RMAA

Russian Digital Market Overview

2024

Complete Guide to Create a Digital Marketing Strategy in the Russian Market Review 5.0, Edition 2024



Introduction

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“Russia's digital market is booming thanks to its unwavering commitment to innovation. It's overcoming challenges and showing strong growth and development.

Paid ads and paid social algorithms are getting better, and there are more advertising campaigns on programmatic platforms as well. This is ushering in a new era of scalable efficiency for digital marketing in Russia. Brands are finding and engaging with their target audience more accurately, and it is significantly increasing the ROI of advertising investments.

Our White Paper offers you a unique opportunity to learn how you can tap into current marketplace tools and capitalize on them for your business. In addition, we provide key digital analytics including consumer trends, user behavior, and digital forecasts. This information will give you valuable insights for strategic planning and help you identify the most effective areas to invest resources in digital marketing.

In 2024, it's even more evident that the future belongs to technology. ”

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RMAA is a cross-border marketing agency dedicated to connecting brands with Russian-speaking audiences.

RMAA is a cross-border marketing agency dedicated to connecting brands with Russian-speaking audiences. We help navigate cultural, linguistic & media landscape barriers to deliver your story to the Russophone audience. RMAA connects brands with a global Russian-speaking audience.

Founded in 2008 and based in Moscow, the RMAA marketing agency creates for its clients a detailed and extensive understanding of how to increase sales, improve their marketing techniques, and grow businesses and brands in Russia and the CIS.

Contents

1. Russian Digital Market: Global Estimate 2024 — 4

1.1 Global Russian-Speaking Population: A Comprehensive Numeral Analysis
1.2 Russia and the World: Key Variances in Digital Ecosystems
1.3 Overview of Internet use in Russia 2024

2. Russian Digital Media Ecosystem — 10

2.1 Search engines in Russia
2.2 How to Assess the Demand for Products, Issues, and Niches in the Russian Market
2.3 Social Media Platforms in Russia
2.4 Messengers in Russia
2.5 Community Management Trends

3. Advertising Systems and Tools in the Russian market — 22

3.1 Paid search ad systems
3.2 Yandex.Direct
3.3 VK Ads
3.4 Brand Promotion on Telegram
3.5 Programmatic Platforms
3.6 Influencer Marketing

4. Digital Ad Labeling in Russia — 31

5. Marketplaces in Russia — 35

5.1 Top Marketplaces in Russia
5.2 How can foreign brands use marketplaces in Russia?

6. Data collection and analytics — 38

6.1 Analytic Tools
6.2 Big Data Providers
6.3 Yandex.Metrica and Google Analytics
6.4 Complex Analytics Systems
6.5 Call Tracking Systems
6.6 Traffic Verification Tools

Conclusions — 45

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Section 1

Russian Digital Market: Global Estimate 2024

1.1 Global Russian-Speaking Population: A Comprehensive Numeral Analysis

Population of Russia: ~144 M people
Russian-speakers outside of Russia: ~114 M people



Russian Speaking Market:
Russia + CIS + Worldwide audience ~ **258 M people**

Additionally:

- 227 million unique mobile connections were active in Russia
- Over 75% of the population lives in urban centers
- Over 42% of the population are between 25 and 54 years old
- The average age of Russia’s population is 39.2
- The median mobile internet connection speed is 21.73 Mbps, and the median fixed internet connection speed sits at 74.92 Mbps

Population	Connecting to mobile	Internet users	Social media users
144.2 million	219.8 million	130.4 million	106.0 million

In 2023, an impressive 88.2% of Russia's population, amounting to 127.5 million people, were online. However, it's essential to recognize that this figure doesn't fully represent the global Russian-speaking online community. Thanks to the Soviet Union's historical influence, significant Russian-speaking communities exist in neighboring countries such as Belarus, Kazakhstan, Uzbekistan, and the Baltic states.

Moreover, the Russian-speaking diaspora extends globally, with substantial populations in the United States, Germany, the broader European Union, Israel, Canada, and Australia. Additionally, reports suggest that over a million Russians have relocated since 2022.

Determining the exact size of the worldwide Russian-speaking audience is a complex task, but it undoubtedly encompasses tens of millions of people across all continents. Including Russia's population, the total number reaches as high as 258 million. This vast and dispersed audience presents a lucrative opportunity for the promotion of products and services.

It's important to note that the term 'Russian-speaking population' encompasses both native Russian speakers and those fluent in Russian as a second language. This demographic is diverse, including various ethnicities and nationalities, and is far from being homogeneous.

It is the most widely spoken of the Slavic languages, with over 258 million total **speakers** worldwide. **Russian** is the seventh-most spoken **language in the world** by number of native **speakers** and the eighth-most spoken **language in the world** by total number of **speakers**

1.2 Russia and the World: Key Variances in Digital Ecosystems

The 2022 was marked by dramatic changes in the Internet advertising industry in Russia:

No Ads

Google does not show advertising in Russia on its resources (search engine, YouTube, etc.).

Blocked

The popular social networks Facebook* and Instagram*, which also served as advertising channels, are blocked in Russia.

Popular platforms

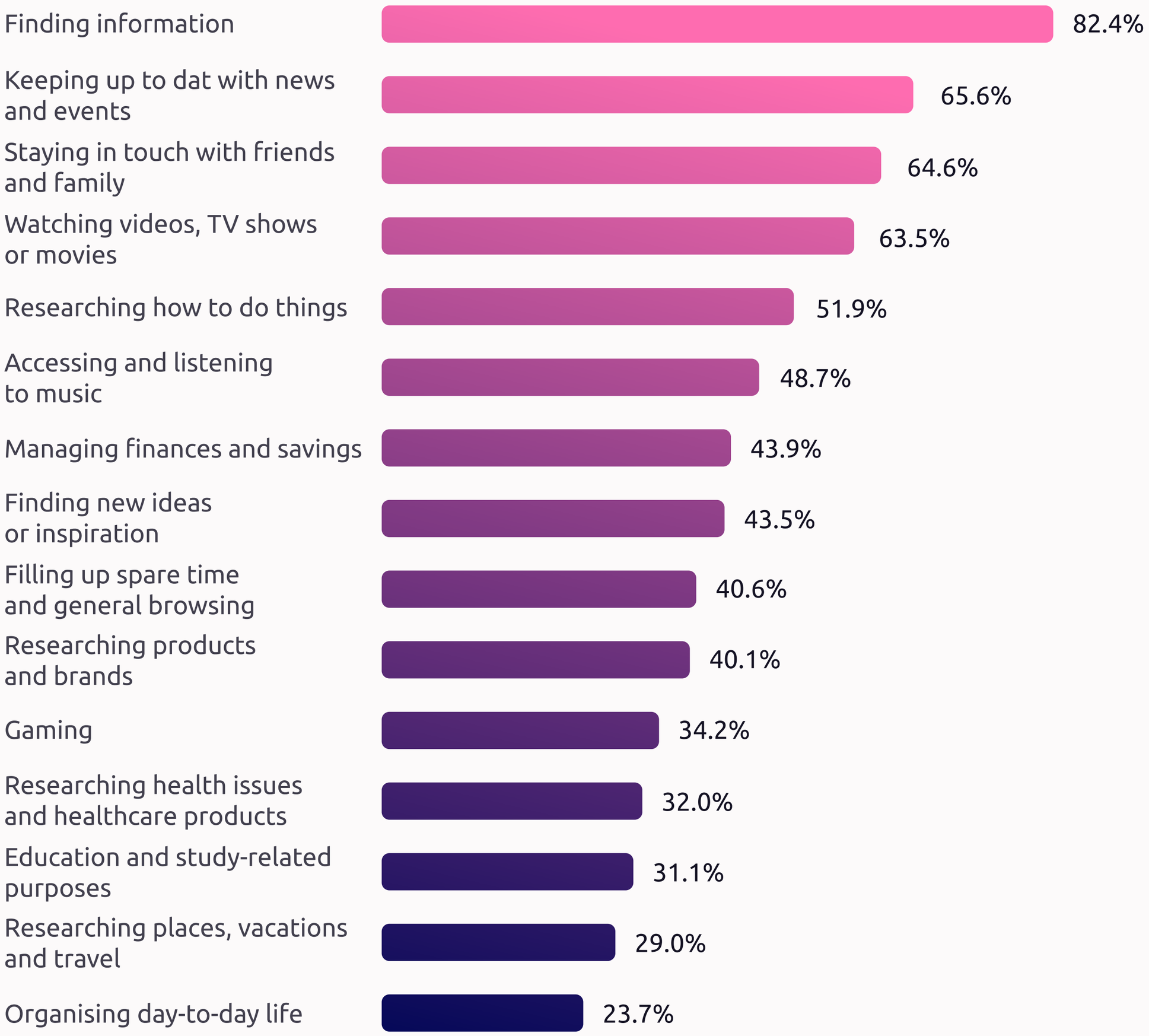
The popular social networks Facebook* and Instagram*, which also served as advertising channels, are blocked in Russia.

Changes in the digital ecosystem have had a global impact on the structure of advertisers' budgets and on the work of companies and professionals providing internet marketing services.

**Meta Platforms Inc. projects, the activities of which are prohibited in Russia.*

1.3 Overview of Internet use in Russia 2024

Main Reason for using the Internet



Daily time spent using the Internet

daily time spent using the internet across all devices

8H 21M

time spent using the internet on mobile phones

3H 56M

time spent using the internet on computers and tablets

4H 24M

mobile's share of total daily internet time

47.2%

Devices used to access the Internet

Mobile phone (any)



95.1%

Year-on-year change

+3.3% (+300 BPS)

Laptop or desktop (any)



77.1%

Year-on-year change

-3.5% (-280 BPS)

Smart phone



93.6%

Year-on-year change

+3.5% (+320 BPS)

Feature phone



3.9%

Year-on-year change

+30.0% (+90 BPS)

Tablet device



16.7%

Year-on-year change

-5.1% (-90 BPS)

Personal laptop



69.0%

Year-on-year change

-8.0% (-600 BPS)

Work laptop or desktop



24.4%

Year-on-year change

-1.2% (-30 BPS)

Connected television



24.0%

Year-on-year change

+3.9% (+90 BPS)

Smart home device



8.8%

Year-on-year change

+66.0% (+350 BPS)

Games console



4.7%

Year-on-year change

+9.3% (+40 BPS)

Russians spend an average of four hours or more online every day. They use this time to communicate with friends via social networks and messengers, research various topics, search for information, have fun, listen to music, and engage in other online activities. At the same time, the number of mobile users is increasing every year.

The growing demands and requirements of the Russian Internet audience are driving companies to improve the quality of their online activities. With virtually unlimited opportunities for online advertising, digital marketing is becoming a key element of most brands' development strategy.

Section 2

Russian Digital Media Ecosystem

Instagram* was blocked in Russia, and monetization in YouTube was suspended, too. Besides, the Google Ads advertising system doesn't work for advertising accounts located in Russia.

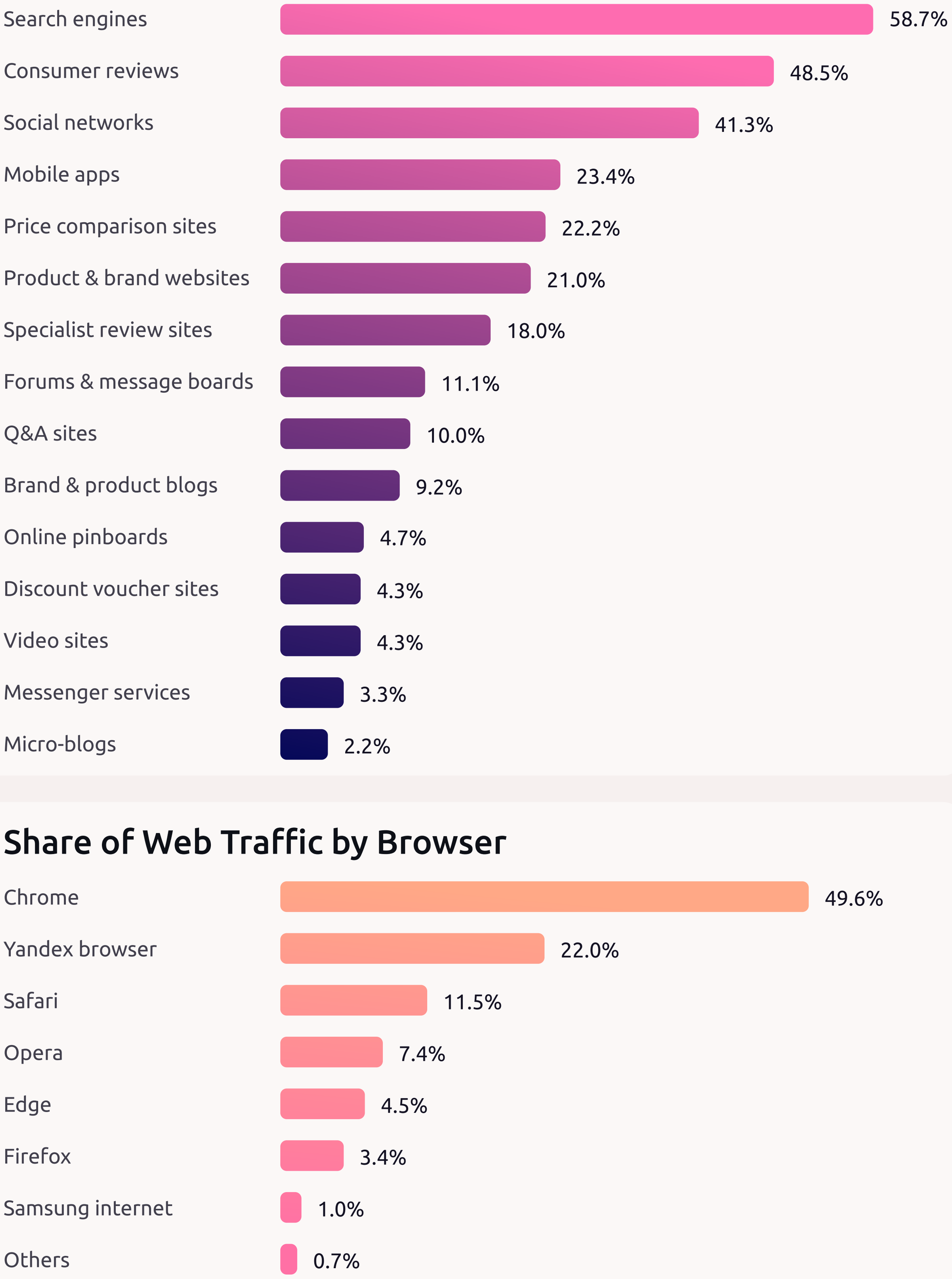
Nevertheless, there have always been alternatives for companies promoting their products and services in the Russian market. VK and Telegram remain the largest social networking services in the country. Also, new services and features have been introduced.

Average daily platform reach	2023, million users	Yearly change, million users	2024, million users	Current restrictions
Search engines				
Yandex	65.5	+4.1	69.6	no restrictions
Google	61.0	+3.8	64.8	ad placement is not allowed
Social Media				
VK	53.2	+2.9	56.1	no restrictions
Telegram	50.1	+9.8	59.9	no restrictions
OK	19.9	+1.9	21.8	no restrictions
Dzen	24.3	+7.5	31.8	no restrictions
Video Content Platforms				
YouTube	51.2	+4.0	55.2	ad placement is not allowed
Tik-Tok	32.6	-0.9	31.7	no restrictions
Instagram*	27.6	-20.8	6.8	blacked, available via VPN, ad placement is not allowed

**Meta Platforms Inc. projects, the activities of which are prohibited in Russia.*

2.1 Search engines in Russia

Main Reason for using the Internet



Share of Web Traffic by Browser

Yandex 2024

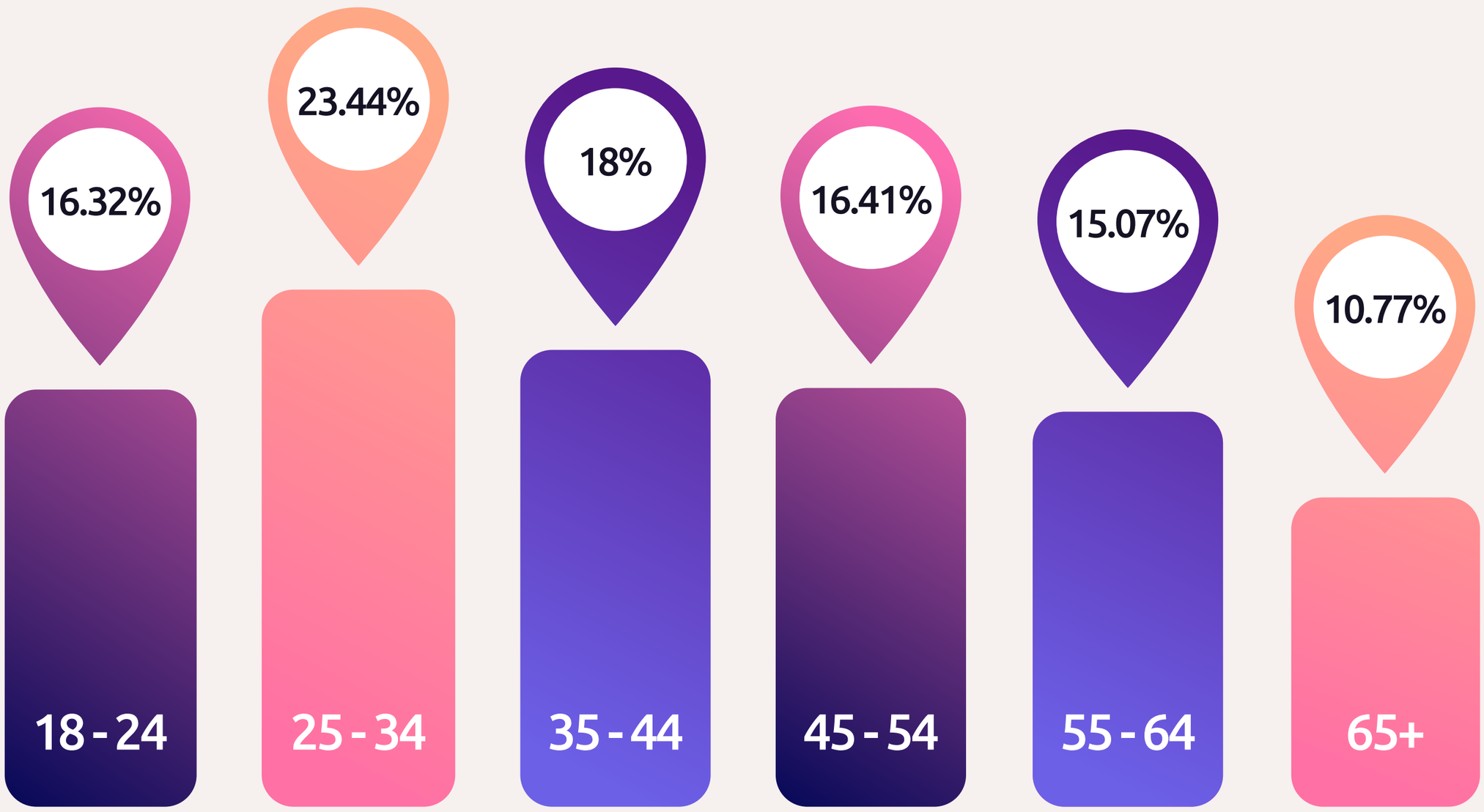
- **Top Countries:** Russia (92.86%), Belarus (0.88%), Germany (0.65%)

- **Audience:** 100M users per month

- **Demographics:** 57.04% Male and 42.96% Female

- **Top Topics:** news, search, Russian, mail

Age Distribution



Google 2024

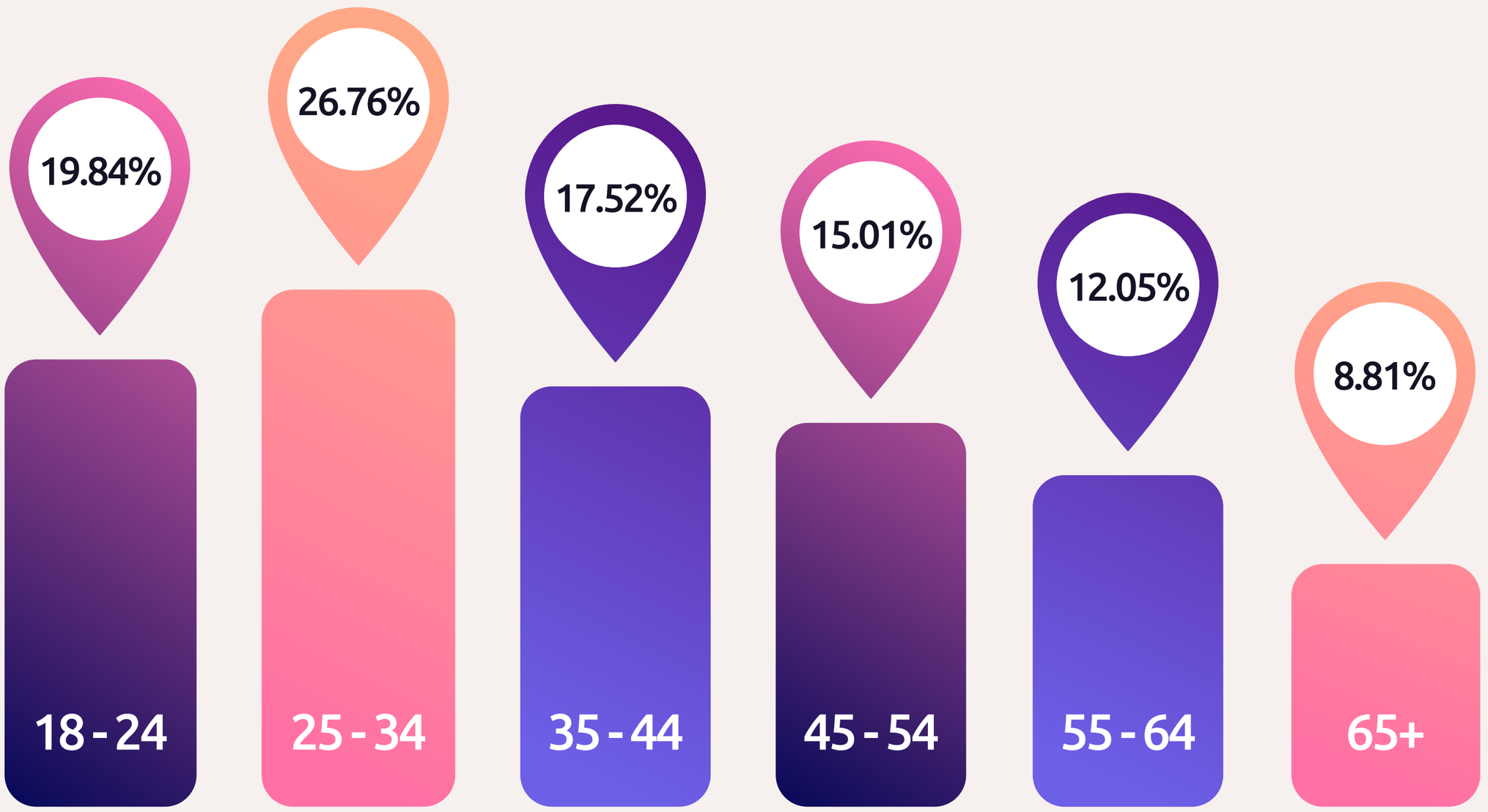
- **Top Countries:** Russia (74.57%), Ukraine (4.07%), Germany (3.65%)

- **Audience:** 99.4M users per month

- **Demographics:** 60.7% Male and 39.3% Female

- **Top Topics:** news, internet, how, main page

Age Distribution

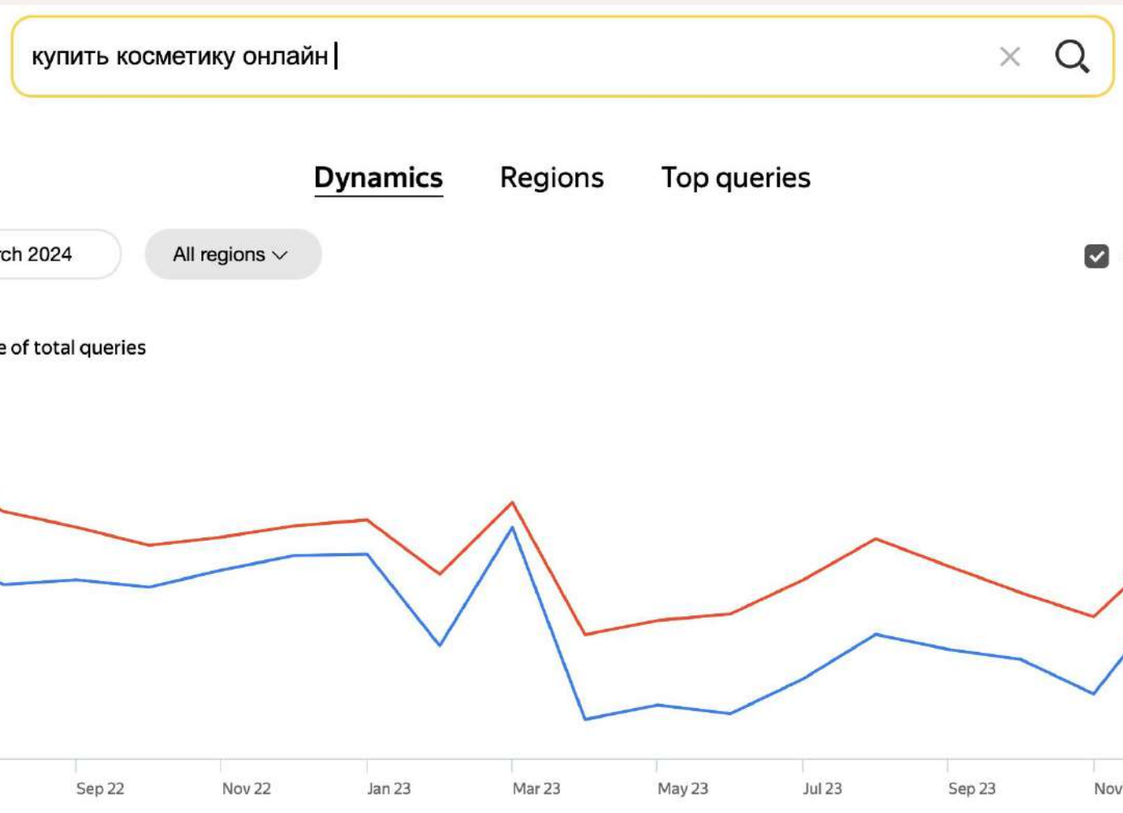


2.2 How to Assess the Demand for Products, Issues, and Niches in the Russian Market

A key tool for assessing demand in the Russian market is Yandex.Wordstat. It is a free service by Yandex for collecting statistics on search queries, in particular, how many people per month were searching for a key phase, with the ability to specify the region, track seasonal spikes or dips in demand, find out the share of mobile traffic, and many others

The service helps in solving the following business problems:

- Determine market activity and overall industry capacity.
- Track trends in the intended market area.
- Expand/specify the target audience.
- Study the specifics of the traffic.
- Set up contextual or targeting advertising effectively.
- Form a semantic core for SEO promotion, etc.



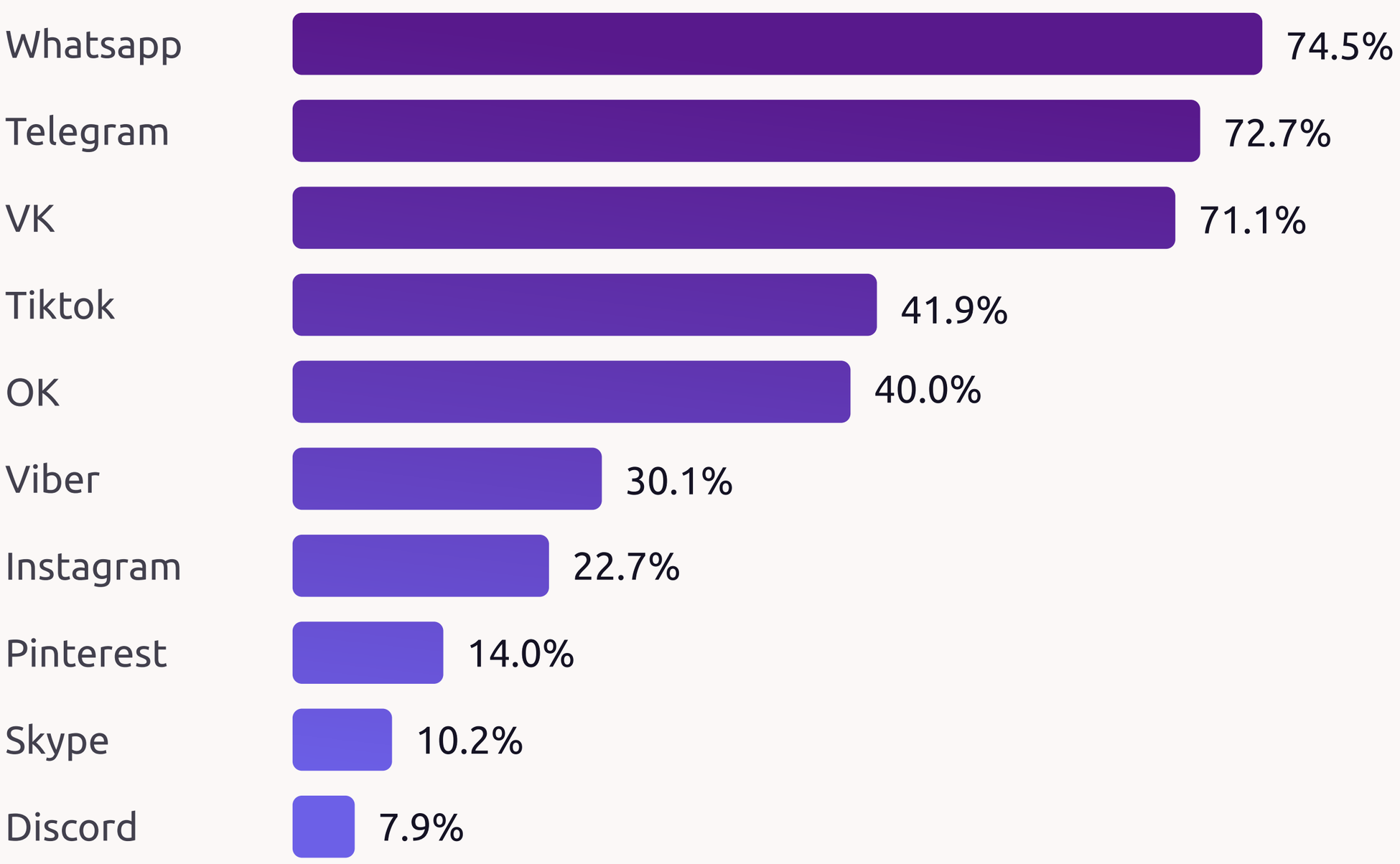
Region	Number of queries	Percentage of total queries, %	Interest index, %
Moscow	95	0,0000046	68,01
Saint Petersburg	47	0,0000075	111,41
Yekaterinburg	34	0,0000164	241,76
Chelyabinsk	25	0,0000209	307,61
Novosibirsk	15	0,0000078	116,07
Ufa	14	0,0000120	177,70
Nizhny Novgorod	14	0,0000074	109,53
Izhevsk	12	0,0000208	305,90
Kazan	12	0,0000096	142,01
Samara	10	0,0000082	121,36
Kirov	8	0,0000151	222,22

*analysis example for the search query ‘buy cosmetics online’

2.3 Social Media Platforms in Russia

- **Audience:** 106M users (73.5% Russian population)
- **Demographics:** 45.3% Male and 54.8% Female
- **Number of Social Platforms used each month by one person:** 4,8
- **Average viewing time per month:** 2 hours 21 minutes

Most used Social Media Platforms



**Meta Platforms Inc. projects, the activities of which are prohibited in Russia.*

VK



89M

users per month

86 minutes per day

Youtube



94.78M

users per month

12 minutes per day

Tik-Tok



67,6M

users per month

90 minutes per day

Dzen



80M

users per month

9 minutes per day

Odnoklassniki



35.5M

users per month

10 minutes per day

Instagram*



25.1M

users per month

12 minutes per day

VKontakte is the leading social network in Russia. It has become the go-to platform for Russians thanks to significant interface changes, the development of additional services (VK Music, VK Clips, VK Video, VK Messenger, etc), and its convenient, VPN-free nature. TikTok has been available to Russian users since May 2024. They can free access the social network and publish content. Unlike Instagram*, blocked in Russia, VK is a popular choice for the Russian audience.

Nevertheless, they remain popular in Russia, although there are significantly fewer users.

YouTube has not lost its leadership, as it still has no analogs in Russia. Plus, Dzen and Odnoklassniki, updated by the developers, are gaining popularity. Both platforms belong to the VK holding company.

Each social network has its specific features, which should be taken into account in a brand's marketing strategy.

**Meta Platforms Inc. projects, the activities of which are prohibited in Russia.*

High Potential Social Platforms for Future

VK Clips is the app from VK, with an endless feed of short videos reminiscent of TikTok, Instagram Reels, and YouTube Shorts. In 2024, creators can co-publish clips, group them into themed playlists, shoot content for music teasers, and create clips in an updated editor. Users will be able to reward creators with one-time donations.

VK Clips 2024

- **Top Countries:** Russia (94,87%), United Kingdom (0,81%), Netherlands (0,78%)
- **Audience:** 49.3K users per month
- **Demographics:** 58.38% Male and 41.62% Female
- **Main age of audience:** 25-34 years old

Yappy is a Russian application for watching and creating short videos lasting 15 to 60s. It belongs to the Rythm Media company, part of the Gazprom-Media holding company. Yappy's main goal is to support young performers in Russia. In 2024, the developers founded a music label to "promote" young authors, including through content on the platform itself, advertising integrations with brands, etc.

Yappy 2024

- **Top Countries:** Russia (81.22%), United Kingdom (7.98%), China (1.91%)
- **Audience:** 2.4M users per month
- **Demographics:** 54.91% Male and 45.09% Female
- **Main age of audience:** 25-34 years old

2.4 Messengers in Russia

Telegram

VK Clips is the app from VK, with an endless feed of short videos reminiscent of TikTok, Instagram Reels, and YouTube Shorts. In 2024, creators can co-publish clips, group them into themed playlists, shoot content for music teasers, and create clips in an updated editor. Users will be able to reward creators with one-time donations.

WhatsApp

Russia has the 6th largest messenger audience in the world with 66.7M users. The country leads the way in the messenger space due to the blocking of Meta* products, including FB Messengers. However, Telegram has great opportunities and remains the most important competitor.

VK Messenger

In 2023, the messenger's audience grew by 2% to 67 million users. The popularity of the service is based on collective communication—group chats. The service was further enhanced by an avatar generator and the option to see who has read the sent message. Users also gained access to the web version of the service (web.vk.me) and unlimited calls in the desktop application of VK Messenger.

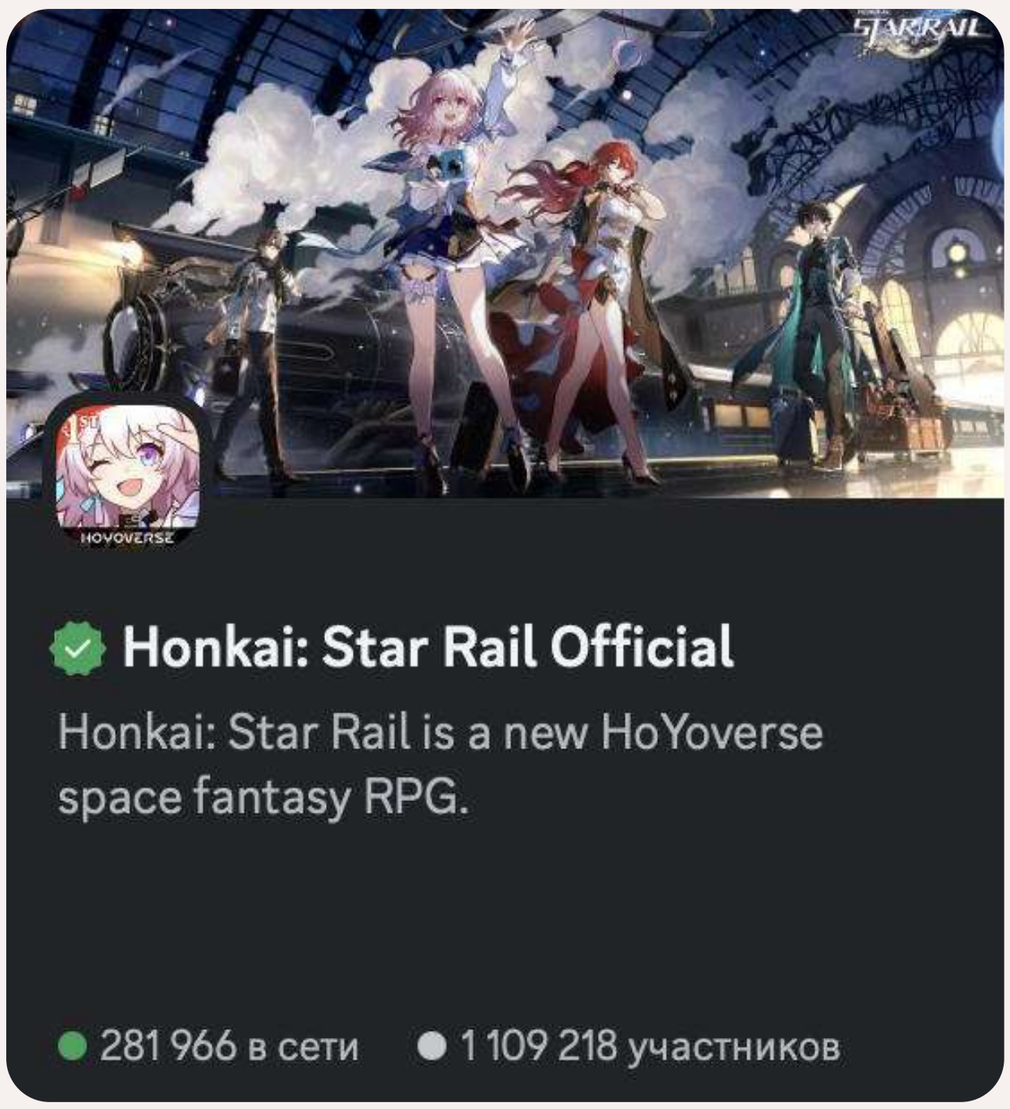
Skype

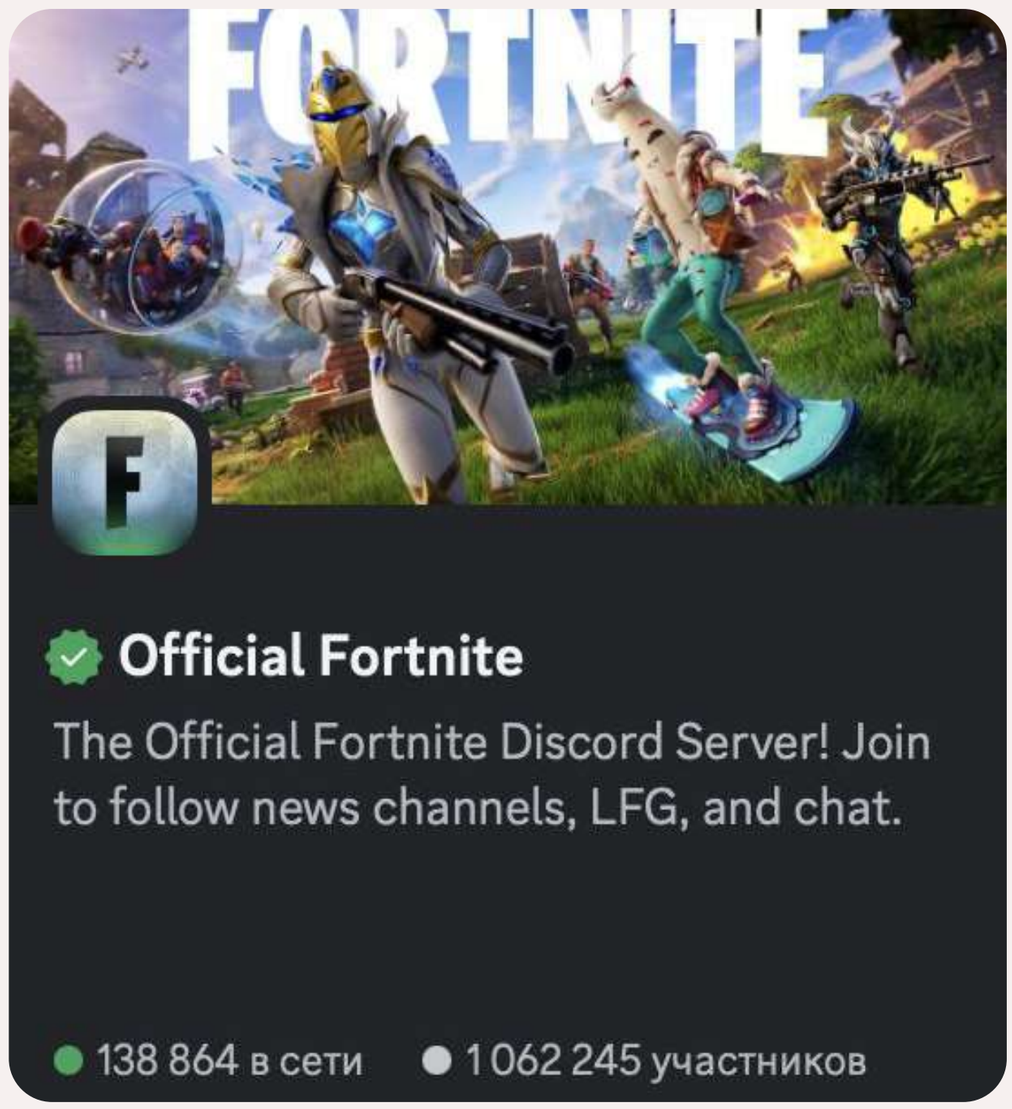
The Russian audience has become much smaller, but the messenger is still in use. Skype in Russia was mainly an active messenger for business with advanced audio and video calling features. However, many state organizations were banned from using the service by Roskomnadzor in 2023.

High Potential Messengers Now. Discord Russia

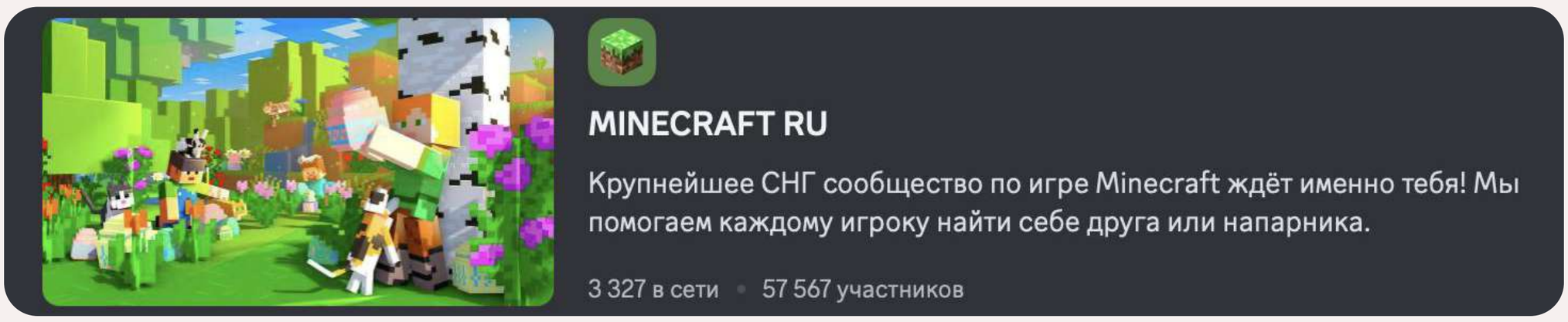
Discord is the go-to platform for gamers. It's a voice and text chat tool that's open to everyone and lets you create your own servers. It's a versatile and affordable way to communicate for various purposes.

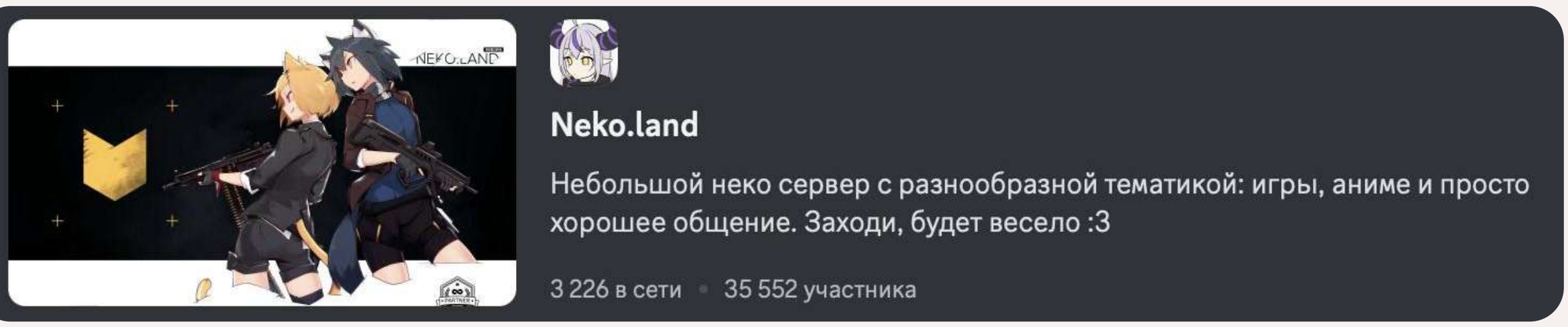
Since 2015, Discord has been gaining popularity in Russia. It's now one of the top 10 social media platforms in Russia. Many famous Russian streamers have created their servers on Discord to communicate with their audiences, share news, and hold contests. Furthermore, the platform offers themed chats on games.





In 2024 Discord is the platform of choice for promotion in gaming communities and streams in Russia. It has the most loyal audience and the most flexible chat integration formats.





2.5 Community Management Trends

The main goal of community management is to create an active community around a brand. In Russia, the following can be used for this purpose:

			
VK	**Telegram**	**Discord**	**Odnoklassniki**

Trends:

- **Paid and private clubs**

  Discord is the go-to platform for gamers. It's a voice and text chat tool that's open to everyone and lets you create your own servers. It's a versatile and affordable way to communicate for various purposes.

- **Formalization and standardization of community management**

  Working with people goes beyond spreadsheets, charts, and template solutions. Operational communication to users is the new essential tool. Many brands are leading the way, using it unconventionally. For example, the brand Vkusvill brought free croissants to a client in St. Petersburg in gratitude for reels with a brand mark.

- **New professional tools for the job, including “AI” tools**

  AI will become a dominant force in various fields of activity. Currently, advertising botnets are common. This trend will intensify in 2024. Additionally, there will be a plethora of tools created by Russian-speaking experts.

- **Growth of educational projects**

  The growing demand for qualified specialists in the labor market will lea to an increase in the number of educational programs. Major academic institutions, including universities, are already showing interest in this field. The trend is being picked up by influencers, who are highlighting the best practices and additional courses on various topics on a pro bono or commercial basis.

- **The customer is not always right**

  Spending effort combating unjustified negativity may not yield the proper return compared to focusing on loyal users. This is why many social networks and messengers have begun to ban "toxic" users in their actions. For example, in Telegram themed chats, an admin can block a user for 24 hours if his or her behavior does not comply with the community rules.

Section 3

Advertising Systems And Tools In The Russian Market

3.1 Paid search ad systems

Programmatic Advertising



$4.71 Billion

83.2% Digital Advertising spend

+ 21.5% ($834 Million)

Search advertising



$2.68 Billion

47.4% Digital Advertising spend

+ 20.2% ($450 Million)

Social Media Advertising



$1.29 Billion

22.8% Digital Advertising spend

+ 19.4% ($210 Million)

Influencer Advertising



$170 Million

3% Digital Advertising spend

+ 30.8% ($40 Million)

Programmatic advertising is booming in Russia. It's now accounting for an astonishing 83.2% of the total digital advertising spend. Last year, this segment accounted for just 43% of total spending. This significant growth reflects advertisers' increased interest in automated solutions, offering more targeted approaches to achieving marketing goals.

Search and social media advertising also continue to hold significant market share. They can still be used as key channels to attract and engage target audiences. This is especially true given that the mechanisms and functions of advertising platforms have been improving over the past two years, allowing for more strategic campaign customization.

At the same time, the growing popularity of influencer marketing emphasizes the importance of personalization and audience trust, opening up new opportunities for brands to engage with their target audience on a deeper and more meaningful level.

3.2 Yandex.Direct

Yandex.Direct is the go-to tool for many brands promoting themselves in Russia. Search paid ads show up in Yandex search results and on the search sites of Yandex Advertising Network partners.

It includes tens of thousands of sites on different platforms: websites, their versions for mobile devices, mobile applications, and smart TV. Unlike search ads, which respond to current user requests, thematic advertising focuses on the user himself—his interests, behavior on the Internet, and the content of the website he is currently viewing.

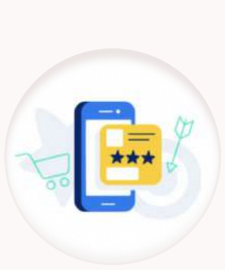
Yandex.Direct offers convenient tools for solving marketing tasks at all stages of the sales funnel. These tools include reaching new audiences, engaging potential customers, creating an emotional connection with the brand, and retargeting with the Yandex system's machine-learning capability for deep analytics.



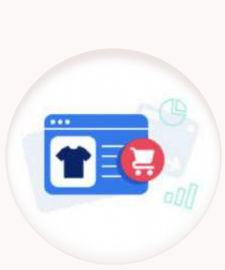
Search Engine Advertising



Yandex Advertising Network



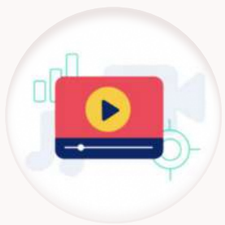
Mobile Advertising



Online Store Advertising



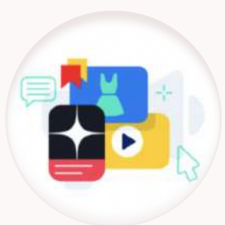
Media Advertising



Video Advertising



Audio Advertising



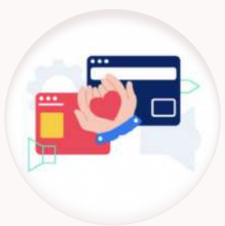
Content Marketing



Placement on Marketplaces



Yandex Maps Advertising



Social Advertising

Things to pay attention in Yandex.Direct tools 2024

1. The Master Campaigns strategy is now 50% more effective than dynamic campaigns and smart banners

The Campaign Wizard is similar to Smart Shopping in Google Ads. It's machine learning-based advertising that requires minimal user involvement. Users will see ads for products placed through Campaign Wizard on a variety of platforms, including search, product gallery, YAN, and other services

In 2023, customization of product campaigns has been greatly simplified. You can now manually manage products, and segment the catalog by various parameters, such as product categories, cost, and other characteristics. This allows you to more accurately set up ads and optimize your budget. Also, new tools for analyzing the effectiveness of advertising, such as reports on conversions and ROI, have been added to the CW strategy.

2. Advertising in Telegram channels and on Yandex Marketplaces

Since 2023, Yandex.Direct has added the function of ad placement in public Telegram channels belonging to partners of the Yandex Advertising Network. Ads are tailored to the messenger and look like a standard Telegram post. At the same time, they can have a clickable headline or a link to the site, an image or video, a small ad text, the label “Advertisement”, emoji, and information about the advertiser.

Additionally, goods and services can be advertised on marketplaces owned by Yandex. These include Yandex.Market, Yandex.Services, Yandex.Afisha, Yandex.Ads, Yandex.Travel, Yandex.Real Estate, Auto.ru.

3. New analytics from Yandex: Visit Lift and Search Lift

Visit Lift is the definitive tool for measuring the impact of campaigns on website traffic. It analyzes the number of search queries before and after an ad is shown to assess how much it increases brand awareness and the attractiveness of the site for users. Direct visits and visits within a week of the ad launch are taken into account. The study is available for new Media campaigns with banners, videos, video banners, or fixed CPM.

Search Lift is the definitive tool for measuring the impact of media ads on search queries. It also enables you to identify the most popular queries, which can be used in performance advertising settings as keyword phrases. The study is available for new media campaigns with banners, videos, video banners, or fixed CPM.

3.3 VK Ads

VK Holding announced the launch of a new platform for promoting, VK Ads, in April 2022. The developers combined all the useful features of other services (myTarget and PRO VKontakte) into a single system, making it easier, faster, and more effective for marketers to work with paid social.

Since 2023, the service has been fully operational. VK Ads is the go-to option for paid social in Russia.

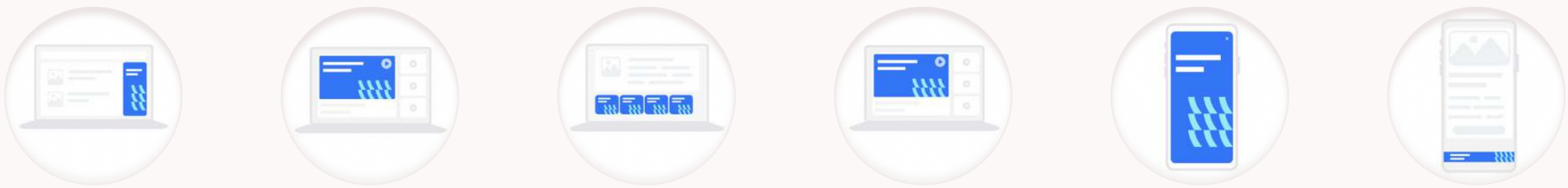
With it, you can set up ad displays for the target audience in Russia and the CIS on all VK platforms (VK social networks, Odnoklassniki, Dzen, applications, partner sites, marketplaces, etc.) or select a specific resource for ad displays.

VK Ads targeting options:

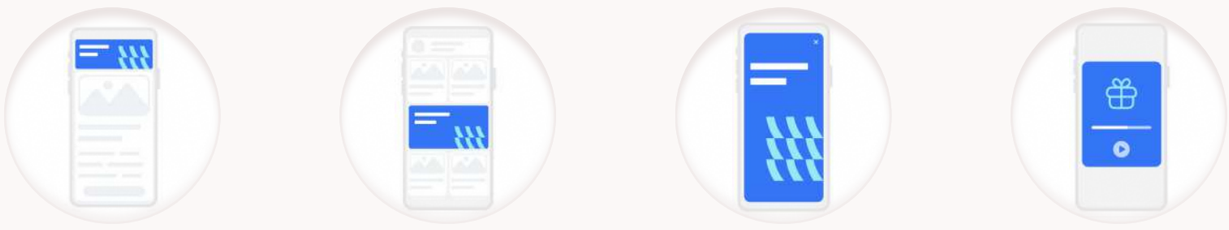
- websites and lendings;
- Android and iOS mobile applications;
- product and service catalogs;
- lead forms for complex products with a long purchase cycle;
- VK Communities;
- media content placed in VK.

The platform offers universal ads in a single format that includes all others. Creatives look different depending on the location, automatically adapting to their parameters. The advertiser's task is to upload the necessary media files and create a short product description. You can do it yourself or choose from the generated variants.

Website advertising



App advertising

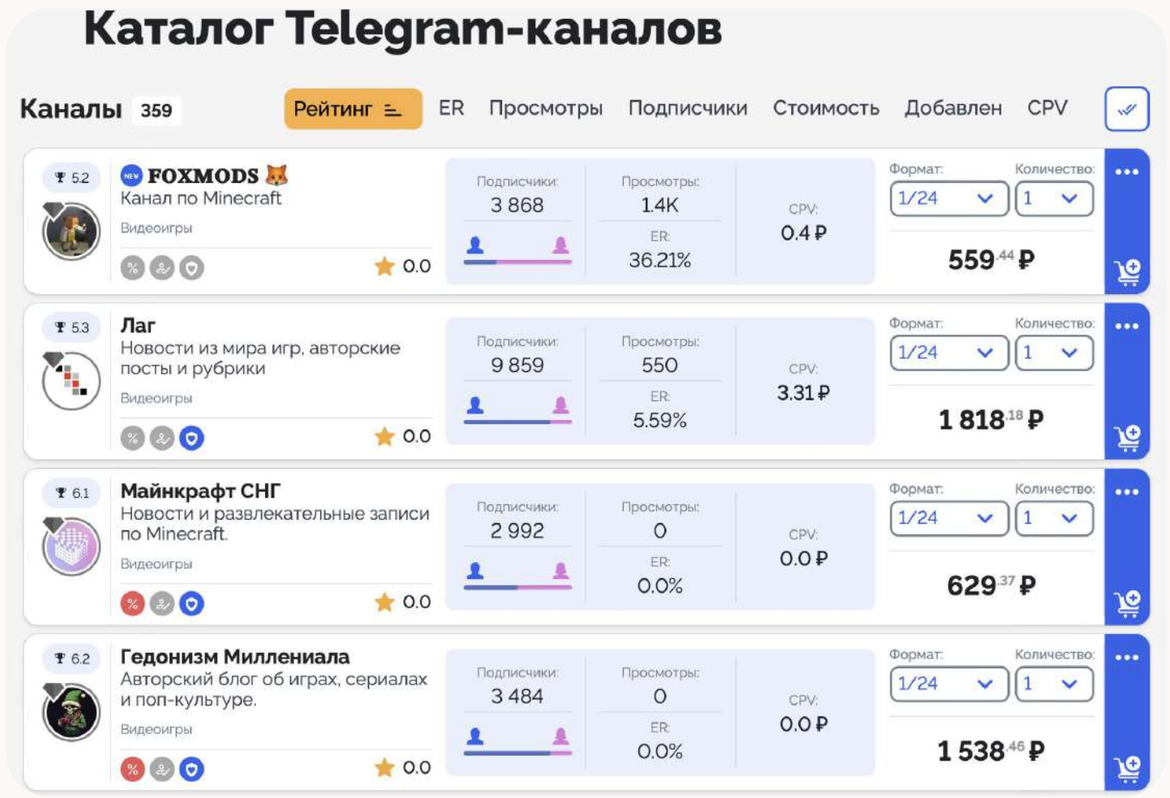


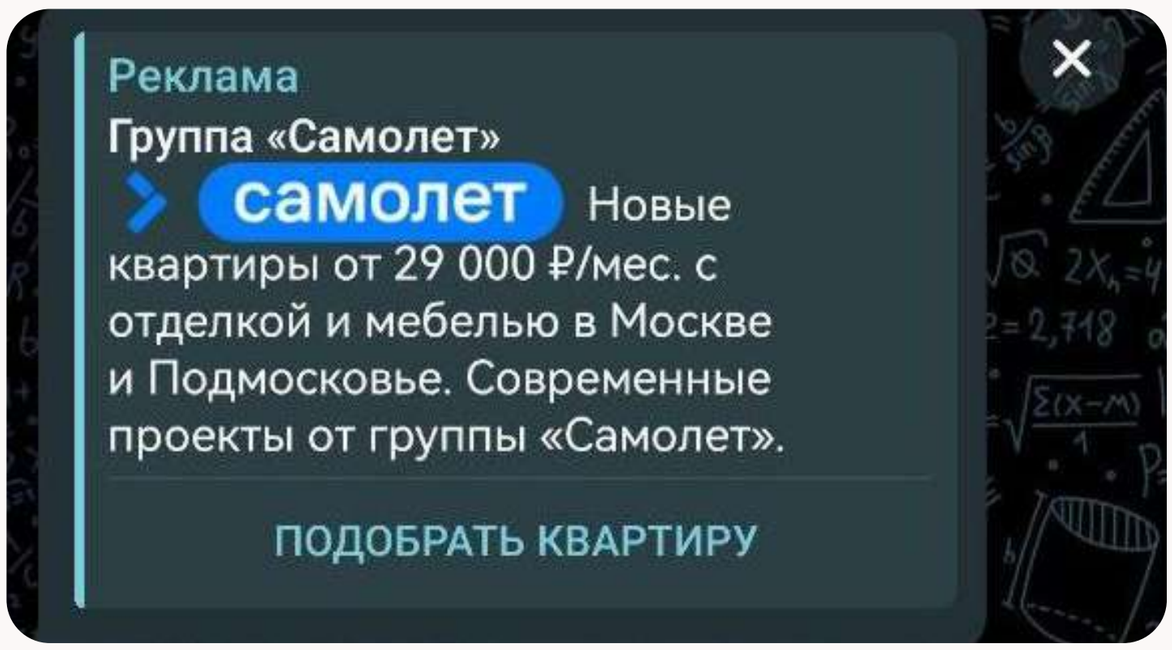
3.4 Brand Promotion on Telegram

Telegram's audience grew by more than 66% in 2023. The messenger has surpassed many competitors in terms of popularity in Russia. In 2024 it is one of the most promising platforms for business promotion and advertising.

There are 4 ways to place advertising on Telegram:

1. Running paid social through the Telegram Ads platform.
2. Placement in channels through Telegram Stocks
3. Telegram campaign in Yandex.Direct (which we wrote about earlier).
4. Placing an advertising post by direct agreement with the owner of the channel.







Как получить шенген на год и как сэкономить на отеле? Делимся новостями и эксклюзивными промокодами в канале Ostrovok✨

Ostrovok.ru — это сервис онлайн-бронирования отелей и квартир, который собрал в себе более 2,5 млн вариантов жилья в любой точке мира.

Чтобы поиск был еще проще и приятнее, команда сервиса ведёт телеграм-канал. В нем вы найдете самые свежие новости из мира туризма, а также **эксклюзивные промокоды** на будущие поездки😉

Подписывайтесь и будьте готовы в любой момент сорваться в путешествие✨

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t.me/markeremintravel/2282 29.2K Mar 21 at 18:03

Telegram Ads offers easy access to audiences, but it's limited to 160 characters per message and doesn't allow for fine-tuning of the target audience. Add to this the requirement of a high minimum budget when launching a campaign, and it's clear why many advertisers are looking for alternative ways to place their advertising campaigns.

On the other hand, advertising in Telegram through specialized channel stocks allows you to reach a wide audience due to an extensive network of partners. However, not all channels are represented on these platforms, especially considering that new, potentially promising channels for advertisers appear in Telegram every day. A campaign in Yandex.Direct requires pre-registration of a business, which can be an additional barrier for foreign brands in Russia. Finally, direct agreements with channel owners can be time-consuming due to negotiations on price and advertising format.

Working with Telegram is always a synthesis of formats, trends, and creatives within promotional campaigns. It is crucial to leverage the unique capabilities of the messenger to engage with the audience and highlight the newsworthy nature of the content presentation.

3.5 Programmatic Platforms

About 45% of companies in Russia, including international ones, have increased their budgets for independent programmatic platforms. This is largely because Western advertising platforms have left Russia. While major market players, such as Yandex.Direct, VK Ads, etc., cannot fully cover the needs of advertisers, AdTech companies are offering their unique solutions as an alternative.

Prices in Russia for programmatic advertising in 2023 have increased by 10-25% on average. This is primarily due to general media inflation in the country, and in the case of in-app traffic, currency exchange rate volatility, as most inventory remained international.

Demand Side Platforms (DSP)

AdRiver (DSP Soloway)	8.17	8.83
Programmatica.com	7.67	8.67
Adspend	7.58	8.21
Hybrid	7.46	8.13
Mediasniper	7.54	8.16

Data Management Platforms (DMP)

Scanners	8.67	7.83
MediaDesk	8.45	7.64
Flocktory	8.5	7.63
MTS	8.12	8
Weborama	8.41	8.62

Video advertising networks

Otclick	8.07	7.94
AstraLab	7.66	7.03
Adspector	7.33	7.56
Weborama	7.89	7.17
Mediatoday	7.06	8.43

Native video advertising networks

tTarget	8.67	7.33
Natiscope	7.88	8.0
MediaDesk	8.78	7.67
Getintent	7.95	7.48
Yandex	7.89	7.31

8.07 – Efficiency 7.94 – Client service

3.6 Influencer Marketing

Despite facing numerous challenges, including Instagram* blocked, TikTok's shutdown, the halt of YouTube monetization, the exit of European brands, and shifts in advertising laws, the market has successfully adapted to these transformations.

In 2023, Russian domestic social networks held a majority share of 56%, surpassing their foreign counterparts. The landscape saw an expansion in the number of players, with the segment growing to include 63 entities, 28 of which are local platforms. For those interested in a deeper dive into this market, our White Paper Russian-Speaking Influencer Marketing Overview extensively studies the influencer scene in Russia and the CIS.

Thinking ahead, the expectation isn't merely a rebound to the previous growth rates of 150-200% per year, but rather a substantial surpassing of these figures. This optimism underscores the market's resilience and adaptability in the face of significant disruptions.



Influencer Marketing Russia's distinctive feature is the interaction between the advertiser and the blogger directly. Therefore, it is much easier and more effective for brands to reach out to experts in this segment. RMAA has its database of bloggers in Russia and the CIS. As a result, we are ready to provide a variety of integration options in a quick time frame.

Section 4

Digital Ad Labeling In Russia

An important innovation for last years was the mandatory labeling of advertising on the Russian Internet that was adopted on September 1, 2022. Since this time any online advertisement must be labeled, and all information about it must be submitted to the Unified Registry of Internet Advertising (ERIR) through the Advertising Data Operator (ADO).

This is monitored by Roskomnadzor, and all participants in the advertising chain must provide it with information about advertisements displayed on the Internet. They will have to report both before and after an advertising campaign.

Data communication subjects and objects

Who provides data?	Who communicates data from the market and issues a token?		Who will get access to data?
Advertisers **Advertising system** **Mediators** agencies or freelancers **Publishers** platforms that are in direct contact with advertisers	ADO 1 ADO 2	→ ERIR →	**All parties** **Federal Anti-Monopoly Service** **Federal Tax Service** **Roskomnadzor**

Labeling is necessary in any of these situations:

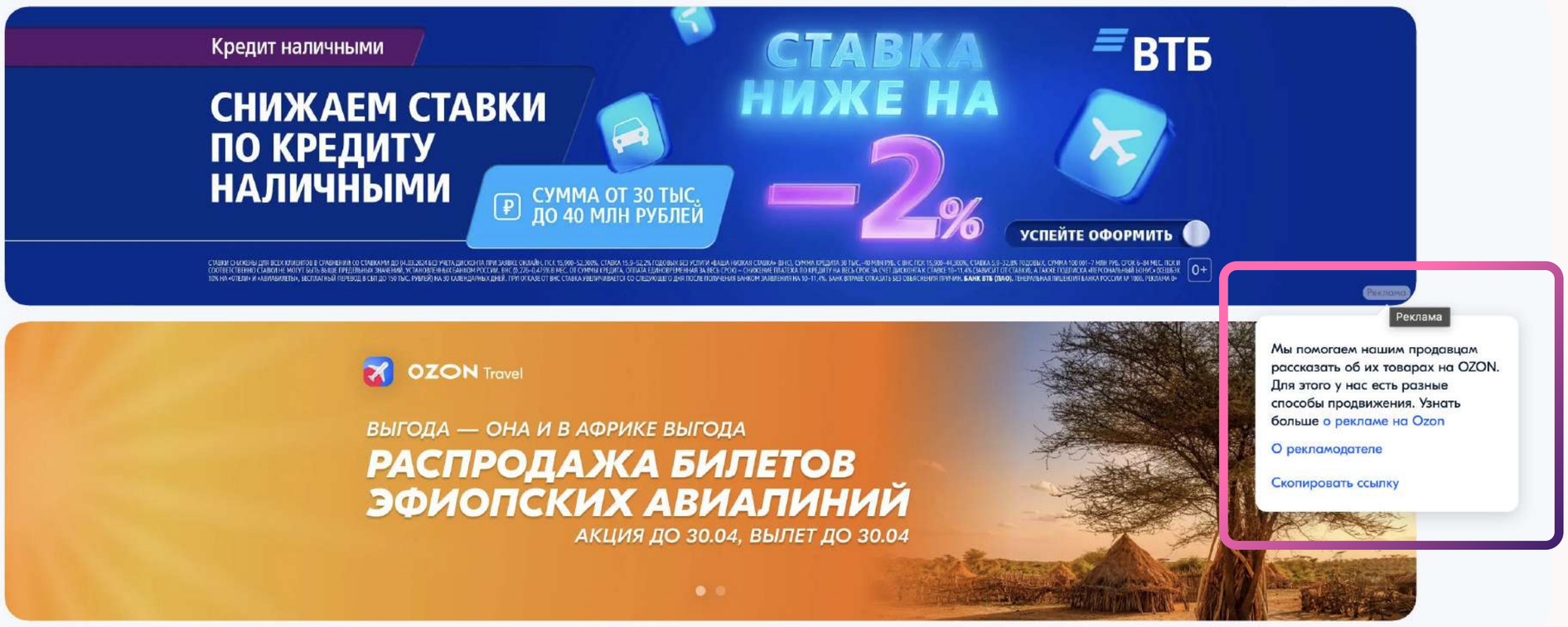
- You're advertising your products on your website, your app, or your social media page;
- You contact an advertiser – another site, a social networking page, a blogger;
- You contact an agency and they place the ads for you.

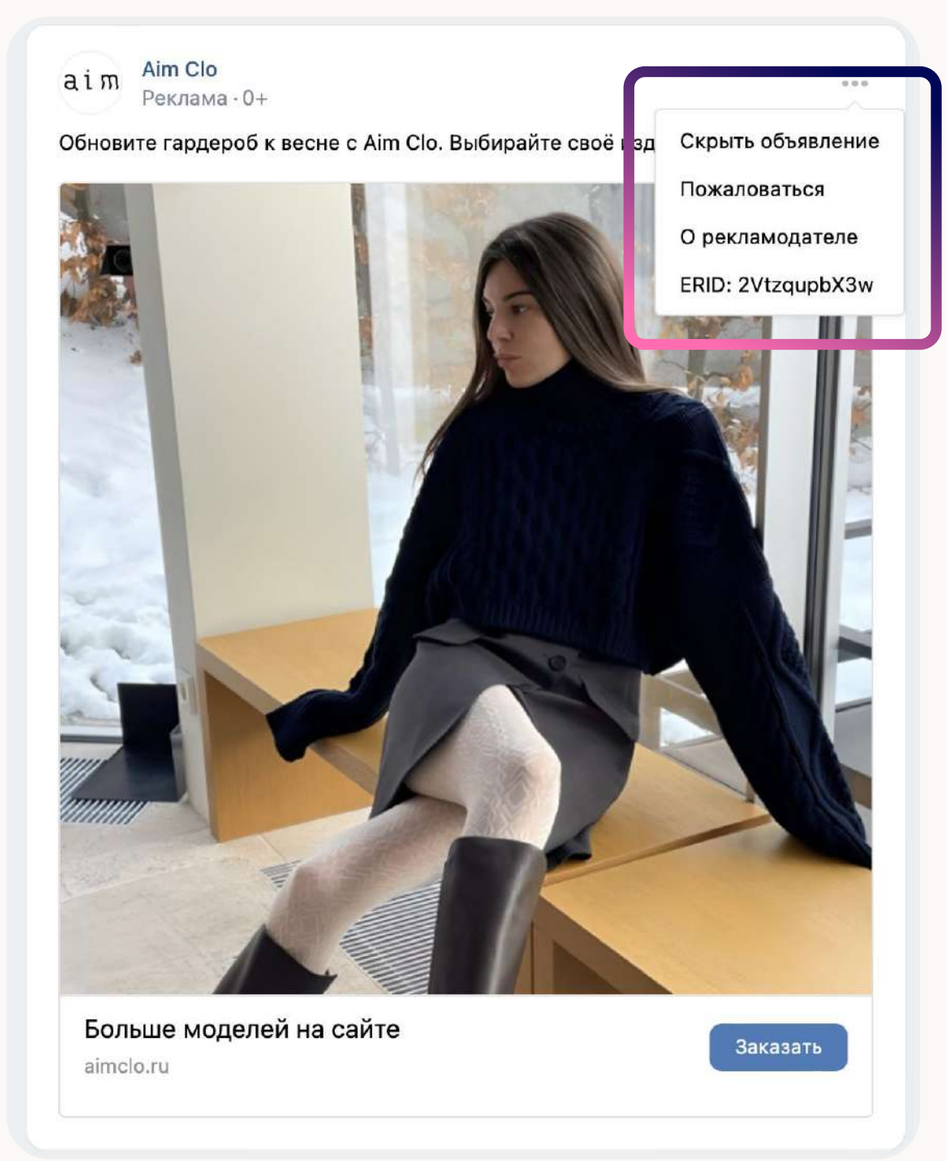
Advertising is information that:

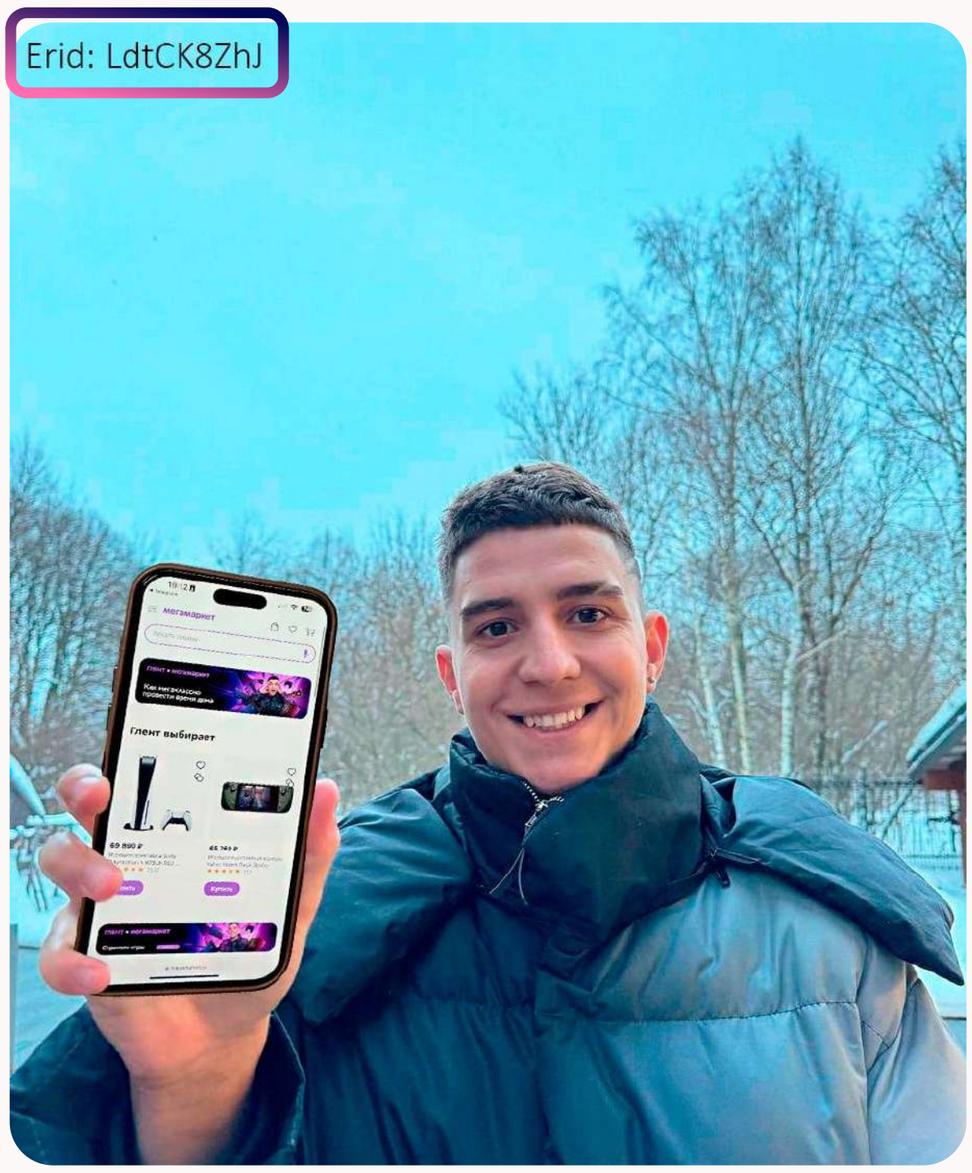
- Is addressed to an indefinite circle of people;
- Aimed at attracting attention to the advertised object, creates interest to it and promotes it in the market.

Everything considered advertising must be marked, except social advertising and advertising on TV and radio programs, if it is also placed on the Internet without change.

Advertisements for your products in email newsletters and push notifications must be marked "Advertising", but you do not have to submit the information to ERIR.







How do advertising systems and agencies work with ad labeling?

“As a lawyer, I would like to clarify the current scenario regarding advertising systems and their integration with advertising data operators. Systems like Yandex.Direct and VK Ads have an automatic integration process with these operators through an API, which generates tokens without the need for businesses to request them separately.

However, for advertising on other platforms, especially when involving social media influencers, such as Telegram channel ads or Instagram reels, it's necessary to apply to an external Advertising Data Operator (ADO)*

When you enlist the services to an RMAA, you effectively offload the responsibility of ODS interaction to us. We handle all aspects of ad marking for our clients, ensuring compliance with regulatory requirements.

For instance, this is particularly true for micro bloggers or individual influencers who often lack extensive experience in this field. They typically find it more feasible to engage an agency to handle the creation of advertising marks.

While the introduction of these regulations has indeed increased the complexity of our work, we've found these challenges to be manageable. Initially, the amount of information and data needed for compliance reporting can appear overwhelming.

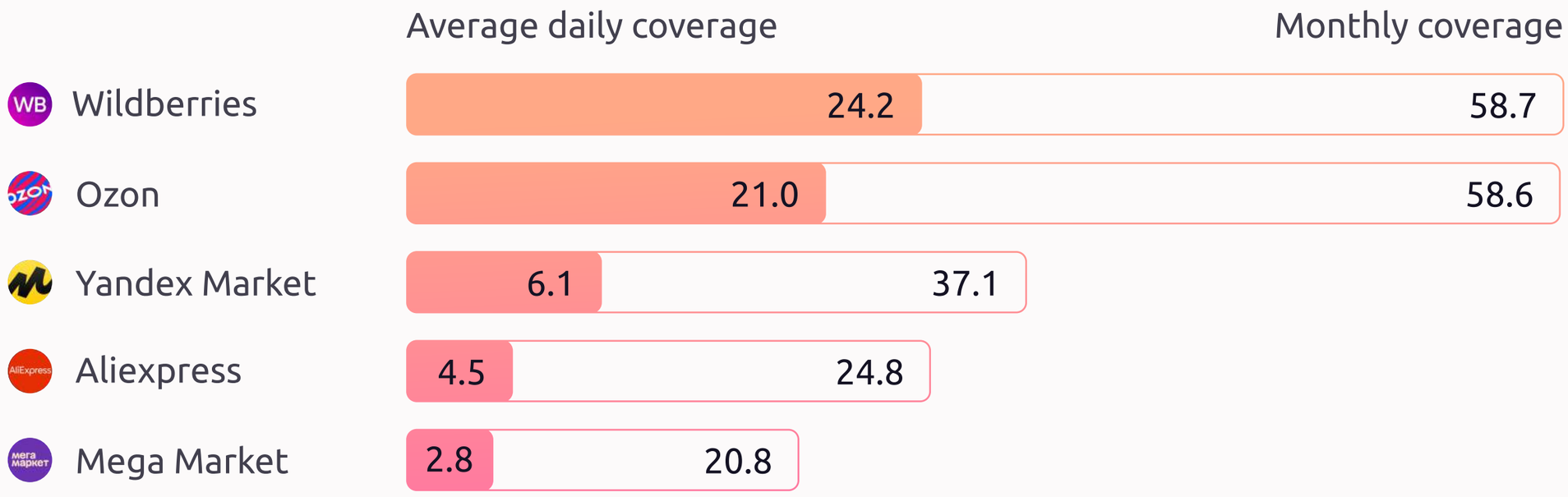
However, at RMAA, we've successfully streamlined our internal processes for ad labeling. This approach has significantly reduced the burden of paperwork for our clients, allowing them to focus on their core business activities”.

Anna Galutskikh
HEAD OF LEGAL DEPARTMENT RMAA

Section 5

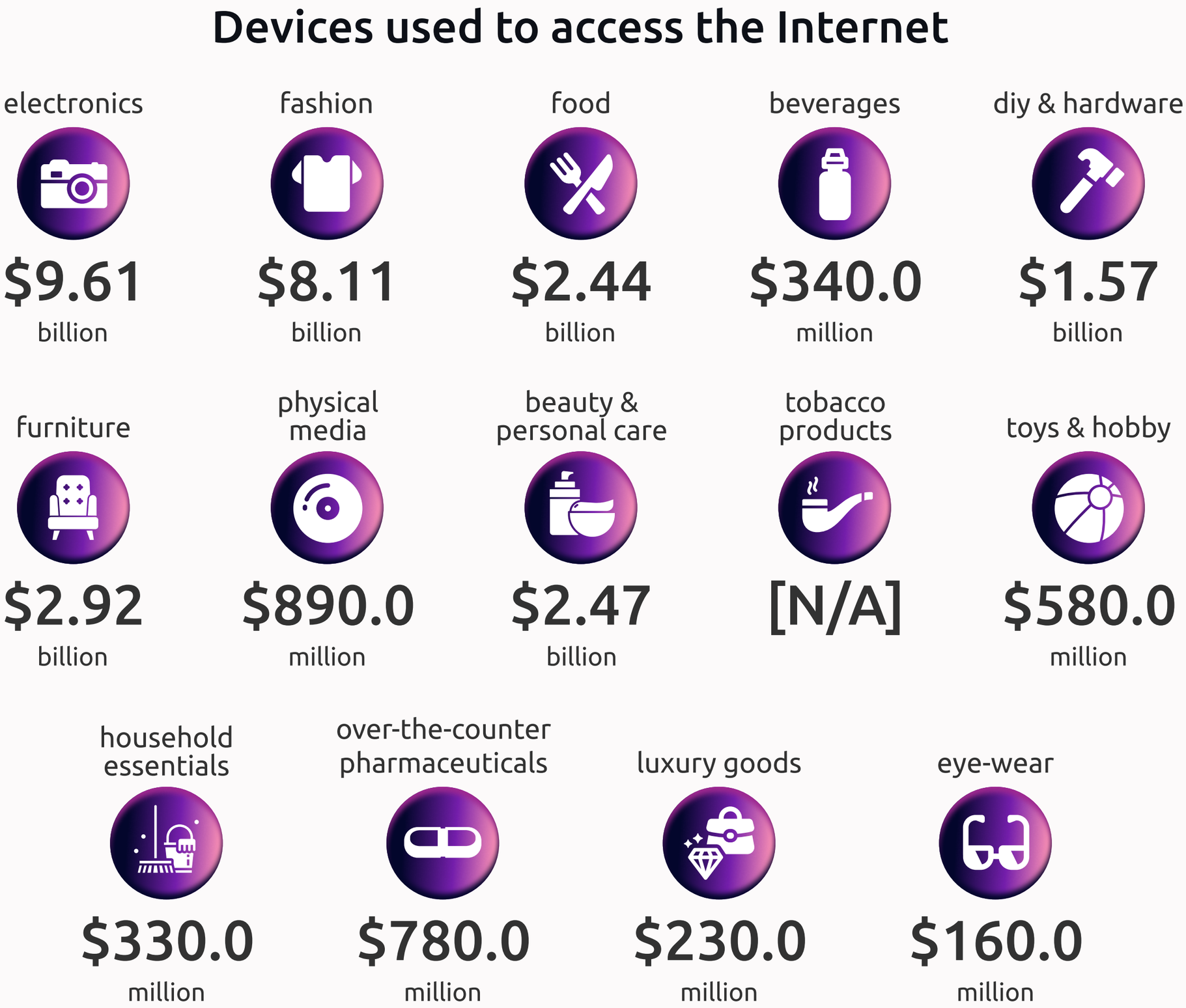
Marketplaces In Russia

5.1 Top Marketplaces in Russia



E-commerce in Russia is booming nowadays. It's a fast-growing, in-demand environment with an extensive range of products. Marketplaces are the go-to channel for promotion and a tool to build brand knowledge. This is thanks to the social commerce model, which involves communication between brands and users in the sales process.

Devices used to access the Internet



5.2 How can foreign brands use marketplaces in Russia?

In 2024, major marketplaces such as Wildberries, Ozon, and Yandex Market are competing fiercely.

Foreign brands can use marketplaces to expand their presence in Russia and the CIS and increase sales without having to build their distribution infrastructure. They can also devote much more time to marketing strategy. Furthermore, the absence of commission fees for registration on marketplaces and no need to register a company or brand in Russia make cooperation even more attractive. Additionally, the leading marketplaces offer brands the opportunity to receive payments in the currency of their choice, various logistics solutions depending on the country where the warehouse is located, and advertising tools within the marketplace (paid social, banners with special promotions, etc.).



OZON Seller for Partners

Wildberries for Partners

Yandex Market for Partners

Section 6

Data Collection And Analytics

6.1 Analytics Tools

Web analytics is an essential component of any marketing strategy. There are numerous additional tools on the market, beyond the two main ones — Yandex.Metrica and Google Analytics.

Web analytics can be used to develop and improve websites or as part of marketing and product analytics. Each analytics service has its unique features and strengths.

Analytics Tools

Weborama Audience Manager	7.4	7.8
Tableau	7.4	7.7
FireBase	6.8	7.4
Alytics	6.3	6.6
Adobe Analytics	5.3	5.5

7.4 – Efficiency

7.8 – Client service

6.2 Big Data Providers

Companies are actively adopting high-performance technologies such as grid computing or complex analytics to deal with big data. This allows them to analyze huge amounts of information and use it to gather user data. In this context, Big Data Providers play a key role by transferring data to companies that seek to improve their efficiency and competitiveness. For example, data providers help advertising and consulting agencies optimize business processes by automating and leveraging the Big Data ecosystem.

Some of these services are free of charge (note - for example, Amberdata services), which makes them available to a wide range of advertisers. In addition, the work of all data providers is based on the development of their line of software products to automate marketing management and data monetization. This opens up new opportunities for growth and development in today's digital economy.

Big Data Providers

Dialog.X5	8.33	8.22
Amberdata	8.5	8.5
Scanners	7.93	8.54
CleverDATA	7.7	8.44
Weborama	7.73	8.27

7.93 – Efficiency

8.5 – Client service

6.3 Yandex.Metrica and Google Analytics

The most important website analytics in Russia are Yandex.Metrica and Google Analytics. They are standard analytics system that provides insights into the amount of traffic to the site, its sources, site visit time, and also, whether users take any desired action and other such questions.

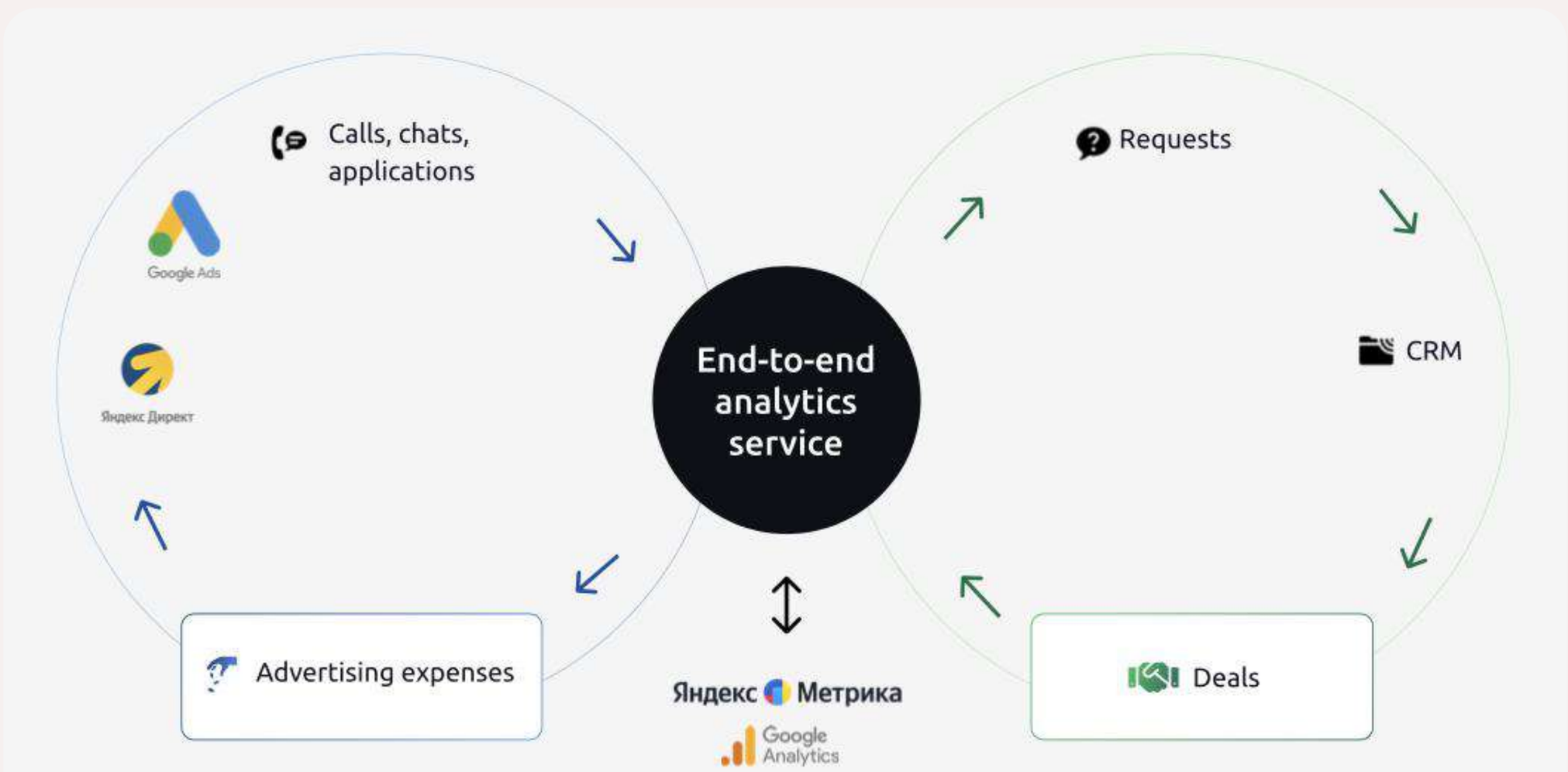


When only statistics from advertising campaigns (such as Yandex.Direct, VK AD Campaign, or others) are available, visibility extends to metrics like CTR, CPC, and impressions among others. Optimization of advertisements based on click-through rate and cost per click is feasible; however, the direct impact on sales remains unclear without further analysis.

Incorporating a specialized analytics system provides deeper insights. Moreover, a comprehensive integration of 'Call Tracking + Web Analytics + CRM' facilitates maximal profitability by offering a nuanced understanding of the advertising efforts' effectiveness on sales outcomes.

6.4 Complex Analytics Systems

In Russia, the leading Complex Analytics Systems include Calltouch, CoMagic, and Roistat. These platforms differ significantly from Yandex.Metrica and Google Analytics primarily focus on identifying application sources. Advanced analytics systems offer a comprehensive view of the customer journey, tracking it to the point of purchase. They enable businesses to assess the costs associated with clicks and other user actions (such as calls) in terms of their impact on sales, providing a more detailed analysis of marketing effectiveness.



6.5 Call Tracking Systems

In the Russian market, prominent call-tracking services include Calltouch, CoMagic, Callibri, and Calltracking. These platforms excel in pinpointing call origins with remarkable precision, down to specific keywords. They evaluate call center performance through comprehensive recording and analysis of conversations with operators, alongside incoming call analytics. This enhances the customer experience by offering insights into service quality and operator responsiveness. Additionally, call-tracking systems enhance sales journey-tracking accuracy through integration with CRM and Yandex.Metrica systems, broadening the scope of actionable data for optimizing marketing strategies and improving operational efficiency.



6.6 Traffic Verification Tools

Three primary methods exist to ensure traffic authenticity and protect the advertising environment of a brand: analytics systems, built-in Brand Safety, and anti-fraud systems in programmatic platforms (DSPs), alongside specialized services for traffic verification. These approaches offer comprehensive tools for monitoring, verifying, and safeguarding digital advertising efforts, ensuring that brands connect with their intended audience securely and effectively.

Verification Tools

Admon.ai	8.36	8.09
MOAT	8.4	7.2
Weborama	8.04	7.64
Adloox	7.8	7.77
myTracker	7.33	7.60

8.04 – Efficiency

7.2 – Client service

Conclusions

To succeed in the digital space, brands need not only a detailed understanding of their audience but also the flexibility to respond to current trends and opportunities. This means actively embracing innovation and implementing cutting-edge solutions to maintain a competitive advantage and meet customer needs.

RMAA is a trustworthy partner capable of providing a comprehensive approach to digital marketing in Russia and the CIS. Our extensive market knowledge and experience in implementing digital projects will take your business to the next level.

When you turn to RMAA, you are choosing not just an agency, but a reliable ally. We will ensure the growth and development of your business in the digital world thanks to a team of experts focused on results and the continuous evolution of your business in the digital environment.

RMAA

RMAA helps brands refining their marketing strategies
and selecting the right influencers to achieve their objectives
within the Russian and CIS markets.

Contact the RMAA team by email
office@rmaa.agency

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