

**RMAA**

# Russian Digital Market Overview

**Complete Guide to Create a Digital  
Marketing Strategy in the Russian Market  
Review 6.0, Edition 2026**

**2026**



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## Introduction

*"The year 2026 in Russia poses challenges for businesses that they have not previously encountered. The tools that companies have relied on for the last ten years have simply ceased to exist.*

*The Russian market today presents a rare and challenging mix: major ad platforms have disappeared, regulations have tightened, yet audience behavior has barely changed. Consumers remain active, but brands struggle to reach them through traditional means. This paradox, with active audiences but inaccessible platforms, is uniquely Russian. No other market has faced this exact combination, making strategic adaptation not just important, but essential.*

***This shift didn't happen overnight: it's been building steadily since 2022. Here's the current reality:***

- *Yandex is overheated: extreme competition, rising CPC, declining ROI*
- *VK is rapidly losing its position as a leading social platform, with engagement dropping and advertiser interest fading*
- *Instagram\* influencer ads are now legally banned as of September 1, 2025*
- *A large portion of the audience uses VPNs to access Western platforms, where they see no local advertising at all*
- *There is no advertising available on Google or Meta*

### What's working now?

*At RMAA, we believe there are four directions brands should prioritize to stay competitive in 2026 and beyond:*

- ***First: Strategy first. ROI always.***  
*The era of easy traffic is over: launching a new channel no longer brings instant sales. Campaigns must be outcome-driven, guided by strategy and analytics. But that's not enough. Creative funnels, referral tools, and smart storytelling are now essential. Simple banners don't deliver. Success requires layered, thoughtful engagement.*

- **Second: Own your voice.**

*If influencers are limited, your clients need to become the media themselves. That means actively building their own content channels: expert posts, educational formats, newsletters, and storytelling that attracts attention organically. In today's market, visibility comes to those who publish, not those who wait.*

- **Third: Marketplace advertising is gaining momentum.**

*As media channels narrow, marketplaces are becoming one of the few digital spaces where advertising still works effectively, especially closer to the point of purchase. RMAA is now an official seller of digital advertising inventory on Ozon, Russia's largest marketplace, unlocking new campaign formats and exclusive inventory. This gives our partners more control over performance-driven placements and opens up a high-intent media space many brands haven't yet fully explored.*

- **Fourth: Go offline to stay visible.**

*As digital becomes more fragmented and fiercely competitive, it's increasingly difficult for brands to cut through the noise. That's why offline channels such as outdoor, events, BTL, TV, and radio are regaining importance. In a landscape where digital is hard and expensive, it's often easier to communicate brand value through physical presence. Visibility in the real world builds memorability and long-term trust.*

*At RMAA, we see this every day, working with international brands. Restrictions don't kill advertising - they make it smarter. And today, that intelligence is the ultimate competitive advantage.*

*If you are shaping your 2026 marketing strategy, entering the Russian market, or reassessing your media mix, this book is written for you.*

[russia-promo.com](https://russia-promo.com)

[rmaa.agency](https://rmaa.agency)

[linkedin.com](https://linkedin.com)

[x.com](https://x.com)



## **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

Since 2008, RMAA has helped international brands navigate and access the advertising landscape across the CIS region, Eastern Europe, the Caucasus, and Central Asia. We specialize in complex, emerging markets where direct access to media inventory is often limited or opaque.

With deep local expertise and an international mindset, we help brands enter, grow, and win across some of the world's most underexplored yet high-potential regions.

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**Section 1**

**Russian Digital Market:  
Global Estimate 2025**

# 1.1 Global Russian-Speaking Population: A Comprehensive Numerical Analysis

**Russian Speaking Market:  
Russia + CIS + Worldwide Audience ~ 258 M People**

**Russian Speakers Outside of Russia: ~114 M People**  
**Population of Russia: ~144 M People**

## Additionalle:

- Over 75% of the population lives in urban centers
- Over 42% of the population is between 25 and 54 years old
- The average age of Russia's population is 40.3
- The median mobile internet connection speed is 36.05 Mbps, and the median fixed internet connection speed sits at 90.06 Mbps



**Population**  
**144 M**



**Connecting  
to Mobile**  
**216 M**

(150% of the total  
population)



**Internet  
Users**  
**133 M**

(92.2 % of the total  
population)



**Social  
Media Users**  
**106 M**

(73.4% of the total  
population)

## Breaking Down the Russian-Speaking Audience

In January 2025, there were 133 million Internet users in the Russian Federation. This means that at the beginning of the year, the internet penetration rate in Russia amounted to 92.2% of the total population.

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.

Determining the exact size of the worldwide Russian-speaking audience is a complex task, but it clearly numbers in 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' covers both native Russian speakers and those fluent in Russian as a second language. This demographic is diverse, spanning various ethnicities and nationalities, and is far from being homogeneous.

It is the most widely spoken among Slavic languages, with over 258 million total speakers worldwide. Russian ranks 7th by number of native speakers and 5th in the "Russian Language's Position in the World" Index, which assesses the competitiveness of languages across indicators such as the number of speakers, internet presence, and status in international organizations. [1].

**Source:** [1] - [pushkin.institute](https://pushkin.institute)

# 1.2 Russia and the World: Key Variances in Digital Ecosystems

Let us examine the changes that occurred using popular services as an example:

## No Ads



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

## Blocked



The popular social networks Facebook\*, Instagram\*, X, which also served as advertising channels, are banned in Russia.

However, despite the existing restrictions, users continue to use these platforms, as access to them is possible through VPN services.

## Popular and Unlimited

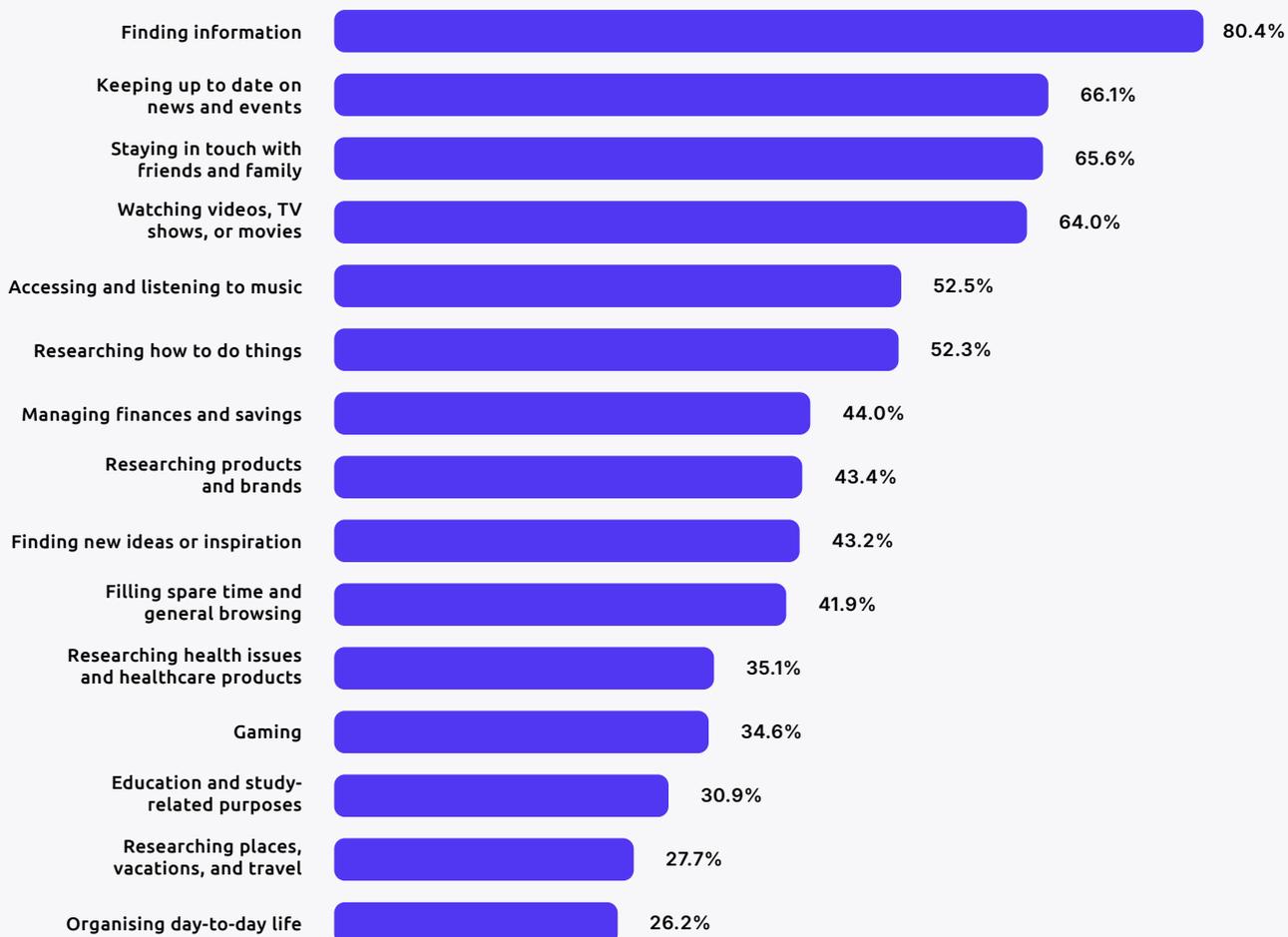


VK (VKontakte), Telegram, Odnoklassniki, and others.

The geopolitical situation in the world in 2022 had a significant and long-term impact on the digital realm. This led to the emergence of a new set of restrictions and conditions, particularly concerning online advertising.

## 1.3 Overview of Internet use in Russia

### Main Reasons for Using the Internet



#### Top Internet Uses in Russia (2025):

In Russia, information search (80.4%) remains the dominant online activity, followed by news updates (66.1%), communication with friends and family (65.6%), and video consumption (64%). Figures represent the percentage of internet users.

### Daily Time Spent Using the Internet



Daily time spent using the Internet across all devices

8h 38m



Time spent using the Internet on mobile phones

4h 07m



Time spent using the Internet on computers and tablets

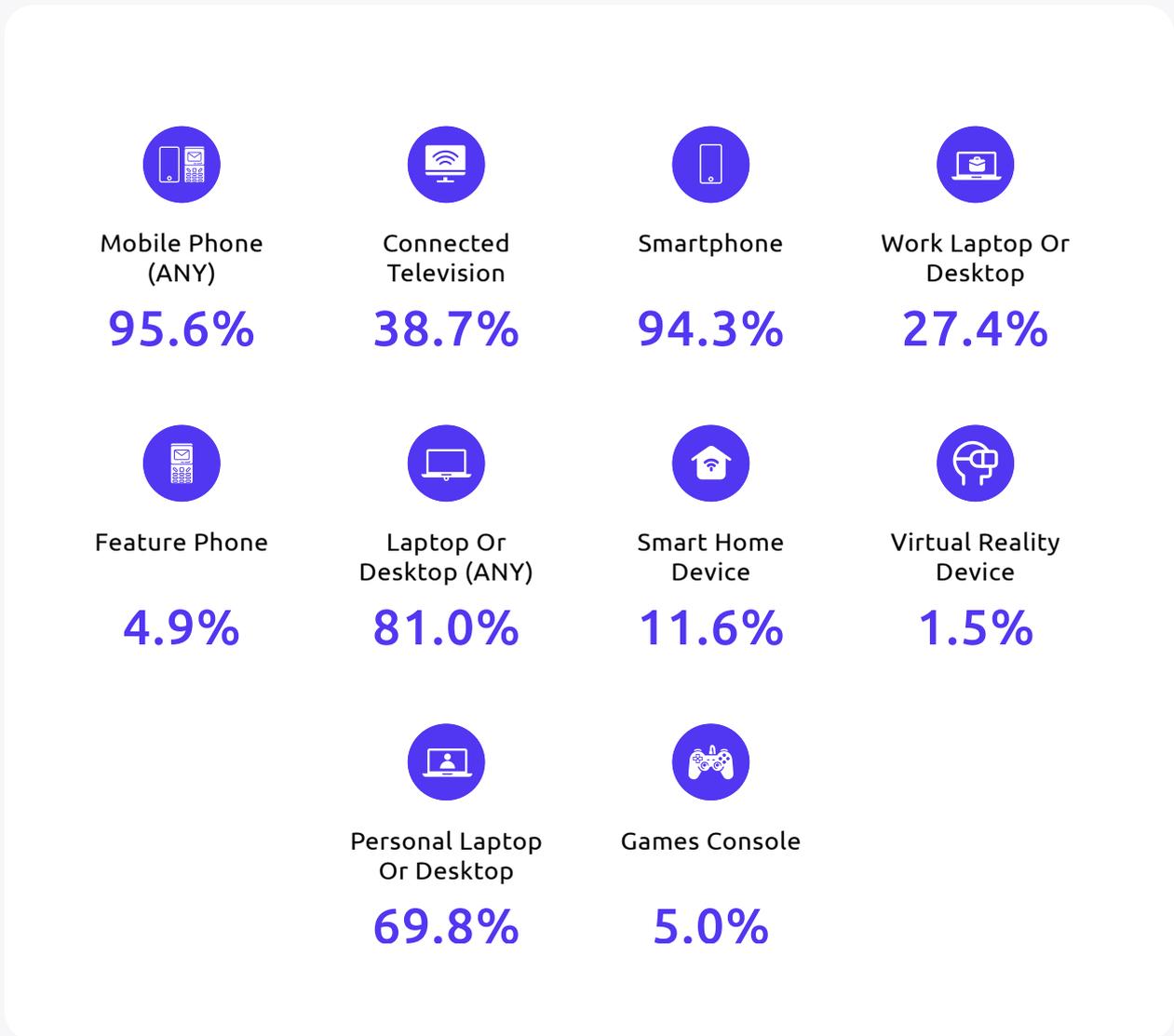
4h 31m



Mobile's share of total daily Internet time

47.7%

## Devices Used to Access the Internet



On average, Russians spend more than four hours online each day. They use this time to communicate with friends through social networks and messengers, explore various topics, search for information, have fun, listen to music, and other online activities.

At the same time, the number of mobile users is growing every year.

The growing demands of the Russian Internet audience are forcing companies to improve the quality of their online activities.

Given the virtually unlimited capabilities of online advertising, digital marketing is now a key pillar in most brands' growth strategies.

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## Section 2

### Russian Digital Media Ecosystem

The Russian digital ecosystem is a unique and complex network of technology companies, government platforms, infrastructure, and services that has evolved largely independently from the global market over the past 10–15 years. This development has been shaped by a combination of interrelated historical, technological, economic, and political factors.

## 2.1 Key Elements of Russia's Digital Ecosystem

### Infrastructure and Connectivity

#### High Internet Penetration Rate

Russia is one of the most digitally connected countries in the world, with over 90% of the population having Internet access.

#### Affordable Mobile Internet

The cost per gigabyte of data is among the lowest globally, encouraging widespread use of mobile services.

#### Telecommunication Companies

The key players are MTS, Beeline, MegaFon, and Rostelecom. In addition to providing connectivity, they offer a wide range of digital services, including streaming, cloud storage, and cybersecurity.

### State Digital Ecosystem

#### Faster Payments System (FPS) by the Central Bank of Russia

It enables instant money transfers by phone number between bank accounts, from one user to another, with very low fees.

#### Gosuslugi Portal

The foundation of Russia's e-government system:

A unified access point to over 100 services, including passport issuance, doctor appointments, marriage registration, tax filing, and more. Integrated with ESIA (Unified System of Identification and Authentication), which serves as a login for many state and commercial services.

#### Product Labeling Chestny Znak

A nationwide system for tracking the movement of goods from production to sale using QR codes on product packaging.

### Key Players (IT Giants)

Company	Core	Services
Vk	Social networks VKontakte and Odnoklassniki	Yula (classifieds), Delivery Club (food delivery), VK Video, VK Music, VK Jobs, VK Cloud, a gaming platform, messenger MAX, and more. VK positions itself as the main alternative to Western platforms.
Yandex	Search engine and Yandex Browser	Taxi and car-sharing, navigation (Yandex Maps), food delivery (Yandex.Eda), media services (KinoPoisk, Yandex. Music), cloud services (Yandex.Cloud), voice assistant Alice, educational platforms, and even autonomous vehicles. This is the most diversified ecosystem.
Sber	Russia's largest bank and its mobile app SberBank Online	SberMarket (grocery delivery), Delivery Club (in partnership with VK), SberHealth, SberPharma, SberPrime (subscription service), SberInsurance, SberAI, and more.
OZON and Wildberries	-	The largest marketplaces both actively expanding their ecosystems with financial services (loans, insurance), streaming (Ozon), seller tools, and logistics solutions.



Today, Russia's digital ecosystem includes both domestic and foreign services. Despite restrictions on the use of foreign services, people continue to use them, combining the features of all available platforms and finding the best solutions for themselves.

For a more complete presentation, we showed the Russian digital ecosystem in a convenient format, highlighting the services that people use throughout the country, as well as describing their goals.

The table below illustrates the changes in the number of users on popular platforms compared to 2021, when all services in Russia operated without restrictions.

Platform	Status	Official (based on the official data)		Realistic (includes VPN traffic, excludes fake and fraud traffic)	
		MAU	DAU	MAU	DAU
<b>Global</b>					
YouTube	Slowed down since 2024, can be used only with a VPN	89.6	50	95	55
Telegram	No restrictions	58	30	58	30
Instagram	Banned, can be used only with a VPN	20	8	50	20
Tik-Tok	No new content allowed, requires international SIM card and a VPN to access global content	-	-	15	5
Facebook	Banned, can be used only with a VPN	1.5	0.6	8	3
<b>Russian</b>					
Vkontakte (VK)	-	92	58	35	10
VK Video	-	20	10	5	2
VK Clips	-	15	7	3	1
VK Play	-	79.5	15	8	1
Odnoklassniki	-	45	20	10	3
RuTube	-	22	9	3	1
YandexZen	-	18	8	2	0.5

Platform	Status	Official (based on the official data)		Realistic (includes VPN traffic, excludes fake and fraud traffic)	
		MAU	DAU	MAU	DAU
<b>Gaming</b>					
Discord	Banned, can be used only with a VPN	15	7	20	8
Twitch	-	6	5	6	5

**Source:**

Official:

[mediascope.ru](https://mediascope.ru)

[datareportal.com](https://datareportal.com)

[wearesocial.com](https://wearesocial.com)

[mytarget.ru](https://mytarget.ru)

[about.fb.com/ads](https://about.fb.com/ads)

Realistic:

[elama.ru](https://elama.ru)

[napoleoncat.com](https://napoleoncat.com)

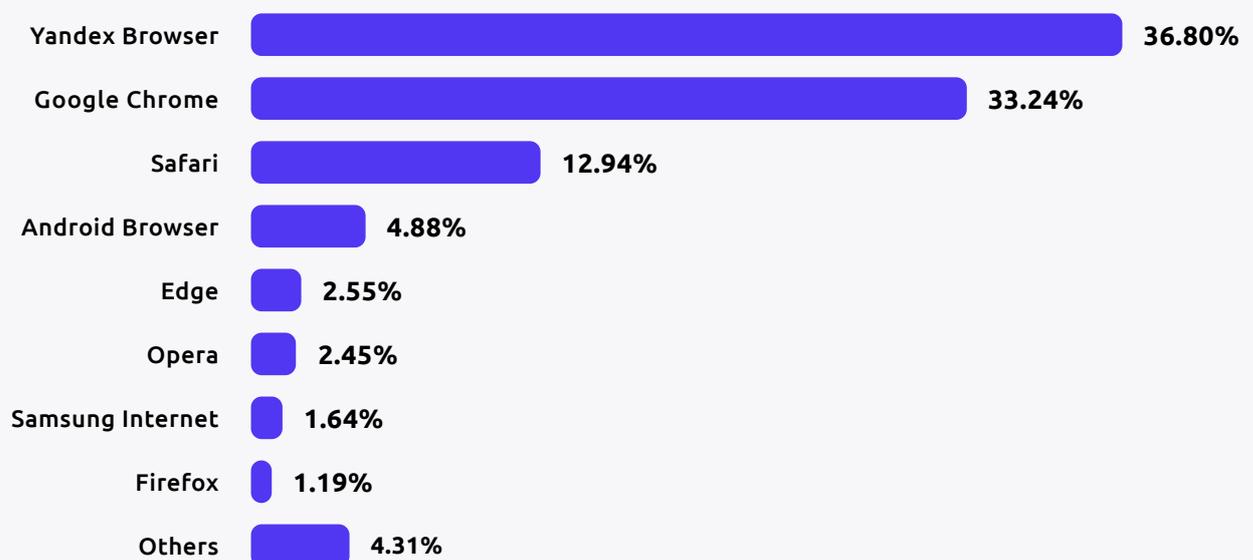
[similarweb.com](https://similarweb.com)

[realweb.ru](https://realweb.ru)

## 2.2 Search Engines in Russia: The Main Reason for Using the Internet

In Russia, the Internet and search engines are primarily used to solve practical tasks: finding information about products and services, accessing news, weather forecasts, recipes, instructions, and other everyday topics. Users frequently search for government and financial services. Online shopping is widespread, with people comparing prices and reading reviews, especially on popular marketplaces. Educational content, online courses, and instructional videos also attract strong interest. Entertainment such as videos, films, and music remains consistently in demand, as does access to social networks, messengers, and communication platforms. Many users search for job opportunities, prepare for interviews, and research companies. The Internet is also actively used in business for marketing, analytics, and management purposes.

### Share of Web Traffic by Browser



Source: [radar.yandex.ru/browsers](https://radar.yandex.ru/browsers)

Yandex Browser surpassed Google Chrome in May 2024 due to several factors: it has become more user-friendly for Russian audiences, offers a voice assistant, is tightly integrated with other services, provides extensive data synchronization across devices, includes text and video translation features, and is often pre-installed on mobile devices.



# Yandex 2025

(Popularity, % / Visit Share Over the Past Year)

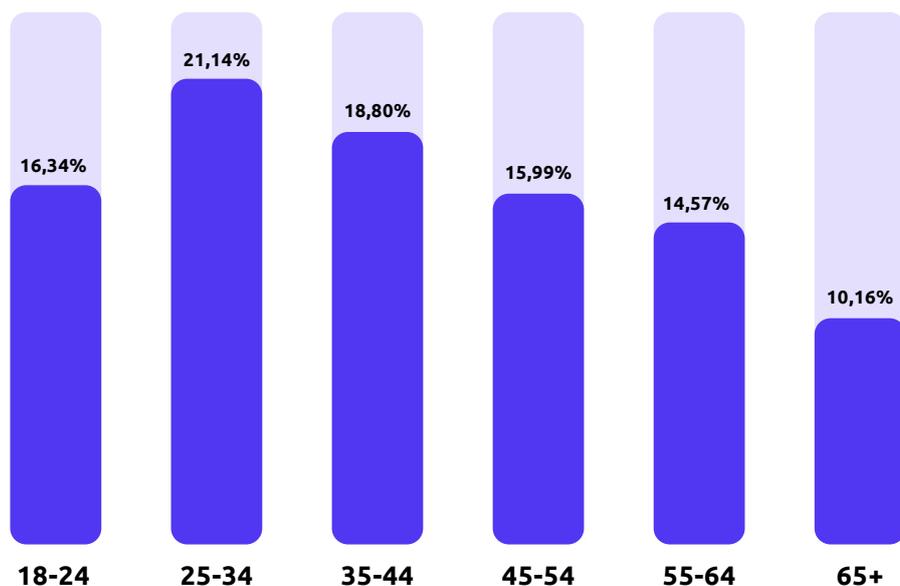
-  Russia - 67.33%
-  Kazakhstan - 23.27%
-  Belarus - 30.27%

Audience: 110M Users Per Month

Demographics: 59% Male and 41% Female

Key Topics: Weather Forecast, News, Social Media, and Marketplaces

## Age Distribution



### Source:

[similarweb.com](https://similarweb.com)

[radar.yandex.ru/browsers](https://radar.yandex.ru/browsers)



# Google 2025

(Popularity, % / Visit Share Over the Past Year)

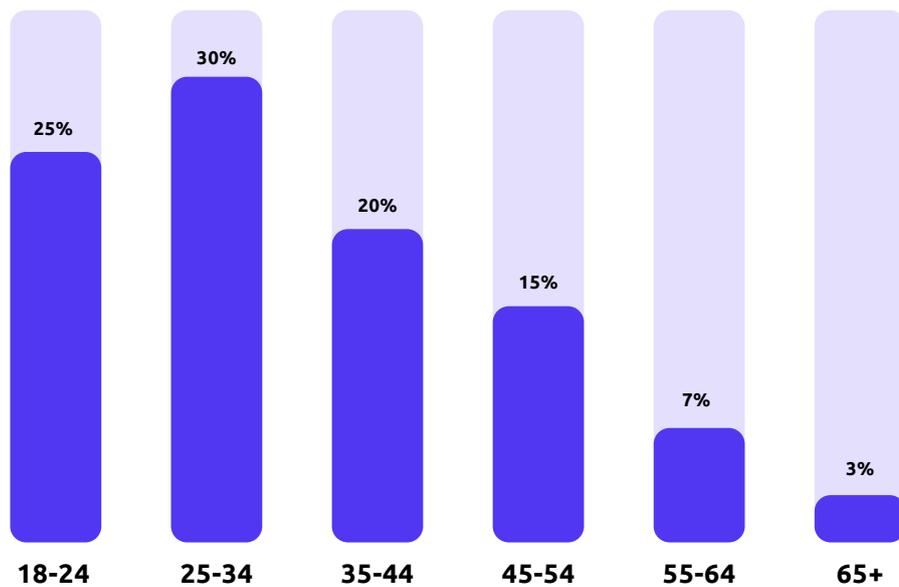
-  Russia - 32.26%
-  Kazakhstan - 76.14%
-  Belarus - 69.29%

Audience: 99.1M Users Per Month

Demographics: 63% Male and 37% Female

Key Topics: News, E-Sports, Finance

## Age Distribution



### Source:

[radar.yandex.ru/search](https://radar.yandex.ru/search)

[datareportal.com/reports/digital-2025-russian-federation](https://datareportal.com/reports/digital-2025-russian-federation)

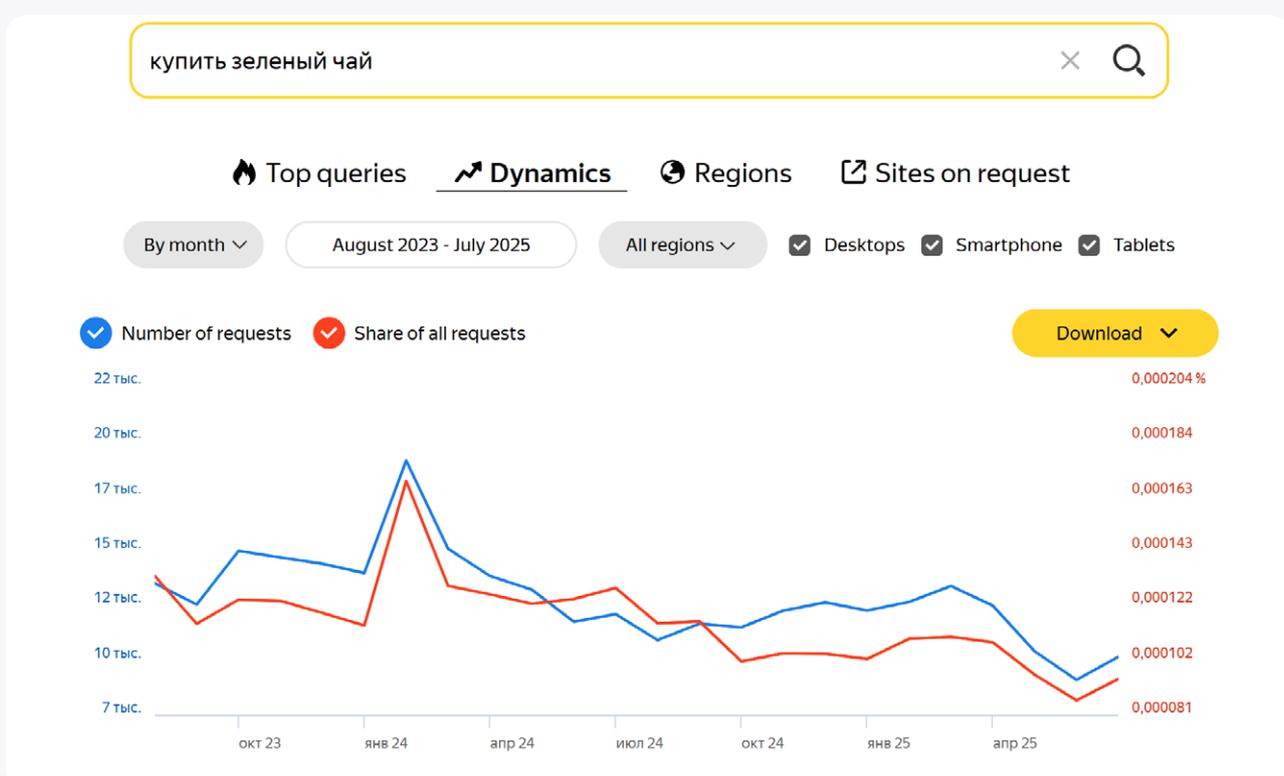
## 2.3 How to Assess the Demand for Products, Issues, and Niches in the Russian Market

Yandex.Wordstat is well-known and is one of the key tools used by marketers in Russia.

It shows search statistics for Yandex. With it, you can track how the popularity of specific queries has changed over time, compare them across different regions of Russia, and generate rankings based on relevant terms. Additionally, it provides insights into what other related topics people have searched for.

**The service is helpful in solving the following business issues:**

- 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 paid ads and paid social effectively.
- Form a semantic core for SEO promotion, etc.



Region	Number requests	Percentage of all requests, %	Index of interest, %
Belarus	2 284	0,0001871	203,86
Moscow and the region	601	0,0001199	130,71
Minsk	174	0,0001802	196,40
Ekaterinburg	167	0,0000915	99,76
Novosibirsk	132	0,0000831	90,56
Rostov-on-Don	127	0,0001066	116,24
Nizhniy Novgorod	124	0,0000886	96,56
Voronezh	120	0,0001455	158,62
South	120	0,0000869	94,70
Khimki	98	0,0001624	176,99
Kazan	91	0,0000891	97,08
Volgograd	90	0,0001296	141,29
Saratov	76	0,0001113	121,30
Chelyabinsk	76	0,0000814	88,71
Samara	73	0,0000757	82,48
Tyumen	70	0,0000955	104,13
Ekaterinburg	65	0,0001226	133,66

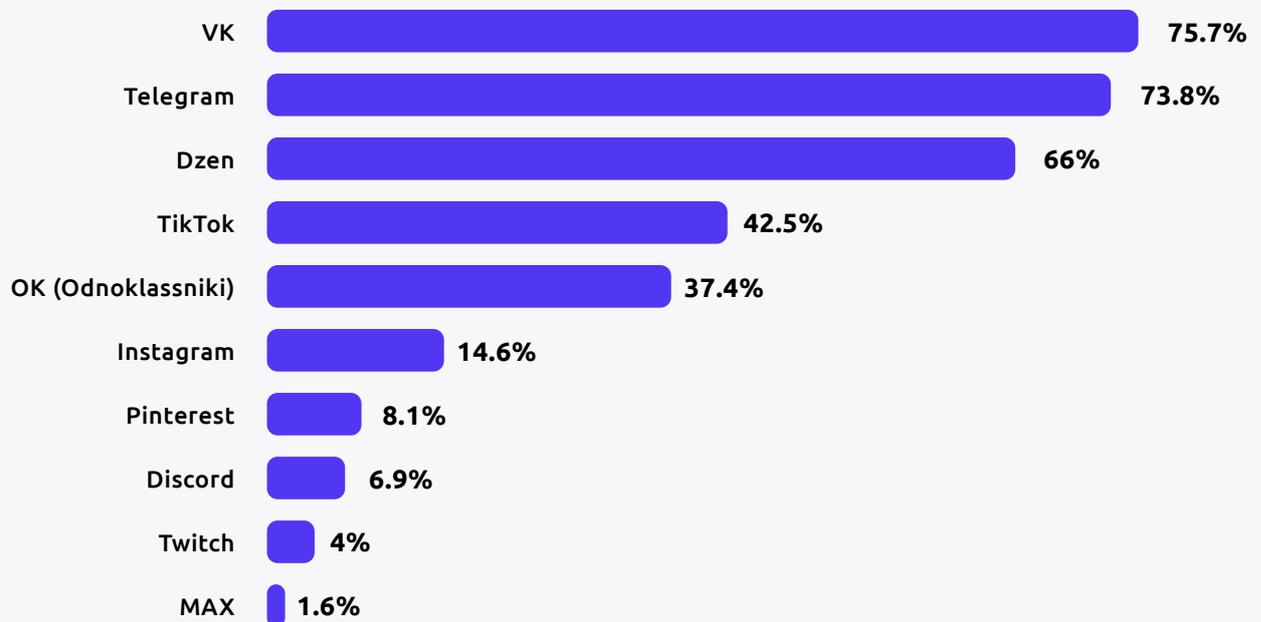
*\*screenshot of search results by keywords in Wordstat*

## 2.3 Social Media Platforms in Russia

- Audience: 102M users (70.8% of the Russian population)
- Demographics: 48% Male and 52% 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

(Population Share)



### Source:

[mediascope.net](https://mediascope.net)

[brandanalytics.ru](https://brandanalytics.ru)

[datareportal.com/reports/digital-2025-russian-federation](https://datareportal.com/reports/digital-2025-russian-federation)

## Platform Reach and Average Daily Usage in Russia

Platform	Users Per Month (M)	Minutes Per Day
Vkontakte	93.1	64
YouTube	85	32
Dzen	74.2	20
Tik-Tok	67	24
Instagram	18	18
Odnoklassniki	46	12



**VKontakte** has gained popularity among Russians due to major interface improvements, the addition of services like VK Music, VK Clips, VK Video, and VK Messenger, and its easy access without a VPN. VK has long outgrown the boundaries of a social network, continuing to aggressively expand by either acquiring or developing new services (education, finance, e-commerce). In March 2025, VKontakte released a beta version of its new messenger, MAX, positioned as the Russian “equivalent of WeChat.”



**TikTok** remains accessible to Russian users in 2025, but in a limited mode: users can view their feed and comment on old videos, but they cannot upload new content or watch the latest international videos. To bypass these restrictions and gain the ability to view and post new videos, users rely on workarounds, such as modified app versions or VPNs, which allow them to switch between regions.



**Instagram** is officially banned in Russia following a request from the Prosecutor General's Office for the spread of information and "calls for violence against Russians" [2]. However, the platform remains an important part of daily life for many Russians: ingrained usage habits, its convenient visual content format, and the ability to stay connected with interesting people prompt many to access it via a VPN. A significant number of Russian-speaking users remain on the platform, creating a sort of informational bubble - a local space where content is created, distributed, and actively consumed. Given the audience's habit of returning to the service, Instagram\* remains an effective channel for increasing brand awareness, shaping reputation, and promoting products, even under current constraints.



**YouTube** has maintained its leading position, but restrictions have also affected this platform. Since August 2024, the video download speed on personal computers and Smart TVs has significantly decreased, with the official explanation being issues with Google Global Cache, as in 2022, the company ceased supporting its infrastructure in Russia. However, these restrictions are not noticeable when using VPNs or mobile internet to connect to the service. There are also other similar platforms in Russia, such as Rutube and VK Video, which enjoy certain popularity among users. Additionally, updated platforms like Dzen and Odnoklassniki are gaining momentum. Both are owned by the VKontakte holding.



**Dzen** is a Russian blogging platform where users publish and consume content—read articles, watch videos, and post short updates. Originally created by Yandex, it has been owned by the VK holding since 2022. A key feature of Dzen is its recommendation feed, which is generated based on user interests through machine learning algorithms.



**Odnoklassniki (or OK)** is a Russian social network that allows users to create profiles, search for and communicate with friends, classmates, and relatives, as well as share photos, videos, and music. The service is aimed at a Russian-speaking audience, particularly users aged 35–54, and offers a wide range of features, including games, video calls, and the ability to create interest-based groups. It also serves as a platform for businesses.



**Telegram** is more than just a messenger. The platform allows users to create channels and groups with an unlimited number of participants. Subscribers receive content from authors and bloggers, similar to X (formerly Twitter), while themed channels resemble interest-based communities, like those on Reddit. Additionally, Telegram supports Stories, the exchange of large files up to 2 GB without quality loss, and offers business features, including bots for automation and integration, making it a convenient tool for communication, information sharing, and content promotion.

**Note:** As of the time of writing this white paper, Russian authorities began taking steps to slow down Telegram in February 2026. These measures are expected to primarily affect how users access Telegram through VPNs, similar to YouTube and other platforms. There could be issues with paid advertising, but so far, these have not materialized.

**Each social network has its own unique features that should be taken into account when developing a brand’s marketing strategy.**

### Source:

[2] - [ria.ru/20220314/instagram-1777974202.html](https://ria.ru/20220314/instagram-1777974202.html)

## Platform Reach and Average Daily Usage in Russia

Platform	Popularity Among Teenagers	Main content and formats	Features/Comments
TikTok	Very high	Short videos, challenges, memes	The most popular platform for teenagers; in Russia, access to foreign content and the publication of new videos is limited, but workarounds allow users to continue enjoying the platform
VK (Vkontakte)	Very high	Communities, music, clips, VK Clips	The main platform after Instagram has been banned; convenient for short videos and communication
YouTube	Very high	Videos, Shorts, live streams	20 Leader in viewing time; Shorts are analogous to TikTok
Telegram	High	Channels, groups, memes, chats	It is used as a messenger and content source; teenagers subscribe to channels based on their interests
Twitch	Medium	Live game broadcasts, esports	A niche platform for gamers; chat and donations actively engage the audience
VK Clips / Rutube Shorts / Яндекс Zen Video	Medium (growing)	Short videos, challenges, memes	Local TikTok equivalents; actively developing after restrictions on international platforms
Yappy	Medium (growing)	Short videos, chats, challenges	The Russian alternative to TikTok; popular among urban teenagers

## 2.4 Messengers in Russia

In August 2025, Roskomnadzor restricted voice and video calls on WhatsApp and Telegram, citing the fight against fraud. The decision was prompted by the use of these messengers by scammers (who called users pretending to be employees of government organizations, hacked users' accounts, and contacted their contacts to extort money, or used other similar schemes). The second reason was the messengers' refusal to comply with Russian legislation.

Chats, file sharing, and "statuses" remain accessible, but call quality has noticeably worsened, leading to an increase in the use of traditional telephony.

The restriction of calls on WhatsApp and Telegram was made for security and user protection reasons, though some believe these measures also encourage the use of Russian services and may lead to greater control over the digital environment, including for security purposes.



### Telegram

One of the most popular messengers in Russia. It allows users to exchange text, voice, and video messages, as well as stickers, photos, and files of various formats. The service is free, with an optional Premium subscription offering extra features. It's very popular among users and currently holds the position of the second most popular messaging app, just behind WhatsApp.



### WhatsApp

Russia is one of the ten largest countries in the world in terms of messenger audience, with 97 million users.

The country's messaging system has been significantly affected by the blocking of meta-products, including Facebook Messenger. This has created opportunities for other platforms. However, WhatsApp has great capabilities and continues to be the most popular messenger in Russia.



## Vk Messenger

The popularity of the service is due to the functions for collective communication: group chats, audio, and video calls. The potential decline in popularity in the future may be affected by the launch of the MAX messenger from VK.



## MAX

A messenger released by VK in 2025. The goal of the project is to create a universal mobile application that, in addition to messaging and voice communication, will allow receiving electronic government services, verifying identity through a digital ID, using an enhanced electronic signature, and making payments. Some Max features for early August 2025 include: text and voice chats, audio and video calls, sending files, performing some financial transactions, and a GigaChat-based chatbot that can search for information or decrypt voice messages. Some special features: registration is only possible using a Russian or Belarusian phone number. The data is stored on servers in Russia. The attitude of users towards the new messenger is still ambiguous.

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## Section 3

# Advertising Systems And Tools In The Russian Market

### 3.1 Tools for advertisers, Paid search ad systems

The Russian digital ecosystem is multifaceted, combining a wide range of tools for regular users as well as various opportunities, services, and tools for advertisers.



## Levels of Advertising Strategy

The online advertising market in Russia offers companies a wide range of tools – from search engines and social networks to programmatic platforms and influencer marketing.

Each channel has its strengths and limitations. An effective strategy is built step by step: first, the basic sources are mastered, followed by the integration of more advanced solutions for scaling and optimization.

### Stage 1.

#### Search Ads

For many, it all starts with paid advertising in search engines. In Russia, this primarily means Yandex.Direct, and Google Ads in the CIS countries.

The concept is simple: the advertiser selects keywords that users search for when looking for products or services and receives the most relevant traffic.

This approach works great in the beginning, especially with a limited budget. The business gets its first analytics about the target audience, understands how people phrase their queries, and which ad formats generate the best response.

However, search advertising also has its limitations. The cost of keywords rises, and the scale is limited by the number of people actually searching for the product. Moreover, not all audiences show direct demand, which makes branding, reach, and subtly guiding the customer to a purchase more challenging.

## Stage 2.

### **Social Networks and Media Platforms**

The next step is promotion in social networks and environments where users spend their time. This can include platforms like VK, Telegram, and other local ones. Here, advertising campaigns are built not on search queries, but on interests, demographics, and user behavior.

At this stage, the business addresses objectives such as brand awareness, content engagement, and expanding reach. Promo posts, targeting by segments, and lookalike audiences are used.

However, this stage also has its limits. Formats are restricted, targeting is not always transparent, and the rising cost per impression and engagement slow down effectiveness. Companies that actively use social networks eventually experience “plateaus” in growth.

## Stage 3.

### **Programmatic and Advanced Sources**

Once the primary channels are set up and the business understands the customer journey, it's time to move to the next level. This is where programmatic advertising comes in — buying ads through DSPs, Ad Exchanges, RTB auctions, and data management systems.

Programmatic advertising opens new opportunities: campaign scaling, more flexible traffic purchasing, access to different formats and platforms. It allows businesses not only to display ads but also to manage the entire ecosystem of advertising contacts.

At the same time, new challenges arise. Technical knowledge is required, as well as analytics integration, protection against low-quality traffic, and fraud prevention. But it is here that businesses gain the tools to compete at a new level.

## Paid Search Ads Systems

### 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.



## Key Updates and Trends in 2025

In 2025, Yandex.Direct is focusing on expanding the use of AI and automation, improving analytics, and introducing new advertising formats and platforms, including ads in Telegram. Key updates include mandatory auto-targeting, new opportunities for product campaigns, “Neuro Ads” using Yandex Neuro Ads technology, and a new Report Master for business analytics.

### 1. Artificial Intelligence and Automation:

- **AI for Ad Creation:** Automatic generation of creatives, videos, and audience selection based on the provided link.
- **Mandatory Auto-Targeting:** The introduction of auto-targeting as a mandatory element for optimizing advertising campaigns.

### 2. Analytics and Testing:

- **Updated Report Master:** A comprehensive business analytics tool with the ability to save reports, customize attribution models, use predictive analytics, and integrate with external sources.
- **Hypothesis Testing:** Enhanced capabilities for testing the effectiveness of advertising hypotheses.

### 3. New Advertising Formats and Platforms:

- **Neuro Ads in Unified Performance Campaign (UPC):** A new ad format based on Yandex Neuro Ads technology. They complement your ads, making them more diverse and helping to reach a larger target audience that previously did not interact with your offers.
- **Ads in Telegram Channels:** The ability to place ads in Telegram channels using Yandex’s behavioral targeting and tracking transitions.
- **Service Gallery Above Search Results:** A new placement format to increase the visibility of services.

### 4. Improvements in Product Campaigns:

- **Reports for Product Pages:** The ability to analyze the performance of individual product pages or groups.
- **Flexible Bid Management:** The ability to set bids and strategies at the product page level.

### 5. New Opportunities for Traffic Growth:

- **Dynamic Slots on Search:** New opportunities to attract traffic and improve conversions.

## 3.3 VK Ads

RMAA experts believe that VKontakte is more suitable for small businesses and promoting products and services to a wide audience (B2C). For B2B tasks, such as lead generation and working with corporate clients, the platform is less effective. As a result, specialists are increasingly avoiding VK Ads for such purposes, preferring other tools and promotion channels that deliver more precise results.

**VK Ads** is a unified advertising platform that combines the features of the previous VKontakte cabinet and the MyTarget service, providing advertisers with a single “window” for launching campaigns within the VK ecosystem and on partner platforms, such as Odnoklassniki, Mail.ru, and others. The service allows businesses to promote websites, apps, products, communities, and content across Russia and the CIS, using intelligent algorithms to find the target audience and automatically optimize campaigns.

### Key features of VK Ads:

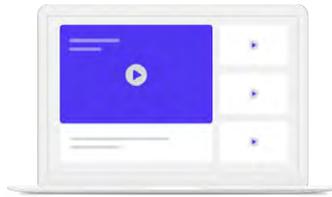
- **Unified Cabinet:** Combines all tools for promotion within the entire VK ecosystem, simplifying the management and campaigns execution.
- **Wide Reach:** Enables advertising not only on VKontakte and Odnoklassniki but also on many partner websites and applications.
- **Flexible Targeting Settings:** Offers numerous options for configuring ad placement to reach the desired audience.
- **Variety of Formats:** Provides various ad formats, including video, banners, carousels, as well as post and clip promotion.
- **Automation:** Smart algorithms help create ads, choose optimal placements, and optimize campaigns to achieve target goals, such as sales or app installations.

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



**Banner**



**InStream**



**Adaptive Unit**



**InPage**



**Full-Screen Unit**



**Sticky-Banner**

## App Advertising



**Mobile Banner**



**Native Format**



**Full-Screen Unit**



**Pay Per View**

## 3.4 Brand Promotion on Telegram

Telegram today is not just a messaging app, but a full-fledged advertising platform with a broad audience. Over the past two years, Telegram's audience in Russia has grown by a quarter, with 74% of Russians using the messenger. The app's audience is vast, so even if you have a niche business or a specialized product, you can still find your target audience.

### **There are 4 ways to place advertising on Telegram:**

- Running paid social through the Telegram Ads platform.
- Placement in channels through Telegram Exchanges
- Telegram campaign in Yandex.Direct (which we've written about earlier).
- Placing an advertising post by direct agreement with the owner of the channel.

As of 2025, these formats in Russia do not compete but complement each other. An effective strategy is a smart combination of all approaches in a balanced mix.

Telegram is becoming a powerful tool for brand promotion. Telegram Ads allow you to quickly reach a broad audience with clear formats and budget control. Channel exchanges provide access to a diverse network and help discover new interesting platforms. Yandex.Direct opens up targeting opportunities based on interests and geography, while direct agreements with channel admins allow for creating native and trustworthy integrations to strengthen the brand's image.

Therefore, effective work with Telegram is a combination of formats, trends, and creatives. Over 70 million Russians use the messenger for news, communities, and searching for products and services. The recent launch of keyword-based advertising has effectively turned Telegram into a search engine within the messenger: brands can now show ads to those who are already searching for their product or service. This opens up new opportunities for e-commerce, fintech, education, gaming, and other sectors.

## 3.5 Programmatic Platforms

By 2025, the Russian programmatic advertising market continues to grow, despite the exit of Western platforms and limited access to international tools. More than 55% of companies in Russia, including international brands that have localized their marketing, have increased their budgets for using independent and domestic AdTech platforms.

Programmatic advertising is not a starting point but an advanced level of advertising strategy. It is not always justified from day one — sufficient data volume, budget, and clear objectives are needed.

### Key trends:

- Rising placement costs — the average increase was 8-15% per year, which is lower than in 2022-2023 but still higher than pre-crisis levels. The main factors are media inflation, infrastructure cost hikes, and currency fluctuations.
- Shift to ecosystems — major players (MTS, VK, Yandex) are developing their own closed advertising solutions with DMP, DSP, and video networks within their ecosystems.
- Interest in native and video formats — budgets for video advertising are growing faster (+20% year-on-year), especially on mobile platforms and Smart TVs.
- Strengthening of local AdTech companies — independent DSPs and DMPs have not only retained clients but also enhanced services through custom integrations, transparency, and Russian-language support.

Thus, by 2025, the Russian programmatic market has become an independent ecosystem, where Western players are largely absent, and local companies compete on inventory quality, data, and customer service levels.

# Platform Ratings

## Demand-Side Platforms (DSP)

- Hybrid
- MTC Ads
- Soloway
- AstraLab
- Getintent
- VK Ads
- Bidease
- BYYD
- Programmatica.com
- Between Exchange

## Data Management Platforms (DMP)

- Weborama
- MTC Ads
- Soloway
- AiData.me
- Scanners
- Beeline Adtech
- Platforma/MediaSniper
- MediaScope
- First Data
- MediaDesk

## Video Advertising Networks

- Yandex
- VK
- AstraLab
- BYYD
- Between Exchange
- Otclick
- Yabbi
- Digital Alliance
- Buzzoola
- One Target

## Native Video Advertising Networks

- Yandex
- One Target
- VK
- Buzzoola
- MediaDesk
- Odnoklassniki
- Natiscope
- SlickJump
- tTarget

Source: [adindex.ru](http://adindex.ru)

## 3.6 Influencer Marketing

Influencer marketing in Russia is actively developing despite new legislative restrictions:

From September 1, 2025 [3], advertising on Instagram\* is banned, including promotions for influential people, paid social networks, and any other advertising mentions or posts about products and services. However, if a company publishes information about its products without explicit promotion, this cannot be considered advertising. However, please note that if the focus is on a specific product, it is an advertisement. Sales messages encouraging purchases may be banned. The final decision remains with the regulatory authorities.

Key trends include the redistribution of advertising budgets to other platforms like Telegram and VK, the growing popularity of niche micro- and nano-influencers, and the growing use of video formats. Companies are increasingly betting on automating the process of selecting influencers using AI and building long-term partnerships, turning influencers into brand ambassadors.

### **Main trends and characteristics:**

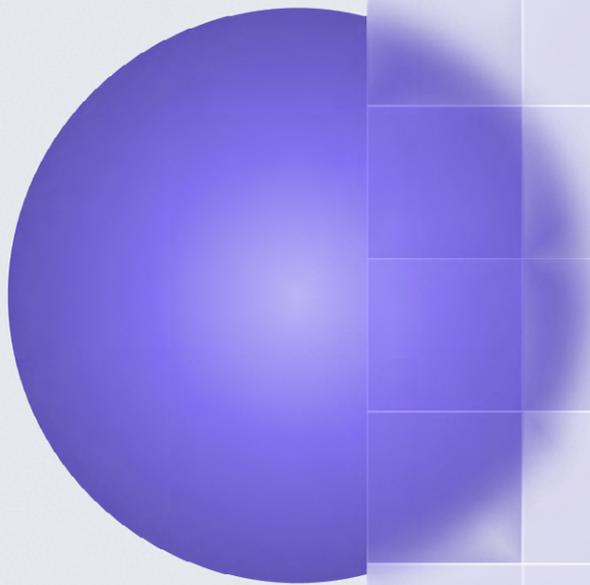
- **RMarket Growth:** The influencer marketing market in Russia grew in 2024, reaching almost 60 billion rubles, which is higher than projected.
- **Niche Bloggers:** There is an active use of micro- and nano-influencers (with up to 100,000 followers), which helps build audience trust and optimize budgets.
- **Video as the Main Format:** Short vertical videos continue to be the dominant format for advertising messages, providing maximum reach and ease of distribution.
- **Automation and AI:** A significant share of influencer selection and evaluation processes is becoming automated. AI-based systems can now predict campaign reach, cost per contact, and potential conversion even before a campaign starts. This allows advertisers to optimize budgets, reduce manual workload, and improve overall efficiency.
- **Long-Term Partnerships:** Brands prefer to build long-term relationships with influencers, turning them into ambassadors. They also use company employees as “internal opinion leaders” to increase trust.

Despite the upcoming restrictions, the outlook for market development in 2025 remains positive. While there are forecasts of slower growth or even stagnation, it is too early to speak of a crisis in influencer marketing. For brands, it is more about adaptation: those who build their strategy thoughtfully and consider the risks will simply shift to new formats and rules, maintaining effective promotion.

# RMAA

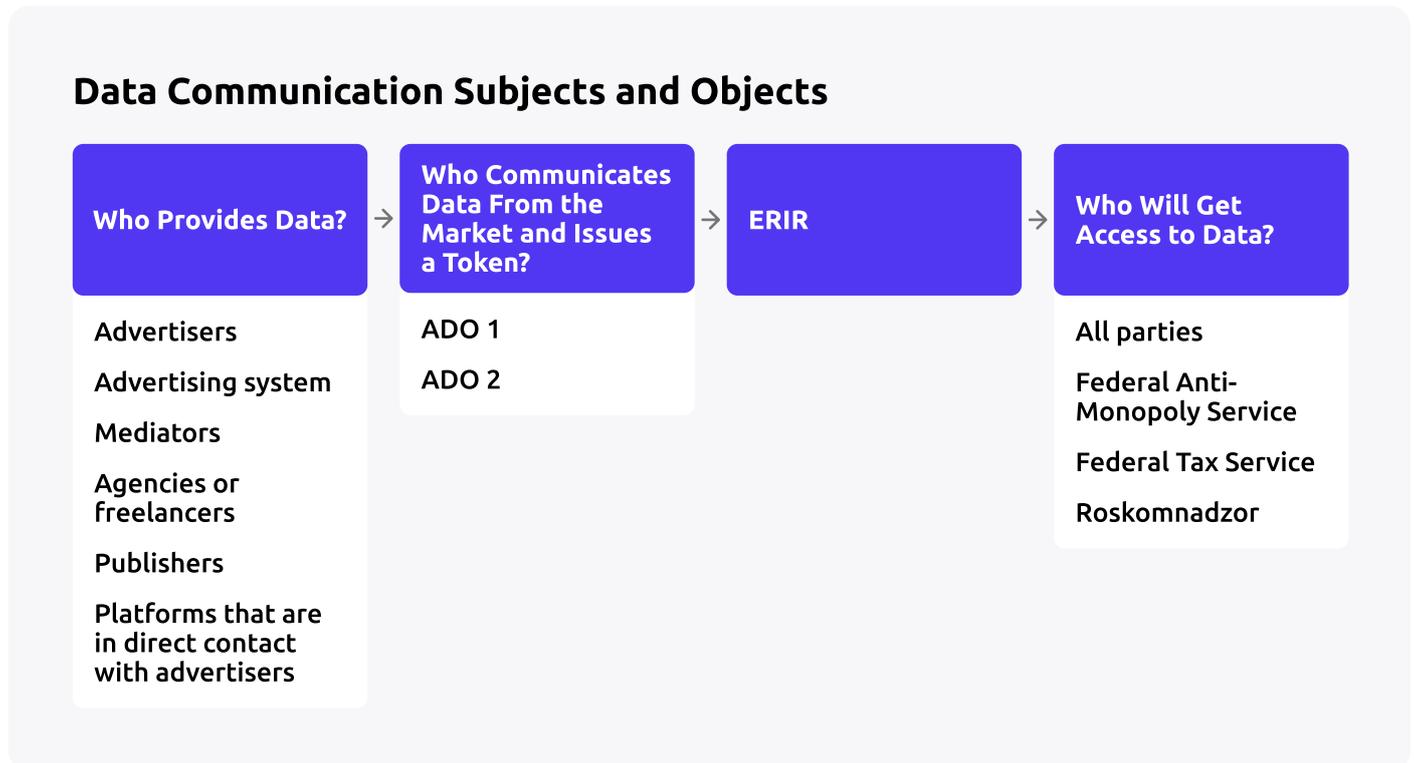
## Section 4

# Digital Ad Labeling in Russia



## 4.1 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.



### Labeling is necessary in any of these situations:

- You're advertising 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:

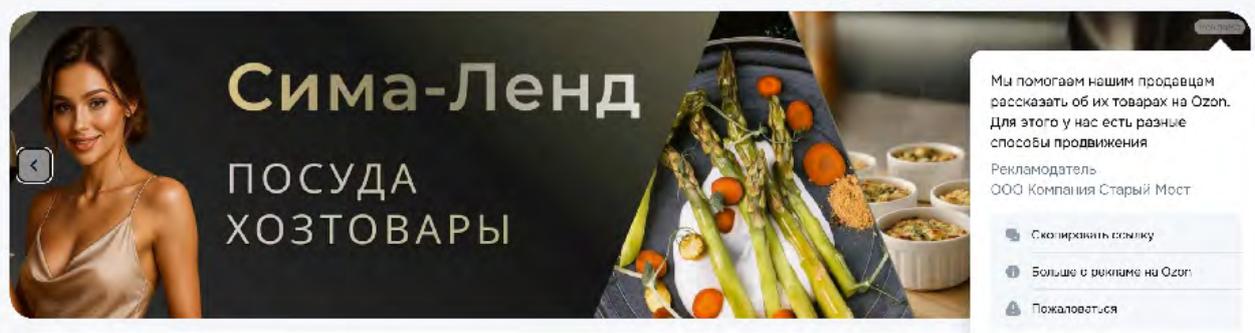
- Is addressed to an indefinite circle of people;
- Aimed at attracting attention to the advertised object, creates interest to it and promotes it in the market.

**All types of advertising materials are subject to labeling if they are published on the internet and targeted at Russian citizens, including:**

- Paid social
- Paid ads
- Media advertising
- Self-promotion (except for information about products or services on one's own website and in social media groups, when it is presented uniformly and does not highlight any specific products)
- SEO articles
- Press publications
- Blog posts
- Live stream recordings
- Banners and teasers on any web resources
- Podcasts
- Sponsored articles
- Videos
- Stories in Telegram channels
- Posts in social networks and messengers

**An advertisement is considered labeled if it includes:**

- The word "Advertisement"
- Information about the advertiser
- ERID identifier (ID token)





### Моя любовь со Шри-Ланкой вышла на новый уровень

Kseniya Shirshova (Vostrikova)

Подписаться

931   Поделиться   Сохранить   Создать клип   Скачать

19 733 просмотра 7 февр. 2025 г. #SingleOriginTea #QualityTea #Dilmah

~Я побывала на Шри-Ланке вместе с Dilmah и шанс отправиться на этот остров есть у каждого:

1. покупаете чай Dilmah из коллекции Paradise в магазинах-участниках (Globus, O'Key, Лента, Магнит, Перекресток, SPAR или на маркетплейсах)
2. сканируете QR-код на пачке, загружаете чек и ждёте результатов

Победителей будут объявлять на сайте и в соцсетях Dilmah Russia

Больше подробностей: <https://www.dilmahrus.ru>

#DilmahRussia #Paradiseteacollection #SingleOriginTea #QualityTea #Dilmah #CeylonTea #Freshness

#Dilmah #Dilmahtea #Paradisetea #Розыгрыш #ШриЛанкаждет #Поездкамечты #ВыиграйПутешествие #DilmahParadise

Реклама. Dilmah Ceylon Tea Company PLC. Иностраннный ИНН: 104075347. Erid: 2VtzqwBYnFd

~Подписывайтесь на мою Boosty страницу, чтобы смотреть 2 новых дополнительных видео каждый месяц <https://boosty.to/kseniyaostrikova>

► Мой TG канал <https://t.me/kseniyaostrikova>

► Для бизнес предложений [vostrikovaksu@gmail.com](mailto:vostrikovaksu@gmail.com)

2. сканируете QR-код на пачке, загружаете чек и ждёте результатов

Победителей будут объявлять на сайте и в соцсетях Dilmah Russia

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~Подписывайтесь на мою Boosty страницу, чтобы смотреть 2 новых дополнительных видео каждый месяц

<https://boosty.to/kseniyaostrikova>

## **Navigating Advertising Labeling and Regulatory Compliance**

*As a lawyer, I would like to clarify the current situation with advertising systems and their integration with advertising data operators. Systems like Yandex.Direct and VKontakte have automatic integration with these operators via API, which allows companies to generate tokens without the need for a separate request.*

*However, for advertising on other platforms, especially involving influencers on social media, such as advertising in Telegram channels or videos on YouTube, it is necessary to contact an external advertising data operator (ADO).*

*The labeling process consists of several stages: signing an agreement with the advertising data operator, gathering information about the advertiser and the creative, generating a unique advertisement identifier (ERID), and then placing it into the advertising publication. After publication, the advertisement must be registered in a unified accounting system through ADO's reporting, ensuring its legal transparency. Additionally, reporting on ad impressions must be submitted monthly until the advertising publication is removed.*

*By engaging RMAA services, you effectively transfer the responsibility for interacting with ODS to us. We handle all aspects of advertising labeling for our clients, ensuring compliance with regulatory requirements.*

*This is particularly relevant for microbloggers or individual influencers, who often lack extensive experience in this field. It is typically more beneficial for them to contact an agency for the creation and proper placement of advertising labels.*

*Although the introduction of these rules has complicated our work, we have found that these tasks are easily manageable. At first, the volume of information and data required for reporting may seem significant. However, at RMAA, we have successfully optimized internal advertising labeling processes: we have established automated token generation, organized centralized reporting through operators, and developed control procedures. This approach has significantly reduced the burden on our clients and allowed them to focus on their core activities.*

**Shakhnaz Aleskerova**

HEAD OF LEGAL DEPARTMENT RMAA

## 4.2 Other Legislative Changes Regarding Online Advertising in 2025

### 3% Tax

Starting from April 1, 2025, a mandatory fee of 3% of income from online advertising placement will be charged. This tax applies to everyone earning revenue from advertising: companies, bloggers, self-employed individuals, and so on. Those required to pay the new advertising fee will be monitored through labeling — all participants in the advertising chain are checked.

### Ban on Instagram Advertising from September 1, 2025

Many companies actively used Instagram\* as one of their primary channels for promoting products and services. It is a platform with a wide audience, vibrant visuals, and convenient formats, allowing businesses to quickly react to trends and launch viral content for advertising purposes.

**Which popular advertising platforms are now banned from displaying ads starting from September 1, 2025? The list includes:**

- Instagram;
- Facebook;
- LinkedIn;
- Twitter.
- You contact an agency and they place the ads for you.

Both businesses (advertisers) and bloggers who post ads will be held accountable for violating the new law.

#### **What is banned:**

- Promotion: paid social, promotional posts, stories, and reels mentioning brands.
- Promotion through influencers: any promotional integrations with influencers, including barter deals.
- Native advertising: unboxings, reviews, and native integrations mentioning a brand, product, or service.
- Call-to-actions: phrases such as “Hurry up and buy,” “Click the link,” “Sign up,” “Order now,” “Limited availability,” etc.
- Links: any links leading to payments, registrations, or application forms.
- Collaborations: co-authorship of posts that may be considered advertising.

## **What is allowed:**

- Informing about oneself: posting informational content about the company, experts (education, experience), personal notes, and analytics.
- Expert content: guides, interviews, and reviews with neutral facts, without focusing on a single product.
- Reviews: posting customer reviews that contain neutral facts, not vivid emotions or calls to action.
- “Behind-the-scenes”: posts about everyday work, the process of production or service provision.
- Personal communication: responses to client questions and discussions in comments, without commercial offers or commercial information.

**The amendments concern only the initial collection process of personal data, meaning that further transmission of information outside Russia is possible under specific conditions:**

- Notification to Roskomnadzor
- Obtaining user consent

## **Storage and Processing of Personal Data of Russian Citizens Must Occur on Servers Located in Russia**

Starting from July 1, 2025, new requirements for personal data localization came into force in Russia: operators are required to ensure the recording, systematization, accumulation, storage, clarification, and retrieval of personal data of Russian citizens using databases located within Russia. Exceptions to this rule are limited and strictly defined by law.

### **Recommendations for Businesses**

To mitigate risks, companies must conduct internal audits and ensure that the collection and storage of data are not happening outside of Russia.

#### **To do this, it is recommended to:**

- Audit the services on the website
- Check the location of the website hosting
- Analyze the terms of contracts with contractors who process personal data on behalf of the company

- Update documents governing personal data processing: personal data processing policy/privacy policy, user consent forms, and contracts
- Place a notice on the website regarding the processing of cookies

## **Cross-Border Transfer of Personal Data via Google Analytics: Requirements of Russian Legislation in 2025**

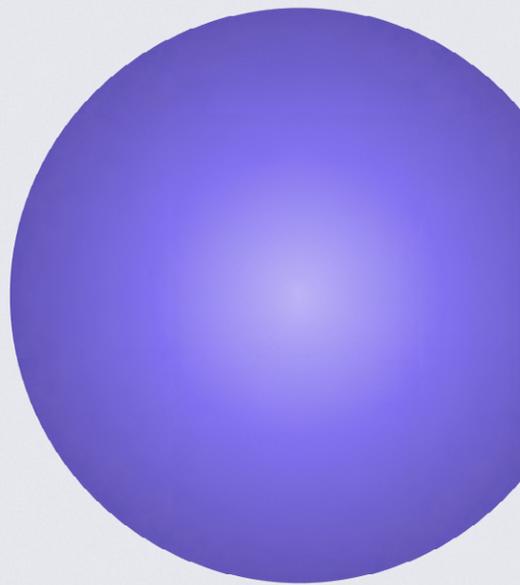
**Starting from July 1, 2025, in Russia, the use of Google Analytics and other services that transmit personal data abroad is considered a cross-border data transfer and requires:**

- Notification to Roskomnadzor before transferring data abroad
- User consent for data collection (cookie banners)
- Privacy policy on the website with information about data collection and processing
- Inclusion of information about cross-border data transfers in local documents
- Data localization within Russia
- Failure to comply with these rules may result in fines.

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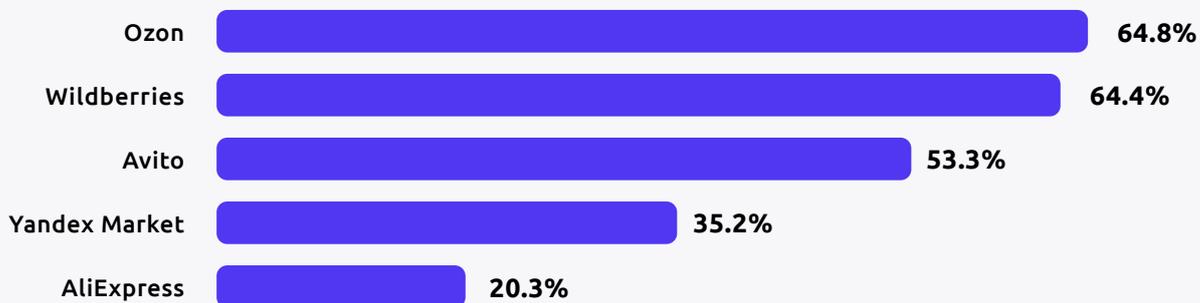
## Section 5

# Digital Ad Labeling in Russia



## 5.1 Top Marketplaces In Russia

### Monthly Coverage, % of Population



Source: [statista.com](https://www.statista.com) [datareportal.com](https://www.datareportal.com)

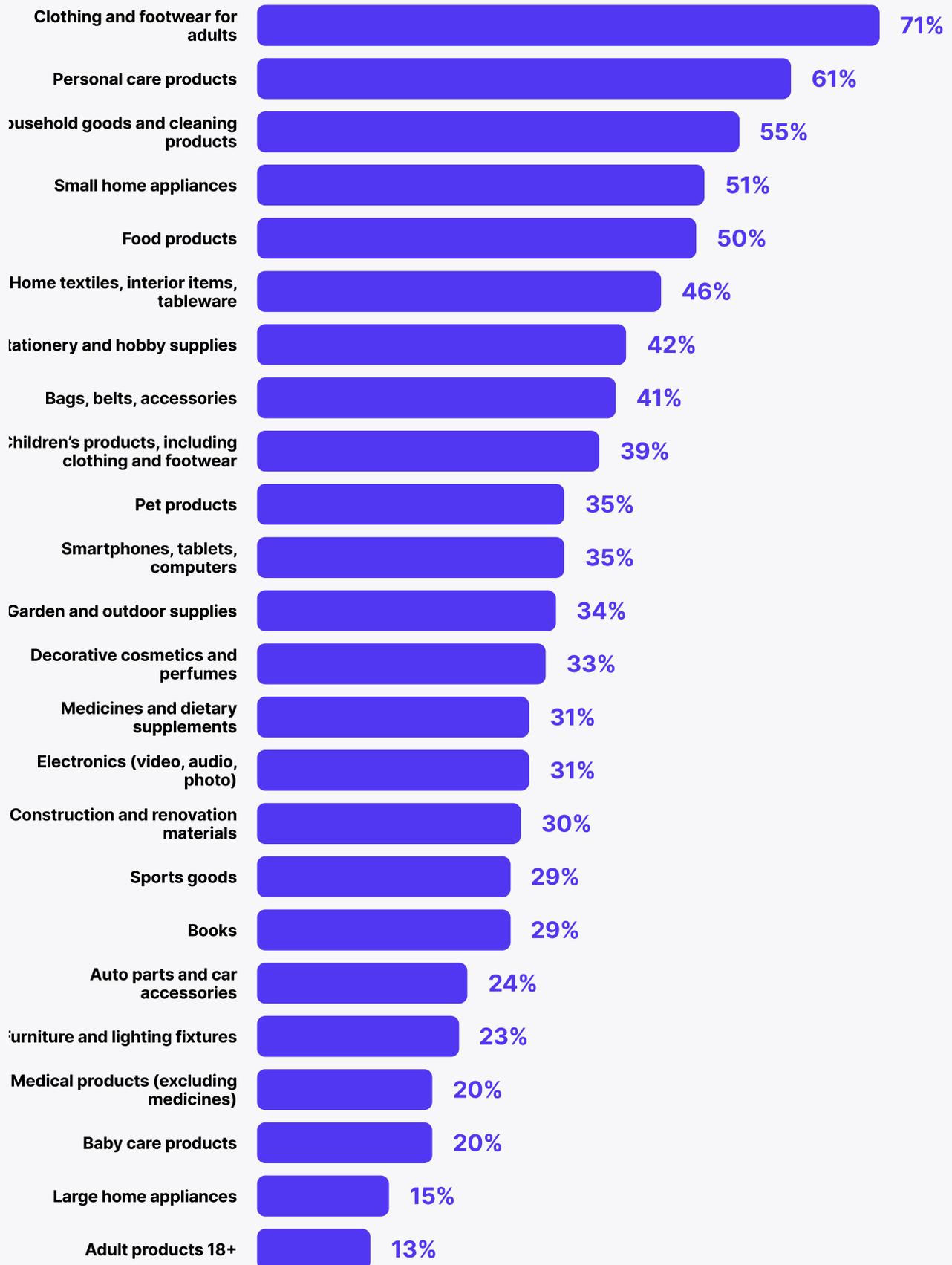
E-commerce in Russia is booming nowadays. It's a fast-growing, in-demand environment with an extensive range of products. Marketplaces are the go-to channel for promotion and a tool to build brand awareness. This is thanks to the social commerce model, which involves communication between brands and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

### Why do Russians Shop on Marketplaces?

Reason	Share of Buyers
Better price compared to similar products	46%
Positive product reviews	39%
Discount on the product or participation in a promotion	33%
Customer reviews confirming the product is original	25%
No negative reviews about the product	24%
High seller rating	23%
Seller loyalty program	14%
Well-known brand familiar to the buyer	8%

Source: [statista.com](https://www.statista.com)

# What Products Are Most Frequently Purchased on Marketplaces?



Source: [statista.com](https://www.statista.com) [datareportal.com](https://www.datareportal.com)

## 5.2 Ozon Advertising Platform

Ozon is one of the largest digital ecosystems in Russia. The company's gross merchandise volume (GMV) reached 966 billion rubles in 2023 and exceeded 1 trillion rubles in the period from January to September 2024, confirming its steady growth and leading market position. The platform processes millions of orders daily, reflecting its scale and influence on the consumer market.

According to a BIBCO BrandScience study, Ozon holds a leading position in brand recognition within the e-commerce category: 53% of respondents named it as the top brand (Top-of-Mind Brand Awareness), significantly outperforming its closest competitors.

### Ozon Audience

Ozon brings together a broad and diverse audience characterized by high activity and purchasing power. The monthly audience exceeds 77 million unique users (according to Cross Web Mediatorship, November 2024), a number comparable to the largest media resources and social networks. The number of users who made purchases reached 53.5 million in 2024.

### Demographics

The core of the audience consists of economically active people aged 25–44 (47%). Gender distribution is 54% women and 46% men. 83% of the audience lives outside Moscow and St. Petersburg.

**Modern consumers use marketplaces as an entry point for product searches and purchase decision-making. Ozon serves as a media platform, facilitating engagement with users at all stages of the funnel:**

- **Awareness:** Placement of advertising materials to increase brand recognition.
- **Interest:** Targeted attraction of attention from specific audiences based on search queries.
- **Intent and Purchase:** Retargeting users who previously showed interest in the product.
- **Loyalty:** Retaining customers and encouraging repeat purchases.

## Main Advertising Formats

- Banner on the homepage and in search
- Video banner in the recommendations feed
- Banner on the order completion page
- Banner in the 1st level category

## Ozon provides opportunities for precise targeting:

- **Sociodemographic:** gender, age, geography.
- **Behavioral:** purchases, product views, category interests.
- **CRM Retargeting:** segmentation based on hashed phone numbers from CRM to inform about the brand and exclude users who have made a purchase.

## Ozon offers interactive mechanics (quizzes, mini-games, advent calendars) to boost engagement and create an emotional connection with the brand. Key objectives:

- Increasing brand awareness and trust.
- Demonstrating expertise.
- Stimulating first-time and repeat purchases.

## Measuring Effectiveness

### The platform provides comprehensive analytical support:

- **Brand Lift:** assessing the growth of key brand metrics.
- **Sales & Search Lift:** analyzing the increase in sales and search queries related to the brand.
- **Post-campaign Report:** a full analysis of results and insights for optimizing future campaigns.

Ozon Advertising Platform combines the scale of a media channel with the precision of e-commerce data. The variety of formats, targeting options, and analytics enable marketers to effectively operate at all stages of the funnel, from brand awareness to direct sales stimulation.

This year, RMAA became the official partner for digital advertising sales on Ozon. This status grants brands access to exclusive formats and advertising inventories on the platform, allows for more precise management of performance campaigns, and enables targeting an audience with high purchase intent.

## 5.3 How Can Foreign Brands Use Marketplaces in Russia?

In 2024, more than half of Russians preferred online shopping. And according to forecasts, this figure is expected to increase by another 10-15% in 2025. This means that the competition between market leaders Ozon, Wildberries, and Yandex.Market will only intensify.

Foreign brands can use marketplaces to expand their presence in Russia and the CIS and boost 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.).

### Marketplace Sales Model in Russia



[Ozon](#)

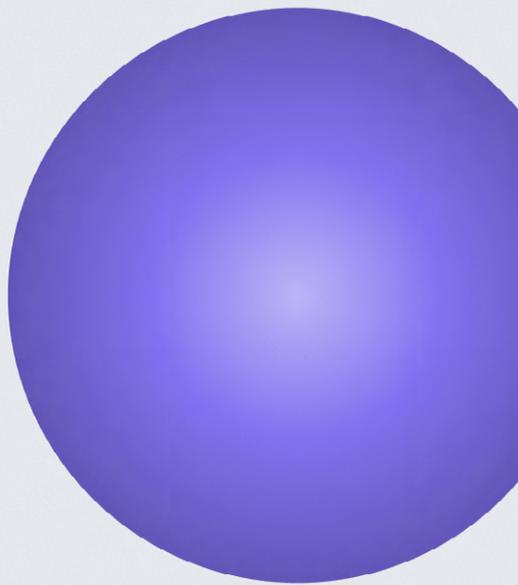
[Wildberries](#)

[Yandex.Market](#)

# RMAA

## Section 6

# Data Collection And Analytics



## 6.1 Analytics Tools

In 2025, web analytics tools remain critical components of marketing and product strategy. While Yandex.Metrica and Google Analytics are still widely used, the market is expanding with BI tools, event analytics, and tools for tracking user behavior.

Thus, the analytics tools of 2025 are assessed not only by the depth of their capabilities but also by ease of use, implementation speed, and privacy.

### Tools Ratings

Tool	Comment
Weborama	A universal platform that combines DMP and analytical capabilities; strong in audience segmentation and campaign personalization.
Segmento (MTC Ads)	SberMarket (grocery delivery), Delivery Club (in partnership with VK), SberHealth, SberPharma, SberPrime (subscription service), SberInsurance, SberAI, and more.
VK	Uses its own social network data for analytics and targeting
Amberdata	Focus on collecting and processing large amounts of data; analytical tools for media and marketing
Scanners	Focus on combining and enriching audience data; enables the creation of detailed segments.
MediaDesk	Convenient tools for media planning and analysis; support for various data sources.
Dialog.X5	Collects data from various channels (online/offline) for comprehensive analytics; useful for omni-channel marketing.
First Data	Specialized in marketing analytics and customer data processing; strong in building customer journey.
Genius Group / Cobrazz	Offers tools for analyzing and activating audiences, integrating with various advertising channels.

## 6.2 Big Data Providers

Companies are actively adopting high-performance technologies such as grid computing and advanced analytics to work with big data. This allows them to process vast amounts of information and use it to gather insights about users. In this area, key players are Big Data providers, who deliver data to companies seeking to improve efficiency and competitiveness. For example, these providers help advertising and consulting agencies optimize business processes through automation and the use of the Big Data ecosystem.

In 2025, the Big Data market in Russia continues to grow, with a focus on data localization and compliance with legislation, such as the mandatory labeling of online advertising with a unique identifier (token), obtained from the Advertising Data Operator (ADO), for subsequent transmission to the Unified Register of Internet Advertising (ERIR) and data storage on servers within Russia. Leading players in the market include Yandex Audiences, with the largest data sets and proprietary services, as well as Weborama and Segmento (MTS Ads).

### Providers Rating

- Yandex Audiences
- Weborama
- Segmento (MTC Ads)
- Soloway
- VK
- Amberdata
- Scanners
- Platforma/MediaSniper
- AiData.me
- Dialog.X5

**Source:** [adindex.ru](https://adindex.ru)

## 6.3 Yandex.Metrica and Google Analytics

The most important website analytics in Russia are Yandex. Metrica and Google Analytics\*. They are a 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 clickthrough rate and cost per click is feasible; however, the direct impact on sales remains unclear without further analysis.

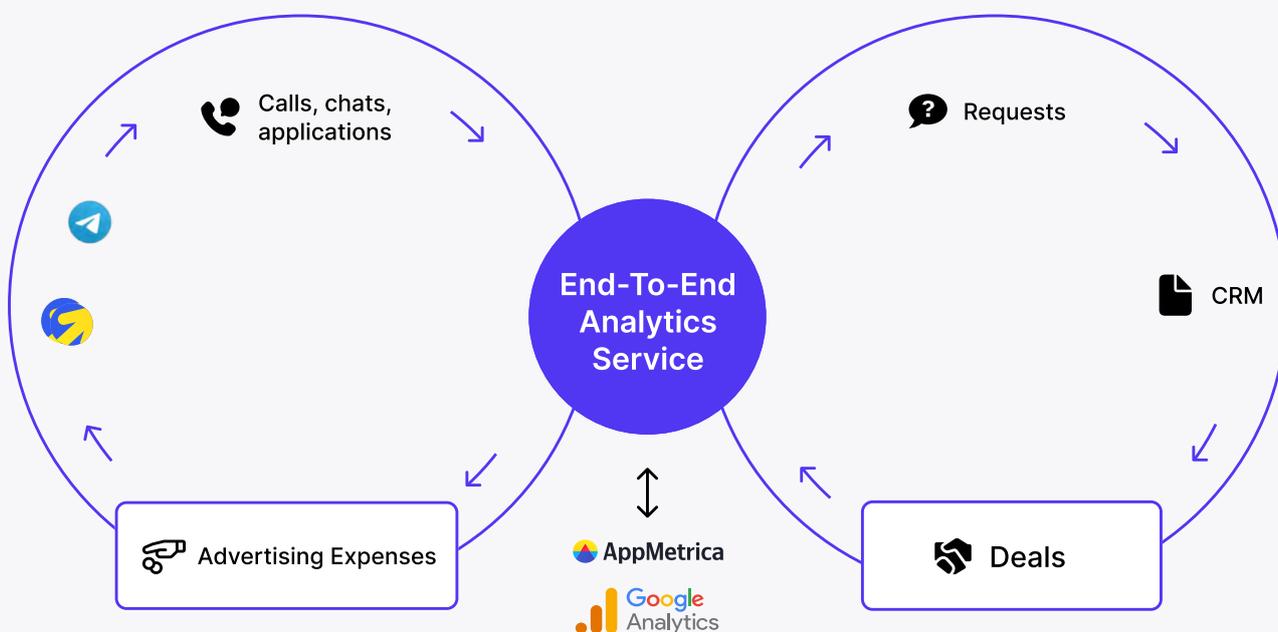
Incorporating a specialized analytics system provides deeper insights. Moreover, a comprehensive integration of 'Call Tracking + Web Analytics + CRM' facilitates maximal profitability by offering a nuanced understanding of the advertising efforts' effectiveness on sales outcomes.

*\*Starting from July 1, 2025, in Russia, the use of Google Analytics and other services that transfer personal data abroad requires notification to Roskomnadzor, user consent, the privacy policy presence, and data storage within the country.*

**Source:** [consultant.ru/document/cons\\_doc\\_LAW\\_499984/](https://consultant.ru/document/cons_doc_LAW_499984/)

## 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 focused 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 the origins of calls with remarkable precision, down to specific keywords. They assess call center performance through comprehensive recording and analysis of conversations with operators, as well as incoming call analytics. This enhances the customer experience by providing insights into service quality and operator responsiveness. Additionally, call-tracking systems improve sales journey tracking accuracy through integration with CRM and Yandex. Metrica systems, expanding the scope of actionable data for optimizing marketing strategies and enhancing operational efficiency.



## 6.6 Traffic Verification Tools

In Russia, both universal analytics services (Yandex.Metrica, Google Analytics) and specialized platforms such as Weborama, AdRiver, Admon.ai, Aderving, Adloox, myTracker, and MediaHills are used for verifying advertising traffic. These tools help identify invalid (fraudulent) traffic, verify whether impressions meet specified parameters, and assess the engagement of the actual audience, ensuring more transparent and effective advertising campaigns.

### Verification Tools Rating

1. Weborama
2. AdRiver
3. Admon.ai
4. Aderving
5. Adloox
6. myTracker
7. MediaHills

**Source:** [adindex.ru](http://adindex.ru)

## Conclusion

*Digital consumption patterns in Russia show that users do not simply abandon platforms after restrictions are introduced. Instead, they adapt. VPN usage has become widespread, allowing audiences to continue accessing services they consider convenient and high-quality. As a result, blocking or slowing down a platform does not necessarily eliminate its audience.*

*For advertisers, this creates a more complex environment. Campaigns may still work, but measurement becomes less transparent, data can be fragmented, and performance metrics may lose precision — similar to what happened with advertising on Instagram after restrictions were imposed. At the same time, user behavior remains driven by usability and content quality rather than regulatory status.*

*The growing VPN market reflects this shift. People continue to choose platforms that meet their expectations, regardless of formal limitations. This does not automatically mean that businesses should move exclusively to officially promoted platforms. It means that strategy must account for technical realities, audience habits, and measurement limitations — and adapt accordingly.*

# RMAA

RMAA supports brands in adapting their marketing strategies to the rapidly changing digital environment and selecting the most relevant platforms and partners across Russia and the CIS, taking into account regulatory, technical, and audience-specific factors.

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