



Digital industry credentials

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Anastasiya Baydachenko

CEO, IAB Ukraine

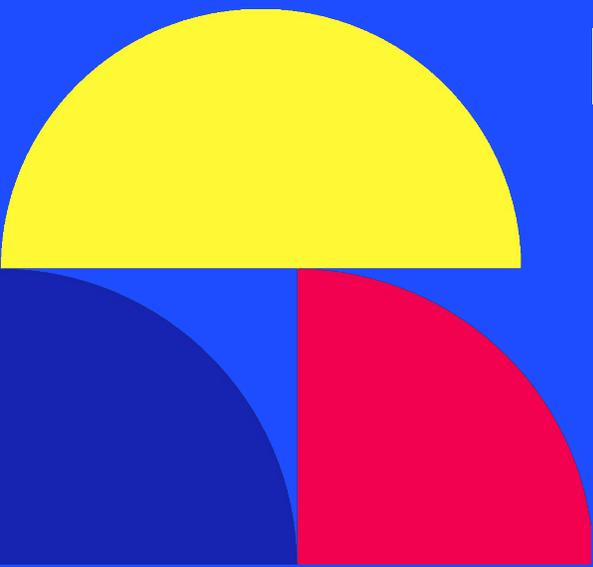
From February 24, 2022, Ukraine is at war. And although active hostilities are not taking place throughout our country, we are suffering terrible humanitarian, cultural and economic losses. According to the Barometer for March 2022, the digital industry has lost a huge share of budgets, which will have a negative impact on the entire ecosystem: from advertisers, agencies, platforms to sites and content owners. That is why IAB Ukraine is creating industrial credentials that will help market players to find new customers abroad and support their businesses.



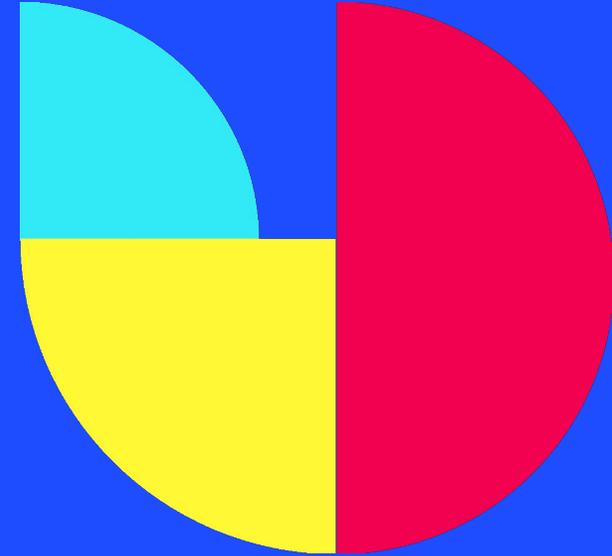
Dariia Rymar

Project Manager, IAB Ukraine

Hello! I am the manager of this project. If you have any questions, need contacts or more detailed information please contact me dariia.rymar@iab.com



IAB Ukraine members



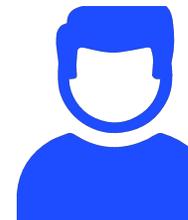
● ADEUM Ltd.

Traffic exchange via feeds or oRTB. In-house ssp and dsp. WW. Own anti-fraud solutions

Company provides such services as:

- Production
- Traffic Exchange

Click for details:



Contact person

Yaroslav Gulchuk, CEO
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● Admixer Advertising



Admixer is a technical partner of Google Marketing Platform in Central and Eastern Europe. We offer access, implementation, training, and support for Display & Video 360, Campaign Manager 360, Search Ads 360, Analytics 360, and Studio. We provide best-in-class service for these advanced digital marketing technologies to help you organize and optimize marketing efforts within one integrated platform..

● Admixer Advertising

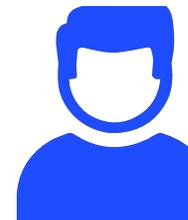
Company provides such services as:

- Performance
- Media
- Strategy
- Data science and econometric modelling



Company credentials

Click for details:



Contact person

Stanislav Telpis, Chief Commercial Officer
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● Air Brands



AIR Brands is a strategic influencer marketing and video advertising agency. #3 among the largest YouTube partners in the world. We help to grow 3138 channels with astronomical billion views. There are 217 international brands we help to reach their goals using such digital marketing tools as Influencer Marketing & promotion of YouTube channels for business.

● Air Brands

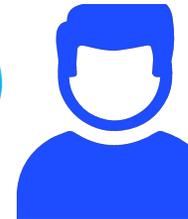
Company provides such services as:

- Performance
- Paid ADS Campaigns
- Creative
- Influencer marketing
- Strategy
- Production
- YouTube Channel Maintenance



Company credentials

Click for details:



Contact person

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● AMS agency



We are a universal digital agency, and are able to bring real results to customers. All our work and products we offer are part of agile marketing, which makes us not just a digital agency, but part of the customer's team. Our services include contextual advertising, media ads, smm advertising, influence marketing, strategy development, e-commerce, production (sites, chat bots, video, etc), design, CEO. This complex of digital media agency we do only to bring customers more calls, conversions and sales. But that's only part of what we do! Our agency is also engaged in full service of companies and brands in the Internet space and providing a full range of services digital marketing agency, performing all the functions of the outsourcing team of the client.



● AMS agency

Company provides such services as:

- Performance
- Media
- Strategy
- Creative
- SMM
- Production
- Content
- Influencer Marketing



Company credentials

Click for details:



Contact person

Karina Butenko, New business director
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● Amplifi Ukraine



Amplifi Ukraine is a company for effective management of media investments of clients in Digital Media and Performance. We focused on strategy, planning and the development of technological solutions both MarTech and AdTech. Our main expertise in buying are programmatic and performance.

Mission: Re-inventing The Supply Side.

● Amplifi Ukraine

Company provides such services as:

- Performance
- Media
- Strategy
- Data science and econometric modeling



Company credentials

Click for details:



Contact person

Julia Karpushina, CEO

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● Big Media



Company provides such services as:

- Media
- Creative
- Strategy



Company credentials

Click for details:



Contact person

Elena Beskhlebnaya, BigMedia Director
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● Burda Media Influencer



Burda Media Influencer is TOP5 Influencer Marketing companies according IAB rating 2020. Company deals both as with macro-influencers, celebrity as with micro- and nano-influencers within WOM project naprobu.ua. Being a part of media holding Burda Media Ukraine company creates and provides 360-cross-media projects involving own web-sites (marieclaire.ua, liza.ua, moirebenok.ua), print magazines, custom publishing department and event subdivision. Burda-Ukraine started as a pioneer of influencer marketing projects in Ukraine in 2011 and continues to support partners every year in promoting their brands, increasing the volume of cooperation. Now BMI agency realizes 100 projects in year in Ukraine and abroad. Among our clients - Procter & Gamble, Loreal, Nestle, Danone, Electrolux, Biocodex, Dr.Oetker and others.

BURDAMEDIA UKRAINE

● Burda Media Influencer

Company provides such services as:

- Content
- Media
- Creative
- Influencer Marketing



Company credentials

Click for details:



BURDAMEDIA
UKRAINE



Contact person

Anna Galayko, Head of Burda Media
Influencer

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● dentsu Ukraine



dentsu

The International Communication Group, one of the leaders in the global advertising market, has more than 300 offices in more than 145 countries. In Ukraine, the interests of the dentsu network are represented by dentsu Ukraine, a company with more than 450 employees, providing services to the most successful Ukrainian and international companies. dentsu Ukraine - # 1 on buying in all media channels. Thanks to the international network we have the opportunity to implement advertising campaigns not only in Ukraine but also in Europe and other countries. In dentsu Ukraine we believe that the mission of modern communications is to change the world for the better and give life to humanistic values

● dentsu Ukraine

Company provides such services as:

- Performance
- Media
- Creative
- Content
- Influencer marketing
- Production
- Strategy
- Data science and econometric modelling



Company credentials

Click for details:

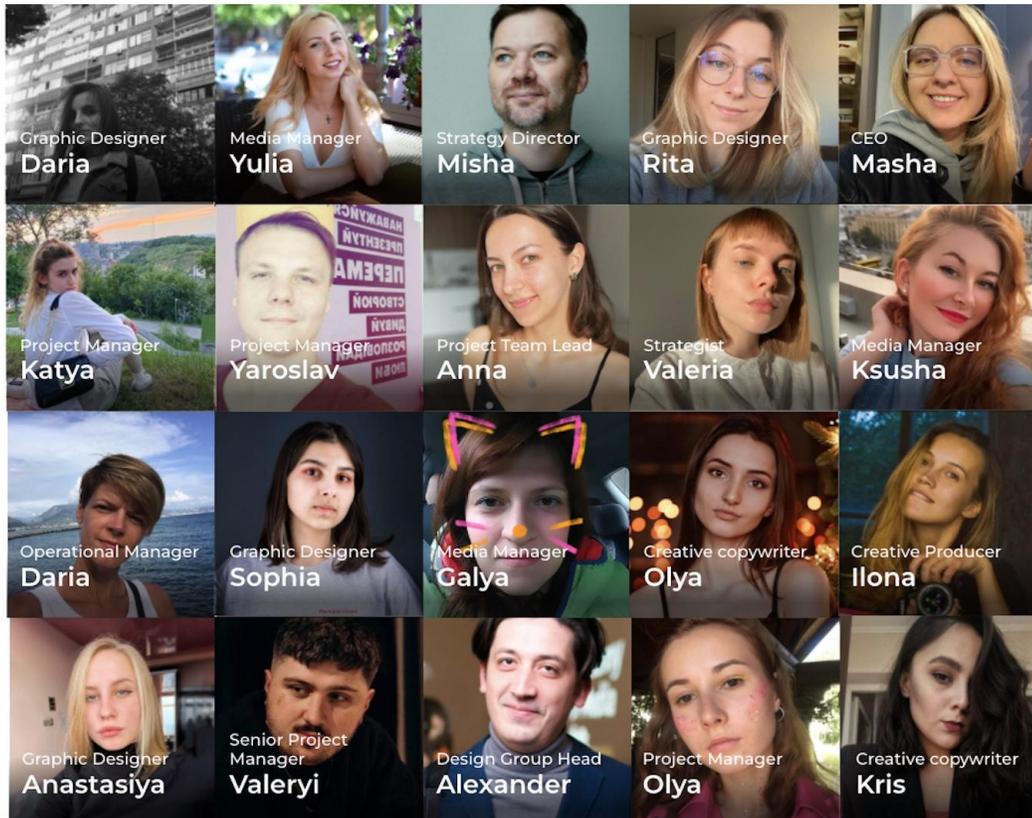


Contact person

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● Hashtag Ukraine

Meet
the team

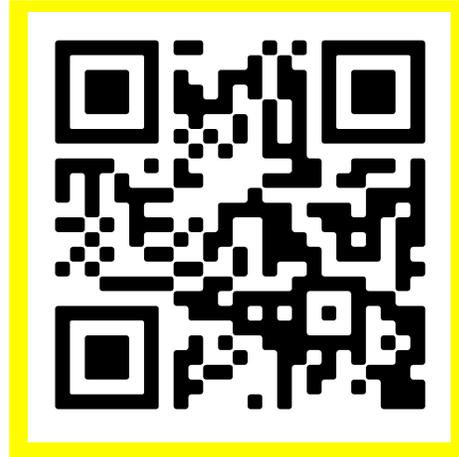


HASHTAG is a full-service digital marketing agency from Kyiv. For 8 years, our team has been working with Ukrainian and international brands and helping to fulfil their marketing and business goals. We have extensive expertise with FMCG, pharmaceutical, telecommunications, banking and real estate markets. We believe that creativity and talent are international, expertise and ideas exchange are global.

● Hashtag Ukraine

Company provides such services as:

- Media
- Creative
- Influencer Marketing
- Strategy
- Content
- SMM



Company credentials

Click for details:



Contact person

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● Havas Village Ukraine

Havas Village Ukraine in exile - agency with profound expertise in creative, media, PR, digital, health and innovation. TOP communication Group in Ukraine. Brand accelerator which boosts brands with the help of it's creative approach, media and innovations. 6 agencies, 5 highly specialised practices. Team of 178 top experts ready to join the projects and provide support to the Group of any complexity. We are supercharged experts in creating complex integrated "seamless" campaigns (from strategy development to its implementation); innovations - metaverses, NFT, metahuman avatars, VR/AR/MR; excellent performing (routine / daily) clients' task as well.



Company credentials

Click for details:



Company provides such services as:

- Performance
- Content
- Creative
- Other services are in the credentials
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- Data science and econometric modelling



Contact person

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● iProspect Ukraine

iProspect Ukraine (dentsu Ukraine) - performance marketing agency with global experience. 50+ certified digital specialists create solutions for the most challenging business cases. More than 80 clients develop business online with our help getting a real measurable result.



Click for details:



iPROSPECT
Brands Accelerated



Contact person

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Company provides such services as:

- Media
- Performance



Company credentials

● Isobar

17 years of experience in the Ukrainian market. We provide digital-transformation and deliver experience that unlocks digital-potential of businesses and brands.



Company credentials

Company provides such services as:

- Production
- Content
- Creative
- SMM
- Strategy
- Media

Click for details:



isobar



Contact person

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● Kantar Ukraine

Kantar Ukraine has vast and continuous experience in various survey methods, techniques and spheres. We provide research services and marketing consulting of broad market needs - brand building and strategy, innovations' development, consumer behavior and purchase journey, media and creative guidance, customer relationships and experience.



Company credentials

Company provides such services as:

- Market research
- Consulting

Click for details:



KANTAR



Contact person

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● KIWI Agency



SMM-agency Kiwi Agency specialises in social media promotion.

The main services:

- Creating an SMM strategy
- Promotion on Facebook, Instagram, Telegram, TikTok
- Content marketing
- Launch of targeting advertising
- Visual design of social pages

Kiwi agency develops and implements comprehensive strategies for brands, that want to be successful in social networks.

For 8 years, our team has been developing SMM and has launched over 100 projects.

Our goal is to find effective solutions today to make your business more successful tomorrow!

● KIWI Agency



Company credentials

Company provides such services as:

- Performance
- Production
- Creative
- SMM
- Content
- Influencer Marketing
- Strategy

Click for details:



Contact person

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● LLC Sigma UA



Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- Data science and econometric modelling

Click for details:



SIGMA



Contact person

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● Media Maker

PR & Influence Marketing agency, a part of Dentsu Ukraine advertising agencies group



Company provides such services as:

- Media
- Performance
- Content
- Strategy
- Creative
- Influencer Marketing



Company credentials

Click for details:



Contact person

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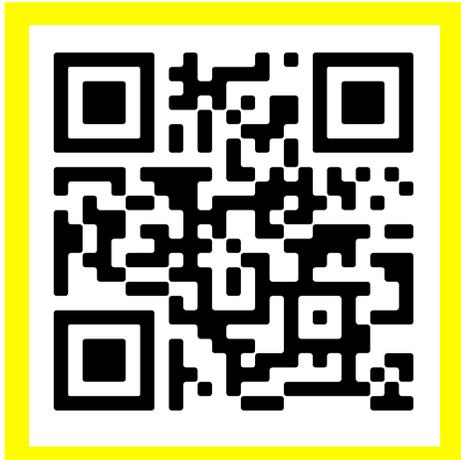
● Megogo



MEGOGO is the leading Entertainment Media Service in Ukraine with all models of monetization — AVOD/FVOD, SVOD, TVOD/EST. MEGOGO was founded on 11/11/11 in Kyiv and now the company employs over 750 people, operates for more than 50 MLN users per month with localized products for 15 different countries.

MEGOGO offers maximum number of TV Channels, unprecedented collection of VOD (incl. Disney, Fox, Universal, Sony, Paramount, Discovery), Live broadcasts and Sports production (Boxing events, Football Leagues, Sports live-studios, Exclusive interviews), Rich catalog of audio books and podcasts. MEGOGO team has unique competencies — applications, CDN, and almost all internal services built by in-house team. So the company provides all kinds of outsourcing cooperation and partnerships based on IT, Marketing & Content expertise.

● Megogo



Company credentials

Company provides such services as:

- Media
- Content
- Production
- Placement of advertisements on the Megogo

Click for details:



Contact person

Nevirova Natalia, Deputy Commercial
Director Megogo
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● MGID

MGID is a global advertising platform helping brands reach unique local audiences at scale. It uses privacy-first, AI-based technology to serve high-quality, relevant ads in brand-safe environments. The company offers a variety of ad formats, including native, display and video to deliver a positive user experience. This enables advertisers to drive performance and awareness, and publishers to retain and monetize their audiences. Every month, MGID reaches 900 million unique readers, with 200 billion ad impressions, across 25 thousand trusted publishers

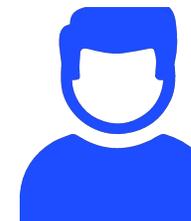


Company credentials

Company provides such services as:

- Performance
- Content
- Creative

Click for details:



Contact person

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We can offer our partners:

- full cycle of digital strategy development: starting from analytics of the current communication, development of channel ecosystem and creative strategy to its realization in digital (creation of creative materials of different complexity, advertising campaign, national promo)
- creative campaigns and accompaniment of video production for digital or TV (video or animation)
- design and identity
- performance campaign
- sites development (we are making design, and involve the contractors for programming)
- SMM strategy and its realization
- Youtube and TikTok channels development
- influence marketing
- digital PR: special campaigns and promotion

moko is a digital creative agency. We help our clients to make their brands strong in digital.

Currently, moko's customer portfolio includes :

METRO, Eldorado (Retail), Nova Poshta (Logistics), Oschadbank, Bank Vlasnyi Rachunok (Finance), KIVI, Bosch, Buderus, Gorenje (Home appliances), Arterium, DoltNow! (Health & Pharma), Volkswagen Ukraine, Mitsubishi Motors Ukraine, AutoDoc (Automotive), Kovalska (Real estate), PepsiCo (HR), Ahmad Tea, Galychyna, Mirinda (FMCG food), Unilever (FMCG non-food), MIXA, Oriflame, L'Oreal (Wellness & Beauty).

● moko

Company provides such services as:

- Performance
- Content
- Creative
- Strategy
- SMM
- Influencer Marketing



Company credentials

Click for details:



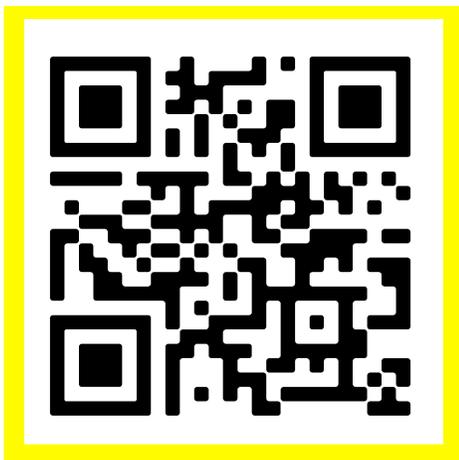
moko



Contact person

Yana Tretiak, New Business Head
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● NCG DIEVO



Company credentials

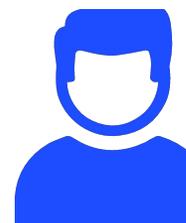
Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- Data science and econometric modelling

Click for details:



DIEVO



Contact person

Ivan Kucherenko, CEO
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● Netpeak

We are Netpeak — #1 digital marketing agency in CEE. Our primary services include Earned & Owned Media, Paid Media, Digital Intelligence and Mobile App Marketing.

Founded in 2006, we help businesses with search engine optimization, online advertising, digital intelligence and online marketing strategies.

Currently we have 3000+ projects in portfolio. Proud to work with market leaders such as Vodafone, OLX (by Naspers), Puma, Bosch and Siemens, Domino's Pizza, Depositphotos, Pandora, Colin's. We have 350+ employees: certified internet marketers, project and sales managers.



Company credentials

Click for details:



Company provides such services as:

- Performance
- Media
- Creative
- SMM
- Web Analytics
- ASO/ASA

NETPEAK

Performance Marketing for Business



Contact person

Dmitrii Piskarev, CEO Netpeak

Digital Agency

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● New Line Communications

Fullmedia Ukrainian agency



Click for details:



NEW LINE
communications

Company provides such services as:

- Media
- Performance
- Production
- Strategy



Company credentials



Contact person

Yaschuk Igor, Chief operating officer
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● New Strategies Group

We are strategic and creative agency with an integrated approach to digital, great experience in the development of content platforms and network-level of client services.



Company credentials

Company provides such services as:

- Influencer Marketing
- Content
- Creative
- SMM
- Strategy

Click for details:



Contact person

Vladimir Cherner Chief Executive Officer
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● OMD Media Directions Ukraine

Full-service media agency that provides complete set of advertising services for business. Part of Omnicom Media Group.



Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- Data science and econometric modelling

Click for details:



Contact person

Anastasiia Livinets, Product Delivery Director

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OMD Optimum Media is a leading Media Agency. Globally OMD is a part of Omnicom Group comprised of Creative, Media, Data, Analytics, and Specialist Services. We are #1 in terms of billings for the last 8 years in Ukraine. Our digital department is also a market leader with 120+ specialists.

We service all Omnicom's clients in Ukraine and strictly follow all the Omnicom working standards and procedures. We as an agency ensure fast learning and fast action by delivering more profitable, more effective and innovative, more relevant, creative and responsive results for your business success.

Your business, your consumers need to make better decisions in a faster way. THAT'S WHY OUR BUSINESS NEEDS and Our promise to you is that we deliver better decision faster.

● OMD OM Group

19 successful years in the media market. We have a great resource to provide our clients not only with the best in class digital strategy, buying and planning but also effectively service you in Creative Digital having these services in-house

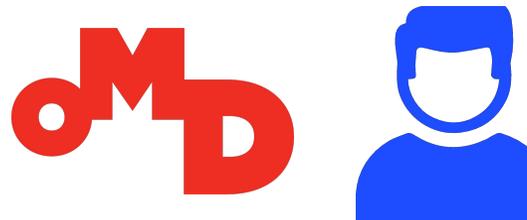


Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- SEO

Click for details:



Contact person

Andriy Semenov, New Business Director
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● Performics Ukraine

Performics Ukraine – international performance marketing agency. Founded in 1998 and from 2004 became a part of Google and now the part of one of the biggest communicational group in the world Publicis Groupe, among our clients – biggest international brands from different market segments (Nestle, Coca-cola, Samsung, Stellantis, P&G, Carlsberg and others).



Company credentials

Click for details:



Company provides such services as:

- Performance



Contact person

Lytvynenko Yulia, Client Service Director
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● Promodo

Promodo is a digital marketing agency offering integrated solutions for online projects since 2004. We do Paid advertising and Media advertising, Consulting, audit and research, SEO, SEM, Mobile, CRO, SMM, Email-marketing, UI/UX and Web analytics. The company is a premier Google Partner, certified Google AdWords & Analytics partner.



Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Production
- Influencer Marketing
- Data science and econometric modelling

Click for details:



Contact person

Anton Polishyuk, Chief product officer
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● Publicis Groupe Ukraine

We help our clients win in the Platform World.

We deliberately moved away from the holding structure to a platform company with one P&L, one CEO and one location.

We work as an integrated team to provide our clients with comprehensive solutions and strong partnerships. Due to the seamless structure our clients get easy access to our expertise in all the disciplines.

We believe in the driving force of creativity, intelligence, technology and integrated solutions. It helps our clients grow their business and transform (digitalize) their marketing strategies.



Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Media
- Data science and econometric modelling
- Influencer Marketing

Company credentials

Click for details:

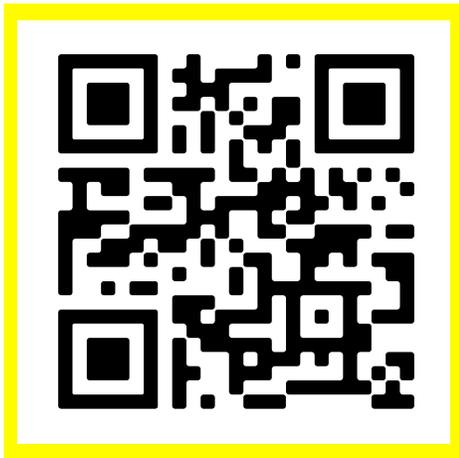


Contact person

Dmytro Grushevsky, New Business
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● RAZOM GROUP

RAZOM GROUP is a Ukrainian-British group of companies that unites the communication media agencies Initiative, UM Ukraine, Havas Media Ukraine. The company is focused on the development and implementation of technological solutions in the field of communications to build valuable links between brands and target audiences. RAZOM GROUP brings together businesses, people, technology and creativity to create communications that empower brands and change society.



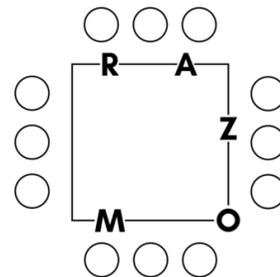
Company credentials

Click for details:

f in

Company provides such services as:

- Media
- Performance
- Project Management
- Strategy
- Influencer marketing
- SMM
- Data science and econometric modelling



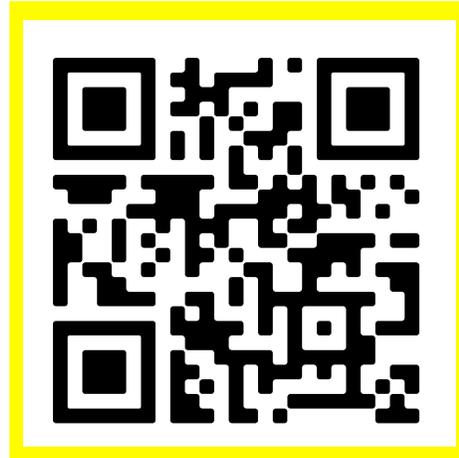
Contact person

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● Sasquatch

Company provides such services as:

- Creative
- Influencer Marketing
- Strategy
- SMM
- SERM



Company credentials



Click for details:



Contact person

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● Senate

Senate - agency of integrated creative solutions. We create PROJECTS for a sake of RESULTS. At senate we DEVELOP a multi-layered solutions to meet all needs. We believe that technical and tactical instruments can be used in a creative way! We prove that independent team can work with global and local brands successfully. According to our vision, Fast tasks require efficient solutions and reactions.



Company credentials

Company provides such services as:

- Production
- Content
- Creative
- SMM
- Strategy
- Influencer Marketing

Click for details:



Contact person

Roman Kindratiuk, co-founder Senate
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● UAMobile.net

- AdTech platform for creating and managing digital advertising campaigns - banner, native, and video - online 24/7
- A tool for monetizing the traffic of various sites, applications, various advertising networks
- IT DEVELOPMENT team



Company provides such services as:

- Production
- Media
- Creative
- Strategy

Company credentials

Click for details:



Contact person

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● VIVID



We are VIVID creative HUB from Ukraine. Our agency is only 4 years old, but we already have a good expertise in the advertising business.

Last year we received our first Effie Silver for TikTok project.

Among our clients are a number of international companies for which we have already managed to implement advertising shooting & animation videos, activities in social media, special projects, brand effects and hashtag challenges in TikTok, AR masks, national promos, non-standard pos materials, e-commerce so on. Our partners in Ukraine are Pepsico, Carlsberg, BAT, Stada, Nestle, Bionorica, Biersdorf, Kusum, Avon, Bella Trade and many local ones.

Due to the war in our country, we were forced to leave Ukraine and now, fortunately, most of the members of our team are safe. Now our task is to support our team, so they could survive, and our competencies can definitely be useful on European market. We have a strategist, a creative director, a team of copywriters, designers, SMM managers, an Influence marketing team and an accounts' team. We are ready to take projects and conduct them fully from development to implementation.

Click for details:



● VIVID

Company provides such services as:

- Strategy
- SMM
- Creative
- Content
- Influencer marketing
- Production
- Data science and econometric modelling



Company credentials

Click for details:



Contact person

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● Webpromo

Webpromo is one of the CIS' leading digital marketing agencies with offices in Ukraine, Kazakhstan and since 2022 in the United Arab Emirates. For more than 13 years, Webpromo specialised in increasing online sales with the most effective and measurable tools — PPC, SEO, CRO&Usability. We are a Google Premier Partner, Meta Business Partners, Marketing Partner of a Diia.Business, and a member of the IAB Ukraine. Our experts have successfully completed more than 1,200 projects across various industries. Among the company's clients are the likes of METRO Cash & Carry, Auchan Ukraine, Johnson&Johnson, Pandora, Watsons, Bosch, Coral Travel, KAN Development and many more.



Company credentials

Click for details:



Company provides such services as:

- Performance



Contact person

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● Why not? Enot

the #1 influencer marketing agency in Ukraine*



Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy
- Influencer Marketing

Click for details:



Contact person

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+380 98 893 02 70 (Telegram, WhatsApp)

Digital agencies rating 2020 by IAB Ukraine

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

MEDIA				
	Name	Budget	TOTAL POINTS	Rank
	Initiative (RAZOM GROUP)	<i>verified</i>	8245	1
	MixDigital Ukraine	<i>verified</i>	8073	2
	iplace	<i>verified</i>	7513	3
	Isobar Ukraine	<i>verified</i>	7073	4
	UM (RAZOM GROUP)	<i>verified</i>	6653	5
	NEOS	<i>verified</i>	6561	6
	Promodo	<i>verified</i>	6554	7
	NCG DIEVO	<i>verified</i>	6490	8
	iProspect Ukraine	<i>verified</i>	6430	9
	Havas Media (RAZOM GROUP)	<i>verified</i>	6133	10
	Digital Chain	<i>verified</i>	5983	11
	TWIGA Digital	<i>verified</i>	5763	12
	Havas Digital Kyiv	<i>verified</i>	5647	13
	SIGMA	<i>verified</i>	5462	14
	AMS agency	<i>not verified</i>	5300	15
	Медіа Партнерство Баїнг	<i>verified</i>	4909	16
	HASHTAG	<i>verified</i>	4784	17
	Adwork	<i>verified</i>	4691	18
	Svitsoft	<i>verified</i>	4359	19
	MokCo	<i>verified</i>	4310	20
	Wideworks	<i>verified</i>	4021	21
	PROdigital agency	<i>verified</i>	3437	22
	Webpromo	<i>not verified</i>	3189	23
	Sasquatch Digital	<i>verified</i>	3158	24
	Hoshva PR&DGTL	<i>verified</i>	2969	25
	Doris Adv	<i>verified</i>	2450	26
TOTAL CATEGORY PARTICIPANTS				26

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

PERFORMANCE				
	Name	Budget	TOTAL POINTS	Rank
	Promodo	<i>verified</i>	9076	1
	Netpeak	<i>verified</i>	8863	2
	Performics (Publicis Groupe)	<i>verified</i>	7165	3
	iProspect Ukraine (dentsu Ukraine)	<i>verified</i>	6772	4
	MixDigital Ukraine	<i>verified</i>	6313	5
	iplace	<i>verified</i>	5952	6
	Initiative (RAZOM GROUP)	<i>verified</i>	5916	7
	NCG DIEVO	<i>verified</i>	5228	8
	Adwork	<i>verified</i>	4884	9
	UM (RAZOM GROUP)	<i>verified</i>	4839	10
	NEOS	<i>verified</i>	4682	11
	Медіа Партнерство Баїнг	<i>verified</i>	4282	12
	SODA	<i>verified</i>	4166	13
	Mediahead	<i>verified</i>	4087	14
	SIGMA	<i>verified</i>	4066	15
	Havas Media (RAZOM GROUP)	<i>verified</i>	3897	16
	Digital Chain	<i>verified</i>	3579	17
	Svitsoft	<i>verified</i>	3469	18
	Webpromo	<i>not verified</i>	2970	19
	Sasquatch Digital	<i>verified</i>	2872	20
TOTAL CATEGORY PARTICIPANTS				20

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

CONTENT				
	Name	Budget	TOTAL POINTS	Rank
	[isdgroup]	<i>verified</i>	7494	1
	Isobar Ukraine (dentsu Ukraine)	<i>verified</i>	6286	2
	TWIGA Digital	<i>verified</i>	5868	3
	MokCo	<i>verified</i>	5825	4
	Performics (Publicis Groupe)	<i>verified</i>	5645	5
	Promodo	<i>verified</i>	5638	6
	New Strategies Group	<i>verified</i>	4699	7
	WhyNot? Enot	<i>verified</i>	4670	8
	VIVID	<i>verified</i>	4634	9
	HASHTAG	<i>verified</i>	4541	10
	Adwork	<i>verified</i>	4325	11
	SODA	<i>verified</i>	4133	12
	Mediahead	<i>verified</i>	3984	13
	Artjoker	<i>verified</i>	3423	14
	Hoshva PR&DGTL	<i>verified</i>	3367	15
	Wideworks	<i>verified</i>	3311	16
	Sasquatch Digital	<i>verified</i>	2925	17
	<u>Plan.Net</u>	<i>verified</i>	2331	18
	Sparkle Design	<i>not verified</i>	1000	19
TOTAL CATEGORY PARTICIPANTS				19

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

DATA AND ANALYTICS				
	Name	Budget	TOTAL POINTS	Rank
	MixDigital Ukraine	<i>verified</i>	8374	1
	Initiative (RAZOM GROUP)	<i>verified</i>	7308	2
	iProspect (dentsu Ukraine)	<i>verified</i>	6215	3
	UM (RAZOM GROUP)	<i>verified</i>	6123	4
	Медіа Партнерство Баїнг	<i>verified</i>	5473	5
	Artjoker	<i>verified</i>	3968	6
	Havas Media (RAZOM GROUP)	<i>verified</i>	3271	7
TOTAL CATEGORY PARTICIPANTS				7

- Ranking of digital agencies and companies providing services in in the field of digital for 2020 according to the methodology of IAB Ukraine

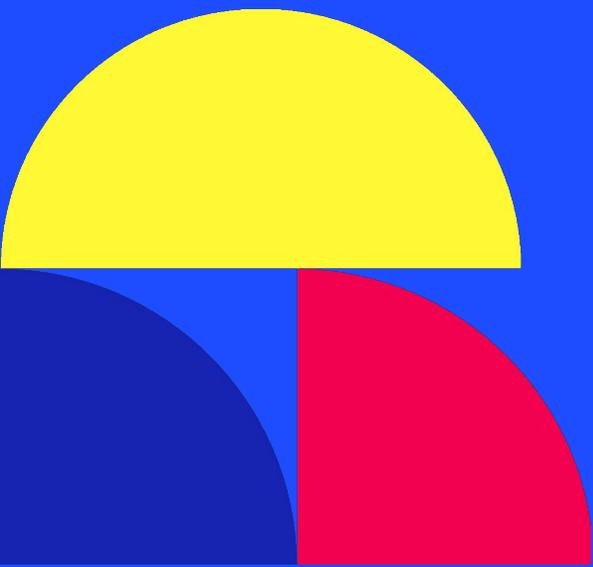
INTELLECTUAL SERVICES				
	Name	Budget	TOTAL POINTS	Rank
	[isdgroup]	verified	7637	1
	Rockets. Growth R&D	verified	6278	2
	Isobar (dentsu Ukraine)	verified	6078	3
	Havas Digital Kyiv	verified	5633	4
	iplace	verified	5440	5
	CF.Digital	not verified	5370	6
	TWIGA Digital	verified	5223	7
	NCG DIEVO	verified	4909	8
	SKYKILLERS	verified	4750	9
	NEOS	verified	4740	10
	AMS agency	not verified	4352	11
	VIVID	verified	4321	12
	HASHTAG	verified	4225	13
	Solar Digital	verified	4058	14
	SIGMA	verified	3984	15
	Digital Chain	verified	3826	16
	New Strategies Group	verified	3797	17
	Wideworks	verified	3341	18
	Mediahead	verified	3297	19
	Hoshva PR&DGTL	verified	3288	20
	Doris Adv	verified	3186	21
	SODA	verified	2892	22
	Sense Production, e-commerce agency	verified	2871	23
	nextpage.agency	verified	2437	24
	Plan.Net	verified	2049	25
	DL Agency	verified	1946	26
	Sparkle Design	not verified	1364	27
TOTAL CATEGORY PARTICIPANTS				27

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

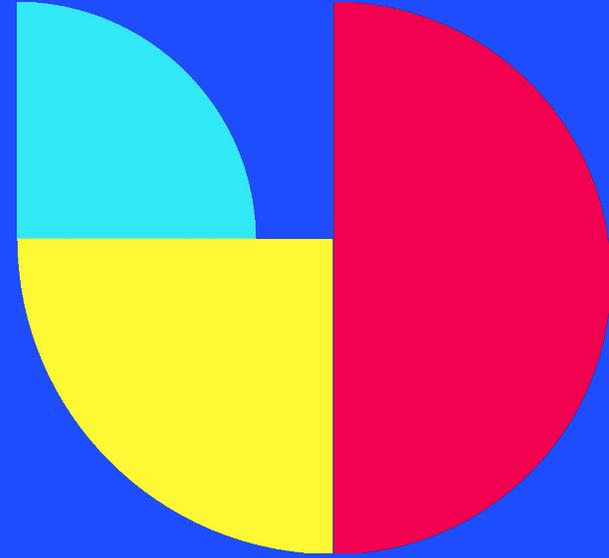
INFLUENCER MARKETING				
	Name	Budget	TOTAL POINTS	Rank
	WhyNot? Enot	<i>verified</i>	8290	1
	AIR Brands	<i>verified</i>	8278	2
	Performics (Publicis Groupe)	<i>verified</i>	7843	3
	TWIGA Digital	<i>verified</i>	7108	4
	Burda Media Influencer	<i>verified</i>	6434	5
	Promodo	<i>verified</i>	6326	6
	MokCo	<i>verified</i>	6266	7
	Media Maker (dentsu Ukraine)	<i>verified</i>	5921	8
	Havas Digital Kyiv	<i>verified</i>	5624	9
	HASHTAG	<i>verified</i>	5545	10
	VIVID	<i>verified</i>	5542	11
	NCG DIEVO	<i>verified</i>	5401	12
	AMS agency	<i>not verified</i>	5115	13
	Mediahead	<i>verified</i>	4933	14
	SIGMA	<i>verified</i>	4902	15
	Digital Chain	<i>verified</i>	4856	16
	Wideworks	<i>verified</i>	4615	17
	Plan.Net	<i>verified</i>	3748	18
	Sasquatch Digital	<i>verified</i>	3689	19
	Hoshva PR&DGTL	<i>verified</i>	3380	20
	Doris Adv	<i>verified</i>	1430	21
TOTAL CATEGORY PARTICIPANTS				21

- Ranking of digital agencies and companies providing services in the field of digital for 2020 according to the methodology of IAB Ukraine

DIGITAL DEVELOPMENT				
	Name	Budget	TOTAL POINTS	Rank
	Vintage	<i>verified</i>	5746	1
	[isdgroup]	<i>verified</i>	5514	2
	Artjoker	<i>verified</i>	4565	3
	Solar Digital	<i>verified</i>	4458	4
	CF.Digital	<i>not verified</i>	4328	5
	SEVENTEAM	<i>verified</i>	3919	6
	Linecore	<i>not verified</i>	3917	7
	DesignPlanet	<i>verified</i>	3461	8
	Sense Production, e-commerce agency	<i>verified</i>	3337	9
	INCREATE	<i>verified</i>	3129	10
	Svitsoft	<i>verified</i>	2840	11
	SKYKILLERS	<i>verified</i>	2773	12
	Sparkle Design	<i>not verified</i>	2500	13
	DL Agency	<i>verified</i>	2270	14
	nextpage.agency	<i>verified</i>	1853	15
	DDA Production	<i>verified</i>	1537	16
	VIS-A-VIS	<i>not verified</i>	1493	17
	Doris Adv	<i>verified</i>	1375	18
TOTAL CATEGORY PARTICIPANTS				18



Non-IAB players



● Adwork

Digital agency with 14 years of experience on Ukrainian, Polish, UAE, Kazakh markets

Core expertise: Media (YouTube, FaceBook, Double Click etc.); Performants, SEO, Development (landing page, promo, banners etc.)

Core business categories: FMCG, Pharma, Retail, Finance service, Auto

Core Clients: BNP Paribas (Ukrsibbank), Pireus Bank, Idea Bank, Toyota, Kia Motors, Hipp, DoppelHerz, Krewel Meuselbach etc.



Company credentials

Click for details:



Company provides such services as:

- Performance
- Media
- Productiong
- Influencer marketing



Contact person

Anna Korolkevich , CBO

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● ARTJOKER

We are a technology company that helps build and launch startups on the market, as well as develop businesses of customers by introducing IT innovations in them. Artjoker is a strong partner for companies, startups, and brands.



Company provides such services as:

- Content
- Performance
- SMM
- Digital Development

Click for details:



Contact person

Dmytro Dzhus, CEO
d.dzhus@artjoker.net,

● DL Agency



Since 2016 DL agency was engaged in the creation of the best corporate websites in Ukraine, promotion of brands in social media and technical support of digital infrastructure. Today there is war in our country and we ask you to support us in these difficult times. Our team consists of highly qualified designers, programmers, SEO specialists, copywriters, support, project managers. We also speak English, Polish and other languages.

As of today, we have offices in Kyiv and Warsaw, the working process is built in a way not to interrupt the project flow and to comply with required timelines.

● DL Agency

Company provides such services as:

- Production
- Branding
- Support
- SEO
- Web Design
- SMM



Company credentials

Click for details:



Contact person

Dmytro Tanasov, Partner

d@dl.agency

+48 662 370 430/+380 500 333 321

● iplace

We have 40 super professionals in our team. For 11 years we have been engaged in our favorite business - digital marketing and we are one of the best in Ukraine - according to the IAB rating we are among the top 3 best digital media agencies. We are always focused on achieving our clients' business results. That's why our current clients include leading national and network brands: Eldorado, Watsons, Varus, Yves Rocher, Luxoptica, Agromat, Stellantis Group, Winner Imports, Polpharma, Kovalska, and others. Three years ago we opened a branch of our agency in Portugal, and we have a fairly good understanding of the specifics of working in European markets.



Company provides such services as:

- Media
- Performance
- Strategy
- SMM
- Media planning and placement
- Trainings of teams / Conducting webinars

Company credentials

Click for details:



Contact person

Bohdan Levchenko, Managing Partner,
Bogdan.Levchenko@iplace.agency
+380 66 058 04 65

● Linecore

We create websites and mobile apps that enable you to communicate your strategic vision, strengthen your brand, and win more business. Our clients are industry leaders and raising stars. They know the power of innovations, they are experts, and want to work with experts. Through our 18-year history, we helped over 500 clients, and have more than 100 projects in ongoing support. We proudly use industry leading processes and tools to deliver business value across multiple industries. Contact us today to discuss your project.



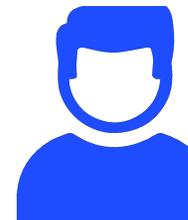
Company credentials

Click for details:



Company provides such services as:

- UX/UI design
- Web Development
- Mobile Apps Development (IOS, Android)



Contact person

Maksym Kachan, CEO
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● MEDIAHEAD

MEDIAHEAD is a full-service digital agency.

We use innovative marketing tools and individual approaches to help our clients to reach their business goals.



Company credentials

Company provides such services as:

- > Performance
- > Content
- > Creative
- > Influencer Marketing
- > SMM
- > Strategy
- > Media

Click for details:



Contact person

Igor Potievsky, Director of the agency
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● Postmen

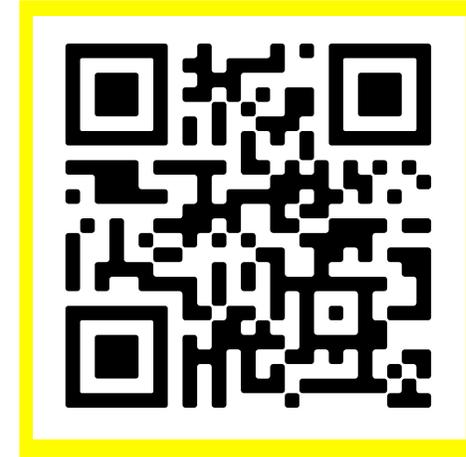


Postmen is a communication agency #1 in Ukraine (*according to the All-Ukrainian Advertising Coalition), that delivers strategy, creative and production. We built our brand with boldness and confidence and take challenges that other companies would simply avoid. We ensure a broad range of services to our clients based on ground research, profound analysis and diligent approach. Postmen is a full-service player with own design studio, video production and web development units. Positive client's NPS in 2021 reached 80%, which speaks for highest level of customer satisfaction. The speed and quality of our work is a benchmark on Ukrainian advertising market.

● Postmen

Company provides such services as:

- Performance
- Media
- Creative
- SMM
- Content
- Production
- Strategy
- Influencer marketing



Company credentials

Click for details:



Contact person

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New Business Manager
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● PROdigital agency

Specialize in new AdTech solutions, with core expertise in programmatic



Company provides such services as:

- Media
- Strategy



Company credentials

Click for details:



Contact person

Oksana Khmara, Director
o.khmara@prodigital.com.ua

● Rockets Growth R&D.



We create marketing and advertising solutions so that you sell more, with more expensive price and more often. Our goal is to earn more value, volume and attention for our clients businesses. The most effective communications agency in Ukraine 2020. The First and The Only Ukrainian Winner of 2 Golden Effie Europe Awards according to results of participation in international programs of Effie Awards. We believe that advertising is the most interesting way to grow the business.

● Rockets Growth R&D.

Company provides such services as:

- Creative
- Strategy
- Content
- Data science and econometric modelling



Company credentials

Click for details:



Contact person

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vp@rockets.company
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● Soda

Ukrainian agency with 8 years of digital experience. When the sky was blue and departures meant vacation, we were captivating native market by: Strategy, SMM, Design, Performance Marketing



Company credentials

Company provides such services as:

- Performance
- Content
- Creative
- SMM
- Strategy

Click for details:

f in



Contact person

Victoria Zima, CEO
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+380 93 354 11 15

● Sparkle design



Company credentials

Company provides such services as:

- Production
- Creative
- Content
- Strategy

Click for details:



Contact person

Alexander Demidov
alex@sparkledesign.com
+380 50 381 69 04

● Svitsoft



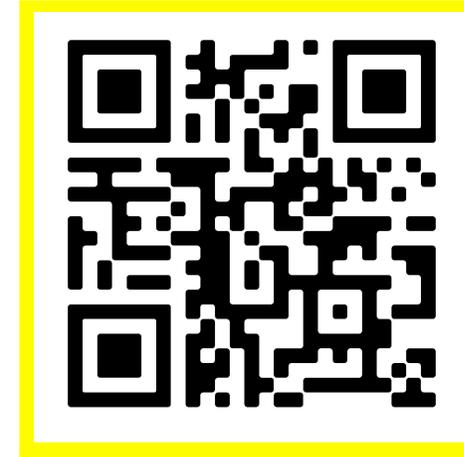
For over 11 years, Svitsoft has been on the top of the list of the best companies in the Ukrainian real estate advertising market. It provided systematic services such as advertising, integrated marketing, SMM, SEO, SERM, website development and mobile applications. Our team was close to 100 highly skilled professionals ready to provide the highest level of quality services. To further operate and develop the project assistance, we are looking for commercial possibilities of cooperation with clients and providing stable income to our team members

● Svitsoft

Company provides such services as:

- Media
- Performance
- Production
- Strategy
- Content
- SMM
- Creative

Click for details:



Company credentials

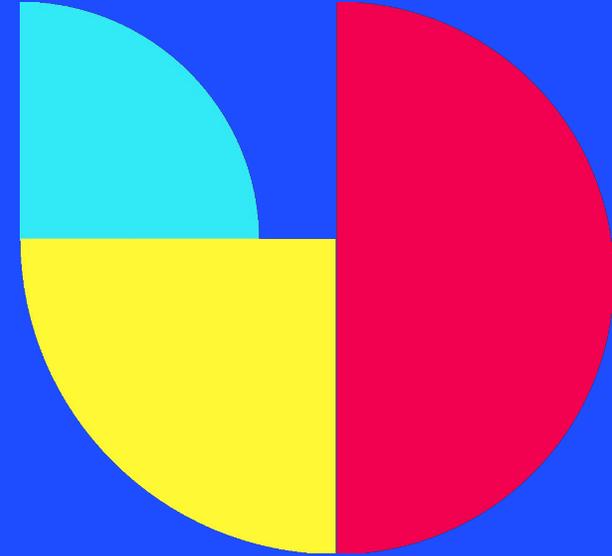
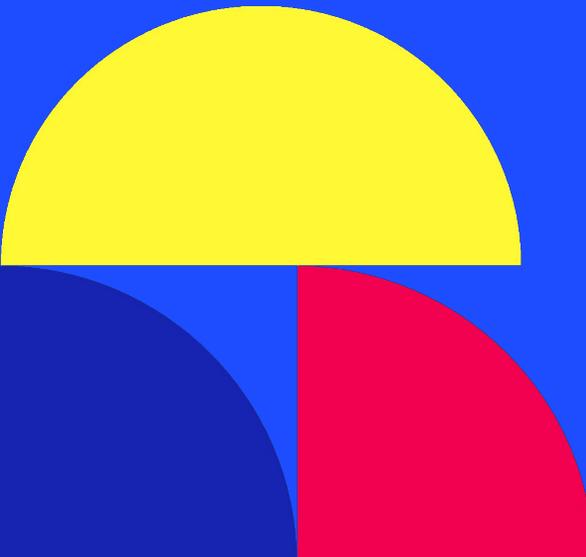


Contact person

Natalia Grushka, Business development
director

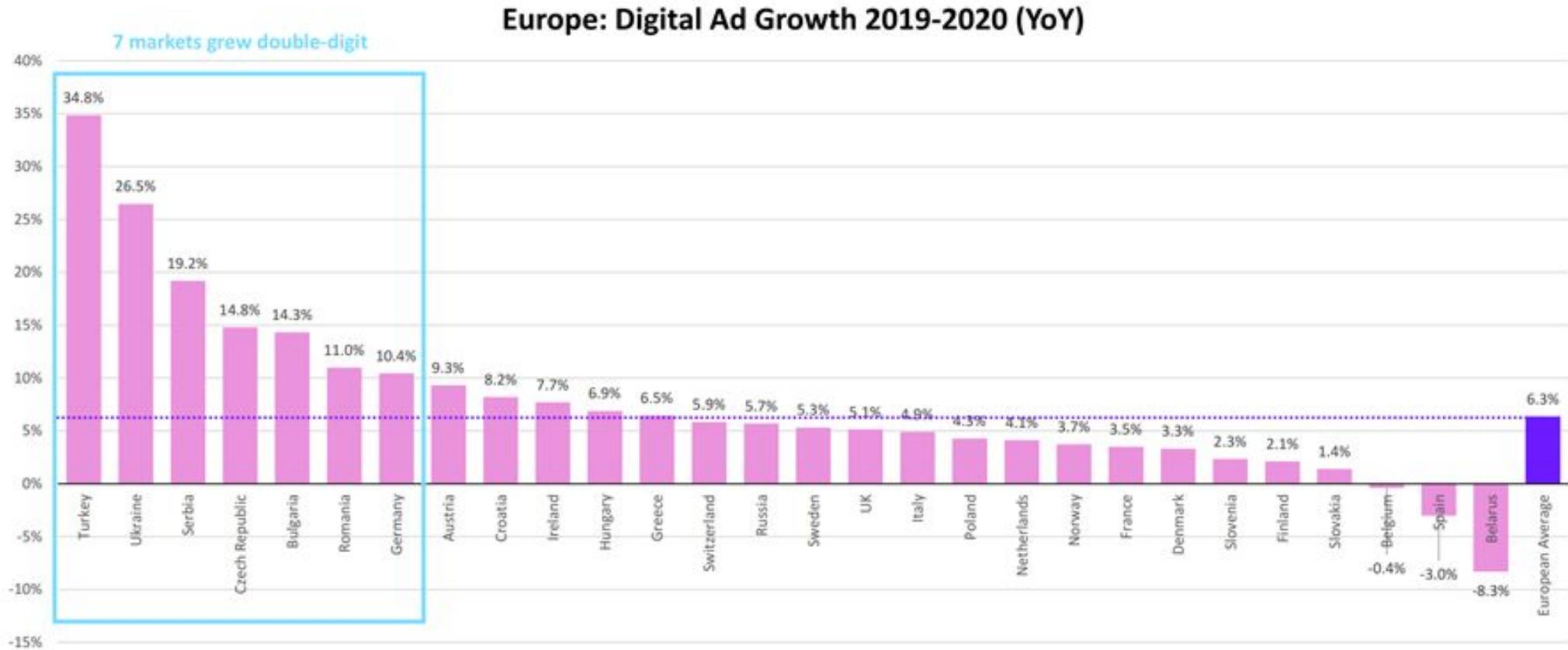
nataliia.grushka@svitsoft.com

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Brief market introduction UKRAINE

- Ukrainian Internet market in Europe map
- 24 of 28 markets posted growth, Ukraine #2 by growth rate

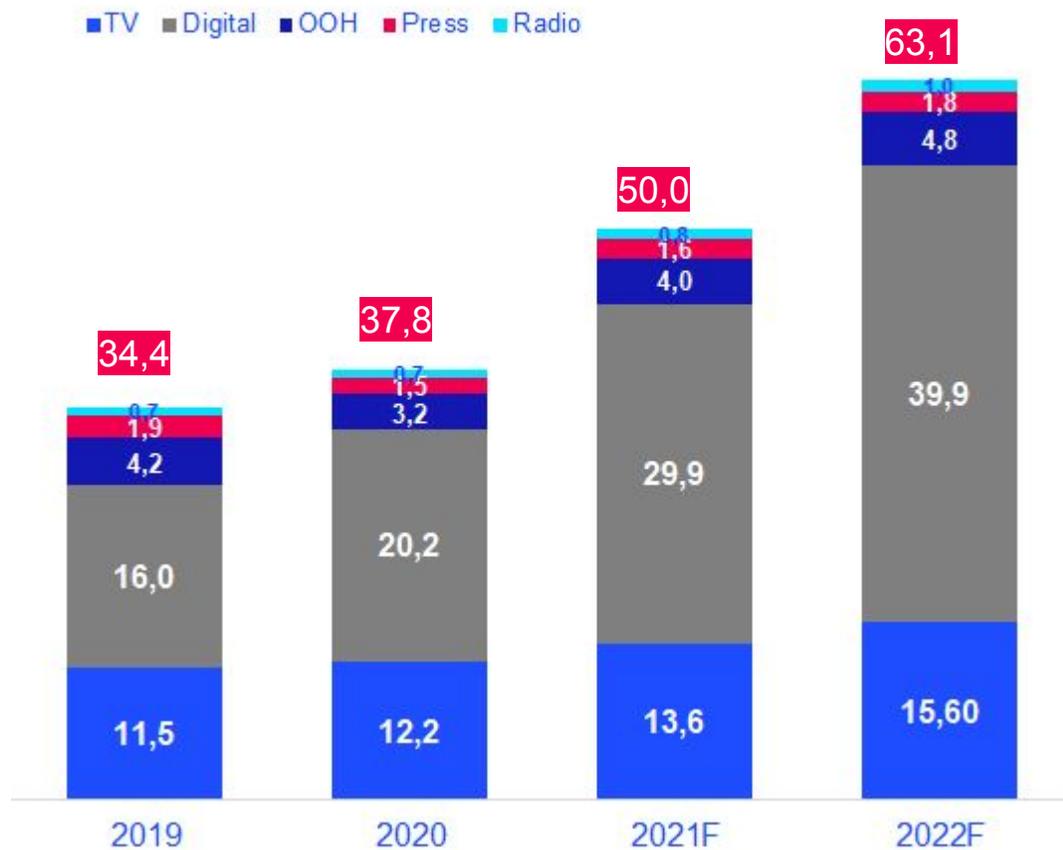


* Sources: IAB Europe AdEx report (May 2021), IAB Ukraine 2019-2020

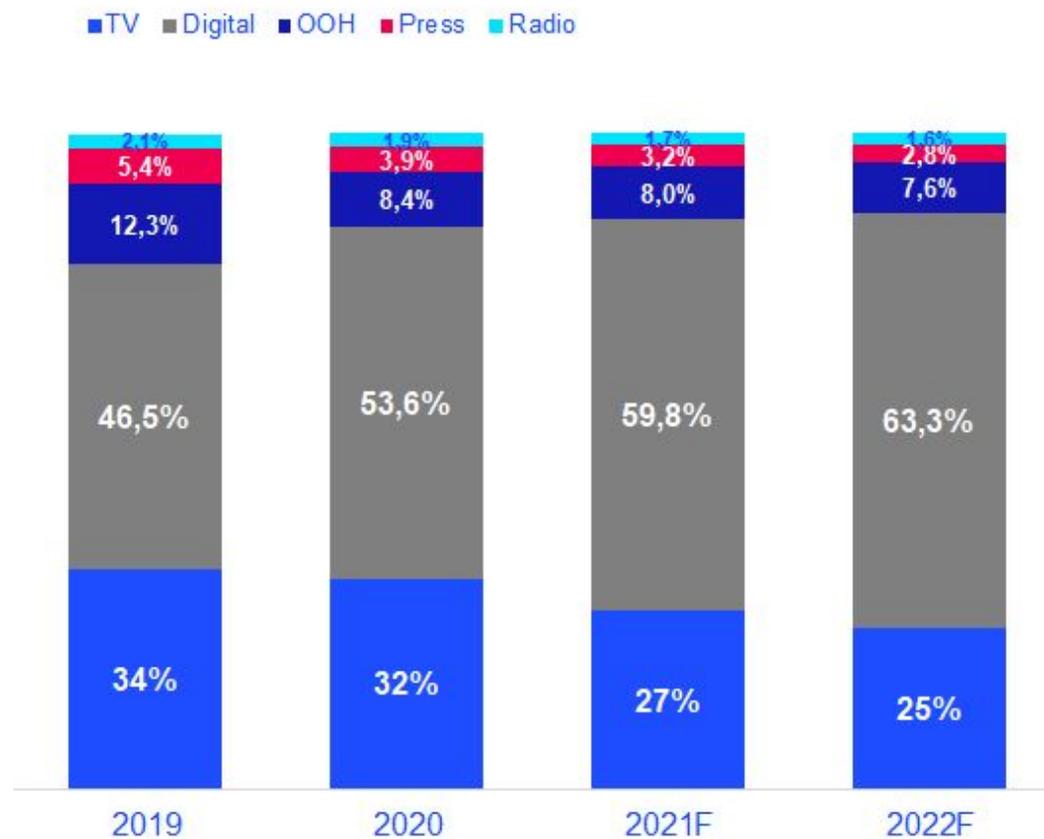
Media mix

Digital is key ad market growth driver

Media market volume dynamics 2019-2022



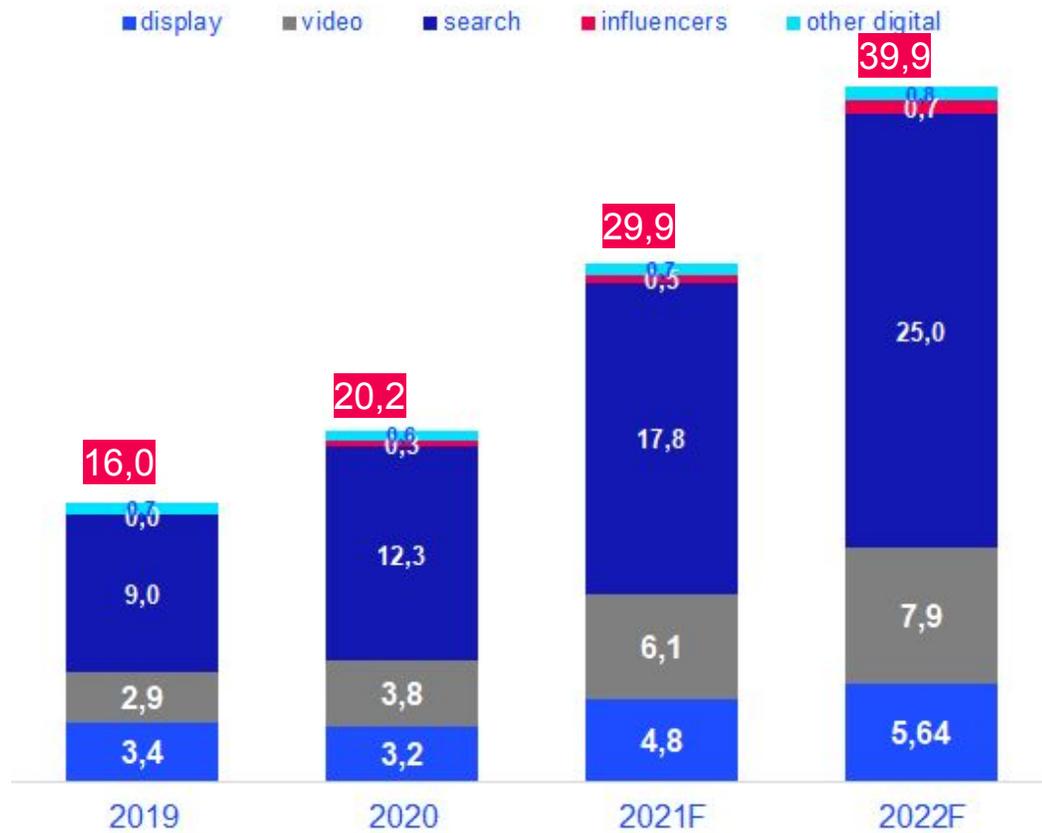
Share of media ad spendings 2019-2022



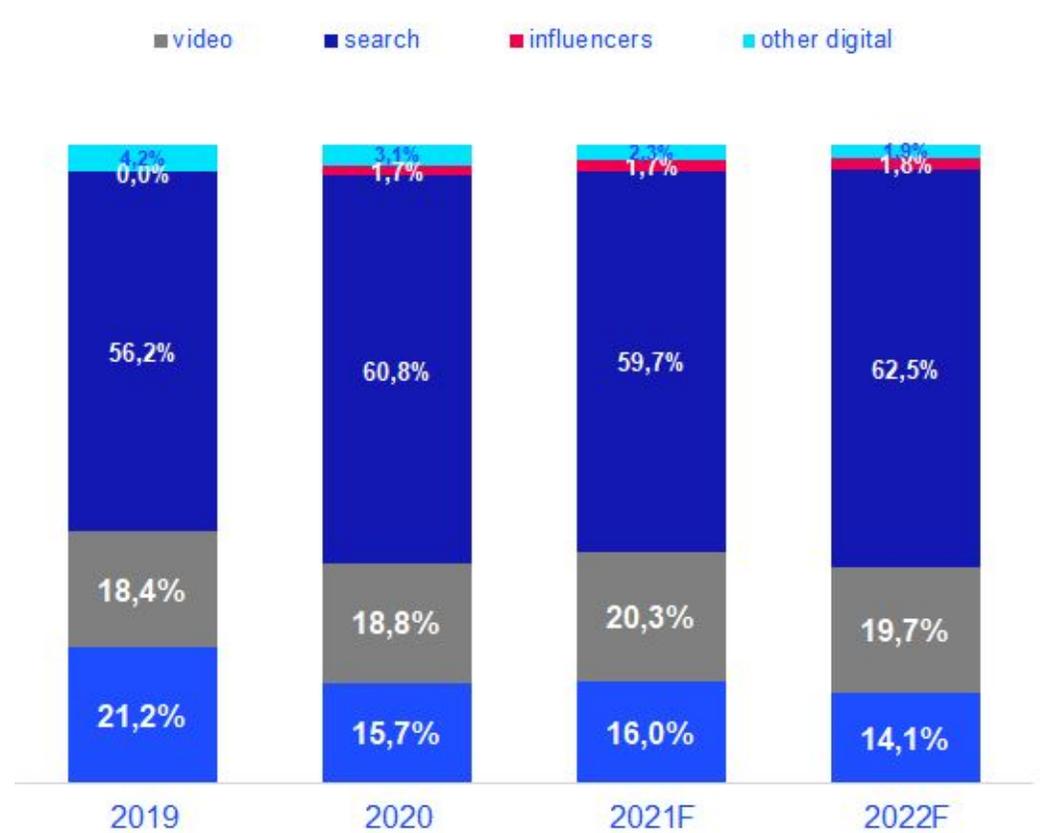
- Digital mix

Search is a dominant vehicle in digital mix in Ukraine

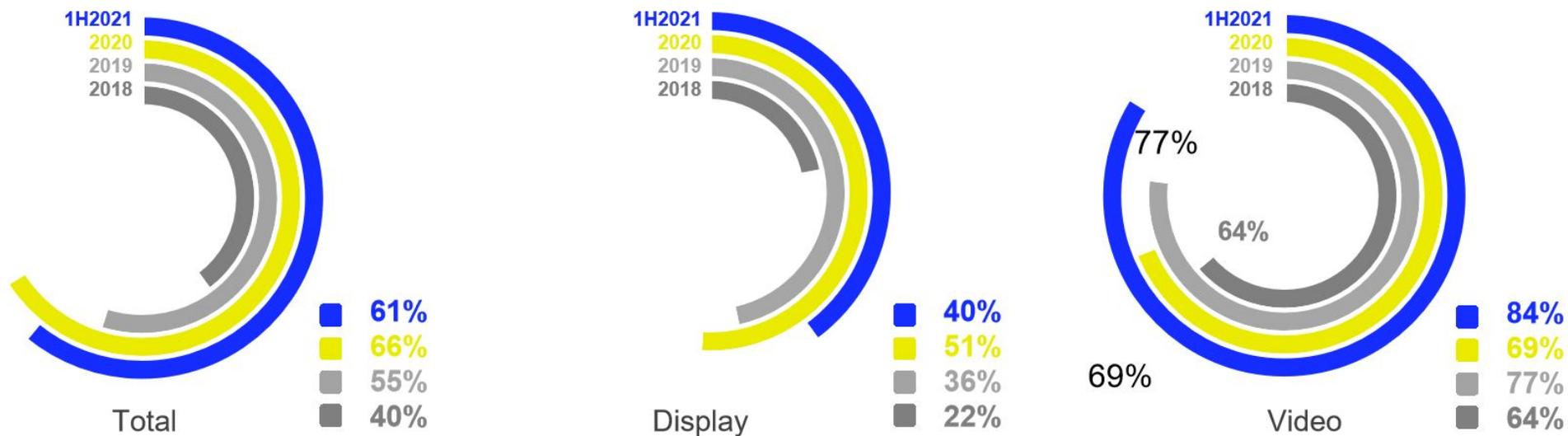
Digital market volume dynamics 2019-2022



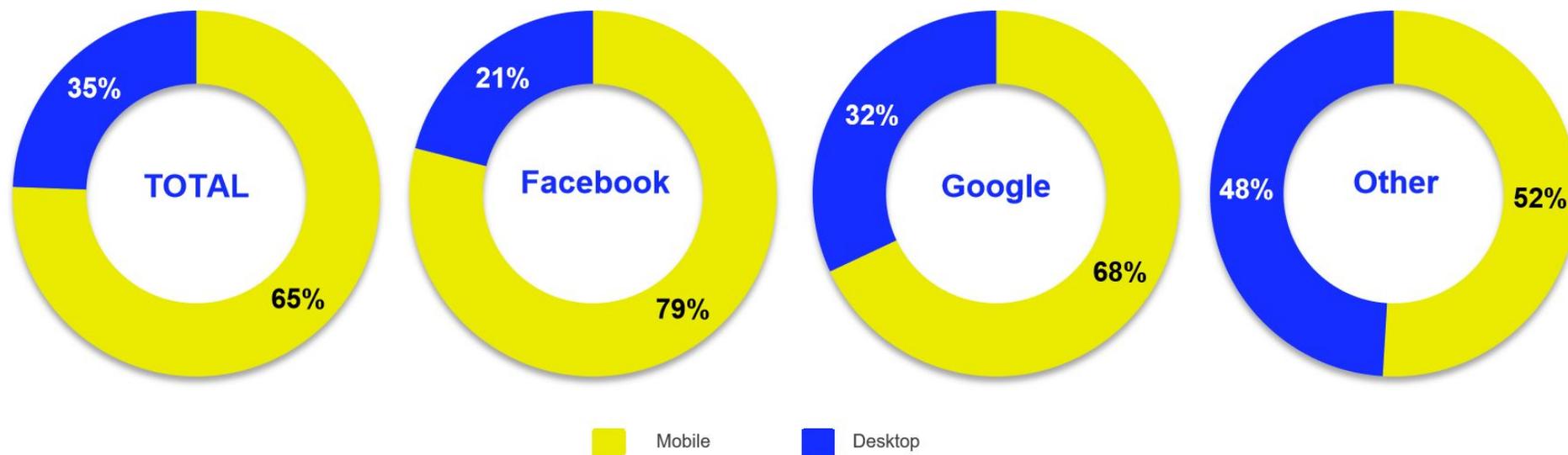
Share of digital spendings 2019-2022



- Global players impact on internet media (display+video)
 Power of global players is significant, especially in online video segment
 Search category is dominated by Google, because of Yandex ban



- Mobile/desktop usage split
Mobile internet consumption is predominant pattern of Ukrainian users



● Ukrainian market summary: dynamic and search driven

- Ukraine digital market shows dynamic growth and great perspectives on European background
- Ukrainian advertising market shows impressive growth trend due to Digital part.
- Internet market demonstrates constant growth, the main growth driver is Search and Google is the dominant Search engine
- Search is important source of traffic for the majority of ukrainian sites
- Mobile internet consumption is predominant model



Thanks for your support!



If you have any comments, suggestions or additions, please let us know by email anastasiya.baydachenko@iab.com.ua
We will take into account all constructive additions in the following editions