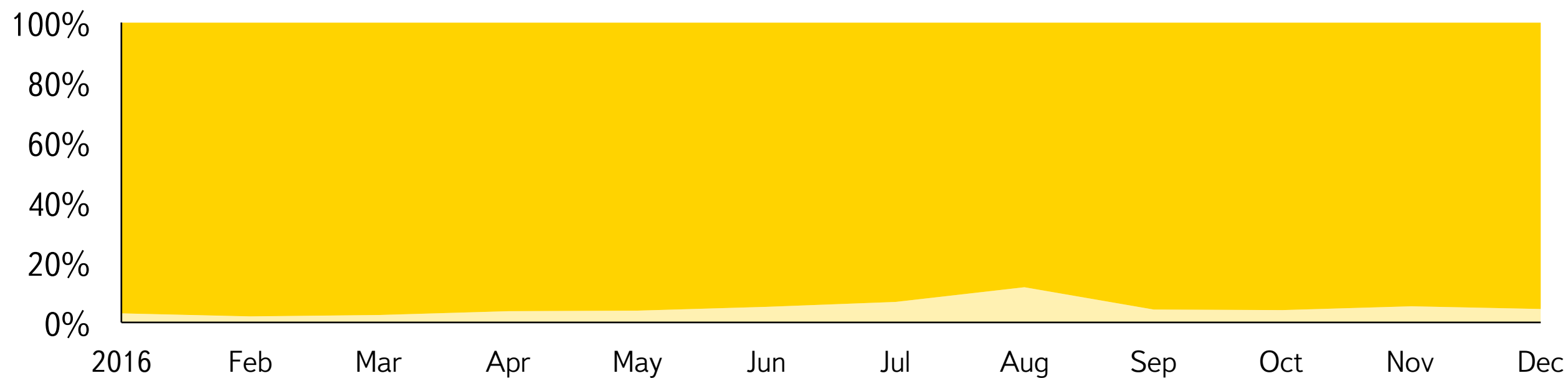
Yandex data. December, 2016.

World

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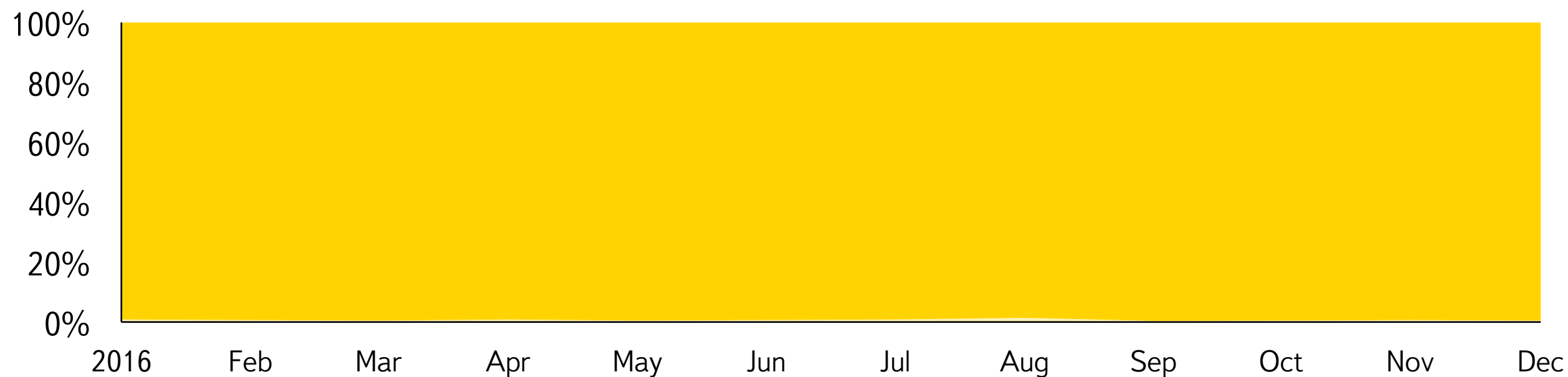
Impression and click distribution between Yandex SERP ad blocks

Impressions of the advertiser



Clicks of the advertiser

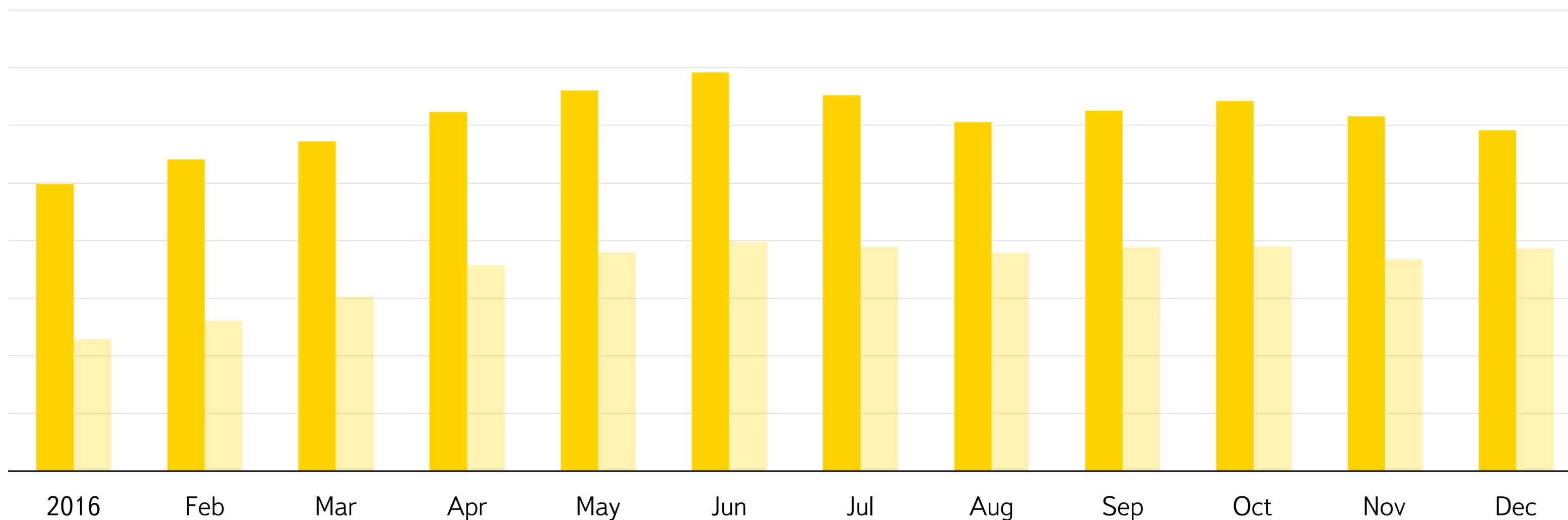
- Guaranteed/Dynamic placement
- Premium placement



Yandex data. December, 2016.

Category Average for CPC by ad blocks

JEWELRY (Premium placement) JEWELRY (Guaranteed/Dynamic placement)



Yandex data. December, 2016. Currency: units.

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